

Bachelor of Business Administration (BBA)

PROGRAMME GUIDE

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INTRODUCTION

This programme offers an optimum blend of theory and practice to provide a solid foundation in general business management with specializations in area of choice.

PROGRAMME OUTCOMES

Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviours that students acquire in their matriculation through the program

1. **Life Long Learning:** Recognize the need for and an ability to engage in life-long learning.
2. **Management knowledge:** Apply management concepts, principles and insights to the dynamic situations in world of business
3. **Business knowledge:** Understand the business concepts and demonstrate its effective application in real world
4. **Leadership:** Demonstrate effective leadership and team membership skills in professional and community life
5. **Communication Skills:** Ability to communicate effectively using oral and written communication skills.
6. **Ethics and sustainability:** Ability to approach decisions in ethically, legally, socially, culturally and environmentally responsible manner.

PROGRAMME SPECIFIC OUTCOMES

PSOs are statements that describe what the graduates of a specific engineering program should be able to do

1. **PSO1:** Comprehend the business environment and develop strategies promptly for business profitability and competitive advantage.
2. **PSO2:** Demonstrate competence to contribute to rationale business decisions based on management principles and analysis.

SALIENT FEATURES

- **Holistic Development:** Opportunity to participate in co-curricular, sports and community development activities for holistic development Opportunity to experience industrial environment through interaction with industry experts.
- **Internationally Accredited:** Program accredited by Accreditation Council for Business Schools and Program (ACBSP), USA.
- **Specializations:** Enables student to embark on a corporate career through specializations in different areas of contemporary relevance.
- **Professional Enhancement:** Subjects like communication, analytical and soft skills to enhance personality and employability.
- **Interdisciplinary Minors:** Minors available in various inter-disciplinary areas like IT, Journalism, Agriculture, Fashion and Tourism.
- **Industry Desired Courses:** Analytical based courses like Data management, Big data and Data communication enable students to make rational decisions.

PROGRAMME CODE: DE3121

DURATION OF THE PROGRAMME:

Minimum Duration 3 years

Maximum Duration 6 years

MEDIUM OF INSTRUCTION/EXAMINATION:

Medium of instruction and Examination shall be English.

PROGRAMME STRUCTURE						
Term	Core Courses (CR I, CR II, CR III A, CR III B) CR I+II – (8+6) 14 x 4 Credits CR III (A) - 1 x 4 Credits, CR III B-1 x 8 Credits	Discipline Specific Electives (DSE) 4 x 4 Credits	Ability Enhancement Courses (AECC) 4 x 4 Credits	Skill Enhancement Courses (SEC) 4 x 4 Credits	Generic Electives (GE) 4 x 4 Credits	Credits
I	Discipline Specific Core- I Discipline Specific Core- II Discipline Specific Core- III Discipline Specific Core- IV		AECC-I English Communication Skills			20
II	Discipline Specific Core- V Discipline Specific Core- VI Discipline Specific Core- VII		AECC-I I Environmental sciences AECC-III Advanced English Communication Skills			20
III	Discipline Specific Core- VIII Discipline Specific Core- IX Discipline Specific Core- X Discipline Specific Core- XI		AECC-IV Community Development Project		GE I (Contemporary Programming, English, History, political science, sociology)	24
IV	Discipline Specific Core- XII Discipline Specific Core- XIII R-III (B) PROJECT or 2 courses of other area from the Generic Elective BASKET 1 and 2 which is not chosen as Generic Elective (GE)			SEC- I SEC- II	GE-II (Contemporary Programming, English, History, political science, sociology)	24
V	CR-III (A) TERM PAPER or 1 courses of other area from the Generic Elective BASKET which is not chosen as Generic Elective (GE)	DSE-I DSE-II		SEC- III	GE-III (Contemporary Programming, English, History, political science, sociology)	24
VI	Discipline Specific Core- XIV	DSE-III DSE-IV		SEC-IV	GE-IV (Contemporary Programming, English, History, political science, sociology)	20
Total	68 Credits	16 Credits	16 Credits	16 Credits	16 Credits	132

**BACHELOR OF BUSINESS ADMINISTRATION
PROGRAMME SCHEME (ODL)**

COURSE CODE	COURSE TITLE	Cr.	CA	ETE(Th.)	ETE(Pr.)
TERM1					
DEECO113	BUSINESS ECONOMICS	4	30	70	0
DEMGN303	BUSINESS ENVIRONMENT	4	30	70	0
DEMGN101	BUSINESS ORGANISATION AND MANAGEMENT	4	30	70	0
DECAP279	OFFICE AUTOMATION TOOLS	4	30	40	30
DEENG139	ENGLISH COMMUNICATION SKILLS	4	30	70	0
TERM2					
DEMGN253	BUSINESS ETHICS	4	30	70	0
DEHRM101	HUMAN RESOURCE MANAGEMENT	4	30	70	0
DEACC105	FINANCIAL ACCOUNTING	4	30	70	0
DECHE110	ENVIRONMENTAL SCIENCES	4	30	70	0
DEENG140	ADVANCED ENGLISH COMMUNICATION SKILLS	4	30	70	0
TERM3					
DEMKT201	PRINCIPLES OF MARKETING	4	30	70	0
DEMGN206	RESEARCH METHODOLOGY	4	30	70	0
DEQTT201	BUSINESS MATHEMATICS AND STATISTICS	4	30	70	0
DEACC205	COST AND MANAGEMENT ACCOUNTING	4	30	70	0
GE-I	GENERIC ELECTIVE I	4	30	70	0
DEMGN231	COMMUNITY DEVELOPMENT PROJECT	4	0	0	100
TERM4					
DEBSL101	BUSINESS LAW	4	30	70	0
DEFIN302	FUNDAMENTALS OF FINANCIAL MANAGEMENT	4	30	70	0
GE-II	GENERIC ELECTIVE II	4	30	70	0
SEC-I	SKILL ENHANCEMENT COURSE I	4	30	70	0
SEC-II	SKILL ENHANCEMENT COURSE II	4	30	70	0
DEMGN219	PROJECT OR 2 courses of other area from the GE basket 1 & 2 which is not chosen as generic elective (GE)	8	0	0	100
TERM5					
DSE-I	DISCIPLINE SPECIFIC ELECTIVE I	4	30	70	0
DSE-II	DISCIPLINE SPECIFIC ELECTIVE II	4	30	70	0
GE-III	GENERIC ELECTIVE III	4	30	70	0
SEC-III	SKILL ENHANCEMENT COURSE III	4	30	70	0

DEMGN236	TERM PAPER OR	4	0	0	100
	1course from the GE basket 3 of same area from which courses chosen in project	4	30	70	0
TERM6					
DEMGN358	E-COMMERCE	4	30	70	0
DSE-III	DISCIPLINE SPECIFIC ELECTIVE III	4	30	70	0
DSE-IV	DISCIPLINE SPECIFIC ELECTIVE IV	4	30	70	0
GE-IV	GENERIC ELECTIVE IV	4	30	70	0
SEC-IV	SKILL ENHANCEMENT COURSE IV	4	30	70	0
TOTALCREDITS		132			

DISCIPLINE SPECIFIC ELECTIVE (DSE) BASKET 1								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEMKT204	SALES MANAGEMENT	4	30	70	0	Marketing	5
2	DEACC352	FINANCIAL REPORTING	4	30	70	0	Accounting	5

DISCIPLINE SPECIFIC ELECTIVE (DSE) BASKET 2								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEMKT251	ESSENTIAL OF CONSUMER BEHAVIOUR	4	30	70	0	Marketing	5
2	DEACC354	ADVANCED COST AND MANAGEMENT	4	30	70	0	Accounting	5

DISCIPLINE SPECIFIC ELECTIVE (DSE) BASKET 3								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEMKT351	FUNDAMENTALS OF PROMOTIONS MANAGEMENT	4	30	70	0	Marketing	6
2	DEACC355	CONTEMPORARY ISSUES IN ACCOUNTING	4	30	70	0	Accounting	6

DISCIPLINE SPECIFIC ELECTIVE (DSE) BASKET 4								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DEMKT354	MARKETING OF FINANCIAL SERVICES	4	30	70	0	Marketing	6
2	DEACC356	INTERNATIONAL ACCOUNTING	4	30	70	0	Accounting	6

SKILL ENHANCEMENT (SEC) BASKET 1

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective	Term
1	DEMKT305	RETAIL MARKETING	4	30	70	0	SEC-I	4
2	DEMGN251	SPREADSHEET MODELLING (USING EXCEL)	4	30	70	0	SEC-II	4
3	DEMKT309	DIGITAL MARKETING	4	30	70	0	SEC-III	5
4	DEMKT312	SELLING SKILLS	4	30	70	0	SEC-IV	6

SKILL ENHANCEMENT (SEC) BASKET 2

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective	Term
1	DEMGN226	STRATEGIC MANAGEMENT	4	30	70	0	SEC-I	4
2	DEACC312	ADVANCED ACCOUNTING	4	30	70	0	SEC-II	4
3	DEOPR311	INFORMATION SYSTEMS CONTROL AND AUDIT	4	30	70	0	SEC-III	5
4	DEOPR310	ENTERPRISE INFORMATION SYSTEMS	4	30	70	0	SEC-IV	6

GENERIC ELECTIVE (GE) BASKET 1

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DECAP170	FUNDAMENTALS OF INFORMATION	4	30	40	30	CONTEMPORARY PROGRAMMING	3
2	DEENG112	INDIAN WRITING IN ENGLISH	4	30	70	0	ENGLISH	3
3	DEHIS110	HISTORY OF INDIA FROM THE EARLIEST TIME UPTO 300 CE	4	30	70	0	HISTORY	3
4	DESOC111	INTRODUCTION TO SOCIOLOGY	4	30	70	0	SOCIOLOGY	3
5	DEPOL110	INTRODUCTION TO POLITICAL THEORY	4	30	70	0	POLITICAL SCIENCE	3

GENERIC ELECTIVE (GE) BASKET 2

S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DECAP172	PROGRAMMING METHODOLOGY	4	30	40	30	CONTEMPORARY PROGRAMMING	4
2	DEENG114	BRITISH POETRY AND DRAMA 14TH-18TH CENTURIES	4	30	70	0	ENGLISH	4
3	DEHIS122	HISTORY OF INDIA C.300 TO 206	4	30	70	0	HISTORY	4
4	DESOC102	SOCIAL INSTITUTIONS	4	30	70	0	SOCIOLOGY	4
5	DEPOL123	INDIAN GOVERNMENT AND POLITICS	4	30	70	0	POLITICAL SCIENCE	4

GENERIC ELECTIVE (GE) BASKET 3								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DECAP202	OBJECT ORIENTED PROGRAMMING	4	30	40	30	CONTEMPORARY PROGRAMMING	5
2	DEENG115	BRITISH LITERATURE 18TH-20TH CENTURIES	4	30	70	0	ENGLISH	5
3	DEHIS210	HISTORY OF INDIA C. 1206 -1707	4	30	70	0	HISTORY	5
4	DESOC223	CLASSICAL SOCIOLOGICAL THINKERS	4	30	70	0	SOCIOLOGY	5
5	DEPOL220	COMPARATIVE GOVERNMENT AND POLITICS	4	30	70	0	POLITICAL SCIENCE	5

GENERIC ELECTIVE (GE) BASKET 4								
S. No	Course Code	Course Title	Credit	CA	ETE	ETP	Elective Area	Term
1	DECAP214	FUNDAMENTALS OF WEB PROGRAMMING	4	30	40	30	CONTEMPORARY PROGRAMMING	6
2	DEENG316	WOMEN'S WRITING	4	30	70	0	ENGLISH	6
3	DEHIS219	HISTORY OF INDIA FROM 1707 TO 1950	4	30	70	0	HISTORY	6
4	DESOC262	MEDIA AND STARTIFICATION	4	30	70	0	SOCIOLOGY	6
5	DEPOL222	INTRODUCTION TO INTERNATIONAL RELATIONS	4	30	70	0	POLITICAL SCIENCE	6

Note:

1. Students can adopt only one area from discipline specific elective basket that will be applicable for the whole program.
2. Students can adopt only one basket of skill enhancement, courses of the same will be applicable for the whole program.
3. Students can adopt only one area from generic elective basket that will be applicable for the whole program.
4. In case of Project student may choose two courses of the other area against Project from the Generic Basket 1 & 2 which is not chosen as GE and in case of Term Paper student may choose one course against Term Paper from the Generic Basket 3 of the same area from which the courses chosen against Project.

Course Code	DEEC0113	Course Title	BUSINESS ECONOMICS
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Discuss the interplay of business and economics

C02: Analyze the economic functionality from micro to macro level

C03: Describe the role of government in augmenting business using appropriate economic policy measures

C04: Establish an ethical understanding and perspective to business situations

C05: Outline the operations of markets under varying competitive conditions and prices as stabilize mechanisms.

C06: Identify the causes and consequences of unemployment, inflation and economic growth

Unit No.	Content
Unit-1	Business and economics: introduction to business and economics, meaning business economics, forms of economic analysis, basic economic concepts, the basic economic questions and opportunity cost, production possibility curve
Unit-2	Economic system: scarcity and economic system, the market economic system, the command economic system, the mixed economy
Unit-3	The price mechanism: introduction to demand, supply and equilibrium, price determination about by the interaction of demand and supply
Unit-4	Movements of curve price mechanism: Disequilibrium and excess supply, along the curve and shifts of the curve, conditions of demand and supply, changes in equilibrium price and quantity
Unit-5	Concept of elasticity: introduction to elasticity concept, elasticity of demand, measuring of price elasticity, factors affecting elasticity of demand
Unit-6	Industry and market structure analysis: form and structure of market, perfect competition, monopoly, monopolistic competition, oligopoly
Unit-7	Production analysis: analogy concept, precepts and techniques, technique and technology, stages of production, production strategy, production functions
Unit-8	Revenue and cost analysis: Cost concept, revenue concept, average revenue, marginal revenue and total revenue, relationship among cost, revenue and production
Unit-9	Macroeconomics environment of business: introduction to business environment, economic environment of business, non-economic environment of business, economic and non-economic environment interaction
Unit-10	Income determination: Circular flow of money, national income and measurement of national income
Unit-11	National income equilibrium: concept of equilibrium, consumption and savings, investment theory, government sector, foreign sector
Unit-12	Inflation: concept of inflation, determination of equilibrium, multiplier concept, inflationary and deflationary gap
Unit-13	Macroeconomic problems of fluctuations and growth: introduction, recession, inflation, demand-cost inflation, unemployment, business cycle
Unit-14	Theories of Business cycle: trade theory, investment theory, monetary theory, innovation theory, causes behind fluctuations in business cycle

READINGS:

1. Principles of Economics by Deviga Vengedasalam and Karunagaran Madhavan, Oxford University Press.
2. Business Economics by Manab Adhikary, Excel Books
3. Economics for Business by Ian Fraser, John Gionea and Simon Fraser,

Course Code	DEMGN303	Course Title	BUSINESS ENVIRONMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

- C01:** Identify the environmental aspects including socio-cultural, political, financial and economic and their impact on domestic and international business
- C02:** Analyze and interpret current events related to globalization and international business
- C03:** Evaluate various macroeconomic and taxation policies and leverage its importance on various organizational functions and major decisions
- C04:** Evaluate monetary policies and its implications on economy and banking system
- C05:** Analyze the roles played by international organizations on business environment
- C06:** Analyze the implications of contemporary trends on business environment

Unit No.	Content
Unit-1	Business Environment Introduction: Introduction to Business Environment, Globalization of Indian Business, Privatization and Liberalization of Indian Business
Unit-2	Planning in India: Planning commission, national development council, five-year plans in India, NITI Ayog structure and functions
Unit-3	The price mechanism: Introduction to demand, supply and equilibrium, price determination about by the interaction of demand and supply
Unit-4	Socio Cultural Environment: Impact of culture on business, components of culture, society and business environment, social groups and business growth
Unit-5	Legal and Political Environment: Competition Act, FEMA, RTI, Political System in India, Intellectual property rights and laws
Unit-6	Industrial & Investment Policy: Introduction to industrial policy, industrial policy resolutions of 1948,1956, 1977, New industrial policy 1991, industrial licensing policy
Unit-7	Foreign Investment: Foreign Direct Investment, foreign portfolio investment, stock exchanges, SEBI its structure and functions
Unit-8	India's Monetary and Fiscal Policy: Fiscal policy of India, budget, monetary policy of India, reserve bank of India functions and structure
Unit-9	Taxation System in India: Introduction to direct and indirect taxation system of India, introduction to Goods and Service Tax, levy of GST, registration & returns under GST
Unit-10	International Organizations & Monetary System: Bretton Woods system, exchange rate, IMF structure and functions, India and IMF
Unit-11	World Bank: IBRD, IDA, other affiliates, structure of world bank, functions of world bank India and world bank
Unit-12	International Trading Environment: Introduction to international trade, tariff barriers, non-tariff barriers, international & regional trading blocs
Unit-13	WTO: GATT, structure and functions of WTO, issues and challenges and issues of WTO, India and WTO
Unit-14	Contemporary Issues: Swach Bharat Abhiyan, smart cities initiatives, Digital India, carbon foot prints, recent challenges in corporate governance, Ayushman Bharat Scheme, Covid 19 and business

READINGS:

1. BUSINESS ENVIRONMENT by SHAIKH SALEEM, PEARSON
2. BUSINESS ENVIRONMENT by A.C. FERNANDO, PEARSON
3. BUSINESS ENVIRONMENT by JUSTIN PAUL, MCGRAW HILL EDUCATION

Course Code	DEMGN101	Course Title	BUSINESS ORGANIZATION AND MANAGEMENT	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Enumerate the concept of business organization

C02: Analyze the significance of management functions and important organizational behaviour elements at different levels of organization

C03: Develop and sharpen understanding of how different management approaches can be used to enhance organization effectiveness

C04: Integrate skills to align individual and organizational objectives

C05: Assess the application of management theories in real life decision making

C06: Evaluate the managerial issues in different functional areas of organization

Unit No.	Content
Unit-1	Foundation of Indian business: Small and Medium Enterprises, Problems and government policy, India's experience of liberalization and globalization, technological innovations and skill development, make in India movement, social responsibility and ethics, emerging opportunities in business, franchising, outsourcing, and e-commerce
Unit-2	Business enterprises: limited liability partnership, choice of form of organization, forms of business organisation, sole proprietorship, joint Hindu family firm, partnership firm, joint stock company, cooperative society, government - business interface, rationale and forms of public enterprises, international business, multinational corporations
Unit-3	Management and organization: the process of management: planning, organizing- basic considerations, departmentation, functional, project, matrix and network, delegation and decentralization of authority, groups and teams
Unit-4	Decision making and control system: decision making process and strategy formulation, control concept and process
Unit-5	Leadership: leadership concept and styles, trait and situational theory of leadership
Unit-6	Motivation: motivation concept and importance, Maslow need hierarchy theory, Herzberg two factors theory
Unit-7	Communication: communication process and communication barriers in an organization
Unit-8	Functional area of marketing management: marketing management marketing concept, marketing mix product life cycle, pricing policies and practices
Unit-9	Functional area of financial management: financial management concept and objectives, sources of funds equity shares debentures venture capital and lease finance, securities market role of SEBI
Unit-10	Functional area of human resources management: human resource management concept and functions, basic dynamics of employer employee relations
Unit-11	Organizational culture: characteristics and functions of organizational culture, types and levels of organizational culture, dimensions and elements of organizational culture, creating and sustaining organizational culture
Unit-12	Organizational change: concepts and process of change, managing resistance to change
Unit-13	Conflict management: functional and dysfunctional conflict, levels and process of conflict, conflict resolution and management styles

Unit-14	Stress management: stress and stress symptoms, types and causes of stress, managing stress
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READINGS:

1. ESSENTIALS OF MANAGEMENT by KOONTZ AND WEIHRICH, Tata McGraw Hill, India
2. BUSINESS ORGANIZATION AND MANAGEMENT, C.B GUPTA, SULTANCHAND AND SONS
3. BUSINESS ORGANISATION AND MANAGEMENT by CR BASU, Tata McGraw Hill, India

Course Code	DECAP279	Course Title	OFFICE AUTOMATION TOOLS		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

CO1: Understand basic concepts and terminology of information technology.

CO2: Gain writing skills and various presentation aspects using word processing software

CO3: Examine the various formulas and functions for data analysis in spreadsheet

CO4: List the cloud and IoT functionalities

Unit No.	Content
Unit-1	Computer Fundamentals: Characteristics and Generation of Computers, Block diagram of Computer Data Representation: Binary Number System, Octal, Hexadecimal and their Conversion
Unit-2	Memory: Types, Units of memory, RAM, ROM, Secondary storage devices – HDD, Flash Drives, Optical Disks: DVD
Unit-3	I/O Devices – Keyboard, Mouse, LCDs, Scanner, Plotter, Printer and Latest I/O devices in market
Unit-4	MS Windows: Desktop, My Computer, Files and folders using windows explorer; Control Panel, Searching Files and folders
Unit-5	MS Word: Introduction, Environment, Help, Creating and Editing Word Document. Saving Document, Working with Text: Selecting, Formatting, Aligning and Indenting
Unit-6	MS Word: Finding Replacing Text, Bullets and Numbering, Header and Footer, Working with Tables, Properties Using spell checker, Grammar, AutoCorrect Feature
Unit-7	MS Word: Graphics: Inserting Pictures, Clipart, Drawing Objects, Using Word Art. Setting page size and margins; Printing documents. Mail Merge Practical
Unit-8	MS-Excel: Environment, Creating, Opening, and Saving Workbook, Range of Cells. Formatting Cells, Functions: Mathematical, Logical, Date, Time, Auto Sum, Cell referencing
Unit-9	MS-Excel: Formulas. Graphs: Charts, Types and Chart Tool Bar. Printing: Page Layout, Header and Footer Tab, Pivot tables, V-lookup, Validation and what-if analysis
Unit-10	MS PowerPoint: Environment, Creating and Editing presentation, Auto content wizard, using built-in templates
Unit-11	MS PowerPoint: Types of Views: Normal, Outline, Slide, Slide Sorter, Slide Show, Creating customized templates; formatting presentations Graphics: AutoShapes, adding multimedia contents, printing slides
Unit-12	Organizational change: concepts and process of change, managing resistance to change
Unit-13	Applications: WWW, e-mail, Instant Messaging, Internet Telephony, Videoconferencing, Web Browser and its environment
Unit-14	Cloud Computing and IoT: SaaS, PaaS, IaaS, Public and Private Cloud; Virtualization, Virtual Server, Cloud Storage, Database Storage, Basics of IoT and sensors.

LABORATORYWORK:

1. Hardware familiarizing with various I/O Peripheral devices, storage devices.
2. **MS Windows:** Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer
3. **MS Windows:** working with control panel; installing hardware and software.
4. MS-Office (or any other Office Suite), meaning and features, its components.
5. MS-Word (or any other word processor): Creating Document Files, Saving, Closing Files, Page Settings and Formatting Text. Spell Checking, Creating Tables, Adding rows, columns. Printing Documents, Setting Print Settings, creating labels and mail merge, taking Printouts
6. MS- Excel- Working with worksheet, formulas & functions, Inserting charts, printing in Excel, Pivot tables, V-lookup, Validation and what-if analysis
7. MS PowerPoint-Views, Designing, viewing, presenting & Printing of Slides, Custom animations and
8. Internet: Navigating with Internet Explorer; surfing the net, using search engines; using email facility.

READINGS:

1. FUNDAMENTALS OF COMPUTERS by BALAGURUSAMY, Mc Graw Hill.
2. INTRODUCTION TO INFORMATION TECHNOLOGY by RAJA Raman, V., PHI Learning Pvt. Ltd.

Course Code	DEENG139	Course Title	ENGLISH COMMUNICATION SKILLS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Identify deviant use of English both in written and spoken forms and understand the importance of writing in academic life
- CO2:** Reorganize and correct the errors of usage to write simple sentences without committing errors of spelling and grammar
- CO3:** Assess their own ability to improve the competence in using the language
- CO4:** Understand and appreciate English spoken by people from different regions and read independently unfamiliar texts with comprehension
- CO5:** Use language for speaking with confidence in an intelligible and acceptable manner
- CO6:** Understand the importance of reading for life and develop an interest for reading

Unit No.	Content
Unit-1	Grammar: introduction to the sentence structure in English
Unit-2	Grammar: introduction to articles
Unit-3	Grammar: introduction to parts of speech
Unit-4	Grammar: common errors
Unit-5	Listening Skills: introduction to the importance of listening skills
Unit-6	Listening Skills: types of listening – informational, critical, empathetic listening
Unit-7	Listening Skills: problems of listening to unfamiliar dialects
Unit-8	Speaking Skills: aspects of pronunciation, introduction to vowels, consonants and diphthongs,
Unit-9	Speaking Skills: fluency in speaking, intelligibility in speaking
Unit-10	Reading Skills: introduction to reading skills, types of texts – narrative, descriptive, extrapolative,
Unit-11	Reading Skills: essential skills for reading comprehension – decoding, fluency, vocabulary, reasoning and background knowledge
Unit-12	Writing Skills: introduction to writing skills, cohesion and coherence, expansion of given sentence
Unit-13	Writing Skills: reorganizing jumbled sentences into a coherent paragraph, paragraph writing
Unit-14	Composition: introduction to letter writing, types of letters, notices, complaints, appreciation, conveying sympathies

READINGS:

1. OXFORD PRACTICE GRAMMAR by JOHN EASTWOOD, OXFORD UNIVERSITY PRESS
2. TEXTBOOK OF ENGLISH PHONETICS FOR INDIAN STUDENTS by BALASUBRAMANIAN, LAKSHMI PUBLICATIONS
3. OXFORD ADVANCED LEARNER'S DICTIONARY OF ENGLISH by DEUTER, M ET.AL. (, OXFORD UNIVERSITY PRESS
4. INTERMEDIATE GRAMMAR, USAGE AND COMPOSITION by TOCKOO, M. L., A. E. SUBRAMANIAM, P. R. SUBRAMANIAM, ORIENT BLACKSWAN

Course Code	DEMG253	Course Title	BUSINESS ETHICS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Apply concepts of ethics, character, integrity, honesty, morality and social responsibility to specific situation and general business decisions
- CO2:** Apply models, approaches, and tools for analyzing and synthesizing ethical issues in organizations and in their personal lives
- CO3:** Develop a general management perspective that includes an ability to formulate, analyze and defend decisions in ethical terms
- CO4:** Apply theoretical ethical principles to the evaluation of complex ethical problems facing businesses today
- CO5:** Apply consumer rights through statutory provisions as enshrined in consumer protection act
- CO6:** Apply statutory provisions in different business organizations for ensuring ethical work environment.

Unit No.	Content
Unit-1	Ethics: ethics and morals, evolution and classification of ethics, ethics as moral values, law versus ethics
Unit-2	Business Ethics: Business ethics and its features, importance of business ethics, challenges of business ethics
Unit-3	Eastern and Western Ethical Thought and Business Practices: Universal norms and geographically different cultures, Suitability of eastern values to western business, Values hinder Business, Hofstede cultural dimensions
Unit-4	Theories of Business Ethics: Utilitarianism, Kantianism, stockholder theory, stakeholder theory, social contract theory
Unit-5	Decision making moral reasoning and its application: essence of decision-making, decision-making classification and process, Kohlberg moral development model
Unit-6	Ethical dilemmas: ethical dilemmas in business, resolution of ethical dilemmas, types of ethical dilemmas
Unit-7	Creating an ethical organization: role of corporate governance, role of corporate culture, developing and executing a comprehensive ethics program
Unit-8	Application of Ethical Standards to Human Resource: rights and duties of employees, personnel policies and procedures, conflict of interest, whistle blowing, abuse of official position, bribe
Unit-9	Sexual Harassment Act 2013: preliminary definitions, constitution of committee employer's responsibilities, rights and duties of employees
Unit-10	Application of Ethical Standards to Finance: history of financial scams, financial accounting, financial standards
Unit-11	SEBI and RBI: structure and functions of SEBI, role of SEBI in regulating business organizations, role of RBI in regulating financial institutions
Unit-12	Application of Ethical Standards to Marketing: duties of the manufacturer, ethics in product packaging, labeling, launching and pricing, advertisement and communication decision
Unit-13	Consumer Rights and Privacy: importance of consumer rights, consumer awareness, right to privacy, consumer protection act

Unit-14	Current Trends in Business Ethics: Online business and ethics, online frauds in product and service business, detection of online frauds, awareness to online frauds.
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READINGS:

1. BUSINESS ETHICS: PRINCIPLES AND PRACTICES by DANIEL ALBUQUERQUE, OXFORD UNIVERSITY PRESS
2. BUSINESS ETHICS AN INDIAN PERSPECTIVE by A.C FERNANDO, PEARSON
3. BUSINESS ETHICS - TEXT & CASES by C.S.V. MURTHY, HIMALAYA PUBLISHING HOUSE PVT. LTD

Course Code	DEHRM101	Course Title	HUMAN RESOURCE MANAGEMENT
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Comprehend human resource management function and issues to tackle evolving challenges

CO2: Craft policies to acquire, develop, motivate and retain human resources

CO3: Appreciate the dynamics of industrial relations and to manage them as per statutory regulations.

Unit No.	Content
Unit-1	Introduction: External and Internal Forces of environment affecting HRM, Integrating HR Strategy with Business Strategy, Objectives and functions of HRM
Unit-2	Human Resource Planning: HRP process, Barriers and Prerequisites for Successful HRP
Unit-3	Job Analysis: Methods of Collecting Job Data, Potential Problems with Job Analysis, Job Design and its approaches, Process of Job Analysis
Unit-4	Recruitment: Recruitment process, Recruitment Methods
Unit-5	Selection: Selection Process, Barriers to effective selection, Selection Challenges in India
Unit-6	Induction and Placement: Orientation and its Prerequisites, Evaluation of Orientation Programme
Unit-7	Training and Development: Training Process, Career Development, Training and Development Methods
Unit-8	Performance Management System: Performance Appraisal Process and Its challenges, Legal Issues associated with Performance Appraisal
Unit-9	Compensation Management: Components and theories of remuneration, Factors influencing employee remuneration, Devising a remuneration plan and various challenges in it, Remuneration of special groups
Unit-10	Employee Services: Types of Employee Benefits and Services, Fringe benefits, Job Evaluation Process and Methods
Unit-11	Industrial Relations: Approaches and Parties to IR, Role of HRM in Industrial Relations, Causes of Industrial Disputes, Settlement of Industrial Disputes
Unit-12	Trade Unions: Trends in Trade Union Movement, Types of Trade Union
Unit-13	Health, Safety and Welfare of Employees: Health, Safety and Welfare provisions under Factories Act 1948
Unit-14	Contemporary Issues in HRM: Reverse Mentoring, Work Life Balance, Talent Management, Workforce Diversity, Labour Laws Reforms in India, Global Challenges of HRM

READINGS:

1. HUMAN RESOURCE MANAGEMENT TEXT AND CASES by K ASWATHAPPA, M.G.Hills
2. HUMAN RESOURCE MANAGEMENT by GARY DESSLER, BIJU VARKKEY, PEARSON
3. HUMAN RESOURCE MANAGEMENT by PRAVIN DURAI, PEARSON
4. HUMAN RESOURCE MANAGEMENT by R WAYNE MONDY, PEARSON
5. HUMAN RESOURCE MANAGEMENT - TEXT AND CASES by V.SP. RAO, EXCEL BOOKS

Course Code	DEACC105	Course Title	FINANCIAL ACCOUNTING
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Compare the importance of Generally Accepted Accounting Principles in relation to IFRS

CO2: Analyze transactions in accounting and compute the value of assets

CO3: Prepare financial statements in accordance with appropriate standards

CO4: Solve the problems related to hire purchase and dissolution of partnership

CO5: Describe the main elements of branch accounting

CO6: Record the business transactions in various types of vouchers using accounting software and generating accounting reports.

Unit No.	Content
Unit-1	Introduction to accounting- accounting as an information system, users of financial accounting information, need of financial information, qualitative characteristics, advantages and limitations of accounting, branches of accounting, cash basis and accrual basis of accounting.
Unit-2	Accounting principles- nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.
Unit-3	Business Income- measurement of business income-net income: the accounting period, the continuity doctrine and matching concept, objectives of measurement, revenue recognition, recognition of expenses.
Unit-4	Financial accounting standards- concept, benefits, procedure for issuing accounting standards in India, salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101, International Financial Reporting Standards (IFRS): - Need and procedures.
Unit-5	Accounting Process- recording of a business transaction in journal, ledger posting, preparation of trial balance including adjustments.
Unit-6	Depreciation accounting- concept of depreciation, factors in the measurement of depreciation, methods of computing depreciation: straight line method and diminishing balance method.
Unit-7	Inventory Valuation- meaning, significance of inventory valuation, inventory record systems-periodic and perpetual, methods: FIFO, LIFO and Weighted Average and salient features of IND AS2.
Unit-8	Final Accounts- conceptual framework of capital and revenue expenditures and receipts, preparation of financial statements of non-corporate business entities.
Unit-9	Dissolution of Partnership Firm- accounting of dissolution of the partnership firm including insolvency of partners, sale to a limited company and piecemeal distribution
Unit-10	Accounting for Hire-Purchase and Installment Systems- Journal entries and ledger accounts in the books of hire vendors and hire purchaser for large value items including default and repossession.
Unit-11	Branch accounting 1- concept of dependent branches, accounting aspects, debtor's system, stock and debtor's system, branch final accounts system and whole sale basis system,
Unit-12	Branch accounting 2- independent branches, concept and accounting treatment and preparation of consolidated profit and loss account and balance sheet.

Unit-13	Computerized Accounting Systems 1- computerized accounts by using any popular accounting software, creating a company, configure and features settings
Unit-14	Computerized Accounting Systems 2- creating accounting ledgers and groups, creating stock items and groups, vouchers entry, generating reports, selecting and shutting a company.

READINGS:

1. Charles T. Horngren and Donna Philbrick, *Introduction to Financial Accounting*, Pearson Education.
2. Financial Accounting by P.C. Tulsian, Pearson
3. Financial Accounting by Hanif and Mukherjee, MCgraw Hill Education
4. Advanced Accountancy by S.N. Maheshwari and S.K. Maheshwari, Vikas Publishing House

Course Code	DECHE110	Course Title	ENVIRONMENTAL SCIENCES
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Observe the current environmental issues and associated problems.

C02: Illustrate the basic knowledge of environment and its various components.

C03: Devise new approaches to reduce various types of environmental pollution.

C04: Identify the environment policies and practices.

Unit No.	Content
Unit-1	Multidisciplinary nature of environmental studies, Scope and importance: Concept of sustainability and sustainable development, Land resources: Land degradation, soil erosion and desertification.
Unit-2	Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
Unit-3	Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water, Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs.
Unit-4	Ecosystem, structure and function of ecosystem, Energy flow in an ecosystem: food chains, food webs and ecological succession ecological pyramids, Case studies of the following ecosystems: a) forest ecosystem b) grassland ecosystem c) desert ecosystem d) aquatic ecosystem.
Unit-5	Levels of biological diversity: genetic, species and ecosystem diversity, Biogeographic zones of India, Biodiversity patterns and global biodiversity hot spots, India as a mega diversity nation, Endangered and endemic species in India.
Unit-6	Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions, Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity, Ecosystem and biodiversity services: ecological, economic, social, ethical, aesthetic and Informational value.
Unit-7	Environmental pollution: Types, causes, effects and controls; Air pollution, Ill-effects of Fireworks.
Unit-8	Environmental pollution: Types, causes, effects and controls: water, soil and noise pollution, Nuclear hazards and human health risks, Pollution case studies.
Unit-9	Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.
Unit-10	Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.
Unit-11	International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD), Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context, Solid waste management: Control measures of urban and industrial waste
Unit-12	Human population growth: Impacts on environment, human health and welfare.
Unit-13	Disaster management: floods, earthquake, cyclones and landslides, Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

Unit-14	Environmental ethics: Role of Indian and other religions and cultures in environmental conservation, Environmental communication and public awareness
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READINGS:

1. PERSPECTIVE IN ENVIRONMENTAL STUDIES by ANUBHA KAUSHIK, C P KAUSHIK, NEW AGE INTERNATIONAL PUBLISHERS
2. TEXT BOOK OF ENVIRONMENTAL STUDIES by D. DAVE AND S. S. KATEWA, CENGAGE LEARNING

Course Code	DEENG140	Course Title	ADVANCED ENGLISH COMMUNICATION SKILLS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Read and understand longer pieces of discourse independently

CO2: Read and compare two texts for evaluating them

CO3: Summarise a text for the benefit of peers orally or in writing

CO4: Write a review of a text read for academic purpose or pleasure

CO5: Understand the purpose and process of communication

Unit No.	Content
Unit-1	Reading texts of different genres and of varying length
Unit-2	Different strategies of comprehension
Unit-3	Reading and interpreting non-linguistic text
Unit-4	Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)
Unit-5	Analysing a topic for an essay or a report
Unit-6	Editing the drafts arrived at and preparing the final draft
Unit-7	Re-draft a piece of text with a different perspective (Manipulation exercise)
Unit-8	Summarise a piece of prose or poetry
Unit-9	Using phrases, idioms and punctuation appropriately
Unit-10	Introduction to communication – principles and process
Unit-11	Types of communication – verbal and non-verbal
Unit-12	Identifying and overcoming problems of communication
Unit-13	Communicative competence
Unit-14	Cross-cultural communication

READINGS:

1. Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
2. Department of English, Delhi University (2006). Fluency in English Part II. New Delhi, OUP
3. Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP
4. Hedge, T. (2005). Writing. London, OUP
5. Kumar, S and PushpLata (2015). Communication Skills. New Delhi, OUP
6. Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
7. Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan

Course Code	DEMKT201	Course Title	PRINCIPLES OF MARKETING
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

- C01:** Enumerate the concepts of marketing and adopting the marketing concepts in different business scenarios
- C02:** Describe the dynamic nature of the environment and enhance ability to apply marketing models and theories for taking better and informed marketing decisions
- C03:** Analyse various situations and decisions involving segmentation, targeting and positioning; decisions involving price and marketing communications
- C04:** Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.

Unit No.	Content
Unit-1	Marketing management today: Marketing scope and concept, evolution of marketing, selling vs marketing, marketing process and marketing mix
Unit-2	The marketing environment: Analyzing the marketing environment, customer lifecycle and its stages, customer acquisition and retention and competitive analysis
Unit-3	Market planning and research: Approaches to market planning and its process, marketing research process and marketing information system
Unit-4	Buying behaviour: Consumer markets and consumer buyer Behaviour, business markets and business buyer Behaviour
Unit-5	Segmentation and targeting: Market segmentation, targeting and positioning, market measurement and demand forecasting
Unit-6	Product management: Managing product, product differentiation and positioning, new product development and product life cycle
Unit-7	Brand management: Managing brands and brand equity
Unit-8	Pricing decisions: Meaning and significance of price, factors influencing pricing, pricing methods and pricing strategies
Unit-9	Distribution management: Physical distribution and marketing logistics, marketing channels, creating and managing dealer network, retailing and wholesaling
Unit-10	Integrated marketing communication: sales promotions, advertising, public relations, sales management, personal selling, direct marketing and digital marketing
Unit-11	Customer relationship management: Marketing strategy, customer service and customer relationship management process
Unit-12	Creating sustainable competitive value and growth: Marketing organization, marketing performance and control
Unit-13	Broadening horizons: Services Marketing, rural marketing and retail management
Unit-14	Contemporary issues in marketing: Sustainable marketing, social responsibility, marketing ethics and global marketing strategies for Indian firms

READINGS:

- MARKETING MANAGEMENT by PHILIP KOTLER AND KEVIN LANE KELLER, Pearson Education India
- MARKETING MANAGEMENT by RAJAN SAXENA, Mc Graw Hill Education
- MARKETING MANAGEMENT INDIAN CONTEXT GLOBAL PERSPECTIVE by V.S. RAMASWAMY AND S. NAMAKUMARI, SAGE PUBLICATIONS

Course Code	DEMGN206	Course Title	RESEARCH METHODOLOGY	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Enumerate critical thinking and scientific approach to formulate research problems

C02: Describe research design approaches, methods and conceptual differences for applying them to different research contexts

C03: Analyze the data using various statistical tools and techniques in research

C04: Use relevant statistical software for data analysis purpose

Unit No.	Content
Unit-1	Introduction of research: meaning of research, types of research, criteria, characteristics and challenges for ideal research
Unit-2	Scope and application of research: qualitative requirements and dissemination of research, concepts used in business research and qualitative & quantitative research
Unit-3	Research design: steps in research process, introduction and types of research designs, cross sectional & longitudinal studies
Unit-4	Sampling and sampling distribution: the importance of sampling, random and non-random sampling, the concept of sampling distribution and the application of central limit theorem
Unit-5	Measurement scales: classification of measurement scales, properties and statistical analysis, comparative and non-comparative scales, guidelines for deciding scales
Unit-6	Data sources: primary and secondary data sources, collection of primary data, questionnaire introduction and design process
Unit-7	Parametric test: basic analysis- arithmetic mean, median and mode (ungrouped and grouped), statistical inferences- various tests of significance,
Unit-8	Non-parametric tests: non-parametric tests types and difference between parametric and non-parametric test
Unit-9	Probability distribution: binomial, Poisson and normal distribution
Unit-10	Correlation analysis: Karl Pearson and Spearman's rank correlation,
Unit-11	Regression analysis: introduction of simple linear regression and determining the equation of a regression line, Chi square test: goodness of fit test and test of independence
Unit-12	ANOVA and multivariate data analysis: one way ANOVA and factor analysis
Unit-13	Presentation of data: classification, tabulation and graphical presentation of data
Unit-14	Report writing: importance of report writing, report format and sections

READINGS:

1. BUSINESS RESEARCH METHODS by NAVAL BAJPAI, PEARSON
2. RESEARCH METHODOLOGY: METHODS AND TECHNIQUES by C R KOTHARI, GAURAV GARG, NEW AGE INTERNATIONAL

Course Code	DEQTT201	Course Title	BUSINESS MATHEMATICS AND STATISTICS
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Discuss the fundamentals of statistics used in business decision making

C02: Classify statistics in context of descriptive and inferential statistics

C03: Integrate data description with data inferences

C04: Analyze the role of statistical tools and techniques for strategic decision making

C05: Establish skills for statistical inference of business data

C06: Construct the decision-making process under uncertainty using statistical tools

Unit No.	Content
Unit-1	Matrices: Definition and types of matrix, Algebra of matrices, Inverse of a matrix, Business Applications, Solution of system of linear equations.
Unit-2	Determinants: Inversion Method and Cramer's Rule, Leontief Input Output Model (Open Model Only).
Unit-3	Functions: Mathematical functions and their types, Concepts of limit and continuity of a function.
Unit-4	Maxima and Minima: Concept of Marginal Analysis, Concept of Elasticity, effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity.
Unit-5	Linear Programming - I: Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs, Cases of unique solutions, infeasibility, and redundant constraints.
Unit-6	Linear Programming - II: Shadow prices of the resources, Identification of unique and multiple optimal solutions, The dual problem & solutions, Economic interpretation of the dual.
Unit-7	Statistical Data: introduction, nature of statistics, importance and scope of statistics, Univariate Data, Multivariate Data, Qualitative and Quantitative data, time-series and cross-sectional data, primary and secondary data.
Unit-8	Descriptive Statistics: Measures of Central Tendency, Concept and properties of arithmetic mean, Concept and properties of harmonic mean. Positional Averages: Mode and Median.
Unit-9	Dispersion: absolute and relative dispersion, Range, quartile deviation, mean deviation, standard deviation, Properties of standard deviation / variance, Skewness, Kurtosis.
Unit-10	Skewness: Meaning of skewness, absolute and relative measures of skewness, kurtosis, measurement of Kurtosis, implications of skewness and Kurtosis.
Unit-11	Probability: Theory and approaches of probability. Probability Theorems: Addition and Multiplication, Conditional probability, Bayes' Theorem.
Unit-12	Probability Distribution: Binomial distribution, Poisson distribution, Normal distribution, applications of probability distribution.
Unit-13	Correlation: Meaning and types of Correlation, Pearson's coefficient of correlation, standard error, Rank correlation.
Unit-14	Regression: Principle of least squares, regression lines, Regression equations, Properties of regression coefficients, Relationships between Correlation and Regression coefficients.

READINGS:

1. Business Statistics, Sharma, J.K., Pearson Education
2. Statistics For Management, 7/E By Richard I. Levin, David S. Rubin, Sanjay Rastogi, Masood Husain Siddiqui, Pearson
3. Statistics For Business and Economics, 4/E By R P Hooda, Macmillan
4. Business Statistics By Dr. S.P. Gupta, Sultan Chand & Sons (P) Ltd.
5. Applied Business Statistics: Making Better Business Decisions, 7th Ed, Isv By Ken Black, Wiley

Course Code	DEACC205	Course Title	COST AND MANAGEMENT ACCOUNTING
			WEIGHTAGE
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Classify various techniques of inventory control and methods of pricing material issue

C02: Apply the concepts of marginal costing for decision making

C03: Use the various cost accounting techniques in rational decision making

C04: Employ the understanding of cost concepts to work analytically with cost data

C05: Use ratio analysis to evaluate the liquidity, activity, profitability and solvency position of the organization

C06: Prepare cash, flexible, sales and production budgets for smooth functioning of the activities in the organizations

Unit No.	Content
Unit-1	Introduction to Cost Accounting: meaning, objectives and importance of Cost Accounting, differentiation between Cost and Financial Accounting, ways of classifying costs, Unit or Output Costing
Unit-2	Cost Sheet: Unit or Output Costing, Cost Sheet Preparation
Unit-3	Material Costing: meaning, objectives and essential requirements of inventory control, material classification
Unit-4	Techniques of Inventory Control: ABC Technique, VED analysis and Inventory levels (minimum, maximum and reorder levels) and Economic Order Quantity (EOQ)
Unit-5	Pricing Material Issues: FIFO, LIFO and Simple Average method
Unit-6	Marginal Costing: concept, nature and importance of Marginal Costing,
Unit-7	CVP Analysis: P/V ratio, Break-even point, Margin of Safety, applications of Marginal Costing for decision making in organizations: make or buy decisions and product mix decision
Unit-8	Standard Costing: conceptual framework of Standard Costing: concept, applicability, preliminaries in establishing a system of Standard Costing and advantages and limitations of Standard Costing,
Unit-9	Variance Analysis: Material Variances and Labor Variances
Unit-10	Introduction to Management Accounting: meaning, nature, use and limitations of management accounting, comparison between Cost, Management and Financial Accounting
Unit-11	Analysis of Financial Statements: components, significance and purpose of Financial Statement Analysis, tools for analyzing Financial Statements: Comparative Statement Analysis and Common Size Statement Analysis.
Unit-12	Ratio Analysis: nature, importance and limitations of Ratio Analysis, types of Ratios: Liquidity Ratios, Activity Ratios, Profitability Ratios and Solvency Ratios
Unit-13	Cash Flow Statement Analysis: objectives, uses and components of Cash Flow Statement, preparation of Cash Flow Statement (Indirect method: AS-3 revised)
Unit-14	Budgetary Control: objectives and limitations of Budgetary Control, classification of Budgets, preparation of Cash Budget and Flexible Budget

Text Books:

1. COST AND MANAGEMENT ACCOUNTING by M N ARORA, HIMALAYA PUBLISHING HOUSE PVT. LTD

References:

1. MANAGEMENT ACCOUNTING by PARESH SHAH, OXFORD & IBH
2. COST ACCOUNTING- A MANAGERIAL EMPHASIS by CHARLES T. HORNGREN, SRIKANT M. DATAR, GEORGE FOSTER, MADHAV V. RAJAN, CHRISTOPHER ITTNER, PEARSON
3. MANAGEMENT ACCOUNTING by DEBARSHI BHATTACHARYYA, PEARSON
4. COST ACCOUNTING by JAWAHAR LAL AND SEEMA SRIVASTAVA, M.G.Hills

Course Code	DEBSL101	Course Title	BUSINESS LAW	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Apply the statutory provisions related to Contract Act in business organizations.

CO2: Apply the statutory provisions related to Sales of Goods Act in business enterprises.

CO3: Develop understanding of the various provisions related to Limited Liability Partnership Act.

CO4: Analyze the legal issues related to Negotiable Instruments.

CO5: Apply statutory provisions related to IPR laws and Consumer Protection Act.

Unit No.	Content
Unit-1	The Indian Contract Act, 1872: meaning and essentials of contract, kinds of contract, offer and acceptance
Unit-2	The Indian Contract Act, 1872: free Consent, consideration
Unit-3	The Indian Contract Act, 1872: contractual capacity, performance of contract
Unit-4	The Indian Contract Act, 1872: discharge of contract, remedies for breach of contract
Unit-5	Special Contracts: contingent contract, quasi contract, contract of indemnity and guarantee
Unit-6	Special Contracts: contract of bailment, contract of agency
Unit-7	The Sale of Goods Act, 1930: meaning of contract of sale, sale and agreement to sell, transfer of property in goods including sale by a non-owner
Unit-8	The Sale of Goods Act, 1930: meaning and types of conditions, meaning and types warranties
Unit-9	The Sale of Goods Act, 1930: doctrine of caveat emptor, unpaid seller and his rights
Unit-10	Limited Liability Partnership Act, 2008: meaning and essential features of LLP, incorporation of LLP, types of partners, relationship of partners, difference between partnership, Company and LLP
Unit-11	Consumer protection Act, 1986: meaning and definitions, procedure of lodging a complaint, redressal machinery under the act
Unit-12	Negotiable Instruments Act, 1881: meaning and characteristics of negotiable instruments, classification of negotiable instruments, comparison between promissory note, bill of exchange and cheque
Unit-13	Negotiable Instruments Act, 1881: meaning and comparison of holder and holder in due course, privileges of holder in due course, types of endorsements, crossing of cheque, bouncing of cheque
Unit-14	Intellectual property rights: patents, copyrights and trademarks, requirements and procedure for filing a patent, intellectual property infringement

READINGS:

1. A TEXT BOOK OF MERCANTILE LAW by P.P.S. GOGNA, S. CHAND & COMPANY
2. ELEMENTS OF MERCANTILE LAW by N.D. KAPOOR, S. CHAND & COMPANY
3. A MANUAL OF BUSINESS LAWS by S.N MAHESHWARI, S.K. MAHESHWARI, 4.IMALAYA PUBLISHING HOUSE PVT. LTD
4. MERCANTILE LAW by S S GULSAN, EXCEL BOOKS
5. MERCANTILE LAW by M C KUCHCHAL, VIKAS PUBLISHING HOUSE
6. LEGAL ASPECTS OF BUSINESS by DANIEL ALBUQUERQUE, OXFORD & IBH

Course Code	DEFIN302	Course Title	FUNDAMENTALS OF FINANCIAL MANAGEMENT
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Analyze the role of financial management and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.

C02: Identify the major sources of short-term and long-term financing available to the firm.

C03: Observe concept of time value of money and effect of dividend policy on the value of firm.

C04: Interpret the capital structure decisions of the firm.

C05: Develop the understanding of Company Capital budgeting methods and decisions.

Unit No.	Content
Unit-1	Financial Management: introduction to financial management, scope and applications of finance, financial goal profit maximization / wealth maximization
Unit-2	Financial Management Functions: Finance function, role of finance manager, Controller and Treasury functions in respect to Financial Management
Unit-3	Sources of finance: short term sources, medium term sources, long term sources of finance
Unit-4	Time value of money: concept, meaning of TVM, future value of cash flow, present value of cash flow, future value of annuity, present value of annuity, perpetuity, difference between annuity and perpetuity
Unit-5	Practical Applications of Time value of Money: Numerical aspects to understand Perpetuity, Annuity of single cash flow, Compound Interest, Simple Interest
Unit-6	Cost of capital: introduction, Relevance of cost of capital, components of cost of capital- cost of debt, cost of preference capital, cost of equity capital, weighted average cost of capital, CAPM techniques
Unit-7	Capital structure: introduction, concept of optimum capital structure, relevance theories of capital structure, irrelevance theories of capital structure
Unit-8	Capital budgeting: introduction, nature of capital budgeting, capital budgeting decisions types, non discounting techniques, discounting techniques
Unit-9	Leverage: Meaning, Types of Leverage, Financial leverage, Operating Leverage, Combined Leverage
Unit-10	Dividend theory: introduction, objectives of dividend policy, forms of dividend, dividend relevance, dividend irrelevance
Unit-11	Working capital management: introduction to working capital, working capital determinants, operating cycle, liquidity and profitability trade-off
Unit-12	Inventory management: introduction, objectives, need, inventory management techniques, ABC Analysis
Unit-13	Cash management: introduction, objectives, need, techniques for cash collection
Unit-14	Receivables management: introduction, nature of credit policy, credit policy variables

READINGS:

1. ESSENTIALS OF FINANCIAL MANAGEMENT by PANDEY I. M, VIKAS PUBLISHING HOUSE
2. BASIC FINANCIAL MANAGEMENT by KHAN M Y, JAIN P K, McGraw Hill Education
3. FINANCIAL MANAGEMENT THEORY AND PRACTICE by GUPTA SHASHI, K., SHARMA R.K, Kalyani publishers
4. FUNDAMENTALS OF FINANCIAL MANAGEMENT by SHARAN VYUPTKESH, Pearson

Course Code	DEMGN358	Course Title	E-COMMERCE
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Identify different kinds of e-commerce sites and the differentiation strategy behind them

C02: Develop value in an online setting and design a suitable payment system

C03: Develop a website, taking care of its security and reliability

Unit No.	Content
Unit-1	Electronic business- understanding new internet economy and business: objectives of e-business, transition from traditional business to e-business, e-business and e-commerce, advantages of e-business
Unit-2	E-business models: e-business structure, evolution of e-business and its stages, e-business models based on functionality, e-business models based on transactions
Unit-3	E-business competitive and business strategy: competitive advantage and competitive strategy, role of technology in building competitive advantage, building competitive advantage through e-business
Unit-4	E-market: electronic market, internet advertising, e-business advertising- types, classification of e-markets
Unit-5	Value creation and business strategies in e-age: value drivers of e-business, e-business strategies and strategic challenges, e- business value chain
Unit-6	E-business applications: characteristics, classification, current trends in e business
Unit-7	E-procurement and e-fulfillment: e-procurement model, e-procurement process, e-procurement infrastructure, e-SCM, e-SCM evolution
Unit-8	Creating e-business plan: why should a business plan be written, elements of e-business plan, phases/aspects of e-business plan, what should be avoided while writing an e-business plan
Unit-9	Building and launching e-business: e-business launching considerations, checklist for launching an e-business, challenges in e-business transition, types of changes in e-businesses, stages of e business process reengineering in e-business change
Unit-10	Online payment systems: traditional payment methods, online payment system characteristics, online payment methods, security and risk handling in online payments, fraud detection in online payments
Unit-11	Design and development of a business website: prerequisites for designing in-house websites, steps involved in website development, security issues involved in websites
Unit-12	Constructing e-business enterprise Applications: trends, problems due to lack of integration, cross-functional integrated applications, integrated application frameworks
Unit-13	Enterprise resource planning (ERP) for e-business: basics of ERP, ERP decision, ERP applications, ERP implementation
Unit-14	Security and reliability of e-business: risk analysis- information classification, computer viruses, worms and Trojans, other threats, e-business security policy

READINGS:

1. VE- BUSINESS by PARAG KULKARNI, SUNITA JAHIRABADKAR, PRADIP CHANDE, OXFORD UNIVERSITY PRESS
2. VELECTRONIC COMMERCE: A MANAGER'S GUIDE by RAVI KALAKOTA, ANDREW B.WHINSTON, PEARSON

Course Code	DEMKT204	Course Title	SALES MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- C01:** Evaluate selling and sales management strategies in relation to current legal and ethical standards of practice.
- C02:** Formulate good question techniques to define customer's buying needs and handle the objections effectively.
- C03:** Analyze sales solutions to match customer's buying needs and deliver them the value.
- C04:** Apply different sales management techniques to motivate, compensate, evaluate and lead a sales force.
- C05:** Demonstrate an understanding of the importance of ethical behavior in relationship selling and sales management.

Unit No.	Content
Unit-1	Development and role of selling in marketing: success factors for professional salespeople, types of selling, the marketing concept, the relationship between sales and marketing.
Unit-2	Sales strategies: sales and marketing planning, the planning process, establishing marketing plans, the place of selling in the marketing plan
Unit-3	Changes in accounting policies, estimates and errors: scope of Ind AS 8, reporting of change in accounting policies, disclosures for change in accounting policies, treatment of change in accounting estimates, disclosures for change in accounting estimates
Unit-4	Sales settings: sales channels, selling services, sales promotions, public relations, International selling: Economics aspects, cultural factors in international selling, Pricing
Unit-5	Sales responsibilities and preparation: sales responsibilities, preparation, Personal selling skills: need and problem identification, the presentation and demonstration, dealing with objections, closing the sale
Unit-6	Key account management: what is key account management, criteria for selecting key accounts, the task and skills of key account management, key success factors for key account management
Unit-7	Relationship selling: from total quality management to customer care, from relationship marketing to relationship selling, tactics of relationship selling
Unit-8	Direct marketing: what is direct marketing, database marketing, managing a direct marketing Campaign
Unit-9	Recruitment and selection: the importance of selection, preparation of the job description and specification, identification of sources of recruitment and methods of communication
Unit-10	Motivation and training: motivation, leadership, training, Organization and compensation: determining the number of salespeople, establishing sales territories, compensation
Unit-11	Sales forecasting and budgeting: levels of forecasting, quantitative techniques, budget determination, budget allocation
Unit-12	Sales force evaluation: the sales force evaluation process, setting standards of performance, gathering information, measures of performance

Unit-13	Sales Operations: Sales budget, sales territories, sales Quota's, control of sales, sales meeting and sales contest, organising display, showroom and exhibitions.
Unit-14	Issues and Developments in Sales: Social, ethical and legal aspects of Selling; Sales ethics, ethical behavior in selling, Serve don't sell method.

READINGS:

Text Books:

1. SELLING AND SALES MANAGEMENT by DAVID JOBBER AND GEOFFREY LANCASTER, PEARSON

References:

1. SALES FORCE MANAGEMENT by CHURCHILL/FORD/WALKER, MCGRAW HILL EDUCATION
2. SELLING TODAY by GERALD L MANNING AND BERRY L REACE, PEARSON

Course Code	DEACC352	Course Title	Financial Reporting	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Measure the value of tangible and intangible assets in compliance with Indian accounting standards
- CO2:** Demonstrate an understanding of the accounting for impairment of intangible assets including goodwill
- CO3:** Interpret the conceptual framework of financial reporting as per Indian accounting standards
- CO4:** Analyze the impact of change in accounting policies, estimates and errors on various components of financial statements
- CO5:** Illustrate the disclosure requirements with regard to disclosure of provisions, contingent liabilities and contingent assets

Unit No.	Content
Unit-1	Framework for preparation & presentation of financial statements: accounting assumptions, qualitative aspects, elements of financial statements, recognition criteria, objective and scope of Ind AS 1, structure and content of financial statements, disclosures.
Unit-2	Interim financial reporting: objective and scope of Ind AS 34, contents of interim financial report, disclosures
Unit-3	Changes in accounting policies, estimates and errors: scope of Ind AS 8, reporting of change in accounting policies, disclosures for change in accounting policies, treatment of change in accounting estimates, disclosures for change in accounting estimates
Unit-4	Events after the reporting period: types of events, recognition of adjusting events, measurement of adjusting events
Unit-5	Valuation of inventories: objective and scope of Ind AS 2, measurement of inventories
Unit-6	Valuation of fixed assets: objective and scope of Ind AS 16, measurement criteria of property, plant and equipment
Unit-7	Borrowing cost: scope of Ind AS 23, qualifying asset, recognition, period of capitalization
Unit-8	Impairment of assets: objective and scope of Ind AS 36, impairment criteria, indications of impairment, impairment of goodwill
Unit-9	Valuation of intangible assets: objective and scope of Ind AS 38, identification and recognition of intangible assets
Unit-10	Employee benefits: objective and scope of Ind AS 19, types of employee benefits, disclosures
Unit-11	Provisions, contingent liabilities and contingent assets: objective and scope of Ind AS 37, recognition of provisions, contingent liabilities and contingent assets
Unit-12	Income taxes: scope of Ind AS 12, recognition & measurement of current tax, recognition & measurement of deferred tax
Unit-13	Related party disclosures: objective and scope of Ind AS 24, related party transactions, disclosures
Unit-14	Earnings per share: objective and scope of Ind AS 33, measurement of earnings per share

READINGS:

1. Students' Guide to Accounting Standards by D.S. Rawat, Taxmann Publisher
2. Financial Reporting With Problems And Solutions, Accounting Standards & Guidance Notes By Ca Bharat Tulsian & Ca & Dr. P C Tulsian, S Chand Publishing

Course Code	DEMKT251	Course Title	ESSENTIALS OF CONSUMER BEHAVIOR
			WEIGHTAGE
			CA ETE(Th.)
			30 70

Course Outcomes:

CO1: Understand the rationale for studying consumer behaviour and implications of consumer behaviour concepts & theories for businesses.

CO2: Describe the individuals or groups influence on consumer behaviour and strategy formulation by the marketers.

CO3: Analyze the dynamic interplay of internal and external factors influencing consumer behavior and accordingly develop a marketing strategy.

CO4: Articulate practical and comprehensive managerial understanding of consumer behavior.

CO5: Develop the understanding of marketing regulation, consumer protection act and contemporary issues in consumer behaviour.

Unit No.	Content
Unit-1	Consumer behavior and marketing strategy: consumer behaviour, market strategy and applications of consumer behavior.
Unit-2	Market analysis and consumer decisions: market analysis components, segmentation strategy and consumer decisions and consumer behavior models.
Unit-3	Culture and group influence: cultural and group influence on consumer behavior, concept of culture, cross cultural marketing strategy, the household life cycle and marketing strategy.
Unit-4	Groups, reference group and diffusion of innovation: groups, types of groups, reference group influence on consumption process & marketing strategies and diffusion of innovation.
Unit-5	Perception: perception, exposure, attention and interpretation, perception and marketing strategy.
Unit-6	Learning and personality: memory's role in learning, learning theories, brand image and product positioning, brand equity and brand leverage motivation, personality and emotion.
Unit-7	Motivation and emotion: motivation theory and marketing strategy use of personality in marketing practice, emotions and marketing strategy.
Unit-8	Attitude and market segmentation: attitude, influencing attitude, attitude components and change strategies, market segmentation and product development strategies based on attitudes.
Unit-9	Self-concept and consumer decisions: nature of lifestyle, the VALS system consumer decision process and types of consumer decisions.
Unit-10	Consumer decision making process: process of problem recognition and uncontrollable determinants of problem recognition, marketing strategy and problem recognition, information, alternative evaluation and selection, types and sources of information, consumer decision making and evaluation criteria.
Unit-11	Decision rules and attributes of consumers: decision rules for attitude-based choices, attributes affecting retail outlet selection, consumer characteristics and outlet choice, in-store and online influence on brand choice and evaluation criteria.
Unit-12	Post purchase processes and dissonance: post purchase processes, post purchase dissonance, product use and non-use, disposition.

Unit-13	Purchase evaluation and customer satisfaction: purchase evaluation, customer satisfaction, dissatisfaction responses, repeat purchase and customer commitment.
Unit-14	Consumer behavior and marketing regulation: regulation and marketing to children, regulation and marketing to adults, consumer protection act and contemporary issues in consumer behavior.

Text Books:

1. CONSUMER BEHAVIOR- BUILDING MARKETING STRATEGY by DEL I HAWKINS, DAVID L MOTHERSBAUGH, & AMIT MOOKERJEE, MCGRAW HILL EDUCATION

References:

1. CONSUMER BEHAVIOR by KUMAR, S. R. , SCHIFFMAN, L.G. , WISENBLIT J., PEARSON
2. CONSUMER BEHAVIOR by RAJNEESH KRISHNA, OXFORD UNIVERSITY PRESS.
3. SCHIFFMAN, L. G., &KANUK, L. L. CONSUMER BEHAVIOR. NEW DELHI, PRENTICE HALL.

Course Code	DEACC354	Course Title	Advanced Cost and Management Accounting	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Describe and recognize the peculiarities involved in the costing of service sector

C02: Analyze cost accounting techniques to evaluate and project business performance

C03: Analyze various managerial issues based on cost information

C04: Describe various components of operating income and its impact on profitability

C05: Determine the product prices by utilizing the concept of pare to analysis

C06: Use various advanced cost accounting techniques in rational decision making

Unit No.	Content
Unit-1	Cost management: cost analysis, techniques for profit improvement, cost reduction, just in time, life cycle costing, value analysis, automated manufacturing and synchronous manufacturing
Unit-2	Developments in the business environment: activity-based approaches to management and cost analysis, target costing, backflush accounting, throughput accounting, world class manufacturing, total quality management
Unit-3	Pricing decisions: theory of price, pricing policy, principles of product pricing, new product pricing, pricing strategies, pareto analysis, pricing of a finished product
Unit-4	Life cycle costing: concept of LCC, elements and categories of project life cycle costs, LCC process, analysis of alternative courses of action in life cycle costing, optimization of project life cycle costs
Unit-5	Practical applications of LCC: benefits of LCC, technology life cycle, industry life cycle, terotechnology, entrepreneurial engineering
Unit-6	Product life-cycle costing: meaning of product life-cycle costing, characteristics of product lifecycle costing, essential features of product life-cycle costing, activities in product life-cycle costing, costs in product life-cycle costing
Unit-7	Cost control and product life-cycle costing: uses of product life-cycle costing, costs associated with different stages of product life-cycle costing, economic value added to customer (EVC), experience curve and product life-cycle costing
Unit-8	Uniform cost: meaning of uniform costing, objectives, benefits and limitations of uniform costing
Unit-9	Inter-firm comparison: requisites for installation of uniform costing, inter-firm comparisons
Unit-10	Service sector: characteristics of service sector
Unit-11	Cost management and pricing of service sector: costing methods used in service sector, pricing of service sector
Unit-12	Profitability analysis: product wise, segment wise and customer wise
Unit-13	Profitability analysis I: components of operating income and its impact on the profitability, price recovery component and productivity component in the change of operating income, reasons for the difference in operating profit of two years and its reconciliation
Unit-14	Profitability analysis II: product wise profitability analysis Profitability analysis III: segment wise profitability analysis

READINGS:

1. Advanced Management Accounting by Ravi .M. Kishore, Taxmann Publisher
2. Advanced Management Accounting by Saxena V.K., Vashist C.D., Sultan Chand & Sons (P) Ltd.
3. Cost and Management Accounting by M.N.Arora, Vikas Publishing House

Course Code	DEMKT351	Course Title	FUNDAMENTALS OF PROMOTIONS MANAGEMENT	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- C01:** Develop, implement and coordinate the various promotional mix elements with other marketing activities
- C02:** Understand how marketers use situational analysis to help achieve integrated marketing communication objectives.
- C03:** Design and execute promotion strategies and campaigns using creative execution styles in different media.
- C04:** Identify decision areas under each element of the marketing mix and integrate them with advertising and promotional strategies.

Unit No.	Content
Unit-1	Introduction to integrated marketing communication program: introduction to integrated marketing communications, understanding marketing communication and understanding integrated marketing communication.
Unit-2	IMC as an integral part of marketing communication: understanding marketing, marketing mix strategy, structure of advertising and promotion world and players in advertising world.
Unit-3	The IMC programme situational analysis: understanding communication process, communication response hierarchy, introduction to IMC and tools, communication process, buying decision process and advertising research process.
Unit-4	Advertising in print media: advertising strategy, finding the big idea, creative Execution in print advertising and newspapers, fundamentals of advertising campaign.
Unit-5	Advertising in broadcasting media: strategic approaches, big idea, creative execution in magazine, radio and television.
Unit-6	Sales promotions: types of sales promotion, push and pull strategies, designing sales promotion program, sales promotion tools, strength and limitations of sales promotion.
Unit-7	Direct marketing: an introduction to direct marketing, the quintessential elements of direct marketing, direct marketing media and ethics in direct marketing.
Unit-8	Public relations and publicity: introduction to public relations, strengths and weaknesses of public relations, types of public relations, tools of public relations, planning the public relations programme and publicity.
Unit-9	Communication in the new age- online and mobile media: internet as a communication medium, traditional tools of online communication, social media: changing the rules of communication and mobile marketing
Unit-10	Media Planning and Strategy: print media, out of home media, broadcast media, introduction to media planning and developing the media plan.
Unit-11	Objectives in media planning: promotion objectives and budget determination, setting communication objectives, sales- versus communication-oriented objectives, the DAGMAR approach to setting objectives and measuring advertising effectiveness.
Unit-12	Budgeting for marketing communication: introduction to budgeting for marketing communication, arriving at the marketing communication budget, allocating the marketing communication budget.

Unit-13	Measuring IMC performance: measuring communication effectiveness, conducting research to measure communication effectiveness, the advertising testing process, testing other promotional tools, evaluating unconventional promotional tools and imc.
Unit-14	The legal and ethical environments of promotions: legislation affecting advertising, self-regulatory codes of conduct in advertising, legal and ethical concepts and issues in advertising, regulations governing sales promotions, regulations governing packaging and labelling, regulations governing direct marketing and regulations governing internet marketing.

Text Books:

1. ADVERTISEMENT AND PROMOTIONS- AN IMC PERSPECTIVE by KRUTI SHAH, MCGRAW HILL EDUCATION.

References:

1. ADVERTISING AND PROMOTION by BELCH & BELCH AND PURANI, MCGRAW HILL VEDUCATION
2. ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS by KRUTI SHAH, MCGRAW HILL EDUCATION.
3. ADVERTISING MANAGEMENT by RAJEEV BATRA, JOHN G. MYERS AND DAVID A. AAKER, PEARSON

Course Code	DEACC355	Course Title	Contemporary Issues in Accounting	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Identify current issues in accounting and finance

C02: Evaluate emerging issues in accounting and its impact on the industry

C03: Formulate arguments and conclusions in relation to contemporary issues

Unit No.	Content
Unit-1	Corporate Governance: meaning and interest in corporate governance, need of corporate governance system
Unit-2	Corporate Governance: approaches to corporate governance, development and issues in corporate governance, role of ethics, international perspectives and developments
Unit-3	Environmental reporting: methodology, objectives and observations of environmental reporting, models and process of reporting, report control system, suggestions for report improvements
Unit-4	Social accounting and reporting: basics of social accounting, social accounting approaches and models, social reporting in India, social impact on corporate industrial sector
Unit-5	Accounting for lease: introduction and types of lease, advantages and limitations for lessor and lessee, misconceptions about lease financing
Unit-6	Accounting for brand equity: basic terminology and brand equity accounting, types of brands and valuation process
Unit-7	Accounting for financial instruments: financial assets and financial liabilities, recognition and de-recognition of financial assets, hedging instrument, embedded derivatives
Unit-8	Corporate financial reporting and levels of management: introduction and qualitative features of corporate financial reporting, risk and financial reporting, regulatory framework in India and schedule VI
Unit-9	Corporate financial reporting and levels of management: cross border corporate financial reporting, user groups and annual reports and all levels of management, reporting system, general principles of a good reporting system
Unit-10	Forensic accounting: meaning and need of forensic accounting, role and functions of forensic accountant, forensic accounting in India
Unit-11	Value added statements: basics of activity-based costing, EVA, MVA, RIVA, quality costing, target costing, life cycle costing
Unit-12	Capital market research and accounting: value relevance, efficiency of capital markets, behavioral finance, auditors or intermediaries add value to accounting information
Unit-13	Earnings management: meaning and importance of earnings management, methods of earnings management, consequences of earnings management, corporate governance and earnings management
Unit-14	Integrated reporting: meaning and importance of integrated reporting, challenges & opportunities, users of integrated report, contents and guiding principles of integrated report

READINGS:

1. Students Guide to Accounting Standards by Ds Rawat, Taxmann Publisher
2. Contemporary Issues in Accounting by Gupta Shashi K., Mehra Arun, Kalyani Publishers
3. Current Issues in Accounting by Pramanik Alok Kumar Rao P. Mohana, Kanishka Publishers, Distributors

Course Code	DEACC356	Course Title	International Accounting
			WEIGHTAGE
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

C01: Understand the international accounting practices of multinational companies

C02: Identify differences in financial measurement and reporting practices that exist internationally

C03: Analyze corporate reports in accordance with global financial reporting standards

C04: Illustrate quantitative and qualitative characteristics of companies accounting, reporting and conduct international financial analysis

Unit No.	Content
Unit-1	Introduction to international accounting: Emergence and development of international accounting, scope and status of international accounting, obstacles in international accounting,
Unit-2	International accounting standards: internationalization of accounting profession, need for international accounting standards, critical review by the international accounting standards committee
Unit-3	Harmonization of accounting practices: IFRS and Indian GAAP comparison, Introduction and need for harmonization
Unit-4	Need for harmonization: Institutional efforts in harmonization of standards, essential impediments to harmonization
Unit-5	International financial statement analysis: Introduction and need for financial statement analysis, methods of financial statement analysis, international prospective analysis for financial statements
Unit-6	Interim financial reporting: IAS 34 for interim financial reporting, disclosures in interim financial reporting, Indian GAAP in interim financial reporting
Unit-7	International financial management: concept and scope of international financial management, international finance functions, role of international finance manager, international vs domestic financial management
Unit-8	Segment reporting: international GAAP on segment reporting, disclosure practices, meaning and need for segment reporting
Unit-9	Transfer pricing: meaning, need and approaches in transfer pricing, transfer pricing methodology
Unit-10	Currency translation: concept and need of currency translation, issues in currency translation, Indian GAAP of foreign currency translation
Unit-11	International taxation: introduction and objectives of international taxation, international taxation policies in practice
Unit-12	Exchange rate forecasting: techniques and services in forecasting, evaluation of forecasting performance, comparison and application of forecasting evaluation
Unit-13	Issues in E-commerce: introduction and need for E-commerce, electronic transaction
Unit-14	Introduction to Intellectual property rights: copyright & trademark, privacy legislation, legislation dilemma, legal issues, taxation issues

READINGS:

1. International Accounting By Das Mahopatra, Prentice Hall
2. International Accounting By Rathore, Shirin, Prentice Hall
3. International Accounting and Multinational Enterprises by Lee H. Radebaugh, Sidney J. Gray, Ervin L. Black, Wiley
4. International Accounting By Timothy Douppnik, Hector Perera, Mc Graw Hill

Course Code	DEMKT305	Course Title	RETAIL MARKETING
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

CO1: Understand how retailing works and the factors that influence its success

CO2: Apply the principles, practices, and concepts used in retail marketing management

CO3: Describe the complex nature and environment of retail marketing together with the buying and selling of goods and services to the final consumer

CO4: Understand the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion

Unit No.	Content
Unit-1	An introduction to retailing as an activity: the retail environment, the growing importance of the retail industry, meaning and definition of retailing, food retailing, general merchandise retailing, the dynamic nature of retail change
Unit-2	Introduction to retail marketing: An introduction to retail marketing, retailing and marketing, need for a strategic approach, the development of marketing, definitions and concepts of marketing, the differences between marketing and selling, marketing management tasks, the marketing environment of the company, alternative business philosophies, marketing orientation
Unit-3	Understanding consumer behaviour and retail operations: consumer behavior in the retail context, comparison of behaviorist and cognitivist approaches, the buying decision process and the implication for retail management, demographic factors and socio-economic categories, family and social influence
Unit-4	The management of service and quality in retailing: the service product concept, the intangible-tangible product continuum, a classification of service and quality, implementation of service management, characteristics of quality, quality auditing system
Unit-5	The retail marketing mix and retail product: Meaning of marketing mix, the marketing mix for services, target markets, the retail product, a breakdown of retailing as a product, store layout
Unit-6	Merchandise management and retail pricing: meaning of merchandise management, methods of planning and calculating inventory levels, category management, merchandise assortment and support, understanding price as a concept, factors influencing pricing, approaches to pricing the retail product
Unit-7	Retail communication and promotion: setting objectives and communication effects, advertising and sales promotion, relationship marketing and loyalty schemes, personal selling and public relations, other important promotional tool, characteristics of promotions.
Unit-8	Retail distribution and supply chain management: channels and channel flows, growth of channel relationships and partnerships, distribution logistics and stock control, retail logistics, corporate replenishment policies, internet and direct distribution system
Unit-9	Methods and approaches to retail strategy and marketing planning: the purpose of a marketing plan, reason for poor planning experience the corporate mission and goals, understanding the forces of industry competition, providing an effective marketing mix strategy
Unit-10	Retail location strategies and decisions: geographic location decisions, explanation for the special distribution of retail activities, location sites and types of retail development, locational technique, catchment area analysis, the leasing of a retail outlet

Unit-11	The management of a retail brand: definition and role of brand, positioning and personality of a brand, brand name, brand awareness, consumers' concept of self-image, product misuse and safety issue, managing brands over their life cycles, types of brand extension
Unit-12	The application of information technology to retail marketing: the growing role of information technology in retailing, information technology for competitive advantage, database marketing, data mining and business intelligence, electronic retailing
Unit-13	International retailing: The move to international retailing, the development of international retailing, international retail structures, motives and reasons for internationalization, direction for expansion, market entry method, typologies of international expansion.
Unit-14	The future of retailing: key changes, image and positioning, physical aspect of retailing, emerging trends in information technology, company learning curve

READINGS:

RETAIL MARKETING MANAGEMENT by DAVID GILBERT, PEARSON

References:

RETAILING MANAGEMENT by MICHAEL LEVY BARTON WEITZ AJAY PANDIT, MC GRAW HILL

Course Code	DEMG251	Course Title	SPREADSHEET MODELLING (USING EXCEL)	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Demonstrate working knowledge of organizing and displaying large business data

CO2: Analyze complex business data with spreadsheet applications

CO3: Examine managerial problems using spreadsheet modeling

CO4: Apply macros for automating tasks in spreadsheet

Unit No.	Content
Unit-1	Introduction to Spreadsheets: history and importance of spreadsheet, navigating a spreadsheet, crafting formulas, common errors in spreadsheets, differences between Sheets and Excel
Unit-2	Basic functions and utilities: data entry, introduction to fill handles, managing rows and columns, protecting worksheets and workbooks
Unit-3	Spreadsheet Calculations: Introduction to range, absolute and relative references, formulas and functions, calculation across sheets
Unit-4	Formatting Spreadsheets: formatting the excel sheet, introduction to borders, alignment tools, introduction to number formats
Unit-5	Data Analysis: find and replace functions, text functions, filtering, sorting, conditional formatting
Unit-6	Spreadsheet Printing: introduction to spreadsheet printing, print preview and adjustments, orientation, margins and scale, headers and footers
Unit-7	Charts and Graphs: basic chart types, move and resize charts, change chart styles and types, Modification in chart elements
Unit-8	Elementary Modelling: IF statement analysis, nested if, COUNTIF and COUNTIFS, SUMIF and SUMIFS, AVERAGEIF and AVERAGEIFS
Unit-9	Lookup Functions: Vlookup, Hlookup, Index and match function
Unit-10	Pivot Table and its Applications: introduction to pivot table, filter data using slicers in multiple pivot table, visualize aggregate data using pivot table
Unit-11	VBA Macros programming I: create and record macro in spreadsheet, MsgBox, declaring variables, writing a subroutine and function in VBA
Unit-12	VBA Macros programming II: IF Then statement, Case statement, For loop, While loop and Do until, worksheet and range object
Unit-13	Sensitivity Analysis: goal seek, data table, scenario Analysis
Unit-14	Simulation and Optimization: Monte Carlo simulations, introduction to solver, linear programming for optimization, Intrinsic value calculation models

READINGS:

1. MICROSOFT EXCEL 2016: DATA ANALYSIS AND BUSINESS MODELING by WINSTON, WAYNE L., PHI Learning Pvt Ltd
2. BUSINESS DATA ANALYSIS USING EXCEL by DAVID WHIGHAM, OXFORD UNIVERSITY PRESS

Course Code	DEMKT309	Course Title	DIGITAL MARKETING
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

CO1: Apply and analyse digital marketing activities in achieving business objectives.

CO2: To develop skills relevant to marketing campaigns for enhancing business reach.

CO3: Examine marketing metrics and collect consumer data using digital media.

CO4: Improve the brand identity and develop customer base using real world techniques.

Unit No.	Content
Unit-1	Introduction to Digital Marketing- Digital vs. Traditional Marketing, Digital Marketing Channels, ROI between Digital and traditional marketing, Creating initial digital marketing plan and Content Management.
Unit-2	Search Engine Basics- Introduction to Search Engines and Websites, Difference between Blog, Portal and Website, Static and Dynamic Websites.
Unit-3	Keyword Research - Keyword Research, Types of Keywords, Business Analysis & Categorization, Google Keyword Planner, Market Research and Analysis, New Keyword Ideas and Finalizing the Keywords List.
Unit-4	On page Webmaster Tools- Introduction to On page Webmaster Tools, Verification Process in GWMT, Selecting Target Location, On page Analysis Methodology and Fundamental On-page Factors.
Unit-5	Optimisation Techniques - Website Speed, Domain name in SEO, URL Optimization, Title and Meta Tag Optimization, Sitemaps Generation, Using Robot.txt in Site URL, Redirecting Techniques, Canonical Links and Rich Snippets.
Unit-6	Off Page Optimization- Link Building, Types of Linking Methods, Linking Building Methodology, Links Analysis Tools, Directory Submissions, Social Bookmarking, Blogging & Commenting and Guest Blogging.
Unit-7	Search Engine Optimization- Local SEO, Importance of Local SEO, Local SEO Ranking Signals, Local SEO Negative Signals, Citations and Local Submissions, Website Position Analysis and Website Monthly Reports.
Unit-8	Paid Marketing Techniques- Google Account setup, Account Structure, Campaigns settings, AdGroup setup, Keyword Match Types, Keyword Research Tools and Understanding Ad Auction.
Unit-9	Bidding and Quality Score- Factors to improve Quality Score, Types of CPC's, Bidding strategies, Bidding strategies, Ad Guidelines and Ad Extensions
Unit-10	Display Advertising- Benefits of Display Advertising, Creating a Display Campaign, Bidding Strategies, Targeting Option in Display Network, Examples of Good and Bad Ads, Display Ad Builder and Conversion Tracking.
Unit-11	Web Analytics and reporting- Key Performance Metrics [KPI] in Analytics, Traffic reports and Behaviour reports
Unit-12	Social Media Marketing- Introduction to SMM, Facebook Marketing, Facebook Advertising and Email Marketing.

Unit-13	Budgeting and implementation- Digital Marketing Budget, resource planning, cost estimation, cost budgeting, cost control for effective planning and Implementing digital marketing techniques
Unit-14	Visual Marketing- Visual Perception, Choosing the Right Image, Visual marketing tools , Planning and Organizing the content and Blogging to brand yourself

READINGS:

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.

Course Code	DEMKT312	Course Title	SELLING SKILLS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Articulate the selling concepts and develop skills to critically handle sales situation and upcoming sales opportunity
- CO2:** Illustrate product information persuasively with special emphasis on how to sell on value rather than price and differentiate company product
- CO3:** Formulate the objection handling and sales closing techniques to sell the products and services
- CO4:** Develop relationship marketing strategies and to devise approaches to retain customers

Unit No.	Content
Unit-1	Personal selling -overview of personal selling, prerequisites of successful selling, Sales process, understanding the sales process - SPANCO Approach
Unit-2	Psychology of selling- understanding psychological influences on consumer buying behavior and FAB approach
Unit-3	Understanding body language -space considerations, appearance, body movements and posture, facial expressions and eye contact
Unit-4	Sales knowledge- knowledge of customers, company, technologies and exercising knowledge to build relationship
Unit-5	Mind mapping -impressive signals, effective use of business calls and effective use of phone to gain appointment
Unit-6	Professional sales presentations - sales presentation methods and effective use of power point presentation
Unit-7	Effective questioning/listening skills -opening presentation, turning interest into commitment, questioning and listening
Unit-8	The sales pitch-pitching the positive statement, handling objections effectively and professionally
Unit-9	Closing the sale-fundamentals of closing the sale and different types of closing techniques
Unit-10	Negotiating the sale-negotiating to create win-win situations, relationship marketing and customer retention
Unit-11	After the Sale is Complete-making the phone call, being responsible and adjusting confidence to consider caring
Unit-12	Dealing with Objections-dealing with objections to your business, dealing with objections to pricing and being told "no"
Unit-13	Refining your sales techniques-interactions, attitude and consideration of the customer perspective
Unit-14	Stress management- meaning of stress, causes and symptoms of stress, measures to manage and eliminate stress

READINGS:

1. ABC'S OF RELATIONSHIP SELLING THROUGH SERVICE by CHARLES M. FUTRELL, Tata McGraw Hill, India
2. SELLING TODAY: PARTNERING TO CREATE VALUE by GERALD L. MANNING, MICHAEL HEARNE & BARRY L. REECE, PEARSON
3. THE SPIN SELLING FIELDBOOK by NEIL RACKHAM, Tata McGraw Hill, India

Course Code	DEMGN226	Course Title	STRATEGIC MANAGEMENT
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Integrate understanding of functional aspects of management and explore their contribution to strategic management within organizations.

C02: Appraise the importance of environmental and industry analysis in formulating strategy.

C03: Identify strategic issues and design appropriate courses of action.

C04: Evaluate the role of leadership, organizational structure and organizational culture in strategy-implementation.

Unit No.	Content
Unit-1	Strategic management: strategy, strategic decision making, strategic management process.
Unit-2	Strategic intent: mission, vision, business definition, business models, goals and objectives.
Unit-3	Environmental appraisal: internal and external environment, SWOT analysis, environmental sectors, appraising the environment.
Unit-4	Organisational appraisal: dynamics of internal environment, organisational capability factors, methods and techniques of organisational appraisal.
Unit-5	Nature of corporate strategy: concepts and nature of corporate strategy, strategic alternatives at corporate level, business combinations - merger and acquisition.
Unit-6	Corporate level strategies: expansion strategies, stability strategies, retrenchment strategies, combination strategies.
Unit-7	Business level strategies: generic business strategies, tactics for business strategies, business strategies for different industry conditions.
Unit-8	Functional Level Strategies: marketing strategy, financial strategy, operations strategy, human resource strategy.
Unit-9	Strategic analysis: corporate portfolio analysis techniques, parenting framework, patching approach, industry analysis.
Unit-10	Strategic Leadership: strategic leadership, strategy supportive culture, entrepreneurship and entrepreneurship.
Unit-11	Strategy implementation: nature and barriers to strategy implementation, model of strategy implementation.
Unit-12	Organizational structure: organizational structure and strategy, functional plans and policies.
Unit-13	Evaluation and control: importance and barriers in strategic evaluation, types of strategic control, techniques of strategic evaluation and control.
Unit-14	Strategic issues: corporate governance, values and business ethics, sustainability aspect of strategy.

READINGS:

1. STRATEGIC MANAGEMENT AND BUSINESS POLICY by AZHAR KAZMI, MC GRAW HILL
2. STRATEGIC MANAGEMENT CONCEPTS: A COMPETITIVE ADVANTAGE APPROACH by FRED R. DAVID, PURVA KANSAL AND FOREST R DAVID, PEARSON

Course Code	DEACC312	Course Title	ADVANCED ACCOUNTING	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Apply the provisions given under various accounting standards

CO2: Use the accounting policies of employees' stock option plan.

CO3: Understand the accounting treatment of buyback of securities

CO4: Describe the procedure for liquidation of companies

CO5: Prepare financial statements of banking companies & NBFCs

Unit No.	Content
Unit-1	AS 7: construction contracts: Meaning, Applicability, Provisions, Application of concept problem solving
Unit-2	AS 14: accounting for amalgamation: Meaning, Applicability, Provisions, Application of concept problem solving
Unit-3	AS 19: leases: Meaning, Applicability, Provisions, Application of concept problem solving
Unit-4	AS 22: accounting for taxes on income: Meaning, Applicability, Provisions, Application of concept problem solving
Unit-5	AS 24: discounting operations: Meaning, Applicability, Provisions, Application of concept problem solving
Unit-6	AS 29: provisions, contingent liabilities and contingent assets: Meaning, Applicability, Provisions, Application of concept problem solving
Unit-7	Employee stock option plan: employee stock option plan, provisions of guidance note on employee share-based payments,
Unit-8	Types of Payment plans: equity-settled employee share-based payments plans, cash-settled employee share-based payments plans, employee share-based payment plans with cash alternatives, variation in vesting period, graded vesting
Unit-9	Accounting for buy back of securities: procedure of buy back of securities, objectives & advantages of buy back of shares, available reserves for buy back procedure,
Unit-10	Provision relating to Buyback: important provisions relating to buy back under section 68(2), specified securities, free reserves, provisions of section 70 of the Companies Act 2013
Unit-11	Liquidation of companies: liquidation and winding up, winding up by tribunal, petition for winding up, voluntary winding up, commencement of winding up by Tribunal section 357, statement of affairs, deficiency account, overriding preferential payments section 326, preferential creditors, preparation of liquidators' final statement of account
Unit-12	Banking companies: types of banks, functions of commercial banks, capital and reserve, licensing of banking companies
Unit-13	Financial Statements of banking Companies: bank book keeping system, principal books of accounts, schedules forming part of Form A and B, preparation of financial statements of banks
Unit-14	Non-banking financial companies: registration of NBFC with RBI, distinction between an NBFC and bank, classification of NBFC, residuary non-banking companies, minimum net owned fund, liquid assets requirements, categories of NBFCs, asset classification, non-performing assets (NPAs), asset- liability management

READINGS:

1. CRACKER ADVANCED ACCOUNTING (CA INTERMEDIATE) by KAPILESHWAR BHALLA, PRAVEEN SHARMA, TAXMANN PUBLISHER
2. ADVANCED ACCOUNTING by CA DG SHARMA, TAXMANNPUBLISHER
3. ADVANCED ACCOUNTING (TEXT AND PROBLEMS) by DR. B.M AGARWAL & DR. M.P. GUPTA, BHARAT LAW HOUSE PVT.LTD.

Course Code	DEOPR311	Course Title	INFORMATION SYSTEMS CONTROL AND AUDIT	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Understand the unique elements of computer environment and discuss how they affect the audit process
- CO2:** Develop an understanding of technology enabled information systems and their impact on enterprise-wide processes, risks and controls
- CO3:** Understand the audit objectives and procedures used to test data management controls
- CO4:** Discuss the controls and audit issues related to information systems operations

Unit No.	Content
Unit-1	Overview of information system auditing: introduction, need for control and audit of computers, effect of computers on internal controls, effect of computers on auditing, foundations of information systems auditing
Unit-2	Information system concepts: need for information systems, perspectives on information systems, types of information systems in the organization, functional perspective of IS, integrating functions and business processes, impact of Information systems on organizations and business firms
Unit-3	Conducting an information system audit: introduction, the nature of controls, dealing with complexity, audit risks, types of audit procedures, overview of steps in an audit, auditing around or through the computer
Unit-4	Systems development management controls: introduction, approaches to auditing systems development, normative models of the system development process, evaluating the major phases in the systems development process
Unit-5	Security management controls: introduction, conducting a security program, major security threats and remedial measures, controls of last resort, some organizational issues
Unit-6	Acquisition, development and implementation of information system: developing the business case, IT supplier selection, project management, system development, implementation readiness, post implementation review
Unit-7	Top management controls: introduction, evaluating the planning function, evaluating the organizing function, evaluating the leading function, evaluating the controlling function
Unit-8	Quality assurance management controls: introduction, motivations toward the quality assurance role, quality assurance functions, organizational considerations, relationship between quality assurance and auditing
Unit-9	Database controls: introduction, access controls, integrity controls, application software controls, concurrency controls, cryptographic controls, file handling controls, audit trail controls, existence controls
Unit-10	Audit software: introduction, generalized audit software, industry specific audit software, high level languages, utility software, expert systems, specialized audit software, other audit software, control of audit software
Unit-11	Concurrent auditing techniques: introduction, basic nature of concurrent auditing techniques, need for concurrent auditing techniques, types of concurrent auditing techniques, implementing concurrent auditing techniques, strengths and weaknesses of concurrent auditing techniques

Unit-12	Performance measurement tools: introduction, the objects of measurement, general characteristics of performance measurement tools, types of performance measurement tools, presenting performance measurement results, performance measurement and data integrity
Unit-13	Evaluating system effectiveness and efficiency: introduction, the evaluation process, performance indices, overview of the effectiveness evaluation process, a model of information system effectiveness, workload models, system models, evaluating system quality, evaluating information system satisfaction, evaluating organizational impact
Unit-14	Managing the information systems audit function: introduction, planning function, organizing function, staffing function, leading function, controlling function, toward information systems audit professionalism, some futures of information systems auditing

READINGS:

1. INFORMATION SYSTEMS CONTROL AND AUDIT by RON WEBER, PEARSON
2. INFORMATION SYSTEMS CONTROL AND AUDIT by CA MANOJ AGGARWAL, BHARAT LAW HOUSE PVT. LTD.
3. MANAGEMENT INFORMATION SYSTEM by GIRDHAR JOSHI, OXFORD UNIVERSITY PRESS

Course Code	DEOPR310	Course Title	ENTERPRISE INFORMATION SYSTEMS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Develop an understanding of technology enabled information systems.

CO2: Understand the impact of information systems on enterprise-wide processes, risks and controls.

CO3: Understand how these processes are implemented by business enterprises.

Unit No.	Content
Unit-1	Automated Business Processes: Introduction to Enterprise Business Processes, Benefits, Risks and Controls, Diagrammatic representation of business processes using Flowcharts
Unit-2	Risks and controls for specific business processes: Procure to pay (P2P), Order to cash, Inventory Cycle, Hire to Retire, Supply Chain Management, Fixed Assets etc.
Unit-3	Security issues: Applicable regulatory and compliance requirements including computer related offences, privacy, cyber-crime, Sensitive Personal Data Information of Information Technology Act, 2000
Unit-4	Financial and Accounting Systems: Integrated (ERP) and non-integrated systems with related risks and controls, Business process modules and their integration with Financial and Accounting systems
Unit-5	Business Analytics in EIS: Reporting Systems and MIS, Data Analytics and Business Intelligence
Unit-6	Internet and ERP: Business Reporting and fundamentals of XBRL (extensible Business Reporting Language), Applicable regulatory and compliance requirements
Unit-7	Information Systems and Its Components: Components of Automated Information Systems: Application Systems, Database, Network and Operating System with related risks and controls, Mapping of Organization structure with segregation of duties in Information Systems.
Unit-8	E-Commerce: Components and Architecture of E-Commerce with related risks and controls, Business process flow with its related risks and controls
Unit-9	M-Commerce: Components and Architecture of M-Commerce with related risks and controls, Business process flow with its related risks and controls
Unit-10	Emerging Technologies: Applicable regulatory and compliance requirements, Emerging technologies with its related risks and controls.
Unit-11	Core Banking Systems: Components and Architecture of CBS and related risks and controls,
Unit-12	Process modules of CBS: Core modules of banking and Business process flow and its related risks and controls,
Unit-13	Compliance and regulatory requirements: Reporting Systems and MIS, Data Analytics and Business Intelligence, Applicable regulatory and compliance requirements.
Unit-14	Trends in IT: Developing techniques and use of IoT, Business Analytics, Artificial Intelligence and their application to Business World, Ethical and Social issues regarding application of the same, Case Studies related to the same.

READINGS:

1. Kenneth C. Laudon, Jane P. Laudon & Rajnish Dass, 'Management Information Systems', Person, 11th Edition, Third Impression, 2011

Course Code	DECAP170	Course Title	FUNDAMENTALS OF INFORMATION TECHNOLOGY		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

CO1: Understand basic concepts and terminology of information technology.

CO2: Have a basic understanding of personal computers and their operations.

CO3: Understand various software and hardware, various security issues.

CO4: Familiarize students with complete fundamentals and the packages commonly used in computing software

CO5: Gain writing skills and various presentation aspects using word processing software

Unit No.	Content
Unit-1	Computer Fundamentals: Characteristics & Generation of Computers, Block diagram of Computer Application of IT in various sectors. Data Representation: Binary Number System, Octal, Hexadecimal, decimal and their Conversion.
Unit-2	Memory: Types, Units of memory, RAM, ROM, Secondary storage devices–HDD, Flash Drives, Optical Disks: DVD, SSD I/O Devices –Keyboard, Mouse, LCDs, Scanner, Plotter, Printer & Latest I/O devices in market
Unit-3	Processing Data: Transforming data into information, how computers represent data, How computers process data, Machine cycles, Memory, Registers, The Bus, Cache Memory
Unit-4	Operating Systems: operating system basics, Purpose of the operating system, types of operating system, providing a user interface, Running Programs, Sharing Information, Managing Hardware, Enhancing an OS with utility software.
Unit-5	Data Communication: Local and Global reach of the network, Digital and Analog Transmission, Data communication with standard telephone lines and Modems, Using Digital Data Connections, Wireless networks
Unit-6	Networks: Sharing data anytime anywhere, uses of a network, Common types of a network, Hybrid Networks, how networks are structured, Network topologies and Protocols, Network Media, Network Hardware
Unit-7	Graphics and Multimedia: Understanding graphics File Formats, Getting Images into your Computer, Graphics Software, Multimedia Basics
Unit-8	Database Management Systems: The Database, The DBMS, Working with a database, Databases at Work, Common Corporate Database Management Systems
Unit-9	Software Programming and Development: What is computer Program, hardware/Software Interaction, planning a Computer Program, how programs Solve Problems
Unit-10	Programming Languages and Programming Process: Categories of Programming Languages, Machine and Assembly Language, Higher Level Languages, WWW development languages, The SDLC of Programming
Unit-11	Internet: Basic Internet terms: Web Page, Website, Homepage, Browser, URL, Hypertext, ISP, Web Server, HTML, DHTML, XML, Introduction to client side and server-side scripting. Applications: WWW, e-mail, Instant Messaging, Internet Telephony, Video conferencing, Web Browser & its environment

Unit-12	Understanding The Need of Security Measures: Basic Security Concepts, Threats to Users, Threats to Hardware, Threat to Data, Cyber Terrorism. Taking Protective Measures: Keeping your System Safe, Protecting Yourself, protecting your Privacy, Managing Cookies, Spyware and other BUGS, keeping your data secure, Backing Up data, Safe guarding your hardware
Unit-13	Cloud Computing and IoT: SaaS, PaaS, IaaS, Public and Private Cloud; Virtualization, Virtual Server, Cloud Storage, Database Storage, Resource Management, Service Level Agreement, Basics of IoT and its applications.
Unit-14	Futuristic World of Data Analytics: Introduction to Big data and analysis techniques Elements, Variables, and Data categorization, Levels of Measurement, Data management and indexing, Introduction to statistical learning and overview of various tools used for data analysis.

LABORATORYWORK:

1. **Hardware:** familiarizing with various I/O Peripheral devices, storage devices.
2. **DOS:** Familiarity with DOS, Implementing various internal and external commands in DOS.
3. **MS-Windows:** familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software.
4. **MS-Office (or any other Office Suite):** meaning and features, its components.
5. **MS-Word (or any other word processor):** Creating Document Files, Saving, Closing Files, Page Settings and Formatting Text. Spell Checking, Thesaurus, Creating Tables, Adding rows, columns. Printing Documents, Setting Print Settings, creating labels and mail merge, taking Printouts
6. **MS-Excel:** Working with worksheet, formulas & functions, Inserting charts, Printing in Excel
7. **MS-PowerPoint:** Views, Designing, viewing, presenting & Printing of Slides.
8. **Internet:** Navigating with Internet Explorer; surfing the net, using search engines; using email facility.

READINGS:

1. ITL Education Solutions Limited, "Introduction to Information Technology", Pearson Education, New Delhi
2. SAMS Teach Yourself Microsoft Office 2003 by GregPerry
3. Peter Norton, "Introduction to Computers", Tata McGraw Hill Company, NewDelhi.
4. Alexis Leon, Mathews Leon, "Fundamentals of Information Technology", Leon Techworld.

Course Code	DEENG112	Course Title	INDIAN WRITING IN ENGLISH
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

CO1: Employ an insight about the oeuvre of Indian writers

CO2: Compare the historical context in which these texts were written

CO3: Illustrate the various writing dimensions of Indian writers

Unit No.	Content
Unit-1	<i>Night of the Scorpion</i> by Nissim Ezekiel: Ezekiel's position in Indian poetry, Ezekiel's contribution in post-colonial writings, major thematic concerns, rural versus urban India
Unit-2	<i>Goodbye Party for Miss Pushpa T.S.</i> by Nissim Ezekiel: poetic craftsmanship, symbolism and imagery, major thematic concerns
Unit-3	<i>Swami and Friends</i> by R.K. Narayan: Narayan as one of the leading figures of Indian Literature in English
Unit-4	<i>Swami and Friends</i> by R. K. Narayan: the friction of British Colonial India
Unit-5	<i>Swami and Friends</i> by R. K. Narayan: irony and humour of childhood, the evolution of self, the portraiture of adolescence
Unit-6	<i>Train to Pakistan</i> by Khushwant Singh: the trauma of partition as faced by the Indian subcontinent
Unit-7	<i>Train to Pakistan</i> by Khushwant Singh: the intermingling of history and literature, third-person narrative
Unit-8	<i>Train to Pakistan</i> by Khushwant Singh: social structure and cultural understanding, character-analysis
Unit-9	<i>Untouchable</i> by Mulk Raj Anand: plot, characterization
Unit-10	<i>Untouchable</i> by Mulk Raj Anand: themes, narrative technique
Unit-11	<i>The Inheritance of Loss</i> by Kiran Desai: plot, characterization
Unit-12	<i>The Inheritance of Loss</i> by Kiran Desai: themes, narrative technique
Unit-13	<i>The Anxiety of Indianness, Our Novels in English</i> by Meenakshi Mukherjee: about the author and the work, critical analysis of the prose
Unit-14	<i>The Cost of Living</i> by Arundhati Roy: about the author and the work, critical analysis of the prose

READINGS:

1. THE INHERITANCE OF LOSS by KIRAN DESAI, PENGUIN BOOKS INDIA
2. UNTOUCHABLE by MULK RAJ ANAND, PENGUIN BOOKS INDIA
3. SWAMI AND FRIENDS by R. K. NARAYAN, PENGUIN CLASSICS
4. THE POETRY OF NISSIM EZEKIEL by NISSIM EZEKIEL, ATLANTIC PUBLISHERS
5. TRAIN TO PAKISTAN by KHUSHWANT SINGH, PENGUIN CLASSICS

Course Code	DEHIS110	Course Title	HISTORY OF INDIA FROM THE EARLIEST TIME UPTO 300 CE	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Identify the emergence of pre-historic cultures in India

CO2: Develop critical thinking towards the sources of ancient Indian history

CO3: Examine the developments taking place in the field of polity, society, economy and culture from pre-historic age to post-Mauryan age

Unit No.	Content
Unit-1	Pre-historic culture in India: Paleolithic Culture, Mesolithic culture, Neolithic Culture
Unit-2	Sources of ancient Indian history: Literary sources & archaeological sources
Unit-3	The Harappan civilization: Date and extent of Harappa civilization, town planning and architecture, Indus script, causes of decline
Unit-4	The Vedic period: Polity, Society, Economy and Religion in Early Vedic age and Later Vedic age
Unit-5	Rise of Mahajanpadas: Iron age with reference to PGW & Megaliths, territorial states and conditions for the rise of Magadha, causes of Magadha's success
Unit-6	Religious Movements: Jainism & Buddhism - causes of emergence, doctrines, spread, decline and contributions of Jainism & Buddhism
Unit-7	Pre-Mauryan age: - Iranian and Macedonian Invasions, Alexander's Invasion and impact
Unit-8	Emergence and Growth of Mauryan Empire: Chandragupta Maurya, state, administration and economy, Kalinga war, Ashoka's Dhamma, decline of Mauryan empire
Unit-9	The Satvahanas Phase; Aspects of Political History, Material Culture, Administration, Religion
Unit-10	The age of Shakas: aspects of political history, material culture, administration & religion
Unit-11	The Parthians: polity, society and economy, administration
Unit-12	The Kushhanas: polity, society and economy, administration
Unit-13	The three early kingdoms: Chera, Chola and Pandya
Unit-14	Sangam age: Sangam literature, society & the Tamil language

READINGS:

1. THE WONDER THAT WAS INDIA VOL.
2. A SURVEY OF THE HISTORY AND CULTURE OF THE INDIAN SUB-CONTINENT BEFORE THE COMING OF THE MUSLIMS by A. L BASHAM, PICADOR PUBLISHER
3. A HISTORY OF ANCIENT AND EARLY MEDIEVAL INDIA: FROM THE STONE AGE TO THE 12TH CENTURY (PAPERBACK) by UPENDER SINGH, Pearson Education India
4. INDIA'S ANCIENT PAST by R.S. SHARMA, Oxford Paperbacks
5. INDIA - AN ARCHAEOLOGICAL HISTORY: PALEOLITHIC BEGINNINGS TO EARLY HISTORY FOUNDATION (PAPERBACK) by DILIP K CHAKRABARATI, OXFORD UNIVERSITY PRESS
6. ASOKA AND THE DECLINE OF THE MAURYS by ROMILA THAPAR, Oxford Paperbacks

Course Code	DESOC111	Course Title	INTRODUCTION TO SOCIOLOGY
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Discuss the basic concepts found in the domain of sociology.

C02: Locate different social institution's existence and their functions.

C03: Grade all the social components of the society with due importance and validity.

C04: Plan and organize social structure in relation with social function.

Unit No.	Content
Unit-1	Introduction to sociology (I): origin and development of sociology
Unit-2	Introduction to Sociology (II): nature and scope of sociology
Unit-3	Relevance of Sociology: Relationship of sociology with other social sciences
Unit-4	Basic concepts (I): society, community, association, social structure, institution,
Unit-5	Basic Concepts (II): status and role, multiple roles, role sets, status sets, role conflict, status sequence
Unit-6	Social groups: nature and characteristics, types, functions of social group
Unit-7	Social processes: cooperation, competition, conflict
Unit-8	Dimensions of culture: features of culture, cultural trait, cultural complexes
Unit-9	Cultural Processes: acculturation, assimilation, cultural pluralism, cultural relativism, ethnocentrism, diffusion
Unit-10	Theories of Culture: Cultural Lag, Cyclical
Unit-11	Social control: need and purpose, types of Social Control
Unit-12	Role of Social Institutions: agencies of social control
Unit-13	Socialization (1): Nature of Socialization, agencies of socialization
Unit-14	Socialization (11): Significance, stages of socialization

READINGS:

1. FUNAMENTALS OF SOCIOLOGY by P. GISBERT, ORIENT BLACKSWAN PVT. LTD.
2. READINGS IN SOCIOLOGY by MADHURIMA, NEW ACADEMIC PUBLISHERS
3. SOCIOLOGY: PRINCIPLES OF SOCIOLOGY by C.N. SHANKAR RAO, S CHAND PUBLISHING

Course Code	DEPOL110	Course Title	INTRODUCTION TO POLITICAL THEORY
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: State the introduction of political theory

CO2: Discuss the various aspects related with state, power and authority

CO3: Evaluate the concepts of democracy, citizenship and civil society

Unit No.	Content
Unit-1	Introduction to Political Theory: Meaning and concept, nature, scope and significance, traditions of political theory.
Unit-2	Approaches to Study Political Theory: traditional and modern approaches, relevance of political theory in present times.
Unit-3	Concept of State: Definitions and essential elements of state, major theories of the origin of state
Unit-4	Concepts of Power and Authority: Meaning and concept of power and authority, types of power, Foucault on power.
Unit-5	Liberty: Meaning and concept of liberty, types of liberty, negative and positive liberty
Unit-6	Equality: Meaning and concept of Equality, significance of equality, types of equality, Inequality debates.
Unit-7	Gender: Concept and meaning of gender, gender inequality, gender inequality and scenario of India, feminism.
Unit-8	Rights: Meaning and concept of rights, types of rights.
Unit-9	Justice: meaning and concept of justice, various dimensions of justice, types of justice, Amartya Sen's perspective.
Unit-10	Democracy: Meaning and concept of democracy, characteristics and types of democracy.
Unit-11	Citizenship: Meaning and concept of citizenship, citizenship in a global era, citizenship issues.
Unit-12	Civil Society: Meaning and concept of civil society, types of civil society, civil society in India
Unit-13	Democracy in India: Changing dynamics of democracy in India, minorities and the challenges, protective discrimination, reservation system in India.
Unit-14	Major Contemporary Issues: economic growth, environment issues, terrorism

READINGS:

1. POLITICAL THEORY: AN INTRODUCTION by BHARGAVA, R. AND ACHARYA, A. PEARSON
2. AN INTRODUCTION TO POLITICAL THEORY by O P GAUBA, MAYUR PAPERBACKS
3. CONTEMPORARY POLITICAL THEORY: NEW DIMENSIONS, BASIC CONCEPTS & MAJOR TRENDS by J C JOHARI, STERLING PUBLISHING
4. CONTEMPORARY POLITICAL THEORY by VINOD M J AND DESHPANDE MEENA, PHI LEARNING PVT LTD, PHI Learning Pvt Ltd

Course Code	DECAP172	Course Title	PROGRAMMING METHODOLOGY		
			WEIGHTAGE		
			CA	ETE(Th.)	ETE
			30	40	30

Course Outcomes:

C01: Develop programming skills and familiar with programming environment with C Program structure.

C02: Declaration of variables and constants.

C03: Understand arrays, its declaration and uses.

C04: Implement, test, debug, and document programs in C

Unit No.	Content
Unit-1	Introduction: Introduction to Programming, Program concept, Characteristics of programming, stages in program development, Algorithms, Notations, Flowchart, and Types of programming methodologies.
Unit-2	Constant and Variable: Machine Language, Assembly Language, High Level Languages, C Program Structure, Character Set, Identifiers and Keywords, Constants and Variables.
Unit-3	Unformatted and Formatted I/O: Functions- printf(), scanf(), getchar(), putchar(), gets(), puts(), Expressions.
Unit-4	Data Types & Operators: Various data types - data range, size, Unary and Binary operators, Arithmetic Operators, Relational Operators, Logical Operators, Conditional Operators, Assignment Operator, Bitwise Operators.
Unit-5	Control Structure: Designing structured programs by using Top-Down design, Type conversion and Type modifiers, if statements - simple if, if-else, multiple if, if-else ladder, nested if, switch-case statement, while, do-while & for statements, break and continue statements, goto statement.
Unit-6	Functions: Function Definition and Prototypes, Scope rules - Local and Global scope of functions, Function arguments - passing arguments by value and passing arguments by reference, Return Type of function, Recursion, Library Functions.
Unit-7	Arrays: Declaring arrays in C, Defining and Processing of 1-dimensional and 2-dimensional arrays, Passing array as an argument to function, Multi-dimensional Arrays.
Unit-8	Array Applications: Sorting and Searching, Character Arrays.
Unit-9	Strings: Defining and Initializing strings, Reading and Writing strings, Processing of strings, String Library Functions - strcat(), strcpy(), strcmp(), strlen(), strrev().
Unit-10	Storage Classes: Storage class specifiers, Scope of a variable, Auto, Static, Extern, Register, Static variables and functions, Const Qualifier.
Unit-11	Pointers: Pointer data type, Pointer declaration, Initialization, Accessing values using pointers, Pointer expressions and arithmetic, Operations on Pointers.
Unit-12	Dynamic Memory Management: Dynamic Memory Management functions, malloc(), calloc(), realloc() and free(), Pointers and arrays, Pointers and functions.
Unit-13	Structures and Unions: Structure declaration, definition and initialization, accessing structures in functions, Structures and Pointers, array of structures, nested structures, Self-referential structures, Unions.
Unit-14	File Structure: Categories of files, Opening and closing files, file opening modes, Text and binary files, Reading and writing in files, Appending in files, Creating Header files, Preprocessor Directives and Macros.

LABORATORYWORK:

Data Types & Operators: Various data types - data range, size, Unary and Binary operators, Arithmetic Operators, Relational Operators, Logical Operators, Conditional Operators, Assignment Operator, Bitwise Operators.

Control Structure: if statements - simple if, if-else, multiple if, if-else ladder, nested if, switch-case statement, while, do-while & for statements, break and continue statements, goto statement.

Functions: Function Definition and Prototypes, Scope rules - Local and Global scope of functions, Function arguments - passing arguments by value and passing arguments by reference, Return Type of function, Recursion, Library Functions.

Arrays: Declaring arrays in C, Defining and Processing of 1-dimensional and 2-dimensional arrays, Passing array as an argument to function, Multi-dimensional Arrays.

Pointers: Pointer declaration, Initialization, accessing values using pointers, Pointer expressions and arithmetic, Operations on Pointers.

Structures and Unions: Structure declaration, definition and initialization, accessing structures in functions, Structures and Pointers, array of structures, nested structures, Self-referential structures, Unions.

File Structure: Opening and closing files, file opening modes, Text and binary files, Reading and writing in files, Appending in files, Creating Header files.

READINGS:

1. C: THE COMPLETE REFERENCE by HERBERT SCHILDT, MC GRAW HILL.
2. PROGRAMMING IN ANSI C by E. BALAGURUSWAMY, MC GRAW HILL.

Course Code	DEENG114	Course Title	BRITISH POETRY AND DRAMA:14TH-18TH CENTURIES	
			Course Code	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Relate texts to the social, cultural and political contexts

CO2: Articulate a critical position and interpretation

CO3: Use textual or critical evidence to support an interpretation

Unit No.	Content
Unit-1	Shakespeare's Sonnets: When to the sessions of sweet silent thought
Unit-2	Shakespeare's Sonnets: Let me not to the marriage of true minds
Unit-3	Shakespeare's Sonnet: Since brass, nor stone, nor earth, nor boundless sea
Unit-4	John Milton: Paradise Lost, Lines 1 to 16: introduction, themes
Unit-5	John Milton: Paradise Lost, Lines 1 to 16: critical analysis, stylistic analysis
Unit-6	Shakespeare: Macbeth: introduction, plot construction, characterization,
Unit-7	Shakespeare: Macbeth: themes, critical analysis
Unit-8	John Donne: Go and Catch a Falling Star: introduction, theme,
Unit-9	John Donne: Go and Catch a Falling Star: critical analysis, stylistic features
Unit-10	Alexander Pope: The Rape of the Lock, Canto 1: introduction, themes
Unit-11	Alexander Pope: The Rape of the Lock, Canto 1: critical analysis, stylistic analysis
Unit-12	Ben Jonson: Volpone: Jacobean era, city comedy/beast fable
Unit-13	Ben Jonson: Volpone: themes and issues
Unit-14	Ben Jonson: Volpone: satire, parasitism, animalization

READINGS:

1. THE RAPE OF THE LOCK by ALEXANDER POPE, Unique Publisher
2. SHAKESPEARE'S SONNETS by WILLIAM SHAKESPEARE, PENGUIN CLASSICS

References:

1. PARADISE LOST by JOHN MILTON, OXFORD UNIVERSITY PRESS
2. THE COMPLETE ENGLISH POEMS by JOHN DONNE, PENGUIN CLASSICS
3. MACBETH by WILLIAM SHAKESPEARE, RUPA PUBLICATIONS
4. VOLPONE by JONSON BEN, CAMBRIDGE UNIVERSITY PRESS

Course Code	DEHIS122	Course Title	HISTORY OF INDIA C. 300 to 1206
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Define reason for rise of the Gupta empire during the 'classical age' in India

CO2: Analyze the polity, economy and decline of Harshavardhana Empire

CO3: Analyze the philosophy and religion of ancient India

CO4: Discuss the society and economy of early medieval India

CO5: Review the cultural developments related to art, architecture, language and literature

Unit No.	Content
Unit-1	The Rise & Growth of the Guptas I: Administration, Society, Economy
Unit-2	The Rise & Growth of the Guptas II: Religion, Art, Literature, and Science & Technology
Unit-3	Harsha & His Times: Harsha's Kingdom, Administration, Buddhism & Nalanda
Unit-4	South India I: Polity and Economy
Unit-5	South India II: Society and Culture
Unit-6	Towards the Early Medieval I: Changes in Society, Polity Economy and Culture with reference to the Pallavas
Unit-7	Towards the Early Medieval II: Changes in Society, Polity Economy and Culture with reference to the Chalukayas
Unit-8	Towards the Early Medieval III: Changes in Society, Polity Economy and Culture with reference to the Vardhanas
Unit-9	Evolution of Political structures of Rashtrakutas
Unit-10	Evolution of Political structures of Pala & Pratihars
Unit-11	Emergence of Rajput States in Northern India: Polity, Economy & Society
Unit-12	Arabs in Sindh: Polity, Religion & Society
Unit-13	Struggle for power in Northern India
Unit-14	Establishment of Sultanate

READINGS:

1. R. S. Sharma: Indian Feudalism-India's Ancient Past
2. B. D. Chattopadhyaya: Making of Early Medieval India
3. Derryl N. Maclean: Religion and Society in Arab Sindh
4. K. M. Ashraf: Life and Conditions of the People of Hindustan
5. M. Habib and K.A. Nizami: A Comprehensive History of India Vol.V
6. Tapan Ray Chaudhary and Irfan Habib (ed.)
7. The Cambridge Economic History of India, Vol.I
8. Peter Jackson: Delhi Sultanate: A Political and Military History
9. Tara Chand: Influence of Islam on Indian Culture
10. Satish Chandra: A History of Medieval India, 2 Volumes
11. Percy Brown: Islamic Architecture

Course Code	DESOC102	Course Title	SOCIAL INSTITUTIONS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: Describe the general structure and function of major social institutions

C02: Interpret the various theoretical perspectives of social institutions

C03: Analyze the various changes taking place in the social institutions and its impact on society

Unit No.	Content
Unit-1	Institutions (I): Features; normative and relational aspects of institutions
Unit-2	Institutions (II): Differences between institution, association and society
Unit-3	Institutions (III): Meaning and definitions of institutions, Types – social, political, economic and cultural
Unit-4	Social Institutions: Family (I): Meaning and definitions of family, Types and structure of family, Function of Family
Unit-5	Social Institution: Family (II): Development cycle of family system, Changing trends in family
Unit-6	Social Institutions: Marriage (I): Meaning and definitions of marriage, Types: monogamy and polygamy
Unit-7	Social Institutions: Marriage (II): Rules of mate selection, Changing trends in marriage
Unit-8	Social Institution: Kinship (I): Meaning and definitions of kinship system, Significance of kinship system
Unit-9	Social Institution: Kinship (II): Types of kinship system, a brief understanding of incest, consanguinity, affinity, clan and lineage
Unit-10	Political Institution (I): Role of state and government, Political Parties - features and functions
Unit-11	Political Institution (II): Power, Types of Authority (Max Weber), difference between Power and Authority
Unit-12	Economic Institutions: Features and functions of economic institutions, Concept of property, Division of labor (Emile Durkheim)
Unit-13	Cultural Institutions (I): Religion: meaning, definition, types, functions
Unit-14	Cultural Institutions (II): Institutionalized forms of religion, cultural organizations

READINGS:

1. SHANKAR RAO, C.N, SOCIOLOGY-PRINCIPLES IN SOCIOLOGY, S. CHAND & COMPANY
2. SHARMA, RAJENDRA. K, INDIAN SOCIETY, INSTITUTIONS AND CHANGE, ATLANTIC PUBLISHERS
3. GISBERT, PASCUAL, FUNDAMENTALS OF SOCIOLOGY, ORIENT BLACKSWAN PVT. LTD.

Course Code	DEPOL123	Course Title	INDIAN GOVERNMENT AND POLITICS
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Identify the structures of Indian constitution and their actual working over time

C02: Enumerate the key concepts and processes related with Indian government and politics

C03: Indicate the working of Indian federalism and judiciary in the constitutional context

Unit No.	Content
Unit-1	Making of Indian Constitution: history and making of constitution of India
Unit-2	Making of Indian Constitution: composition and working of constituent assembly, preamble and its relevance, basic characteristics of Indian constitution
Unit-3	Fundamental Rights and Directive principles of State Policy: fundamental rights and directive principles of state policy
Unit-4	Fundamental Rights and Directive principles of State Policy: characteristics of fundamental rights, categories of fundamental rights
Unit-5	Fundamental Rights and Directive principles of State Policy: purpose of directive principles of state policy, nature and classification of directive principles of state policy, fundamental duties
Unit-6	Fundamental Rights and Directive principles of State Policy: relationship between fundamental rights and directive principles of state policy
Unit-7	Union Government: president, powers and functions
Unit-8	Union Government: prime minister and council of ministers
Unit-9	State Government: governor, powers and functions
Unit-10	State Government: chief minister, powers and functions
Unit-11	Federalism and its Working: centre-state relations, nature and its working
Unit-12	Federalism and its Working: demand for state autonomy, state re-organisation
Unit-13	The Judiciary: judiciary and its significance, supreme court of India and its functions
Unit-14	The Judiciary: high court and district court, lokadalat system and its role, judicial activism and public interest litigation

READINGS:

1. INTRODUCTION TO THE CONSTITUTION OF INDIA by BRIJ KISHORE SHARMA, PRENTICE HALL
2. INDIAN GOVERNMENT AND POLITICS by B.L FADIA, SAHITYA BHAWAN PUBLICATIONS
3. THE INDIAN CONSTITUTION by MADHAV KHOSLA, OXFORD UNIVERSITY PRESS

Course Code	DECAP202	Course Title	OBJECT-ORIENTED PROGRAMMING		
			CA	ETE(Th.)	ETE (Pr.)
			30	40	30

Course Outcomes:

C01: Familiarize with the basic concepts of object-oriented programming

C02: Understand the object construction, memory allocation and deallocation

C03: Develop programs using object-oriented concepts like encapsulation, inheritance and polymorphism

C04: Analyse the different behaviour of overloaded operations in different situations

Unit No.	Content
Unit-1	Principles of OOP: introduction, procedural Vs object oriented programming, basic concepts of object oriented programming, object oriented languages, benefits of OOP's
Unit-2	Basics of C++: C Vs C++, a simple C++ program, compiling & linking, tokens, keywords, identifiers & constants, data types, reference variables
Unit-3	Operators and type casting: operators in C++, scope resolution operator, member de-referencing operators, type casting: implicit and explicit type casting
Unit-4	Control structures: decision making controls, iterative controls and jumping controls
Unit-5	Pointers and structures: main function, function prototyping, handling pointers, C structures and limitations
Unit-6	Classes and objects: specifying class, a sample C++ program with class, access specifiers, defining member functions, nesting of member functions
Unit-7	More on classes and objects: function definition inside the class and outside the class, private member functions, arrays within class, memory allocation of objects
Unit-8	Handling functions: function calling mechanisms: call by Value, call by address & call by reference, objects as function arguments
Unit-9	More on functions: inline functions, making outside function inline, friend functions
Unit-10	Static members and polymorphism: Static Data Members & Static Functions, Function Overloading
Unit-11	Constructors and destructors: constructors, parameterized constructors, copy constructor and dynamic constructor, multiple constructor in a class
Unit-12	More on constructors and destructors: constructors with default arguments, dynamic initialization of objects, destructors
Unit-13	Inheritance: defining derived classes, single inheritance, making a private member inheritable, multilevel inheritance, hierarchical inheritance, multiple inheritance, hybrid inheritance
Unit-14	File handling: file handling operations: open, close, read and write

LABORATORY WORK:

Implementation of C++ Programming Concepts (Classes and objects, inline functions, friend functions, constructor and destructors, function overloading, inheritance, working with files)

READINGS:

1. OBJECT ORIENTED PROGRAMMING WITH C++ by E BALAGURUSAMY, MC GRAW HILL
2. LET US C++ by YASHAVANT KANETKAR, BPB PUBLICATIONS
3. OBJECT ORIENTED PROGRAMMING IN C++ by ROBERT LAFORE, GALGOTIA PUBLICATIONS
4. THE C++ PROGRAMMING LANGUAGE by BJARNE STROUSTRUP, PEARSON

Course Code	DEENG115	Course Title	BRITISH LITERATURE 18TH-20TH CENTURIES	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Identify the main images and symbols in the texts

CO2: Evaluate the scenario in the genre of 18th century plays

CO3: Relate literary texts to significant social, cultural, political and historical issues

CO4: Analyse the literary texts to explore the themes and the main issues

Unit No.	Content
Unit-1	William Congreve - <i>The Way of the World</i> : Plot, characterization.
Unit-2	William Congreve - <i>The Way of the World</i> : Themes, narrative technique.
Unit-3	Jonathan Swift - <i>Gulliver's Travels (Three)</i> : Plot, characterization.
Unit-4	Jonathan Swift - <i>Gulliver's Travels (Three)</i> : Themes, narrative technique.
Unit-5	Jonathan Swift - <i>Gulliver's Travels (Four)</i> : Plot, characterization.
Unit-6	Jonathan Swift - <i>Gulliver's Travels (Four)</i> : Themes, narrative technique
Unit-7	Samuel Johnson- ' <i>London</i> ': Introduction, critical appreciation.
Unit-8	Samuel Johnson- ' <i>London</i> ': Stylistic features, themes.
Unit-9	Thomas Gray - ' <i>Elegy Written in a Country Churchyard</i> ': Introduction, stylistic features.
Unit-10	Thomas Gray - ' <i>Elegy Written in a Country Churchyard</i> ': Critical appreciation, themes.
Unit-11	Laurence Sterne- <i>The Life and Opinions of Tristram Shandy, Gentleman</i> : Plot, characterization.
Unit-12	Laurence Sterne- <i>The Life and Opinions of Tristram Shandy, Gentleman</i> : Themes, narrative technique.
Unit-13	Dreams-Children - <i>A Reverie by Charles Lamb</i> : Introduction, summary
Unit-14	Dreams-Children - <i>A Reverie by Charles Lamb</i> : Themes, critical analysis.

READINGS:

1. THE WAY OF THE WORLD by WILLIAM CONGREVE, DOVER PUBLICATIONS
2. GULLIVER'S TRAVELS (PENGUIN CLASSICS) by SWIFT, JONATHAN, PENGUIN BOOKS INDIA

Course Code	DEHIS210	Course Title	HISTORY OF INDIA C.1206-1707
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

CO1: examine early medieval and medieval Indian history and culture with the help of archaeological and literary sources

CO2: analyze the factors responsible for the consolidation and territorial expansion during the Medieval period

CO3: observe the nature of early medieval Indian society, economy, and state formations

CO4: illustrate the main religious developments of the time

Unit No.	Content
Unit-1	Survey of sources of Early Medieval and Medieval Indian History I: literary and, texts, epigraphic, travel records, Persian texts and histories
Unit-2	Survey of sources of Early Medieval and Medieval Indian History II: archaeological sources and numismatic data, epigraphy and monuments
Unit-3	Early Muslim invasion: Arab conquest, Raja Dahir of Sindh and Mohd-Bin-Qasim
Unit-4	Early Turkish invasions I: Mahmud Ghaznavi's invasion, objectives and causes, important invasions, effects of invasions
Unit-5	Early Turkish invasions II: Muhammad Ghouri's invasion, objectives and causes, important invasions, effects of invasions
Unit-6	Establishment of Sultanate-I: Slave dynasty and the beginning of sultanate period, Khilji dynasty- Jalaluddin Khilji, Allauddin Khilji, Malik Kafur, Conquests of Allauddin Khilji, Market reforms of Allauddin Khilji
Unit-7	Establishment of Sultanate- II: Tughlak dynasty- Ghayasuddin Tughlak, Muhammad Tughlak and his ariel plans, Feroz Tughlak and his reforms, Lodhi dynasty- Behlol Lodhi, Sikander Lodhi and Ibrahim Lodhi, first battle of Panipat
Unit-8	Regional Kingdoms: Vijayanagar empire and Bahmani empire, nature of State in Delhi Sultanate
Unit-9	Bhakti Movement: principles of bhakti saints, bhakti saints, Ramanand, Kabir and Guru Nanak
Unit-10	Sufi tradition: doctrines of sufism, different silsilhas, sufi practices
Unit-11	Consolidation and Territorial Expansion during the Mughals: from Babur to Aurangzab - Mughal administration and institutions, Mansabdari system, methods of revenue collection
Unit-12	Development of Arts & Architecture, Indo-Islamic architecture, miniature paintings, decline of Mughal Dynasty
Unit-13	Emergence of Maratha Power I: causes of the rise of Maratha power, Shivaji's early life, struggle with Bijapur, Shivaji and the Mughals
Unit-14	Emergence of Maratha Power II: Shivaji's administration and government, decline of Maratha confederation

READINGS:

1. MEDIEVAL INDIA: FROM SULTAN AT TO THE MUGHALS-DELHI SULTAN AT (1206-1526) – 1 by SATISH CHANDRA, HAR-ANAND PUBLICATIONS
2. THE MAKING OF EARLY MEDIEVAL INDIA by B.D. CHATTOPADHYAYA, OXFORD UNIVERSITY PRESS
3. THE WONDER THAT WAS INDIA by S. A. A. RIZVI, PICADOR PUBLISHER

Course Code	DESOC223	Course Title	CLASSICAL SOCIOLOGICAL THINKERS
			WEIGHTAGES
			CA ETE(Th.)
			30 70

Course Outcomes:

C01: Construct an epistemological understanding on the Indian social system

C02: Evaluate the essentiality of classical sociological thinkers

C03: Analyze and interpret the socio-historical conditions under which these sociological theories emerged.

C04: Classify different thinkers in the realm of sociological study

Unit No.	Content
Unit-1	August Comte, hierarchy of science
Unit-2	Law of three stages, positivism
Unit-3	Herbert Spencer, evolutionary doctrine,
Unit-4	Types of societies, ethics and politics
Unit-5	Karl Marx, the dialectic, dialectical method,
Unit-6	Human potential, alienation, the structures of capitalist society,
Unit-7	Materialist Conception of History, Cultural Aspects of Capitalist Society
Unit-8	Emile Durkheim, social facts, division of labour in society,
Unit-9	Suicide, the elementary forms of religious Life
Unit-10	Moral education and social reform, criticism
Unit-11	Max Weber, intellectual context, methodology, subjective sociology, criticism
Unit-12	Conflict and ethical action, social action, value, ideal type,
Unit-13	The Protestant Ethic and the Spirit of Capitalism, economy and society,
Unit-14	Vilfredo Pareto, circulation of elites, psychosocial schema, morphological schema

READINGS:

1. MASTERS OF SOCIOLOGICAL THOUGHT: IDEAS IN HISTORICAL AND SOCIAL CONTEXT by LEWIS A. COSER, RAWAT PUBLICATIONS
2. THEORIZING CLASSICAL SOCIOLOGY by LARRY J. RAY, Mc Graw Hill Education
3. SOCIOLOGICAL THEORY by GEROME RITZER, MC GRAW HILL

Course Code	DEPOL220	Course Title	COMPARATIVE GOVERNMENT AND POLITICS
			WEIGHTAGES
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

CO1: Discuss emergence and approaches to the study of comparative politics

CO2: Assess the similarities and differences between various constitutional arrangements

CO3: Categorize the various types of states and governments

Unit No.	Content
Unit-1	Introduction to the comparative politics: meaning and definitions of comparative politics
Unit-2	Scope and relevance of comparative politics: difference between comparative government and comparative politics, importance of comparison
Unit-3	Theories and approaches to the study of comparative politics: system approach, input-output analysis structural-functional analysis
Unit-4	Approaches to the study of comparative politics: traditional approaches, modern approaches
Unit-5	Political culture and political socialization: meaning and definitions of political culture
Unit-6	Political socialization: meaning and definitions of political socialisation
Unit-7	Agents of political socialisation: political socialisation and its various agents, implications
Unit-8	Political parties and party systems: meaning and definitions of political party
Unit-9	Features of party system: major traits and features of party system
Unit-10	Types of party system: one party system, two party system and multiparty system
Unit-11	Interest groups: meaning and definitions of interest group, interest aggregation and articulation
Unit-12	Social movements: typology of social movements, new social movements
Unit-13	Comparative analysis of different political systems: political system of India, features of china's political system
Unit-14	Comparative analysis of Indian and Western political systems: similarities and dissimilarities of USA and India's federal system, political system of UK

READINGS:

1. COMPARATIVE POLITICS by TAPAN BISWAL, LAXMI PUBLICATIONS
2. COMPARATIVE POLITICS by J.C. JOHRI, STERLING PUBLISHING

Course Code	DECAP214	Course Title	FUNDAMENTALS OF WEB PROGRAMMING		
			CA	ETE(Th.)	ETE
			30	40	30

Course Outcomes:

CO1: Understand the website layout creation using HTML language.

CO2: Apply the website planning, management and maintenance techniques

CO3: Apply dynamic website creation using JavaScript and JQuery

CO4: Illustrate logic implementation on a web page

CO5: Understand how to manage versatile data on a web page

Unit No.	Content
Unit-1	Internet Basic: Basic concepts, communicating on the internet, internet domains, establishing connectivity to the internet, client IP address, IP address, TCP/IP
Unit-2	HTML Introduction: Introduction, web server, web client/ browser, HTML tags
Unit-3	HTML Command and Structure & Formatting: Commonly used HTML commands, structure of HTML program, formatting, text styles, text effects
Unit-4	HTML List and Graphics: HTML lists, types of lists, adding graphics to HTML document
Unit-5	Creating Tables & Frames: Creating tables, linking documents, frames
Unit-6	DHTML: Cascading style sheets, class, external style sheets
Unit-7	Introduction to JavaScript: Javascript and web, <script> tag and browsers compatibility. data types: numeric, text, boolean, type casting, arrays, operators and expressions in javascript
Unit-8	Programming Constructs in JavaScript: Programming constructs, conditional and looping statements
Unit-9	Functions in JavaScript: Functions, user defined functions, dialog boxes
Unit-10	DOM Model & Browser Objects: Understanding DOM model, objects in HTML, browser objects, window, history, location, navigator, document object.
Unit-11	Handling Events Using JavaScript: Handling events using javascript
Unit-12	HTML Forms: Properties and methods, button, text, text area, checkboxes, radio buttons, select and option elements
Unit-13	Built-in Objects in JavaScript: Built-in objects in javascript, string object, math object, date object, user defined objects
Unit-14	Basics of JQuery: Introduction to JQuery, JQuery events, animations and effects using JQuery DOM using Javascript : DOM concept in javascript, windows navigator, locations object with methods

READINGS:

1. HTML: THE COMPLETE REFERENCE by THOMAS A. POWELL, OSBORNE, MCGRAW HILL EDUCATION
2. WEB ENABLE COMMERCIAL APPLICATION DEVELOPMENT USING HTML, DHTML, JAVASCRIPT, PERL, CGI, BPB PUBLICATIONS, 2000. by IVAN BAYROSS, BPB PUBLICATIONS

Course Code	DEENG316	Course Title	WOMEN'S WRITING	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: identify different terms related to women's writing

CO2: develop critical thinking

CO3: analyze different themes in the text and match with real life events

Unit No.	Content
Unit-1	Introduction to Women's Writing: The confessional mode in women's writing, sexual politics, race, caste and gender.
Unit-2	Introduction to Women's Writing: Difference feminism, discrimination, empowerment
Unit-3	Emily Dickinson 'I cannot live with you': Introduction to the poet, the metaphor of a love relationship, a model for human existence
Unit-4	Emily Dickinson 'I cannot live with you': Traditional resurrection, a critical appreciation of the poem
Unit-5	Eunice De Souza 'Advice to Women', 'Bequest': Introduction to the poet, analysis of the poem, : a critical appreciation, themes.
Unit-6	Eunice De Souza 'Advice to Women', Sylvia Plath 'Daddy': Introduction to the Sylvia Plath, analysis of the poem, a critical appreciation of the poem, themes.
Unit-7	Alice Walker 'The Color Purple': Introduction to Alice Walker, background, character analysis.
Unit-8	Alice Walker 'The Color Purple': Plot construction, themes, critical analysis
Unit-9	Terms pertaining to women's writing: Gender identity, sexual harassment, gender harassment.
Unit-10	Terms pertaining to women's writing: Superwoman syndrome, womanism.
Unit-11	Katherine Mansfield 'Bliss': Introduction to Katherine Mansfield, background, character analysis.
Unit-12	Katherine Mansfield 'Bliss': Plot construction, themes, critical analysis
Unit-13	Mahashweta Devi 'Draupadi': Introduction to Mahashweta Devi, background, character analysis.
Unit-14	Mahashweta Devi 'Draupadi': Plot construction, themes, critical analysis.

READINGS:

1. A GLOSSARY OF LITERARY TERMS by M.H. ABRAMS, CENGAGE LEARNNG
2. THE COLOR PURPLE by ALICE WALKER, ORION PUBLISHING
3. BREAST STORIES by MAHASHWETA DEVI, SEAGULL PUBLICATION
4. THE COLLECTED SHORT STORIES OF KATHERINE MANSFIELD by KATHERINE MANSFIELD, W B SAUNDERS (ELSEVIER)

Course Code	DEHIS219	Course Title	HISTORY OF INDIA FROM 1707 TO 1950	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

- CO1:** Understand the influx of British in India and see the changing relationship as to how the east India Company moved from trade to territorial control
- CO2:** Express the strategy and ideologies of British government from time to time in order to control Indian Territory
- CO3:** Record the nature of popular protests from the eighteenth century till the revolt of 1947
- CO4:** Examine the nature of British rule in India
- CO5:** Critique colonialism and different forms of liberation movements
- CO6:** Analyze the impact of British colonial rule in India

Unit No.	Content
Unit-1	British influx in India: European trading companies, Battle of Plassey, Battle of Buxor
Unit-2	Dual government of Bengal: Dastaks, Governor Generals of Bengal
Unit-3	Expansion and consolidation of British power I: Carnatic wars, Anglo-Maratha relations
Unit-4	Expansion and consolidation of British power II: Anglo-Mysore relations, Anglo-Sikh relations, Ideology and tools of expansion
Unit-5	Expansion and consolidation of British power III: Subsidiary Alliance, Doctrine of Lapse
Unit-6	Colonial construction of India I : Structures and institutions, Administrative structure, Arms of the state
Unit-7	Colonial construction of India II: Constitutional development, Regulating Act, Pitt's India Act, Charter Acts 1793, 1833, 1853
Unit-8	Social policies and social change: British understanding of Indian society, Orientalists, Evangelicals, Utilitarian
Unit-9	Education: indigenous and western, Wood's dispatch, social reform movements, emergence of middle class
Unit-10	From Swadeshi to home rule movement I: Extremist challenge to British repression, Partition of Bengal 1905, Swadeshi movement, Home Rule League
Unit-11	Gandhian Movements: Khilafat and Non-cooperation movement, the Civil Disobedience Movement
Unit-12	Partition scenario I: Muslim League, Separatism and the two-nation theory
Unit-13	Partition scenario II: Cripps proposal, Quit India movement, Cabinet Mission Plan
Unit-14	Partition Scenario III: Constituent Assembly, Interim Government, Mountbatten Plan

READINGS:

1. FROM PLASSEY TO PARTITION: A HISTORY OF MODERN INDIA by SHEKHAR BANDHOPADYAY, ORIENT BLACKSWAN PVT. LTD.
2. A NEW LOOK AT MODERN INDIA HISTORY by B.L. GROVER, S. CHAND & COMPANY
3. SOCIAL BACKGROUND OF INDIAN NATIONALISM by A.R. DESAI, POPULAR PRAKASHAN

Course Code	DESOC262	Course Title	MEDIA AND STRATIFICATION	
			WEIGHTAGE	
			CA	ETE(Th.)
			30	70

Course Outcomes:

CO1: Understand social stratification and the role of media as an agent of stratification

CO2: Analyse the intervention of media in constructing present social realities

CO3: Evaluate the role of media in keeping society unequally stratified in the contemporary time

Unit No.	Content
Unit-1	Understanding stratification, concept of social stratification
Unit-2	Elements of social stratification, role of media in social stratification
Unit-3	Theories of stratification, Karl Marx and economic base of social stratification
Unit-4	Max Weber and status and power, Pierre Bourdieu and forms of capital
Unit-5	Introduction to media and society, literature review
Unit-6	Types of media, importance of media in the contemporary society
Unit-7	The idea of communication and social embeddedness of media
Unit-8	Changing phases of media, shift from media to mass media to social media
Unit-9	Role of media in social construction of realities, need for control and challenges
Unit-10	Media presentations, femininity and media
Unit-11	Consumerism and media, social mobility of backward communities
Unit-12	Identities and inequalities, media and reproduction of caste, race and ethnicities
Unit-13	Selective reporting and upper class behaviour of media
Unit-14	Media as an agency of corporate ideologies

READINGS:

1. SOCIAL STRATIFICATION AND MOBILITY by KL SHARMA, RAWAT PUBLICATIONS
2. SOCIAL STRATIFICATION IN INDIA: ISSUES AND THEMES by KL SHARMA, SAGE PUBLICATIONS
3. SOCIAL STRATIFICATION AND CHANGE IN INDIA by YOGENDRA SINGH, MANOHAR PUBLISHERS & DISTRIBUTORS

Course Code	DEPOL222	Course Title	INTRODUCTION TO INTERNATIONAL RELATIONS	
			WEIGHTAGES	
			CA	ETE(Th.)
			30	70

Course Outcomes:

C01: gain insight into different interpretations of international relations

C02: make sense of the different theories of IR

C03: focus journalistic understandings of international relations

Unit No.	Content
Unit-1	International Relations Theory and Practice: introduction, the question of method, positivism in international relations
Unit-2	Post and Neo Positivism in International Relations: meaning and features post - positivism in IR, neo positivism in IR
Unit-3	Realism: Hobbes and human nature, state as the outermost expression of human emotions, nature and structure of international relations, anarchic structure of IR, balance of power, realism and power
Unit-4	Neo-Realism: meaning, nature and approaches of neo realism in international relations
Unit-5	Liberalism: liberalism as an offshoot of idealism, liberalism and human nature, liberalism and international relations, liberal institutionalism and Bretton woods system, liberal understanding of power
Unit-6	Realist Idealist Debate in IR: meaning, major debates, limitations
Unit-7	Neo-Liberalism: meaning, nature and scope of neo liberalism in international relations, approaches and theories
Unit-8	Marxism in IR: Marxist approach to IR, dependency and world system theories, Gramscian approach to IR, Habermas and communicative rationality, public sphere and global civil society, marxism and power
Unit-9	Critical Theory in IR: meaning of critical approach, major critical approaches, challenges
Unit-10	Post-modernism and Post-Structuralism I: Edward Said and orientalism, Foucault's understanding of power and IR
Unit-11	Post-modernism and Post-Structuralism II: Derrida on deconstruction, R. B. J. Walker - inside/outside, Richard Ashley, untying the sovereign state: a double reading of the anarchy problematic
Unit-12	Feminism in IR: meaning, major approaches and thinkers, challenges
Unit-13	Feminist Critique of IR: gender theory and feminisms, the feminist turn in IR, main thinkers, liberal feminism, critical feminism, cultural or essentialist feminism, the feminist challenge to realism and liberalism
Unit-14	Major Trends in IR: new trends and theories in IR, contemporary challenges

READINGS:

1. THE RESTRUCTURING OF INTERNATIONAL RELATIONS THEORY by EDITORIAL BOARD STEVE SMITH (MANAGING EDITOR), CAMBRIDGE SCHOLARS PUBLISHING INTERNATIONAL RELATIONS THEORY: A CRITICAL INTRODUCTION by CYNTHIA WEBER, ROUTLEDGE

Course Code	DEMKT354	Course Title	MARKETING OF FINANCIAL SERVICES
			WEIGHTAGE
			CA
			ETE(Th.)
			30
			70

Course Outcomes:

- CO1:** comprehend and evaluate financial environment for making informed decisions on financial services.
- CO2:** understand and develop skills for execution of effective marketing strategies and programs for financial services.
- CO3:** analyze and comprehend strategic market analysis into marketing programs that integrate product/service, pricing, communications and channel decisions.
- CO4:** Articulate practical and comprehensive managerial understanding of consumer behavior towards financial services.

Unit No.	Content
Unit-1	Introduction to Marketing of Financial Services: introduction and concept, evolution and trends of financial service, current scenario of marketing of financial services, difference between marketing of products & marketing of financial services
Unit-2	7Ps of Financial Services: introduction to 7ps, marketing mix of banking and insurance products, niche marketing and financial inclusion, four pillars of bank marketing concept
Unit-3	Fi Financial Products and Services: product mix of banking and insurance products, marketing of wealth management products and third party insurances
Unit-4	Financial Instruments: life and general insurances, bank accounts, credit cards, public provident fund, reinsurance, mutual funds, RGESS, post office deposits, Sukanya Smridhhi account, Pradhan Mantri Jan-Dhan Yogna
Unit-5	Segmenting of Financial Services/Products : bases of marketing segmentation, segmentation of financial market, segmentation strategies, application of market segmentation
Unit-6	Targeting and Positioning of Financial Services/Products: targeting of financial services, positioning of financial services
Unit-7	Distribution of Financial Services/Product: distribution channels of banks and insurance companies, key roles of distribution channels
Unit-8	R Rural Banking: rural banks, distribution channel of gramin banks, difference between gramin bank and conventional bank
Unit-9	P Pricing Objectives and Strategies: promotional pricing, pricing decisions and strategies in financial services, bancassurance
Unit-10	Promotional Mix in Financial Services: advertising, planning a promotional campaign, execution of advertising strategy, advertising of financial products, sales promotion tools
Unit-11	Regulation and ethics in marketing of financial services: roles and responsibilities of Reserve Bank of India, roles and responsibilities of IRDA and SEBI
Unit-12	Consumer Behavior in Financial Services: introduction to consumer behavior, consumer behavior related to financial services, satisfaction level of financial services, factors affecting consumer behavior
Unit-13	Consumer Rights for Financial Services: consumer rights, mis-selling of financial products, importance of nomination
Unit-14	Emerging Global Issues in Financial Services: digital transformation, data and analytics, artificial intelligence and digital labor, blockchain, cybersecurity and cryptocurrency

Text Books:

1. MARKETING OF FINANCIAL SERVICES by DR. DHANANJAY BAPAT, BIZTANTRA

References:

1. MARKETING MANAGEMENT by PHILIP KOTLER AND KEVIN LANE KELLER, PEARSON