



**Vivekanand Education Society's  
College of Arts, Science and Commerce  
(Autonomous)**

**Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.**

***Accredited by NAAC “A Grade” in 3<sup>rd</sup> Cycle - 2017***

***Best College Award – Urban Area, University of Mumbai (2012-13)***

***Recipient of FIST Grant (DST) and STAR College Grant (DBT)***

**Affiliated to the  
University of Mumbai**

***Proposed Syllabus for***  
**Program: B. Com. (E-Commerce)**  
**(Program code: VESUCEC)**

**As per Choice Based Credit System (CBCS)  
with effect from Academic Year 2022 - 2023**

**Courses Structure**

## B. Com. (E-Commerce) Programme

B Com E-commerce is a 3-year undergraduate course designed to provide theoretical and practical knowledge correlating accounting principles to technological advancements. E-commerce is a new trending method with the growth of internet and technology. The career path and opportunities of graduating from a B. Com (E-Commerce) program are immense, with job profiles available in diverse sectors booming with every passing year. The pace of digital transformation all over the world can be met with the adaptation of such high professional courses in this competitive scenario.

### *Course Highlights*

Name of the Course	B.Com (E-Commerce)
Level	Undergraduate
Duration	3 Years
Minimum Academic Requirement	10 + 2
Stream Requirement	All Streams eligible
Course mode	Full - Time
Exam Type	Semester

### **Program Outcomes (PO):**

A learner completing B. Com (E-Commerce) will be able to:

**PO-1** Understand the role of business, IT, management, accounting and economics and its implications on society.

**PO-2** Acquire conceptual knowledge of finance and accounting.

**PO-3** Gain knowledge of different types of management information systems.

**PO-4** Acquire entrepreneurial, administrative, legal and managerial skills.

**PO-5** Develop the skills and techniques of communication.

**PO-6** Be aware of the ethical, social, and security issues of information systems

**PO-7** Understand the processes of developing and implementing information systems.

**PO-8** Improve competency to make them eligible and employable in the job market.

### **Program Specific Outcomes (PSO's)**

On completion of B.Com (E-Commerce) program, learners will be enriched with knowledge and be able to:

**PSO1-** Understand contemporary trends in e-commerce and business finance.

**PSO2-** Acquire diversified career options in different fields and organizations with the advancement of Information Technology.

**PSO3-** Get acquainted with accounting and technological aspect in e-commerce organisations.

**PSO4-** Familiarize themselves with current challenges and issues in E-commerce.

**PSO5-** Develop understanding w.r.t. Legal and Regulatory Environment and Security issues of E-commerce.

**PSO6-** Develop soft skills and to react aptly when confronted with critical decision making.

### **Modality of Assessment**

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 25% marks in the first part & by conducting the Semester End Examinations with 75% marks in the second part.

Students will have to score 40% of marks in the Internal Assessment as well as Semester End Examination to pass the course.

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

**Internal Assessment:** It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice Based System by way of participation of learners in various academic and correlated activities in the given semester of the programme.

**Semester End Assessment:** It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ Written examination.

#### **A. Theory - Internal Assessment 25%**

**-25 marks**

<b>Sr No</b>	<b>Evaluation Type</b>	<b>Marks</b>
1.	Class Test - Objective Questions (MCQs/True or False/Fill in the Blanks/ Match the Columns)	10
2	Project/Assignments/Presentation/Analysis of Financial Statements/Viva Voce/Reading of Auditors Report	10
3	Active participation in routine class activity, overall conduct as a responsible student, with respect to good behavior, leadership qualities, interpersonal skills etc.	05

#### **B. Theory -External examination - 75% -**

**75 Marks**

### **Course Structure**

#### **First Year (Semester I)**

<b>Title of the Course</b>	<b>Number of Lectures</b>	<b>(Theory)</b>	<b>(Practical)</b>	<b>Credits</b>
Accountancy and Financial Management I	60			3
Introduction to Business	60			3
Business Economics I	60			3

Business Communication I	45			2
Environmental Studies	60			3
Computer Applications I : (Office Tools)	75	45	30	3
Business Mathematics	60			3
			TOTAL CREDITS	20

**First Year (Semester II)**

Title of the Course	Number of Lectures	(Theory)	(Practical)	Credits
Accountancy and Financial Management II	60			3
Principles of Management	60			3
Business Economics II	60			3
Business Communication II	45			2
Introduction to Information Technology	60			3
Computer Applications II	75	45	30	3
Business Statistics	60			3
			TOTAL CREDITS	20

**Second Year (Semester III)**

Title of the Course	Number of Lectures	(Theory)	(Practical)	Credits
Cost Accounting	60			3
Principles of Marketing	60			3
Business Regulatory Framework	60			3
Entrepreneurial Development	60			3
Internet and World Wide Web	60			3
Management Accounting	60			3
<b>ELECTIVES (Select any one Elective)</b>				
Brand Management	45			2

<b>Retail Management</b>	<b>45</b>			<b>2</b>
			<b>TOTAL CREDITS</b>	<b>20</b>

### Second Year (Semester IV)

<b>Title of the Course</b>	<b>Number of Lectures</b>	<b>(Theory)</b>	<b>(Practical)</b>	<b>Credits</b>
<b>Financial Management</b>	<b>60</b>			<b>3</b>
<b>Human Resource Management</b>	<b>60</b>			<b>3</b>
<b>Company Law</b>	<b>60</b>			<b>3</b>
<b>Principles of Auditing</b>	<b>45</b>			<b>2</b>
<b>Digital Marketing</b>	<b>60</b>			<b>3</b>
<b>E-Commerce Technologies</b>	<b>60</b>			<b>3</b>
<b>ELECTIVES (Select any one Elective)</b>				
<b>Customer Relationship Management (CRM)</b>	<b>60</b>			<b>3</b>
International Business	60			<b>3</b>
			<b>TOTAL CREDITS</b>	<b>20</b>

### Third Year (Semester V)

<b>Title of the Course</b>	<b>Number of Lectures</b>	<b>(Theory)</b>	<b>(Practical)</b>	<b>Credits</b>
Direct Tax	60			3
Strategic Management	60			3
Supply Chain Management & Logistics	60			3
Marketing Research	60			3
Web Designing	75	45	30	3

Project Work	150		150	5
			<b>TOTAL CREDITS</b>	<b>20</b>

### Third Year (Semester VI)

Title of the Course	Number of Lectures	(Theory)	(Practical)	Credits
Indirect Tax: GST	60			3
Business Ethics and Corporate Governance	60			3
International Finance	60			3
Cyber law	60			3
Operations Research	60			3
Project Work	150		150	5
			<b>TOTAL CREDITS</b>	<b>20</b>

## Proposed Syllabus of FYBCOM (B.com E-commerce) Course Structure

### Semester 1

Course Code	Semester I	Credits
<b>1</b>	<b><i>Discipline Related Courses (DRC)</i></b>	
VESUCEC101	Accountancy and Financial Management I	<b>03</b>
VESUCEC102	Introduction to Business	<b>03</b>
VESUCEC103	Business Economics I	<b>03</b>
<b>2</b>	<b><i>Ability Enhancement Courses (AEC)</i></b>	
<b>2A</b>	<b><i>Ability Enhancement Compulsory Courses (AECC)</i></b>	
VESUCEC104	Business Communication I	<b>02</b>
VESUCEC105	Environmental Studies	<b>03</b>

<b>2B</b>	<b><i>Skill Enhancement Courses (SEC)</i></b>	
VESUCEC106	Computer Applications I : (Office Tools)	<b>03</b>
<b>3</b>	<b><i>Core Courses (CC)</i></b>	
VESUCEC107	Business Mathematics	<b>03</b>
<b>Total Credits</b>		<b>20</b>

### Semester II

Course Code	Semester II	Credits
<b>1</b>	<b>Discipline Related Courses (DRC)</b>	
VESUCEC201	Accountancy and Financial Management II	<b>03</b>
VESUCEC202	Principles of Management	<b>03</b>
VESUCEC203	Business Economics II	<b>03</b>
<b>2</b>	<b>Ability Enhancement Courses (AEC)</b>	
<b>2A</b>	<b>Ability Enhancement Compulsory Courses (AECC)</b>	
VESUCEC204	Business Communication II	<b>02</b>
VESUCEC205	Introduction to Information Technology	<b>03</b>
<b>2B</b>	<b>Skill Enhancement Courses (SEC)</b>	
VESUCEC206	Computer Applications II	<b>03</b>
<b>3</b>	<b>Core Courses (CC)</b>	
VESUCEC207	Business Statistics	<b>03</b>
<b>Total Credits</b>		<b>20</b>

#### 1.Discipline Related Courses (DRC)

**1.Course title:** Accountancy and Financial Management I

**Course code:** VESUCEC101

#### **Learning Outcomes (LO):**

On successful completion of this course students will be able to:

**LO1-** Understand the concept of book keeping and accountancy.

**LO2-** Get acquainted with Double Entry Book-keeping and Journal and Ledger.

**LO3-** Gain knowledge about the concepts of Trial Balance and Financial statements of proprietary concerns

#### Modules at Glance

Sr. No	Modules	No. of Lectures
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1	Introduction to Book-Keeping and Accountancy	15
2	Double Entry Book-keeping	15
3	Journal and Ledger	15
4	Trial Balance and Financial statements of proprietary concerns	15
<b>Total</b>		<b>60</b>

<b>Sr. No</b>	<b>Modules/Units</b>
<b>1</b>	<b>Introduction to Book-Keeping and Accountancy</b>
	a) Concepts, Objectives, Importance and Utility, Difference between Book-Keeping and Accountancy. b) Basic accounting terminologies, Basis of accounting (Cash and Accrual). c) Theoretical base of Accounting – Concepts, Conventions and Principles.
<b>2</b>	<b>Double Entry Book-keeping</b>
	a) Concepts, Fundamentals of Double Entry Book-Keeping. b) Source documents required for Accounting – Cash and Petty Cash Voucher , Pay-in –Slip, Cash and Credit Memo, Debit and Credit Note. c) Withdrawal Slip, Cheque (Bearer, Order, Crossed), Bank Pass Book , Bank Statements.
<b>3</b>	<b>Journal and Ledger</b>
	a) Journal- Meaning , Importance & Utility of Journal and Specimen of Journal. b) Writing of Journal Entries. c) Difference between Journal and ledger. d) Concept, Need & Contents of Ledger and Specimen of Ledger. e) Passing of Entries from Subsidiary Books to Ledger. f) Balancing Ledger Accounts.
<b>4</b>	<b>Trial Balance and Financial statements of proprietary concerns</b>
	a) Preparation of Trial Balance. b) Preparation of Trading Account, Preparation of Profit and Loss Account and Balance Sheet. c) Effects of following Adjustments – closing stock, bad and doubtful debts , provision for discount on debtors and creditors, outstanding expenses , prepaid expenses , accrued income, drawings , goods distributed as free samples.

#### References:

1. Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi
2. Advance Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi
3. Financial Accounting for Management by Dinesh D Harsolekar, Edu-Tech Publishing Co., Mumbai
4. Financial Accounting By P.C.Tulsian, PEARSON , Noida
5. Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
6. Course title: Introduction to Business
7. Course code: VESUCEC102

#### Modules at Glance

<b>Sr. No</b>	<b>Modules</b>	<b>No. of Lectures</b>
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1	Introduction to Business	16
2	Business Environment	14
3	Service Sector	16
4	Business Ethics and Corporate Social Responsibility	14
Total		60

**Objective:** To familiarize the students with basic concepts of business and current trends in the business environment.

**Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO1-** Understand the concept, nature of business and the recent trends and strategy alternatives in business.

**LO2-** Identify and understand the changes and constituents of the business environment, and its impact on business.

**LO3-** Understand the concept, nature, scope, strategies of services, marketing mix for services and recent trends in services

**LO4-** Evaluate the concept of BPO, KPO, LPO and ERP.

**LO5-** Gain knowledge about the Indian ethical practices and corporate social responsibility.

Sr. No	Modules/Units	lectures
1	<b>Introduction to Business</b>	<b>16 lectures</b>
	Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business. Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives. New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies	
2.	<b>Business Environment</b>	<b>14 lectures</b>
	Introduction: Concept and Importance of business environment, Inter relationship between Business and Environment Constituents of Business Environment: Internal and External Environment, International Environment – Current Trends in the World, Concepts of Sustainable Development, Corporate Social Responsibility International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.	
3.	<b>Service Sector</b>	<b>16 lectures</b>
	Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context, opportunities and challenges in the service sector, Managing demand and capacity Marketing Mix & Service Strategies: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and People, Market research and Service development cycle ITES Sector: Concept and scope of BPO, KPO, LPO and ERP	

<b>4.</b>	<b>Business ethics and Corporate Social Responsibility</b>	<b>14</b>
	Introduction to Business Ethics: Meaning, Nature and Importance, Types of Business Ethics, Moral and Ethics Indian Ethical Practices and Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee Corporate Social Responsibility: Concept, Scope and Importance of CSR in Contemporary Society, Relationship between C.S.R. and Business Ethics	<b>14 lectures</b>

#### **REFERENCES:-**

1. Business Organisation Management Maheshwari, Rajendra P ,Mahajan, J.P.,International Book House
2. Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
3. Introduction To Commerce, Vikram, Amit, Atlantic Pub
4. A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub
5. Business Environment, Cherunilam, Francis, Himalaya Pub
6. Essentials Of Business Environment, Aswathappa,K., Himalaya Pub
7. Essentials Of Business Environment, Aswathappa, Himalaya Pub
8. Strategic Management, Kapoor, Veekkas, Taxmann
9. Strategic Management, David,Fred R., Phi Leraning
10. Strategic Management, Bhutani, Kapil, Mark Pub.
11. Strategic Management, Bhutani, Kapil, Mark Pub.
12. Service Marketing, Temani, V.K., Prism Pub
13. Service Marketing, Temani, V.K., Prism Pub
14. Management Of Service Sector, Bhatia, B S, V P Pub
15. Sharma J.P ‘ Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi
16. William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company
17. Corporate Crimes and Financial Frauds, Dr. Sumit Sharma, New Delhi India
18. R.C. Sekhar, Ethical choices in Business, Sage Publications, New Delhi

#### **3.Course title: - Business Economics I**

**Course code: VESUCEC103**

#### **Modules at Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1</b>	Introduction	<b>10</b>
<b>2</b>	Demand Analysis	<b>12</b>
<b>3</b>	Supply and Production Decisions	<b>15</b>
<b>4</b>	Market Structure	<b>15</b>
<b>5</b>	Pricing practices	<b>08</b>
<b>Total</b>		<b>60</b>

#### **Learning Objectives:**

- To familiarize the students with the basic concept of microeconomics.

- To make student understand the demand and supply analysis in business applications
- To familiarize students with the production and cost structure under different stages of production.
- To understand the pricing and output decisions under various market structure.
- To help students understand and apply the various decision tools to understand the market structure.

**Learning Outcomes (LO):**

- On successful completion of this course students will be able to:

**LO1** -Students will be able to understand the concepts of cost, nature of production and its relationship to Business operations.

**LO2** - Students can apply marginal analysis to the “firm” under different market conditions.

**LO3** - Students can analyze the causes and consequences of different market conditions.

**LO4** - Students will be able to integrate the concept of price and output decisions of firms under various market structure.

Sr. No	Modules/Units	lectures
<b>1</b>	<b>Introduction</b>	<b>10</b>
	Scope and Importance of Business Economics - basic tools Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- Use of Marginal analysis in decision making. The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium.	<b>lectures</b>
<b>2.</b>	<b>Demand Analysis</b>	<b>12</b>
	Demand Function - nature of demand curve under different markets Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional) - relationship between price elasticity of demand and revenue concepts Demand Estimation and forecasting: Meaning and significance - methods of demand estimation- survey and statistical methods (numerical examples on trend analysis and simple linear regression)	<b>lectures</b>
<b>3.</b>	<b>Supply and Production Decisions</b>	<b>15</b>
	Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs isoquants, ridge lines and least cost combination of inputs-Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale and economies of scope Cost of Production: Cost concepts: accounting cost and economic cost, implicit and explicit cost, social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run- (hypothetical numerical problems to be discussed) Extension of cost analysis: Cost reduction through experience and Learning curve and Break-Even Analysis (with business application).	<b>lectures</b>
<b>4.</b>	<b>Market Structure</b>	<b>15</b>
	Perfect Competition and Monopoly Perfect competition and Monopoly models as two extreme cases - profit maximisation and the competitive firm's supply curve - Short II run and long run equilibrium of a firm and of	<b>lectures</b>

	industry - Monopoly - Sources of monopoly power – short run and long run equilibrium of a firm under Monopoly , Pricing and Output Decisions under Imperfect Competition Monopolistic competition: Competitive and Monopolistic elements of monopolistic competition- equilibrium of firm under monopolistic competitions, monopolistic verses perfect competition, excess capacity and inefficiency, debate over role of advertising, (topics to be taught using case studies from real life examples) Oligopolistic Market: Key attributes of oligopoly- Collusive and non-collusive oligopoly market, Price rigidity, Cartels and price leadership models (with practical examples)	
<b>5.</b>	<b>Pricing practices</b>	<b>8 lectures</b>
	Cost oriented pricing methods: cost –plus (full cost)/mark-up pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)	

### References:

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2. Hirschey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
6. Samuelson & Nordhaus.: Economics (Tata McGraw Hills, New Delhi, 2002)
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

### 2.Ability Enhancement Courses (AEC)

#### 2A Ability Enhancement Compulsory Courses (AECC)

#### Course Title: Business Communication I

#### Course code : VESUCEC104

**Objective:** To help the learner understand the significance of the potency of effective communication in the professional world.

#### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1** Develop an awareness about the complexity of communication in a dynamic business environment..
- LO2** Meet the challenges of the professional world and achieve success in their professional goals and contribute to the growth of the organization they are employed with.
- LO3** Develop effective oral, writing and listening skills among learners.
- LO4** Sensitize with the business ethics that organizations must comply with within the business world.
- LO5** Demonstrate quantitative problem-solving skills in all the topics covered.
- LO6** Interpret texts with an awareness of and curiosity for various viewpoints.
- LO7** Understand the processes and channels of communication which link an organization with its internal and external world.

**LO8** Understand and differentiate different processes of soft skills required for successful professional life.

**F.Y.B COM Business Communication -I  
(SEMESTER I)**

Course Code	Title	Lect ures	Credits	Lectu res per Week
VESUC BEC104			02	03
	Unit I : Theory of Communication	15		
	Unit II: Business Correspondence	15		
	Unit III : Language and Writing Skills Soft Skills – Time Management, Team Building, Emotional Quotient (To be conducted as workshops. Learners can be evaluated based on participation in the activities.) • Case Studies based on Unit 1. Chapter 2,3,4 and 5 could be used for group discussions followed by note making and summarization based on the discussions. • Presentations by students either in group or individually based on the topics given by the faculty	15		
	Total	45		

Unit no.	Details of topics	No of lectures
<b>1</b>	<b>Theory of Communication</b>	<b>15 Lectures</b>
	<b>1.</b> Concept of Communication: Models of Communication – Linear / Interactive/ Transactional/ Shannon and Weaver (To be only discussed in class); Meaning, Definition, Process, Need, Feedback; Emergence of Communication as a key concept in the Corporate and Global world <b>2.</b> Impact of Technology Enabled Communication: E- Commerce Types – Internet, Blogs, E-mail, Moodle, Social Media (Facebook, Twitter and Whatsapp); Advantages and Disadvantages <b>3.</b> Communication at Workplace: Channels – Formal and Informal: Vertical, Horizontal, Diagonal, Grapevine; Methods: Verbal and Non-Verbal (including Visual). Business Etiquettes and its importance.	

	<p>4. Business Ethics: Ethics at Workplace; Importance of Business Ethics; Personal Integrity at the Workplace; Business Ethics and Media; Computer Ethics; Corporate Social Responsibility</p> <p>5. Problems in Communication/ Barriers to Communication: Physical or Environmental, Semantic or Language, Socio-Cultural and Psychological Barriers; Ways to Overcome these Barriers</p> <p>6. Listening: Importance of Listening Skills; Obstacles to Listening; Cultivating Effective Listening Skills</p>	
<b>2</b>	<b>Business Correspondence</b>	<b>15 Lectures</b>
	<p>1. Theory of Business Letter Writing -- Parts, Structure, Layouts—Full Block, Modified Block, Semi-Block Principles of Effective Letter Writing Principles of Effective Email Writing</p> <p>2. Personal Correspondence: Statement of Purpose /Job Application Letter and Resume Letter of Acceptance of Job Offer, Letter of Resignation Letter of Appointment, Promotion and Termination, Letter of Recommendation</p>	
<b>3</b>	<b>Language and Writing Skills</b>	<b>15 Lectures</b>
	<p>1. Commercial Terms used in Business Communication</p> <p>2. Paragraph Writing -- Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report, etc.]</p>	

### References:

1. Phillip, Louis V. (1975) Organizational Communication- The Effective Management, Columbus Grid Inc.
2. Ross, Robert D. (1977) The Management of Public Relations, John Wiley and Sons, U.S.A. 50.SadriSorab, Sinha Arun and Bonnerjee peter (1998) Business Ethics: Concepts and Cases Tata McGraw HillPublic Company Limited
3. Shekhar, R.C (1997) Ethical Choices in Business Response Books
4. Stephenson, James (1988) Principles and Practice of Commercial Correspondence, Pillman and SonsLtd. London.
- 5.. Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo Communication skills. Vipul Prakashan. (n.d.). Retrieved January 22, 2022. 55. Datta, U. R. M. I. (2017, December 30). E-commerce and Business Communication. Oxford. Retrieved January 22, 2022

**2. Course Title: - Environmental Studies I**  
**Course code : VESUCEC105**

## ENVIRONMENTAL STUDIES I

Title	Credits & Lectures per Semester	Lectures per Week
Unit I : Introduction to Environment and Ecosystem	13 Lectures	04
Unit II: Environmental Degradation and E-Commerce	13 Lectures	
Unit III : Environmental Management	13 Lectures	
Unit IV : Sustainable Development and E-Commerce	13 Lectures	
Unit V : An Introduction to Maps	08 Lectures	

### Course Objectives:

- 1.To develop an in-depth understanding of various environmental issues and concerns of national and global importance.
- 2.To develop a balanced view of the relationship between environment and Development
- 3.To make the students familiar with current challenges and issues in E-Commerce from the environmental perspective.
- 4.To understand the concepts related to sustainable development vis-à-vis improvement of quality of life

### Learning Outcomes (LO):

**On successful completion of this course students will be able to:**

**LO 1-**Understand the basic concepts of environment

**LO2-** Understand the relationship between environment with development, sustainability and quality of life

**LO3-** Learn the role of an individual, community and several agencies in solving environmental problems

**LO4-** Acquire skills and methods for dealing with environmental problems

Unit no.	Details of topics	No of lectures
1	Introduction to Environment and Ecosystem Environment: Meaning, Definition, Scope and its Components; Concept of Ecosystem: Definition, Characteristics, Components and Types, Functioning and structure; Food Chain and Food Web; Ecological Pyramids; Man and environment relationship Importance and Scope of Environmental Studie	13 Lectures
2	Environmental Degradation and E-Commerce Environmental Degradation Degradation: Meaning and causes, degradation of land, forest and agricultural land and its remedies. Global warming: meaning, causes and effects. Disaster Management: meaning, disaster management cycle. Waste Management: Definition and types -solid waste management	13 Lectures

	Impact of E-Commerce on Environment: Definition of E-Commerce Positive and negative impact of E-Commerce on Environment. (Concepts: Digital pollution, Website Carbon emission, Green Search Engines)	
<b>3</b>	Environmental Management Concept, need and relevance of Environmental Management Concepts of ISO 14000 and 16000, Carbon Bank and Carbon Credits, Ecological Footprints Environmental Impact Assessment (EIA): Scope, objectives, and methodologies Role of Geospatial Technology (GST) in Environmental Management and E-Commerce	<b>13 Lectures</b>
<b>4.</b>	Sustainable Development and E-Commerce Definition, Meaning of Sustainable Development and Sustainable Development Goals (SDGs) - Brief History Green Business Models – Life cycle approach, Green Business and Green Consumerism, The three Pillars of Corporate Sustainability: ESG, Introduction to Nudge Theory; Triple Bottom Line Concept, Innovative Business Models: Green Web Hosting, Eco-friendly packaging, other business projects for greener future and sustainable development. Sustainable Industrial practices – Case studies	<b>13 Lectures</b>
<b>5</b>	An Introduction to Maps Introduction to basic concepts of Map and Map filling: World (Environmentally significant features) Introduction to Digital Maps and Digital Map reading	<b>08 Lectures</b>

## References:

### Text Books:

1. Singh, Savindra, (2011) : Environmental Geography, Prayag Pustak Bhavan, Allahabad, India
2. Asthana, D. K. and Asthana, M. (2012). A Textbook of Environmental Studies, S. Chand & Company Ltd., New Delhi.
3. Jayamani, C. V. and Vasanthagopal, R. (2012). 'Environmental Management', New Century Publications, New Delhi.
4. C.J. Barrow (2002). Environment Management: Principles and Practice, Routledge, London

### Reference Books:

5. Daniele, Ponzi Dechen, Tsering and Jaco, Cilliers (2019). Strengthening the Environmental Dimensions of The Sustainable Development Goals in Asia and the Pacific Tool Compendium. Asian Development Bank and the United Nations Environment Programme
6. Karpagam, M. and Jaikumar, G. (2010). 'Green Management – Theory and Applications' Ane Books Pvt. Ltd. New Delhi.
7. Krishnamoorthy, Bala (2017). Environmental Management Text and Cases. PHI Learning Pvt Ltd
8. Nelson, David D. (2017). International Environmental Auditing, Government Institutes



9. Rajgopalan, R. (2016). 'Environmental Studies - from crisis to cure', Oxford University press, New Delhi. Third Edition.
10. Kandpal, P. (2018). Environmental governance in India. Sage Publication.
11. Teresa, Fogelberg and Paula, Pelaez (2016). 'MEASURING IMPACT How Business Accelerates the Sustainable Development Goals'. United Nations Development Programme and GR

## **2B Skill Enhancement Courses (SEC)**

### **1. Computer Applications I**

**Course Title: Computer Applications I : (Office Tools)**

**Course Code : VESUCEC106**

#### **Objective:**

To understand the fundamentals of MS Office and ecommerce and to learn about the practical aspect of MS Office

#### **Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO1 :** To learn basic concepts of Information Technology, its support and role in Management, for managers.

**LO2 :** Learn basics of Office automation tools

**LO3 :** Fundamentals concepts of E Commerce

<b>Sr.No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Computers and Internet</b>	<b>12</b>
<b>2</b>	<b>Office Automation using MS-Office</b>	<b>10</b>
<b>3</b>	<b>MS Powerpoint</b>	<b>10</b>
<b>4</b>	<b>E Commerce</b>	<b>13</b>
	<b>Total</b>	<b>45</b>

<b>Sr. No.</b>	<b>Module/Unit</b>
<b>1</b>	<b>Introduction to Computers and Internet</b> Characteristics, Evolution, Types of Computers, Computer Generations, Parts of a computer system, Memory and types, Primary and Secondary Memory, Cache Memory, Ports, Computer Bus, Storage Devices What is Internet, Popular Internet services, Functions of Internet, WWW, FTP, Usenet, Instant Messaging, Network Types, Network Topology, Network Hardware. CF : 1, 2

<b>2</b>	<b>Office Automation using MS-Office</b> Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. MS-Excel : Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, math & trig, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup Data analysis – sorting data, filtering data (AutoFilter , Advanced Filter) MOP : P2, P4
<b>3</b>	<b>MS Powerpoint</b> Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on them Slide Transitions, Timed Presentations Rehearsal of presentation • Introduction to Email Writing professional emails Creating digitally signed documents. • Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook Emailing the merged documents. Introduction to Bulk Email software MOP : P3, P5
<b>4</b>	<b>E Commerce</b> E-commerce: The revolution is just beginning, Ecommerce : A Brief History, Understanding E-commerce: organizing Themes, E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process EKC 1.1, 1.2

#### **Books and References :**

1. CF : Computer Fundamentals by p.k sinha
2. MOP : Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
3. Essential Introduction to Computers by Gary B Shelly and Thomas J. Cashman
4. EKC : E commerce by Kenneth C Laudon and Carol Traver

#### **Additional References :**

1. Essential Office 365 by Kevin Wilson
2. Exploring Microsoft Office 2019 Introductory by Mary Anne Poatsy, Keith Mulbery, Lynn Hogan, Jason Davidson
3. New Perspectives Microsoft Office 365 & Office 2019 Introductory by Patrick Carey, Katherine T. Pinard, Ann Shaffer, Mark Shellman, Cengage Publication

<b>List of Practicals</b>	
<b>1</b>	Introduction of Ms-Word.
<b>2</b>	Prepare Time-table in Ms-Word.

<b>3</b>	Prepare Document using By applying Formatting attribute.
<b>4</b>	Introduction of MS-Excel
<b>5</b>	Prepare Marksheet in MS-Excel
<b>6</b>	Prepare Bill in MS-Excel
<b>7</b>	Introduction of MS-PowerPoint.
<b>8</b>	Prepare Presentation by applying Formatting Tools.
<b>9</b>	Prepare Presentation using By applying Formatting Tools.
<b>10</b>	Introduction to MS Outlook

### 3.Core Courses (CC)

#### 1.Course Title: - Business Mathematics

Course code : VESUCEC107

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
<b>VESUCBEC107</b>	Business Mathematics	<b>03</b>	<b>04</b>
	Unit I: Shares and Mutual Fund	<b>15 Lectures</b>	
	Unit II: Interest and Annuity	<b>15 Lectures</b>	
	Unit III: Permutation and Combination, Elementary Probability	<b>15 Lectures</b>	
	Unit IV: Functions, Derivatives and their Applications	<b>15 Lectures</b>	

**Objective:** To understand and develop competence in use of Mathematical & Statistical Techniques

**Learning Outcomes (LO):**On successful completion of this course students will be able to:

**LO1-** Understand and use the concept of shares and mutual funds.

**LO2-**Understand and apply the concept of Interest and EMI .

**LO3-** Gain knowledge about and solve problems on Permutation, Combination and Probability.

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
<b>1</b>	Shares: Concept of share, face value, market value, dividend, equity shares, preferential shares, bonus shares. Simple examples. Mutual Funds: Simple problems on calculation of Net income after considering entry load, dividend, change in Net Asset Value (N.A.V.) and exit load. Averaging of price under the Systematic Investment Plan (S.I.P.), Types of Mutual funds	<b>15 Lectures</b>
<b>2</b>	Interest: Simple Interest, Compound Interest (Nominal & Effective Rate of Interest),. Calculations involving upto 4 time periods. Annuity: Annuity Immediate and its Present value, Future value. Equated Monthly Instalments (EMI) using reducing balance method & amortization of loans. Stated Annual Rate & Effective Annual Rate Perpetuity and its present value. Simple problems involving up to 4 time periods.	<b>15 Lectures</b>
<b>3</b>	Permutation and Combination: Factorial Notation, Fundamental principle of counting, Permutation as arrangement, Simple examples, combination as selection, Simple examples, Relation between $nCr$ and $nPr$ . Examples on commercial application of permutation and combination. Probability Theory: Concept of random experiment/trial and possible outcomes; Sample Space and Discrete Sample Space; Events their types, Algebra of Events, Mutually Exclusive and Exhaustive Events, Complementary events. Classical definition of Probability, Addition theorem (without proof), conditional probability. Independence of Events: $P(A \cap B) = P(A)P(B)$ . Simple examples.	<b>15 Lectures</b>
<b>4</b>	Concept of real functions: constant function, linear function, $x^n$ , $e^x$ , $a^x$ , $\log x$ . Demand, Supply, Total Revenue, Average Revenue, Total cost, Average cost and Profit function. Equilibrium Point, Break-even point. Derivative of functions: i. Derivative as rate measure, Derivative of $x^n$ , $e^x$ , $a^x$ , $\log x$ . ii. Rules of derivatives: Scalar multiplication, sum, difference, product, quotient (Statements only), Simple problems. Second order derivatives. iii. Applications: Marginal Cost, Marginal Revenue, Elasticity of Demand. Maxima and Minima for functions in Economics and Commerce	<b>15 Lectures</b>

Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2, 4, 6 to 9 & 10.

2. Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.

3. Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.

4. Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.

5. Quantitative Methods Part I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.

6. Mathematical Basis of Life Insurance By S.P. Dixit, C.S. Modi and R.V. Joshi, Insurance Institute of India, Chapters 2: units 2.6, 2.9, 2.20 & 2.21.
7. Securities Laws & Regulation of Financial Market : Intermediate Course Paper 8, Institute of Company Secretaries of India, Chapter 11.
8. Investments By J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata Mc-Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
9. Indian Mutual Funds Handbook : By Sundar Shankaran, Vision Books, 2006, Sections 1.7,1.8.1, 6.5 & Annexures 1.1to 1.3.
10. STATISTICS by Schaum Series

**Additional references:**

11. Operations Research by Gupta and Kapoor
12. Operations Research by Schaum Series
13. Fundamentals of Statistics D. N. Elhance.
14. Statistical Methods S.G. Gupta (S. Chand & Co.
15. Statistics for Management Lovin R. Rubin D.S. (Prentice Hall of India)
16. Statistics Theory, Method & Applications D.S.Sancheti & V. K. Kapoor.
17. Modern Business Statistics (Revised} B. Pearles & C. Sullivan –Prentice Hall of India.
18. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited
19. Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
20. Business Mathematics : A P Verma, Asian Books Pvt. :Limited.

**Semester II**

**1.Discipline Related Courses (DRC)**

**Course title: Accounting and Finance Management II**

**Course code: VESUCEC201**

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
<b>VESUCEC201</b>	Accounting and Finance Management II	03	<b>04</b>
	Unit I : Preparation of Final Accounts of Companies	15 Lectures	
	Unit II: Redemption of Preference shares	10 Lectures	

	Unit III : Redemption of Debentures	15 Lectures	
	Unit IV : Ascertainment and Treatment of Profit Prior to Incorporation	10 Lectures	
	Unit V: Foreign Branch	10 Lectures	
	Total	60 lectures	

**Objective:.** The objective of Accounting and Finance Management is to reveal the profits and losses of the business and provide a true and fair view of the business which is aimed at safeguarding the interest of various stakeholders internal as well as external which are connected to the business

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

- LO1** Understand how financial statements of Companies are prepared.
- LO2** Understand the process and accountability of Redemption of shares and debentures
- LO3** Understand how to treat and ascertain Profit Prior to Incorporation
- LO4** Understand how to manage foreign branch accounting through Exchange rates.

Sr. No	Modules/Units
<b>1</b>	<b>Preparation of Final Accounts of Companies</b>
	Relevant provisions of Companies Act related to preparation of Final Account (excluding cash flow statement) Preparation of financial statements as per Companies Act. (Excluding cash flow statement) AS 1 in relation to final accounts of companies (disclosure of accounting policies)
<b>2</b>	<b>Redemption of Preference Shares</b>
	Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules. Methods of Redemption of fully paid-up Preference Shares as per Companies Act, 2013: The proceed of a fresh issue of shares, the capitalisation of undistributed profits and a combination of both, calculation of minimum fresh issue to provide the fund for redemption, (Question on entries and/or Balance Sheet) Note: Companies governed by Section 133 of the Companies Act, 2013 and comply with the accounting standards prescribed for them. Hence, the balance in security premium account not to be utilised for premium payable on redemption of preference shares.
<b>3</b>	<b>Redemption of Debentures</b>
	Introduction: Provisions of Section 71 (1) and (4) of the Companies Act, 2013, Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures; Terms of issue of debentures

	Methods of redemption of debentures: By payment in lumpsum and by payment in instalments (excluding from by purchase in open market), Conversion. (Question on entries. ledgers and/or Balance Sheet and /or redemption of preference shares)
<b>4</b>	Ascertainment and Treatment of Profit Prior to Incorporation
	Principles for ascertainment Preparation of separate, combined and columnar Profit and Loss Account including different basis of allocation of expenses/ incomes
<b>5</b>	Foreign Branch
	Conversion as per AS 11 and incorporation in HO accounts

### References:

- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by LesileChandwichk, Pentice Hall of India Adin Bakley (P) Ltd., New Delhi
- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi
- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Financial Accounting by Monga, J.R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida
- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi
- Financial Accounting by M. Mukherjee and M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Financial Accounting a Managerial Perspective, Varadraj B. Bapat, MehulRaithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi

## 2. Course title: Principles of Management

**Course code: VESUCEC202**

<b>Sr.No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1</b>	Introduction to Management	<b>16</b>
<b>2</b>	Planning and Decision Making	<b>16</b>
<b>3</b>	Organising	<b>14</b>
<b>4</b>	Directing and Controlling	<b>14</b>
<b>Total</b>		<b>60</b>

**Objective:** To introduce the learner basic concepts, functions and principles of management.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

**LO1** - Understand the basic concepts of management, its functions and principles

**LO2** – Gain knowledge about various theories of management.

**LO3** - Acquire knowledge about aspects of planning and decision making

**LO4** -Have understanding of function of organizing including the concepts of span of control, delegation of authority and decentralization

**LO5** – Get familiar with areas of motivation, leadership and the controlling function.

<b>Unit no.</b>	<b>Modules</b>	<b>No of lectures</b>
<b>I</b>	<b>Introduction to Management</b>	<b>16</b>
	Management - Concept, Nature, Functions, Managerial Skills & Competencies Evolution of Management Thoughts – Classical Approach: Scientific Management – F.W.Taylor’s Contribution, Classical Organisation Theory: Henri Fayol’s Principles Neoclassical: Human Relations Approach – Elton Mayo’s Hawthorne experiments Indian Management Thoughts: Origin & Significance of Indian Ethos to Management. Modern Management Approach - Peter Drucker’s Dimensions of Management	
<b>II</b>	Planning and Decision Making	<b>16</b>
	Planning - Steps, Importance, Components Coordination – Concept, Importance Management by Objectives (MBO) - Concept, Advantages Management By Exception (MBE) - Concept, Advantages Management Information System (MIS) - Concept, Components Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.	
<b>III</b>	Organising	<b>14</b>
	Organising - Meaning, Steps Organisation Structures – Line organisation, Line & Staff Organisation, Matrix Organisation, Virtual Organisation, Formal v/s Informal Organisation. Departmentation - Meaning, Bases Span of Management - Concept, Factors Influencing Span of Management, Tall and Flat Organisation. Delegation of Authority- Concept, Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation	
<b>IV</b>	Directing and Controlling	<b>14</b>



	<p>Motivation – Concept, Importance, Influencing factors.</p> <p>Leadership - Concept, Functions, Styles, Qualities of a good leader. Case studies of Successful Leaders</p> <p>Controlling – Concept, Steps, Essentials of a good control system, Techniques of Controlling - PERT, CPM, Budgetary Control, Management Audit.</p>	
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### References:

1. Management Today Principles & Practice - Gene Burton, ManabThakur, Tata McGraw- Hill Publishing Co. Ltd.
2. Management – James A.F. Stoner, Prentice Hall, Inc. U.S.A.
3. Management: Global Perspective – Heinz Weihrich& Harold Koontz, Tata McGraw- Hill Publishing Co.Ltd.
4. Essential of Database Management Systems -Alexis Leon, Mathews Leon, Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task, Resp, Practices – Peta Druche “Willian Heinemann LTD.

### 3.Course title: Business Economics – II

Course code: VESUCEC203

Sr. No.	Modules	No. of Lectures
1	Introduction to Macro Economics	15
2	Money, Inflation And Monetary Policy	15
3	Constituents Of Fiscal Policy	15
4	Open Economy :Theory And Issues Of International Trade	15
Total		60

### Objective:

- To understand the concept of National Income and the factors that affect GDP of the country.
- To get an overview of business cycle, inflation, money supply and demand for money and the factors affecting it.
- To study the fiscal and monetary instruments that can be instrumental in controlling the economic parameters.
- To understand the terms and conditions of international trade.

### Learning Outcomes (LO):

On successful completion of this course students will be able to:

**LO1** Students get an overview of the economic functioning of a country and the factors that affect them.

**LO2** Students understand the policy decisions that are implemented in the economy.

**LO3** Students understand the terms and condition of international trade .

Unit no.	Details of topics	No of lectures
1	<p>Introduction to Macro Economics:</p> <p>Macroeconomics: Meaning ,Scope and Importance.</p> <p>Circular flow of aggregate income and expenditure :closed and open economy models</p>	15 Lectures

	<p>The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.</p> <p>Short run economic fluctuations: Features and Phases of Trade Cycles</p> <p>The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply Consumption Function-Investment function-effects of Investment Multiplier on Changes in Income and Output</p>	
<b>2</b>	<p><b>MONEY, INFLATION AND MONETARY POLICY</b></p> <p>Money Supply :Determinants of Money Supply-Factors influencing Velocity of Circulation of Money, Demand for Money: Classical and Keynesian approaches and Keynes' liquidity preference theory of interest, Money and prices: Quantity theory of money-Fisher's equation of exchange-Cambridge cash balance approach</p> <p>Inflation: Demand Pull Inflation and Cost Push Inflation-Effects of Inflation-Nature of inflation in a developing economy. Monetary policy :Meaning, objectives and instruments</p>	<b>15 Lectures</b>
<b>3</b>	<p><b>CONSTITUENTS OF FISCAL POLICY</b></p> <p>Role of a Government to provide Public goods- Principles of Sound and Functional Finance, Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy, Instruments of Fiscal policy : Canons of taxation -Factors influencing incidence of taxation -Effects of taxation -Significance of Public Expenditure - Low Income Support and Social Insurance Programmes-Public Debt-Types, Public Debt and Fiscal Solvency, Burden of debt finance</p> <p>Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.</p>	<b>15 Lectures</b>
<b>4</b>	<p><b>OPEN ECONOMY: THEORY AND ISSUES OF INTERNATIONAL TRADE</b></p> <p>Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows-Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational corporations, Free trade versus protection.</p> <p>Balance of Payments : Structure-Types of Disequilibrium-Measures to correct disequilibrium in BOP.</p> <p>Foreign Exchange rate : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage-Fixed and Flexible exchange rates- Managed flexibility</p>	<b>15 Lectures</b>

### References:

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2. Hirchey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
6. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi, 2004)

**2.A. Ability Enhancement Courses**  
**Ability Enhancement Compulsory Courses (AECC)**  
**1.Course title: Business Communication**  
**Course code: VESUCEC204**  
**Business Communication**

**(SEMESTER II)**

<b>Title</b>	<b>Duration</b>	<b>Credits</b>	<b>Lectures per Week</b>
		<b>02</b>	<b>03</b>
Unit I : Presentation skills	<b>05 Lectures</b>		
Unit II: Group Communication	<b>15 Lectures</b>		
Unit II: Business Correspondence	<b>10 Lectures</b>		
Unit III : Language and Writing Skills Mock Meetings; Group Discussions; Mock Interviews; Mock Conference using Role Play Case Study based on Crisis Management, Drafting of Proposal • Presentations by students either in group or individually based on the project they have completed as a part of the internal assessment	<b>15 Lectures</b>		
<b>Total</b>	<b>45 Lectures</b>		

**Objective:** To help the learner understand the significance of effective communication and to acquaint with rapidly changing communication technology.

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:

- LO1** Emphasize participation in management and build morale and cordial relations with industry with the help of effective communication.
- LO2** Achieve professional goals and contribute to the growth of the organization they are employed with.
- LO3** Develop effective leadership and obtain an appropriate system of communication.

- LO4** Sensitize with the business ethics that organizations must comply with within the business world
- LO5** Demonstrate quantitative problem-solving skills in all the topics covered.
- LO6** Develop leadership communication and play a significant role in managing tasks
- LO7** Understand the processes and channels of communication which link an organization with its internal and external world.
- LO8** Understand and differentiate various processes of soft skills and increase productivity in their performance.

<b>Unit no.</b>	<b>Details of topics</b>	<b>No of lectures</b>
<b>1</b>	<b>Presentation Skills</b>	<b>05</b>
	1. Presentations – Principles of Effective Presentation How to make a Power-Point Presentation Effective use of Smartboards	
<b>2</b>	<b>Group Communication</b>	<b>15 Lectures</b>
	1. Interviews – Group Discussion, Preparing for an Interview Types of Interviews – Selection, Appraisal, Grievance, Exit 2. Meetings -- Need and Importance of Meetings / Group Dynamics Role of the Chairperson, Role of the Participants Meaning and Importance of Conference Drafting of Notice, Agenda, and Resolutions 3.Public Relations: Meaning; Functions of PR Department; External and Internal Measures of PR; Crisis Management; Press Release (4.Committees and Conferences) 4.Mechanics of Writing– Transcribing Numbers Abbreviating Technical and Non-Technical Terms Hyphenation	
<b>3</b>	<b>Business Correspondence</b>	<b>10 Lectures</b>
	1.Trade Letters: Letters of Inquiry; Letters of Complaints, Claims, Adjustments; Consumer Grievance Redressal Letter; Letter under Right to Information (RTI) Act	
<b>4.</b>	<b>Language and Writing Skills</b>	<b>15 Lectures</b>
	1. Reports – Email Marketing Report Feasibility Reports, Investigative Reports 2. Summarisation --	

	Writing Abstracts and Summaries Identification of main and supporting/sub-point Presenting these in a cohesive manner
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## References:

1. Agarwal, Anju D(1989) A Practical Handbook for Consumers, IBH.
2. Alien, R.K.(1970) Organizational Management through Communication.
3. Ashley, A(1992) A Handbook Of Commercial Correspondence, Oxford University Press.
4. Aswalthapa, K (1991)Organizational Behaviour, Himalayan Publication, Mumbai.
5. Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
6. Bahl, J.C.,and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.

## 2.A. Ability Enhancement Course:

### 2.Course Title: Introduction to Information Technology

#### Course Code : VESUCEC205

**Objective:** To understand the fundamentals of Computer Systems and to learn about the technology part viz. computer hardware, software, networking, and database

#### Learning Outcomes (LO):

On successful completion of this course students will be able to:

**LO 1-** Understand a number of substantive and diverse topics covered in this course

**LO 2 -** Demonstrate that they can use digital technology in research, analysis, and critical inquiry

**LO3 -** Demonstrate that they can evaluate and explain the ongoing changes in digital technology and their impacts on society

**LO 4-** Understand basic concepts and terminology of information technology.

**LO 5 -**Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.

**LO 6-** Demonstrating their competence in researching, creating, and presenting projects using a variety of digital information tools.

Unit No	Details of topics	No of lectures
1	Information Definition, Characteristics & Interpretation, Data & its logical & physical concepts, Societal Impacts of Information Technology: Introduction, Privacy, Security and Integrity of Information, Disaster Recovery, Intellectual Property Rights, Careers in Information Technology. HL : Chapter 2, VR : 1.1,1.2,1.4, 2.1,2.3,2.4	10
2	Fundamentals of Database Definition of Database and DBMS, History of database applications, File Oriented Approach, Characteristic of Database, Purpose of the database, Database Architecture: Levels of Abstraction, Need for DBMS, applications of DBMS. HK:1.1 - 1.3, 1.7 - 1.9 D: Chapter 2	20
3	Introduction to Operating System	15

	What is an Operating System? History of the operating system, Operating System Services, and functions, Batch Processing, Multiprogramming, Multi-Tasking, Multiprocessing, Time-Sharing, Types of OS: DOS, Windows, Unix/Linux, Android, MAC. AT: 1.1 -1.2, 1.5, 10.1 -10.9, 11.1 - 11.11	
<b>4</b>	Introduction to Networks Network definition, Common terminologies: LAN, WAN, Node, Host, Workstation, bandwidth, Network Components: Servers, Clients, Communication Media, Types of network: Peer to Peer, Clients Server, Network topologies: bus, star, ring, mesh, tree, and hybrid. TCP/IP, OSI Layers. AT: 1.1 - 1.2, 1.4, BF: 1.2, 2.3 -2.4,	<b>15</b>

### References:

1. HL: Information Technology for Management-Henry C.Lucas
2. VR: Introduction to Information Technology, V Rajaraman. PHI Learning Pvt. Ltd.
3. HK: Database Systems and Concepts, Henry F. Korth, Sliberschatz, Sudarshan, MG Hill
4. AT: Operating Systems Design and Implementation, Andrew S Tanenbaum, Albert S Woodhull, Prentice-Hall of India Pvt ltd
5. AT: Computer Networks, Andrew S. Tanenbaum, Prientice Hall of India
6. BF: Data Communication and Networking, Behrouz A. Forouzan, Tata McGraw Hill

### Additional References:

7. Understanding Computer By Dineshkumar
8. DBMS by Date
9. Operating Systems, William Stallings, Prentice-Hall of India Pvt ltd
10. Operating Systems Concepts and Design - Milan Milenkovic, TMG
11. Computer Networks, Andrew S. Tanenbaum, Prientice Hall of India
12. Stallings, Data and Computer Communication PHI,
13. Douglas E. Comer: Computer Networks and Internets,
14. Data Communication and Networking, Behrouz A. Forouzan, Tata McGraw Hill

## 2.B Skill Enhancement Courses

### 1.Course Title: Computer Applications II

Course Code : VESUCEC206

Sr.No.	Modules	No. of Lectures
<b>1</b>	<b>Advanced Excel - I</b>	<b>10</b>
<b>2</b>	<b>Advanced Excel - II</b>	<b>10</b>
<b>3</b>	<b>Introduction to Tally</b>	<b>10</b>
<b>4</b>	<b>MIS and DSS</b>	<b>15</b>
	<b>Total</b>	<b>45</b>

**Objective:** To understand the advanced functionality of excel and applications like MIS and DSS.

**Learning Outcomes (LO):**

**LO1 :** This course is aimed at exposing students to the use of Advanced Excel formulas and features in intensive data analysis.

**LO2 :** To make students capable of creating a company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc.

**LO3 :** To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.

<b>Sr. NO</b>	<b>Module/Unit</b>	<b>No Of Lectures</b>
<b>1</b>	<p>Advanced Excel - I</p> <p>What If Analysis, Data Validation, Number, Date &amp; Time Validation • Text and List Validation • Custom validations based on formula for a cell • Dynamic Dropdown List Creation using Data Validation – Dependency List Lookup functions, • Vlookup / HLookup • Index and Match • Creating Smooth User Interface Using Lookup • Nested VLookup • Reverse Lookup using Choose Function • Worksheet linking using Indirect • Vlookup with Helper Column Pivot Tables, • Creating Simple Pivot Tables • Basic and Advanced Value Field Setting • Classic Pivot table • Choosing Field • Filtering PivotTables • Modifying PivotTable Data • Grouping based on numbers and Dates • Calculated Field &amp; Calculated Items • Arrays Functions • What are the Array Formulas, Use of the Array Formulas? • Basic Examples of Arrays (Using ctrl+shift+enter). • Array with if, len and mid functions formulas. • Array with Lookup functions. • Advanced Use of formulas with Array.</p> <p>EMA : P2, P4</p>	<b>10</b>
<b>2</b>	<p>Advanced Excel - II</p> <p>Charts and Slicers, Various Charts i.e. Bar Charts / Pie Charts / Line Charts • Using SLICERS, Filter data with Slicers • Manage Primary and Secondary Axis Excel Dashboard, • Planning a Dashboard • Adding Tables and Charts to Dashboard • Adding Dynamic Contents to Dashboard</p> <p>Introduction to VBA, • What Is VBA? • What Can You Do with VBA? • Recording a Macro • Procedure and functions in VBA Variables in VBA, • What are Variables? • Using Non-Declared Variables • Variable Data Types • Using Const variables Message box and input box functions, • Customizing Msgboxes and Inputbox • Reading Cell Values into Messages • Various Button Groups in VBA if and select in VBA, • Simple If Statements • The Elseif Statements • Defining select case statements Looping in VBA, • Introduction to Loops and its Types • The Basic Do and For Loop • Exiting from a Loop • Advanced Loop Examples</p> <p>EMA: P3, P5</p>	<b>10</b>
<b>3</b>	<p>Introduction To Tally</p> <p>Fundamentals Of Tally.Erp 9 : Accounting Masters In Tally.Erp 9 : Inventory Masters In Tally.Erp9 Vouchers Entries In Tally.Erp9 , Advance Accounting In Tally.Erp9, Advance Inventory In Tally.Erp9, Taxes In Tally.Erp9</p>	<b>10</b>

	TE : P1	
<b>4</b>	<b>MIS and DSS</b> Overview of MIS, Subsystems of MIS (Activity and Functional Subsystem), Structure of MIS, Reasons for failure of MIS, Major Functional Systems, Sub Systems, Description and organizational levels, Decision Support System, Evolution of DSS, Characteristics, classification, objectives, components, application of DSS MIS : C2, C10	<b>15</b>

**Books and References :**

EMA : Excel 2019 Bible by Michael Alexander Wiley Publication

MIS : Management Information Systems by A O'Brien McGraw Hill Education

TE : Tally ERP 9 (Power of Simplicity) by Shraddha Singh V&S Publishers

**Additional References :**

Excel 2016 All-in-one for Dummies by Greg Harvey

<b>List of Practicals</b>	
<b>1</b>	Demonstrate the application of What if Analysis
<b>2</b>	Demonstrate the application of Data Validation
<b>3</b>	Demonstrate the application of Vlookup and Hlookup
<b>4</b>	Demonstrate the application of Excel Dashboard
<b>5</b>	Demonstrate the application of Charts and Slicers
<b>6</b>	Demonstrate the application of VBA
<b>7</b>	How to Create, Edit & Delete The Company, Purchase & Sales Ledger Creation, How to Edit & Delete a Ledger, Cash and Bank Ledger Creation, Opening Balance Entry
<b>8</b>	Report Generation : View & Print out of Various Reports

**3.Core Courses (CC)**

**Course Title: Business Statistics**

**Course code: VESUCEC207**

**Business Statistics**

**Objective:** To understand and develop competence in use of Mathematical & Statistical Techniques

**Learning Outcomes (LO):**

On successful completion of this course students will be able to:



- LO1** Have greater insight into decision-making processes, use that insight to make more effective decisions, understand better how people perceive and decide about risk.
- LO2** Understand and use measures of central tendency
- LO3** Understand and use the measures of dispersion and also correlation and regression
- LO4** Understand and solve the problems based on Probability and Probability distributions

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
<b>VESUCBEC20 7</b>	Business Statistics	<b>03</b>	<b>05</b>
	Unit I: Decision Theory and Time Series	<b>15 Lectures</b>	
	Unit II: Statistical description of data, Central Tendencies	<b>15 Lectures</b>	
	Unit III: Dispersion, Correlation and Regression(basics)	<b>15 Lectures</b>	
	Unit IV: Probability Distributions	<b>15 Lectures</b>	

**Detailed Syllabus: Unit wise / Module wise with number of lectures**

Unit no.	Details of topics	No of lectures
<b>1</b>	<p>Decision Theory: Decision making situation, Decision maker, Courses of Action, States of Nature, Pay-off and Pay-off matrix; Decision making under uncertainty, Maximin, Maximax, Minimax regret and Laplace criteria; simple examples to find optimum decision. Formulation of Payoff Matrix.</p> <p>Decision making under Risk, Expected Monetary Value (EMV); Decision Tree; Simple Examples based on EMV. Expected Opportunity Loss (EOL), simple examples based on EOL</p> <p>Time series: Concepts and components of a time series. Representation of trend by Freehand Curve Method, Estimation of Trend using Moving Average Method and Least Squares Method (Linear Trend only ). Estimation of Seasonal Component using Simple Arithmetic Mean for Additive Model only (For Trend free data only). Concept of Forecasting using Least Squares Method</p>	<b>15 Lectures</b>
<b>2</b>	<p>Textual, Tabular &amp; Diagrammatic representation of data: Frequency Distribution, Graphical representation of frequency distribution – Histogram, Frequency Polygon, Ogive</p> <p>Measures of Central Tendencies: Definition of Average, Types of Averages: Arithmetic Mean, Median, and Mode for grouped as well as ungrouped data. Quartiles, Deciles and Percentiles. Using Ogive to locate median and Quartiles. Using Histogram locate mode. Combined and Weighted mean</p>	<b>15 Lectures</b>
<b>3</b>	<p>Measures of Dispersion: Range, Quartile deviation, Standard deviation, Quarterly deviation, Correlation - Scatter diagram, coefficients of correlation Regression- least squares method</p>	<b>15 Lectures</b>
<b>4</b>	<p>Random Variable: Probability distribution of a discrete random variable; Expectation and Variance of random variable, simple examples on probability distributions.</p> <p>Probability Distributions: i. Discrete Probability Distribution: Binomial, Poisson (Properties and applications only, no derivations are expected) ii. Continuous Probability distribution: Normal Distribution. (Properties and applications only, no derivations are expected)</p>	<b>15 Lectures</b>

**Reference Books:**  
1.

Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press, Cambridge low-priced edition, 2000, Chapters 1, 2, 4, 6 to 9 & 10.

2. Applied Calculus: By Stephen Waner and Steven Constenoble, Brooks/Cole Thomson Learning, second edition, Chapter 1 to 5.

3. Business Mathematics By D. C. Sancheti and V. K. Kapoor, Sultan Chand & Sons, 2006, Chapter 1, 5, 7, 9 & 10.

4. Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.

5. Quantitative Methods Part I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.

6. Mathematical Basis of Life Insurance By S.P. Dixit, C.S. Modi and R.V. Joshi, Insurance Institute of India, Chapters 2: units 2.6, 2.9, 2.20 & 2.21.

7. Securities Laws & Regulation of Financial Market : Intermediate Course Paper 8, Institute of Company Secretaries of India, Chapter 11.

8. Investments By J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata Mc-Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
9. Indian Mutual Funds Handbook : By Sundar Shankaran, Vision Books, 2006, Sections 1.7,1.8.1, 6.5 & Annexures 1.1to 1.3.
10. STATISTICS by Schaum Series

**Additional references:**

11. Operations Research by Gupta and Kapoor
12. Operations Research by Schaum Series
13. Fundamentals of Statistics D. N. Elhance.
14. Statistical Methods S.G. Gupta (S. Chand & Co.
15. Statistics for Management Lovin R. Rubin D.S. (Prentice Hall of India)
16. Statistics Theory, Method & Applications D.S.Sancheti & V. K. Kapoor.
17. Modern Business Statistics (Revised} B. Pearles & C. Sullivan –Prentice Hall of India.
18. Business Mathematics & Statistics : B Aggarwal, Ane Book Pvt. Limited
19. Business Mathematics : D C Sancheti & V K Kapoor, Sultan Chand & Sons
20. Business Mathematics : A P Verma, Asian Books Pvt. :Limited.

**Proposed Syllabus of**  
**SYBCOM (B.com E-Commerce) Course Structure**

**Second Year (Semester III)**

Title of the Course	Number of Lectures	Theor y	Practical	Credits
Cost Accounting	60			3
Principles of Marketing	60			3
Business Regulatory Framework	60			3
Entrepreneurial Development	60			3
Management Accounting	60			3
Internet and World Wide Web	60			3
<b>ELECTIVES (Select any one Elective)</b>				
Brand Management	45			2
Retail Management	45			2
		<b>TOTAL CREDITS</b>		<b>20</b>

**Second Year (Semester IV)**

Title of the Course	Number of Lectures	Theory	Practical	Credits
Human Resource Management	60			3
Financial Management	60			3
Principles of Auditing	45			2
Company Law	60			3
E-Commerce Technologies	60			3
Digital Marketing	60			3
<b>ELECTIVES (Select any one Elective)</b>				
Customer Relationship Management (CRM)	60			3

International Business	60			3
		TOTAL CREDITS		20
Course Code	Semester I		Credits	
1	Discipline Related Courses (DRC)			
VESUCEC301	Cost Accounting		03	
VESUCEC302	Principles of Marketing		03	
VESUCEC303	Business Regulatory Framework		03	
2	Ability Enhancement Courses (AEC)			
2A	Ability Enhancement Compulsory Courses (AECC)			
VESUCEC304	Entrepreneurial Development		03	
VESUCEC305	Brand Management/ Retail Management		02	
2B	Skill Enhancement Courses (SEC)			
VESUCEC306	Internet and World Wide Web		03	
3	Core Courses (CC)			
VESUCEC307	Management Accounting		03	
Total Credits			20	

#### Semester IV

<b>Course Code</b>	<b>Semester II</b>	<b>Credits</b>
<b>1</b>	<b><i>Discipline Related Courses (DRC)</i></b>	
VESUCEC401	Financial Management	<b>03</b>
VESUCEC402	Human Resource Management	<b>03</b>
VESUCEC403	Company Law	<b>03</b>

<b>2</b>	<b><i>Ability Enhancement Courses (AEC)</i></b>	
<b>2A</b>	<b><i>Ability Enhancement Compulsory Courses (AECC)</i></b>	
VESUCEC404	Principles of Auditing	<b>02</b>
VESUCEC405	Customer Relationship Management (CRM)/ International Business	<b>03</b>
<b>2B</b>	<b><i>Skill Enhancement Courses (SEC)</i></b>	
VESUCEC406	Digital Marketing	<b>03</b>
<b>3</b>	<b><i>Core Courses (CC)</i></b>	
VESUCEC407	E-Commerce Technologies	<b>03</b>
<b>Total Credits</b>		<b>20</b>

### **1.Discipline Related Courses (DRC)**

**Course title: Cost Accounting**

**Course code: VESUCEC301**

**Objective:** To make learners understand various concepts of Cost Accounting. To make learners understand the concept of classification of cost. To make learners understand the basic objective of cost i.e. Costing, Cost Report and Cost Control.

### **Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

- LO1**      The learner will be able to understand basic components of cost accounting
- LO2**      The learners will be able to understand Cost Classification for Stock Valuation, Profit measurement and Elements of cost.
- LO3**      It will help the learners to understand the concepts of Marginal costing and also will be able to apply for taking managerial decisions
- LO4**      Learners will be able to understand the concept of Standard Costing with regards to Material, Labor and Overheads.

Unit no.	Details of topics	No of lectures
1	Introduction to Cost Accounting · Objectives and scope of Cost Accounting · Cost centres and Cost units · Cost classification for stock valuation, Profit measurement, Decision making and control · Coding systems · Elements of Cost	15 Lectures
2	Classification of Costs and Cost Sheet · Classification of costs, Cost of Sales, Cost Centre, Cost Unit, Profit Centre and Investment Centre · Cost Sheet Note- Practical problems based on preparation of cost sheet (NORMAL COST SHEET AND ESTIMATED COST SHEET)	15 Lectures
3	Introduction to Marginal Costing & Managerial Decisions Marginal costing meaning, application, advantages, limitations, Contribution, Breakeven analysis and profit volume graph. Make or buy; Sales Mix Decisions; Exploring New Markets; Plant Shut Dow Decision. Note: - Practical problems based on Marginal Costing and Managerial Decisions	15 Lectures
4	Standard Costing Various types of standards, setting of standards, Basic concepts of Material, Labour and Overhead (Fixed and Variable) variance analysis.	15 Lectures

## References:

1. · Lectures on Costing by Swaminathan: S. Chand and Company (P) Ltd., New Delhi · Cost Accounting by C.S. Rayudu, Tata Mc. Grow Hill and Co. Ltd., Mumbai · Cost Accounting by Jawahar Lal and Seema Srivastava, Tata Mc. Grow Hill and Co. Ltd., Mumbai
2. · Cost Accounting by Ravi M. Kishore, Taxmann Ltd., New Delhi
3. · Principles and Practices of Cost Accounting by N.K. Prasad, Book Syndicate Pvt. Ltd., Calcutta
4. · Cost Accounting Theory and Practice by B.K. Bhar, Tata Mc. Grow Hill and Co. Ltd., Mumbai
5. · Advanced Cost and Management Accounting: Problems and Solutions by V.K. Saxena and C.D. Vashist, S. Chand and Company (P) Ltd., New Delhi
6. · Cost Accounting by S.P. Jain and K.L. Narang, Kalyani Publishers, Ludhiana · Modern Cost and Management Accounting by M. Hanif, Tata McGraw Hill Education Pvt. Ltd., New Delhi

**Course title: PRINCIPLES OF MARKETING**

**Course code: VESUCEC302**

### **PRINCIPLES OF MARKETING**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Marketing</b>	<b>14</b>
<b>2</b>	<b>MIS, Market Segmentation and Consumer Behaviour</b>	<b>15</b>
<b>3</b>	<b>Marketing Mix</b>	<b>17</b>
<b>4</b>	<b>Recent trends in Marketing</b>	<b>14</b>
<b>Total</b>		<b>60</b>

**Objective:** To make the students understand various concepts of marketing and the upcoming trends in this field.

**Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO-1** - Familiarize the students with basic concepts of marketing

**LO-2** - Help students develop knowledge and understanding of marketing strategies of organisations

**LO-3** - Enable students to become students aware of current trends in the field of marketing.

<b>Unit No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Marketing</b>	<b>14</b>
	Marketing Concept, Features Importance Functions Evolution Different concepts of Marketing - exchange, production, product, societal, holistic etc. Difference between marketing and selling Strategic v/s Traditional Marketing Functions of marketing manager Strategies of leader, challenger, follower and nicher	
<b>2</b>	<b>MIS, Market Segmentation and Consumer Behaviour</b>	<b>15</b>



	Marketing Information System-Concept, Components Marketing Research - Concept, Features, Process Consumer Behaviour- Concept, Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Market Targeting- Concept, Five patterns of Target market Selection	
3	Marketing Mix	17
	Elements of Marketing Mix—4Ps –Product, Price, Place and Promotion Product Mix-Classification of products, New Product Development- stages Branding-importance-branding strategies, brand equity Product Life Cycle –stages-strategies at various levels of PLC Promotion Mix - Importance of promotion, Elements of promotion mix Place Mix-Channels of distribution-Factors affecting channels of distribution, Direct and Indirect channels Price Mix- Factors influencing price-pricing strategies. Pricing methods.	
4	Recent trends in Marketing	14
	Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing Digital Marketing-Concept, trends in Digital Marketing Green Marketing- concept, importance Challenges faced by Marketing Managers in 21st Century Careers in Marketing – Skill sets required for effective marketing Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples.	

#### Reference Books

1. Marketing Management :An Asian Perspective- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan; Prentice Hall.
2. Marketing Management- Dr. C.B. Gupta, Dr. N. Rajan Nair; Sultan Chand and Sons.
3. Marketing Management in MNCs- P.K. Ravishankar; Pacific Publication.
4. Consumer Behaviour and Retail Management-A. Hari Hara Nath Reddy. G. Rama. Krishna, K. Venugopal Rao; Manglam Publications.
5. Marketing Management- Rajan Saxena; Tata McGraw- Hill Publishing Company Limited.
6. Basics Marketing Management: Theory and Practice- Dr. R.B. Rudani; S. Chand.
7. Marketing management – V. Ramaswamy , S. Namakumar, McMillan.
8. Marketing Management- C.B. Mamoria, R. K. Suri, Kitab Mahal
9. Marketing- Shelekar S. A –Himalya Publications.

### 3. Course title: Business Regulatory Framework Course code: VESUCEC303

#### Learning Outcomes (LO):

On successful completion of this course students will be able to:

- LO1** Provide students knowledge about the framework of Indian Business Laws.
- LO2** Familiarize the students with case law studies related to Business Laws
- LO3** Acquaint students with understanding of the state or country's business rules, regulations, and government policies.

Unit no.	Details of topics	No of lectures
1	<b>Indian Contract Act – 1872 Part –I</b> <ul style="list-style-type: none"><li>• Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts.</li><li>• Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5)</li><li>• Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons.</li><li>• Consideration (S. 2 &amp; 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, 'No Consideration No Contract' (Ss. 25) Unlawful Consideration (S 23)</li></ul>	15 Lectures

2	<b>Indian Contract Act – 1872 Part –II</b> <ul style="list-style-type: none"> <li>• Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.</li> <li>• Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act.</li> <li>• Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E Contract &amp; Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37)</li> <li>• Modes of Discharge of Contract, Remedies on breach of Contract. (73-75)</li> </ul>	15 Lectures
3	<b>Special Contracts</b> <ul style="list-style-type: none"> <li>• Law of Indemnity &amp; Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essential's elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.</li> <li>• Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee</li> <li>• Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor &amp; Pawnee. (Ss.173, 174, 177)</li> <li>• Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights &amp; Duties of Principal and Agent</li> </ul>	12 Lectures
4	<b>The Sale of Goods Act - 1930</b> <ul style="list-style-type: none"> <li>• Contract of Sale (S.2) – Concept, Essential's elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7,8)</li> <li>• Conditions &amp; Warranties (Ss. 11-25 &amp; 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions &amp; Warranties, Concept of Doctrine of Caveat Emptor –Exceptions.</li> <li>• Property – Concept, Rules of transfer of property (Ss. 18-26)</li> <li>• Unpaid Seller (Ss. 45-54, 55 &amp; 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)</li> </ul>	09 Lectures
5	<b>The Negotiable Instruments (Amended) Act 2015 and Payment and Settlement System Act 2007</b> <ul style="list-style-type: none"> <li>• Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments</li> <li>Payment and settlement system Act 2007: Introduction, Objectives, Important definitions ,Authorization of payment system ,Foreign Entities, Financial Market Infrastructures (FMI),Factors and parameters for considering the application, Power of RBI, Settlement of disputes, Offences and Penalties</li> </ul>	09 Lectures

#### References:

1. Law of Contract: Avatar Singh, Eastern Book Company.
2. Merchantile Law: by M.C.Kucchal.

3. Business Law: N.D.Kapoor
4. The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.
5. Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani, Shroff Publishers.
6. The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.
7. The Negotiable Instruments Act: Bhashyam & Adiga, Bharat Law House.
8. Payment and Settlement Systems Act, 2007: Universal Law Publishing

## ***2.Ability Enhancement Courses (AEC)***

### ***2A Ability Enhancement Compulsory Courses (AECC)***

#### **1. *Course Title:*** Entrepreneurial Development

***Course code :*** VESUCEC304

**Objective:** To develop and systematically apply an Entrepreneurial way of thinking that will allow identification and creation of Business Opportunities and prepare a Business plan

**Learning Outcome:** By the end of the course the student will be able to:

- LO1 Develop an understanding of the scope of an entrepreneur, key areas of development, support for Entrepreneurship development
- LO2 Acquaint students with the systematic process to set up an enterprise.
- Lo3 Equip students to develop a Business idea and Business Plan.

#### **Module I: Introduction to Entrepreneurship Development: (15 lectures)**

- Entrepreneur and Entrepreneurship- meaning, definitions and characteristics, Need and Importance;
- Factors Influencing Entrepreneurship, Role of Entrepreneurship in Economic Development.
- Qualities and skills required by an entrepreneur, Types of Entrepreneurs

#### **Module 2: Setting-up of an Enterprise and Planning: (15 lectures)**

- Importance of Creativity and Innovation in Entrepreneurship, Identification of business opportunities
- SWOT analysis, Environment scanning-meaning and benefits,
- Market research- meaning, need for market research, techniques in market research, Location of Enterprise.

#### **Module 3: Project formulation: (15 lectures)**

- Small, Medium & Large Industries - concepts, Human Resource Planning, Financial Planning, Regulatory Affairs- IPR generation and Protection
- Role of Government and Financial Institutions in Entrepreneurship Development
- Product Selection and Ideas; Project Planning and Formulation; Project Feasibility Assessment; Preparation of a Business Plan.

#### **Module 4: Launching of the enterprise: (15 lectures)**

- Start ups -meaning, opportunities and challenges faced by Start ups in India , Start up Survival and Growth strategies, Concept of Unicorn
- Government of India: Support for Start ups, examples of successful Start ups and Unicorns in India

- Quick start up methods - Franchises, Turn-key business and Multi level marketing

## Reading and References:

- *Entrepreneurship Development: S.S Khanka, Sultan Chand & Co.Ltd.*
- *Fundamentals of Entrepreneurship: G.S. Sudha, Ramesh Book Depot.*
- *Entrepreneurship Development: Colombo Plan Staff College for Technician Education, Manila, TaTa*
- *Entrepreneurship Development & Small Enterprise management: Ziemmeser Scarlborough PHI, New Delhi.*
- *Entrepreneurship: Hisrich, McGraw Hill*
- *Fundamentals of Entrepreneurship and Small Business Renu Arora & S.K.Sood :*
- *Small Scale Industries And Entrepreneurship: Vasant Desai, Himalaya Publishing Home.*
- *Entrepreneurship Development: C.B. Gupta & N.P. Srinivasan, Sultan Chand & Sons.*
- *Environment and Entrepreneur; Tendon ,C: Cliugh Publications, Allahabad.*
- *The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers by Ben Horowitz*
- *From Idea to Reality: An Entrepreneur's Guide to Meaningful Business Growth by Jean Paul Paulynice*
- *The Manual for Indian Start-ups: Vijaya Kumar Ivaturi*

## 2.Course Title: - Brand Management

**Course code : VESUCEC305**

## BRAND MANAGEMENT (SYLLABUS)

SN	Modules	No. of Lectures
1	Introduction to Brand Management	15
2	Planning and Implementing Brand Marketing Programs	15
3	Measuring and Interpreting Brand Performance	15
4	Growing and Sustaining Brand Equity	15
Total	60	

## Learning Outcomes:

- LO1 -Help students understand the meaning and significance of Brand Management.  
 LO2 -Gain knowledge of how to build, sustain and grow brands  
 LO3- Acquaint students with the various sources of brand equity

## Module 1:

### Introduction to Brand Management

Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis

## Module 2:

### Planning and Implementing Brand Marketing Programs

- Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements
- Integrating Marketing Programs and Activities
- Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing
- Product Strategy: Perceived Quality and Relationship Marketing

- Pricing Strategy: Setting Prices to Build Brand Equity
- Channel Strategy: Direct, Indirect Channels
- Promotion Strategy: Developing Integrated Marketing Communication Programs
- Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.

### **Module 3:**

#### **Measuring and Interpreting Brand Performance**

- a) The Brand Value Chain
- b) Measuring Sources of Brand Equity:
  - Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association
  - Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses
- c) Young and Rubicam's Brand Asset Valuator
- d) Measuring Outcomes of Brand Equity
  - Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis
  - Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology

### **Module 4:**

#### **Growing and Sustaining Brand Equity**

- a) Designing & Implementing Branding Strategies:
  - Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy
  - Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels
  - Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing
- b) Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity
- c) Managing Brands over Time: Reinforcing Brands, Revitalising Brands, Building Global Customer Based Brand Equity

### **Reference Books:**

1. Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity
2. Keller Kevin Lane, Strategic Brand Management-2008
3. Elliot, Richard, Strategic Brand Management-2008
4. Kapferer, Jean-Noel, Strategic Brand Management-2000
5. Kishen, Ram, Strategic Brand Management- 2013
6. Keller Kevin Lane, Strategic Brand Management 4e-2015

**2.Course Title: - Retail Management**

**Course code : VESUCEC305**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Retail Management- An overview	16
2	Retail Consumer and Retail Strategy	16
3	Merchandise Management and Pricing	16
4	Distribution Channels and Legal Aspects	12
<b>Total</b>		<b>60</b>

**Objective:** To make the students understand various concepts of retail management

**Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO-1** - Familiarize the students with retail management concepts, operations and types of retailers

**LO-2** - Help students develop an understanding of retail management terminology including merchandize management, store management and retail strategy.

**LO-3** - Acquaint students with legal and ethical aspects of retail management.

**LO-4** - Develop an awareness about emerging trends in retail management

<b>Sr. No.</b>	<b>Modules/ Units</b>	<b>No. of Lectures</b>
1	Retail Management- An overview	16

	<p><b>a) Retail Management:</b></p> <ul style="list-style-type: none"> <li>• Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management</li> </ul> <p><b>b) Retail Formats:</b></p> <ul style="list-style-type: none"> <li>• Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India,</li> <li>• Multichannel Retailing: Meaning and Types</li> <li>• E-tailing: Meaning, Advantages and Limitations</li> </ul> <p><b>c) Emerging Trends in Retailing</b></p> <ul style="list-style-type: none"> <li>• Impact of Globalization on Retailing</li> <li>• I.T. in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels</li> <li>• Franchising: Meaning, Types, Advantages and Limitations, Franchising in India</li> <li>• Green Retailing</li> </ul>	
2	<b>Retail Consumer and Retail Strategy</b>	16
	<p><b>a) Retail Consumer/Shopper:</b></p> <ul style="list-style-type: none"> <li>• Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers</li> </ul> <p><b>b) CRM in Retail:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Objectives</li> <li>• Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community</li> </ul> <p><b>c) Retail Strategy:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Steps in Developing Retail Strategy, Retail Value Chain</li> </ul> <p><b>d) HRM in Retail:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Significance, Functions</li> <li>• Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers, Retail Store Chain/Department Store, E-Commerce retailer</li> </ul>	

3	<b>Merchandise Management and Pricing</b>	16
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	<p><b>a) Merchandise Management</b></p> <ul style="list-style-type: none"> <li>• Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process</li> </ul> <p><b>b) Buying Function:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam's Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer</li> </ul> <p><b>c) Retail Pricing</b></p> <ul style="list-style-type: none"> <li>• Meaning, Considerations in Setting Retail Pricing</li> <li>• Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing</li> <li>• Variable Pricing and Price Discrimination- Meaning, Types: <ul style="list-style-type: none"> <li>▪ Individualized Variable Pricing/First Degree Price</li> <li>▪ Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing Variable Pricing by Market Segment/ Third Degree Price Discrimination</li> </ul> </li> </ul>	
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4	Distribution Channels and Legal Aspects	12
	<p><b>a) Channels selection and Motivation</b></p> <ul style="list-style-type: none"> <li>• Factors affecting channels decision</li> <li>• Motivating Channel members</li> <li>• Distribution audit and control</li> <li>• Distribution location decisions</li> <li>• Inventory Management by distributors</li> <li>• Warehousing and transportation planning</li> </ul> <p><b>b) Legal and Ethical Aspects of Retailing</b></p> <ul style="list-style-type: none"> <li>• Licenses/Permissions Required to Start Retail Store in India</li> <li>• Ethical Issues in Retailing</li> </ul> <p><b>c) Career Options in Retailing</b></p>	

### Reference Books

#### Retail Management

- Michael Levy & Barton A Weitz, “Retailing Management”, Tata Mc Graw Hill
- Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai.
- Jim, “Retail Strategies-understanding why we shop”, Jaico Publishing House, Mumbai.
- Dunne Lusch, “Retail Management”, South Western Cengage Learning
- K.S. Menon, “Store Management”, Macmillan India Ltd.,
- Keith Lincoln, Lars Thomessen & Anthony Aconis, “Retailization -Brand Survival in the Age of Retailer Power”, Kogan Page Ltd.,
- Swapna Pradhan, “Retailing Management–Text and Cases”, 4th Edn, Tata Mc Graw Hill.
- Bajaj, Tulli & Shrivastava, “Retail Management”, Oxford University Press
- Kishore Biyani, “It Happens in India”, & “ The Wall Mart Story”
- Store Manager, Organiser / Planner- DMS Retail
- Dr. RamKishen Y. “International Retail Marketing Strategies”, Jaico Publishing House, Mumbai.

### 2B Skill Enhancement Courses (SEC)

**Course Title: Internet and World Wide Web**

**Course Code : VERSACE 306**

#### Internet and WWW

Course outcomes:

LO1: Familiarize students with the basic concepts and rules of the internet.

LO2: Make students aware of different services offered by the internet.

LO3 : Help students understand the functionality of web browsers and search engines.

Modules at a glance

Sr. no	Modules	No of Lectures
1	Basics Of Internet	10
2	Internet Enabled Services	20
3	Web Browsing and Search Engines	15
4	Security of data and Information	15
	<b>Total</b>	60

<b>Sr. No</b>	<b>Modules / Units</b>
1	<b>Basics Of Internet</b>
	Distributed Computing, Client Server Computing, History of Internet, OSI Reference Model, TCP/IP Protocol Suite, IP Addressing
2	<b>Internet Enabled Services</b>
	Email, FTP, Telnet, DNS, World Wide Web Consortium, HTTP, URL. Video Conferencing, Ecommerce, eBusiness, Internet Service Providers Introduction to www servers, Blogging and Social Networking
3	<b>Web Browsing and Search Engines</b>
	Web Browsing: Basic Functions of Web Browsers; bookmarks History and other Browsers with advanced Facility-Internet Explorer, Chrome, Safari, Customizing Browsers Search Engines: General Features of search engines, Approaches to website selection How search engine appears to a user, How a search Engine Returns Result, Personalized Search engines, popular search Engines
4	<b>Security of data and Information</b>
	Security, Network Security, Privacy, Integrity, Authentication, Encryption, Digital Signature, SSL, Security Firewall, Malicious code, Anti-Virus.

**Reference:**

The Internet Book by Douglas E Corner

Internet for Everyone by Leon Alex and Mathew Leon

### **3.Core Courses (CC)**

#### **1.Course Title: Management Accounting -Ankita S**

**Course code : VESUCEC307**

**Objective:** To understand the concepts of management accounting and analysis

#### **Learning Outcomes (LO):**

On successful completion of this course students will be able to:

- LO1 It enables the learners to understand the various concepts of Management Accounting
- LO2 To make learners understand the various aspects of financial statements.
- LO3 To make learners understand the various concepts of interpretation of financial statements, computing and presenting the relationship between the items of Financial Statements.
- LO4 To make understand learners the concepts of working capital management
- LO5 Learners will be able to understand the financial position, performance of an enterprise.
- LO6 Learners will be able to understand concept of ratio analysis and implementation of ratio analysis.
- LO7 Learners will be able to understand the concept of comparative analysis i.e inter-firm and intra firm comparisons.
- LO8 Learners will be able to understand the concept of working capital management and MPBF.

Unit no.	Details of topics	No of lectures
1	<b>Introduction to Management Accounting</b> Meaning and Definition, Scope, Functions, Objectives, Importance, Role of Management Accounting, Management Accounting Framework, Tools of Management Accounting	15 Lectures

2	<b>Financial Statement Analysis</b> <b>A) Introduction to Corporate Financial Statements:</b> Understanding the Balance sheet and Revenue statements with the headings and sub headings, Uses of financial statements, Users of Financial Statements. <b>B) Financial Statement Analysis</b> Introduction and Meaning of Financial Statement Analysis, Steps, Objective, Types of Analysis. i) Study of Balance sheet and Income statement / Revenue statement in vertical form suitable for analysis ii) Relationship between items in Balance Sheet and Revenue statement iii) Tools of analysis of Financial Statements (iv) Trend analysis (v) Comparative Statement (vi) Common Size Statement Note: (i) Problems based on trend analysis (ii) Short Problems on Comparative and Common size statements.	15 Lectures
3	<b>Ratio Analysis.</b> <b>Ratio analysis:</b> Meaning, classification, Du Point Chart, advantages & limitations. <b>Balance Sheet Ratios:</b> Current Ratio, Liquid Ratio, Stock Working Capital Ratio, Proprietary Ratio, Debt Equity Ratio, Capital Gearing Ratio. <b>Revenue Statement Ratios:</b> Gross Profit Ratio, Expenses Ratio, Operating Ratio, Net Profit Ratio, Net Operating Profit Ratio, Stock Turnover Ratio, Combined Ratio, Return on Capital employed (Including Long Term Borrowings), Return on proprietor's Fund (Shareholders Fund and Preference Capital, Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio, Debtors Turnover, Creditors Turnover.	15 Lectures
4	<b>Working Capital Management</b> Management of Working Capital in India · Estimating working capital needs · Operating or working capital cycle · Working Capital Financing: Trade Credit; Bank Credit; Commercial Papers; Certificate of Deposits (CDs); Financing. Maximum Permissible Banking Finance	15 Lectures

#### References:

1. · Cost and Management Accounting – Ravi N Kishor
2. · Essential of Management Accounting – P.N. Reddy, Himalaya publication. · Advanced Management Accounting – Robert S Kailer.
3. · Financial of Management Accounting – S.R. Varshey, Wisdom.
4. · Introduction of Management Accounting Learning – Charbs T Horngram, PHI. · Management Accounting – I.M Pandey, Vikas Publications.
5. · Cost and Management Accounting – D.K. Mattal, Galgotia Publications. · Cost Accounting Theory and Practice-M.N. Arora, Sultan Chand and sons · Management Accounting – Khan & Jain Tata Mc Graw

## Semester IV

### *1.Discipline Related Courses (DRC)*

**Course title:** Financial Management

**Course code:** VESUCEC401

**Objective:** The objective of financial management is to achieve optimal profit, both in the short and long run. It even includes wealth maximization, where every shareholder's value or hold over dividends should increase.

### **Learning Outcomes (LO):**

On successful completion of this course students will be able to:

LO1 To understand how valuation of money is done considering the time factor

LO2 To understand how Companies manage their leverages..

LO3 To understand the concept of Cost of capital.

LO4 To understand how to manage liquid funds and finance through Working capital of the company.

Unit no.	Details of topics	No of lectures
1	<b>Introduction to Financial Management and type of Financing</b> Introduction Meaning Importance Scope and Objectives Profit vs Value Maximization Introduction: Type of Financing Needs of Finance and Sources: Long Term, Medium Term, Short Term Long Term Sources of Finance Short Term Sources of Finance	10 Lectures
2	<b>Concepts in Valuation</b> The Time Value of Money Present Value Internal Rate of Return Bonds Returns The Returns from Stocks Annuity Techniques of Discounting Techniques of Compounding	15 Lectures

3	<b>Leverage</b> Introduction, EBIT & EPS Analysis Types of Leverages: Operating Leverage, Financial Leverage & Composite Leverage Relationship between Operating Leverage and Financial Leverage (Including Practical Problems)	15 Lectures
4	<b>Cost of Capital</b> Introduction, Definition and Importance of Cost of Capital Measurement of Cost of Capital, WACC (Including Practical Problems)	10 Lectures
5	<b>Working Capital Financing</b> Introduction – Key features and Characteristics of Trade Credit, Bank Credit, Commercial Papers, Certificate of Deposits and Factoring. Practical Problems based on Factoring and calculations of yield of CP's and CD's	10 Lectures

#### References:

- Fundamentals of Financial Management by D. Chandra Bose, PHI Learning Pvt. Ltd., New Delhi
- Fundamentals of Financial Management by Bhabotosh Banerjee, PHI Learning Pvt. Ltd., New Delhi
- Fundamentals of Financial Management by Vyuptakesh Sharma, Pearson Education, New Delhi
- Fundamentals of Financial Management by J.C. Van Horne, Prentice Hall of India, New Delhi
- Financial Management: Text and Problems by M.Y. Khan and P.K. Jain, Tata McGraw Hill, New Delhi
- Financial Management: Theory and Practice by Prasanna Chandra, Tata McGraw Hill, New Delhi
- Financial Management by I.M. Pandey, Vikas Publishing House, New Delhi
- Financial Management by C. Paramasivan & T. Subramanian
- Financial Management by IM Pandey
- Financial Management by Ravi Kishor
- Financial Management by Khan & Jain

## **Human Resource Management**

**LO1 -Familiarize the students with basic concepts of HRM**

**LO 2- Acquaint Students with concept of HRD**

**LO3- Equip students with knowledge regarding maintaining Human relations at the workplace.**

**LO4- Make students aware of current trends in the field of HR**

### **Module I - Human Resource Management (15 lectures)**

- **Human Resource Management** – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management
- **Human Resource Planning-** Concept Steps in Human Resource Planning  
**Job Analysis-**Concept, Components  
**Job design-** Concept, Techniques
- **Recruitment-** Concept, Sources of Recruitment  
**Selection** - Concept , process , Techniques of E,selection,  
**Human resource Information System (HRIS)** – Concept

### **Module II - Human Resource Development (15 lectures)**

- **Human Resource Development-** Concept, functions  
**Training-** Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games)  
**Evaluating training effectiveness-** Concept, Methods
- **Performance Appraisal-** Concept, Benefits, Limitations, Methods
- **Career Planning-** Concept, Importance  
**Succession Planning-** Concept, Need  
**Mentoring-** Concept, Importance  
**Counseling-** Concept, Techniques.

### **Module III - Human Relations (15 lectures)**

- **Human Relations-** Concept, Significance  
**Leadership** –Concept, Transactional & Transformational Leadership  
**Motivation-** Concept, Theories of Motivation,(Maslow's Need Hierarchy Theory, Vroom's Expectancy Theory, McGregor's Theory X and Theory Y, Pink's Theory of Motivation)
- **Employees Morale-** Concept, Factors affecting Morale, Measurement of Employees Morale  
Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ
- **Employee Grievance-** Causes, Procedure for Grievance redressal  
Employee welfare measures and Mental Health Support

### **Module IV - Recent trends in Human Resource Management (15 lectures)**

- **HR in changing environment**  
Competencies- concept, classification, Soft skills, Digital skills
- **Trends in Human Resource Management**  
Employee Engagement- Concept, Types  
**Changing patterns of employment** - Work from Home (Digital Nomadism), Use of Artificial Intelligence (AI) and Machine Learning in HRM, Training the Workforce with Virtual Reality (VR) and Augmented Reality (AR)



- **Challenges in Human Resource Management:** Workforce Diversity, Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Challenges in remote working

## REFERENCES:-

- Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi 2004.
- Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff.
- Belkaoui, A.R. and Belkaoui ,JM, Human Resource Valuation: A Guide to Strategies and Techniques, Quarum Books, Greenwood, 1995.
- Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford.
- Greenhaus, J.H., Career Management, Dryden, New York.
- Mabey, C and Salama, G., Strategic Human Resource Management, Blackwell, Oxford.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- M.N. Rudrabasavaraj: Cases in Human Resource Management –Himalaya Publishing House –NewDelhi, 1998
- Decenzo, D.A. and Robbins, S. P.,Fundamentals of Human Resource Management, Wiley, India.
- Dessler, G. and Varkkey, B., Human Resource Management,Pearson Education, Delhi.
- Chhabra, T.N.,Human Resource Management,Dhanpat Rai & Co., Delhi.
- Aswathappa K.,Human Resource Management,Tata McGraw,Hill, New Delhi.
- H. John Bernardin and Richard W. Beatty: Performance Appraisal: Human Behavior at work –Boston: Kent, 1984
- George T. Milkovich and John W. Boudream: Personnel / Human Resources Management: A Diagnostic Approach, 5thEdn. Plano, TX: BusinessPublications, 1998.
- Lepak, David &Gowan, Mary. Human Resource Management.Dorling Kindersley (India).
- Khanna, S.S. Human resource Management (Text and Cases). S. Chand, New Delhi.
- Sadri.J, Sadri.S, Nayak.N, A Strategic Approach to HumanResource Management, JAICO Publishing House.
- Davar, R. S. Personnel Management and Industrial Relations. Vikas Publication, Noida.
- Robbins, Stephen P. OrganisationalBehaviour. Pearsons Education, New Delhi

### **3. Course title: Company Law**

**Course code: VESUCEC403**

**Semester 4**

#### **Learning Outcomes**

**LO1 -Help students understand about the Indian Companies Act.**

**LO2- Enable Student to gain knowledge about Indian Partnership Act and various types of partnerships & L.L.P**

**LO3- Develop good understanding about Indian Consumer Act.**

**LO4- Acquaint students with the laws related to Patent, Trade Marks & Copy rights**

**LO5- Help student understand and gain knowledge about Domain registration, Disputes and E-commerce website.**

<b>Sr. No</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Indian Companies Act – 2013</b>	<b>12</b>
<b>2</b>	<b>Indian Partnership Act – 1932</b>	<b>12</b>
<b>3</b>	<b>Consumer Protection Act, 1986 &amp; Competition Act 2002</b>	<b>12</b>
<b>4</b>	<b>Intellectual Property Rights</b>	<b>12</b>
<b>5</b>	<b>Domain Registration and website in India</b>	<b>12</b>
<b>Total</b>		<b>60</b>
<b>Sr. No.</b>	<b>Modules</b>	
<b>1</b>	<b>Indian Companies Act – 2013</b>	

	<ul style="list-style-type: none"> <li>• Company – Concept, Features, Common procedure for Incorporation of the company, Consequences of non-registration of the company <ul style="list-style-type: none"> <li>• Member of a company – Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Rights and liabilities of members.</li> <li>• Director – Qualification &amp; Disqualification, Classification, Director Identification Number (DIN).</li> <li>• OPC – Features, Provision applicable to OPC</li> </ul> </li> </ul>
<b>2</b>	<b>Indian Partnership Act – 1932</b>
	<ul style="list-style-type: none"> <li>• Partnership – Concept, Essentials, Types of Partnership</li> <li>• Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages &amp; Disadvantages, Procedure of Incorporation.</li> <li>• Extent of L.L.P – Conversion of LLP, Mutual rights &amp; duties of partners, Winding up of LLP, Distinction between LLP and Partnership.</li> <li>• Distinction between LLP and OPC.</li> </ul>
<b>3.</b>	<b>Consumer Protection Act, 1986 &amp; Competition Act 2002</b>
	<ul style="list-style-type: none"> <li>• Consumer Protection Act – Concept, Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Unfair Trade Practices, Goods &amp; Services. <ul style="list-style-type: none"> <li>• Consumer Protection Councils &amp; Redressal Agencies – District, State &amp; National.</li> <li>• Competition Act 2002 – Concept, Salient Features, Objectives &amp; Advantages.</li> <li>• Abuse of Dominant Position, Competition Commission of India, Anti – Competition Agreements.</li> </ul> </li> </ul>
<b>4.</b>	<b>Intellectual Property Rights</b>
	<ul style="list-style-type: none"> <li>• Intellectual Property Right (IPR) – Concept, Nature.</li> <li>• IPR relating to Patents – Concepts of Innovation and discovery, Comparison (S2 (j)), Concept of Patent.</li> <li>• IPR relating to copyrights – Concept of Copyright (Ss. 14, 16, 54), Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S 22-27), Original work and fair use.</li> <li>• IPR relating to Trademarks – Concept, Functions of Trade Mark, types, Trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for Registration of Trade Marks.</li> </ul>
<b>5.</b>	<b>Domain Registration and website in India</b>
	<ul style="list-style-type: none"> <li>• Domain name and Registration, Types of Domain name disputes.</li> <li>• Domain name allocation system.</li> <li>• Legal Requirement to start an Ecommerce web site in India.</li> <li>• Regulation of E-commerce website in India.</li> <li>• Rights and obligation in the world of E-commerce.</li> </ul>

## Reference Books

- Guide to the Companies Act, 2013 by A Ramaiya, Lexis Nexis.
- Company Law by G.K.Kapoor.
- Company Law by N.D.Kapoor.
- Company Law by P.C. Tulsian.
- Law and practice of Intellectual Property in India by Dr.Vikas Vashishth, Bharat Law House.
- Law of Partnership along with Limited Liability Partnership by Avatar Singh, Eastern Book Company.
- Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera
- Consumer Protection Law and Practice by Dr.V.K.Agarwal, Bharat Law House.
- Competition Law by Avatar Singh, Eastern Book Company
- Competition Law in India by T. Ramappa, Oxford University Press.
- Intellectual Property Rights by Narayan.
- Laws Relating to Intellectual Property, Universal Law Publishing Co. Dr. B.L.Wadhera.
- Joseph P. T., E-Commerce – An Indian perspective.
- Jaiswal S. E-Commerce.
- Mohammad Mahmoudi Maymand, E-Commerce.
- Murthy C.S.V. E-Commerce – concept, model, strategies.
- E-Commerce Law by Pratima Narayan

**2.A. Ability Enhancement Course**  
**1.Course title: Principles of Auditing**  
**Course code: VESUCEC404**

NO	MODULE	NO OF LECTURES
1	Introduction to Auditing	05
2	Audit Planning, Procedures and Documentation	05
3	Auditing Techniques and Internal Audit Introduction	15
4	Auditing Techniques: Vouching	08
5	Auditing Techniques: Verification	07
6	Audit of Limited Companies	15
7	Auditing in Computerised environment	08
8	Professional Ethics and Misconduct	07
	<b>Total</b>	<b>60</b>

**Course Objectives:** Knowledge and understanding of audit of limited companies, different types of audit, and professional ethics in profession of chartered accounts.

**Course Outcomes:**

**Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO-1 - Help students gain Insights regarding the qualifications, remuneration, appointment, powers and duties etc. of the auditor.**

**LO-2 - Acquaint students with** various types of audits.

**LO-3 - Help students** learn about how to apply professional ethics and various penalties under professional misconduct

SR NO	MODULE	No. of lectures
1	Introduction to Auditing	05
	<p><b>Basics</b>—Financial Statements, Users of Information, Definition of Auditing, Objectives of Auditing – Primary and Secondary, Expression of Opinion, Detection of Frauds and Errors, Inherent limitations of Audit. Difference between Accounting and Auditing, Investigation and Auditing.</p> <p><b>Errors &amp; Frauds</b>—Definitions, Reasons and Circumstances, Types of Error – Commission, Omission, Compensating error. Types of frauds, Risk of Fraud and Error in Audit, Auditors Duties and Responsibilities in Case of Fraud</p> <p><b>Principles of Audit</b> –Integrity, Objectivity, Independence, Skills, Competence, Work Performed by Others, Documentation, Planning, Audi Evidence, Accounting System and Internal Control, Audit Conclusions and Reporting</p> <p><b>Types of Audits</b> – Meaning, Advantages and Disadvantages of Balance sheet Audit, Interim Audit, Continuous Audit, Concurrent Audit and Annual Audit.</p>	
2	Audit Planning, Procedures and Documentation	05

	<p><b>Audit Planning</b> –Meaning, Objectives, Factors to be Considered, Sources of Obtaining Information, Discussion with Client, Overall Audit Approach. <b>Audit Program</b> – Meaning, Factors, Advantages and Disadvantages, Overcoming Disadvantages, Methods of Work, Instruction before Commencing Work, Overall Audit Approach</p> <p><b>Audit Working Papers</b> - Meaning, Importance, Factors Determining Form and Contents, Main Functions / Importance, Features, Contents of Permanent Audit File, Temporary Audit File, Ownership, Custody, Access of Other Parties to Audit Working Papers, Auditors Lien on Working Papers, Auditors Lien on Client's Books</p> <p><b>Audit Notebook</b> – Meaning, Structure, Contents, General Information, Current Information, Importance.</p>	
3	Auditing Techniques and Internal Audit Introduction	15
	<p><b>Test Check</b>-Test Checking Vs Routing Checking, Test Check meaning, Features, Factors to be Considered, When Test Checks Can be Used, Advantages, Disadvantages and Precautions.</p> <p><b>Audit Sampling</b> -Audit Sampling, Meaning, Purpose, Factors in Determining Sample Size -Sampling Risk, Tolerable Error and Expected Error, Methods of Selecting Sample Items, Evaluation of Sample Results, Auditors Liability in Conducting Audit Based on Sample.</p> <p><b>Internal Control</b> -Meaning and Purpose, Review of Internal Control, Advantages, Auditors Duties, Review of Internal Control, Inherent Limitations of Internal Control, Internal Control Samples for Sales and Debtors, Purchases and Creditors, Wages and Salaries. Internal Checks Vs Internal Control, Internal Checks Vs Test Checks.</p> <p><b>Internal Audit</b> -Meaning, Basic Principles of Establishing Internal Audit, Objectives, Evaluation of Internal Audit by Statutory Auditor, Usefulness of Internal Audit, Internal Audit Vs External Audit, Internal Checks Vs Internal Audit.</p>	
4	Auditing Techniques: Vouching	08

	<p><b>Audit of Income</b> - Cash Sales, Sales on Approval, Consignment Sales, Sales Returns Recovery of Bad Debts written off, Rental Receipts, Interest and Dividends Received, Royalties Received.</p> <p><b>Audit of Expenditure</b> - Purchases, Purchase Returns, Salaries and Wages, Rent, Insurance Premium, Telephone Expenses, Postage and Courier, Petty Cash Expenses, Travelling Commission, Advertisement, Interest Expenses.</p>	
<b>5</b>	<b>Auditing Techniques: Verification</b>	<b>07</b>
	<p><b>Audit of Assets Book Debts / Debtors, Stocks</b> -Auditors General Duties; Patterns, Dies and Loose Tools, Spare Parts, Empties and Containers, Quoted Investments and Unquoted Investment, Trade Marks / Copyrights, Patents, Know-how, Plant and Machinery, Land and Buildings, Furniture and Fixtures.</p> <p><b>Audit of Liabilities</b> - Outstanding Expenses, Bills Payable, Secured loans, Unsecured Loans, Contingent Liabilities.</p>	
<b>6</b>	<b>Audit of Limited Companies</b>	<b>15</b>
	<p>Qualifications, Disqualifications, Appointment, Removal, Remuneration of Auditors, Audit Ceiling, Status, Power, Duties and Liabilities of Auditors, Branch Audit, Joint Audit, Special Audit. Maintenance of Books of Account –Related Party Disclosures, Segment Reporting, Divisible Profit, Dividend and Depreciation (Companies Act, Standards on Accounting, Legal Decisions and Auditor’s Responsibility), Representations by Management,</p> <p>Contents of Annual Report. Definition, Distinction between Report and Certificate, Types of Reports/Opinion.</p>	
<b>7</b>	<b>Auditing in Computerised environment</b>	<b>08</b>
	<p>Audit under computerised environment: Computer auditing; specific problems of EDP audit, need for review of internal control; use of computers for internal and management audit purposes; test packs, computerised audit programmes; involvement of the auditor at the time of setting up the computer system</p>	

<b>8</b>	<b>Professional Ethics and Misconduct</b>	<b>07</b>
	Introduction, Meaning of Professional Ethics Meaning of Professional Misconduct, Schedules to the Chartered Accountants Act, 1949 Relating to Professional Misconduct, Enquiry into Charges of Misconduct of Chartered Accountants.	

<b>References</b>
<ul style="list-style-type: none"> <li>· <i>CA Surbhi Bansal – Audit and Assurance</i></li> <li>· <i>Taxmann – Auditing</i></li> <li>· <i>Dr.SMeenakumari – Fundamentals of Auditing</i></li> <li>· <i>BaldevSachdeva&amp;Jagwant Singh Pardeep Kumar – Auditing theory &amp; Practice</i></li> </ul>



**2.Course title:** Customer Relationship Management (CRM)

**Course code:** VESUCEC405

**CUSTOMER RELATIONSHIP MANAGEMENT (SYLLABUS)**

<b>SN</b>	<b>Modules</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Customer Relationship Management</b>	<b>15</b>
<b>2</b>	<b>CRM Marketing Initiatives, Customer Service and Data Management</b>	<b>15</b>
<b>3</b>	<b>CRM Strategy, Planning, Implementation and Evaluation</b>	<b>15</b>
<b>4</b>	<b>CRM New Horizons</b>	<b>15</b>
<b>Total</b>		<b>60</b>

**Objectives:**

LO1- Enable students to understand the concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management.

LO2 - Get insight into CRM marketing initiatives, customer service and designing CRM strategy.

LO3- Help students to understand new trends in CRM, challenges and opportunities for organizations.

**Module 1: Introduction to Customer Relationship Management**

- Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners
- Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM
- Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges

**Module 2: CRM Marketing Initiatives, Customer Service and Data Management**

- CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing
- CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management
- CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting

**Module 3: CRM Strategy, Planning, Implementation and Evaluation**

- Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits
- Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy
- Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement
- CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change

#### **Module 4: CRM New Horizons**

- e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM:
- Software App for Customer Service: Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling
- Social Networking and CRM
- Mobile-CRM
- CRM Trends, Challenges and Opportunities
- Ethical Issues in CRM

#### **Reference Books:**

1. Baran Roger J. & Robert J. Galka (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group.
2. Anderrson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw-Hill.
3. Ed Peelen, Customer Relationship Management, Pearson Education
4. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press.
5. Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.
6. Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Pearson Education.
7. Valarie A Zeithmal, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2010), Services Marketing Integrating Customer Focus Across the Firm, Tata McGraw Hill.
8. Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, McGraw Hill Education.

#### **2.Course title: International Business**

**Course code: VESUCEC405**

Sr. No.	Modules	No. of Lectures
1	Introduction to International Business	15
2	International Regulatory Environment	15
3	International Marketing and Human Resource Management	15
4	Foreign Trade Policy and Export Incentives	15
<b>Total</b>		<b>60</b>

**Course Objectives:** Knowledge and understanding of international business, regulatory environment, international marketing, HR, foreign trade policy and export assistance.

**Course Outcomes:**

**Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO1:** Help students understand the concept of International Business.

**LO2 :** Get insight into the international regulatory environment and investment management in the global market.

**LO3 :** Acquaint students with international marketing and international HR practices.

**LO4 :** Equip students with knowledge regarding foreign trade policy and export incentives.

Unit no.	Details of topics	No of lectures
1	<p><b>Introduction to International Business</b></p> <p>Importance, nature and Scope of International Business, Drivers of International Business, Evolution of International Business, Domestic Business v/s International Business - Reasons for International Business, strategies for going international</p> <p>Globalization, Multinational Corporations - Nature, Goals of MNCs, India's presence - Advantages and Disadvantages of MNCs, Modes of Entry and Operation - exporting (direct and indirect), licensing, franchising, contract manufacturing, turnkey projects, joint ventures, Mergers and Acquisitions, Foreign Direct Investment</p> <p>Theories of International Business - Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Competitive Advantage</p>	15 Lectures

2	<p><b>International Regulatory Environment</b></p> <p>Definition of International Trade-Problems in International Trade-Trade Barriers- Tariff and Non –tariff barriers-Distinction between Tariff and Non-tariff barriers.</p> <p>Regional Trading blocs - Working of EU( European Union), ASEAN( Association of SouthEast Asian Nations),NAFTA( North American Free Trade Association) and SAARC( South Asian Association For Regional Co-operation) - Effects of Trade blocs on International Trade.</p> <p>WTO –World Trade Organization - Objectives –Agreements-Role of WTO in International trade.</p> <p>Investment Management in International Business - Foreign Direct Investment - Offshore Banking - Resource Mobilization through portfolio/GDR/ADR - Other options of funding in ventures and case discussions, FEMA &amp; FDI,</p>	15 Lectures
3	<p><b>International Marketing and Human Resource Management</b></p> <p>International marketing, Domestic and International marketing compared, Benefits of International marketing, Major activities, International market Assessment, International product Strategies, Pricing Issues and Decisions, Dumping, Promotion issues and Policies</p> <p>International HR Strategies - Unique Characteristics of Global HR - HR – Challenges - Ethical Issues - Regulator, Aspects of HR - Managing International HR activities - Expatriation and Repatriation of employees</p>	15 Lectures
4.	<p><b>Foreign Trade Policy and Export Incentives</b></p> <p>Objectives and main highlights of FTP-2015-2020.-Implications of FTP on India's export trade.</p> <p>Export Assistance and Incentives-Main export incentives extended to Indian exporters by Government of India—Duty Drawback, EPCG ( Export Promotion Capital Goods Scheme),MDA (Marketing Development Assistance),MAI( Market Access Initiative)Deemed export, ASIDE(Assistance to States for Infrastructure Development of Exports), Tax holidays</p>	15 Lectures

## 2.B Skill Enhancement Courses

### 1.Course Title: Digital Marketing

Course Code : VESUCEC406

## Digital Marketing

### Course Out Comes:

LO1: Help students interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics

LO2: Comprehend the importance of conversion and working with digital relationship marketing.

LO3: Understand the emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks

### Modules at a glance

Sr.No	Modules	No. of Lectures
1	Getting Started with Digital Marketing.	15
2	Using Content to Generate Fans, Followers, and Customers	15
3	Generating Website Traffic	15
4	Measuring, Analyzing, and Optimizing Campaigns	15
	Total	60

Sr. NO	Module/Unit
1	<p>Getting Started with Digital Marketing</p> <p><b>Understanding the Customer Journey</b> : Creating a Customer Avatar, Getting Clear on the Value You Provide, Knowing the Stages of the Customer Journey.</p> <p><b>Choosing the Right Marketing Campaign</b> : Establishing Marketing Objectives, Defining a Digital Marketing Campaign, Balancing Your Marketing Campaign Calendar, Viewing Your Digital Marketing through the Campaign Lens</p>

	<p><b>Crafting Winning Offers</b> : Offering Value in Advance, Designing an Ungated Offer, Designing a Gated Offer, Designing Deep-Discount Offers, Maximizing Profit</p>
2	<p>USING CONTENT TO GENERATE FANS, FOLLOWERS, AND CUSTOMERS</p> <p><b>Pursuing Content Marketing Perfection</b> : Knowing the Dynamics of Content Marketing, Finding Your Path to Perfect Content Marketing, Executing Perfect Content Marketing, Distributing Content to Attract an Audience</p> <p><b>Blogging for Business</b> : Establishing a Blog Publishing Process, Applying Blog Headline Formulas, Auditing a Blog Post</p>
3	<p>GENERATING WEBSITE TRAFFIC</p> <p><b>Building High-Converting Landing Pages</b> : Exploring the Types of Landing Pages., Creating a Lead Capture Page, Creating a Sales Page, Grading a Landing Page</p> <p><b>Capturing Traffic with Search Marketing</b> : Knowing the Three Key Players in Search Marketing, Targeting Search Queries, Optimizing Your Assets for Specific Channels, Earning Links</p> <p><b>Leveraging the Social Web</b> : The Social Success Cycle, Listening to the Social Web, Influencing and Building Brand Authority, Networking That Moves the Needle, Selling on Social Channels, Avoiding Social Media Mistakes</p>
4	<p>MEASURING, ANALYZING, AND OPTIMIZING CAMPAIGNS.:</p> <p><b>Crunching Numbers: Running a Data-Driven Business</b> : Leveraging the Five Google Analytics Report Suites, Understanding Where Your Traffic Is Coming From, Tracking the Origins of Site Visitors, Creating Goals to See Who's Taking Action, Segmenting Your Audience with Google Analytics, Honing In on Your Audience</p> <p><b>Optimizing Your Campaigns for Maximum ROI</b> : Understanding Split Testing., Selecting Page Elements to Optimize, Getting Ready to Test, Preparing to Launch, Calling a Test</p>

Books and References			
Sr.No	Title	Author	Publisher
1	Digital Marketing for Dummies	Ryan Desiss and Russ Heneberry	John Wiley and Sons
2	Digital Marketing	Seema Gupta	McGraw Hill
3	Digital Marketing : Cases from India	Rajendra Nargundkar and Romi Sainy	

### *3.Core Courses (CC)*

**Course Title: E-Commerce Technologies**

**Course code: VESUCEC407**

## **E-Commerce Technologies**

Course outcomes:

LO1: Understand the concept of E-Commerce

LO2: Know the Characteristics and functions of E-Commerce

LO3: Recognize the benefits and limitations of e-commerce

LO4: Identify E-Commerce opportunities and challenges

LO5: Understand the online payment structure and security issues

### Modules at a glance

Sr. no	Modules	No of Lectures
1	Introduction in E-Commerce and Business Models for E-commerce	15
2	e-Marketing, e-Security and e-Trading	15
3	e-Payment System and Portals	15
4	eCRM, e-SCM and M-Commerce	15
	<b>Total</b>	60

Sr. No	Modules / Units
1	Introduction in E-Commerce and Business Models for E-commerce

	<p><b>Introduction in E-Commerce:</b> Meaning, definition, history, features, functions of E-Commerce, Scope, Benefits and limitations of E-Commerce, The Internet and India , E-commerce opportunities and challenges for Industries.</p> <p><b>Business Models for E-commerce:</b> E-Business Models, Business-toConsumer (B2C), Business-to-Business (B2B), Consumer-to Consumer (C2C) , Consumerto-Business (C2B) , Brokerage Model, Info-mediary Model, Value Chain Model, Advertising Model, Subscription Model</p>
2	e-Marketing, e-Security and e-Trading
	<p><b>e-Marketing:</b> Traditional marketing, online marketing, E-advertising, E-branding, Marketing strategies.</p> <p><b>e-Security:</b> Information Security, Security on the Internet, Virus, Cyber Crime, E-Business Risk Management Issues, Firewall and the Security Policy</p> <p><b>e-Banking:</b> Traditional vs e-Banking, operations in e-Banking, e-Trading, importance and advantage of e-Trading</p>
3	e-Payment System and Portals
	<p><b>e-Payment Systems:</b> Digital payment requirements, digital token-based e-Payment systems, Electronic cash(e-Cash), Electronic Cheques(e-Cheque), Risk and e-Payment system. Designing e-Payment Systems, Digital Signature, Online financial services in India</p> <p><b>Portals for E-business:</b> Portals, Requirements of Intelligent Websites, Portals for ERP, Intranet Portals</p>
4	eCRM, e-SCM and M-Commerce
	<p><b>e-CRM and e-SCM</b></p> <p><b>M-Commerce:</b> Mobile Commerce, wireless Applications, Generations in wireless communication, Security issues pertaining to cellular technology,– Secured Payments through Mobile, First Mobile Commerce Service, Mobile commerce in India.</p>

Reference:

1. E-COMMERCE AN INDIAN PERSPECTIVE (2e),Joseph, P.T. (2005). New Delhi Prentice-Hall of India
2. "Electronic Commerce-A Manager's guide", RaviKalakota, Andrew B. Whinston, Addison-Wesley.
3. E-Commerce, Fundamentals And Applications by Henry Chan and Raymond Lee and Tharam Dillon and Elizabeth Chang , John Wiley
4. E Commerce In India By Gupta Publisher Sage



**Proposed Syllabus of**  
**TYBCOM (B.com E-commerce) Course Structure**

**Semester V**

Course Code	Semester I	Credits
<b>1</b>	<b><i>Discipline Related Courses (DRC)</i></b>	
VERSACE 501	Direct Tax	<b>03</b>
VERSACE 502	Strategic Management	<b>03</b>
VERSACE C503	Supply Chain Management & Logistics	<b>03</b>
<b>2</b>	<b><i>Ability Enhancement Courses (AEC)</i></b>	
<b>2A</b>	<b><i>Ability Enhancement Compulsory Courses (AECC)</i></b>	
VERSACE 504	Marketing Research	<b>03</b>
VERSACE C505	Project Work	<b>05</b>
<b>2B</b>	<b><i>Skill Enhancement (SEC)</i></b>	
VERSACE 506	Web Designing	<b>03</b>
<b>Total Credits</b>		<b>20</b>

**Semester VI**

Course Code	Semester II	Credits
<b>1</b>	<b><i>Discipline Related Courses (DRC)</i></b>	
VERSACE C601	Indirect Tax: GST	<b>03</b>
VERSACE 602	Business Ethics and Corporate Governance	<b>03</b>
VERSACE 603	International Finance	<b>03</b>
<b>2</b>	<b><i>Ability Enhancement Courses (AEC)</i></b>	
<b>2A</b>	<b><i>Ability Enhancement Compulsory Courses (AECC)</i></b>	
VERSACE 604	Cyber law	<b>03</b>
VERSACE 605	Project Work	<b>05</b>
<b>2B</b>	<b><i>Skill Enhancement Courses (SEC)</i></b>	
VERSACE 606	Operations Research	<b>03</b>
<b>Total Credits</b>		<b>20</b>

**1.Discipline Related Courses (DRC)****1.Course title: Direct Tax –Sunita S****Course code: VESUCEC501****Direct Tax****Course Objectives:**

1. To make learners understand the tax system.
2. To enable them to understand the various concepts of Direct Tax.
3. To make learners understand the concept of various heads of Income

**MODULES AT GLANCE**

SR NO	MODULE	NO OF LECTURES
1	Basic Terms	08
2	Scope of Total Income & Residential Status	10
3	Heads of Income	26
4	Deduction from Total Income	06
5	Computation of Total Income for Individual	10
TOTAL		60

**Course Outcomes:**

1. Learners will be able to understand various basic concepts of Direct tax i.e Previous year, Assessment Year, Assessee.
2. Learners will be able to understand the Residential status of an individual in India i.e Resident or Non-Resident.
3. Learners will be able to compute the Total income of an Individual.

SR.NO	MODULES
1	<b>Basic Terms</b>
	Assessee, Assessment, Assessment Year, Annual value, Business, Capital Assets, Income, Person, Previous Year, Transfer
2	<b>Scope of Total Income &amp; Residential Status</b>
	· Scope of Total Income (S: 5) · Residential Status (S: 6) for Individual assessee
3	<b>Heads of Income</b>
	· Salary (S: 15 to 17)

	<ul style="list-style-type: none"> <li>· Income from House Properties (S: 22 to 27)</li> <li>· Profit and Gain from Business (S:28, 30, 31, 32,36,37,40,40A,43B) · Capital Gains (S: 45, 48, 49, 50, 54, 54 EC) restricted to computation of Capital gain on transfer of residential house property only</li> <li>· Income from Other Sources (S: 56 to S: 59) Exclusions from Total Income (S: 10)</li> </ul> <p>Exclusion related to specified heads to be covered with relevant head.eg. Salary, Business Income, Capital Gain, Income from Other Sources</p>
<b>4</b>	<b>Deduction from Total Income</b>
	80 A, S 80C, 80CCC, 80D, 80DD, 80E, 80 U, 80 TTA
<b>5</b>	<b>Computation of Total Income for Individual</b>

<b>Direct Tax: Reference Book</b>	
<ul style="list-style-type: none"> <li>· <i>Direct Taxes Law &amp; Practice</i> by V.K. Singhania – Taxman</li> <li>· <i>Systematic Approach to Direct Tax</i> by Ahuja &amp; Gupta - Bharat Law House</li> <li>· <i>Income Tax Ready Reckoner</i> by Dr .V.K. Singhania – Taxman</li> <li>· <i>Direct Tax Laws</i> by T.N. Manoharan - Snow White</li> </ul>	

**2.Course title:** Strategic Management

**Course code:** VESUCEC502

<b>Strategic Management</b>		
<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction	12
2	Strategy Formulation	16
3	Strategic Implementation	18
4	Strategic Evaluation Control	14
<b>Total</b>		<b>60</b>

**Course Objectives:** Knowledge and understanding of the concept of Strategic management, formulation, implementation and formulation.

**Course Outcomes:**

**Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO1:** Help students understand the concept of Strategic management at all levels of organisation.

**LO2 :** Get insight into the key management policies and strategies at every Level to develop conceptual skills

**LO3 :** Acquaint students with the corporate level policy and strategic formulation areas.

**LO4 :** Equip students with conceptual skills to apply in the corporate world.

Sr.No .	Modules/ Units
1	<b>Introduction to Strategic Management</b>
	<p>Introduction - Strategic management Vision, Mission and Goals - Benefits and Limitations of Strategic Management - Process &amp; Levels of Strategy - Corporate, Business and Operational Level Strategies - Strategic Business Units (SBU's) - Strategic Intent</p> <p>Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy, Operational Strategy</p> <p>Business Environment: Components of Environment- Micro and Macro and Environmental Scanning</p>
2	<b>Strategy Formulation</b>
	<p>Strategic Formulation: Stages and Importance - Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.</p> <p>Strategic Analysis and Choice: Issues and Structures - Corporate Portfolio Analysis- SWOT Analysis - BCG Matrix - GE Nine Cell Matrix - Hofer's Matrix</p> <p>ETOP- Environmental Threat and Opportunity Profile - Strategic Choice- Factors and Importance - Environment Analysis and Scanning - SWOT Analysis - Blue / Red Ocean Strategy</p>
3	<b>Strategic Implementation</b>
	<p>Models of Strategy making - Strategic Analysis &amp; Choices Implementation - Porter 5 Forces - 7 S Framework</p> <p>Strategic Implementation - Steps, Importance and Problems, Resource Allocation- Importance &amp; Challenges, Steps and implementation of a Project - Process</p> <p>Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes - Strategic Alliance: Concept - Types - Importance - Problems of Indian Strategic Alliances and International Businesses</p>

4	Strategic Evaluation & Control
	<p>Importance - Limitations - Steps and Techniques - Budgetary Control: Advantages, Limitations</p> <p>Synergy: Concept, Types, evaluation of Synergy - Synergy as a Component of Strategy its Relevance - Change Management.</p> <p>Digital tools and artificial intelligence in strategy - Information Technology Driven Strategies: Importance - Limitations and contribution of IT sector in Indian Business</p>

*Strategic Management, A Dynamic Perspective -Concepts and Cases – Mason A. Carpenter, Wm. Gerard Sanders, Prashant Salwan, Published by Dorling Kindersley (India) Pvt Ltd, Licensees of Pearson Education in south Asia*

- *Strategic Management and Competitive Advantage-Concepts- Jay B. Barney, William S. Hesterly, Published by PHI Learning Private Limited, New Delhi*
- *Globalization, Liberalization and Strategic Management - V. P. Michael*
- *Business Policy and Strategic Management – Sukul Lomash and P.K Mishra, Vikas Publishing House Pvt. Ltd, New Delhi*
- *Strategic Management – Fred R. David, Published by Prentice Hall International*
- *Business Policy and Strategic Management – Dr Azhar Kazmi, Published by Tata McGraw Hill Publications*
- *Business Policy and Strategic Management- Jauch Lawrence R & William Glueck Published by Tata McGraw Hill*
- *Public Enterprise Management and Privatisation – Laxmi Narain Published by S.Chand & Company Ltd, New Delhi*
- *Business Organisation – Rajendra P. Maheshwari, J.P. Mahajan, Published by International Book House Pvt Ltd*
- *Disasters and Development- Cuny Fred C, Published by Oxford University Press, Oxford*
- *At Risks Natural Hazards, People's Vulnerability and Disasters- Wisner Ben P. Blaikie, T Cannon and I. Davis, Published by Wiltshire Routledge*
- *Mergers, Acquisitions and Corporate Restructuring – Strategies and Practices- Rabi Narayan Kar, Published by International Book House Pvt Ltd, Mumbai*
- *Strategic Management- Awareness and Change, John. L. Thompson, Internal Thomson Business Press*
- *Gaining and Sustaining Competitive Advantage, Jay B. Barney, Eastern economy Edition, PHI Learning Pvt Ltd, New Delhi*
- *Strategic Management by Prof N.H. Mullick, Enkay Publishing House New Delhi*
- *Public Sector Perspective, by Dr M.Veerappa Moily*
- *The Impact of Private sector participation in Infrastructure- Lights, shadows and the Road ahead by Andres, Luis, Guasch, Luis, J. Thomas, Haven & Foster, World Bank, Washington*

**3.Course title:** – Supply Chain Management & Logistics

**Course code:** VESUCEC503

Sr. No.	Modules	No. of Lectures
1	Basics of Logistics and Supply Chain Management	15
2	Elements of Logistics Mix	15
3	Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis	15
4	Recent Trends in Logistics and Supply Chain Management	15
<b>Total</b>		<b>60</b>

**Course Objectives:** Knowledge and understanding of the concept of logistics and supply chain management, activities performed, elements of logistics management and global trends in logistics.

**Course Outcomes:**

**Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO1:** Help students understand the concept of logistics and supply chain management.

**LO2 :** Get insight into the activities performed by the elements of logistics.

**LO3 :** Acquaint students with the nature of supply chain, its functions and supply chain systems.

**LO4 :** Equip students with global trends in logistics and supply chain management.

Sr . No .	Modules / Units
1	<b>Basics of Logistics and Supply Chain Management</b>
	<p><b>a) Introduction to Logistics Management</b>  Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, In process Logistics, Outbound Logistics, Integrated Logistics, Reverse Logistics and Green Logistics, Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment</p> <p><b>b) Introduction to Supply Chain Management</b>  Meaning, Objectives, Functions, Principles, Process, Participants of Supply Chain, Role of Logistics in Supply Chain, Comparison between Logistics and Supply Chain Management.</p>

	<p><b>c) Demand Forecasting</b> Meaning, Objectives, Approaches to Forecasting, Forecasting Methods, Forecasting Techniques, (Numerical on Simple Moving Average, Weighted Moving Average)</p> <p><b>d) Logistics and Supply Chain Management in the Global Environment</b> Managing the Global Supply Chain, Impact of Globalisation on Logistics and Supply Chain Management, Global Logistics Trends, Global Issues and Challenges in Logistics and Supply Chain Management</p>
<b>2</b>	<b>Elements of Logistics Mix</b>
	<p><b>a) Transportation</b> Introduction, Transport Functionality, Factors Influencing Transportation Decisions, Modes of Transportation- Railways, Roadways, Airways, Waterways, Ropeways, Pipeline, Transportation Infrastructure, Intermodal Transportation</p> <p><b>b) Warehousing</b> Introduction, Importance/Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Factors affecting Warehousing</p> <p><b>c) Materials Handling</b> Meaning, Objectives, Principles of Materials Handling, Equipment's used for Materials Handling, Factors affecting Materials Handling Equipment's</p> <p><b>d) Packaging</b> Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Consumer and Industrial goods packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs</p>
<b>3</b>	<b>Inventory Management, Logistics Costing, Performance Management and Logistical Network Analysis</b>
	<p><b>a) Inventory Management</b> Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numerical - EOQ and Reorder levels), Bullwhip effect</p> <p><b>b) Logistics Costing</b> Meaning, Total Cost Approach, Activity Based Costing, Mission Based Costing</p> <p><b>c) Performance Measurement in Supply Chain</b> Meaning, Objectives of Performance Measurement, Types of Performance Measurement, Characteristics of Ideal Measurement System</p> <p><b>d) Logistical Network Analysis</b> Meaning, Objectives, Importance, Scope, RORO/LASH</p>
<b>4</b>	<b>Recent Trends in Logistics and Supply Chain Management</b>

**a) Information Technology in Logistics**

Introduction, Objectives, Role of Information Technology in Logistics and Supply Chain Management, Logistical Information System, Principles of Logistical Information System, Types of Logistical Information System, Logistical Information Functionality, Information Technology Infrastructure

**b) Modern Logistics Infrastructure**

Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains

**c) Logistics Outsourcing**

Meaning, Objectives, Benefits/Advantages of Outsourcing, Third Party Logistics Provider, Fourth Party Logistics Provider, Drawbacks of Outsourcing, Selection of Logistics Service Provider, Outsourcing-Value Proposition

**d) Operative Systems in SCM**

Enterprise Resource Planning (ERP), Performance Modeling of supply chains using Markov chains, Pareto's Law



## **2.Ability Enhancement Courses (AEC)**

### **2A Ability Enhancement Compulsory Courses (AECC)**

1. Course Title: Marketing Research

**Course code ::** VERSACE 504

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to Marketing Research	15
2	Methods and Techniques of Conducting Marketing Research	15
3	Sources of Data Collection & Data Processing	15
4	Organising Marketing Research Activity	15
<b>Total</b>		<b>60</b>

**Course Objectives:** Knowledge and understanding of the concept of marketing research, marketing information system, activities performed, methods of data collection, processing and analysis and professional standards and ethics in marketing research.

### **Course Outcomes:**

#### **Learning Outcomes (LO):**

**On successful completion of this course students will be able to:**

**LO1:** Help students understand the concept of Marketing Research and marketing Information System.

**LO2 :** Get insight into the key activities performed while doing marketing research.

**LO3 :** Acquaint students with the methods of data collection, processing and analysis

**LO4 :** Equip students with professional standards and ethics in marketing research.

<b>Sr . No .</b>	<b>Modules / Units</b>
<b>1</b>	<b>Introduction to Marketing Research</b>
	Marketing Research- Definition, features, functions, significance of Marketing Research in marketing decision making, limitations of Marketing Research

	<p>Marketing Information System- Definition, components, essentials of a good MIS, Concept of Decision Support System- Components , importance Data Mining concept, importance</p> <p>Components with reference to Product Research, Price Research, Physical Distribution Research, Promotion Research, Sales and Advertising Research, Consumer's Research, Sales Research, Rural Marketing Research, Global Marketing Research, Test Marketing – Shop Audit, Research for Marketing Events</p>
<b>2</b>	<b>Methods and Techniques of Conducting Marketing Research</b>
	<p>Research Design- concept, importance, types Hypothesis- concept, types, importance - Sampling- concept, terms in sampling, techniques of sampling, essentials of good sampling</p> <p>Detailed Study of Steps in Marketing Research – Population – Sampling – Methods of Sampling – Comparative Study of Methods of Sampling.</p> <p>Desk Research – Field Investigation – Observation – Garbage Analysis – Experimentation – Consumer Panel – Shop Audit</p>

<b>3</b>	<b>Sources of Data Collection &amp; Data Processing</b>
	<p>Primary data-concept, merits, demerits, methods b. Secondary data- concept, merits, demerits, sources c. Qualitative and Quantitative research- concept, features, Qualitative v/s Quantitative research Integrating technology in data collection, methods- (online surveys, hand held devices, text messages, social networking), importance</p> <p>Questionnaire- concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire</p> <p>Stages in Data processing Editing- meaning, objectives, types Coding- meaning, guidelines Classification- meaning, methods - Tabulation- meaning, methods - Data Analysis &amp; Interpretation Data Analysis - meaning, steps, use of statistical tools (SPSS, SAS, MS EXCEL, MINITAB) Data Interpretation- meaning, importance, stages c</p>
<b>4</b>	<b>Organizing Marketing Research Activity</b>

	<p>Separate Research Department – Professional Agencies - Advantages and Limitations – Professional Marketing Research Agencies in India. Comparative Study between owned and Hired Marketing Research Activities. Feature of Rural Market – Factors Contributing to the Growth of Rural Marketing – Significance of Marketing Research in Rural Marketing</p> <p>Report Writing- concept, types, contents, essentials, use of visual aids in research report</p> <p>Professional Standards in Marketing Research – Ethics – Social Responsibility in Marketing Research - Career options in Marketing Research , Qualities of a good Marketing Research professional</p>
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**2. Course Title:**Project Work  
**Course code :** : VERSACE C505

**Learning Objectives :** The main objective of inclusion of project work is to inculcate the element of practical learning and research in order to analyse and develop scientific temperament challenging the potential of the learner as regards the eagerness to enquire and ability to interpret particular aspects of the study.

**There Are Two Modes of preparation of project work:**

1. Project Work Based On Research methodology in the study area.
2. Project Work Based on internship in the study area.

**Guidelines for preparation of ProjectWork:**

- The project topic may be undertaken in any area of Courses offered in Semester V
- Each of the learners has to undertake a Project individually under the supervision of a teacher-guide.
- The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
- College will allot a guiding teacher for guidance to the students based on her/his specialization.
- Minimum 20 days/100 hours of internship with an organisation.
- Experience certificate has to be submitted wherever applicable.
- 50 marks external examiner-25 marks for report +25 marks for viva/presentation
- 50 marks internal examiner-25 marks for report+25 marks for viva/presentation
- 
- **The project report shall be prepared as per the broad guidelines given below:**
- Font type: Times New Roman
- Font size: 12-For content, 14-for Title
- Line Space : 1.5-for content and 1-for in table work
- Paper Size: A4
- Margin : in Left-1.5, Up-Down-Right-1
- The Project Report shall be bound.
- The project report should be 80 to 100 pages

## 2B Skill Enhancement Courses (SEC)

**Course Title:** Web Designing

**Course Code :**VERSACE 506

Course Outcomes:

LO1: Design and develop basic web pages using HTML and CSS

LO2: Develop web pages that present information, graphics and hypertext links to other web pages

LO3: Develop website using HTML ,CSS and Javascript

### Modules at a glance

Sr.No.	Modules	No. of Lectures
1	HTML Basics and Images	10
2	HTML Images and linking	10
3	HTML Tables and Forms multimedia	10
4	Java Script	10
	Total	40

Sr. NO	Module/Unit
1	HTML Basics and Images  HTML 5: Introduction, Formatting Tags, List , Styles Sheets, Formatting text ,paragraphs using styles.  <b>Images :</b> Image Tag and Image Mapping , Styles to Images,
2	HTML Layout and linking  <b>Page Layout:</b> HTML 5 Semantics, text and image based navigation,Creating Divisions and applying styles  <b>Hyperlinks:</b> Creating Hyperlinks ,anchor tag and formatting using style sheets
3	HTML Tables and Forms multimedia  <b>Tables:</b> CreatingTables,attributes and sub tags of table, merging table cells, formatting tables, tables for layouts  <b>Forms:</b> Creating forms using different controls in forms -check box,buttons,list and

	<p>others .Additional input tags in HTML5 .</p> <p><b>Multimedia:</b>Incorporating sound and video in html5,html multimedia basics</p>
4	<p>Java Script:</p> <p><b>Basics:</b>introduction ,Client Side Server side javaScript , Javascript Objects, JavaScript Security, operators</p> <p><b>Statements</b> :if..else,break,continue,delete, do..while ,while,,for.,for..in switch,var,with</p> <p><b>Core Javascript:</b>arrays, functions,strings, events and event handlers.</p>

Books and References			
Sr.No	Title	Author	Publisher
1	HTML5 Step by Step	FaitheWempen	Microsoft Press
2	JavaScript 2.0: The Complete Reference	Thomas Powell and Fritz Schneider	Tata McGraw Hill
3	HTML5 Black Book		
4	Web Design The Complete Reference	Thomas Powell	Tata McGraw Hill

### List of Practical

1. Design a web page using different text formatting tags.
2. Design a web page with links to different pages and allow navigation between web pages.
3. Design a web page demonstrating all Style sheet types
4. Design a web page with Imagemaps.
5. Design a web page demonstrating different semantics
6. Design a web page with different tables. Design a webpages using table so that the content appears well placed.
7. Design a web page with a form that uses all types of controls.
8. Design a web page embedding with multimedia features.
9. Using JavaScript design, a web page that accepts rate and quantity of a product and find the amount to be paid
10. Write a Java Script to find the find the actual amount paid in the above example if discount is given as below  
Amount > 5000 discount 10% , Amount 3000 to 5000 discount 5%,  
Amount < 3000 2% discount
11. Write a JavaScript program to accept a number from the user and display if it is odd or even.

Write a JavaScript program to display all the numbers between 1 and 100.

12

13. Design a form and validate all the controls placed on the form using Javascript

## Semester VI

### 1.Discipline Related Courses (DRC)

#### 1.Course title: Indirect Tax: GST

Course code: VERSACE C601

#### **Course Objectives:**

1. To make learners understand the concept of Indirect Tax in India.
2. To make learners understand the concept of One Point taxation i.e uniformity of tax rates.
3. To enable the learners to understand the various provisions of Goods & Service tax in India.

#### **MODULES AT GLANCE**

Sr. No.	Modules	No.of Lectures
1	Introduction to Indirect Taxation and GST	15
2	Concept of Supply	15
3	Registration and Computation of GST	15
4	Filing of Returns	15
Total		60

#### **Course Outcomes**

LO1: Learners will be able to understand the Process of registration, filing of return and various compliance of GST.

LO2: Learners will be able to understand how GST has helped to remove the taxation barriers between the states i.e Time, Place and Value of Supply.

LO3: Learners will be able to understand the concept of Input tax credit and provisions of Payment of Tax.

Sr. No.	Modules/Units
1	Introduction to Indirect Taxation and GST

	<p><b>Basics for Taxation</b> - Direct Taxes and Indirect Taxes – Difference, Advantages and Disadvantages, Sources and Authority of Taxes in India (Art 246 of the Indian Constitution)</p> <p><b>Introduction to GST</b> – Genesis of GST in India, Power to tax GST (Constitutional Provisions), Extent and Commencement, Meaning and Definition of GST, Benefits Of GST, Conceptual Framework – CGST, IGST, SGST, UTGST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST.</p> <p><b>Definitions</b>–Goods(2(52) of CGST Act), Services (2(102) of CGST Act), Money(2(75) of CGST Act), Securities(2(101) of SCRA Act, 1956), India(2(56) of CGST Act), Persons(2(84) of CGST Act), Taxable Person(2(107) of CGST Act), Business(2(17) of CGST Act), Consideration(2(31) of CGST Act), E-Commerce Operator(2(45) of CGST Act), Supplier(2(105) of CGST Act), Recipient(2(93) of CGST Act)</p> <p><b>Levy and Collection of GST</b>–Levy and Collection of CGST, IGST, SGST, UTGST(Sec 9 of CGST Act), Composition Scheme under GST(Sec 10 of CGST Act), Power to Grant Exemption(Sec 11 of CGST Act) GST Rate Schedule for Goods and Services.</p>
<b>2</b>	<b>Concept of Supply</b>
	<p><b>Taxable Event Supply</b>– Meaning and Scope of Supply (Section 7 Subsection 1, 2 and 3 of Act) Schedule I, Schedule II, Schedule III, Composite and Mixed Supplies(Sec 8 of CGST Act)</p> <p><b>Place of Supply</b> – Location of Supplier of Goods and Services, Place of Supply of Goods(Sec 10, 11, 12 and 13 of IGST Act), Special Provision for Payment of Tax by Supplier of Online Information Database Access Retrieval.</p> <p><b>Time of Supply</b>- Time of Supply (Sec 31 of CGST Act), Issue of Invoice by the Supplier (Sec 31 (1) and Sec 31(2) of CGST Act), Continuous Supply of Goods and Services, Goods Sent on Approval (Sec 31 (7) of CGST Act)</p> <p><b>Value of Supply</b> – Determination of Value of Supply (Sec 15 of CGST Act and CGST Rules 2017), Input Tax Credit (Sec 2(62) of CGST Act) Capital Goods (Sec 2(19) of CGST Act), Input Sec 2 (59) of CGST Act), Input Service (Sec 2 (60) of CGST Act).</p> <p>Eligibility and Conditions for taking Input Tax Credit(Sec 16 of CGST Act)</p>
<b>3</b>	<b>Registration and Computation of GST</b>
	<p><b>Registration</b>–Persons liable for Registration (Sec 22 of the Act), Persons not liable for Registration, Procedure for Registration (Sec 25 of the Act), Deemed Registration (Sec 26 of the Act), Special Provisions (Sec 27 of the Act), Amendment, Cancellation and Revocation of Registration (Sec 28, Sec 29 and Sec 31 of the Act)</p> <p><b>Computation of GST</b>–Computation of GST under Inter State &amp; Intrastate Supplies</p> <p><b>Payment of Tax</b>- Payment of Tax, Interest and other Amounts(Sec 49 of the Act), Interest on delayed Payment (Sec 50 of the Act), TDS (Sec 51 of the Act), TCS (Sec 52 of the Act)</p>
<b>4</b>	<b>Filing of Returns</b>
	<p><b>Documentation</b>-Tax Invoices (Sec 31 and 32 of the Act), Credit and Debit notes (Sec 34 of the Act), Electronic Way Bill</p> <p><b>Returns</b>–Types of Returns and Provisions relating to filing of Returns (Sec 37 to Sec 48 of the Act)</p>

## 2.Course title: Business Ethics & Corporate Governance

**Business Ethics & Corporate Governance**

Sr.No.	Modules	No.of lectures
1.	Introduction to Ethics and Business Ethics	15
2.	Ethics in Marketing, Finance and HRM	15
3.	Corporate Governance	15
4.	Corporate Social Responsibility (CSR)	15
	<b>TOTAL</b>	<b>60</b>

**LO1:** Enable students to comprehend the concepts of Ethics, Business ethics, Corporate governance and CSR

**LO2:** Acquaint students with knowledge about **Ethics in fields of Marketing ,Finance and HRM.**

**LO3 :** Enable learners to understand the scope and legal aspects of Corporate Social responsibility in the global and Indian context.

Sr.No.	Modules/ Units
<b>1</b>	<b>Introduction to Ethics and Business Ethics</b>
	Concept of Ethics, Evolution of Ethics, Nature, Importance of Ethics, Objectives, Types Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Indian Ethos, Ethics and Values, Work Ethos Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi's Doctrine of Satya and Ahimsa
<b>2</b>	<b>Ethics In Marketing, Finance and HRM</b>
	Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practice in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements Ethics in Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager–Legal Issues, Balancing Act and Whistle Blower, Ethics Taxation Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership
<b>3</b>	<b>Corporate Governance</b>



	Concept, History of Corporate Governance in India, Need for Corporate Governance Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues Corporate Governance Theories Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
<b>4</b>	<b>Corporate Social Responsibility (CSR)</b>
	Meaning of CSR, Evolution of CSR, Aspects of CSR, Corporate philanthropy, CSR and Indian Corporations- Legal Provisions and Specification on CSR, Responsibility, Accountability, Sustainability and Social Contract, Need for CSR, CSR Principles and Strategies, Issues in CSR, Sustainability Reporting, Social Accounting, Society's Changing Expectations of Business with Respect to Globalization, Future of CSR

1. Sharma J.P 'Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi
  - a. Sharma J.P. Corporate Governance and Social Responsibility of business, Ane Books Pvt Ltd, New Delhi
  - b. S.K.Bhatia, Business Ethics and Corporate Governance
  - c. William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company.
  - d. Corporate Crimes and Financial Frauds, Dr. Sumit Sharma, New Delhi India
  - e. R.C. Sekhar, Ethical choices in Business, Sage Publications, New Delhi
  - f. Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press.
  - g. Business Ethics, Text and Cases, C.S.V. Murthy, Himalaya Publication House.
  - h. Mallin, Christine A. Corporate Governance (Indian Edition) Oxford University press. New Delhi
  - i. Blow field ,Michael and Alan Murray, Corporate Responsibility, Oxford University Press,
  - j. Philip Kotler and Nancy Lee, CSR : doing the most good for Company and your cause , Wiley 2005
  - k. Beeslory, Michel and Evens, CSR , Taylor and Francis, 1978
  - l. Subhabrata Bobby Banerjee, CSR: the good, the bad and the ugly. Edward Elgar Publishing 2007
  - m. Joseph A. Petrick and John F. Quinn, Management Ethics- Integrity at work , Sage Publication , 1997
  - n. Francesco Perrini, Stefano and Antonio Tencati, Developing CSR- A European Perspective , Edward Elgar.
  - o. William B. Werther, Jr. David Chandler, Strategic Corporate Social Responsibility, stakeholders' a global environment, Sage Publication, 2009.
  - p. Ellington. J. (1998), Cannibals with forks: The triple bottom line of 21st Century business, New Society Publishers.
  - q. Crane, A. Et al., (2008), The Oxford handbook of Corporate Social Responsibility, New York: Oxford University Press Inc.

### **3.Course title: International Finance**

**Course code:** VESUCEC603

#### **Course Objective:**

1. To familiarize students with international financial transactions and operational aspects of foreign exchange markets.
2. To give an in-depth knowledge of forex market participants, exchange rates determination, international arbitrage, foreign exchange risks and its management and international capital market.
3. To help students understand the crux of international financial market.

<b>SR. NO</b>	<b>Modules</b>	<b>No. of Lectures</b>
1	Introduction to International Finance	15
2	International Monetary System and Foreign Exchange Market	15
3	Currency Futures and Options	15
4	Global Financial Market	15
<b>Total</b>		<b>60</b>

### **Course Outcome:**

LO1: Demonstrate basic understanding of foreign exchange market and exchange rates.

LO2: Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms.

LO3: Demonstrate basic understanding of the issues pertaining to multinational financing and investment decisions.

SR. NO	Modules/ Units
1	<b>Introduction to International Finance</b>
	<p><b>A) Introduction to International Finance</b> – Meaning, Scope of International Financial Management, Factors contributing to growth in International Finance, Recent Changes in Global Financial Markets.</p> <p><b>B) Balance Of Payments</b> – Meaning, Components, Factors- Deficit and Surplus in BOP , Capital Account Convertibility and Current Account</p>
2	<b>International Monetary System and Foreign Exchange Market</b>
	<p><b>A) International Monetary System</b> – Introduction to Exchange rate regime, The International Monetary Fund - Objectives and Funding Facilities, International Liquidity and Special Drawing Rights and Introduction to The European Monetary System</p> <p><b>B) Foreign Exchange Market</b> - Major Participants in Spot market and Forward market, Exchange Rate Quotation, Determination of exchange rates in spot and forward market, Factors influencing exchange rates and Types of Foreign Exchange Rates and Interest rate</p>
3	<b>Currency Futures and Options</b>
	<p><b>A) Currency Futures</b> - Futures Contracts, Features, Trading Process- Hedging in currency futures market and Speculation in currency futures market, Determination of Futures prices, Forward prices and expected spot prices on delivery.</p> <p><b>B) Currency Options:</b> Features, Terminology, Types of options, options pricing, hedging with currency options and Speculation with currency options.</p>
4	<b>Global Financial Market</b>
	<p><b>A) International Instruments</b> – Introduction, Gains from International Market International Equities and Bonds Market, Short term and Medium term Instruments and Types of risks and tools.</p> <p><b>B) Multilateral Development Banks</b> - The World Bank, International Finance Corporation, Asian Development Bank – Introduction, Characteristics and Functions.</p>

1. Apte P.G. *International Finance – A Business Perspective*, New Delhi, TATA McGraw Hill ,Mc Graw Hill Education; 2 edition, July 2017.
2. · Bhalla .V.K. *international Financial Management*- S.Chand Publishing,
3. · *International Banking Operations*- IIBF- MacMillan Publishers, 2007
4. *International Banking Legal and Regulatory Aspects*- IIBF- MacMillan Publishers, 2007

## 2A. Ability Enhancement Compulsory Courses (AECC)

**Course Title:** Cyber law

**Course Code:** VESUCEC604

### Modules at a glance

Sr. no	Modules	No of Lectures
1	Basic Concepts of Technology and Law	15
2	Intellectual Property	15
3	Digital signatures and E-Governance	15
4	Information Technology Act 2000	15
	<b>Total</b>	60

Sr. No	Modules / Units
1	Basic Concepts of Technology and Law: Understanding the Technology of Internet, Scope of Cyber Laws, Cyber Jurisprudence Law of Digital Contracts: The Essence of Digital Contracts, The System of Digital Signatures, The Role and Function of Certifying Authorities, The Science of Cryptography
2	Intellectual Property: Introduction, Protection of Intellectual Property Copyright, Related Rights, Patents, Industrial Designs, Trademark, Unfair Competition Intellectual Property Issues in CyberSpace: Domain Names and Related issues, Copyright in the Digital Media, Patents in the Cyber World.
3	Digital Signature, Certifying Authorities and E-Governance: Digital Signatures, Digital Signature Certificate, Certifying Authorities and Liability in the Event of Digital Signature Compromise Rights of Netizens and E-Governance: Privacy and Freedom Issues in the Cyber World, E-Governance, Cyber Crimes and Cyber Laws
4	Information Technology Act 2000: Information Technology Act-2000-1 (Sec 1 to 13), Information Technology Act-2000-2 (Sec 14 to 42 and Certifying authority Rules), Information Technology Act-2000-3 (Sec 43 to 45 and Sec 65 to 78), Information Technology Act-2000-4 (Sec 46 to Sec 64 and CRAT Rules), Information Technology Act-2000-5 (Sec 79 to 90), Information Technology Act-2000-6 ( Sec 91-94) Amendments in 2008. Protection of Cyber Consumers in India

### References

1. Cyber Law Simplified by Vivek Sood, Tata McGrawHill
2. Cybersecurity Law by Jeff Kosseff Wiley, 2017

### Links:

<https://www.meity.gov.in/content/cyber-laws>

<https://www.indiacode.nic.in/handle/123456789/1999>

**2.A. Course Title:**Project work

**Course Code:** VESUCEC605

**Learning Objectives:** The main objective of inclusion of project work is to inculcate the element of practical learning and research in order to analyse and develop scientific temperament challenging the potential of the learner as regards the eagerness to enquire and ability to interpret particular aspects of the study.

**There Are Two Modes of preparation of project work:**

3. Project Work Based On Research methodology in the study area.
4. Project Work Based on internship in the study area.

**Guidelines for preparation of Project Work:**

- The project topic may be undertaken in any area of Courses offered in Semester VI
- Each of the learners has to undertake a Project individually under the supervision of a teacher-guide.
- The learner shall decide the topic and title which should be specific, clear and with definite scope in consultation with the teacher-guide concerned.
- College will allot a guiding teacher for guidance to the students based on her/his specialization.
- Minimum 20 days/100 hours of internship with an organisation.
- Experience certificate has to be submitted wherever applicable.
- 50 marks external examiner-25 marks for report +25 marks for viva/presentation
- 50 marks internal examiner-25 marks for report+25 marks for viva/presentation
- **The project report shall be prepared as per the broad guidelines given below:**
- Font type: Times New Roman
- Font size: 12-For content, 14-for Title
- Line Space : 1.5-for content and 1-for in table work
- Paper Size: A4
- Margin : in Left-1.5, Up-Down-Right-1
- The Project Report shall be bound.
- The project report should be 80 to 100 pages

**2B Skill Enhancement Courses (SEC)**

**Course Title:** Operations Research

**Course Code:** VESUCEC606

Sr. No.	Modules	No. of Lectures
1	Introduction to Operations Research and Linear Programming	15
2	Assignment and Transportation Models	15
3	Network Analysis	15
4	Job Sequencing and Theory of Games	15
Total		60

<b>Learning Objectives</b>	
1.	To help students to understand operations research methodologies
2.	To Help Students to solve various problems practically
3.	To Make Students Proficient In Case Analysis And interpretation

<b>SN</b>	<b>Modules/ Units</b>
<b>1</b>	<b>Introduction to Operations Research and Linear Programming</b>

**a) Introduction To Operations Research**

- Operations Research-Definition, Characteristics Of OR, OR Techniques, Areas of Application, Limitations OR.

**b) Linear Programming Problems: Introduction and Formulation**

- Introduction to Linear Programming
- Applications of LP
- Components of LP
- Requirements for Formulation of LP Problem
- Assumptions Under lying Linear Programming
- Steps in Solving LP Problems
- LPP Formulation (Decision Variables, Objective Function, Constraints, Non-Negativity Constraints)

**c) Linear Programming Problems: Graphical Method**

- Maximization & Minimization Type Problems. (Max. Z & Min. Z)
- Two Decision Variable sand Maximum Three Constraints Problem
- Constraint scan be “less than or equal to”, “greater than or equal to”or a combination of both the types i.e. mixed constraints.
- Concepts: Feasible Region of Solution, Unbounded Solution, Redundant Constraint, Infeasible Solution, Alternative Optima.

**d) Linear Programming Problems: Simplex Method**

- Only Maximization Type Problems. (Only Max. Z). No Minimization problems. (No Min .Z) Numerical on Degeneracy in Maximization Simplex Problems.
- Two or Three Decision Variables and Maximum Three Constraints Problem. (Upto Maximum Two Iterations)
- All Constraints to be “less than or equal to” Constraints. (“Greater than or Equal to” Constraints not included.)
- Concepts: Slack Variables, Surplus Variables, Artificial Variables, Duality, Product Mix and Profit, Feasible and Infeasible Solution, Unique or Alternate Optimal Solution, Degeneracy, Non-Degenerate, Shadow Prices of Resources, Scarce and Abundant Resources, Utilized and Unutilized Capacity of Resources, Percentage Utilization of Resources, Decision for Introduction of a New Product.

**Note:**

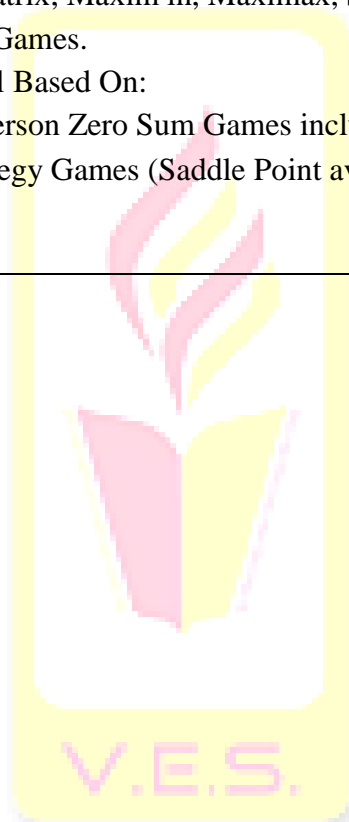
1. Surplus Variable, Artificial Variable and Duality to be covere do only only and not included in Numerical.
  2. Sensitivity Analysis including Profit Range and Capacity Rang eis not included.
-

SN	Modules/ Units
2	Assignment and Transportation Models
	<p><b>a) Assignment Problem–Hungarian Method</b></p> <ul style="list-style-type: none"> <li>● Maximization &amp; Minimization Type Problems.</li> <li>● Balanced and Unbalanced Problems.</li> <li>● Prohibited Assignment Problems, Unique or Multiple Optimal Solutions.</li> <li>● Simple Formulation of Assignment Problems.</li> <li>● Maximum 5x5 Matrix. Upto Maximum Two Iterations after Row and Column Minimization.</li> </ul> <p><b>Note:</b></p> <p>1.Travelling Salesman Assignment Problem is not included.</p> <p><b>b) Transportation Problems</b></p> <ul style="list-style-type: none"> <li>● Maximization &amp; Minimization Type Problems.</li> <li>● Balanced and Unbalanced problems.</li> <li>● Prohibited Transportation Problems, Unique or Multiple Optimal Solutions.</li> <li>● Simple Formulation of Transport at ion Problems.</li> <li>● <u>Initial Feasible Solution</u> (IFS) by: <ul style="list-style-type: none"> <li>a. North west Corner Rule (NWCR)</li> <li>b. Least Cost Method (LCM)</li> <li>c. Vogel’s Approximation Method (VAM)</li> </ul> </li> <li>● Maximum 5x5 Transportation Matrix.</li> <li>● Finding Optimal Solution by <u>Modified Distribution (MODI) Method</u>. (<math>u, v</math> and <math>\Delta</math>)</li> <li>● <u>Maximum Two Iterations</u> (i.e. Maximum Two Loops) after IFS.</li> </ul> <p><b>Note:</b></p> <p>1. Production Scheduling Problem is not included.</p> <p>2. Time Minimization Problem is not included.</p> <p>3. Degeneracy Concept to be covered only at Conceptual Level. Not to be included in Numerical.</p>



S N	Modules/Units
3	Network Analysis
	<p><b>a) Critical Path Method (CPM)</b></p> <ul style="list-style-type: none"> <li>• Concepts: Activity, Event, Network Diagram, Merge Event, Burst Event, Concurrent and Burst Activity,</li> <li>• Construction of a Network Diagram. Node Relationship and Precedence Relationship.</li> <li>• Principles of Constructing Network Diagram.</li> <li>• Use of Dummy Activity</li> <li>• Numerical Consisting of Maximum Ten (10)Activities.</li> <li>• Critical Path, Sub-critical Path, Critical Non-Critical Activities, Project Completion Time.</li> <li>• Forward Pass and Backward Pass Methods.</li> <li>• Calculation of EST, EFT, LST, LFT, Head Event Slack, Tail Event Slack, Total Float,</li> <li>• Free Float, Independent Float, and Interfering Float</li> </ul> <p><b>b) Project Crashing</b></p> <ul style="list-style-type: none"> <li>• Meaning of Project Crashing.</li> <li>• Concepts: Normal Time, Normal Cost, Crash Time, Crash Cost of Activities. Cost Slope of an Activity.</li> <li>• Costs involved in Project Crashing: Numerical with Direct, Indirect, Penalty, crash cost and Total Costs.</li> <li>• Time–Cost Trade off in Project Crashing.</li> <li>• Optimal (Minimum) Project Cost and Optimal Project Completion Time.</li> <li>• Process of Project Crashing.</li> <li>• Numerical Consisting of Maximum Ten (10) Activities.</li> <li>• Numerical based on Maximum Four (04) Iterations Crashing</li> </ul> <p><b>c) Program Evaluation and Review Technique (PERT)</b></p> <ul style="list-style-type: none"> <li>• Three Time Estimates of PERT: Optimistic Time (a), Most Likely Time (m) and Pessimistic Time (b).</li> <li>• Expected Time (te) of Activity Using Three Time Estimates.</li> <li>• Difference between CPM and PERT.</li> <li>• Numerical Consisting of Maximum Ten (10) Activities.</li> <li>• Construction of PERT Network using te values of all Activities.</li> <li>• Mean (Expected) Project Completion Time.</li> <li>• Standard Deviation and Variance of Activities.</li> <li>• Project Variance and Project Standard Deviation.</li> <li>• ‘Prob. Z Formula.</li> <li>• Standard Normal Probability Table. Calculation of Probability from the Probability Table using ‘Z’ Value and Simple Questions related to PERT Technique.</li> </ul>

SN	Modules/Units
4	<b>Job Sequencing and Theory of Games</b>
	<p><b>a) Job Sequencing Problem</b></p> <ul style="list-style-type: none"> <li>• ProcessingMaximum9JobsthroughTwoMachinesonly.</li> <li>• ProcessingMaximum6JobsthroughThreeMachinesonly.</li> <li>• Calculation of Idle Time, Elapsed Time etc.</li> </ul> <p><b>b) Theory of Games</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Terminology of Game Theory: Players, Strategies, Play, Payoff, Payoff Matrix, Maxim in, Maximax, Saddle Point.</li> <li>• Types of Games.</li> <li>• Numerical Based On: <ul style="list-style-type: none"> <li>▪ Two Person Zero Sum Games including strictly determinable and Fair Game Pure Strategy Games (Saddle Point available). Principles of Dominance method.</li> </ul> </li> </ul>



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