

TYBBA-Semester-V			
Course Code: B2-21/501	Subject: Research Methodology		Marks: 100 Credits: 3
Course Objectives: 1. To develop an understanding of the right approach of Research Methodology and its role in Business. 2. To develop an understanding of the basic framework of the identification of various sources of information for data collection. 3. To develop an understanding of various Designs, Tools and Techniques of Research Study. 4. To enable the students in conducting Research work and write Research Paper and Research Project Report.			
Course Outcome: After completing the course, the student shall be able to CO1: Understand the Fundamentals of Research. CO2: Understand the Research Design and Research Sampling. CO3: Understand the Methods of Data Collection, Processing and Analysis of Data. CO4: Understand the data Interpretation and Research Report Writing.			
Unit	Unit Title	Contents	No of Lectures
I	Introduction to Research	1.1 Introduction to Research- 1.2 Objectives of Research, 1.3 Types of Research, 1.4 Significance of Research, 1.5 Research Process, 1.6 Criteria of Good Research, 1.7 Challenges before Researchers in India. 1.8 Meaning of Research Methodology.	12

		1.9 Concept of Research Problem, 1.10 Techniques to Define Research Problem	
II	Research Design and Research Sampling	2.1 Meaning & concept of Research Design, 2.2 Need for Research Design, 2.3 Features of a Good Design, 2.4 Types of Research Design 2.5 Framing of objectives 2.5. Framing of Hypotheses 2.5 Concept of Research Sampling, 2.6 Pilot survey – key concept 2.6 Steps in Sampling Design, 2.7 Types of Sampling, 2.8 Determination of Sampling Size	11
III	Methods of Data Collection and Processing and Analysis of Data	3.1 Collection of Primary Data- 3.2 Meaning and definition of Primary Data, 3.3 Advantages and Limitations of Primary Data, 3.4 Methods of Collecting Primary Data: 3.4.1 Observation Method, 3.4.2 Interview Method, 3.4.3 Questionnaire Method, 3.4.4 Scheduling/ Schedule Method 3.4.5 Other Methods 3.5 Collection of Secondary Data- 3.5.1 Meaning and definition of Secondary Data, 3.5.2 Advantages and Limitations of Secondary Data, 3.5.3 Sources of collecting Secondary Data 3.6 Data Processing – 3.6.1 Editing, 3.6.2 Codification, 3.6.3 Classification, 3.6.4 Tabulation, 3.6.5 Scaling & Measurement 3.7 Data Analysis- 3.7.1 Meaning of Data Analysis, 3.7.2 Need of Data Analysis, 3.7.3 Methods of Data Analysis	14

IV	Interpretation and Report Writing	4.1 Interpretation- 4.1.1 Meaning of Interpretation, 4.1.2 Need of Interpretation, 4.1.3 Techniques of Interpretation, 4.1.4 Precaution in Interpretation 4.2 Report Writing – 4.2.1 Significance of Report Writing, 4.2.2 Steps in Writing Report, 4.2.3 The layout of the Research Report 4.3 Research Paper Writing– 4.3.1 Meaning of Research Paper, 4.3.2 Structure of Research paper, 4.3.3 Referencing Styles 4.3.4 Ethics in Report Writing and Research Paper Writing	11
No of Lectures			48 (48 min)
No of Lectures for Evaluation			09
Total No of Lectures			57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc.	
1	Introduction to Research	Ice-breaker activities, Subject overview and Preliminary presentation, Class discussion.		To make the Students aware about Basics of Research	Fundamental Understanding of Research	20%
2	Research Design and Research Sampling	Individual Research exercise, Large-group discussion, Small-group exercise.		To Learn about the Research Design and Sampling	Understanding the concept of Research Design and different sampling techniques.	25%

3	Methods of Data Collection and Processing and Analysis of Data	<p>Group participation & informative evaluation of the topic and sub-topics,</p> <p>Group reflection on the data collection, Computer lab work on data processing and data analysis</p>	----	To Study different Methods of Data collection and data analysis.	Understanding the relevance and significance of Methods of data collection and data analysis.	30%
4	Interpretation and Report Writing	<p>Guest lecture on Research Paper writing, Small-group scenario exercise on project report,</p> <p>Small-group critical reading exercise and class discussion on Ethics in Report Writing and Research Paper Writing.</p>		To develop understanding of research report writing.	Understanding along with ethical values of research.	25%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz on Basics of Research	-	-		NA
II	Presentations on Research Design & Sampling				NA
III	Small Group Project on Methods of Data Collection and Processing.				NA
IV	Guest Lecture on how to write good research report				NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Business Research Methods	Donald Cooper & Pamela Schindler	TMGH	--	New Delhi
2	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press	--	New Delhi
3	Research Methodology: Methods and Techniques	K. C.Kothari	New Age International Publication	--	New Delhi
4	Business Research Methodology.	J. K. Sachdeva	Himalaya Publication)	--	New Delhi
5	Research Methodology	Dr. Prasant Sarangi	Taxmann's	--	New Delhi
6	Business Research Methodology	D. K. Sharma & A. K. Gupta	Delhi	--	New Delhi
7	Research methodology in Management	Arya P.P.and Pal, Yesh	Deep and Deep Publication.	--	New Delhi

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Introduction to Research	<u>Short Term Course</u> Introduction to Research By Prof. Prathap Haridoss & Team, IIT Madras on Swayam. (This is an AICTE Approved Course) https://onlinecourses.nptel.ac.in/noc19_ge21/preview	--	--

2	Research Design and Research Sampling	https://youtu.be/2y-6GnKDUHg Lecture by IIT Roorkee https://youtu.be/qNqrHO3woyE Lecture by NPTEL- NOC IITM	--	--
3	Methods of Data Collection and Processing and Analysis of Data	https://youtu.be/MEx2aMdlncI Lecture on Principles of data collection by NPTEL- NOC IITM https://youtu.be/X2BK7H2RgBw Lecture on Designing data collection tools by NPTEL- NOC IITM	--	--
4	Interpretation and Report Writing	https://youtu.be/DOnPT3_QvMk Lecture on Report Writing by IIT Roorkee. https://youtu.be/Xp2PVO3do34 lecture on Report writing by IIT Kanpur, NPTEL.	--	--



Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – BBA Year – III, – Sem. V
Year of Commencement - 2023-2024 (June 2023 Onwards)
Board of Studies: - Business Laws
Course Title: - Business Law & Contract Management

TYBBA Semester-V			
Cours e Code: B2- 21/50 2	Subject : Business Law & Contract Management		Marks : 100 Credits : 3
Course Objectives : <div><div></div><div>1. To understand the concepts of contract, agreement and to study the concept of contract management in detail.</div><div>2. To acquaint with the concepts of sale and agreement to sell and to study the legal provisions related to sale of goods.</div><div>3. To familiarize with various business entities in general and company as a business entity, in particular.</div><div>4. To get an insight into the concepts and provisions related to authentication of electronic records and electronic governance.</div></div>			
Course Outcome : After completing the course, the student shall be able - CO1: To understand the important concepts related to contract and agreement and study the concept of contract management and its application, in depth. CO2: To get acquainted with the concepts of sale and agreement to sell and specific legal provisions related to sale of goods and application thereof. CO3: To get familiarized with various business entities, in general and basics of company as a business entity, in particular. CO4: To understand in detail, the concepts and provisions related to authentication of electronic records and electronic governance and their application.			
Unit	Unit Title	Contents	No of Lectures
1	Contract Management	1.1 Important concepts in Indian Contract Act, 1872: Agreement and Contract, Essential ingredients of a valid contract, types of agreement/ contract, performance of a	14

		<p>contract, discharge of a contract, remedies for breach of a contract</p> <p>1.2 Contract Management:</p> <p>Meaning, Importance, Elements of successful CM, Benefits, Concept of life cycle of contract</p> <p>1.3 Contracts:</p> <p>Sales contract, Purchasing contract, Partnership agreement, Non-disclosure agreement etc.</p> <p>1.4 CM activities, Phases of CM</p> <p>1.5 Contract variation: Mutual agreement, Unilateral decision, and Bilateral decision</p> <p>1.6 Contract compliance/Governance</p>	
2	The Sale of Goods Act, 1930	<p>2.1 Contract of Sale of Goods</p> <p>2.2 Conditions and Warranties, Transfer of Property in goods</p> <p>2.3 Performance of a contract of sale</p> <p>2.4 Delivery of Goods</p> <p>2.5 Rights of Unpaid Seller</p>	10
3	The Companies Act ,2013	<p>3.1 Introduction to different forms of business organisations:</p> <p>Sole proprietorship, Partnership, Joint Hindu Family Business, Cooperative Societies, Company, LLP</p> <p>3.2 Introduction to the Companies Act, 2013, Nature and types of Companies, Formation of Company</p> <p>3.3 Memorandum of association and Articles of association</p> <p>3.4 Prospectus and statement in lieu of prospectus</p> <p>3.5 Shares and share capital, allotment of shares</p> <p>3.6 Types of Company meetings</p>	12

4	Information Technology Act, 2000	4.1 Preliminary and Definitions 4.2 Digital Signature: Concept, Authentication of electronic records 4.3 Electronic Governance: Legal recognition of e-records, Legal recognition of digital signatures, Use of electronic records and digital signatures in Government and its agencies, Advantages and Disadvantages of E- Governance	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc		
I	Contract Management	Explanation with the help of various references, Cases, Interactive Presentations etc.	Proforma of Sales Contract, Purchasing Contract, Partnership Agreement	Students shall understand the important concepts related to contract and agreement and study the concept of contract management and its application, in depth.	<ul style="list-style-type: none">● Critical thinking● Problem Solving● Application Skills● Employability● Moral and Ethical Awareness/Reasoning	30%
II	The Sale of Goods Act, 1930	Explanation with the help of various references, case laws etc.		Students shall get acquainted with the concepts of sale and agreement to sell and specific legal provisions related to sale of goods and application thereof.	<ul style="list-style-type: none">● Disciplinary knowledge● Problem Solving● Application Skills	20%
III	The Companies Act ,2013	Explanation with the help of various references,		Students shall get familiarized with various business entities, in general and basics of company as a	<ul style="list-style-type: none">● Disciplinary knowledge● Professional Skills● Application Skills	30%

		case laws etc.		business entity, in particular. .		
IV	Information Technology Act, 2000	Explanation with the help of various references, case laws etc.		Students shall understand in detail, the concepts and provisions related to authentication of electronic records and electronic governance and their application.	<ul style="list-style-type: none"> ● Information/Digital Literacy ● Professional Skills ● Employability 	20%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	1 Credit

I	MCQ/ Short notes/Long answer questions on Unit 1	Assignment	Internal Examination	MCQ/ Written Examination	Nil
II	MCQ/ Short notes/Long answer questions on Unit 2	Assignment	Internal Examination	MCQ/ Written Examination	Nil
III	MCQ/ Short notes/Long answer questions on Unit 3	Assignment	Internal Examination	MCQ/ Written Examination	Nil
IV	MCQ/ Short notes/Long answer questions on Unit 4	Assignment	Internal Examination	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Contracts and their Management (5th Edition)	B.S.Ramaswamy	LexisNexis
2	Business Law	P.C.Tulsian	Tata Mcgraw Hill
3	Elements of Business Law	N.D. Kapoor	Sultan Chand
4	Information Technology Act, 2000	Bare Act	Government of India

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc.)	Films	Journals/Articles/Case studies

1	Contract Management	YouTube lectures, e-books https://legislative.gov.in	Nil	Balfour Vs. Balfour; Harvey Vs. Facie Mohoribibi Vs. Dharmodas Ghose Hadley Vs. Baxendale etc.
2	The Sale of Goods Act, 1930	YouTube lectures, e-books https://legislative.gov.in	Nil	Vishnu Agencies Vs. Commercial tax officer Hindusatn Dorr Oliver Vs. A.k. Menon etc.
3	The Companies Act ,2013	YouTube lectures, e-books https://legislative.gov.in		Salomon Vs. Salomon Durga Prasad Vs. Baldev Sri Gopal jalan Vs. Calcutta Stock Exchange Asso. etc.
4	Information Technology Act, 2000	YouTube lectures, e-books https://legislative.gov.in		S. Anandraj Vs. SBI, cases on electronic records etc

TYBBA Semester- V		
Course Code: B2-21503	Subject : Business Ethics and Corporate Governance	Marks : 100 Credits : 3
Course Objectives : <ol style="list-style-type: none"> 1. To provide a comprehensive understanding of the concepts of Business Ethics 2. To develop theoretical tools to understand current ethical issues and their impact on businesses. 3. To analyze the role of Corporate Governance and Society. 4. To understand the CG in India and Abroad 		

Course Outcome :

After completing the course, the student shall be able to -

CO1: Understand the Role and Scope of Business Ethics.

CO2: Role of Ethics and its importance at National and International Level in organizational as well as individual level.

CO3: Understand the concepts and role of Corporate Governance.

CO4: Understand the regulatory frame work , Organization role and responsibility towards stakeholders

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Business Ethics	1.1 Meaning, Nature and Scope of Business Ethics 1.2 Ethics in Contemporary Business 1.3 Organizational Ethical Climate - Importance of Framing Ethical Policies 1.4 Why Ethical Problems occur in Business 1.5 Difference between workplace Ethics and Laws 1.6 Ethical Code of Conduct in Global Business 1.7 Government protection policies against illegal business practices. 1.8 Influence of Interest groups on the Government	12
II	Environmental ethics and organizational ethics	2.1 Environmental Ethics – Meaning and Impact on Environmental problems 2.2 Environmental legislation – Laws and	14

		<p>Regulation with Indian Context and Stages of becoming an ecologically sustainable organization.</p> <p>2.3 Whistleblower Act and Employee Rights: Privacy and Safety</p> <p>2.4 Collective Bargaining and Role of Management in implementing Ethics.</p> <p>2.5 Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation.</p> <p>2.6 Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well-being of employees.</p>	
III	Introduction to Corporate Governance	<p>3.1 CG meaning and , Development in India</p> <p>3.2 Need, Importance</p> <p>3.3 Corporate governance code</p> <p>3.4 Transparency & disclosure,</p> <p>3.5 Role of auditors, responsibility</p> <p>3.6 Role of board of directors and shareholders;</p>	12
IV	Regulatory Framework in India and Abroad	4.1 Regulatory frame work, in India and various regulatory Act – SEBI , IRDA, MCA,	10

		CBIC etc . - Need , Importance and functions 4.2 Global issues of governance and accounting 4.3 Foreign institution 4.4 corporate scams, committees in India and abroad	
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to Business Ethics	Films/Videos of Business Ethics practices adopted by different companies. Videos on corporates explaining the Business ethics scenario. Case studies on Interest Groups policies and their impact.	NA	<ul style="list-style-type: none"> Moral and Ethical Awareness/Reasoning 	20%
II	Environmental ethics and organizational ethics	Case studies/Videos on the importance of government protection policies	NA	<ul style="list-style-type: none"> Problem Solving Analytical Reasoning Reflective Thinking 	30%
III	Introduction to Corporate Governance	Case Studies/ Quiz/ Discussion on Ethical advertising adopted by organizations. Case Study/Debate on ethical and unethical marketing practices. Films/videos/Case study,	NA	<ul style="list-style-type: none"> Critical thinking Professional Skills 	30%
IV	Regulatory Framework in India and Abroad	Discussion on the media and its role played in forming an ethical environment	NA	<ul style="list-style-type: none"> Information Professional Skills Decision Making Skills 	20%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Concepts quizzes	MCQ	Assignments	MCQ/ Written Examination	Nil
II	MCQ Test, Open Book Test, Group Presentations on Business Ethics Concepts and its Role.	MCQ	Assignments		NA
III	MCQ Test, Group Presentations on Corporation and Stakeholders Ethical Issues,	MCQ	Assignments		NA
IV	Assignments on Ethical Frameworks and Policies.	MCQ	Assignments		NA

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Business Ethics	Shailendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Satheesh	Pearson Education

3	Business Ethics and Corporate Values	Dr. Neeru Vasisht, Dr, Namita Rajput	Taxmann
4	Business Ethics: Foundation for CSR	Daniel-Albuquerque	Oxford University Press

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Course	https://onlinecourses.nptel.ac.in/noc21_mg46/ Business Ethics		

TYBBA Semester-V		
Course Code: B2-21/504	Subject : Corporate Social responsibility and Sustainable Development	Marks : 100 Credits : 3
Course Objectives : <ol style="list-style-type: none"> 1. To understand the concept and process of CSR 2. To understand the industrial contribution for CSR Policy 3. To understand the Concept of sustainable Development 4. To understand the contribution of CSR for the sustainable development of Society 		

Course Outcome :

After completing the course, the student shall be able to -

CO1: -Understand the concept , models and importance of CSR activities

CO2: -Learn various stakeholders roles and responsibilities in CSR activities

CO3: Understand the impacts of sustainable developmental goals on Industry

CO4: Government Rules and Regulations regarding CSR in India

Unit	Unit Title	Contents	No of Lectures
I	Introduction to CSR	1.1 Meaning and Definition 1.2 Sustainability and Stakeholders Management, 1.3 Concept of Charity 1.4 Corporate Philanthropy 1.5Relation between CSR and Corporate Governance 1.6 Evolution of CSR in India 1.7 Models of CSR in India 1.8 Carroll's Model 1.9 Initiatives in India	12
II	CSR-Legislation in India and the World	2.1 Section 135 of Companies Act, 2.2 Scope of CSR Activities under Schedule VII, 2.3 Appointment of Independent Directors on Board 2.4 Computation of Net Profit's implementation in India 2.5 International Framework of CSR	12

III	Management of sustainable development	3.1 Sustainable Development Goals 3.2 Economic aspects of sustainable development 3.3 Socio-political aspects of sustainable development 3.4 Ecologic aspects of sustainable development 3.5 Green organisations	12
IV	Regulatory framework and recent trends	4.1 Role of Public Sector in Corporate, Government 4.2 programmes that encourage voluntary responsible action of corporate 4.2 Role of Non-profit & Local Self-Governance in implementing CSR 4.3 CSR as. Strategic Tool for Sustainability and Challenges 4.4 Case Studies CSR initiatives	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total Lectures			57

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to CSR	Use of PPT for better understanding of the concept	NA	<ul style="list-style-type: none"> Disciplinary knowledge Moral and Ethical Awareness/Reasoning 	20%
II	CSR- Legislation in India and the World	Role Plays, Interactive Sessions with Feedbacks and PPT, expert's lecture on the legality	NA	<ul style="list-style-type: none"> Application Skills Employability 	30%
III	Management of sustainable development	Group Discussions, Theory-based lectures	NA	<ul style="list-style-type: none"> Professional Skills Application Skills 	30%
IV	Regulatory framework and recent trends	Participative learning, Discussions, assignments, Industrial Expert Lectures	NA	<ul style="list-style-type: none"> Professional Skills Employability 	20%

Evaluation Methods

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	1 Credit - NIL
I	PPTs	MCQ		MCQ/ Written Examination	Nil
II	Assignments	MCQ cases	Assignment	MCQ/	Nil

				Written Examination	
III	Cases –debates		Assignment Problem Solving	MCQ/ Written Examination	Nil
IV	Case study		Assignment	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	The World Guide to CSR	Wayne Visser and Nick Tolhurst	Prentice Hall India
2	Corporate Social Responsibility in India	Sanjay K Aggarwal	Taxmann
3	Corporate Social Responsibility: Concepts and Cases: The Indian Context	C.V. Baxi, Ajit Prasad	Sage Publication,
4	Sustainable CSR: CSR Basics-	Harsha Mukherjee	TATA McGraw Hill

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	History Of CSR	https://www.youtube.com/watch?v=KfKF44ZGPuQ	NIL	NIL

TYBBA Semester- V		
Course Code: B2 - 21/ 505A	Subject : Marketing Environment Analysis and Strategies	Marks : 100 Credits : 3 + 1

Course Objectives :

5. To develop an understanding of the Marketing strategies and Environment Analysis’.
6. To develop an understanding of the factors shaping Business Environment.
7. To develop an understanding about the Research aspects in the marketing environment.
8. To develop an understanding of the strategies for sustaining the forces in Marketing Environment.

Course Outcome :

After completing the course, the student shall be able -

CO1: Understand the forces shaping the marketing environment, required to analyze the Business position in the market.

CO2: Understand the Business Analysis process and its multiple aspects.

CO3: Understand the relevance of Marketing Research for finalizing the marketing strategies.

CO4 Understand the marketing strategies in the various business domains.

Unit	Unit Title	Contents	No of Lectures
I	Marketing Environment	1.1 Introduction – Marketing Microenvironment Company, 1.1.2 Suppliers, 1.1.3 Marketing intermediaries, 1.1.4 Competitors, Customers 1.2.1 Macro Environment – 1.2.2 Demographic environment, 1.2.3 Economic environment, 1.2.4 Natural environment, 1.2.5 Technological environment, 1.2.6 Political environment, 1.2.7 Social environment, 1.2.8 Cultural environment,	12

II	Business Analysis	2.1 Business Analysis process, 2.2 Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns, 2.3 Growth Drivers, Competition CSF, KPI, BCG matrix, Porter's 5 force analysis 2.4 Data Analytics – Role of Data Analytics in Business Analysis. Scope, and its importance concerning marketing strategies. 2.4.1 Types of Data Analytics. 2.4.2 Challenges of Business Data Analytics.	12
III	Marketing Research	3.1 Need of Marketing research, 3.2 Marketing research process, 3.3 Consumer Buying Behavior Models (Howard Sheth, Economic), Marketing environment affecting consumer-buying behaviour 3.4 Big Data Analytics – Concerning Consumer Psychologies	12
IV	Marketing Strategies	4.1 Introduction, 4.2 Product and Pricing Strategies, 4.3 Distribution Strategies, Communication Strategies. Marketing strategies types – Diversity, Transactional, Undercover etc.	12
Total No of Teaching Lect			48

Total No of Lectures for Evaluation	9

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc		
I	Marketing Environment	Lecture	Students' Presentations on Marketing Environment		Understanding of basic Marketing Environment Concepts	20%
II	Business Analysis	Lecture	Group Discussions on Business Analysis parameters		Understanding the parameters of Business Analysis	30%
III	Marketing Research	Lecture	Presentations on the concept of Marketing Research		Understanding the concept of Marketing Research	30%
IV	Marketing Strategies	Lecture	Case Studies on Marketing Strategies		Understanding the real-time scenario of marketing strategies	20%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	1 Credit
I	MCQ Assignments	MCQ		MCQ/ Written Examination	Nil
II	MCQ Presentations Assisgnments	MCQ	Assignment	MCQ/ Written Examination	Nil
III	MCQ Presentation Assignments		Assignment	MCQ/ Written Examination	Nil
IV	MCQ and Presentation		Assignment	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Business Environment	Francis Cherunilam	Himalaya Publishing House Pvt. Ltd.
2	Business Environment for Strategic Management	Aswathappa, K	Himalaya Publishing House Pvt. Ltd.
3	Musselman and Hughes	Musselman and Hughes	Prentice-Hall: 7th Revised edition
4	Marketing Inside Out	Srinivasan Siva Rao	Notion Press; 1st edition
5	Marketing Management - marketing cases in the Indian context	Philip Kotler	Pearson Education; Fifteenth edition

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies

1	Marketing Environment	How to Develop a Marketing Strategy by Philip Kotler - YouTube	Philip Kotler: Marketing - YouTube	What is a Marketing Environment? Wrike
2	Business Analysis	Intro to Business Analysis - YouTube	Business Analyst Training for Beginners Business Analysis Tutorial Invensis Learning - YouTube	Blog — The BA Guide
3	Marketing Research	Lecture 1-Introduction to Marketing Research - YouTube	Lecture 2-Defining Research Problem - YouTube	Market Research: What it Is, Methods, Types & Examples QuestionPro
4	Marketing Strategies	Philip Kotler: Marketing Strategy - YouTube	Philip Kotler - Marketing and Values - YouTube	7 Marketing Strategies For Successful Blogger 2022 - SKT Themes

TYBBA Semester-V (Autonomous) Pattern 2021		
Course Code: B2-21/505 B	Subject : Analysis of Financial Statements	Marks : 100 Credits :3 + 1 =4
Course Objectives : <ol style="list-style-type: none"> 1. To study the contents of Financial Statements and various methods of Analysis of Financial Statements. 2. To study and understand use of various types of ratios for decision making. 3. To impart the knowledge about Cash Flow Statements for financial analysis. 4. To provide the knowledge regarding various sources and application of funds for day-to-day operations of the Business. 		

Course Outcome :

After completing the course, the student shall be able to -

CO1: Understand the contents of Financial Statements and its methods of Analysis.

CO2: Apply various types of Ratios for decision making.

CO3: Apply the knowledge of Cash Flow Statements for Financial Analysis.

CO4: Apply the tools of Sources and Applications of Fund Flow Statement for day-to-day operations of the business.

Unit	Unit Title	Contents	No of Lectures
I	Introduction of Analysis & Interpretation of Financial Statements	1.1 Introduction of Schedule III as per Companies Act 2013 1.2 Meaning and Importance of Analysis of Financial Statements, 1.3 Tools and Techniques of Financial Analysis- 1.4 Comparative Financial Statements, 1.5 Trend Analysis, 1.6 Common Size Financial Statements, 1.7 Ratio Analysis, Fund Flow Statement and 1.8 Cash Flow Statement	08

II	Ratio Analysis	2.1 Meaning, Importance, Advantages & Limitations of Ratios, 2.2 Classification of Ratios- 2.2.1 Liquidity Ratios, 2.2.2 Turnover Ratios, 2.2.3 Profitability Ratios 2.2.4 Solvency Ratios (PRACTICAL PROBLEMS based on the Ratios.) <u>Note:-</u> Problems based on reverse ratios are excluded.	16
III	Cash Flow Statement	3.1 Meaning, Objectives, Uses, and Limitations of Cash Flow Statement, 3.2 Methods of Cash Flow Statements- Direct methods and indirect methods. 3.3 Practical sums on Preparation of Cash Flow Statement	12
IV	Fund Flow Statement	4.1 Meaning, Objectives, Uses, and Limitations of Fund Flow Statement, 4.2 Preparation of Fund Flow Statement - Fund from Operations & Statement of changes in Working Capital 4.3 Practical sums on Preparation of Fund Flow Statement	12
Total No of Teaching Lectures			48
Total No of Lectures for Assessment and Evaluation			09

Total No. of Lectures	57
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Unit	Unit Title	Teaching methodology	Project/ Practical (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc.		
I	Introduction of Analysis & Interpretation of Financial Statements	PPTs and Group Discussion		Understand the format of Financial Statements and its methods of doing Analysis.	<ul style="list-style-type: none">• Disciplinary knowledge• Fundamental Knowledge	20%
II	Ratio Analysis	Problem Solving, Participative Learning		Able to use various types of Ratios for decision making	<ul style="list-style-type: none">• Problem Solving• Analytical Skills• Professional Skills• Application Skills	40%
III	Cash Flow Statement	Problem Solving, PPTs, classroom Discussion		Ability to use the knowledge of Cash Flow Statements for Financial Analysis	<ul style="list-style-type: none">• Problem Solving• Application Skills	25%
IV	Fund Flow Statement	PPTs, Problem Solving, Group Discussion		Apply the tools of Sources and Applications of Fund Flow Statement for day-to-day operations of the business.	<ul style="list-style-type: none">• Problem Solving• Professional Skills• Decision Making Skills	25%

	Practical		Financial Analysis of any company of three years using Trend Percentage/ Comparative Statement/ Ratio Analysis. Financial Analysis of two different companies using Trend Percentage / Comparative Statement/ Ratio analysis.			
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Note- Practical on Analysis & Interpretation of Financial Statements by using any one of the tools of financial analysis like Ratio Analysis, Cash Flow ,Fund Flow, Trend Analysis ,etc.

Unit	Evaluation Method	Marks (100)			
		Formative Assessment			Summative Assessment
		CCE I (20 Marks) Assignment	CCE II (20 Marks) Written Examination	Practical Exam (20 Marks)	Semester End Exam (60 Marks) Written Examination
I	MCQ/ long question/ short notes				
II	MCQ/Long questions/short notes/ Problems				
III	MCQ/Long questions/short notes/ Problems				

IV	MCQ/Long questions/Short notes/ Problems				
Tutorial				<p>Financial Analysis & Interpretation of any Company of Three years using Ratio Analysis/ Cash Flow/ Fund Flow Statements.</p> <p>OR</p> <p>Financial Analysis & Interpretation of Two different Companies using Ratio Analysis/ Cash Flow/ Fund Flow Statements.</p>	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Advanced Management Accounting	Ravi Kishore	Taxman
2	Management accounting & Financial Analysis	Ravi Kishore	Taxman
3	Financial Reporting & Analysis	Dr. Jawahar Lal & Dr. Sucheta Guaba	Himalayan Publication House
4	Financial accounting & Analysis	P.Prem Chand & Madan Mohan	Himalayan Publication House
5	Management accounting & Financial Analysis	M.Y.Khan & P.K.Jain	Tata McGraw Hills

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Journals/Articles/Case studies
1	Introduction of Analysis & Interpretation of Financial Statements	https://onlinecourses.swayam2.ac.in/imb20_mg32/preview - Course Name - Financial Accounting and Analysis – IIM Bangalore https://onlinecourses.nptel.ac.in/noc20_mg31/preview - Course Name - Financial Management - SWAYAM	https://www.researchgate.net/publication/338385318_ANALYSIS_OF_FINANCIAL_STATEMENTS Analysis of Financial Statements – Research Gate https://repository.iimb.ac.in/handle/2074/12326 Financial Statement and Analysis – IIM Bangalore
2	Ratio Analysis	https://onlinecourses.swayam2.ac.in/imb20_mg32/preview Course Name – Financial Accounting and Analysis – IIM Bangalore	https://www.researchgate.net/publication/338385318_ANALYSIS_OF_FINANCIAL_STATEMENTS Analysis of Financial Statements – Research Gate https://repository.iimb.ac.in/handle/2074/11001 Analysis of Indian Banks using various Ratios – IIM Bangalore
3	Cash Flow Statement	https://onlinecourses.nptel.ac.in/noc22_mg63/preview Course Name - Financial Accounting - SWAYAM	https://www.researchgate.net/publication/338385318_ANALYSIS_OF_FINANCIAL_STATEMENTS Analysis of Financial Statements – Research Gate https://repository.iimb.ac.in/handle/2074/12326 Financial Statement and Analysis – IIM Bangalore
4	Fund Flow Statement	https://onlinecourses.nptel.ac.in/n	https://www.researchgate.net/publication/330831931_Chapter4_Fund

		oc20 mg31/preview Course Name - Financial Management - SWAYAM	Flow Statements researchgate - Fund Flow Statements Chapter 4
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TYBBA Semester- Course code C 505			
Course Code:B2-21/ 505 C	Subject : Cross Cultural HR & Industrial Relations		Marks : 100 Credits : 3+1 = 4
Course Objectives : 9. To make students understand Cultural Variables in Multinational Enterprises. 10. To learn some basic business differences in personality that will help to work in different countries across the globe. 11. To make students understand the relationship between Cross-Culture Management and Human Resource Management. 12. To provide students with the fundamental knowledge of Industrial Relations.			
Course Outcome : After completing the course, the student shall be able to- CO1: Understand the basic differences in workforce CO2: Creating awareness on different working methods due to difference in culture. CO3: Learning the intricacies in motivating employees. CO4: Learn the factors influencing Industrial relations .			
Unit	Unit Title	Contents	No of Lectures

I	Introduction to Cross-Cultural Management	1. Understanding Culture and Cross-Culture 1.1 Meaning of Culture, 1.2 Six Dimensions of National Culture by Professor Geert Hofstede, 1.3 Cultural differences and similarities, 1.4 Cultural Variables in Multinational Enterprises 1.5 Communicating across Cultures	10
II	Cross-Culture and Human Resource Management	2. Cross-Culture and Human Resource Management 2.1 Cross-cultural Human Resource Management 2.2 Motivation Across Cultures 2.3 Leadership and Decision Making Across Cultures 2.4 Communication & Negotiation Across Cultures 2.5 Rewards Across Cultures 2.6 Training Across Cultures 2.7 Power and Conflict Across Cultures 2.8 Skills for a Global Manager	12
III	Fundamentals of Industrial Relations	3. Meaning and definition of Industrial Relations 3.1 Evolution of Industrial Relation, 3.2 Importance of Industrial Relations, 3.3 Scope of Industrial relations 3.4 Ethical Codes & Industrial Relations	12
IV	The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 1961	4. The Industrial Disputes Act,1947 - 4.1 Definitions, 4.2 Authorities under the Act, 4.3 Power & Duties of Authorities, 4.4 Strike & lockout, 4.5 Lay-off, 4.6 Grievance Redressal Machinery 4.7 The Factories Act, 1948 4.8 Definitions,	14

		4.9 Authorities under the Act, 4.10 Provisions regarding Safety, 4.11 Provisions regarding Health, 4.12 Provisions regarding Welfare, ○ Provisions regarding Leave with Wages, ○ Provisions regarding Working hours of adults ○ The Maternity Benefit Act 1961 ○ Application of Act.	
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total Lectures			57

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project 1 credit	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to Cross-Cultural Management	Power Point presentations, chart making on various role, functions and scope of CCM and difference between domestic and international management	Survey / posters / cases study	<ul style="list-style-type: none"> • Critical thinking • Moral and Ethical Awareness/Reasoning 	20%
II	Cross-Culture and Human Resource Management	Web based learning, flowchart making, informative video making on contents of the unit	Nil	<ul style="list-style-type: none"> • Reflective Thinking • Application Skills • Employability 	30%
III	Fundamentals of Industrial Relations	Power Point presentations and case studies on performance management and compensation practices .	Nil	<ul style="list-style-type: none"> • Professional Skills • Application Skills 	20%
IV	The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 1961	Case study on various work cultures of different nations	Nil	<ul style="list-style-type: none"> • Critical thinking • Information/Digital Literacy • Professional Skills • Employability • Decision Making Skills 	30%

Unit	Evaluation Method	Marks (100)			Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60) converted in 40 marks	1 Credit
I	MCQ on basics of Accounting	MCQ		MCQ/ Written Examination	Based on course content
II	MCQ and Journal Entries and Cash Book Preparation	MCQ Problem Solving	Assignment	MCQ/ Written Examination	
III	MCQ and Preparation of Final Accounts		Assignment Problem Solving	MCQ/ Written Examination	
IV	MCQ and Presentation on Computerized Accounting		Assignment	MCQ/ Written Examination	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	International Human Resource Management	Peter Dowling & Denice E. Welch	Cengage Learning
2	Industrial Relations and Labour Laws	A. M. Sarma	Himalaya Publishing House
3	Labour and Industrial Laws	P.K. Padhi	PHI Learning Private Limited
4	Labour and Industrial Laws	S. P. Jain , Simmi Agarwal	Dhanpat Rai & Co.
5	Cross-cultural Management- Concepts and Cases	Shobhana Madhavan	Oxford University Press

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Concept learning	https://youtu.be/rJ4IbhXrqnc meaning of cross cultural management https://youtu.be/rSDntIn6ekE Cultural negotiations https://youtu.be/a9Z83I_g4Hw - Cultural iceberg		

Guidelines for Projects

Course Code for SEC (Skill Enhancement Course)
Semester V - TYBBA and TYBBA (IB)
Course Code – B2-21 / 506 & B3-21/506

Total Credits – 2

Project and Viva for 50 marks

Introduction With an intensive study on a topic, students would explore the subject in detail, gather information and explain the same, seek challenges if any after investigation, the methods used to solve the problem, the results of the investigation and the conclusions inferred and a set of recommendations that can be implemented. The project can be descriptive with existing systems/ prevailing conditions of the topic under Research.

Structure of the project report

- A) Introduction**– Based on the topic of study (from the chosen specialization of BBA), e.g. if it is a study on of Marketing practice, an introduction as to what is Marketing and its practices, and other relevant information should be given in context to the organization

where this project is undertaken.

B) Background- A brief background about the company/organization under study, like Name, Location etc. and relevant details like organization structure, existing systems related to the particular subject under study and a brief write up of the problem you have identified, and you want to study in that organization.

C) Methodology– It forms the crux of the report. It should clearly identify the Problem, the main objective of the study, the scope which indicates the usefulness of the project, how applicable it is, and how it can be used by the organization for improved performance. Review of Literature can be done included, which indicates the research done so far with regard to the subject. The relevant data gathered should be presented in the form of tables, graphs, flow charts etc. Detailed discussion about the present practices related to the subject. If new practices/augments have been introduced, a discussion of the same may be done. Analysis of the data collected or the effect of the new practices on the existing one.

Survey: Depending on the course objectives, the examiner may use the following criteria for evaluating learning through the survey method.

- The research aptitude of the student.
- The fundamental knowledge of the student with regards to the questionnaire, nature of questions.
- The depth of the conclusions drawn, analysis done by the student.
- The student's understanding of the problem area after data collection through survey method.

D) Conclusions & recommendations: Based on the study done, the recommendations are based on the conclusions of the study. It is important to indicate that a set of recommendations should follow from the conclusions inferred. The recommendations should have value to the organization. If possible, quantify the benefits that can be gained from following the recommendations. Indications as to what other techniques can be applied to improve the systems viz. Cost-saving techniques, precautions.

1. Important guidelines while writing the project report.

- Medium of instruction should be simple and good English while writing the report. Avoid grammatical errors.
 - Follow all the structure of the report as mentioned above.
- Avoid ambiguity define and clearly state the problem and objectives. Important to include references, bibliography and list of tables.
- The report should also include a Certificate from the guide and acknowledgments for support provided by different people while undertaking the project (if any)
 - The report should be in around 40 to 50 pages.(minimum)
 - The following should be included in the Project Report in the same sequence as given below:
 - 1) Acknowledgment - to all those who have helped the student complete the project.
 - 2) Certificate from the guide (if help from a guide has been taken). (See appendix I)
 - 3) Table of contents, chapter wise with the appropriate page numbers.
 - 4) Actual project content following the given format.
 - 5) Bibliography - It is important for students to list the Book.

In the beginning of the semester course teacher and students should plan their project timeline.

A) Proforma for project timeline card

(Students should strictly follow the dates as mentioned below)

Name of the student

Specialization

Roll No:

Mobile no:

Name of the Company and contact person, if any:

Project Title -

Time Line Details

Sr No	Task to complete	Last Date	Review date And remark	Student's sign	Teacher's Sign
1	Selection of a Topic / Area in which the Study to be done				
2	Identify the objectives and Methodology of the study. (Theory and material collection)				
3	Questionnaire design , (Based on Primary data or Secondary data) Collection of data and information, about company (If applicable)				
4	Analysis of data – interpretation etc.				
5	Submission of summary of findings and Listing down findings , suggestions and conclusions				
6	Finalization of the entire project Report.				
7	Spiral Bound Copy submission and internal (Mock- Viva voce)				
8	<u>Hard Bound Copies last Submission date</u>				

If Student fails to follow the date, then He / She will not be allowed to submit Project Report.

Name of the guide and Signature:

B) Format for Completion Certificate

Date:

This is to certify that

Mr. / Ms. _____ of _____ Roll
no. _____ having specialization in _____ has successfully completed
his / her project titled
_____ as per the norms of
Garware College of Commerce (Autonomous) under the guidance (Name of the Course Teacher) for the
academic year _____.

Internal Guide

External Guide

HOD /Principal

Internship + Viva

Manual of Internship Program for

B.B.A. and B.B.A.(IB) Students (Semester VI) Under Choice Based

Credit System

Course Code B2- 21/ 607 & B3-21/607

Total Credits – 4

Introduction :

Youth plays a crucial role in achieving the economic prosperity of the country. In the present scenario, it is found that most of the youth being educated is facing severe unemployment problems due to a lack of skills and technical knowledge. Most of them are unaware of the developments taking place in the modern world.

A student requires a new vision with curricular support for employment. Apprenticeship/internship has a prominent role to play in linking higher education with the requirements of the industry and the world of work. The internship is considered to be one of the most effective ways to develop skilled manpower for the country. The internship facility is offered to the students to bridge the gap between theory and practical work.

National Skill Development Initiative will empower all individuals through improved skills, knowledge, nationally and internationally recognized qualifications to gain access to employment and ensure India's competitiveness in the global market.

The National Education Policy 2020 also emphasizes Practical Assignments and Skill Development to the students across institutes of higher learning in various streams.

In this view, Savitribai Phule Pune University has come up with a concept to provide 'Internship' to all students studying in semesters V & VI across the faculty of commerce.

The internship program will provide valuable work experience to the students, help them explore a career path and develop and refine skills that will eventually give themselves an edge in the job market

The University has established a pool of business establishments that is willing to provide practical exposure to the students. The certificate awarded by these establishments will add value to the academic credentials of participating students.

Eligibility for Internship Program

The students who have sought admission to the semesters V & VI of T.Y.B.B.A and B.B.A. (IB) under Choice Based Credit System need to undergo 'Internship Program'. The internship program is compulsory.

Nature of Internship Program.

A student has to undergo minimum of sixty hours of practical training in business establishments. The list of these establishments will be provided by the College. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Program The fundamental framework of the internship are as below:

- a.** The internship is of four credits in the VI semester.
- b.** Internship will be of minimum sixty clock hours.
- c.** The Internship Program is based on the contents that are prescribed for all the papers under relevant disciplines.
- d.** The Internship Program shall be part-time or full-time depending on the nature of jobs.
- e.** Successful completion of the Internship Program is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Program again in different establishment.
- f.** A student is entitled to a 'Completion Certificate' after successful completion of the Internship Program.
- g.** The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
- h.** A student is solely responsible for his behavior in the business establishment during the Internship Program.

i. Types of Internships

1. On Job – Students can register with any organization, business, traders, or office.
2. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance, HR, Marketing or from any discipline students can work as per the need of the employer.

3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Outcome

Internship learning outcomes will focus on knowledge and abilities that prepare students for potential employment. This will enable students to demonstrate workforce professional abilities within the required domain of their chosen subject.

Suggestive Tie-ups for colleges

The colleges may sign MOUs with industry associations like FICCI, CII, MCCIA, commercial and non-commercial or organizations, enterprises, offices and industry, etc. Sector Skill Councils (SSC) and Board of Apprenticeship Training (BOAT) will play an important role in helping the colleges in identifying industries for internships.

Guidelines for Teachers

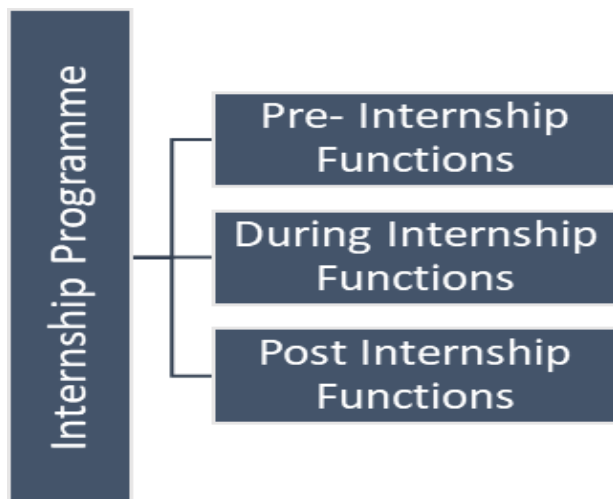
Teachers' contribution in planning and implementation of Internship Program is very crucial and pivotal. Teachers need to play the role of a guide and mentor to make the Internship Program a flagship initiative.

Meaningful execution of the Internship Program will add significant value not only to the skill set of students but will enhance institutional image to a significant extent.

The college teachers should encourage offering the internship to the students. It will make the students aware of the program along with its merits to motivate them to opt for an internship. The colleges must promote Industry-Academia linkages and improve college credibility along with improving the teaching-learning process.

For effective implementation of the Internship Program, it is advised that the concerned department constitutes an 'Internship Program Execution Cell'. The cell will plan and implement the Internship Program by taking into an account the guidelines issued by the University. The cell is also expected to monitor and review the progress and outcomes of the program at regular intervals and make necessary changes.

Role of teachers in execution of the Internship Program is divided into three sections:



Guidelines for TeachersPre-

Internship Functions

Teachers are expected to carry out following Pre-Internship functions:

1. Internship Program Execution Cell:

The concerned department needs to institute ‘Internship Program Execution Cell’. The composition of the cell will be as below:

- Principal of the college : Chairman
- Vice -Principal / HoD : Member Secretary
- Convener, Soft Skills Development Cell : Member
- Subject Teachers : Member
- Industry Expert(s): Member
- Student representative : Member

Following are the functions of the cell:

- a.** Preparation of exhaustive outline of the Internship Programme.
- b.** Communication of the outline to the concerned students well in advance.

- c. Contacting concerned companies/ establishments and organization of meetings to finalize the program.
- d. Preparation of subject wise 'Hands- on training contents list'(Internship contents).
- e. Getting the contents approved by the Internship providing companies/ Establishments.
- f. Preparation Internship Program for each Discipline Specific Special Subject ensuring that the hands-on training contents fit in properly.
- g. Establishment of query/ grievances/ difficulties redressal mechanism to solve students' issues related to Internship Program.
- h. Establishment of 'Feedback Mechanism' for both students and Internship providing companies.
- i. Preparation of 'Progress Card' to record the progress of students during the Internship Program.

2. 'Soft Skill Development Program'

The concerned department needs to organize sessions on 'soft skills development in association with the 'Soft Skills Development Cell' of the college. This program will help students to accommodate themselves in the professional environment at a faster pace. Contents of the program may be finalized in association with the industry experts and needs of students.

3. Clusters

Few colleges located in geographical vicinity may think of coming together and forming a 'Cluster' to implement Internship Program jointly. This will ease the process of contacting the Internship providing companies and execute all related activities. The colleges will save on funds, manpower, and time if the program is implemented through clusters.

4. Credits and Duration

Four credits are allotted to 'Internship Program' for 50 marks and 60 hours in VI semester or if students want to pursue collectively 120 hours considering both (Semester V & Semester VI) the semesters then he /she is allowed to do so. In both the semester the students have to prepare a separate report as per the guidelines mentioned

Proposed Internship registration process-

The student will prepare a plan for the proposed internship program. This will be submitted to the subject teacher. The plan may contain the following aspects:

- Format of Slide wise presentation of the proposed plan of Internship program to be prepared and submitted by the student is given below:
- The student is required to keep necessary documents ready, if any, at the time of assessment of the proposal.

Slide No.	Contents
1.	Name of the organization where the internship is proposed to be carried out.
2.	Details of the organization, i.e. nature of business, turnover, branches, market share, etc.
3.	The areas in which he/ she is planning to undergo internship.
4.	Details of the various subject specific concepts learnt by the student before joining the internship.
5.	Allocation of 60 hours of Internship Program.
6.	List of the skills that he/she is planning to acquire during Internship Program.
7.	A brief note on how the Internship Program may benefit him/herto better develop skills in his / her subject.
8.	A note on the preparation done by the student before joining the Internship Program. This note may include the following: <ul style="list-style-type: none"> a. Completion of soft skills program, b. Completion of a certificate / diploma in related area, c. Previous job experience in related area.

9.	Details of the primary discussion that the student had with any officer/ authority of the internship providing organization about the proposed work.
10.	Proposed outcome of the Internship Program

- Students may add more slides providing additional information about the proposed Internship Program.
- The evaluation of the proposed Internship Program is to be done on the basis of above parameters.
- Teachers may provide suggestions to make the proposed internship more meaningful. Such suggestions must be communicated to the students in writing.

Guidelines for Teachers

During Internship Functions for students

- 1.** The students are expected to maintain a register which will be monitored by teachers on regular intervals.
- 2.** Internship record / log register : - will contain-
 - 3.** College name
 - 4.** Course details
 - 5.** Name of the student
 - 6.** Roll number and Contact details.
 - 7.** Name of the organization
 - 8.** Details of the organization, i.e. nature of business , department /section
 - 9.** Name of the reporting authority / concerned department head.
 - 10.** Allocated work description and regular attendance of the student.

Maintaining the work related record by the employer on the following parameters,

- a.** Regularity / punctuality of student
- b.** Behavior / soft skills

- c. Inclination to learn new things.
- d. Ability to put theory into practice.
- e. Ability to take initiative for problem solving.
- f. Commitment to the assigned task.
- g. Overall progress and performance (Whether satisfactory or not)
- h. Overall feedback.
- i. Work Completion certificate.

Guidelines for Teachers

Post – Internship Functions

- After the students have successfully completed the Internship Program, teachers are required to convene a batch wise meeting of students to know their experience and overall opinion about the utility and effectiveness of the program.
- Teachers should also try to compare the feedback received from the students regarding the industry requirements with the prevailing curriculum and try to bridge the gap by organizing guest lectures, assigning projects to the student, organizing industrial visits etc.
- These endeavors will help students to undergo the Internship Program in a more confident manner.

Discipline Specific Special courses- Semester VI – (minimum 60 hours)
Maximum Marks – 50

Methodology for Evaluation:

1. This evaluation is to be done after the student has successfully completed the Internship Program.
2. The student will prepare a presentation based on the work performed by him/ her during the internship program.
3. The student is supposed to prepare a PowerPoint Presentation

4. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the students.

The parameters for evaluation are as below:-

- Hard Skills learnt by the student.
 - Soft skills / communication skills developed by the student.
 - Outcome of the Internship Program.
 - Feedback received from the Internship Providing organization.
 - Value addition in the overall knowledge of the student.
 - Quality and contents of the presentation.
 - Contribution of the student towards the organization.
- Format of Slide wise presentation of work performed by the student during the Internship program is given below.

Slide No.	Contents
1.	Name of the organization where the internship was proposed to be carried out and certificate of completion
2.	Contents proposed to be learnt during the Internship Program.
3.	Allocation of 60 hours of Internship Program
4.	List of the officers and the staff members of the Internship Providing organization with designations.
5.	Name and designation of the officer under whom the internship was completed.
6.	Work profile assigned during the Internship Program
7.	Actual work performed during the Internship Program
8.	Skills learnt during the Internship Program

9.	Problems faced while performing the assigned task
10.	How were the problems addressed?
11.	Contribution made towards better functioning of the organization, i.e. any techniques invented to save time, manpower or money, improvised documentation process, development of a model for better customer service, etc. (Optional)
12.	List of the skills required to perform the assigned task, not included in the syllabus.
13.	<p>Opinion of the student about the following -</p> <ol style="list-style-type: none"> 1. Utility of the Internship Program. 2. Adequacy of the time allotted for program. 3. Suggestions for improvement in the syllabus. 4. Will the program improve employability? 5. Suggestions to make the internship program more meaningful and effective. 6. Overall feedback about the internship experience. 7. Any other information.

➤ **Students need to submit following documents at the time of final evaluation of the work performed during the Internship Program:-**

1. Internship Completion Certificate (Format Enclosed)
2. Duly signed and completed Log Sheet stating hour wise work done. (Format Enclosed)
3. Feedback form duly signed and stamped by the internship provider. (Format Enclosed)

Student Feedback form (Format Enclosed)

Evaluation of the presentation :

a. The student is supposed to prepare a PowerPoint Presentation covering the above aspects.b.The

evaluation is to be done on the basis of:

- a. Regularity and punctuality
- b. Actual work performed.
- c. Feedback by the internship providing organization.
- d. Nature of contribution made.
- e. Skills learnt.
- f.Problem solving initiative taken.
- g. Learning attitude.

c. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the proposal and make suggestion(s), if any.

Formats required for Internship Program.

- 1. Letter to Internship Providing Organization for inclusion of students.**
- 2. Undertaking from student about his/ her behavior to the college**
- 3. Undertaking from student about his/ her behavior to the organization**
- 4. Log Sheet of work performed during internship.**
- 5. Internship completion certificate**
- 6. Feedback from internship provider organization.**
- 7. Feedback from student**

LETTER TO INTERNSHIP PROVIDING ORGANISATION FOR INCLUSION OF STUDENTS

College Letter Head

To,

The Manager(HR),

----- Co Ltd.

Subject :- Request for inclusion of students of our college for Internship Program...

Madam / Sir,

The College has introduced ‘Internship Program’ for Third Year BBA/ BBA(IB)

The purpose of the internship program is to provide hands-on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide following students of our college (List enclosed) with an opportunity for internship in your esteemed organization.

We would appreciate if you could provide exposure of the following business activities to these students:-

Mention here the key contents of the discipline specific

Subject selected by the student.

We look forward to a mutually rewarding academic association with your organization.

Thank you.

Sincerely, Coordinator,

Principal Internship

Program

UNDERTAKING FROM STUDENT

- 1. Name of the Student : _____**
- 2. Class : T.Y.B.B.A / B.B.A.IB)**
- 3. Division and Roll Number : _____**
- 4. Present address : _____**
- 5. Permanent address : _____**
- 6. Contact Number : _____**
- 7. Contact Number (Parent) : _____**
- 8. Email ID : _____**

To,

The Principal,

----- College, -----

Subject : Undertaking

Respected Madam / Sir,

I am studying in semester VI of T.Y.BBA /BBA(IB) I am going to join -----

(Name of the organization) for my sixty hours internship program during -----

to --. ----- I assure that I will follow all the rules and instruction issued by the internship providing organization. I will be responsible for my behavior and performance during the internship period.

Thank you. Yours

obediently,

(Name & Signature of parent)

(Name & signature of the student) Date :

UNDERTAKING FROM STUDENT

To,

The Manager (HR),

----- (Place)

Subject : Undertaking ..

Respected Madam / Sir,

I am a student of ----- College. I am studying in semester VI of T.Y.BBA/BBA(IB) I am going to join your esteemed organization for my sixty hours internship program during -----to --.

I assure that I will follow all the rules and instruction issued by you. I will be solely responsible for my behavior and performance during the internship period.

I will not disclose any information that is made available to me to anyone during or after the internship period.

I assure you that I will do my best and the internship opportunity provided to me will be a mutually rewarding experience.

Thank you.

Yours sincerely,(Name & signature of the student)

Date :

Place

:

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Letter Head of the Internship Provider Organisation

1. Name of the Student :
2. Name of the College : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Address :
5. Contact Number :
6. Email ID :
7. Special Subject :
8. Internship start date :
9. Internship end date :

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				

[illegible]

Total Hours						

Certified that ----- (Name of the student) has satisfactorily completed the internship program assigned to him.



Name & Signature of
Supervisor

Name & signature
of manager

Name & signature of
section in charge

Date :

INTERNSHIP COMPLETION CERTIFICATE

Letter Head of the Internship Provider Organisation

To,

The Principal,

----- College,

----- (Place)

Subject: Internship Completion Certificate

Dear Madam/ Sir,

I am happy to inform you that following students of your college have successfully completed the No. of Hours..... Internship Program' in this organization.

Sr. No.	Name of the student	Roll No.	Aadhar No.	Special Subject
1.				
2.				
3.				
4.				
5.				

6.				
7.				
8.				

These students have been provided with adequate exposure and necessary hands- on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of organizations.I

wish them every success in future endeavors.

Thank you.

Sincerely,



Name & Signature (Authorised Signatory)

FEEDBACK FROM INTERNSHIP PROVIDER ORGANISATION

Dear Madam/ Sir,

Please provide your valuable feedback about the performance of the student on following parameters.

Your feedback will enable us to make necessary changes in the internship process. Thank you.

Coordinator- Internship Program

Internship Program feedback form

Sr. No.	Particulars	Details
1)	Name of the Supervisor/ Officer	:
2)	Department	:
3)	Designation	:
4)	Name of the Student	:
5)	Name of the College	:
6)	Roll Number	:
7)	Special Subject	:

Part – A – Individual Ranking (Please tick the suitable checkbox)

No.	Parameter for feedback	Excellent	Very Good	Good	Satisfactory	Needs improvement
1)	Domain Knowledge					
2)	Communication Skills					
3)	Punctuality & Dedication					

4)	Ability to work in teams					
5)	Problem solving skills					
6)	Quality of work done					
7)	Effectiveness					
8)	Efficiency					
9)	Ability to take Initiative					
10)	Positive attitude					
11)	Appearance					
12)	Using full potential at work					
13)	Work habits					
14)	Honesty & Integrity					
15)	Creativity					

Please turn over

Part B – SWOC analysis of the student (Please mention below the strengths and weaknesses of the student and the areas for improvement)

Part C – Suggestions to make the internship program more productive and effective.

1.

2.

3.

4.

5. -----

Part D – Changes required in the curriculum to improve employability of students.

1. -----

2. -----

3. -----

4. -----

5. -----

Name, Designation and Signature of the Supervisor / Reviewing Officer Place of Review :



Date of Review :

STUDENT FEEDBACK FORM

1. Name of the Student :
2. Class : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Present address :
5. Contact Number :
6. Email ID :

Please provide your rating about following aspects pertaining to your Internship Experience on the scale of 10; where 10 means strongly agree, and 0 means do not agree at all.

Sr. No.	Parameter	Response
1.	The pre- internship training provided by the college was very useful	
2.	I was properly introduced to the task assigned to me in the organisation	
3.	I was given proper guidance to carry out my responsibility	
4.	My supervisor / officer was very cooperative and supportive	
5.	I found my task interesting and worth learning	
6.	My supervisor / officer addressed to my queries/ doubts quickly	
7.	I received due respect from my colleagues in the organisation	

8.	The contents of the syllabus match with the practical work	
9.	The knowledge that I gained in the college was useful to carry out internship program in a satisfactory manner	
10.	The Internship Program is very useful to enrich my knowledge	

Please give your suggestions to make the internship program more productive and effective.

1. -----

2. -----

3. -----

Please

give your overall feedback about your experience during the internship (Not mentioned above).

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Signature & Name of the student with date.

TYBBA Semester-V			
Course Code: B2-21/506A	Subject : Legal Aspects in Marketing Management		Marks : 100 Credits : 2+2
Course Objectives : 13. To study the laws related to Doorstep Selling/Home Delivery. 14. To know and understand the laws relating to Advertising and Pricing. 15. To study the legal aspects of Online Marketing and CRM. 16. To get the exposure to projects based on Legal Aspects of Marketing Management.			
Course Outcome : After completing the course, the student shall be able to- CO1: Understand the laws related to Doorstep Selling/Home Delivery. CO2: Know the laws relating to Advertising and Pricing. CO3: Know the legal aspects of Online Marketing and CRM CO4: Apply various laws to critically evaluate the marketing activities.			
Unit	Unit Title	Contents	No of Lectures
I	Introduction and Doorstep Selling/Home Delivery	1.1 Introduction to Legal Aspects of Marketing 1.2 Importance, Scope and Features 1.3 Door Step Selling/Home Delivery – Rules, Order Fixation and Cancellation, Applicability of Rules, Terms and Conditions, and Documents needed for	10

		<p>Doorstep Selling/ Home Delivery.</p> <p>1.4 Tele Marketing- Concept, Important, Limitations, Rules and Regulations.</p> <p>1.5 Direct Mail Sales Concepts.</p>	
II	Advertising and Pricing	<p>2.1 Meaning and Definition, Importance, Types of Advertising (TV, Radio, Print form Advertising)</p> <p>2.2 Laws for Broadcasting the Advertisement</p> <p>2.3 Claims for Misleading Advertisement</p> <p>2.4 Harms and Offence – Children, Medicine and Health, National and Societal Interest</p> <p>2.5 Meaning and Importance of Pricing related laws</p> <p>2.6 Laws related to price/payment consumer rights purchase payment regulations</p>	12
III	Online Marketing and CRM	<p>3.1 Meaning and Definition of Online Marketing, Laws relating to Online Marketing.</p> <p>3.2 Legal Consideration for Data Protection (data collected from potential customers, its usage, security)</p> <p>3.3 Cookies –Monitoring and governing of cookies, security</p>	13

		and confidentiality of client data while online marketing 3.4 Concept of CRM, Terms and Conditions related to CRM	
IV	Project Report	Project preparation on any topic from the marketing syllabus.	13
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total			57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc		
I	Introduction and Doorstep Selling/Home Delivery	Lectures/ Presentation/Dis cussion/videos	1. Students are required to visit and collect data from market/field/ Consumer forums/ organizations/supermarke ts/departmental stores/malls individually or in groups and study laws practiced, policies, legal issues, rules of Terms and Conditions. 2. Students are required to prepare a Project on collected data. Note – Colleges can change the topics for projects as per the requirements of the course		<ul style="list-style-type: none">Disciplinary knowledgeCritical thinking	20%
II	Advertising and Pricing	Lectures/Case studies/Discussi on/videos/Model Making		<ul style="list-style-type: none">Reflective ThinkingApplication SkillsEmployability	30%	
III	Online Marketing and CRM	Lectures/ Case Studies/Discussi on/Role Plays		<ul style="list-style-type: none">Critical thinkingApplication Skills	30%	
IV	Project Report			<ul style="list-style-type: none">Critical thinkingEmployabilityDecision Making Skills	20%	

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	2 Credit
I	NA	MCQ		MCQ/	

				Written Examination	
II	NA	NA	NA	MCQ/ Written Examination	
III	NA	NA	NA	MCQ/ Written Examination	
IV	NA	NA	NA	MCQ/ Written Examination	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Marketing and the laws	M. A. Sujan and HaishSujan	New Age Publication, New Delhi
2	Mercantile Law	N.D. Kapoor	S. Chand, New Delhi
3	Mercantile Law	Arun Kumar	Atlantic Publishers & Distributors Pvt Ltd, New Delhi
4	Best Practices in Law Firm Business Development and Marketing	Deborah Brightman Farone	Practising Law Institute, US
5	Mercantile & Commercial Laws	Rohini Agrawal	Taxmann, New Delhi

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Introduction and Doorstep Selling/Home Delivery	-	-	-
2	Advertising and Pricing	-	-	-

3	Online Marketing and CRM	-	-	-
4	Project Report	-	-	-

TYBBA-Semester-V			
Course Code: B2-21/506B	Subject: Legal Aspects of Finance & Security Laws		Marks: 100 Credits: 2+2=4
Course Objectives: 1. To understand the Legal Aspects of Finance & Security Laws. 2. To know the legal provisions to obtain funds from various sources. 3. To explore various finance & securities-related laws in India. 4. To undertake project work related to legal aspects of finance.			
Course Outcome: After completing the course, the student shall be able to CO1: Understand the Fundamentals of legal aspects of Finance. CO2: Understand the process of fundraising through IPO & to explore the legal procedure of IPO listing & Delisting. CO3: Understand various legal requirements regarding the finance under the Companies Act 2013. CO4: Understand the practical legal aspects t			
Unit	Unit Title	Contents	No of Lectures

I	Introduction to legal aspects of Finance	1.1 Overview of Indian Financial System, 1.2 Introduction to Legal aspect: - Finance, Securities Market. 1.3 Overview of Governing Rules & Regulations related to Insurance, Banking, Capital Markets, and Money Market. 1.4 Overview and functions of Forward Market Commission of India (FMC). 1.5 Overview and functions of Pension Fund Regulatory and Development Authority (PFRDA).	12
II	Listing of Securities	2.1 Listing of Securities, Procedure, and legal Compliances. 2.2 SEBI's Notification 2018 regarding Issue of Capital and Disclosure Requirements(ICDR). 2.3 Procedure for Issue of Various Types of Shares and Debentures. 2.4 Delisting of Securities.	12
III	Companies Act 2013 & Investor Protection	3.1 Introduction & Overviews of Companies Act 2013. 3.2 Overview of Fundamental Documents- Memorandum of Associations(MOA), Articles of Associations (AOA). 3.3 Importance of Preparation of Financial Statements & its disclosure. 3.4 Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013. 3.5 Legal aspects related to Investor awareness and Protection.	12
IV	Project	Students need to prepare project on any topic related to legal aspects of finance.	12
No of Lectures			48
No of Lectures for Evaluation			09

Total No of Lectures	57
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Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc.		
1	Introduction to legal aspects of Finance	Group Discussion, Group Assignments.		To understand the Various Legal requirements & regulations of Finance.	Understanding the legal aspects of finance.	20%
2	Listing of Securities	Case Study, Group Discussion Based on SEBI Rules & Regulations.		To understand the legal procedure of listing of Securities.	Understanding the legal compliances for fund raising through public issues.	25%
3	Companies Act 2013 & Investor Protection	Case Study, Group Discussion, Need-Based Project or Assignments on Investor Protection.	----	To understand the Legal Significance of the Companies Act 2013 from finance point of view.	Understanding the rules and regulation of Companies Act for finance and investors protection.	30%

4	Project	--	--	--		25%
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Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz on importance of Legal aspects of Finance.				NA
II	Presentations on legal Procedure of Listing of Securities.				NA
III	MCQs on Investors Protection & Awareness.				NA
IV	Project Work				NA

Suggested Topics for Projects:-

1. Study of IPOs recently listed on stock market.
2. Case studies of Success and Failure of IPOs Recently listed.
3. Study of Listing Obligation and Disclosure Requirement (LODR 2015) under SEBI.
4. Study on Use of Investor Protection fund by SEBI.
5. Investor Education and Protection under SEBI Regulations
6. Investor Education and Protection under Companies Act, 2013,
7. Importance of Financial Education & Investor Grievance Redressed Mechanism at SEBI.
8. Actual of Working of GST IT infrastructure.
9. Implications of GST on Small vendors/businesses.
10. Benefits of GST to the Business & Government.
11. Study of Derivatives in the stock market & their importance for hedging.
12. Actual of Working of IRDA, Money Market, Capital Market, PFC, FMC, PFRDA etc.
13. Study of historical overview of legal aspects of finance.
14. Project on Recent Corporate Governance related cases in various companies.
15. Any other topic can be given based on the syllabus.

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House	--	Mumbai
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House	--	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	--	Delhi
4	Financial Services and Markets	Dr. S.Gurusamy	Thomas	--	Delhi
5	SEBI Practice Manual; 59/32, NewRohtak Road, New Delhi-110005.	V.L. Iyer	Taxman Allied Service (P) Ltd.	--	Delhi
6	Indian Financial Systems	M.Y. Khan	Tata McGraw Hill.	--	Delhi
7	SEBI – Law, Practice & Procedure	S. Suryanarayanan	Commercial Law Publishers (India) V. Varadarajan Pvt. Ltd.	--	Delhi
8	Compliances and Procedures under SEBI Law	Mamta Bhargava	Taxmann: SEBI Manual	--	Delhi

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles /Case studies
1	Introduction to legal aspects of Finance	<u>MOOC</u> Fundamentals of Legal Aspects of Business By Dr. Mamta Brahmabhatt, B .K. School of Professional Studies and Management, Gujarat University on Swayam. (This is an AICTE Approved Course) https://onlinecourses.swayam2.ac.in/cec21_mg02/preview	--	--

2	Listing of Securities	MOOC Introduction to Investments By S.G. Badrinath, Indian Institute of Management Bangalore https://onlinecourses.swayam2.ac.in/imb19_mg09/preview	--	--
3	Companies Act 2013 & Investor Protection	--	--	--
4	Project Work	--	--	--

TYBBA Semester-V			
	Course BBA Code: B2 -21 /506C	Subject : Legal aspects in HR	Marks : 100 Credits : 4 (2+2)
	Course Objectives : 17. To understand the legal aspects of Human Resource. 18. To design critical thinking by learning judgments related to problems in Case Studies of Human Resource. 19. To study and explain rights of employees at work place.		
	Course Outcome : After completing the course, the student shall be able to - CO1: Understand the recent happening in important legal concepts of Human Resource. CO2: Understand the challenges faced/confronted in recent times. CO3: Implement the legal aspects of the HR Department		

Unit No.	Unit Title	Contents
1	Introduction	1.1 Employer, employee, Rights of an employee at work place. HR Policy- Meaning and its importance. Legal issues related to HR in the Organisation
2	Wage & Salary Administration and The Workmen's Compensation Act, 1923	Wage & Salary Administration- Meaning & Definition of Wage & Salary, Objectives of Wage & Salary Administration, Wage Differentials, Factors affecting Wage & Salary Levels The Workmen's Compensation Act,1923- Introduction, Main Features of the Act, Definitions, Provisions under the Act.
3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013	The Payment of Gratuity Act,1972 Introduction, Scope and Application, Definitions and Provisions under this Act. Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013 Introduction, Main Features of the Act, Provisions, Vishaka Guidelines
4	Business Exposure in HR	

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project – 2 credits - 40%	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Presentations	Students must do fieldwork, survey, analysis of data, prepare a hard binding project report. The project report must be submitted to the college along with a soft copy of the same.		<ul style="list-style-type: none"> Disciplinary knowledge Critical thinking 	20%
II	Exercise on Wage Differentials Caselets solution sessions and discussion on same.			<ul style="list-style-type: none"> Disciplinary knowledge 	20

III	Group Discussion on The Workmen's Compensation Act,1923		<ul style="list-style-type: none"> • Problem Solving • Analytical Reasoning • Employability 	30%
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Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Labour & Industrial Laws	S.N.Mishra	Central law publication	Allahabad
2	Industrial and Labour Laws	S. P. Jain, Simmi Agarwal	Dhanpat Rai & Co. (P) LTD.	New Delhi
3	Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013	-	Professional book publishers	Delhi
4	Labour and Industrial laws	H L Kumar	Universal Publication	Delhi
5	Labour and Industrial laws	P.K. Padhi	PHI learning Private Ltd	Delhi

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies

1	Sage Publication legal online cases in HR	-	-	https://us.sagepub.com/en-us/nam/cases-in-human-resource-management/book249456
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