



**MES Garware College of Commerce, Pune, India
(Autonomous)**

**Affiliated to
Savitribai Phule Pune University**

AUTONOMY HANDBOOK

**Choice Based Credit System - CBCS
(2021 Pattern)
With effect from Academic Year 2022-23**

**Degree Programme of
Bachelor of Business Administration (BBA)**

Course Contents

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Course Contents

Course Code: B2-21/301	Subject/Course: Principles of Human Resource Management and Organizational Behavior	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To understand basic concept of HRM 2. To make aware students about traditional & modern methods of procurement & development in organization. 3. To know the major trends in HRM & OB 4. To understand the basic concept of OB also to develop knowledge about major trends 		
Course Outcome: After completing the course, the student shall be able to CO1: Learn the importance of HRM functions in the business CO2: Understand the history, operations of HRM&OB CO3: Up gradation of knowledge of new trends in Recruitment and Selection. CO4: To develop group cohesiveness.		

Unit	Unit Title	Contents	No. of Lectures
I	Introduction to HRM	1.1 Definition, Concepts, scope, importance 1.2 Functions ,Objectives & limitations, , 1.3 Role of HR Manager 1.4 HRP-Concept, Definition, Merits & Demerits, process , influencing factors of HRP	11
II	Procurement	2.1 Recruitment and Selection -Concept, Definition, 2.2 Sources of recruitment and their utility in identifying vacancies, 2.3 Methods of recruitments and difference between Recruitment and selection 2.4 E-recruitment and selection 2.5 Job Evaluation – Job description , Job specification , Job enlargement	13

Unit	Unit Title	Contents	No. of Lectures
III	Training & Development	3.1 Training & Development- 3.2 Concept, definition, importance, and difference between Training and development 3.3 Methods, E- Training, 3.4 Recent trends in Training	12
IV	Introduction to Organizational Behavior	4.1 Definition, concept, scope OB 4.2 Models of OB, 4.3 Major trends in OB 4.4 Managing Cultural diversity 4.5 Organizational change: Need and Importance	12
Total No. of Lectures			48
Evaluation			9

Teaching Methodology:

Unit No	Suggestive teaching methodology	Practical	Outcome expected	Weightage of Marks (%)
			Conceptual understanding Knowledge / Skills / Attributes etc.	
1	Lecture, Interactive teaching and role play	NA	Conceptual understanding	20%
2	Students activity of Searching links about E-recruitment and E-selection.	NA	Conceptual understanding	25%
3	Guest lecture	NA	Conceptual understanding	25%
4	Case Study , Video clips on Cultural Diversity	NA		30%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Test and presentation work	MCQ	Assignment	25% MCQ Short notes 35% Long answers 40%	NA
2	Assignment and Quiz	MCQ	Assignment		
3		MCQ	Presentation		
4		MCQ	Presentation		NA

Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Organisational Behaviour: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House	Mumbai
2	Organisational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson Education, Inc	New Delhi
3	Organisational Behaviour	S. S. Khanna	S. Chand & Company Ltd.	New Delhi
4	Organisational Behaviour: Text & Cases	Suja R, Nair	Himalaya Publishing House	Mumbai
5	Organisational Behaviour	Jit S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
6	Human Resources Management.	–L.M. Prasad	Sultan and Chand Publishing Company	New Delhi
7	Human Resources Management.	K. Ashwathappa –	Tata McGraw Hill	New Delhi

Suggested Web/E-Learning Resources

Sr. No.	Topic of the course	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Link	Journals / Articles / Case studies
1		Swayam Course - HRM	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	Online - http://jhr.uwpress.org/
2		Swayam Course – HRM for non-HR people	https://onlinecourses.swayam2.ac.in/cec20_mg20/preview	Online - https://www.sciencedirect.com/journal/research-in-organizational-behavior

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Course Code: B2-21/302	Subject/Course : Productions and Operations Management	Marks : 100 Credits: 3
Course Objectives : <ul style="list-style-type: none"> • To understand the basic concepts of Production and Operations Management • To know the Plant location and layout concepts • To make the students aware of the concepts of Materials and Maintenance Management • To acquaint the students with the concept of Production Planning and Control • To give an exposure of Quality Management Concepts to the students 		
Course Outcome : After completing the course, the student shall be able to <p>CO1: Understand the basic Accounting concepts and Accounting Standards along with their applications and also emerging trends in Accounting. Understand the basic concepts of Production and Operations Management.</p> <p>CO2: Know the concepts of Plant Location and Layout</p> <p>CO3: Understand the Materials and Maintenance Management concepts</p> <p>CO4: Be acquainted with the Quality Management Concepts</p>		

Unit	Unit Title	Contents
I	Introduction to Production and Operations Management	1.1 Meaning & Definition of Production and Operations Management, Classification, 1.2 Objectives, Functions and Scope of Production and Operations Management, 1.3 Waste Management - Scrap and Surplus Disposal, Salvage and Recovery. 1.4 Definition and Objectives of Plant Location, 1.5 Importance of Location, Locating Foreign Operations Facilities, Location Decision Process; 1.6 Principles of Layout, Objectives of a Good Plant Layout, Factors for a Good Plant Layout, Types of Layout

Unit	Unit Title	Contents
II	Product and process Design	2.1 Meaning, concept, importance of Product design 2.2 Types of design, relation to Product life cycle 2.3 Product development process 2.4 Product Policy 2.5 Strategies of product development 2.6 Process design
III	Materials and Maintenance Management	3.1 Definition of Material Management, 3.2 Material Handling Principles and Practices, 3.3 Inventory Control: 3.4 Definition and Importance of Maintenance Management, 3.5 Objectives of Maintenance Management, 3.6 Types of Maintenance Systems
IV	Production Planning and Production Control	4.1 Production Planning: Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing Scheduling, 4.2 Master Production Schedule, Production Schedule, Dispatch, Follow up. 4.3 Production Control-Meaning, Objectives, Factors affecting Production Control.
V	Quality Management	5.1 Concept of Quality, TQM, Statistical Quality Control and techniques, 5.2 Quality Circles, Kaizen, Kanban, Six Sigma 5.3 ISO standards.
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Production and Operations Management (POM)	PPT, discussion, demonstration, videos	-	Students will be able to understand the basic concepts of POM	➤ Conceptual skills, reflective skills	25%
2	Plant Location and Layout	PPT, diagrammatic representation, discussion, videos	-	Students will be able to know the concepts of Plant location and layout	➤ Conceptual skills, critical thinking and reflective skills	20%
3	Materials and Maintenance Management	PPT, case study, discussion	-	Students will be able to understand the Materials and Maintenance Management Concepts	➤ Conceptual skills, critical thinking, analytical thinking, reflective skills	20%
4	Production Planning and Production Control (PPC)	PPT, case study, discussion	-	Students will be acquainted with the concepts of PPC	➤ Conceptual skills, reflective skills and analytical skills	20%
5	Quality Management	PPT, Diagrams, discussion.	-	Students will be able to understand the Quality Management Concepts	➤ Conceptual skills, reflective skills and analytical skills	15%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz	5			NA
II	Case study solving	5			NA
III	Home assignments	10			NA
IV	Descriptive paper	-	20	60	NA

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	Productions and Operations Management	L.C. Jhamb	Everest	7th	Pune
2.	Productions and Operations Management	Shridhar Bhat	Himalaya	-	Mumbai
3.	Productions and Operations Management	Chunawala & Patel	Himalaya	-	Mumbai
4.	Productions and Operations Management	J.P.Saxena	McGraw Hill	-	NY, USA
5.	Plant Layout and Materials Handling	James Apple	Wiley	-	Houston, USA

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Production and Operations Management	https://nptel.ac.in/courses/110107141 https://www.youtube.com/watch?v=mSJ8LGD_uXI https://www.youtube.com/watch?v=viIBhQEufM	-	-
2.	Product and Process Design	https://www.youtube.com/watch?v=oLmSw236UFA (NPTELHRD)	-	-
3.	Materials and Maintenance Management	https://www.youtube.com/watch?v=f58SW0Hwcf0 (NPTELHRD)	-	-
4.	Production Planning and Production Control (PPC)	https://nptel.ac.in/courses/112107143	-	https://www.youtube.com/watch?v=PRjExZxWsNc
5.	Quality Management	https://onlinecourses.nptel.ac.in/noc20_mg34/preview	-	-

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Course Code : B2-21/303	Subject/Course : Global Competencies and Personality Development	Marks: 100 Credits: 3
Course Objectives : <ol style="list-style-type: none"> 1. To develop reasonable knowledge about Competencies and Personality Development. 2. To build self-confidence, enhance self-esteem, and improve overall personality of the students. 3. To enhance global and cultural competencies of the students. 4. To groom the students for appropriate behavior in social and professional circles. 		
Course Outcome : After completing the Course, the student shall be able to: <p>CO1: To understand the nature, meaning, competencies required for a pleasing personality and learn various theories of personality development.</p> <p>CO2: To understand the concept of Global Competence and develop self- esteem and self-confidence among the students.</p> <p>CO3: To understand and learn global and cultural competencies for positive attitude development and explain various styles and qualities of leaders and encourage students for effective leadership.</p> <p>CO4: To understand the social and professional grooming traits and study various social and international etiquette.</p>		

Unit	Unit Title	Contents
I	Introduction to Personality Development and Theories.	1.1 Define Personality and different types of Personalities, Factors of Association-Five Factor Model, Personality Traits /Determinants. (Traits required to be successful at global level) 1.2 Developing Positive Personality, Importance of Empathy and Emotional Intelligence, Ethics and Values (National and International protocols for individuals as well as business) 1.3 Building emotional stability, Types of Personalities – Introvert, Extrovert & Ambivert person, Effective Communication & Its key aspects. 1.4 Interpersonal Relationship, Personality – Spiritual journey beyond management of change, good manners & Etiquettes
II	Global Competence and Self	2.1 Self-Assessment-Finding Own Personality type (Conduct any Personality Test like Myers Briggs’ 16 Categories of Personalities.

Unit	Unit Title	Contents
	Development	<p>2.2 Goal Setting- SWOT Analysis, Interpersonal skills, understanding people/Social behavior- Johari Window (Understand how behaviors and social etiquette differ across the world)</p> <p>2.3 Ability to work in Team- Be a team player, adapt in different cultural and work styles, Maintain professional and social relationships,</p> <p>2.4 Self Esteem and Maslow, Self Esteem & Erik Erikson, Mind Mapping, Competency Mapping & 360 Degree Assessment.</p> <p>2.5 Assertiveness, Decision making skills, Conflict: Process & Resolution, Leadership & Qualities of Successful Leader.</p>
III	Development of Social and Interpersonal Skills	<p>3.1 Creating impressive Self Image, and critical thinking skills</p> <p>3.2 Motivation-Need for self- motivation, National and International standards and how they differ in major countries of business)</p> <p>3.3 Social Etiquettes and Grooming basics, Body Language-Basic understanding and projecting Positive Body Language, Dressing Etiquettes and Hygiene, First Impressions.</p> <p>3.4 Effective Speech, Understanding Body language, projective positive body language</p> <p>3.5 Attitude - Concept -Significance -Factors affecting attitudes – Positive attitude–Advantages –Negative Attitude- Disadvantages</p>
IV	Projecting a Positive Social Image	<p>4.1 Traits of a globally competent individual – (Adaptability/Team player/flexible/people’s skills etc.), Self- adaptability and awareness about others (Cross culture adaptiveness)</p> <p>4.2 Bridging the differences, Understanding Cross-Cultural values and ethics, Global Communication Styles.</p> <p>4.3 Business protocols and practices and personal lifestyles –(How they vary from country to country and the need to adapt).</p> <p>4.4 Stress Management: Introduction, Causes, stress management techniques.</p> <p>Time management: Importance of time management, Techniques of time management, Time management styles.</p>
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Personality Development and Theories	Group Discussion & Quiz	Popular case studies on Personality Development and Theories	Understand the Fundamentals of Personality Development and Theories	<ul style="list-style-type: none"> ➤ To study the nature and meaning of personality. ➤ To understand various factors affecting personality development of an individual. 	20%
2	Global Competence and Self Development	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Global Competence and Self Development	Understand the need of Global Competence and Self Development	<ul style="list-style-type: none"> ➤ To understand the concept of Global Competence. ➤ To decipher the characteristics of globally competent individual and encourage students to develop that characteristics among themselves. 	25%
3	Development of Social and Interpersonal Skills	Informative lectures, case studies and presentations.	Presentations and Talks on Development of Social and Interpersonal Skills	Understand various aspects of Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> ➤ To explain various techniques for effective communication. ➤ To train students for 	30%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
					impressive self-introduction.	
4	Projecting a Positive Social Image	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	Presentations and talks on Projecting a Positive Social Image Role plays on Projecting a Positive Social Image.	Understand the need for and importance of Projecting a Positive Social Image	➤ To explain the importance of positive social image of the individual. ➤ To introduce basics of grooming and effective use of body language.	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz and Discussions on Consumer Protection Act and Market Structure.				NA
II	Presentations on Unfair Trade Practices and Regulatory Standards				NA
III	MCQs/ Presentations on Consumer Protection Bodies/ Councils and its Functions				NA
IV	Group Discussion on Role of Industry and Non-commercial Organizations in Consumer Protection.				NA

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Edition	Place
1.	Personality development.	Swami Vivekananda	Adhyaksha Advaita Ashram	2009	New Delhi
2.	Personality Development and Communication skills.	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju	Himalaya Publishing House.	2006	New Delhi
3.	Effective Life Management.	Swami Amartyananda	Advaita Ashrama	2012	New Delhi
4.	Personality Development and Soft Skills.	BarunMitra	Oxford University Press	2013	New Delhi
5.	Soft Skills- Personality Development for Life Success.	Prashant Sharma	BPB Publication	2017	New Delhi
6.	Theories of Personality 4th Edition.	Hall CS, Lindsey G and Campbell J B	Wiley	2002	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 Personality Development and Theories	<p>Courses</p> <p>Personality Development - Course (swayam2.ac.in)</p> <p>Developing Soft Skills and Personality - Course (nptel.ac.in)</p> <p>Free Online Course: Personality Development from Swayam Class Central</p>	--	<p>Personality Development Articles (managementstudyguide.com)</p> <p>Personal Development Articles (essentiallifeskills.net)</p> <p>Personal Development Articles Everyday Power</p>

SR NO	Topic	Lectures (Available on Youtube / Swayam / MOOCS etc)	Films	Journals / Articles / Case studies
2	Global Competence and Self Development	<p>Courses</p> <p>Personality Development - Course (swayam2.ac.in)</p> <p>Developing Soft Skills and Personality - Course (nptel.ac.in)</p> <p>Free Online Course: Personality Development from Swayam Class Central</p>		<p>Personality Development Articles (managementstudyguide.com)</p> <p>Personal Development Articles (essentiallifefskills.net)</p> <p>Personal Development Articles Everyday Power</p>
3	Development of Social and Interpersonal Skills	<p>Courses</p> <p>Personality Development - Course (swayam2.ac.in)</p> <p>Developing Soft Skills and Personality - Course (nptel.ac.in)</p> <p>Free Online Course: Personality Development from Swayam Class Central</p>	--	<p>Personality Development Articles (managementstudyguide.com)</p> <p>Personal Development Articles (essentiallifefskills.net)</p> <p>Personal Development Articles Everyday Power</p>
4	Projecting a Positive Social Image	<p>Courses</p> <p>Personality Development - Course (swayam2.ac.in)</p> <p>Developing Soft Skills and Personality - Course (nptel.ac.in)</p> <p>Free Online Course: Personality Development from Swayam Class Central</p>	--	<p>Personality Development Articles (managementstudyguide.com)</p> <p>Personal Development Articles (essentiallifefskills.net)</p> <p>Personal Development Articles Everyday Power</p>

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Course Code : B2-21/304	Subject/Course : Fundamentals of Sustainable Development	Marks : 100 Credits: 3
Course Objectives : <ol style="list-style-type: none"> 1. To explain the concept of Sustainable Development in detail. 2. To introduce the approaches to the study of Sustainable Development. 3. To study the Economic, Socio-political and Ecological aspects of Sustainable Development. 4. To study various sustainable strategies of firms. 		
Course Outcome : After completing the course, the student shall be able to <p>CO1: Understand the concept of Sustainable Development.</p> <p>CO2: Acquire knowledge about various approaches to the study of Sustainable Development.</p> <p>CO3: Understand the Economic, Socio-political and Ecological aspects of Sustainable Development.</p> <p>CO4: Understand the strategies adopted by firms for Sustainable Development.</p>		

Unit	Unit Title	Contents
I	Introduction to Sustainable Development	1.1 Meaning, Definition, Brief Historical background. 1.2 Features and Principles 1.3 Sustainable Development Goals (SDGs), United Nations Global compact 1.4 Significance and Challenges 1.5 Sustainability as a key driver of Innovation 1.6 Introduction to National and Global Reporting Standards.
II	Approaches to the study of Sustainable Development	2.1 Positivist approach 2.2 Multi-dimensional approach 2.3 Eco-system approach 2.4 Indigenous views 2.5 Triple bottom -line approach – People, Planet and Profit
III	Aspects of Sustainable Development	Introduction to: 3.1 Economic aspects 3.2 Socio-political aspects 3.3 Ecological aspects

Unit	Unit Title	Contents
IV	Sustainable Strategy of Firms	4.1 Need to adopt sustainable strategy 4.2 Methods of implementing sustainable strategies by firms 4.3 Strategy for Sustainable Development: Community Knowledge, Harness Technology, Innovative Practices, Co-operation and Partnership 4.4 Green organization 4.5 Corporate Social Responsibility and Corporate Governance
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction to Sustainable Development	Interactive lecture, Group discussions		Understand the concept of Sustainable Development.	Conceptual understanding Thinking abilities Develop concern for environment	20%
2	Approaches to the study of Sustainable Development	Participatory learning, Case study, Presentations		Acquire knowledge about various approaches to the study of Sustainable Development	Develop critical thinking skills Reasoning skills	20%
3	Aspects of Sustainable Development	Brainstorming sessions, Situational Analysis		Understand the Economic, Socio-political and ecological aspects of Sustainable Development	Logical application Analytical Thinking ability Reasoning skills	20%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
4	Sustainable Strategy of Firms	Expert lecture, Case study		Understand the strategies adopted by firms for Sustainable Development	Conceptual clarity Exposure to strategic formulation ability Develop critical thinking skills	20%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Quiz			25% MCQ	NA
2	Presentations			Short notes 35% Long answers 40%	NA
3	MCQs				NA
4	Group Discussions				NA
5	Case Study				NA

Suggested Readings :

Sr. No.	Title of the book	Author	Publication	Edition	Place
1.	Sustainable Economic Development and Environment	Raj Kumar Sen, Kartik C. Roy	Atlantic Publishers and Distributors Pvt. Ltd.	-	India

Sr. No.	Title of the book	Author	Publication	Edition	Place
2.	Sustainability Management	Deb Prasanna Choudhury	Zorba Books	-	India
3.	Sustainable Development and Environment	Snigdha Tripathi	Ankit Publication	-	India
4.	Concepts and Approaches for Sustainability Management	Khai Ern Lee	Springer International Publishing	-	Switzerland AG
5.	Introduction to Sustainable Development	Martin J. Ossewaarde	SAGE Publications Pvt. Ltd; First edition	1st	-
6.	Theory and Practice with Case Studies (CSR, Sustainability, Ethics & Governance)	Dr Mark Anthony Camilleri	Springer	1st	-

Suggested Web/E-Learning Resources :

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films / Links	Journals / Articles / Case studies
1.	Introduction to Sustainable Development	https://onlinecourses.nptel.ac.in/noc21_mg94/preview https://www.egyankosh.ac.in/fbvideo.jsp?src=2664620963825546&title=%20Sustainable%20Development0	https://egyankosh.ac.in/bitstream/123456789/12780/1/Unit-4.pdf https://onlinecourses.swayam2.ac.in/nou21_ge14/preview	https://www.researchgate.net/publication/222795821_Sustainable_Development_A_Critical_Review

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films / Links	Journals / Articles / Case studies
2.	Approaches to the study of Sustainable Development	-	https://egyankosh.ac.in/bitstream/123456789/12779/1/Unit-3.pdf	-
3.	Aspects of Sustainable Development	-	https://egyankosh.ac.in/bitstream/123456789	-
4	Sustainable strategy of firms	https://onlinecourses.nptel.ac.in/noc21_mg94/preview https://onlinecourses.swayam2.ac.in/imb21_mg13/preview https://nptel.ac.in/courses/11	-	https://www.researchgate.net/publication/332414437_Sustainable_Business_Strategy#:~:text=Sustainable%20business%20strategy%20is%20the,shareholders%20C%20and%20the%20wide%20society.

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Course Code: B2-21/305A	Subject/Course : Consumer Behaviour and Sales Management	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To develop significant understanding of Consumer behaviour in Marketing. 2. To understand the relationship between consumer behaviour & Sales Management. 3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management. 4. To develop an understanding about the selection and evaluation procedures in a sales organization. 		
Course Outcome: After completing the course, the student shall be able to <p>CO1: Understand the concept of Consumer behaviour in Marketing.</p> <p>CO2: Understand the relationship of Consumer behaviour and sales management.</p> <p>CO3: Understand the decision making aspects & its implementation considering consumer behaviour in Sales Management.</p> <p>CO4: Understand about the selection and evaluation procedures in a sales organization.</p>		

Unit	Unit Title	Contents
I	An Introduction to Consumer Behaviour	<ul style="list-style-type: none"> • Introduction to Consumer Behavior; Consumer Behavior and marketing Strategy, Methods of consumer research, Applications of consumer behavior knowledge in marketing. • Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. • Segmentation, Consumer Decision making process and decision-making roles Information Search Process; Evaluative criteria and decision rules. • Are consumers Rational or emotional. Involvement theory and applications
II	Impact of Socio- Cultural elements on Consumer Behavior.	<ul style="list-style-type: none"> • Consumer needs, theories of Motivation and their applications. Brand loyalty, Brand extensions. • Attitudes and Attitude Change. Attribution theory and Cognitive dissonance. Reference Group Influence.

Unit	Unit Title	Contents
		<ul style="list-style-type: none"> • Culture, Values and beliefs, Rituals, Customs, Tradition, Symbol, and influence in consumption. Consumer learning of culture, Consumer Socialization. • Subcultures and Cross-Cultural issues in marketing, family life cycle and decision-making.
III	Elements of Salesmanship and Sales Management	<ul style="list-style-type: none"> • Salesmanship Fundamentals and Nature of selling, Theories of salesmanship and AIDAS Theory, Qualities of salesmen, Concept of Personal selling, Stages in the personal selling process, • Objectives of sales management and Sales Function. • Sales organizations and its purposes, Setting up of sales organizations, Types of sales organizations. • Concept of Sales territory - Procedures for setting up Sales territories. Sales Budget and Sales Quota content of sales budgets, Types of quotas.
IV	Selection and Evaluation in Sales Management.	<ul style="list-style-type: none"> • Recruitment and Selection, Sales job description, Building Sales training programmes, Selecting training methods, Execution, and evaluation of training programmes Selection - Screening, Interviewing/Testing, Recruiting salespersons. • Concept of motivation, need for motivating salespersons, Compensating Salesmen, Requirement of a good sales compensation plan, Types of compensation plans. • Performance Evaluation for Salesmen - Standards of performance, Relation of performance, standard to personal selling objectives, Recording actual performance, Planning and staging sales meetings, Sales contests etc.
No of Lectures		48 (48 min)
No of Lectures for Evaluation		09
Total No of Lectures		57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	An Introduction to Consumer Behaviour	Group Discussion & Quiz	Research study on Consumer behavior and approaches.	Understand the Fundamentals of Consumer Behavior.	<ul style="list-style-type: none"> ➤ Understand the fundamentals of consumer behavior. ➤ Understand various aspects of consumer behavior approach. 	20%
2	Impact of Socio-Cultural elements on Consumer Behavior	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Impact of Socio-Cultural elements on Consumer Behavior	Understand Impact of Socio-Cultural elements on Consumer Behavior	<ul style="list-style-type: none"> ➤ Understand the Impact of Socio-Cultural elements on Consumer Behavior. 	25%
3	Elements of Salesmanship and Sales Management	Informative lectures, case studies and presentations.	Presentations and Talks Elements of Salesmanship and Sales Management	Understand core Elements of Salesmanship and Sales Management.	<ul style="list-style-type: none"> ➤ Understand core Elements of Salesmanship and Sales Management and its Structure 	30%
4	Selection and Evaluation in Sales Management.	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	Presentations and talks Selection and Evaluation in Sales Management.	Understand the procedures in Selection and Evaluation in Sales Management.	<ul style="list-style-type: none"> ➤ Understand the procedures in Selection and Evaluation in Sales Management. 	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz and Discussions on Consumer behavior and approaches.				NA
II	Presentations on Impact of Socio- Cultural elements on Consumer Behavior				NA
III	MCQs/ Presentations on Elements of Salesmanship and Sales Management.				NA
IV	Group Discussion on Selection and Evaluation in Sales Management.				NA

Suggested Readings :

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Consumer Behaviour & Sales Management	Still, Cundiff & Govani,	Pearson Education	2009	New Delhi
2	Consumer Behaviour & Sales Management	Havaladar & Cavale	TMGH	2005	New Delhi
3	Consumer behavior & Sales Mgmt	SL Gupta	Excel books	2011	Pune
4	Consumer behavior & Sales Mgmt	David L.	Tata McGraw Hill	2014	Mumbai
5	Consumer behavior & Sales Mgmt	Batra, Kazmi	Excel Books	2010	New Delhi
6	Sales Management,	Bill Donaldson	Palgrave Publications	2002	UK
7	Consumer Behavior - An Indian perspective	Dr. S.L Gupta, Sumitra Pal	Sultan Chand and Sons	2013	New Delhi

Suggested Web/E-Learning Resources :

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1	Consumer Protection Act and Market Structure	Courses Consumer Behaviour - Course (swayam2.ac.in) Consumer Behaviour - Course (nptel.ac.in) Consumer Behaviour edX	—	Consumer Behaviour Articles (managementstudyguide.com) Journal of Consumer Behaviour - Wiley Online Library
2	Unfair Trade Practices and Regulatory Standards	Consumer Behaviour - Course (swayam2.ac.in) Consumer Behaviour - Course (nptel.ac.in) Consumer Behaviour edX	—	Journal of Consumer Behaviour - Wiley Online Library. Consumer Behaviour Articles (managementstudyguide.com)
3	Consumer Protection Bodies/ Councils and its Functions	Consumer Behaviour - Course (swayam2.ac.in) Consumer Behaviour - Course (nptel.ac.in) Consumer Behaviour edX	--	Consumer Behaviour Articles (managementstudyguide.com) Journal of Consumer Behaviour - Wiley Online Library.
4	Role of Industry and Non-commercial Organizations in Consumer Protection	Consumer Behaviour - Course (swayam2.ac.in) Consumer Behaviour - Course (nptel.ac.in) Consumer Behaviour edX	--	Journal of Consumer Behaviour - Wiley Online Library. Consumer Behaviour Articles (managementstudyguide.com)

Websites: www.ncdr.nic.in www.consumeraffairs.nic.in www.iso.org www.bis.org.in
www.consumereducation.in www.consumervoice.in www.fssai.gov.in www.cercindia.org

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Course Code : B2-21/305B	Subject/Course : Management Accounting	Total Marks : 100 Credits : 3+1
Course Objectives : <ol style="list-style-type: none"> 1. To impart basic knowledge of Management Accounting. 2. To study format of Financial Statements and, its Methods of Analysis and Ratio Analysis 3. To understand the implications of Marginal Costing for decision making. 4. To study use of Budget & Budgetary Control in the business. 		
Course Outcome : After completing the Course, the student shall be able to CO1: Gain basic knowledge of Management Accounting. CO2: Understand the format of Financial Statements and, its Methods of Analysis and Ratio Analysis CO3: Apply the implications of Marginal Costing for decision making CO4: Apply tools of Budget & Budgetary Control in the business.		

Unit	Unit Title	Contents	No of Lectures
I	Introduction of Management Accounting	1.1 Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations. 1.2 Distinction between Financial Accounting and Management Accounting. 1.3 Distinction between Cost Accounting and Management Accounting.	10
II	Analysis and Interpretation of Financial Statement	2.1 Introduction of Schedule III as per Company Act 2013, (Financial Statement Format) 2.2 Methods of Analysis- Comparative statements, Common size statements, Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement. 2.3 Introduction of Ratio Analysis -Meaning, Necessity & Advantages of Ratio Analysis. 2.4 Types of Ratios- Liquidity Ratios, Leverage	14

Unit	Unit Title	Contents	No of Lectures
		Ratios, Activity Ratios, profitability Ratios Current ratio, Quick ratio, Gross profit ratio, Net profit ratio, Operating expenses ratio, Debt equity ratio, Debtors turnover ratio Stock turnover ratio (Theory and Simple Problems)	
III	Marginal Costing	3.1 Marginal Costing- Meaning, Definition of Marginal Cost and Marginal Costing, 3.2 Advantages and Limitations of Marginal Costing, 3.3 Concept of Contribution, Profit volume ratio (PVR), Breakeven point (BEP), Margin of Safety (MOS) 3.4 Problems on Contribution, PVR, BEP, MOS, Decision Making & Product mix (Theory and Simple Problems)	12
IV	Budget & Budgetary Control	4.1 Budget and Budgetary Control-Meaning, Definition, Nature of Budget and Budgetary Control 4.2 Types of Budgets- As per Time, Functions and Variability 4.3 Objectives of Budget and Budgetary Control 4.4 Steps in Budgetary Control, 4.5 Advantages and Disadvantages of Budgetary Control 4.5 Cash Budget & Flexible Budget (Theory and Simple Problems)	12
Total No of Teaching Lectures			48 (48 min)
Total No of lectures for Evaluation			9
Total No of lectures			57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Practical (If any) 20 marks	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction of Management Accounting	PPT, Group Discussion	NA	Gain basic knowledge of Management Accounting.	➤ Disciplinary knowledge	20%
2	Analysis and Interpretation of Financial Statement	PPT, Group Discussion, Problem Solving	Practical details are given below	: Understand the format of Financial Statements and, its Methods of Analysis and Ratio Analysis	➤ Problem Solving ➤ Research related skills ➤ Application Skills	30%
3	Marginal Costing	PPT, Group Discussion, Problem Solving	NA	Application of the implications of Marginal Costing for decision making.	➤ Leadership Readiness/Qualities ➤ Decision Making Skills	25%
4	Budget & Budgetary control	PPT, Group Discussion, Problem Solving	NA	Application of the tools of Budget & Budgetary Control in the business.	➤ Self-directed Learning ➤ Professional Skills	25%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any) 20 Marks
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I, II, III, IV		MCQ	Written Exam		

Suggested Readings:

Sr.	Title of the Book	Author/s	Publication	Edition	Place
1.	Management Accounting	L.M.Pandey	Vikas Publication House		Delhi
2.	Management Accounting	S.N.Maheshwari, S.K.Maheshwari, Sharad K. Maheshwari	Vikas Publication House		Delhi
3.	Accounting for Management	M.Y.Khan, P.K.Khan,	McGraw Hill Education		Delhi
4.	Management Accounting	Anthony A. Atkinson, Robert S. Kaplan, Ella Mac Matsumura, G. Arun Kumar, S. Mark Young	Pearson		Delhi

Suggested Web / E-Learning Recourses :

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Unit 1 & 2	www.rbi.org https://youtu.be/EjPWUJe4uI0 swyam -IIM-B-Course- Management Accounting for decision making	-	-
2.	Unit 3 & 4	www.sbi.org https://youtu.be/Paecdg2_fb4 Swyam-Course Cost Accounting		

Practical - 20 Marks

Financial Analysis of Companies using Trend Percentage, Comparative Statement, Ratio Analysis.

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Course Code: B2-21-305C	Subject/Course : Organizational Behaviour	Marks: 100 Credits: 3+1=4
Course Objectives: <ol style="list-style-type: none"> 1. To understand basic concept of OB 2. To make aware students about traditional & modern methods of OB. 3. To understand the importance of leadership abilities in HR 4. To develop knowledge about major trends & ability to handle cultural diversity 		
Course Outcome: After completing the course, the student shall be able to CO1: learn the importance of OB Models in the business CO2: Understand the history, operations of OB . CO3: To develop HR as change agent and inculcating team spirit CO4: To develop group cohesiveness in changing world.		

Unit	Unit Title	Contents	No. of Lectures
1	Introduction to Organisational Behaviour (OB)	1.1 Meaning, Definition, Nature, Scope, Importance, 1.2 Key Elements of OB, 1.3 Models of OB, 1.4 Challenges for OB	11
2	Individual Determinants of Organisational Behaviour	2.1 Individual Behaviour- Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors. 2.2 Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality 2.3 Value & Attitude- Meaning, Definition and Types. 2.4 Motivation- Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two-Factor Theory	13
3	Group Interaction & Organisational Behaviour	3.1 Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour,	12

Unit	Unit Title	Contents	No. of Lectures
		Group Cohesiveness 3.2 Conflict - Meaning, Definition, Traditional & Modern View of Conflict, Organisational Performance & Conflict, Management- 3.3 Change Management & Teamwork Features of team management :Competing, Collaborating, Compromising, Accommodating. 3.4 Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership	
4	Recent trends in Organisation Behaviour	4.1 Organisational Culture- Meaning, Definition, Levels Organisational Culture 4.2 Organisational Change- Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change	12
Total No of Teaching Lectures			48 (48 min)
Total No of lectures for Evaluation			9
Total No of lectures			57

Teaching Methodology:

Unit No	Suggestive teaching methodology	Practical	Outcome expected	Weightage of Marks (%)
			Conceptual understanding Knowledge / Skills / Attributes etc.	
1	Lecture ,Interactive teaching, and role play	Project evaluation of the students on the basis of Project Submission & Presentation of Project	Practical :- Better understanding of theoretical concepts, improvement of communication skills, confidence, and stage-daring by presenting the project with the help of PPT.	20%
2	Students activity of Searching links about E-recruitment and E-selection.			25%
3	Caselets on Group Dynamics, Conflict Management & Leadership			25%
4	Case Study , Video clips on Cultural Diversity			30%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Practical for 20 marks
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60 marks examination converted in 40 marks)	Presentations based on the topics covered in the course
1	Test and lab course work	MCQ	Assignment	MCQ 25% Short notes 35% Long answers 40%	
2	Assignment and Quiz	MCQ	Assignment		
3		MCQ	Presentation		
4		MCQ	Presentation		

Suggested Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resources Management.	L.M. Prasad	Sultan and Chand Publishing Company	New Delhi
2	Human Resources Management.	K. Ashwathappa –	Tata McGraw Hill	New Delhi
3	Personnel Management.	C. B. Mamoria	Tata McGraw Hill	New Delhi
4	Organizational Behavior Text, Cases and Games	K. Aswathappa,	Tata McGraw Hill	New Delhi
5	Organizational Behavior -	L.M. Prasad	Sultan and Chand Publishing Company	New Delhi

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the course	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Link	Journals / Articles / Case studies
1		Swayam Course - HRM	https://onlinecourse.swayam2.ac.in/ce/c21_mg06/preview	Online - http://jhr.uwpress.org/
2		Swayam Course – HRM for non-HR people	https://onlinecourse.swayam2.ac.in/ce/c20_mg20/preview	Online - https://www.sciencedirect.com/journal/research-in-organizational-behavior

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Course Code : B2-21/306A	Subject/Course : Retail Management	Marks : 100 Credits : 3+1
Course Objectives: <ol style="list-style-type: none"> 1. To understand the fundamental aspects of retail management. 2. To study the concept of retail strategy. 3. To know various strategies used for the management and implementation of a retail business. 4. To understand the integration of technology in retailing. 		
Course Outcome : After completing the course, the student shall be able to CO1: Understand the fundamental aspects of retail management CO2: Know the concept of retail strategy. CO3: Apply various strategies used for the management and implementation of a retail business. CO4: Know and understand the integration of technology in retailing.		

Unit	Unit Title	Contents	No of Lectures
I	Fundamentals of Retailing	1.1 Meaning- Retail, Retailing and Retailer 1.2 Functions of a retailer 1.3 Advantages of retailing 1.4 Structure of retail industry 1.5 Types of retailers 1.6 Market segments and distribution channels 1.7 Retail life cycle 1.8 Role of retailing in building the economy	09
II	Retail Strategies	2.1 Meaning of retail strategy and retail promotion 2.2 Selecting the location and site 2.3 Factors to be considered while selection the relation location and site 2.4 Establishing and Maintaining Retail Image 2.5 Creating In-store Dynamics (Layouts & Plans) 2.6 Store layout- Types, Functions and Importance.	13
III	Managing the Retail Business	3.1 Formulation retail marketing plan 3.2 Implementing retail marketing plan 3.3 Human Resource Requirements in retailing	14

Unit	Unit Title	Contents	No of Lectures
		3.4 Developing Product and Branding Strategies 3.5 Developing Merchandise Plans, Merchandising Strategy.	
IV	Recent Trends in Retailing	4.1 Introduction to recent trends and Technological Advancements in retailing. 4.2 Omni Channel Retailing 4.3 Shopping with Augmented Reality 4.4 Artificial Intelligence in retailing 4.5 Pop up shops, social shopping 4.6 Private label brands 4.7 Green and Eco-Retailing	12
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	Fundamentals of Retailing	PPT, Case Study.	NA	<ul style="list-style-type: none">• To develop the basic understanding of retailing.	<ul style="list-style-type: none">• Disciplinary knowledge• Critical thinking	20%
II	Retail Strategies	Demonstration, Role Play.	Project Based on Exposure.	<ul style="list-style-type: none">• To know and understand the Retail Strategies.	<ul style="list-style-type: none">• Problem Solving• Reflective Thinking• Application Skills• Employability	30%
III	Managing the Retail Business	PPT, Experience Learning through Visit.	Project Based on Exposure.	<ul style="list-style-type: none">• To understand how to Manage the Retail Business	<ul style="list-style-type: none">• Problem Solving• Application Skills	30%
IV	Recent Trends in Retailing	Short Films, Videos, Case Study.	Project Based on Exposure.	<ul style="list-style-type: none">• To understand technological advancement and recent	<ul style="list-style-type: none">• Critical thinking• Information / Digital Literacy	20%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc		
				trends in retailing	<ul style="list-style-type: none">• Professional Skills• Employability• Decision Making Skills	

Total Credits for Project- 02

Project Guidelines

- The projects can be based on the field visit or a desk research.
- The visit can be taken to the malls, super market, grocery store etc.
- Students can independently visit the store.
- The objectives of the visit can include to study the store front, location, layout, product display, merchandise mix, payment methods, retail promotion etc.
- Students can make the projects in a team (maximum 5 students in each team).
- By the end of the semester students will have to submit the report to concerned subject teacher.
- The learnings of the students will be evaluated by the subject teacher.
- The viva of the students will be conducted by the end of the semester.
- There will be two examiners for conducting the viva exam.
- An internal examiner will be the concerned subject teacher and an external examiner can be the approved teacher of an autonomous or affiliating college/institute.
- Out of 50 marks, 25 marks will be allocated to the project and 25 marks for the viva.

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ	MCQ	NA	MCQ / Written Examination	Nil
II	MCQ	MCQ	Assignment	MCQ / Written Examination	Nil
III	MCQ		Assignment	MCQ / Written Examination	Nil
IV	MCQ and Report Writing		NA	MCQ / Written Examination	Evaluation of Exposure Report

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Retail Management,	Chetan Bajaj	Rajnish Tuli Oxford University Press New Delhi, India	New Delhi
2	22 Immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd. UK	UK
3	Retail Management	Gibson	Pearson Publication UK	UK
4	Fundamentals of Retailing	KVS Madaan Mc Graw	S. Chand Hill USA	USA
5	Retail Marketing	Swapna Pradhan	TMGH India	India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH India	India
7	Retail Marketing Management	David Gilbert	Pearson Publication UK	UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad	Uniyal Oxford University Press New Delhi, India	New Delhi, India

Suggested Web/E-Learning Resources:

Sr. No.	Topic Of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
1.	Fundamentals of Retailing	https://onlinecourses.nptel.ac.in/noc22_mg51/preview	-	https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf

Sr. No.	Topic Of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Case studies
2.	Retail Strategies	https://onlinecourses.swayam2.ac.in/cec22_mg03/preview	-	https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf
3.	Managing the Retail Business	-	-	-
4.	Recent Trends in Retailing	-	-	-

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Course Code: B2-21/306B	Subject/Course: Banking & Finance	Marks:100 Credits: 2+2
Course Objectives: <ol style="list-style-type: none"> 1. To study banking function and its operations. 2. To Study the functions of Commercial Banks 3. To study the functioning of Regulatory Authorities in India. 4. To create awareness regarding Recent Technology in Banking Industry 		
Course Outcome : After completing the course,the student shall be able to CO1: Understand the functions & operations of banking industry. CO2: Understand the functions of Commercial Banks. CO3: Understand the functioning of Regulatory Authorities in India. CO4: Understand the Recent Technological Developments in Banking Industry.		

Unit	Unit Title	Contents	No of Lectures
I	Introduction of Banking Industry	1.1 Meaning & Definition of banks 1.2 Evolution of Banking in India 1.3 Structure of Banking in India (Different types of Banks in India)	10
II	Functions of Commercial Banks	2.1 Primary Functions- Accepting Deposits & Granting Loans 2.2 Secondary Functions- Public Utility Services & Agency Services	12
III	Banking Regulatory Authorities of India	3.1 Reserve Bank of India (RBI)- Role & Functions of RBI 3.2 Credit Control Measures- Quantitative Control Measures & Qualitative Control Measures 3.3 Securities Exchange Board of India (SEBI)- Objectives, Power & Functions of SEBI 3.4 Insurance Development Authority (IRDA)- Objectives, Powers & Functions of IRDA	14

Unit	Unit Title	Contents	No of Lectures
IV	Recent Technology in Banking Industry	4.1 Need & Importance of Technology in Banking Industry- ATM, Debit Card, Credit Card, Tele Banking, Net Banking, RTGS, NEFT, SWIFT (Society for Worldwide Interbank Financial Telecommunication) 4.2 Cyber Security in E-Banking	12
No of Lectures			48 (48 min)
No of Lectures for Evaluation			09
Total No of Lectures			57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Introduction of Banking Industry	PPT & Group Discussion	.	Understand the Banking Structure in India	➤ Disciplinary knowledge	25%
2	Functions of Commercial Banks	PPT, group Discussion, Group Videos.		Understand the Banking Structure in India	➤ Critical thinking ➤ Problem Solving ➤ Application Skills ➤ Financial Literacy Skills	25%
3	Banking Regulatory Authorities of India	PPT, Group Discussion, Videos		Understand the Regulatory Authority in India	➤ Professional Skills ➤ Reflective Thinking ➤ Decision Making Skills ➤ Professional Skills	30%
4	Recent Technology	Discussion based on		Understand the Technological	➤ Technological Learning	20%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
	in Banking Industry	suggested readings, Informative Lecture, , Case Studies.		Development in Banking Industry	➤ Ethical Awareness ➤ Lifelong learning ➤ Professional Skills	

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project / Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (50)	50
I	Introduction of Banking Industry	NA	NA		
II	Functions of Commercial Banks	NA	NA		
III	Regulatory Authorities of India	NA	NA		
IV	Recent Technology in Banking Industry	NA	NA		

Suggested Readings:

Sr No.	Title of the Book	Author/s	Publication	Edition	Place
1	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd		
2	Banking & Insurance	O.P.Agarwal	Himalaya		
3	The Indian Financial System	Vasant Desai	Himalaya		

Sr No.	Title of the Book	Author/s	Publication	Edition	Place
4	Financial services and Markets	Dr. S.Gurusamy	Thomas		
5	Banking Law and Practice in India	Maheshwari			

Suggested Web/E-Learning Resources:

Sr. No.	Topic of the Lecture	Lectures (Available on Youtube / Swayam / MOOCS etc.)	Films	Journals / Articles / Casestudies
1.	Introduction to Banking & Financial Markets	https://youtu.be/Q8haOsqVWy4 Swayam Course -IIM (B)	-	-
2.	Introduction to Blockchain & Cryptocurrency	https://skillsacademy.iitm.ac.in/program-inner.php?courseID=33&cart=cart Course -IIT Madras	-	-
3.	Program in Digital Banking	https://skillsacademy.iitm.ac.in/program-inner.php?courseID=22&cart= Couse -IIT Madras	-	-

Projects for 2 credits-

- ✓ Visit to any Bank/RBI/SEBI
- ✓ Guest Lecture based on any topic from the syllabus
- ✓ Conducting survey through primary data collection
- ✓ Projects based on secondary data collection
- ✓ Review of Case study relating to banking and finance sector
- ✓ Group presentation
- ✓ Workshop on financial literacy

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Course Code: B2-21/306C	Subject/Course : Recent Trends in HR	Marks: 100 Credits : 2+2
Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept of Employee Engagement. 2. To explain the concept of HR Analytics. 3. To study the concept of Human Resource Accounting, Human Resource Valuation and Human Resource Audit. 4. To introduce new concepts in HR. 		
Course Outcome: After completing the course, the student shall be able to <p>CO1: Understand the significance of Employee engagement in organization.</p> <p>CO2: Acquire knowledge about role and significance of HR Analytics in HR activities.</p> <p>CO3: Understand the need and importance of Human Resource Accounting, Human Resource Valuation and Human Resource Audit.</p> <p>CO4: Explore new concepts in HR.</p>		

Unit	Unit Title	Contents	No. of lectures
I	Employee Engagement	1.1 Meaning and definition 1.2 Factors Influencing Employee Engagement 1.3 Strategies for Enhancing Employee Engagement 1.4 Company values and building employee loyalty 1.5 Challenges in engaging employees 1.6 Employee engagement and company branding strategies 1.7 Employee involvement	12
II	HR Analytics	2.1 HR Analytics: Definition, Concept, Significance 2.2 People Analytics, Workforce Analytics 2.3 Concept of HR data: Quantitative and Qualitative 2.4 Sources of HR data 2.5 HRIS for HR decision making 2.6 Types of HR Analytics: Descriptive, Predictive, Prescriptive 2.7 Applications of HR Analytics	12

Unit	Unit Title	Contents	No. of lectures
III	Human Resource Accounting and Human Resource Audit	3.1 Human Resource Accounting: Meaning, Definition, Need, Objectives 3.2 Advantages and Limitations of HR Accounting 3.3 Human Resource Valuation: Monetary and Non-Monetary methods of Human Resource Valuation 3.4 Human Resource Audit: Meaning, Definition, Objectives 3.5 Areas and levels of Human Resource	12
IV	New concepts in HR	4.1 Contingent workforce 4.2 Workforce Diversity 4.3 Sustainable HR 4.4 Hybrid and remote work 4.5 Gig economy 4.6 Upskilling and Reskilling 4.7 Knowledge Management	12
No of Lectures			48
No of Lectures for Evaluation			09
Total No of Lectures			57

Teaching Methodology:

Unit	Unit Title	Teaching Methodology	Project (if any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Employee Engagement	Interactive lecture, Case study, Presentation s	50 Marks Project	Understand the significance of Employee engagement in organization.	Conceptual understanding Reasoning skills Logical skills	25%

Unit	Unit Title	Teaching Methodology	Project (if any)	Outcome expected- Conceptual understanding Knowledge / Skills / Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
2	HR Analytics	Interactive lecture, Guest lecture		Acquire knowledge about role and significance of HR Analytics in HR activities.	Conceptual understanding	25%
3	Human Resource Accounting and Human Resource Audit	Interactive lecture, Group discussion		Understand the need and importance of Human Resource Accounting, Human Resource Variation and Human Resource Audit	Conceptual understanding	25%
4	New concepts in HR	Interactive lecture, Case study		Explore new concepts in HR	Conceptual understanding Reasoning skills	25%

Project Guidelines:

1. Students can work on the projects in a team (maximum 5 students).
2. Each student/ group of students should make a project on any 4 project-based activities. Project based activities include: Field visits, Case studies, Desk research, Industrial visit, Report preparation on expert guest lecture, Survey
3. By the end of the semester students will have to submit the report to concerned subject teacher.
4. The viva of the students will be conducted by the end of the semester.
5. There will be two examiners for conducting the viva exam. An internal examiner will be the concerned subject teacher and an external examiner can be the approved teacher of an autonomous or affiliating college/institute.

6. Out of 50 marks, 30 marks will be allocated to the project and 20 marks for the viva

Evaluation Method:

Unit	Project Evaluation (50 Marks)	External Evaluation (50 Marks)
1	Project -30 Marks & Viva – 20 Marks	25% MCQ
2		35% short notes
3		
4		40% long answers

Suggested Readings:

Sr. No.	Name of the Book	Author	Publication
1	Employee Engagement for Dummies	Bob Kelleher	Wiley Publications
2	Engage! Co-creating Organizational Vitality and Individual Fulfillment	Sunil Maheshwari	Sage Publications India
3	Employee Engagement: A Recipe to Boost Organisational Performance	Vipul Saxena	Notion Press
4	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.
5	Human Resource Management	K. Ashwathappa	Tata McGraw Hill
6	Personnel and Human Resource Management	A. M. Sharma	Himalaya Publication House
7	Human Resource Management (text and Cases)	S. S. Khanna	S. Chand
8	Human Resource Management	Garry Dessler, Biju Varkkey	Pearson, Delhi
9	Strategic Human Resource Management	Rajeesh Viswanathan	Himalaya Publishing House, Mumbai
10	Human Resource Information Systems: Basics, Applications, and Future Directions	Michael J. Kavanagh, Richard D. Johnson	SAGE Publications, Inc;

Suggested Web/E-Learning Resources :

Sr. No.	Topic	Lectures (Available on Youtube / Swayam / MOOCS, etc)	Films / Links	Journals / Articles / Case studies
1	Employee Engagement	https://onlinecourses.swayam2.ac.in/cec21_ge05/preview	-	https://www.researchgate.net/publication/302915264_Employee_Engagement_A_Review_Paper_on_Factors_Affecting_Employee_Engagement
2	HR Analytics	https://onlinecourses.nptel.ac.in/noc20_mg60/preview	-	https://www.researchgate.net/publication/343442983_HR_analytics_in_Business_Role_Opportunities_and_Challenges_of_Using_It
3	Human Resource Accounting and Human Resource Audit	-	https://egyankosh.ac.in/bitstream/123456789/6655/1/Unit-18.pdf https://egyankosh.ac.in/bitstream/123456789/6656/1/Unit-17.pdf	https://www.researchgate.net/publication/324201121_Study_of_Human_Resource_Accounting_Practices
4	New concepts in HR	https://onlinecourses.nptel.ac.in/noc20_mg40/preview Knowledge Management Swayam	-	https://www.researchgate.net/publication/341931440_Sustainable_Human_Resource_Management_Making_Human_Resources_More_Responsible

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Course Code: B2-21/307	Subject/Course : Environment Awareness Course	Marks: 50 Credits : 2
Course Objectives: <ol style="list-style-type: none"> 1. To acquire the knowledge, values, attitudes, commitment and practices needed to protect and improve the environment and better ecosystem 2. To build knowledge among students regarding utilization of various natural resources. 3. To make students conscious on necessary bio-diversity and ecological conservations and to address complex environmental issues 4. To create awareness about various causes of environmental pollution and its remedies. 5. To study the impacts of human communities on environment 6. To gain knowledge through the field work 		
Course Outcome: After completing the course, the student shall be able to <p>CO1: Understand how their actions affect on the environment hence how to build better ecosystem</p> <p>CO2: Build knowledge and implement necessary practices for utilization of various natural resources</p> <p>CO3: Motivate to implement various practices of Bio-diversity and to preserve Ecological Conservations of complex environmental issues.</p> <p>CO4: Tax Know various causes of Environmental Pollution and its remedies</p> <p>CO5: Study The impacts of Human Communities On Environment</p> <p>CO6: Gain Knowledge through the Field Work</p>		

Unit	Unit Title	Contents	No of Lectures
I	Introduction To Environmental Studies and Ecosystem	1.1 Multidisciplinary nature of environmental studies 1.2 Scope and importance; Concept of sustainability and sustainable development 1.3 Meaning of Ecosystem 1.4 Structure and functions of Ecosystem 1.5 Energy flow in an Ecosystem: Food Chains, Food Webs and Ecological Succession.	5
II	Natural Resources : Renewable and	2.1 Land resources and Over utilization of land 2.2 Land degradation, Soil Erosion and Desertification	5

Unit	Unit Title	Contents	No of Lectures
	Non-renewable Resources	2.3 Deforestation: Causes And Impacts Due to Mining, Dam Building On Environment, Forests, Biodiversity And Tribal Populations 2.4 Water: Use And Over-Exploitation of Surface and Ground Water, Floods, Droughts Conflicts Over Water (International & Inter-State) 2.5 Energy Resources : Renewable And Non Renewable Energy Sources, Use Of Alternate Energy Sources, Growing Energy Needs, Case Studies	
III	Biodiversity and Conservation	3.1 Levels Of Biological Diversity : Genetic, Species And Ecosystem Diversity 3.2 Biogeography Zones of India; Biodiversity Patterns And Global Biodiversity Hot Spots 3.3 India as a Mega-Biodiversity Nation; Endangered and Endemic Species of India 3.4 Threats To Biodiversity: Habitat Loss, Poaching Of Wildlife, Man-Wildlife Conflicts, Biological Invasions; Conservation Of Biodiversity: In-Situ And Ex-Situ 3.5 Ecosystem and Biodiversity Services: Ecological, Economic, Social, Ethical, Aesthetic and Informational Value.	5
IV	Environmental Pollution	4.1 Environmental Pollution : Types, Causes, Effects and Controls; Air, Water, Soil And Noise Pollution 4.2 Nuclear Hazards and Human Health Risks 4.3 Solid Waste Management : Control Measures Of Urban And Industrial Waste 4.4 Climate Change, Global Warming, Ozone Layer Depletion, Acid Rain And Impacts On Human Communities And Agriculture	5
V	Human Communities and the Environment	5.1 Human Population Growth: Impacts On Environment, Human Health and Welfare 5.2 Resettlement And Rehabilitation of Project Affected Persons; Case Studies 5.3 Disaster Management : Floods, Earthquake, Cyclones And Landslides 5.4 Environmental Ethics: Role Of Indian and Other Religions and Cultures In Environmental Conservation 5.5 Environmental Movements : Chipko, Silent Valley, Bishnois of Rajasthan	5

Unit	Unit Title	Contents	No of Lectures
		5.6 Environmental Communication and Public Awareness, Case Studies (eg. CNG Vehicles In Delhi) 5.7 Environmental Ethics: Role of Indian And Other Religions And Cultures In Environmental Conservation	
VI	Field Work	6.1 Visit To An Area To Document Environmental Assets: River/ Forest/ Flora/Fauna, Etc 6.2 Visit To A Local Polluted Site- Urban/Rural/Industrial/Agricultural 6.3 Study Of Common Plants, Insects, Birds And Basic Principles Of Identification 6.4 Study Of Simple Ecosystems-Pond, River, Delhi Ridge, Etc	5
Total No of Lectures			30

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc	
I	Introduction to environmental studies and Ecosystem	Presentations, Lectures series , Video Clips	NA	The student shall be able to understand how their decisions and actions affect on the environment	10%
II	Natural Resources : Renewable and Non-renewable Resources	Presentations, Lectures series , Video Clips	NA	Students will be able to develop Consciousness about the Eco-system	10%
III	Biodiversity and Conservation	Presentations, Lectures series , Video Clips	NA	Students will able to build knowledge on biodiversity and conservation	10%
IV	Environmental Pollution	Presentations, Lectures series , Video Clips	NA	Students will be able to understand causes of Environmental Pollution and its remedies	10%

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge / Skills / Attributes etc	
V	Human Communities And The Environment	Presentations, Lectures series , Video Clips	NA	Students will understand the Environment Ethics	10%

Evaluation Method:

Unit	Evaluation Method	Marks (50)		Project / Practical 2 Credit
		Formative Assessment	Summative Assessment	
		Internal	Project	
I-VI	MCQ Test/Theory & Field Work	25	25	

Suggested Readings :

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
1.	Carson R	Silent Spring.	Houghton Mifflin Harcourt.	2002	-
2.	This Fissured Land: An Ecological History of India	Gadgil, M., & Guha, R.	Univ. of California Press.	1993	
3.	Global Ethics and Environment	Gleeson, B. and Low, N. (eds.)	Routledge.	1999	London
4.	Water in Crisis. Pacific Institute for Studies in Dev.,	Gleick, P. H.	Environment & Security. Stockholm Env. Institute,	1993	Oxford Univ.
5.	Principles of Conservation Biology.	Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll	Sunderland: Sinauer Associates	2006	

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
6.	Threats from India's Himalaya dams.	Grumbine, R. Edward, and Pandit, M.K.	Science 339 : 36-37.	2013	
7.	Rivers no more: the environmental effects of dams (pp. 29-64).	McCully, P.	Zed Books.	1996	
8.	Something New Under the Sun: An Environmental History of the Twentieth Century.	McNeill,	John R	2000	
9.	Fundamentals of Ecology. Philadelphia: Saunders.	Odum, E.P., Odum,	H.T. & Andrews, J.	1971	
10.	Environmental and Pollution Science. Academic Press.	Pepper, I.L., Gerba,	C.P. & Brusseau, M.L.	2011	
11.	Waste Water Treatment	Rao, M.N. & Datta, A.K.	Oxford and IBH Publishing Co. Pvt. Ltd.	1987	
12.	Environment	Raven, P.H., Hassenzahl, D.M. & Berg, L.R	John Wiley & Sons.	8th edition 2012	
13.	Environmental law and policy in India.	Rosencranz, A., Divan, S., & Noble, M.L	Tripathi 1992.	2001	
14.	Ecology and economics : An approach to sustainable development	Sengupta, R	OUP	2003	
15.	Ecology, Environmental Science and Conservation	Singh, J.S., Singh, S.P. and Gupta, S.R	S. Chand Publishing	2014	New Delhi.
16.	Conservation Biology : Voices from the Tropics.	Sodhi, N.S., Gibson, L. & Raven, P.H. (eds).	John Wiley & Sons	2013	New Delhi.
17.	Land of the Tiger: A Natural History of the Indian Subcontinent	Thapar, V.		1998	

Sr. No.	Title of the Book	Author/s	Publication	Edition	Place
18.	Biology and Water Pollution Control.	Warren, C. E.	WB Saunders	1971	
19.	The Creation: An appeal to save life on earth	Wilson, E. O.	New York : Norton.	2006	New York
20.	World Commission on Environment and Development	Our Common Future	Oxford University Press	1987	

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