



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

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

*Accredited by NAAC "A Grade" in 3rd 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

Syllabus for

**Program: B.Com. (Banking & Insurance)
(Program code: VESUCBI)**

**As per Choice Based Semester and Grading System (CBSGS)
with effect from Academic Year 2022 - 2023**

Program Outcomes (PO):

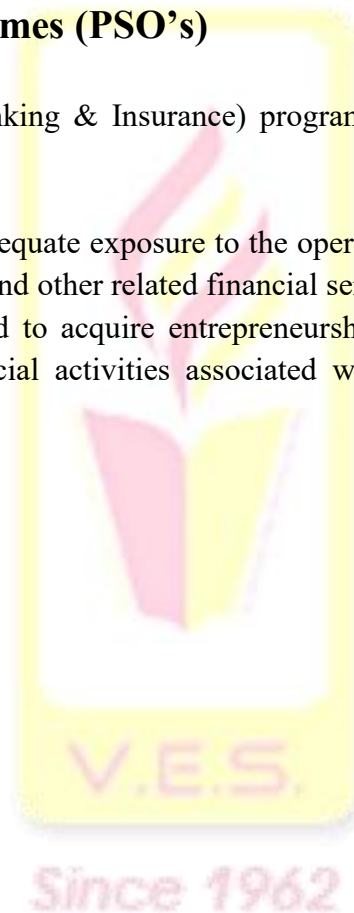
A learner completing B.Com. (Banking & Insurance) will be able to:

- PO1 The Course aims to inculcate and imbibe theoretical and practical skills in field on Accounting, Banking and Taxation.
- PO2 The learners will be able to employ the knowledge on banking and insurance to meet the requirements of the BFSI sector and to identify the solutions for complex problems.

Program Specific Outcomes (PSO's)

On completion of B.Com (Banking & Insurance) program, learners will be enriched with knowledge and be able to

- PSO1 The learners will get adequate exposure to the operational environment in the field of banking, insurance, and other related financial services.
- PSO2 The learners are trained to acquire entrepreneurship skills and competencies for handling various financial activities associated with the banking and insurance sector.



F.Y.B.Com. (BANKING & INSURANCE)
(SEMESTER I)

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
Elective Courses (EC)			
VESUCBI101	Environment and Management of Financial Services	03	04
	Unit I : Introduction to Financial System	15 Lectures	
	Unit II: Phases of Development of Banking and Insurance	15 Lectures	
	Unit III : Management, Regulation and Development	15 Lectures	
	Unit IV : Regulatory and Developmental Framework of Banking & Insurance	15 Lectures	
VESUCBI102	Principles of Management	03	04
	Unit I: Introduction to Management	15 Lectures	
	Unit II : Management Process	15 Lectures	
	Unit III : Organization Structure of Banking and Insurance companies	15 Lectures	
	Unit IV : Business Leaders	15 Lectures	
VESUCBI103	Financial Accounting –I	03	04
	Unit I: Introduction to accounting	12 Lectures	
	Unit II : Classification of Income & Expenses & Accounting	12 Lectures	
	Unit III : Stock Valuation & Hire purchase	20 Lectures	
	Unit IV : Final Accounts	16 Lectures	
Ability Enhancement Courses (AEC)			

VESUCBI104	Business Communication-I	03	04
	Unit I: Theory of Communication	15 Lectures	
	Unit II : Obstacles to Communication in Business World	15 Lectures	
	Unit III : Business Correspondence	15 Lectures	
	Unit IV : Language and Writing Skills	15 Lectures	
*Skill Enhancement Courses (SEC)			
VESUCBI105	Foundation Course - I	02	03
	Unit I: Overview of Indian Society	05 Lectures	
	Unit II : Concept of Disparity- 1	10 Lectures	
	Unit III : Concept of Disparity-2	10 Lectures	
	Unit IV : The Indian Constitution	10 Lectures	
	Unit V : Significant Aspects of Political Processes	10 Lectures	
Core Courses (CC)			
VESUCBI106	Business Economics-I	03	04
	Unit I: Introduction	05 Lectures	
	Unit II : Demand Analysis	10 Lectures	
	Unit III : Supply and Production Decisions and Cost of Production	10 Lectures	
	Unit IV : Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	10 Lectures	
	Unit V : Pricing Practices	10 Lectures	
VESUCBI107	Quantitative Methods-I	03	04
	Unit I: Introduction, Organising, Data, Frequency Distribution, Data Representation	10 Lectures	
	Unit II : Measures of Central Tendencies	10 Lectures	
	Unit III : Measures of Dispersion	08 Lectures	
	Unit IV : Co-variance, Correlation and	10 Lectures	

	Regression		
	Unit V : Probability, Probability Distribution and decision Theory	10 Lectures	
	Unit VI : Index Nos.	06 Lectures	
	Unit VII : Insurance	06 Lectures	



Since 1962

F.Y.B.Com. BANKING & INSURANCE
(SEMESTER II)

Course Code	Title	Credits & Lectures per Semester	Lectures per Week
<i>Elective Courses (EC)</i>			
VESUCBI201	Principles and Practices of Banking & Insurance	03	04
	Unit I: Introduction to Banking	15 Lectures	
	Unit II: Banking Scenario in India	15 Lectures	
	Unit III : Introduction to Insurance	15 Lectures	
	Unit IV : Insurance Business Environment in India	15 Lectures	
VESUCBI202	Business Law	03	04
	Unit I: Introduction to Law	08 Lectures	
	Unit II: Indian Constitution	10 Lectures	
	Unit III : Contract Act	12 Lectures	
	Unit IV : Special Contract	12 Lectures	
	Unit V : Negotiable Instrument Act	10 Lectures	
	Unit VI : Information Technology Act	08 Lectures	
VESUCBI203	Financial Accounting –II	03	04
	Valuation of Goodwill and Shares	15 Lectures	
	Buyback of equity shares	15 Lectures	
	Redemption of preference shares	15 Lectures	
	Redemption of debentures (excluding buy back of own debentures)	15 Lectures	
<i>Ability Enhancement Courses (AEC)</i>			
VESUCBI204	Business Communication-II	03	04
	Presentation Skills	15 Lectures	

	Group Communication	15 Lectures	
	Business Correspondence	15 Lectures	
	Language and Writing Skills	15 Lectures	
Skill Enhancement Courses (SEC)			
VESUCBI205	Foundation Course – II	02	04
	Globalisation and Indian Society	07 Lectures	
	Human Rights	10 Lectures	
	Ecology	10 Lectures	
	Understanding Stress and Conflict	10 Lectures	
	Managing Stress and Conflict in Contemporary Society	08 Lectures	
Core Courses (CC)			
VESUCBI206	Organizational Behaviour	03	04
	Introduction of organizational Behavior	15 Lectures	
	Group Dynamics	15 Lectures	
	Organizational Culture and Change Management	15 Lectures	
	Organizational Development	15 Lectures	
VESUCBI207	Quantitative Methods-II	03	04
	Testing of Hypothesis	11 Lectures	
	Linear Programming Techniques	11 Lectures	
	Matrices & Determinants (Application in Business and Economics)	12 Lectures	
	Ratio, Proportion & Percentage	11 Lectures	
	Statistical Applications In Investment Management	15 Lectures	

Elective Courses (EC)

Course title: Environment and Management of Financial Services

Course code: VESUCBI101

Objective:

1. To make the students familiar to the financial systems and its various features
2. To make them understand the banking system, its origin, purposes and objectives and overall role in development of the nation
3. To make them understand the insurance company, its working and its origin and different insurance available in the market.

Learning Outcomes (LO):

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

- LO1 It creates awareness among the learners towards current, serious environmental issues in the financial market.
- LO2 It also creates awareness about services in the financial sector.
- LO3 Students will get to know about insurance companies, its working and its origin and different insurance available in the market.

Unit no.	Details of topics	No of lectures
1	Introduction to Financial System	15 Lectures
	<ul style="list-style-type: none">• Financial System▪ Institutional set- up▪ Marketing Structure▪ Instruments▪ Overview of different kinds of financial services. (e.g Leasing, Hire purchase, factoring, forfaiting, Bill financing/Bill discounting, housing finance, letter of credit, insurance, venture capital, merchant banking, stock broking and credit rating.)• Meaning, Definition and scope of Banking and Insurance.	
2	Phases of Development of Banking and Insurance	15 Lectures
	<ul style="list-style-type: none">• Significance and Role of Banking and Insurance in mobilizing savings, investment, accumulation and economic growth.• Functions and working of banking and insurance companies	
3	Management, Regulation and Development	15 Lectures
	<ul style="list-style-type: none">• Risk management within the organizations of Banks and Insurance companies• Asset - Liability Management in Banking and Insurance• Organisational structure and management	

4	Regulatory and Developmental Framework of Banking & Insurance	15
	<ul style="list-style-type: none"> • Banking companies and RBI Acts and legal framework governing the insurance. • Developmental Activities of RBI and IRDA • Mechanism of supervision and regulation. Digitalisation of Banking & Insurance • Prudential Norms. Introduction to Insolvency & Bankruptcy codes 	Lectures

References:

- *Essentials of Business Finance* - R.H. Srivastava, Himalaya
- *Management of Financial Institution* - R. .N. Srivastava, Himalaya
- *Investment Management* - Preeti Singh, Himalaya.
- *Corporate Financial Policies and Returns to the Shareholders.* N. Balsubramanian
- *Modern Banking-* R.S. Sayers
- *Investment Analysis and Securities in India*, V.A. Avadhani, Himalaya.
- *Life insurance Corporates as Financial Institutions*, IIC Associates of America.
- *Modern Life Insurance*, M J Oster and W, Robert, Macmillan NY
- *Capital Market in a Planned Economy*, NCAERT, Delhi,
- *Banking In India.* S.G. Panandikar, Worali, Mumbai.
- *Investment Mgmt.* S.L.V. Sinha & Others, Institute for Financial Development and Research. Madras
- *Indian Financial System (Vol. I & II)* B.D. Ghonasgi & Maloti Anagol
- *Indian Financial System* M.Y. Khan, Tata Mcgrow Hill.
- *Financial Institutions in India* - Vadilal Daggi, Mumbai.
- *Financial Institutions in Indian Markets* - L. M. Bhole, Tata Mcgrow Hill
- *Outline of Mondy* - G.M. Gonter
- *Investment for Beginners* - V.A. Avadhani, Himalaya
- *Financial Services in India* - M.Y. Khan, Tata Macgrow Hill.
- *Structure of Financial Institutions* - V,V. Bhatt, Varadeo
- *Financial Analysis and Portfolio Management-Graham Dodd & Cotler*, Macgrow Hill.
- *Globalisation Indian Financial Markets* - Tandon R.K. Gupta S.L.
- *Life Insurance Corporation of India. Vol.1. II & III* Mishra M.N.
- *Life Insurance Corporation Act, 1956.*
- *Insurance Regulatory Development Act, 1999.*

Elective Courses (EC)

Course title: Principles of Management

Course code: VESUCBI102

Objective:

1. To introduce learners to management and its processes.
2. To make them aware about modern business practices, forms, procedures and functioning of various banking and insurance organizations.
3. To find out the impact of various leaders on banking and insurance sector.
4. To enable the learners apply what they have learnt theoretically.
5. To study international trends and challenges in banking and insurance sector

Learning Outcomes (LO):

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

- LO1 Students get to know modern business practices, forms, procedures and functioning of various banking and insurance organizations.
- LO2 Students will be able to enhance study of international trends and challenges in banking and insurance sector
- LO3 Students will be able to gain knowledge about management process.

Unit no.	Details of topics	No of lectures
1	Introduction to Management	15
	<ul style="list-style-type: none">• Definition of Management• Management as a Profession• Traditional Vs Contemporary Management (Henry Fayol, F.W. Taylor, Peter Drucker) (C.K.Pralhad, Mr. Vijay Govindarajan)	Lectures
2	Management Process	15
	<ul style="list-style-type: none">• Management Process, Practices, Functions of Management related to Banking and Insurance companies	Lectures
3	Organization Structure of Banking and Insurance companies	15
	Structure of Public Sector Banks and Private Sector Banks	Lectures
4	Business Leaders	15
	<ul style="list-style-type: none">• Leaders in the Indian Industry (J.R.D Tata, Ratan Tata, Aditya Birla, Kumar Mangalam Birla, Mr Dhirubhai Ambani and Sons, Kiran Mazumdar Shaw, Verghese Kurien)• Leaders in the Banking and Insurance Industry<ul style="list-style-type: none">▪ Indian Leaders (Banking & Insurance: H.Shanbagh. Uday Kotak, K.V. Kamath Naina Kidwai, Deepak Parekh, Chanda Kochhar, Hinduja, Godrej,Aziz Premzi, Narayan Murthy, Anand Mahindra , Governor of RBI)▪ International Leader	Lectures

President of World bank, President of Asian Development Bank, President of Fed Reserve, President of International Monetary Fund	
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References:

- *Principles of Management, T.Ramaswamy Himalaya Publications, Mumbai.*
- *Practices and Principles of Management L.M. Prasad, S.Chand and Sons Education Publishers, New Delhi.*
- *Business Maharajas, Gita Piramal, Penguin Books, New Delhi.*
- *Wisdom of Indian Business Leadership, G. Narayana, English Edition Publishers and Distributors India Pvt, Ltd.*
- *In Search of Change Maestros Pritam Singh and Asha Bhandarkar, Sage Publications, UK*



Elective Courses (EC)

Course title: Financial Accounting - I

Course code: VESUCBI103

Objective:

1. To show the importance of accounting, its ways and practices.
2. To understand how to value stock and how accounting of the same is done
3. To teach the basic final accounts and preparation of different statements

Learning Outcomes (LO):

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

- LO1 Students will be able to develop a logical and practical approach in the area of accounting.
- LO2 Students will understand the applicability of accounting by studying the topics like accounting standards and hire purchase.
- LO3 Students will be able to enhance their ability in understanding and absorbing the various topics and courses which will follow

Unit no.	Details of topics	No of lectures
1	Introduction to accounting	12
	Meaning, scope, objectives, need, importance and limitations of accounting. Basic accounting terminology. Branches of accounting. Accounting concepts, Conventions and Principles. Double Entry System, Classifications of accounts, Rules of debit and credit. Writing of journal Entries and Ledger, Sub division of journal and Trial Balance	Lectures
2	Classification of Income & Expenses & Accounting Standards	12
	Classifications of Income, Expenditure and Receipts on the basis of capital and revenue. Source documents required for practical accounting. Introduction to Bank Reconciliation Statement and Errors and their Rectification. Accounting Standard 1, 2, 6, 8, 9, 10. Understanding Fair value concept, Overview of Ind-AS vis-a-vis International Financial Reporting Standards (IFRSs). Brief Introduction to International Financial Reporting Standards (IFRSs)	Lectures
3	Stock Valuation & Hire purchase	20
	Stock valuation (FIFO and Weighted Average Method only) Hire Purchase Transactions (calculation of interest, accounting as per asset purchase method only, exclude repossession)	Lectures
4	Final Accounts	12
	Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet, Adjustment Entries, Opening Entries And Closing Entries	Lectures

References:

- *Introduction to Accountancy -T. S. Grewal-(S.Chand & Co.)*
- *Double Entry Book Keeping- J. R. Batliboi.*
- *Double Entry Book Keeping - M. M. Chokshi*
- *Advanced Accounts -Shukia & Grewal (S.Chand & Co.)*
- *Advanced Accountancy - R.L.Gupta & M. Radhaswamy*
- *Accounting Standards -Institute of Chartered Accountants of India. New Delhi*
- *Gupa S C & Shukla, M C: Advanced Accounts Vol.1. New Delhi. S. Chand & Company Ltd*



Ability Enhancement Courses (AEC)

Course title: Business Communication - I

Course code: VESUCBI104

Objective:

1. To enhance holistic growth of students and increase their employ-ability skills.
2. To understand the concept, process & importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct pronunciation, voice modulation, vocabulary etc.
5. To develop communicative competence and business etiquette in learners for better employment opportunities and acquire self-employment skills.
6. To apprise learners with application of Communication Skills in the corporate sector.
7. To aid them in learning the proper usage of modern technology for effective communication.

Learning Outcomes (LO):

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

- LO1 The learners will recognize a transformation in their Personal and Professional Interactions.
- LO2 Better expertise of Reading, Writing, Speaking & Listening skills.
- LO3 It will address the demand of professionals with excellent Communication Skills.
- LO4 Resolve problems of Multi – Cultural Society through an interactive mode of teaching-learning process.
- LO5 Effective utilization of modern Communication Technology.

Unit no.	Details of topics	No of lectures
1	Theory of Communication	
	Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global World Impact of technological advancements on Communication Channels and Objectives of Communication: Channels Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given) Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication,	

	Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing	
2	Obstacles to Communication in Business World	
	Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4 Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour	
3	Business Correspondence	
	Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing Personnel 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 (to be taught but not to be tested in the examination)]	
4	Language and Writing Skills - (TY)	
	Commercial Terms used in Business Communication 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.] Activities ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.	

References:

- Agarwal, Anju D(1989) *A Practical Handbook for Consumers*, IBH.
- Alien, R. K.(1970) *Organisational Management through Communication*.
- Ashley,A(1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
- Aswalthapa, K (1991) *Organisational Behaviour*, Himalayan Publication, Mumbai.
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- Benjamin, James (1993) *Business and Professional Communication Concepts End Practices*,
- Harper Collins College Publishers, New York,
- *Communication in Business*, McGraw Hill, Tokyo
- Bhargava and Bhargava(1971) *Company Notices, Meetings and Regulations*
- Black, Sam (1972) *Practical Public Relations*, E.L.B.S. London.
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- Burton, G and Thakur, (1995) *Management Today- Principles and Practices*. T.M.H.,New Delhi.
- Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) *Public Relations Handbook*, The Dartwell Co., Chicago.
- Dayal, Ishwar(1981) *Managing Large Organizations: A Comparative Study*.
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- Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.
- Fisher Dalmar, (1999), *Communication in Organisation*, Jaico Pub House, Mumbai, Delhi.
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- French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New Delhi.
- Garlside, L.E. (1980) *Modern Business Correspondence*, McDonald and Evans Ltd. Plymouth.
- Ghanekar,A(1996)*Communication Skills for Effective Management*. Everest Publishing House, Pune.
- Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
- Krevolin, Nathan (1983) *Communication Systems and Procedures for Modern Office*, Prentice Hall,NJ.
- Lesikar, Raymond V and Petit, John D.(1994) *Business Communication: Theory and Application*, Richard D. Irwin Inc. Illinois,
- Ludlow,Ron.(1995) *The Essence of Effective Communication*, Prentice , New Delhi.
- Martson, John E. 1963) *The Nature of Public Relations*, McGraw Hill, New Delhi.
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- Phillip, Louis V. (1975) *Organisational Communication- The Effective Management*, Columbus Grid Inc.
- Ross, Robert D. (1977) *The Management of Public Relations*, John Wiley and Sons, U.S.A.
- Stephenson, James (1988) *Principles and Practice of Commercial Correspondence*,
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- Shurter, Robert L. (1971) *Written C*



Skill Enhancement Courses (SEC)

Course title: Foundation Course - I

Course code: VESUCBI105

Objective:

The objective of this subject is to make the students aware about the social problems and their persona.

Learning Outcomes (LO):

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

- LO1 Learners will be able to explain Multicultural Diversity of India.
- LO2 Learners will be able to analyse various conflicts arising in society.
- LO3 Learners will get aware about Indian Constitution & mechanism of Indian Government.
- LO4 Learners will be able to identify causes & impacts of Globalisation.
- LO5 Learners will be able to apply various human rights in regular life.

Unit no.	Details of topics	No of lectures
1	Overview of Indian Society	05 Lectures
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference	
2	Concept of Disparity- 1 - Current Topics	10 Lectures
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities	
3	Concept of Disparity-2	10 Lectures
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences	
4	The Indian Constitution	10 Lectures
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and	

	communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution	
5	Significant Aspects of Political Processes	10
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics	Lectures

References:

- *Social and Economic Problems in India*, Naseem Azad, R Gupta Pub (2011)
- *Indian Society and Culture*, Vinita Padey, Rawat Pub (2016)
- *Social Problems in India*, Ram Ahuja, Rawat Pub (2014)
- *Faces of Feminine in Ancient , medieval and Modern India*, Mandakranta Bose Oxford University Press
- *National Humana rights commission- disability Manual*
- *Rural, Urban Migration : Trends, challenges & Strategies*, S Rajagopalan, ICFAI- 2012
- *Regional Inequilities in India* Bhat L SSSRD- New Delhi
- *Urbanisation in India: Challenges, Opportunities & the way forward*, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)
- *The Constitution of India*, P M Bakshi 2011
- *The Problems of Linguistic States in India*, Krishna Kodesia Sterling Pub
- *Politics in India: structure, Process and Policy* Subrata Mitra, Routledge Pub
- *Politics in India*, Rajani Kothari, Orient Blackswan
- *Problems of Communalism in india*, Ravindra Kumar Mittal Pub
- *Combating communalism in India: Key to National Integration*, Kawal Kishor Bhardwaj, Mittal Pub



Core Courses (CC)

Course title: Business Economics I

Course code: VESUCBI106

Objective:

1. To focus on teaching and learning microeconomic analysis theory to integrate micro-level working with macro-economic level
2. To inculcate numerical and technical understanding of the concepts of Economics
3. To make students rational producer and consumer in the market.
4. To focus on studying the market mechanisms and its applications
5. To familiarize students with importance of market competition and its degree of influence on price and non-price competition

Learning Outcomes (LO):

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

- LO1 Students will be able to identify and diagnose different economic problems.
- LO2 Students will be able to define demand, supply and would be able to solve related numerical problems.
- LO3 Students will be able to explain the concept of production and be able to illustrate the properties of producer's equilibrium.
- LO4 Students will be able to list different types of cost involved in the process of production, illustrate and evaluate various cost structures.

Unit no.	Details of topics	No of lectures
1	Introduction	10
	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	Lectures
2	Demand Analysis	10
	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 elasticity of demand and revenue concepts Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)	Lectures
3	Supply and Production Decisions and Cost of Production	15

	<p>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.</p> <p>Cost concepts: Accounting cost and economic cost, implicit and explicit 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), LAC and Learning curve - Break even analysis (with business applications)</p>	Lectures
4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	15 Lectures
	<p>Short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly</p> <p>Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising. (topics to be taught using case studies from real life examples)</p> <p>Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)</p>	
5	Pricing Practices	10 Lectures
	<p>Cost oriented pricing methods: cost – plus (full cost) 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)</p>	

References:

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

Core Courses (CC)

Course title: Quantitative Methods -I

Course code: VESUCBI107

Objective:

1. Understand why statistics are important for making business decision
2. This course will enable the student to know scientific approach for determination of the most efficient use of limited resources
3. This will equip students with variety of technical and analytical skill that can be use
4. It will help in financial and managerial decision making process including project planning

Learning Outcomes (LO):

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

- LO1 Students will be able to identify and diagnose statistics which are important for making business decision.
- LO2 Students will be able to define scientific approach and solve numerical problems.
- LO3 Students will be able to explain the financial and managerial decision making process including project planning.

Unit no.	Details of topics	No of lectures
1	Introduction, Organising, Data, Frequency Distribution, Data Representation	10 Lectures
	Organizing Data, Frequency Distribution, Measure of Central tendency, Org Data, preparation of frequency distribution graphical and diagrammatic representation histogram, frequency polygon and gives. Definition of averages and objective of averages types of average. Arithmetic mean, Geometric, harmonic mean and its usages, mode and medium (using graph also) for both) for grouped as well as ungrouped data	
2	Measures of Central Tendencies	10 Lectures
	Definition of Averages and objective of Averages Types of Averages. Arithmetic mean, Geometric Mean, Harmonic Mean and its advantages, Disadvantages and usages, mode, median, quartiles, deciles and percentiles for both grouped as well as ungrouped data.	
3	Measures of Dispersion	8 Lectures
	Concept and idea of dispersion. Various measures Range, quartile deviation, Mean Deviation , Standard Deviation and corresponding relative measure of dispersion. Geographical representation and utility of various is measure of Dispersions	
4	Co-variance, Correlation and Regression	8

	Meaning, definition and Application of covariance, concept of correlation. Rank correlation, regression concept, relationship with correlation, Assumptions in simple Regression, Estimation using Simple Regression: Fitting of straight line, method of least square, construction of characteristic line/estimation line	Lectures
5	Probability, Probability Distribution and decision Theory	10
	Concept of probability yen diagrams, Rules of Probability conditional & unconditional probability , Baye theorem. Discrete and continuous variable. Expected value of the variable, Decision theory normal distribution	Lectures
6	Index Nos.	6
	Concept and usage of index nos. Construction of index nos. Types of index nos. Aggregate and Relative method of constructing index nos. Chain base index nos. Test of consistency: Time reversal factor reversal and circular test. Quantity and Value index nos for agricultural, industrial production, Retail Prices, Consumer price index nos. for security prices, etc.	Lectures
7	Insurance	6
	Meaning, Objective, Purpose and need for Insurance. Fundamentals of Insurance Calculation of age, Premiums, Bonuses, Paid up value of a policy, Maturity Value of the Policy. Claim Calculation and Surrender Value.	Lectures

References:

- *Mathematics for Economics & Finance* by Martin Anthony & Norman Biggs.
- *Fundamentals of Statistics* - D. N. Elhance,
- *Statistical Methods* - S.G. Gupta (S. Chand & Co.
- *Statistics for Management* - Lovin R. Rubin D.S, (Prentice Hall of India)
- *Statistics - Theory, Method & Applications* D.S.Sancheti & V. K. Kapoor.
- *Modern Business Statistics - (Revised)*-B. Pearles & C. Sullivan -Prentice Hall of India.
- *Business Mathematics & Statistics* : B Aggarwal, Ane Book Pvt. Limited
- *Business Mathematics* : D C Sancheti & V K Kapoor, Sultan Chand & Sons
- *Business Mathematics* : A P Verma, Asian Books Pvt. :Limited.
- IRDA: IC. 33
- *Fundamentals of Applied Statistics: S G Gupta and V K Kapoor, Sultan Chand & Co*

Elective Courses (EC)

Course title: Principles and Practices of Banking & Insurance

Course code: VESUCBI201

Objective:

1. It introduces the origin of banking, scope and functioning of it.
2. It shows the types of accounts and its banking regulations, working
3. It shows the insurance Sector, types of policies and risk and returns of them lastly it puts an impact on claims and settlement procedures

Learning Outcomes (LO):

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

- LO1 Students will be able to define to the origin of banking, scope and functioning of it.
- LO2 Students will understand the types of accounts and its banking regulations, working.
- LO3 Students will be able to enhance their ability in understanding and absorbing the various topics and courses which will follow in the following semesters.

Unit no.	Details of topics	No of lectures
1	Introduction to Banking	15
	Basic Concepts: Origin, Need, Types, Scope and Functions of Banking - Need for Regulation and Supervision	Lectures
2	Banking Scenario in India	15
	Banking Operations -Types of accounts - Banking Services - Current Scenario, Financial Inclusion and Banking Regulations & Role of RBI.	Lectures
3	Introduction to Insurance	15
	Understanding Risk - Kinds of business risks - Need and Scope of insurance - Evolution of. insurance - Principles of insurance - Types of insurance and policies - Risk and Return relationship	Lectures
4	Insurance Business Environment in India	15
	Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures - Insurance Regulations Role of IRDA.	Lectures

References:

- *Dr. K.M.Bhattacharaya & O.P.Agarwal, Basics of Banking and Finance, Himalaya Publishing House*
- *Gordan and Natrajan, Banking Theory Law and Practices, Himalaya Publishing House*

- *V.S.Gopal & Sumathi Gopal, Principles and Practices of Banking and Insurance, Himalaya Publishing House.*
- *Dr. Seethalekshmy & Jitendra Aherkar, Principles and Practices of Banking and Insurance. Sheth Publishing House*
- *Dr. P.K.Gupta, Insurance and Risk Management, Himalaya Publishing House*
- *M.N.Mishra, Insurance Principles and Practices, S.Chand & Company Ltd.*
- *Nalini Tripathy, Insurance Theory and Practices, Prentice Hall of India Ltd. New Delhi*



Since 1962

Elective Courses (EC)

Course title: Business Law

Course code: VESUCBI202

Objective:

1. Provide instruction in key aspects of the core lawyering skills that are used in most forms of legal practice.
2. Provide students with a basis for understanding the interaction of legal analysis with human behaviour, including interpersonal dynamics and communication.
3. Expose students to the demands, constraints, and methods of thinking in role as lawyers.
4. Provide students with the skills of self-reflection and learning from experience.

Learning Outcomes (LO):

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

- LO1 A basic understanding of law is acquired by the learners that can be practically applied to seek redressal for injustices.
- LO2 Learners are exposed to their fundamental rights and responsibilities and develop an understanding of writs.
- LO3 Learners get an in-depth knowledge of contracts by learning about different contracts & agreements.
- LO4 Learners gain an understanding of various types of contracts, their elements and necessities.
- LO5 Learners gain an understanding of negotiable instrument act and applications in real life situations
- LO6 Learners are exposed to the fundamentals of the different instruments used in the banking system and related aspects of law.

Unit no.	Details of topics	No of lectures
1	Introduction to Law	8 Lectures
	Meaning, Definitions, Features, Types, Sources and Classification	
2	Indian Constitution	10 Lectures
	Natural Justice, Special Leave Appeal, Features, Writs, Fundamental Rights	
3	Contract Act	12 Lectures
	Meaning, Essentials, Agreement, Offer, Acceptance, Consent, Free Consent, Consideration, Capacity of contract, Kinds and Classification of Contract, Performance, Discharge and Termination of Contract, Void - Quasi- Contingent - Wager - Minor Contracts, Breach and Remedies For the Contract.	

4	Special Contract	12
	<ul style="list-style-type: none"> • Indemnity & Guarantee - Meaning, Features, distinguish, position, Surety, discharge of surety • Bailment : Meaning, Types, Features, Position, Lien, Finder of Goods Pledge • Agency: Meaning, Features, types, Position, Ratification, Modes of Creation and Termination, Liabilities. • Sale of Goods Act: Introduction, Meaning, Features, Terms, Goods Classification, Sale and Agreement to sell, Unpaid Seller and position Conditions and Warranty 	Lectures
5	Negotiable Instrument Act	10
	Features, Promissory Notes, Bills of Exchange, Cheque, Features, Distinguish, Acceptance, Crossing, Dishonor, Position Of Banker, Holder and Holder In Due Course, Privileges, Payment In and Out of Due Course, Types of Instruments, Penalties For Dishonour, Endorsement	Lectures
6	Information Technology Act	8 Lectures
	Objectives, Scheme, Digital Signature, Authorization, E- Governance, Certifying Authorities, Digital Certificates, Cyber	

References:

- *The Constitution of India*
- *Respective Acts*
- *Indian Contract Act, Sale of Goods Act, Partnership Act.*
- *Business Law - Kucchat M. C.*
- *Business Law - Kapoor N. D.*
- *Business Law - Chaudha P. R.*



Elective Courses (EC)

Course title: Financial Accounting - II

Course code: VESUCBI203

Objective:

1. To remove valuation of every business by valuation its goodwill and shares
2. To understand the process of buyback
3. To understand the process of redemption of preference shares
4. To understand the process of redemption of debentures

Learning Outcomes (LO):

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

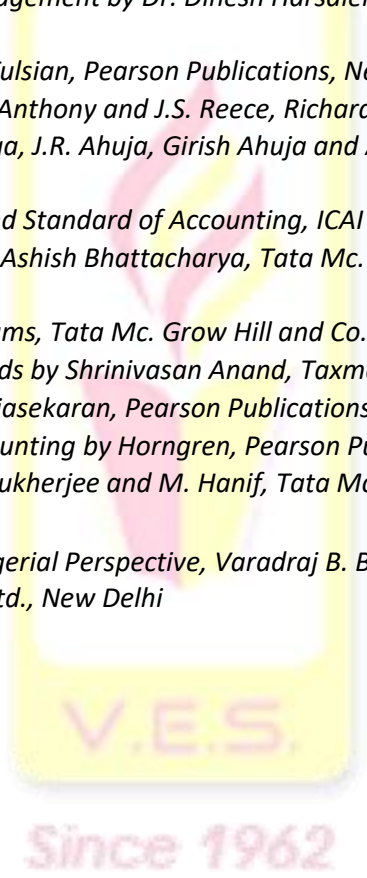
- LO1 Students will be able to develop a logical and practical approach in the area of accounting.
- LO2 Students will understand the applicability of accounting by studying the topics like shares and debentures.
- LO3 Students will be able to enhance their ability in understanding and absorbing the various topics and courses which will follow in the following semesters.

Unit no.	Details of topics	No of lectures
1	Valuation of Goodwill and Shares	15
	Valuation of Goodwill Maintainable Profit method, Super Profit Method Capitalization method, Annuity Method Valuation of Shares Intrinsic Value Method, Yield method and Fair Value Method Book building	Lectures
2	Buyback of equity shares	15
	Company Law/ Legal Provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions) Compliance of conditions including sources, maximum limits and debt equity ratio	Lectures
3	Redemption of preference shares	15
	Company Law / Legal Provisions for redemption of preference shares in Companies Act Sources of redemption including divisible profits and proceeds of fresh issue of shares Premium on redemption from security premium and profits of company Capital Redemption Reserve Account - creation and use	Lectures
4	Redemption of debentures	15
	Redemption of debentures by payment from sources including out of capital and / or out of profits. Debenture redemption reserve and	Lectures

	debenture redemption sinking fund excluding insurance policy. Redemption of debentures by conversion into new class of shares or debentures with options- including at par, premium and discount	
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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 Lesile Chandwichk, 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*
- *Compendium of Statement and Standard of Accounting, ICAI*
- *Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai*
- *Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi*
- *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, Mehul Raithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi*



Ability Enhancement Courses (AEC)

Course title: Business Communication - II

Course code: VESUCBI204

Objective:

1. To enhance holistic growth of students and increase their employ-ability skills.
2. To understand the concept, process & importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct pronunciation, voice modulation, vocabulary etc.
5. To develop communicative competence and business etiquette in learners for better employment opportunities and acquire self-employment skills.
6. To apprise learners with application of Communication Skills in the corporate sector.
7. To aid them in learning the proper usage of modern technology for effective communication.

Learning Outcomes (LO):

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

- LO1 The learners will recognize a transformation in their Personal and Professional Interactions.
- LO2 Better expertise of Reading, Writing, Speaking & Listening skills.
- LO3 It will address the demand of professionals with excellent Communication Skills.
- LO4 Resolve problems of Multi – Cultural Society through an interactive mode of teaching-learning process.
- LO5 Effective utilization of modern Communication Technology.

Unit no.	Details of topics	No of lectures
1	Presentation Skills	15
	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation, Effective use of OHP, Effective use of Transparencies, How to make a Power-Point Presentation	Lectures
2	Group Communication	15
	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and	Lectures

	Internal Measures of PR	
3	Business Correspondence	15
	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail: - Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However, students should not be tested on the theory.]	Lectures
4	Language and Writing Skills	15
	Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner	Lectures

References:

- *Business Communication, Lesikar & Petit- Mc Grawhill*
- *Communication Skills Handbook - Summers, Wiley, India*
- *Business Correspondence & Report Writing - R. C. Sharma & Krishna Mohan*
- *Organisational Management Through Communication - Allen, R.K.*
- *A Handbook of Commercial Correspondence - A. Ashley, Oxford University Press*
- *Communication in Organisation - Fisher Dalmar, Jaico Publishing House*
- *The Essence of Effective Communication - Ron Ludlow, Prentice Hall*
- *Business Ethics & Communication – Dr. Jain & Dr. Biyani*
- *The Management of Public Relations – Robert D. Ross*
- *Business Communication for Managers: An Advanced Approach Penrose Thomson learning*
- *Business Correspondence Whitehead G & H A. H. Wheeler, Allahabad*
- *Business Communication & Personality Development, Das Excel Books, Delhi*

Skill Enhancement Courses (SEC)

Course title: Foundation Course – II

Course code: VESUCBI205

Objective:

The objective of this subject is to make the students aware about the social problems and their persona.

Learning Outcomes (LO):

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

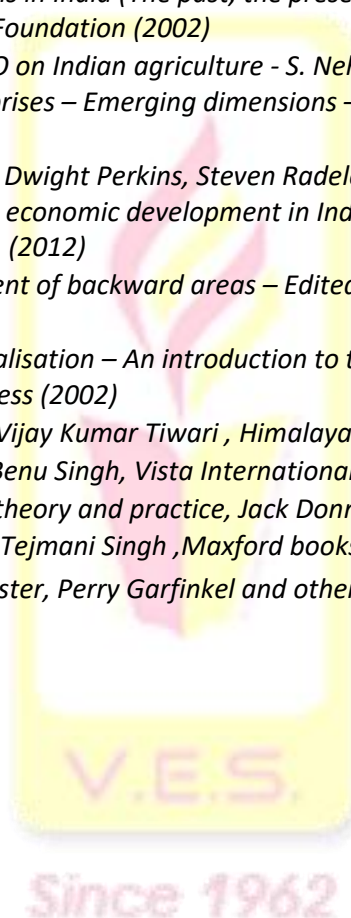
- LO1 Learners will be able to explain Multicultural Diversity of India.
- LO2 Learners will be able to analyse various conflicts arising in society.
- LO3 Learners will get aware about Indian Constitution & mechanism of Indian Government.
- LO4 Learners will be able to identify causes & impacts of Globalisation.
- LO5 Learners will be able to apply various human rights in regular life.

Unit no.	Details of topics	No of lectures
1	Globalisation and Indian Society	7 Lectures
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	
2	Human Rights	10 Lectures
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution	
3	Ecology	10 Lectures
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment	
4	Understanding Stress and Conflict	10 Lectures
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing	

	conflicts in society. Aggression and violence as the public expression of conflict	
5	Managing Stress and Conflict in Contemporary Society	8 Lectures
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society	

References:

- *A decade of economic reforms in India (The past, the present, the future)*-Edited by Raj Kapila and Uma Kapila, Academic Foundation (2002)
- *Impact of the policies of WTO on Indian agriculture - S. Nehru, Serial Pub. (2012)* • *Privatisation of public enterprises – Emerging dimensions – Edited by G.S. Batra, Narinder Kaur, Anmol Pub. (1995)*
- *Economics of development – Dwight Perkins, Steven Radelet, David Lindauer, Norton company (2006)* • *Industrial Policy and economic development in India (1947 -2012) – Anup Chatterjee New Century Pub. (2012)*
- *Globalisation and development of backward areas – Edited by G. Satyanarayana New Century Pub. (2007)*
- *Contemporary issues in globalisation – An introduction to theory and policy in India Soumyen Sikder, Oxford University Press (2002)*
- *Environmental Studies – Dr. Vijay Kumar Tiwari, Himalayan Pub. (2010)*
- *Ecology and environment – Benu Singh, Vista International Pub. (2006)*
- *Universal Human Rights : In theory and practice, Jack Donnelly, (2014)*
- *Stress Management – Dr. N. Tejmani Singh, Maxford books (2011)*
- *Stress blasters – Brian Chchester, Perry Garfinkel and others, Rodale Press (1997)*



Core Courses (CC)

Course title: **Organizational Behavior**

Course code: **VESUCBI206**

Objective:

1. To relate various theories of motivation in a business enterprise.
2. To investigate group dynamics at workplace.
3. To differentiate between the changing behaviours of employees in an organization structure.
4. To interpret the organizational structure of an enterprise.

Learning Outcomes (LO):

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

- LO1 Understand the importance of motivation at workplace.
LO2 Imbibe the importance of different types of Behavioral skills and Team building
LO3 Enhance their ability in Organizational Culture, development and Change Management
LO4 Understand the importance and techniques of Organizational Development

Unit no.	Details of topics	No of lectures
1	Introduction of organizational Behavior	15
	Meaning, Nature and scope of OB, Models of OB, Theories of Motivation : • Maslow, Herzberg, Mc.Gregor Theory X and Theory Y, William Ouchi's Theory Z, Victor Vroom . ERG theory • Application of the Theories • Motivational techniques in Banking and Insurance Industry	Lectures
2	Group Dynamics	15
	• Individual Behavior (IQ, EQ, SQ) • Group Formation, Team Building, Team Development. • Goal Setting • Soft Skills, Interpersonal Skills, Multicultural Skills, Cross Cultural Skills. • Johari Window	Lectures
3	Organizational Culture and Change Management	15
	• Work Culture, Ways for Making Work Culture Effective and Lively, Work Conflicts. • Organizational Change, effects of Resistance to Change, ways to overcome resistance to change. • Time and Stress Management.	Lectures
4	Organizational Development	15
	• Meaning and Nature of OD.	Lectures

	<ul style="list-style-type: none">• Techniques of OD.• Importance of OD.	
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References:

- *Stephen P. Robbins "Organizational Behavior" Prentice Hall of India Private Ltd.*
- *Mirza S. Saiyadain "Organizational Behaviour" Tata Mc. Graw Hill.*
- *John Bratton "Work and Organizational Behaviour" Militza Callinan Carolyn Forshaw and Peter Sawchuk Palgrave Macmillan, New York.*
- *Margie Parikh and Rajen Gupta "Organizational Behaviour" Tata Mc. Graw Hill Education Private Limited, New Delhi.*
- *Suja Nair "Organizational Behaviour" Himalaya Publishing House, Mumbai. John. R. Schermerhorn, James Hunt, Richard Osborn, Mary Ulh Bien, "Organizational Behaviour" John Wiley and Sons Publications, San Fransisco.*
- *Don Hellriegel & John W. Slocum "Organizational Behaviour", South Westren Cenage Learning Publications.*



Core Courses (CC)

Course title: Quantitative Methods-II

Course code: VESUCBI207

Objective:

1. Understand why statistics are important for making business decision
2. This course will enable the student to know scientific approach for determination of the most efficient use of limited resources
3. This will equip students with variety of technical and analytical skill that can be use
4. It will help in financial and managerial decision making process including project planning

Learning Outcomes (LO):

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

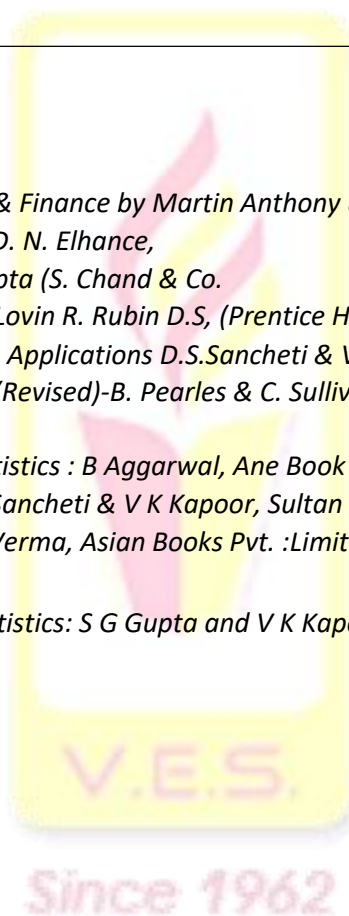
- LO1 Students will be able to identify and diagnose statistics which are important for making business decision.
- LO2 Students will be able to define scientific approach and solve numerical problems.
- LO3 Students will be able to explain the financial and managerial decision making process including project planning.

Unit no.	Details of topics	No of lectures
1	Testing of Hypothesis	11
	Testing of hypotheses: Null Hypothesis, Alternative Hypothesis, Decision Criterion, Critical Region, Type I and Type II Error, level of significance, Test based on large Sample for Means and Proportion/s	Lectures
2	Linear Programming Techniques	11
	Meaning, Advantages, limitations, business applications, basic terminology, formulation of linear Programming Problems, Graphical Method of solving Linear Programming Problems, Simplex method (upto 3 variables) with Maximisation and Minimisation. Duality in Linear Programming (concept only)	Lectures
3	Matrices & Determinants (Application in Business and Economics)	12
	Matrices, Types of Matrices, Transpose, Addition, Multiplication, Subtraction of a Matrix, Determinants, Type of Determinants, inverse of a matrix by Pivotal Reduction Method, Adjoint Method and Row / Column Transformation. Application of Matrices and Determinants to Business and Economics. (Please concentrate on application of Matrices and Determinants to Business & Economics)	Lectures
4	Ratio, Proportion & Percentage	11
	Ratio Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse proportion, Variation,	Lectures

	Inverse Variation, Joint Variation, Percentage: Meaning & Computation of Percentage.	
5	Statistical Applications In Investment Management	15
	Expected return from shares (using probability) Measuring total risk from investigator shares (using standard deviations) Partitioning risk into systematic and unsystematic component (using co-variance) Measuring risks of portfolio (using co-relation) to draw conclusions regarding share prices (using testing of hypothesis).	Lectures
6	Economic indicators	5
	GDP, Real growth in GDP price level Inflation rate, Money supply, Index for agricultural production Index for industrial production, Electrical	Lectures

References:

- *Mathematics for Economics & Finance* by Martin Anthony & Norman Biggs.
- *Fundamentals of Statistics* - D. N. Elhance,
- *Statistical Methods* - S.G. Gupta (S. Chand & Co.
- *Statistics for Management* - Lovin R. Rubin D.S, (Prentice Hall of India)
- *Statistics - Theory, Method & Applications* D.S.Sancheti & V. K. Kapoor.
- *Modern Business Statistics - (Revised)*-B. Pearles & C. Sullivan -Prentice Hall of India.
- *Business Mathematics & Statistics* : B Aggarwal, Ane Book Pvt. Limited
- *Business Mathematics* : D C Sancheti & V K Kapoor, Sultan Chand & Sons
- *Business Mathematics* : A P Verma, Asian Books Pvt. :Limited.
- IRDA: IC. 33
- *Fundamentals of Applied Statistics*: S G Gupta and V K Kapoor, Sultan Chand & Co



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. Practical Examination will consist of End Sem examination.

Student will have to score 40% of marks in Internal assessment as well as End Sem 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

Sr No	Evaluation type	Marks
1.	<ul style="list-style-type: none"> - Tests, Assignments, - Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.), - Class Test (multiple choice questions / objective) 	20
2.	<ul style="list-style-type: none"> - Active participation in routine class activity - Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc. 	05

Internal Assessment

Sr. No.	Particular	Marks
1	One class test (10 Marks)	
	Match the Column/ Fill in the Blanks/ Multiple Choice Questions ($\frac{1}{2}$ Mark each)	05 Marks
	Answer in One or Two Lines (Concept based Questions) (01 Mark each)	05 Marks

2.	Assignments / Innovative Idea Presentation / Active Participation in Games, Quiz, Crosswords / PPT Presentation / Viva-Voce / Class Test	10 Marks
3.	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05 Marks

**** Can vary from subject to subject**

B. Theory - External examination - 75%

75 marks

Semester End Theory Assessment

(Practical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1 Q-1	Full Length Practical Question OR Full Length Practical Question	15 Marks
Q-2 Q-2	Full Length Practical Question OR Full Length Practical Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Practical Question OR Full Length Practical Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Practical Question OR Full Length Practical Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions OR Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks. If the topic demands, instead of practical questions, appropriate theory question may be asked.

Question Paper Pattern (Theoretical Courses)

Maximum Marks: 75

Questions to be set: 05

Duration: 2 ½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1 Q-1	Full Length Question OR Full Length Question	15 Marks 15 Marks
Q-2 Q-2	Full Length Question OR Full Length Question	15 Marks 15 Marks
Q-3 Q-3	Full Length Question OR Full Length Question	15 Marks 15 Marks
Q-4 Q-4	Full Length Question OR Full Length Question	15 Marks 15 Marks
Q-5 Q-5	A) Theory questions B) Theory questions OR Short Notes To be asked 05 To be answered 03	08 Marks 07 Marks 15 Marks

Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.

Overall Examination and Marks Distribution Pattern

SEMESTER I

Course	VESUC BI101	VESUC BI102	VESUC BI103	VESUC BI104	VESUC BI105	VESUC BI106	VESUC BI107	Grand Total
Theory	75	75	75	75	75	75	75	525
Internals	25	25	25	25	25	25	25	175

SEMESTER II

Course	VESUC BI101	VESUC BI102	VESUC BI103	VESUC BI104	VESUC BI105	VESUC BI106	VESUC BI107	Grand Total
Theory	75	75	75	75	75	75	75	525
Internals	25	25	25	25	25	25	25	175



Since 1962