

# St. Joseph's College of Commerce

(Autonomous)

163, Brigade Road, Bengaluru – 560 025

Accredited and Re-Accredited with 'A' Grade by the  
National Assessment and Accreditation Council (NAAC)

Recognized by the UGC as  
**“COLLEGE WITH POTENTIAL FOR EXCELLENCE”**



## Bachelor of Commerce

(BPM -Industry Integrated)

Semester III & IV

*Syllabus w.e.f., 2015 – 2016*

**Academic year 2020-2021**

# St. Joseph's College of Commerce

(An Autonomous Institution affiliated to Bengaluru Central University)

Dedicated to Excellence with Relevance

St. Joseph's College, Bengaluru was established in 1882 by the French Missionary Fathers for the purpose of imparting higher education. In 1937, the management of the College was handed over to the Jesuits, a worldwide Religious order going by the name 'Society of Jesus'. The college and its sister institutions are now managed by the Bangalore Jesuit Educational Society (Regd). A department of Commerce was established in the College in 1949. In 1972, this department became an independent college by the name St. Joseph's College of Commerce.

Since its inception as an independent institution, the College has shown growth and progress in academics, co-curricular and extra-curricular activities. Besides, there has been a constant effort made by the College to acquire excellence in every aspect of good education. Currently it stands accredited to the National Assessment and Accreditation Council (NAAC) with an 'A' grade. In February 2010, the College was recognized by the UGC as a "College with Potential for Excellence".

The College aims at the integral formation of its students, helping them to become men and women for others. Though it is a Christian minority institution, the college has been imparting liberal education to the students of all denominations without any discrimination. St. Joseph's College of Commerce is affiliated to Bengaluru Central University and became autonomous in September 2005. The motto of the college is Fide et Labore or 'Faith and Toil' and the college attempts to inculcate the motto in every student through its various Programmes and courses.

The College is committed to providing quality education to its students. It offers Bachelor of Commerce & Bachelor of Business Administration, a three years under graduate degree programme, and Master of Commerce, a two years Post Graduate Programme. Highly qualified staff members, excellent

infrastructure of the college like spacious classrooms, good library and computer lab facilities helps to promote academic excellence.

### **GOALS OF THE B.COM PROGRAMME**

1. To provide conceptual knowledge and application skills in the domain of Commerce studies.
2. To provide knowledge and skills in almost all areas of business to be able to meet expectations of business and to handle basic business tasks, thus equipping a student to take up entry-level jobs in different sectors of commerce, trade and industry.
3. To sharpen the students' analytical and decision making skills.
4. To provide a good foundation to students who plan to pursue Professional courses like CA, ICWAI, ACS, CFA and MBA.
5. To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
6. To develop entrepreneurship abilities and managerial skills in students so as to enable them to establish and manage their own business establishments effectively.
7. To develop ethical Business professionals with a broad understanding of Business from an interdisciplinary perspective

### **I. ELIGIBILITY FOR ADMISSION**

Candidates who have completed Two year Pre – University course of Karnataka State or its equivalent are eligible for admission into this Programme.

### **II. DURATION OF THE PROGRAMME**

The programme of study is 3 years of Six Semesters. A candidate shall complete his/her degree within five (5) academic years from the date of his/her admission to the first semester.

### **III. MEDIUM OF INSTRUCTION**

The medium of instruction shall be English.

### **IV. ATTENDANCE**

- a. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- b. A student who fails to complete the PROGRAMME in the manner stated above shall not be permitted to take the end semester examination.

### **B.COM PROGRAMME MATRIX, COURSE STRUCTURE & SEMESTER SCHEME OF EXAMINATION**

Refer page no 7 - 9

### **V. TEACHING AND EVALUATION**

M.Com/MBA/MFA/MBS graduates with B.Com, B.B.A & BBS as basic degree from a recognized university are only eligible to teach and to evaluate the courses including part - B courses of III and IV semesters (except languages, compulsory additional courses and core Information Technology related courses). Languages and additional courses shall be taught by the graduates as recognized by the respective Board of Studies.

### **VI. EVALUATION SYSTEM**

Evaluation for UG programme consists of two components, viz. Continuous Internal Assessment (CIA) and End Semester Examination (ESE) with the weightage of 30% and 70% respectively.

Continuous Internal Assessment (CIA) includes a centrally organized MID TERM TEST for 20 marks and other exercises administered by the teacher such as Unit test/ Online test /Snap test /Surprise test /Quiz /Assignment / Presentation /Project / Research article /Seminar etc. for an aggregate of 10 marks. Each teaching faculty is required to maintain a record of the Continuous Internal Assessment.

The End Semester Examination will be conducted at the end of each semester. The duration and maximum marks for the End Semester Examination is 3 hours and for 70 marks.

## VII. MINIMUM FOR A PASS

A UG student has to get a minimum of 40% marks in the ESE (28 on 70) and 40% aggregate in CIA & ESE (40 on 100) for a pass in each course. The minimum SGPA to qualify for the B.Com degree is 4.00 and a pass in all courses.

## VIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Grading System For Choice Based Credit System (CBCS)-The College adopts a ten point grading system. The modalities and the operational details are as follows.

- i. Credits-Credits are assigned to courses based on the following broad classification:

Course category	Instruction hrs / week	Credits
Languages	3 hrs	2
Major Core	4 hrs	3
Major Optional	4 hrs	4
Allied Required	4 hrs	3
Open electives	4 hrs	3

- ii. Grade Points - The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

% Marks	95-100	90-94	85-89	80-84	75-79	70-74	65-69	60-64	55-59	50-54	45-49	40-44	Below 40
Grade Points	10	9.5	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	0

- iii. The semester grade point average (SGPA) - is the sum of the product of the credits with the grade points scored in all courses divided by the total credit of Part A and Part B in the semester.

$$\text{SGPA} = \frac{\sum \text{Credits} \times \text{Grade Points}}{\text{Total Credits}}$$

Minimum SGPA for a pass is 4.

If a student has not passed in a course or is absent then the SGPA is not assigned.

- iv. The cumulative grade point average (CGPA) - is the weighted average of all the courses undergone by a student over all the six semesters of a programme.

$$\text{CGPA} = \frac{\sum \text{Total credits in the semester} \times \text{SGPA}}{\text{Total credits of the programme}}$$

SGPA and CGPA will be rounded off to two decimal places.  
Interpretation of SGPA/CGPA/ Classification of final result for a UG Programme:

<b>SGPA/CGPA/ Course Grade Point</b>	<b>Grade</b>	<b>Result/Class Description</b>
9.00-10.00	O	Outstanding
8.00-8.99	A+	First Class Exemplary
7.00-7.99	A	First Class Distinction
6.00-6.99	B+	First Class
5.50-5.99	B	High Second Class
5.00-5.49	C	Second Class
4.00-4.99	P	Pass Class
Below 4	RA	To Re-Appear

## IX. PATTERN OF QUESTION PAPER

ESE Question Paper Pattern (3 Hours duration, Max. Marks: 70)

Section-A	Conceptual / Objective Questions	1 mark × 10 questions	10 Marks
Section-B	Analytical Questions	6 marks × 3 questions	18 Marks
Section-C	Essay Questions	15 marks × 2 questions	30 Marks
Section -D	Compulsory Question/ Case study	12 marks × 1 question	12 Marks
		<b>Total</b>	<b>70 Marks</b>

## X. REVALUATION, RETOTALING and IMPROVEMENT

There is provision for **Revaluation, Re-totaling and Improvement** within two weeks of the publication of the results.

**Revaluation and Re-Totaling:** There is a provision for **Revaluation and Re-Totaling** of marks if the application is made within 2 weeks of the publication of results with the prescribed fee.

**Provision for Improvement:** A candidate, who desires to improve his/her End Semester Examination marks, has to first withdraw his/her original End Semester Examination marks. The student will be awarded whatever mark she/she obtains in the later appearance even if they are less than the marks awarded previously.

## B.COM (BPM – Industry Integrated)

### PROGRAMME MATRIX

Semester Content	I	II	III	IV	V	VI	TOTAL
<b>Part A : Languages</b>							
English & Business Comm.	2hr/2Cr	2hr/2Cr	2hr/2Cr	2hr/2Cr	-	-	
Language I	2hr/2Cr	2hr/2Cr	2hr/2Cr	2hr/2Cr	-	-	
	4 Cr	4 Cr	4 Cr	4 Cr	-	-	16
<b>Part B: Core Courses</b>							
Content	I	II	III	IV	V	VI	TOTAL
Major core 4hrs/3Cr	<ul style="list-style-type: none"> <li>• Financial Accounting</li> <li>• Principles of Management</li> </ul>	<ul style="list-style-type: none"> <li>• Finance and Accounting for BPS</li> <li>• Cost Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Management Accounting</li> <li>• Retail and Market Research</li> </ul>	<ul style="list-style-type: none"> <li>• Income Tax I</li> <li>• Managing Business Processes I</li> <li>• Capital Markets for BPS</li> </ul>	<ul style="list-style-type: none"> <li>• Income Tax-II</li> <li>• Managing Business Processes II</li> <li>• Supply Chain Management</li> <li>• Costing for Business Decisions</li> </ul>	
Allied Required 4hrs/3cr	<ul style="list-style-type: none"> <li>• Business Economics</li> <li>• Business Mathematics</li> </ul>	<ul style="list-style-type: none"> <li>• Business &amp; Company Law</li> <li>• Business Statistics &amp; Research Techniques</li> </ul>	Insurance for BPS	Banking for BPS Paper	-	-	
Major Optional 4hrs/4cr	NA	NA	NA	NA	<ul style="list-style-type: none"> <li>• Elective-1</li> <li>• Elective-2</li> </ul>	<ul style="list-style-type: none"> <li>• Elective-3</li> <li>• Elective-4</li> </ul>	
Open Electives	NA	NA	4hr/3Cr (as per the list given)	4hr/3Cr (as per The list given)	-	-	
Skill based Major 4hrs/4cr	-	-	-	-	Courses / Elective Skill based paper	-	
II	12 Cr	12 Cr	12 Cr	12 Cr	21 Cr	20 Cr	89
<b>Part C: Foundation, skill development, interdisciplinary &amp; Sports</b>							
HRD	1 Cr	1 Cr	-	-	-	-	
IC	-	2 Cr	-	-	-	-	
EVS	-	-	-	2 Cr	-	-	
Internship	-	-	-	-	-	1 Cr	
Certificate & Sports Program	1 Cr Tally			1 Cr Excel		1 Cr Advanced Excel	
III	2 Cr	3 Cr		3 Cr		2 Cr	10
<b>Part D: Extension and extracurricular activities</b>							
Extension Curricular & Others	-	1 Cr	-	1 Cr	-	1 Cr	
IV	-	1 Cr	-	1 Cr	-	1 Cr	03
Total	18 Cr	20 Cr	16 Cr	20 Cr	21 Cr	23 Cr	118



**PROGRAMME STRUCTURE (for III & IV Semesters)**

**SEMESTER SCHEME OF EXAMINATION**

**CORE COURSES**

**SEMESTER -III**

Course Code	Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
			CIA	ESE		
C3 15MC301	Financial Management	04	30	70	100	03
C3 15MC302	Marketing Management	04	30	70	100	03
C3 20AR303	Insurance for BPS	04	30	70	100	03
	Open Electives	04	30	70	100	03
	<b>Total</b>	<b>16</b>	<b>120</b>	<b>280</b>	<b>400</b>	<b>12</b>

**SEMESTER -IV**

Course Code	Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/Credits
			CIA	ESE		
C3 15MC401	Management Accounting	04	30	70	100	03
C3 20MC402	Retail and Market Research	04	30	70	100	03
C3 20AR403	Banking for BPS	04	30	70	100	03
	Open Electives	04	30	70	100	03
	<b>Total</b>	<b>16</b>	<b>120</b>	<b>280</b>	<b>400</b>	<b>12</b>

*CIA – Continuous Internal Assessment*

*ESE–End Semester Exam*

**SEMESTER SCHEME OF EXAMINATION  
LANGUAGES**

Sem No.	Course Code	Title of the Paper	Lecture Hrs per week	Marks		Total Marks	Grade/ Credits
				CIA	ESE		
III	C3 153 KN	Kannada	03	30	70	100	02
	C3 203 HN	Hindi	03	30	70	100	02
	C3 153 AE	Additional English	03	30	70	100	02
	C3 153 GE	General English	03	30	70	100	02
		<b>Total</b>	<b>06</b>	<b>60</b>	<b>140</b>	<b>200</b>	<b>04</b>
IV	C3 154 KN	Kannada	03	30	70	100	02
	C3 204 HN	Hindi	03	30	70	100	02
	C3 154 AE	Additional English	03	30	70	100	02
	C3 154 GE	General English	03	30	70	100	02
		<b>Total</b>	<b>06</b>	<b>60</b>	<b>140</b>	<b>200</b>	<b>04</b>

*CIA – Continuous Internal Assessment*

*ESE–End Semester Exam*

**FOUNDATION COURSES**

Sem No.	Course Code	Title of the Paper	Lecture Hrs per week	Grade/ Credits
IV	FSD 15 402	Excel	1	1
IV	FSD 15 401	Environment and Public Health	1	2

## **Outcome Based Education (OBE)**

### **B.Com (BPM) Program**

#### **Educational Objectives (PEO)**

Our **B. Com (BPM)** program will produce graduates who will be able to:

1. Be competent, creative and highly valued professionals in the industry, academia or government.
2. Be flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, leadership and teamwork opportunities- all affording sustainable management careers.
3. Continue their professional development by obtaining advanced degrees in Management or other professional fields
4. Act with global, ethical, societal, ecological and commercial awareness, as is expected of practicing management professionals.
5. Adapt to a rapidly changing environment with learned and applied new skills, become socially responsible and value driven citizens, committed to sustainable development.

#### **Programme Outcomes (PO)**

PO1 - Demonstrate an understanding of every dimension of business environment to predict the character of future business environment.

PO2 - Propose and implement appropriate decisions in all areas of business management including finance, marketing, human resource and operations.

PO - 3 Demonstrate the diverse knowledge of business and corporate laws and their applicability in business, finance and audit.

PO4 - Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option.

PO5 - Develop broad-based business skills and knowledge, development of general and specific capabilities to meet the current and future expectations of the business, industry and economy, at the national and global level.

PO6 - Fulfil educational entrance requirements of relevant provisional bodies and enable the student to devise a career in professional accounting.

PO7 - Plan, organise, co-ordinate, direct and control, both business enterprise and non – governmental organisation.

PO8 - Appreciate the significance of sustainable development.

PO9 - Achieve higher levels of proficiency and self-actualization through the pursuit of life-long learning.

PO10- Create, select and apply appropriate techniques, resources, modern management and IT tools (including prediction and modeling) to complex management activities with an understanding of the limitations.

## **Program Specific Outcomes (PSOs)**

PO11- Demonstrate adequate preparation for career development through the acquisition of a solid foundation in the ITES industry.

PO12- Apply the competencies and creativity required to undertake Business Process Management as a desirable and feasible career option.

**SEMESTER - III**  
**C3 15MC301: FINANCIAL MANAGEMENT**

**COURSE OBJECTIVES**

Students should be able to:

1. Explain the role of financial manager in the present state of Affairs.
2. Estimate the cost of capital of specific sources of capital and the overall cost of capital.
3. Plan for an optimum capital structure for a hypothetical firm.
4. Examine capital expenditure decision by using capital budgeting technique.
5. Show the implications of dividend policies on dividend decisions.
6. Examine the role of estimation of working capital and its implications in value creation of a firm.

**Module - 1: Financial Management** **4 Hrs**

Finance Function–Aims of Finance Function–Financial Management – Goals of Financial Management – Financial Decisions.

**Module - 2: Financing Decisions: Cost of Capital** **12 Hrs**

Meaning – Computation of Cost of Capital – Cost of Equity–Preference–Debt –Cost of Retained Earnings–Weighted Average Cost of Capital and Marginal Cost of Capital

**Module - 3: Financing Decisions: Capital Structure** **10 Hrs**

Meaning of Capital Structure–Optimum Capital Structure–Factors determining Capital structure – Leverages - Operating leverage – Financial leverage and combined leverage – Problems - Point of Indifference.

## **Module - 4: Investment Decisions**

**20 Hrs**

Capital Budgeting – Meaning – Significance – Capital Budgeting process–Payback period–ARR–Net present values–IRR Method–Profitability Index and Capital Rationing (Concept only).

## **Module-5: Dividend Decisions**

**4 Hrs**

Meaning–Types of dividend policies–Factors influencing dividend policy–Forms of dividends. Dividend relevance theories–Walter’s Model and Gordon’s Model. Dividend irrelevance theories – Modigliani Miller Model.

## **Module-6: Working capital management**

**10 Hrs**

Working capital: Meaning – Concepts of working capital –Factors influencing Working Capital requirement–Components of working capital – Profitability/Liquidity trade off.

Cash Management: Meaning–Importance–Factors affecting cash Balances–Motives of holding cash–Objectives of cash management - Difficulties and means of cash management.

Receivables Management: Meaning – Purpose – Determinants –Tools for receivables management – Ageing schedule.

Inventory Management: Meaning and Importance – Cost of holding inventory –Tools – EOQ – Fixing different inventory levels–ABC analysis–FSN–VED–JIT–Periodic inventory valuation–Perpetual inventory valuation (concepts only).

## **Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Identify the decision areas in which a financial manager has a role to play
2. Prepare a Capital Budget for your new Business
3. Evaluate the NPV of an investment made in any one of the capital projects with imaginary figures for 5 years
4. Prepare an aging schedule of debtors with imaginary figures

5. Capital structure analysis of companies in different industries
6. Study of dividend policy practices of certain company's in India.

### **COURSE OUTCOME**

After completion of the course the students will be able to:

1. Describe the role of financial manager in the present state of affairs.
2. Compute the cost of capital of specific sources of capital and the overall cost of capital.
3. Design an optimum capital structure for a hypothetical firm.
4. Evaluate capital expenditure decision by using capital budgeting technique.
5. Illustrate the implications of dividend policies on dividend decisions.
6. Evaluate the role of estimation of working capital and its implications in value creation of a firm.

### **Books for Reference**

- ❖ *I. M. Pandey: Financial Management, Vikas Publishers, NewDelhi.*
- ❖ *James C. Vanhorne: FinancialManagement.*
- ❖ *Khan & Jain: Financial Management, Tata Mcgraw Hill, NewDelhi.*
- ❖ *P. N. Reddy & Appanaiah: Financial Management, Himalaya Publishers, Bombay.*
- ❖ *Prasanna Chandra: Financial Management, Tata McGraw Hill, NewDelhi.*
- ❖ *S. N. Dorai Raj: Financial Management, Kalyani Publishers, NewDelhi.*
- ❖ *S. N. Maheswari: Financial Management, Sulchand & Co., NewDelhi.*
- ❖ *Sharma & Sashi Gupta: FinancialManagement.*

**SEMESTER – III**  
**C3 15MC302: MARKETING MANAGEMENT**

**COURSE OBJECTIVES**

Students should be able to:

1. Describe the role of marketing manager in the present state of affairs.
2. Relate the market segmentation with target marketing and positioning strategy of the firm.
3. Analyze the factors that determines the consumer behavior in buying decision.
4. Devise the product mix and pricing strategies for hypothetical business plan.
5. Plan for a channel of distribution and promotion mix for hypothetical business plan.
6. Illustrate ethical practices in marketing in the context of recent trends in marketing.

**Module – 1: Introduction to Marketing** **8 Hrs**

Definition–Nature–Scope–Importance–Concepts–Functions  
– Micro and Macro environment–Meaning and difference–  
Marketing Management – Meaning & functions.

**Module - 2: Market Segmentation, Targeting & Positioning** **8 Hrs**

Marketing Mix (elements) Basis–Perquisites for sound segmentation  
– Target marketing strategies–Product positioning, meaning and  
steps involved.

**Module-3: Consumer Behaviour** **8 Hrs**

Meaning of consumer Behaviour – Factors influencing Consumer  
behaviour – Buying decision process and its stages.



#### **Module-4: Product &Pricing**

**18 Hrs**

Product mix – Product Life Cycle – New product development  
– Branding & Packing – Meaning – Types – Advantages and disadvantages – Objective of pricing – Factors influencing pricing decisions – Methods of pricing and pricing strategies.

#### **Module – 5: Channel Of Distribution Promotion**

**8 Hrs**

Factors affecting choice of channel – Channel design decision – Channel Management. Promotion – Meaning – Promotion mix – Selection of media–Advertisement copy–Evaluation of a dvertising – Personal selling – Sales Promotion.

#### **Module – 6: Ethical Aspects and Recent Trends in Marketing**

**10 Hrs**

Marketing Ethics and Consumer Rights – Socially responsible Advertising–Ethics and regulation in Product–Pricing–Packaging and Labelling. E-Business – Tele-Marketing – M-Business – Relationship marketing – Retailing – concept marketing and virtual marketing (concepts only).

#### **Skill Development**

*(These activities are only indicative; the Faculty member can innovate)*

1. Identify the producer of your choice and describe in which stage of the product life cycle it is positioned
2. Suggest strategies for development of a product
3. Select a producer and describe an advertising endeavor for it, Since its introduction
4. Study of Consumer Behaviour for a product of your choice
5. Develop an Advertisement copy for a product
6. Prepare charts for distribution network for different products

## **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Explain the role of marketing manager in the present state of affairs.
2. Examine segmentation with target marketing and positioning strategy of the firm.
3. Analyze the factors that determines the consumer behavior in buying decision.
4. Develop the product mix and pricing strategies for hypothetical business plan.
5. Design a channel of distribution and promotion mix for hypothetical business plan.
6. Apply ethical practices in marketing in the context of recent trends in marketing.

## **Books for Reference**

- ❖ *Armstrong & Kotler: Marketing - An Introduction.*
- ❖ *C. S. V. Murthy: Business Ethics.*
- ❖ *J. C. Gandhi: Marketing Management.*
- ❖ *Philip Kotler: Principles of Marketing.*
- ❖ *R..S.Davar: Marketing Management.*
- ❖ *Sherlaker S. A.: Marketing Management.*
- ❖ *Sontakatti: Marketing Management.*
- ❖ *William Stanton: Marketing Management.*
- ❖ *William Stanton, Michael Etzel, Bruce Walker: Fundamentals of Management.*

**SEMESTER - III**  
**C3 20AR303: INSURANCE FOR BPS**

**COURSE OBJECTIVES**

Students should be able to:

1. Describe the process of making valid contract under general insurance and life assurance and its applicability governing principles of insurance.
2. Differentiate the implications of a of life insurance policy with the rest.
3. Differentiate the implications of a of nonlife insurance policy with the rest.
4. Evaluate the role of health care insurance in promoting the interest of individual and health care industry.
5. Plan for the defined benefits and defined contributions of retirement planning of an individual investor in USA and third party.
6. Justify the implications and applicability of digital technologies in sphere of BPS in Insurance.

**Module - 1: Insurance - Generic Overview**

**10 Hrs**

Concept of Risk – Risk of Management – Basic concept (Hazards, Perils, Assets, etc.) - Life Stages, Income and Expenses - Fundamentals of Insurance - Characteristics of a valid contract – Insurance contract-Principles & Practices of insurance contract – Important terminologies & parties in insurance contract – Types of Insurance (Personal, Commercial, Health, Life, etc.) – History of Insurance – Types of Insurance companies – Business units in an Insurance company – Overview of Insurance Life Cycle (Underwriting, Policy Servicing, Claims, etc.) - Reinsurance concept.

**Module - 2: Life Insurance**

**11 Hrs**

Important terminologies in a Life Insurance policy – Parties in a Life Insurance policy – Individual Life Insurance plans – Supplementary Benefits – Policy Provisions – Ownership rights – Life insurance policy life cycle (New Business & Underwriting, Policy servicing, Claims, etc.) – Concept of Annuity – Types of Annuity – Annuity contract provisions – Annuity: USA – Fixed Annuity, Fixed Index Annuity, Variable Annuity – Qualified & Non-Qualified Annuity – Principles of Group Insurance – Group Retirement Plans.

### **Module - 3: Property & Casualty Insurance**

**11 Hrs**

Non-Life Insurance concepts: Hazards, Perils, Catastrophe, Property Damage & Business Interruption, Policy exclusions, Indemnity, Deductibles, Retention, Premiums, Limits, Salvage, Subrogation, etc. – Insurance Providers – Co-Insurance, Reinsurance, Captive Insurance – Underwriting process – Policy Servicing process – Claims process – Reinsurance.

### **Module - 4: Healthcare Insurance**

**10 Hrs**

Concept of Healthcare Insurance – How Healthcare Insurance works – Key Challenges of Healthcare Industry – Healthcare Eco System – Healthcare regulations & Standards; HIPAA – Medicare – Medicaid – Medicaid – Individual Health Insurance policies – Group Health Insurance Policies – Managed Care – Eye Care – Micro Insurance Schemes.

### **Module - 5: Retirement Services**

**10 Hrs**

Concepts of Retirement Services – Retirement Planning – Asset Allocation & Asset Classes – Life stages of an Investor – Defined Benefits & Defined Contribution – Individual Retirement Arrangement in USA – Third Party

### **Module-6: Digitization of the Insurance Industry**

**8 Hrs**

Key drivers for digital transformation-traditional channels vs digital channels- Advantages and Disadvantages-Digital trends and

operational efficiency - digital claims management - automated settlement- Front office and back office automation- AI in insurance industry.

### **Skill Development**

*(These activities are only indicative; the Faculty member can innovate)*

1. Exposure on different offerings that are specifically dealt within a BPS set up.
2. Familiarization of Insurance products across various geographies like India, UK, USA, etc.
3. Inculcating negotiation and selling skills for selling insurance products

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Illustrate the process of making valid contract under general insurance and life assurance and its applicability governing principles of insurance.
2. Compare and contrast the implications of each type of life insurance policy.
3. Compare and contrast the implications of each type of nonlife insurance policy.
4. Examine the role of health care insurance in promoting the interest of individual and health care industry.
5. Justify the defined benefits and defined contributions of retirement planning of an individual investor in USA and third party.
6. Justify the implications and applicability of digital technologies in sphere of BPS in Insurance.

### **Books for Reference**

- TCS

MATERIAL

## SEMESTER – IV

### C3 15MC401: MANAGEMENT ACCOUNTING

#### COURSE OBJECTIVES

The students will be able to:

1. Explain the role of a Management Accountant in the present scenario.
2. Analyze the financial statement analysis by using comparative, common size statements and trend analysis.
3. Evaluate the solvency, turnover/performance and Liquidity of a business by using Benchmark ratios.
4. Interpret the magnitude and pattern of sources and Application of fund under different head of account
5. Interpret the magnitude and pattern of inflow and outflow of cash within the IFRS framework.
6. Design a management reporting in response to the demand of situation.

#### **Module1: Introduction**

**5 Hrs**

Meaning–Objectives–Nature and Scope of Management Accounting – Role of Management Accountant–Relationship between Financial Accounting – Cost Accounting and Management Accounting.

#### **Module 2: Financial Statement Analysis**

**10 Hrs**

Meaning–Types–Meaning and Concept of Financial Analysis, Types of Financial Analysis – Methods of Financial Analysis, Problems on Comparative Statements – Common Size Statements, Trend Analysis.

### **Module 3: Ratio Analysis**

**15 Hrs**

Meaning–Importance–Utility of Ratios–Classification of Ratios  
– Calculation and Interpretation of Ratios – Preparation of Income Statement and Balance Sheet with Ratios.

### **Module – 4: Fund Flow Analysis**

**13 Hrs**

Meaning – Concept of Fund and Funds Flow Statement – Use and Significance of Funds Flow Statement–Procedure for Preparing FFS  
– Schedule of Changes in Working Capital – Statement of Sources and Application of Funds

### **Module 5: Cash Flow Analysis**

**12 Hrs**

Cash Flow Analysis–Meaning and Concept–Comparison between Funds Flow and Cash Flow Statements – Uses and Significance of CFS – Preparation of Cash Flow Statement as Per Accounting Standards.

### **Module 6: Management Reporting**

**5 Hrs**

Methods of Reporting – Requirement of a Good Report- Kinds of Reports–Principles of Good Reporting system–Drafting of Reports under different situation.

### **Skill Development**

*(These activities are only indicative; the Faculty member can innovate)*

1. Collect financial statements of any one organization for two years.
2. Calculation of ratios based on the above financial statement:  
Profitability ratios–Gross Profit Ratio–Net Profit Ratio–ROCE  
– Current Ratio – Liquid Ratio.
3. Prepare Fund flow/Cash flow statements with imaginary figure as per Accounting Standards.
4. Prepare a master Budget with imaginary figures

## COURSE OUTCOMES

After completion of the course the students will be able to:

1. Illustrate the role of a Management Accountant in the present scenario.
2. Evaluate the financial statement analysis by using comparative, common size statements and trend analysis.
3. Examine the solvency, turnover/performance and Liquidity of a business by using live data.
4. Evaluate the magnitude and pattern of sources and Application of fund under different head of account
5. Evaluate the magnitude and pattern of inflow and outflow of cash within the IFRS framework.
6. Develop a management reporting in response to the demand of situation.

### Books for Reference

- ❖ *Dr. S .N. Goyal&Manmohan: ManagementAccounting.*
- ❖ *Dr. S. N. Maheswari: ManagementAccounting.*
- ❖ *Foster: Financial Statement Analysis –Pearson.*
- ❖ *J. Batty: ManagementAccounting.*
- ❖ *Made Gowda: ManagementAccounting.*
- ❖ *P.N. Reddy &Appanaiah: Essentials of ManagementAccounting.*
- ❖ *R. S .N. Pillai&Bagavathi: ManagementAccounting.*
- ❖ *Saxena: ManagementAccounting.*
- ❖ *Sharma & Gupta: ManagementAccounting.*



**SEMESTER - IV**  
**C3 20MC402: RETAIL, CPG AND MARKET RESEARCH**

**COURSE OBJECTIVES**

The students will be able to:

1. Select an appropriate type of marketing research in accordance with the demand of a specific product of CPG industry in the context of 4Ps of Marketing.
2. Integrate retailing research in every aspect of retailing.
3. Devise a plan for consumer research and consumer marketing research for designing a product mix and new product development.
4. Generate media research report in the context of Advertisement Intelligence and Digital Advertisements.
5. Use metrics to evaluate Service Level Agreement of Marketing research

**Module - 1: Introduction to Market Research**  
**Hrs**

**15**

Market - Research - Market Research - Need for Market Research – Types of Market Research - Primary Research – Secondary Research – Custom Study – Syndicated Study – Quantitative Research Methodology – Qualitative Research Methodology – Research Types – introduction to 4 Ps of Marketing with reference to Market Research - Type of goods - CPG - Why CPG industry is different? - Global CPG Manufacturers - Consumer Behaviour – Influencers.

**Module - 2: Retailing and Retail Research            15 Hrs**

Characteristics of Retailing - Retail formats - Overview to Retail functions - Global Retailers - Segmentation - Need for segmentation criteria - Types of Segmentation - Need for Retail Research - Retail data - Importance of Retail Data Validation - Retail Research reports. - Product Coding -Product Characteristics& Features - Product Customization - Reports and Database for Manufactures - Consumer Panel - Importance of Consumer Panel - Customer Panel Services - Consumer Data - Panel Research reports.

**Module - 3: Consumer Research                            15 Hrs**

Consumer Research and Consumer Marketing Research - Need for Consumer Research - Key Consumer Research Methodologies - Types of Survey and Survey Questions - Product Research - New Product Development and Product Research - Product Promotion and Product Survey.

**Module - 4: Media Research                                 8 Hrs**

Media and Media Research - Importance of Media research - Media Data - Importance of Media Data Validation - Media Research reports - Audience Measurement Services - Advertisement Intelligence - Digital Advertisements.

**Module - 5: Metrics     7 Hrs**

Metrics - Need for Metrics - Service Level Agreement - Quality Monitoring and Management - SLA's Used in Market Research - Impact of Adherence to SLA's.

## **Skill Development**

*(These activities are only indicative; the Faculty member can innovate)*

1. Retail analytic skills
2. Developing media interaction and presentation skills from marketing perspective
3. Use of computer packages for research and analysis

## **COURSE OUTCOME**

After completion of the course the students will be able to:

1. Select an appropriate type of marketing research in accordance with the demand of a specific product of CPG industry in the context of 4Ps of Marketing.
2. Integrate retailing research in every aspect of retailing.
3. Devise a plan for consumer research and consumer marketing research for designing a product mix and new product development.
4. Generate media research report in the context of Advertisement Intelligence and Digital Advertisements.
5. Use metrics to evaluate Service Level Agreement of Marketing research

## **Books for Reference**

- *TCS MATERIAL*

## SEMESTER - IV

### C3 20AR403: BANKING FOR BUSINESS PROCESS SERVICES

#### COURSE OBJECTIVES

Students should be able to:

1. Illustrate the function and the type of product and services offered by banks in the context of business process services.
2. Evaluate the functions and services offered by commercial banks in the context of retail banking.
3. Relate the role of credit, debit and ATM cards with retail banking business in the context of business process services.
4. Compare and contrast the process of lending mode of consumer loans and mortgages in the context of business process services.
5. Examine the implications of the cash management services and KYC in the context of business process services.
6. Evaluate implications of each mode of trade financing option and its process in the context of BPS

#### Module - 1: Overview of Banking

12 Hrs

Bank and Banking - Functions of Bank - Principles and Banking - Legal Aspects of Banking - Banks Obligations and Rights, Banks Dealing with Special Customers, Specific Customer Instruction - Risks and Controls - Types of Risk - Credit Risk, Market Risk, Reputational Risk and Operational Risk - Risk Management Regulations.

Customer Service - Customer Service Methods and Channels - Basic Principles - Customer Handling and Dispute Management - Customer Complaints, Customer Service Voice, Specific Customer Service Directives - Pricing Methodologies - Objectives of Pricing - Deciding or Controlling Factors of Pricing - Pricing Methods - Pricing Strategies - Anti-money Laundering (AML) - Money Laundering, Stages of Money Laundering- AML Regulations - Know Your Customer (KYC) - Information Security - Principles of Information Security - Components of Information Security and Risk.

## **Module - 2: Retail Banking**

**12 Hrs**

Account Originations - Customer Types, Accounts Types - Account Servicing - Record Maintenance, Account Closures, Signature Maintenance, Cheque Issuance and Payment, Statement of Accounts/Passbook, Debit Card/Pin Issuance, Internet Banking, Mobile Banking, Customer Correspondence - ATM Management - Services Available, The Business of Managing ATMs, Challenges of ATM Management, RBI Mandate on Customer Service Enhancements, Roles and Responsibilities of various stakeholders in the WLA model as advised by RBI3, WLA - INDICASH - Payments - Payment Instruments or Products, Special Purpose Payment Instruments, Payment Communication Networks, Messaging & Settlement - Wealth Management - Investment Objectives, Investment Avenues, Mutual Funds, Equity/Share/Stock, Index Markets, Bonds, Structured Notes, Corporate Actions.

## **Module - 3: Credit, Debit and ATM Cards**

**10 Hrs**

Basics of cards - Types of cards - Credit Card - Types of Cards, Parties Involved in card Transaction, Card Features and Associated Equipment's- Card Transactions - Settlement - Payment Processing - Card Operations Module - Charge Back/Dispute Resolution - Customer Service - Fraud Management - Card Collection. Digital Money - Consumption, Advantage and Precautions.

**Module - 4: Consumer loans and Mortgages****9 Hrs**

Mortgages - Loan Types - Unsecured and Secured - Purpose of Mortgage Loan - US Mortgage - Brief History - Federal Regulations on Borrower's Rights - Mortgage Products - Mortgage Schemes or Programmes - Major Parties in the Mortgage Industry - Domain Learning and Development - Mortgage Loan Cycle - Mortgage Insurance - Mortgage Frauds - Recent Developments in the Mortgage Industry - Case Study.

**Module - 5: Cash Management****7 Hrs**

Cash Management Services - Account Services - Know Your Customer (KYC) - Account Maintenance - Electronic Banking - Types of Facilities Offered - Financial Messaging - Clearing Systems - Fund Transfer - Control and Compliance - Anti-Money Laundering - Call Backs - Investigation - Risks and Liquidity Issues.

**Module -6: Trade Finance****10 Hrs**

Introduction to Trade - Parties in International Trade - Risks in International Trade and mitigants - Methods of Trade Payments - Reimbursement - Authorization, Claim / Payment, Clean Payment, Irrevocable Undertaking Reimbursements - Guarantees & SBLC - Loans & Finances - Syndicated Loans, Corporate Advances, Receivable Finance, Supplier Finance, Commodity Finance, Channel Finance & Bill Finance / Discounting - Value Added Services - Customer Service (Voice / Non-voice), Trade Compliance, Trade Advisory, Customer Owner - Importance of Trade Finance Professionals in Banking Services - Synopsis on specialized training course for CDCS certification - Case Study.

## **Skill Development**

*(These activities are only indicative; the Faculty member can innovate)*

1. Exposure and developing skills relating to different offerings on banking products and services that are specifically dealt within a BPS set up.
2. Pricing skills of banking products and services – generic and country specific across various geographies like India, UK, USA, Europe, etc.
3. Employability skills from a banking industry knowledge perspective.

## **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Illustrate the function and the type of product and services offered by banks in the context of business process services.
2. Evaluate the functions and services offered by commercial banks in the context of retail banking.
3. Relate the role of credit, debit and ATM cards with retail banking business in the context of business process services.
4. Compare and contrast the process of lending mode of consumer loans and mortgages in the context of business process services.
5. Examine the implications of the cash management services and KYC in the context of business process services.

6. Evaluate implications of each mode of trade financing option and its process in the context of BPS

### **Books for Reference**

- TCS MATERIAL



## Open Electives

Sl. No.	Course Code	Title of the Paper	Lecture hrs per week	Credits	Marks
1	UG17AO001	Accounting and Finance for Non Profit Organizations	4	3	100
2	UG15AO002	Corporate Governance and Ethics*	4	3	100
3	UG15AO003	Essentials of Public Relations	4	3	100
4	UG15AO004	Event Management	4	3	100
5	UG15AO005	Financial Markets and Services	4	3	100
6	UG15AO006	Gender and Leadership	4	3	100
7	UG17AO007	International Financial Reporting Standards	4	3	100
8	UG15AO008	Mergers, Acquisitions and Restructuring	4	3	100
9	UG15AO009	Operations Research*/**	4	3	100
10	UG15AO010	Perspectives of Micro Finance	4	3	100
11	UG15AO011	Production and Operation Management*	4	3	100
12	UG15AO012	Real Estate Management	4	3	100
13	UG15AO013	Research Methodology*	4	3	100
14	UG15AO014	Service Management	4	3	100
15	UG15AO015	Strategic Brand Management	4	3	100
16	UG15AO016	Travel Agency and Tour Operations**	4	3	100
17	UG15AO017	Accounting For Assets And Liabilities	4	3	100
18	UG17AO018	Money Banking & Public Finance	4	3	100
19	UG17AO019	Human Rights and Social Justice	4	3	100
20	UG17AO020	Innovations in Management	4	3	100
21	UG17AO021	International Tax and Technology - I	4	3	100
22	UG17AO022	International Tax and Technology-II	4	3	100
23	UG19AO023	Humanitarian Assistance and Disaster Management	4	3	100
24	UG19AO024	Introduction to Psychology	4	3	100
25	UG19AO025	International Tax and Technology - I	4	3	100
26	UG19AO026	International Tax and Technology-II	4	3	100
27	UG19AO027	Women and Popular Culture	4	3	100
28	UG19AO028	Senses of Cinema	4	3	100
29	UG20AO029	Media, Technology and Society	4	3	100
30	UG20AO030	Cricket and Media	4	3	100
31	UG17AM001	Solving Public Policy Problems	4	3	100

32	UG17AM002	Contemporary themes in Economic Development of India and Economic Survey	4	3	100
33	UG18AM003	Entrepreneurship In Emerging Economies	4	3	100
34	UG18AM004	Strategic Management	4	3	100
35	UG18AM005	Introduction to negotiation	4	3	100
36	UG18AM006	Dealing with business complexity	4	3	100
37	UG19AM007	Intellectual Property Rights	4	3	100
38	UG19AM008	Sustainable Development	4	3	100
39	UG19AM009	Waste Management in Smart City	4	3	100
40	UG19AM010	Waste Management	4	3	100
41	UG19AM011	Preparing for Disruption	4	3	100
42	UG19AM012	Design Thinking	4	3	100
43	UG20AM013	Negotiation Strategies and Skills	4	3	100
44	UG20AM014	Earth Economics	4	3	100
45	UG20AM015	Global Sustainability	4	3	100
46	UG20AM016	Fundamentals Intellectual Property Rights	4	3	100

\* NOT available for B.B.A student

\*\* NOT available for B.com TT students

# UG 15AO 010: PERSPECTIVES OF MICRO FINANCE

## COURSE OBJECTIVES

The students will be able to:

1. Describe micro finance as a tool of State and central Government in poverty alleviation.
2. Elucidate the role of RBI and NABARD in Financial inclusion and recent trends.
3. Analyze the role and developments of Micro Finance Institutions in India in the context of micro finance institutions across the globe.
4. Compare and contrast the types of MFI and SHG, models and delivery systems of MFI.
5. Describe the code of conduct of MFI in India within the framework of Micro finance institutions (Regulation and Development) Bill, 2012 and self-regulated bodies.
6. Illustrate the types of risks for MFIs and managing credit risk of MFIs.

### **Module 1: Micro Finance Perspectives**

**12 Hrs**

Poverty, its form and Extent-Financial needs of the poor-Role of credit in poverty alleviation- State intervention in Rural Credit in India- Poverty eradication measures of Central and State Governments- Emergence of Microfinance- scope-importance-assumptions of Microfinance-Lessons from International experience.

### **Module 2: Financial Inclusion**

**8 Hrs**

Meaning of Financial Inclusion-Extent of Financial Exclusion-Need for Financial Inclusion- Present reach of Banking- Initiatives of RBI and NABARD- Role of banks in Financial Inclusion and recent trends.

### **Module 3: Micro Finance Institutions**

**10 Hrs**

Overview of MF Institutions – History of MF Institutions across the globe-MF Institutions in India-Importance, Role and Development of Microfinance Institutions in India.

### **Module 4: Models of Micro Finance and Delivery Methodologies**

**12 Hrs**

Models of Microfinance across the World-Microfinance Delivery Methodologies- Structures of Intermediation for Microfinance in India- Types of MFIs- SHG and MFI Models- SHG-Bank Linkage Programme- Joint Liability Groups- Microfinance Institutional Approach- Bank Partnership Model- Banking Correspondent Model-Penetration of Microfinance- Constraints in mainstreaming of MFIs and challenges faced by the sector.

### **Module 5: Legal and Regulatory Framework of Micro Finance**

**10 Hrs**

Introduction- Recommendations of Male gam Committee- Code of Conduct for Microfinance Institutions in India- Compliance to State Acts- Guidelines on Priority Sector Compliance to RBI Guidelines on NBFC-MFIs- Self Regulation- The Microfinance Institutions(Development and Regulation) Bill, 2012.

### **Module 6: Risk Management**

**8 Hrs**

Introduction- Types of Risks for MFIs- Managing Credit Risk.

#### **Skill Development**

*(These activities are only indicative; the Faculty member can innovate)*

1. Find out the different measures taken by the Government in order to promote Financial Inclusion in the state of Karnataka.
2. Visit NABARD and Bandhan Bank to know more about their functioning.
  1. Visit villages in and around Bangalore in order to know about the MF services provided.

2. Discuss women entrepreneurship and financial services provided to them.

## **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Describe micro finance as a tool of State and central Government in poverty alleviation
2. Examine the role of RBI and NABARD in Financial inclusion and recent trends.
3. Examine the role and developments of Microfinance Institutions in India in the context of micro finance institutions across the globe.
4. Compare and contrast the types of MFI and SHG, models and delivery systems of MFI
5. Explain the code of conduct of MFI in India within the framework of Micro finance institutions (Regulation and Development) Bill, 2012 and self-regulated bodies.
6. Elucidate the types of risks for MFI and managing credit risk of MFIs.

## **Book for Reference**

- ❖ *Branch, Brian & Janette Klaehn. Striking the Balance in Microfinance: A Practical Guide to Mobilizing Savings. PACT Publications, Washington, 2002.*
- ❖ *Dowla, Asif & Dipal Barua. The Poor Always Pay Back: The Grameen*
- ❖ *II Story. Kumarian Press Inc., Bloomfield, Connecticut, 2006.*
- ❖ *Hirschland, Madeline (ed.) Savings Services for the Poor: An Operational Guide. Kumarian Press Inc., Bloomfield CT, 2005.*
- ❖ *Ledgerwood, Joanna and Victoria White. Transforming Microfinance Institutions: Providing Full Financial Services to the Poor. World Bank, 2006.*

- ❖ *Rutherford, Stuart. The Poor and Their Money. Oxford University Press, Delhi, 2000.*
- ❖ *Sapovadia, Vrajlal K., Micro Finance: The Pillars of a Tool to Socio-Economic Development. Development Gateway, 2006.*
- ❖ *Wright, Graham A.N. Microfinance Systems: Designing Quality Financial Services for the Poor. The University Press, Dhaka, 2000.*
- ❖ *United Nations Department of Economic Affairs and United Nations Capital Development Fund. Building Inclusive Financial Sectors for Development. United Nations, New York, 2006.*
- ❖ *Yunus, Muhammad. Creating a World without Poverty: Social Business and the Future of Capitalism. Public Affairs, New York, 2008.*
- ❖ *The poor and their money- A n essay about financial services for poor people- Stuart Rutherford.*
- ❖ *Micro Finance- Perspectives and Operations- IIBF-Macmillan Publications.*
- ❖ *Micro Finance and Women Development- Dr. Sr. Stella Mary Kashmir FMM- DK Agencies Pvt. Ltd.*
- ❖ *Banking and Micro Finance in India- M.C. Minimol- New Century Publications.*

# UG 15AO 011: PRODUCTION AND OPERATIONS MANAGEMENT

## COURSE OBJECTIVES

The students will be able to:

1. Elucidate the different types of production and responsibilities of production manager.
2. Examine the principles and techniques of plant location and lay out and its implications.
3. Choose an appropriate technique of material control, method of purchase and selection of supplier.
4. Calibrate the process of production planning and control in the organization.
5. Practice the measurement of standard time and the technique of motion study.
6. Outline the types of maintenance and importance of waste management.

### **Module1: Introduction**

**8 Hrs**

Meaning, Scope, & Functions- Historical development – Functions & responsibilities of a production manager- relationship of production with other functions & problems-Systems or types of Production.

### **Module 2: Plant Location & Layout**

**10 Hrs**

Factors affecting location, theory -plant layout principles-types of layout-advantages and disadvantages of plant layouts-techniques of plant layout, organization of physical facilities - Building, lighting, safety etc-protection measures and importance.

### **Module 3: Materials Management**

**12 Hrs**

Meaning, Objectives, Material Control –Types, concept of EOQ, systems and techniques, Purchasing – Objectives, Categories of purchasing needs, advantages and disadvantages of centralized and decentralized buying, selection of suppliers, purchasing policies, vendor rating techniques, Value analysis- value engineering, Stores layout system, material handling.

**Module 4: Production Planning &Control** **16 Hrs**

Production planning: Estimating, Routing, Scheduling & Loading – Production Control: Dispatching, Follow-up, Inspection & Evaluating & corrective action Quality Control.

Objectives, Statistical Quality Control (SQC), Statistical Process Control (SPC), Total Quality Management (TQM), Quality Control (QC), Six sigma- Meaning and significance.

**Module 5: Time & Motion Study** **8 Hrs**

Concepts of standard time, method study, work study, time & motion study, charts, diagrams, work measurements.

**Module 6: Maintenance Management & Waste Management** **6 Hrs**

Types of maintenance–merits & demerits, maintenance scheduling, procedure & tools, scrap & surplus disposal, Automation–meaning, considerations, advantages & forms of automation.

**Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Visit any factory and list out the physical facilities and protection measures taken for employees.
2. List out the functions of materials management in an organization.
3. Visit a company and draw a chart on plant layout.



4. Describe the functions of quality circles in an industry.
5. Visit any industry and list out the various waste management methods used.
6. Draw a ISO specification chart

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Describe the different types of production system and responsibilities of production manager.
2. Evaluate the principles and techniques of plant location and lay out and its implications.
3. Choose appropriate technique of material control, method of purchase and selection of supplier.
4. Calibrate the process of production planning and control and statistical process control in the organization.
5. Use the concept of standard time and the technique of motion study.
6. Illustrate the types of maintenance and importance of waste management.

### **Book for Reference**

- ❖ *Buffa, Modern Production and Operations Management, Wiley Eastern Ltd.*
- ❖ *Brown, Production Management, Richard D. Irwin Inc.*
- ❖ *K.N. Sontakki, Production and Operations Management, Kalyani Publishers.*
- ❖ *C.S.V Murthy, Production and Operations Management, Himalaya Publishers.*
- ❖ *K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, Production and Operations Management, Himalaya Publishers.*

# UG 15AO 012: REAL ESTATE MANAGEMENT

## COURSE OBJECTIVES

Students should be able to:

1. Describe the meaning and scope of Real Estate Management.
2. Adopt professional ethics and code of conduct in Brokerage services and documentation procedure in Real Estate Management.
3. Summarize the compliance under real estate laws and acts and RBI guidelines for property investment.
4. Plan for raising real estate finance in observing procedure and documentation laid down by the concerned financial institution and Bank.
5. Design a planning, Zoning, subdivision of Land and construction practices in accordance with norms of Housing and construction Industries.
6. Devise a Plan for marketing of Real Estate properties incorporating 7 Ps approach.

### **Module – 1: Introduction to Real Estate Management            4 Hrs**

Meaning – Nature and Scope of Real-estate Management – Real Estate Appraisal – Theoretical concepts, principles and criteria for valuation of property, market behavioral trends in real estate.

### **Module – 2: Brokerage Services and Management            8 Hrs**

Brokerage–Concepts & various issues namely ethics and professional code of conduct. Responsibilities of a broker-buying /selling / leasing/renting process. Effective management of the transactions. Real estate contracts (Provisions)-lease agreement, agreement to sell, transactions relating to NRIs, title search of the property. Documentation required in transactions of sale/purchase/lease.

Registration of documents. Basic understanding of the revenue records maintained by Municipal Corporation. Closing transactions; negotiation skills.

**Module - 3: Legal Framework** **18 Hrs**

Legal Framework including various acts and procedures - namely Karnataka Apartment Ownership Act 1972(section 1 to 27), Indian Registration Act 1908 (part I to VI), Karnataka Stamp Act 1957(section1to10A), Karnataka Rent Act 1999(section1to46), Transfer of property Act 1882(section 5 /to 27, 54to 57 and 105 to 117), Building bye-laws, Municipal Laws, Law of Agency-(Relevant sections related to legal compliances and procedures only), RBI guidelines for property investment.

**Module - 4: Property Management Finance** **8 Hrs**

Real Estate Financing - Meaning - Nature - process, procuring and closing a loan, mortgages, foreclosure laws (NHB Act etc.), lending practices, procedures and documentation as required by financial institutions and banks.

**Module - 5: Planning Zoning and Development** **12 Hrs**

Planning, Zoning and Development - General understanding in planning, zoning, sub-division of land. Relevant provisions and rules for sub-division. Planning standards and norms as applicable to the Housing and Construction industry. Basic understanding of standard construction practices inclusive of efficient planning, suitable building materials and sound construction. Management of Buildings and Complexes. Knowledge of building materials/ technologies.

**Module - 6: Marketing for Real-estate** **10 Hrs**

Marketing for Real-estate-including marketing techniques, dynamics of customer satisfaction, communication skills, personality development, after sale service-7P's of Marketing in Real Estate

- Process of Strategy Building–Understanding the Real estate environment – Micro and Macro factors.

### **Skill Development**

*(These activities are only indicative; the Faculty member can innovate)*

1. Collect a set of parent deeds, analyze the same and give an opinion for purchase of property.
2. Evaluate the complete process for procuring a commercial space on rent.
3. Preparation of a chart showing intermediaries and their duties in the real estate market.
4. Prepare and present the trends of real estate sector for the last five years in a city of your choice.
5. Analyze the process of purchasing an agricultural property in a rural belt.

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Define the meaning and scope of Real Estate Management.
2. Practice professional ethics and code of conduct in Brokerage services and documentation procedure in Real Estate Management.
3. List out the compliance under real estate laws and acts and RBI guidelines for property investment.
4. Raise real estate finance in observing procedure and documentation laid down by the concerned financial institution and Bank.
5. Develop a planning, Zoning, sub division of Land and construction practices in accordance with norms of Housing and construction Industries.

6. Plan for marketing of Real Estate properties incorporating 7 Ps approach.

**Book for Reference**

- ❖ *Real estate law practice and procedures - RajkumarAdukia*
- ❖ *Investing in REITS - Ralph LBlock*
- ❖ *Real estate deals - NarayanLakshmanrao*
- ❖ *Practical guide to construct and real estate - Kirit SSangjvi*
- ❖ *Sale and purchase of property - BhabaniChakraborty*
- ❖ *RealestatefinanceinIndia-PrashantDasPropertymanagement-Rockwell Publishing*

# UG 15AO 013: RESEARCH METHODOLOGY

## COURSE OBJECTIVES

The students will be able to:

1. Explain the scope and stages involved in research process.
2. Choose appropriate sampling technique for a given study.
3. Select appropriate method of collecting primary data and sources of secondary data.
4. Arrange data for analysis by editing, coding, classifying and tabulating both primary and secondary data.
5. Identify the appropriate test of hypothesis in accordance with case by using SPSS and Excel.
6. Develop a report writing of research article on the lines of standard format.

### **Module 1 - Introduction to Research**

**15 Hrs**

Meaning - Purpose and Scope of research - General steps in doing research - Identifying research problem - concepts, constructs and theoretical framework-Types and Methods of research. Meaning of Research Design - Definitions of Research Design - Essentials of a Research Design - Importance of Research Design.

Review of Literature: Need-Sources to collect review-How to write review of literature - Literature survey using Internet.

### **Module 2 - Sampling and Sampling Techniques**

**10 Hrs**

Introduction-Census Vs. Sampling- Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or Methods (Probability and Non-Probability) - Sample Design - Sampling Frame-Criteria for Selecting Sampling Techniques-Determining Sample Size. Scales and Measurements of Variables.

**Module 3 – Data Collection Methods** **10 Hrs**

Data Meaning – Types of Data- Sources of Data –Primary Data-Secondary Data –Data Collection Instruments –Questionnaire – Interview Schedule Preparation Model- Pilot study.

**Module 4 – Processing of Data** **5 Hrs**

Processing of data: Editing, Coding, Classification of data-Tabulation of data.

**Module 5 – Test of Significance** **15 Hrs**

Hypothesis Testing-Concept-Need-Characteristics of Hypothesis-Types of Hypothesis-Procedure for Hypothesis-Variou Hypothesis Tests-T-Test-Z-Test-Chi-Square Test – ANOVA (Simple Problems)- Application of SPSS Package. Diagrams and Graphs: Utilities - Limitations – Types (Using Excel Sheet).

**Module 6 – Research Report Writing** **5 Hrs**

Meaning and purpose of research report – contents of a report – format of research Report –Qualities of good research report – Planning of the report – Organization of a report – Presentation of a report.

Documentation: Footnotes and Endnotes – Bibliography –Citation Model - APA Model -Guidelines for writing references.

**Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Choose an area of interest, review a minimum of 4 literature on the same and formulate a topic for prospective research.
2. Given a topic–collect data through primary and secondary sources.
3. For a given data, analyze data using various statistical tool.
4. For a given case study, prepare a research reporting the required format.

## COURSE OUTCOMES

After completion of the course the students will be able to:

1. Describe the scope and stages involved in research process.
2. Choose appropriate sampling technique for a proposed title of research.
3. Use appropriate method of collecting primary data and sources of secondary data.
4. Arrange data for analysis by editing, coding, classifying and tabulating both primary and secondary data.
5. Choose the appropriate test of hypothesis in accordance with case by using SPSS and Excel.
6. Write a report writing of research article on the lines of standard format.

### Book for Reference

- ❖ *S.P. Gupta: Statistical Methods, Sultan Chand, Delhi.*
- ❖ *C. B. Gupta: Statistics, Himalaya Publications.*
- ❖ *C.R. Kothari Research Methodology.*
- ❖ *Chikkodi & B.G. Satya Prasad Business Statistics, Himalaya Publications,*
- ❖ *Dr. O.R. Krishnawsami and Dr. M. Ranganathan Methodology of Research in Social Sciences.*
- ❖ *Dr. Priti R. Majhi and Dr. Prafull K. Khatua. Business Research Methods.*
- ❖ *G.C Beri Marketing Research, Tata McGraw Hill Publishing Company.*
- ❖ *Gilbert A. Churchill, Dawn Iacobucci and D. Israel. Marketing Research: A South Asian Perspective. CENGAGE Learning, New Delhi.*



- ❖ *Israel, D. Data Analysis in Business Research: A Step-by-step Nonparametric Approach. Response Books: SAGE Publications, New Delhi.*
- ❖ *Uma Sekaran, Research Methods for Business, Wiley Publications*
- ❖ *Naresh K Malhotra, 'Marketing Research: An Applied Orientation', Pearson Education.*
- ❖ *Donald R. Cooper, Pamela S. Schindler, Business Research Methods, 8/e, Tata McGraw-Hill Co.Ltd.*
- ❖ *Working Papers on various research projects.*
- ❖ *Research Articles in Finance, Marketing, HRM and Banking from international and national reputed refereed journals.*

#### **Online Sources websites**

- a) [www.google.com](http://www.google.com)
- b) [www.ssrn.com](http://www.ssrn.com)
- c) [www.doaj.org](http://www.doaj.org)
- d) [www.ojs.undp.org](http://www.ojs.undp.org)
- e) IIM Library Links

# UG 15AO 014: SERVICE MANAGEMENT

## COURSE OBJECTIVES

The students will be able to:

1. Compare and contrast between goods and services and its implication on classification of Service industry.
2. Apply the concept of marketing mix while designing marketing activities of Service Industry.
3. Analyze the consumer behavior in accordance with Segmentation, targeting and positioning in service industry that focus on competitive advantage.
4. Evaluate the customer relationship and loyalty and its relevance with measurement of productivity of service.
5. Justify the application of the marketing mix on components Hotel management system of the hospitality industry.
6. Examine the emerging career in the wake of recent trends in entertainment industry, tourism industry and fitness industry.

### **Module -1: Introduction**

**8 Hrs**

Meaning of services – Reasons for growth in services sector – Difference between goods and services – Features of services – Classification of services.

### **Module - 2: Service Marketing Mix**

**14 Hrs**

Product: Service as a Product – Service Product - Core Service and Peripherals. Price: Pricing of Services – Objectives – Factors influencing Pricing Decisions–ReasonsforPriceVariationsinService. Place: Place of Buyer and Seller interaction - Location of Premises – Look of Premises and Channels of Distribution Used. Customers’ Role in Service Delivery. Promotion: Promotion Techniques – Objectives of Promotion–Word of mouth communication–People

contact and support personnel – Developing customer conscious employees – Empowering People – appraisal and rewarding systems. Process: Designing the service process – Blue Printing – Automation–Customization–Service Production and Consumption Process. Physical Evidence: Essential and Peripheral Evidence – Physical Facilities – Appearance of Personnel.

**Module – 3: Consumer Behavior 10 Hrs**

Consumer involvement in service setting- Purchase process for service – Difficulty of consumer in evaluation of service process.

Segmenting, Targeting and positioning services effectively: Focus on competitive advantage.

**Module 4: Relationship Management and Service Loyalty 16Hrs**

Relationship marketing- Building customer loyalty – Effect of selecting profitable customers using 80/20 customer pyramid and extended customer pyramid. Enhancing Service Value using SERVQUAL – Measuring Service Productivity – Gaps in service design and delivery. Managing Customer’s Reservations and Waiting Lists. Managing demand and supply.

**Module – 5: Hotel Industry 6 Hrs**

Classification of Hotels – Hotel Facilities – Guest Cycle –Marketing Mix of Hospitality Industry – Hotel Management System.

**Module – 6: Recent Trends 6 Hrs**

The rise of Entertainment Industry–Movie and Television Business –Event Management – Theme based entertainment – Concept of Business and Knowledge Process Outsourcing – Tourism industry- Consultancy Services & Fitness industry.

**Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Prepare a Brief Profile of successful marketing of services and list out its success factors.

2. List out the best tourist destinations around the world.
3. Prepare a strategy to attract tourists in places which are not essentially tourist attractive.
4. List out the best hotels in India and also mention how it is different from others.
5. Visit a website of any hotel and list out its services offered with special reference to guest cycle.
6. Select an upcoming service which is different and new, and yet considered as profitable services.

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Compare and contrast between goods and services and its implication on classification of Service industry.
2. Apply the concept to marketing mix while designing marketing activities of Service Industry.
3. Analyze the consumer behavior in accordance with Segmentation, targeting and positioning in service industry that focus on competitive advantage.
4. Evaluate the customer relationship and loyalty and its relevance with measurement of productivity of service.
5. Illustrate the application of the marketing mix on components of hotel management system of the hospitality industry.
6. Evaluate the demand and supply of service in the wake of recent changes of environment, tourism and fitness industry.

### **Book for Reference**

- ❖ *Balachandran: Excellence in Services – Focus on People, Marketing, Quality, Business Book Publishing House, Mumbai.*

- ❖ *Christian Gonroos: Services Management and Marketing, Macmillan International, New York.*
- ❖ *Christopher Lovelock & Joechen Wirtz: Services Marketing – People Technology and Strategy, Fifth Edition, Pearson Education.*
- ❖ *Jha S. M.: Services Marketing, Himalaya Publishing House, Mumbai.*
- ❖ *Rust, Zahorik and Reiningham: Services Marketing, Addison Wesley Publication.*
- ❖ *Valerie Zelthame I&Mary JoBitner: Services Marketing–Integrating Customer Focus Across The Firm, McGraw Hill, New York.*

# UG 15AO 015: STRATEGIC BRAND MANAGEMENT

## COURSE OBJECTIVES

The students will be able to:

1. Define branding concepts and process involved in brand management.
2. Describe the key issues and steps involved in brand management, including how to establish brand identity and build brand equity.
3. List the brand elements that help build brand equity.
4. Evaluate the Techniques to measure brand equity and arrange of performance related outcomes.
5. Examine the brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth.
6. Identify the challenges of managing a global luxury brand over time and geographical boundaries in the international Luxury Markets.

### **Module1: Introduction**

**10 Hrs**

Introduction to brand management; Brand – meaning, evolution, functions, role, advantages; Branding–meaning, creation of brands and challenges; Brand management – strategic brand management process.

### **Module 2: Brand equity, identity and positioning.**

**12 Hrs**

Brand equity – meaning, steps in building brands – brand building blocks – David Aaker’s brand equity model; Brand identity and positioning – brand value.

**Module 3: Brand elements.****7 Hrs**

Choosing brand elements – criteria – options – tactics – leveraging brand knowledge – meaning – dimensions. Brand value chain.

**Module 4: Brand measuring techniques.****8 Hrs**

Measuring brand equity – techniques-brand audit process- return on brand investment. Managing brand equity – reinforcement, revitalization, etc.

**Module 5: Sustaining branding strategies.****15 Hrs**

Designing and sustaining branding strategies – brand architecture and hierarchy –building brand equity at different hierarchy levels-branding strategy- brand imitations – strategies. Marketing programs to build brand equity-IMC Strategy-Designing and implementing brand equity programs.

**Module 6: Managing brands across geographical Boundaries****8 Hrs**

Global branding – geographic extension – global opportunities – conditions – barriers- organisation for a global brand – pathways to globalization of brands.

Luxury brand management–definition and relativity–psychological phenomenon associated – luxury marketing mix, luxury retail – international luxury markets.

**Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Write down the highlights of the case study of STARBUCKS for developing branding strategy.
2. Discuss and report on measuring the sources of brand equity with special reference to REDBULL.
3. Write a report on MTN in reference to their core strategic elements in brand planning.

## COURSE OUTCOMES

After completion of the course the students will be able to:

1. Define branding concepts and process involved in brand management.
2. Explain the key issues and steps involved in brand management, including how to establish brand identity and build brand equity.
3. Identify the brand elements that help build brand equity.
4. Develop a Technique to measure brand equity and arrange of performance related outcomes.
5. Design and implement brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth.
6. Identify the challenges of managing a global luxury brand over time and geographical boundaries in the international Luxury Markets.

### Book for Reference

- ❖ *Kevin Lane Keller, PHI/Pearson, Strategic Brand Management, 2nded.*
- ❖ *Chunnawalla, 1/ed, Compendium of Brand Management, HPH, 2003.*
- ❖ *Richard Rosenbaum-Elliott , Larry Percy, Simon Pervan, Strategic Brand Management; OUP Oxford; 2edition;2011.*
- ❖ *Peter Doyle and Philip Stern, Financial Times/Prentice Hall, Marketing Management & Strategy; 4th edition,2006.*



# UG 15AO 016: TRAVEL AGENCY AND TOUR OPERATIONS

## COURSE OBJECTIVES

The students will be able to:

1. Explain the role and functions of travel agencies and tour Operators.
2. Compare and contrast non commission system and commission system of travel agents and its recent trends.
3. Explain the terminologies connected with Travel and rules and regulations applicable to Travel Agencies and tour operators.
4. Describe a minimum of two major tourism destinations to reach country studied.
5. Design a tour itinerary plan taking all essential components of tourist itinerary.
6. Compute cost of tour itinerary taking all the components of package tour.

### **Module 1- Role of Travel Agency and Tour Operation      8 Hrs**

Travel agent, meaning and its importance. Types of travel agencies, Classification of travel agency. Functions of travel agencies, setting up of travel agencies, IATA accreditation, Roles, functions and importance of - TAAI, TAFI, IATO, UFTAA, ASTA.- Objectives, roles & functions - Sources of income for a travel agency, Inbound/ Outbound Tour operator - meaning, types, Role of tour operators in growth of tourism industry. Package tours-meaning and types of package tours

### **Module 2 - Emerging Trends in Travel Agency      6 Hrs**

Current Changes in the commission system for travel agent, Generalist to Specialist, Travel agent to consultant level, Advantages

in selling with non-commission system, its comparison with commission system, Selling Cycle.

### **Module 3 - Travel Essentials and Regulations** **8 Hrs**

Travel Terminology, Codes-2LetterCodes,3LetterCodes,4Letter Codes, Reservation & Message Codes, Miscellaneous Terminology & Definitions, Concepts-meaning and scope-issues of Passports, Visa, foreign exchange, Health regulations for international travel, Special permits for restricted areas, Customs regulation, Emigration & immigration, Taxes paid by travelers, Travel insurance.

### **Module 4 - Destination Geography** **18 Hrs**

Destination Geography - All about important countries and cities of tourist interest, best-selling programs, Tourism circuits in USA, Canada, and Mexico. Europe - France, Spain, Italy, U.K, Turkey, Germany, Austria, Greece, Switzerland, Ireland, Belgium and Netherlands Middle East - Saudi Arabia, United Arab Emirates, Kuwait, Oman, Jordan, Israel and Jordan. Africa, Egypt, Kenya, South Africa, Tanzania. Asia-Thailand, Singapore, Malaysia, China, Japan, Macau, Australia and New Zealand.

### **Module 5 - Tour Itinerary Planning** **10 Hrs**

Components of Itinerary, Flight Itinerary, Tours Itinerary, inbound Travel Management, Department of travel and market trends existing in travel, development of itineraries, steps after Itinerary is finalized, Guest handing and organizing special events.

### **Module 6 -Tour Costing** **10 Hrs**

Costing of Tour itinerary, packaging of tour itinerary, sample itineraries, Tour Production, Steps of Tour development, Selecting tour components, Identifying the benefits of Tour, Tour documents, Tour pricing sales, Tour promotion, Tour package sand group ravel, Group tours cost, case study.

## **Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Visit Various Tourism Boards and Prepare a Presentation.
2. Prepare a Tour itinerary keeping all points in mind required for a Tour.
3. Make a Presentation on Incredible India.
4. Visit Travel Agencies/ Tour operator to gain information on operations of Travel Agent and prepare a project report.
5. Arrange for a Guest Lecture from a Tour operator.

## **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Illustrate the role and functions of travel agencies and tour operators
2. Compare and contrast non commission system and commission system of travel agents and its recent trends.
3. Describe the terminologies connected with Travel and rules and regulations applicable to Travel Agencies and tour operators.
4. Choose a minimum of two major tourism destinations for each country studied.
5. Develop a tour itinerary plan taking all essential components of tour itinerary.
6. Estimate cost of tour itinerary taking all the components of package tour.

## **Book for Reference**

- ❖ *A.K Bhatia- Tourism development, principles and practices*
- ❖ *Maneed Kumar- Tourism Today*
- ❖ *IATA- Travel and Tourism Management*
- ❖ *WTO- Travel & Tourism management*
- ❖ *West Wind Aviation Academy- Travel & Tourism management, Arizona, USA.*

# UG 17 AO 018: MONEY BANKING AND PUBLIC FINANCE

## COURSE OBJECTIVES

Students should be able to:

1. Describe the functions and determinants of money and its classification as per Keynesian Approach.
2. Illustrate the functions of commercial Banking Indian context of credit creation, Deposit and Term structure of Interest rates.
3. Illustrate the functions of Central Bank of India and its role in formulating Monetary Policy and instruments used in controlling monetary affairs.
4. Examine the effect of Tax and Non Tax revenue in Production, Consumption and Distribution aspect of economy of a country.
5. Identify the effect of growth in Public expenditure.
6. Describe the role of Fiscal policy and Budget in the context of Fiscal federalism of our country.

### **Module 1-Introduction**

**10Hrs**

Money-Definitions, types, functions of money – determinants of Money-classical and Keynesian approach-M1, M2, M3 and M4-

### **Module 2 -Commercial banks**

**12Hrs**

Origin, functions-credit creation, limitation, deposit multiplier, portfolio management Interest Rates. Determination; sources of interest rate differentials; theories of term structure of interest rates; interest rates in India.

### **Module 3 -Central Banks**

**6Hrs**

Functions - monetary policy - instruments-limitations

### **Module 4 -Public Finance**

**9Hrs**

Tax and Non Tax Revenue, Canons of Taxation Direct and Indirect Tax, Shifting of Tax, Incidence of Taxation-Gst. Tax Rates, Effects of Taxes On Production, Consumption, Distribution.

### **Module 5 – Public Expenditure**

**12 Hrs**

Types, growth-effects–principle of maximum social advantage- Growth and effects of Public Expenditure. Public debt, types –reasons of growth in public debt. Public Debt, Effects, Repayment of Public Debt. Principles of debt management

### **Module 6 –Fiscal Federalism**

**11 Hrs**

Concepts – BUDGET - Revenue account, Capital Account, Fiscal Deficit, Revenue Deficit, Primary Deficit–Budget Estimate, Revised Estimate, Plan and Non-Plan expenditure. Preparation, legislation of the budget appropriations, Programme Budgeting and Zero Base Budgeting. Balanced vs. unbalanced budget. Fiscal policy – Objectives and Tools.

### **Skill development**

- Analyse the reasons for different interest rates structure
- To help students understand the latest banking tools initiated by commercial Banks
- Awareness of the latest trend in e banking
- Create awareness on the linkage between money, interest rates
- and its impact on economic development

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Explain the functions and determinants of money and its classification as per Keynesian Approach.
2. Illustrate the functions of commercial Banking Indian context of credit creation, Deposit and Term structure of Interest rates.

3. Illustrate the functions of Central Bank of India and its role in formulating Monetary Policy and instruments used in controlling monetary affairs.
4. Examine the effect of Tax and Non Tax revenue in Production, Consumption and Distribution aspect of economy of a country.
5. Identify the effect of growth in public expenditure.
6. Describe the role of Fiscal policy and Budget in the context of Fiscal federalism of our country.

### **Books for Reference**

- ❖ *Bhatia, H. L. (2012) Public Finance, Vikas Publication, NewDelhi*
- ❖ *CullisJohnand Jones Philip (2009) Public Finance and PublicChoice*
- ❖ *D.M.Mithani Money, Banking and PublicFinance-*
- ❖ *Jhingan-money, banking and international trade*
- ❖ *M.L.Seth2007 Publicfiancé*

# UG 17AO 019: HUMAN RIGHTS AND SOCIAL JUSTICE

## COURSE OBJECTIVES

The students will be able to:

1. Explain the importance of human rights, life - based education and social justice.
2. Illustrate holistic understanding of need based growth and development in various community of rural/tribal/urban population in India.
3. List the challenges to human rights and social justice from LPG perspective.
4. Evaluate the government schemes and policies for the up liftment of rural people and tribes that build a more socially just, equitable multicultural society and to establish human rights
5. Examine the roles, functions and responsibilities of various bodies of the governing systems and directive principles of state policy in promoting human rights and social justice both in rural and urban.

### **Module 1 - Human Rights and Social Justice**

**10 Hrs**

What are Human Rights? Human - Dignity, Liberty, Equality, Justice, Unity in diversity, Meaning and significance of Life based Education, Social justice concept, definition, meaning, need, history, principles, objectives and scope. Types of issues in urban, Rural and tribal community.

### **Module 2 - Problems Associated with Rural, Urban and Tribal Communities**

**10 Hrs**

Understanding of growth and Development-and its Dimensions  
In Rural, tribal and urban communities, Social-economic, cultural

& demographic profile of rural/tribal/urban population in India with special emphasis on vulnerable community & their challenges.

**Module 3 - Change and Challenges** **10 Hrs**

Urbanization, globalization and liberalization, emerging trends, causes of development in socio- cultural, socio- economic, socio-political and its formal and informal classification of displacement, relocation, violation of basic human rights

**Module 4 - Government Schemes and Policies** **15 Hrs**

Prospects of rural life with reference to agriculture and allied activities like land and its use, animal husbandry, irrigation, pre-production, production and post-harvest technology, rural infrastructure- drinking water, housing, health and education. Problems and prospects of vulnerable sections among tribes: Primitive tribes, nomadic, seminomadic and de-notified tribes in India, their distinct identity, profile of culture, living conditions, livelihood & nature of problems associated and factors affecting their lives in India.

**Module 5 -Governing Systems and Directive Principles of State Policy** **15 Hrs**

Provisions to urban, rural and tribal communities, Ministry of Tribal Affairs: National policies and implementation of

PESA Act and Article 244 provision of constituting tribal Councils. Rural Constitution 73rd amendment and its implications. Role of cooperatives and rural banks, NABARD, District Rural Development Agency in rural development. Urban community development policies; programs: urban local bodies systems, urban development departments, Commissions, Boards, Corporations, Missions, their role & responsibilities in the implementation of policies and programs with emphasis on lower middle class and urban poor.



## COURSE OUTCOMES

After completion of the course the students will be able to

1. Explain the importance of human rights, life - based education and social justice.
2. Illustrate holistic understanding of need based growth and development in various community of rural/tribal/urban population in India.
3. List the challenges to human rights and social justice from LPG perspective.
4. Evaluate the government schemes and policies for the upliftment of rural people and tribes that build a more socially just, equitable multicultural society and to establish human rights
5. Examine the roles, functions and responsibilities of various bodies of the governing systems and directive principles of state policy in promoting human rights and social justice both in rural and urban.

### Books for Reference

- ❖ *Social Movements in India, Sage Publication, GhanashamShah*
- ❖ *Rajeswae Dayal: Community Development, programmes in India, Kitab*
- ❖ *Mahal publicationsLtd.*
- ❖ *Mukerji, B.: Community Development in India: Orient Longmans, New Delhi.*
- ❖ *Govt. of India: Five Year plans: publication division NewDelhi*
- ❖ *Social Policy & Social Development in India: Kulkarni PD*
- ❖ *Pedagogy of the Oppressed – PauloFreire*
- ❖ *Everyone likes a Good Drought – PalagummiSainath*

- ❖ *Dr. B.R Ambedkar Biography*
- ❖ *Shah D.C: Tribal Issues in India.*
- ❖ *Jain P.C: Planned development among Tribals.*
- ❖ *Behura N.K: Tribals and the Indian Constitution.*
- ❖ *Hetne Bjorn-1982. : Development theory and the third world –Ideas and action*
- ❖ *Tudipura, Jacob: Urban Community Development.*
- ❖ *Bosco A.B.: Social welfare planning in India.*
- ❖ *Paul wiebe(1975) :Social life in Indianslum*
- ❖ *Chaandra and Punalekar :Urban Community Development in India*

# UG 17AO 020: INNOVATION IN MANAGEMENT

## COURSE OBJECTIVES

The students will be able to:

1. Describe the concept of Innovation, Process view of Innovation and its types.
2. Differentiate from one Model of Innovation to another Model of Innovation and develop firm specific competencies and Network.
3. Build an Innovative organization considering essential components of Innovative organization.
4. Develop an Innovative business plan and estimation of adoption of innovation considering the resource, collaborating strategy, risk and uncertainty
5. Create an additional value for the existing Product /service through Innovation in order to take advantage of social and economic benefits of Innovation

### **Module 1: Introduction to Innovation Management                      12 Hrs**

Concept and need of innovation; process view of innovation; different aspects of innovation, innovation life cycle; dimensions of innovation space; innovation theory; types of innovation; sources of innovation; reverse innovation; disruptive innovation; frugal innovation; discontinuous innovation.

### **Module 2: Strategic Management of Innovation                      14 Hrs**

Models of innovation process (technology lifecycle model, product-process life cycle model, dominant- design model, diffusion curve model); developing innovation strategy (rationalist strategy, incrementalism strategy, and technology trajectory); developing firm specific competencies; innovation network (networks at start-up, network at inside and outside the organization).

### **Module 3: Building an Innovative Organization**

**14 Hrs**

Components of innovative organization; appropriate organization structure; organizing for innovation (mechanistic, organic, segment list, integrative, structure formality, unstructured chaos); innovation a score business process (measuring innovation, learning to manage innovation); creative climate; innovation and change management; ten rules of strategic innovation.

### **Module 4: Innovation and Growth**

**10 Hrs**

Developing innovative business plan; forecasting innovation; estimation the adoption of innovation; anticipating the resources; collaboration strategy; assessing risk and recognizing uncertainty;

### **Module 5: Capturing the Benefits of Innovation**

**10 Hrs**

Creating value through innovation; innovation and firm performance; protecting innovations; economic and social benefits of innovation; service innovations.

Note: The case/assignment/project/ will be provided in advance through proper channel (e-mail/in- person).

### **Skill Development**

1. Develop an innovative business plan, forecasting innovation; estimating the adoption of innovation; anticipating the resources and preparing the collaboration strategy.
2. Strategic alignment of competitive strategy with technology strategy.

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Define the concept of Innovation, Processvie of Innovation and its types.

2. Examine the differences from one Model of Innovation to another Model of Innovation and develop firm specific competencies and Network.
3. Develop an Innovative organization considering essential components of Innovative organization.
4. Design an Innovative business plan and estimation of adoption of innovation considering the resource, collaborating strategy, risk and uncertainty
5. Create an additional value for the existing Product /service through Innovation in order to take advantage of social and economic benefits of Innovation

### **Books for Reference**

- ❖ *Tidd, J., Bessant, J. And Pavitt, K: Managing Innovation: Integrated technological, and market and organizational change, John Wiley and Sons,2009*
- ❖ *ConwayS.andStewardF:ManagingandShapingInnovation,Oxford University Press (SAE), 2009*
- ❖ *AdditionalReading:*
- ❖ *Melissa A Schilling, Strategic Management of Technological Innovation, Tata McGraw Hill, 3rdedition*
- ❖ *V. Govindrajan and C. Trimble, Ten Rules for Strategic Innovators: From idea to Execution, Harvard Business School Press,2005*
- ❖ *C.K.PrahaladandM.S.Krishnan,Thenewageofinnovation:driving Co-createdValuethroughGlobalNetworks,TataMcGrawHill,2008, 1stedition*

# UG 19AO 025: INTERNATIONAL TAX AND TECHNOLOGY COURSE - I

## COURSE OBJECTIVES

The students will be able to:

1. Identify the role Accounting Professionals in the context of US Legal and Tax systems and tax lifecycle.
2. Compute Taxable income of Partnership within the framework of US Partnership Tax Act.
3. Report and file Tax return of individual partnering corporation the information shown in K-1 such as each shareholder's share of income, losses, deductions and credits.
4. Identifying the filing requirements of Controlled foreign corporations and US Shareholders within the framework of US Tax System.
5. Show the usual sources of Income of Individual Assesse for the computation of Gross Income and Taxable income permissible under the US Tax laws.
6. Show the adjustments to Income, deductions and credits with respect to an Individual Assesse for the computation of Taxable income and Net tax Payable permissible under the US Tax laws.

### **Module 1: Common Topics - Introduction to US Legal & Tax Systems** **8 hrs**

Recognize the structure of the US Government and US Tax Jurisdictions, Overview, of Tax Reforms, Key differences among types of US Tax Payers, Identify various types of taxation in US, Identify sources of US tax law and navigation of the Code and Regulations, Recognize fundamental differences between home country and US Tax Systems.

**Module 2: US Individual Income Tax - Overview and Computation of Income (Part 1) 14 hrs**

Basic concepts of US tax and Overview of form 1040, Filing Requirement, Filing Status, Substantial Presence Test , Dependents, Compensation, Basics of Income Sourcing & W-2, Stock Options, Interest, Dividend Income, Capital Gains and Sale of Main Home, Business Income (Schedule C and self-employment tax), Income and Loss from Rental Property, Additional Medicare Tax and Net Investment Income Tax, Filing due date, Extensions, Penalty and Interest, Tax rates and calculation of Taxes, Form 1040 Page 1 and Page 2.

**Module 3: US Individual Income Tax - Overview and Computation of Income (Part 2) 14 hrs**

Passive Activity Loss limitations, State and Local tax refunds, Other Income, Health Savings Account deduction, IRA deduction, Student loan and Interest, Tuition and Fees and other deductions, Taxes - State & Local Taxes, Real Estate Taxes, Personal Property Taxes, Mortgage Interest, Investment Interest Expense, Charitable Contribution, Casualty & Theft Losses, Medical and Dental and Other Miscellaneous Itemized Deductions, Education Credits (AOC and LLC), Child & Dependent Care Credit, Child Tax Credit, Alternate Minimum Tax.

**Module 4: US Individual Income -Tax - Advanced Topics 6 hrs**

Who is an Expat, What is Sec 911 exclusion and overview of Form 2555, Introduction to Foreign Tax Credit, Who is an Inpat, overview of Form 1040NR, Income recognition for foreign nationals.

**Module 5: Introduction to Technology 18 hrs**

Demonstration / Functionality of Data Transformation (SQL) and Data visualization (Power BI/Query) tools, Basic computing and data handling , Case study 1 with IRS Data in Power BI, Case Study 2 & 3 with Power Query, Case Study 4, 5 & 6 with Power Query, Comprehensive Case Study 7 to prepare Form 1040 with Power BI and Power Query.

**Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Participate in simulations, case studies and quizzes on SJCC/B.Com. (BPM - Industry Integrated)/3 & 4 Sem/2020-21/P-70

partnership taxation, taxation for foreign corporations and individual taxation

## **COURSE OUTCOMES**

The students will be able to:

1. Identify the role Accounting Professionals in compliance process in the context of US Legal and Tax systems and tax lifecycle.
2. Compute Taxable income of Partnership within the framework of US Partnership Tax Act.
3. Report and file Tax return of individual partnering corporation the information shown in K-1 such as each shareholder's share of income, losses, deductions and credits.
4. Identifying the filing requirements of Controlled foreign corporations and US Shareholders within the framework of US Tax System.
5. Show the usual sources of Income of Individual Assesse for the computation of Gross Income and Taxable income permissible under the US Tax laws.
6. Show the adjustments to Income, deductions and credits with respect to an Individual Assesse for the computation of Taxable income and Net Tax Payable permissible under the US Tax laws.

## **Book for Reference**

- ❖ *U.S Master Tax guide by CCH publications*
- ❖ *EA Review Part 1: Individuals by Irvin N Gleim and James R. Hasselback*
- ❖ *EA Review Part 2: Businesses by Irvin N Gleim and James R. Hasselback*
- ❖ *EA Review Part 3: Representation, Practices & Procedures by Irvin N Gleim and James R. Hasselback*



# UG 19AO 026: INTERNATIONAL TAX AND TECHNOLOGY COURSE - II

## COURSE OBJECTIVES

The students will be able to:

1. Calculate a corporation's taxable income and tax liability taking into account analysis of income, expenses, asset basis and cost recovery and prepare a simple corporate return.
2. Calculate a corporation's taxable income and tax liability taking into account analysis of sale assets and calculate wherever it is applicable, corporate alternative minimum.
3. Use the digital tools for filing corporate returns.
4. Use the SQL Data base for making queries in connection with filing corporate returns.
5. Illustrate the utility of Power Business Intelligence with an example.
6. Illustrate the utility of Share Point with an example to improve

### **Module 1: Partnership Basics**

**8 hrs**

Check the box regulation, Subchapter K provisions, Partnership tax return filing and timing, Partnership Formation, record cash and property contributions on a partnership balance sheet, Compute partner's outside basis, explain the tax consequences of partnership organization and syndication fees.

### **Module 2: Partnership Taxable Income**

**10 hrs**

Compute partnership taxable income, explain the function of guaranteed payments to partners, partner's Distributive shares, Determine partners distributive share of income, gain, loss, deduction or credit, Partners' Basis Calculation, Adjust outside basis for Schedule K-1 information.

### **Module 3: Comprehensive case studies for Partnerships using technology tools**

**6 hrs**

Partnerships and types of Partnerships (using Power BI),

Partners and types of Partners (using Power BI), Identify separately state items on Schedule K, Form 1065 (using Power BI), Reconcile book and taxable income on Schedule M-1 Form 1065 & Schedule M-3, Simulation - Comprehensive case study using technology tools, solving case study on relevant tax forms using Power query.

#### **Module 4: US Corporations**

**12 hrs**

Overview of GAAP and the GAAP standard setting bodies, comparison of US GAAP vs India GAAP, entities overview, identify taxes imposed by different jurisdictions, describe Legal characteristics of business entities, explain the federal income tax treatment of business entities, identify common non business entities, taxable Income Overview, explain relationship between Corporate book income and taxable Income, describe Schedule M1 and M3 disclosure requirements, Define Gross Income, recognize common exclusion from Gross Income, general rules for timing of income recognition, determine the effect of income related book tax differences on Schedule M3, identify broad categories of deductible expenses, recognize common examples of non-deductible expenses, general rules for timing of deductions.

#### **Module 5: Analyse Income and Expenses**

**16 hrs**

Asset basis and cost recovery, determine the Initial tax basis of business property, distinguish between deductible repairs and Capitalized improvements, calculate allowable cost recovery deductions, determine the effect of cost recovery book to tax differences on Schedule M3  
Calculate gain or loss realized and recognized on business property dispositions, Identify the character of recognized gain or loss on property dispositions, explain the Sec. 1231 netting rules and capital loss limitations, determine the effect of asset sale book tax differences on Schedule M3, Calculate Corporate Taxable Income, tax treatment of Charitable Contributions, net operating losses, and dividends received deductions, finalize corporate taxable income, compute Corporate Tax Liability.

#### **Module 6: Comprehensive case studies for Corporations using technology tools**

**8 hrs**

Introduction to Power BI and Case study, solving case study on relevant tax forms using Power query, Case Study: Disposal of Fixed Assets and Gain / (Loss) Computation, Identifying Property Type, Class Type, Convention, Method and Computation of Depreciation

using Power BI.

### **Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Participate in simulations, case studies and quizzes on different topics in corporate taxation.
2. Lab sessions on SQL, Power BI and SharePoint

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Calculate a corporation's taxable income and tax liability taking into account analysis of income, expenses, asset basis and cost recovery and prepare a simple corporate return.
2. Calculate a corporation's taxable income and tax liability taking into account analysis of sale assets and calculate wherever it is applicable, including corporate alternative minimum tax.
3. Use the digital tools for filing corporate returns.
4. Use the SQL Data base for making queries in connection with filing corporate returns.
5. Illustrate the utility of Power Business Intelligence with an example.
6. Illustrate the utility of Share Point with an example to improve Performance of his/her and Team

## **Book for Reference**

- ❖ *U.S Master Tax guide by CCH publications*
- ❖ *EAReviewPart1:IndividualsbyIrvinNGleimand Hasselback* James R.
- ❖ *EA Review Part 2: Businesses by Irvin N Gleim and James R. Hasselback*
- ❖ *EAReviewPart3:Representation,Practices&ProceduresbyIrvinN Gleim and James R.Hasselback*
- ❖ <https://taxmap.irs.gov/taxmap/tmhome.htm>
- ❖ <https://www.irs.gov/forms-pubs/ebook>
- ❖ *Self-paced learning links on SQL, Power BI andSharePoint*

# UG19AO23: HUMANITARIAN ASSISTANCE AND DISASTER MANAGEMENT

## COURSE OBJECTIVES

The students will be able to:

1. Illustrate the need for and objectives of disaster management process and humanitarian assistance.
2. Justify the inevitability of disaster and coping up with threat of disaster and the disaster.
3. Plan for risk management of disaster and national development after the disaster.
4. Develop the leadership of disaster and facilitate international disaster assistance.
5. Examine the long term measures in facing the managing disaster and preparedness for the same.
6. Illustrate the role and need for national disaster management policy and guidelines, NGO and civil society.

## COURSE OBJECTIVES:

The objective of this course is to provide knowledge of Humanitarian assistance before and after disaster , aim and approaches to disaster and risk reduction and to enhance the knowledge by providing, realistic models in risk reduction, promote prevention and preparedness for disaster ,undertake mitigation and risk reduction steps , To prioritize rescue, relief , rehabilitation and reconstruction.

**Module 1-** Concept & Basis of Disaster management- **8 Hrs**  
definition and Objective of Disaster management, History of disaster management in India, meaning and definition of Humanity

**Module 2- Basic Disaster Management Aspects** **10 Hrs**

The Significance of Disaster today, the Disaster Threat, major Requirements for Coping with Disaster

**Module 3- The Disaster Management Cycle** **10 Hrs**

Risk Disaster and National Development, Counter-Disaster Resources

**Module 4- International Disaster Assistance** **10 Hrs**

Leadership in Disaster, Organization, plan, use of resources,

**Module 5- Long - term Measures–Risk** **10Hrs**

Risk reduction, Prevention, Mitigation, Preparedness, Response, Recovery, Logistics, and Post-Disaster Review

**Module 6 - Disaster Management Support Requirement** **12 Hrs**

Training, Public Awareness, National Disaster Management Policy, National Disaster Management Guidelines and policy, role of NGOs, Civil society, in disaster management.

**Skill development**

1. Participate in world disaster day and come up with the poster to bring awareness to people.
2. Draft and analyse the college building for disaster barrier
3. Participate in various guest lectures on disaster management and quiz conducted would be conducted on the same.
4. Learn CPR and first aid and demonstrate in class

**COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Illustrate the need for and objectives of disaster management process and humanitarian assistance.

2. Justify the inevitability of disaster and coping up with threat of disaster and the disaster.
3. Plan for risk management of disaster and national development after the disaster.
4. Develop the leadership of disaster and facilitate international disaster assistance.
5. Examine the long term measures in facing the managing disaster and preparedness for the same.
6. Illustrate the role and need for national disaster management policy and guidelines, NGO and civil society.

### **Books for Reference**

- ❖ *Introduction to International Disaster Management by Damon P. Coppola (17 October 2006)*
- ❖ *Disaster Management and Preparedness Book by Larry Collins and Thomas D Schneid (22 November 2000)*
- ❖ *Disaster and Development Book by Andrew Collins (2009)*
- ❖ *Natural Hazards and Disaster Management: Vulnerability and Mitigation R B Singh (1 Dec, 2006)*
- ❖ *Disaster Management in India Hardcover – Shastri K N 2011*

# UG19AO24: INTRODUCTION TO PSYCHOLOGY

## COURSE OBJECTIVES

The students will be able to:

1. Illustrate the role of psychology in understanding, predicting and controlling behavior of an individual and group.
2. Examine the relevance and implications of theories of Emotion, motivation and personality in understanding one's personality.
3. Compare and contrast the contributions of each theory of personality.
4. Integrate Learning and Thought process with the development of intelligence of diverse in nature.
5. Analyze the Anxiety and Stress related issues that affect mental health or create illness.
6. Relate the psychological aspects of well-being that leads to Health and wellness with different forms of therapies.

### **Module 1 - Introduction to Psychology**

**8 hours**

Definition of Psychology - Classical Schools of Psychology -Structuralism, Functionalism, Behaviorism, Gestalt Psychology, Psychoanalytic Psychology, Humanistic Psychology - The Role of Diversity in Psychology &Goals of Psychology - Sub-fields of Psychology - Experimental, Biological, Personality, Social, Clinical and Counselling -Developmental and Quantitative Psychology - Current views of psychology - Ethics in Psychology

### **Module 2 - Emotions, Motivation, Personality**

**12 hours**

Emotions: Meaning and definition and theories of emotions - Two factor theories of emotions - Expression of emotions - functions of emotions - Primary emotions- emotions and the brain -Fight, flight and freeze- Culture and emotional variation



Motivation: Primary motives, general motives and secondary motives – Biological motives - Intrinsic and extrinsic motivation - Theories of motivation – Incentive approach, Cognitive Approach, Maslow’s Hierarchy

Personality: Definition of personality – Introvert& Extrovert – Self-concept & Self-Esteem - Trait Approach – Biological approach – Humanistic Approach-Behavioural Learning approach-Cognitive approach

**Module 3 – Theories of personality 10 hours**

Psychology of Personality - Psychodynamic theory – theoretical principles - Id, Ego, Super-ego – developmental stages - Defense mechanisms - Cognitive Behavioral Theory (Conditioning, Reinforcement) - Theory of psychosocial development – Eric Erickson 10 stages

**Module 4 - Mental Abilities, Thought and Learning 10 hours**

Intelligence-Defining Intelligence - Five Aspects of Intelligence - Variations in Intelligence - Hereditary Influences - Environmental Influences-Thinking process–concepts–problem solving–decision making a cognitive process – Creative thinking - Characteristics of Creative Person- Language – cognitive approaches to learning, reinforcement and punishment.

Learning -Types of learning–Associative learning–cognitive learning - Classical conditioning – Operant conditioning –Shaping – Punishment – Feedback – Learning Aids – Modelling – Latent learning

**Module 5 -Anxiety & Stress 12 hours**

Abnormality Definition-Changing attitudes and concepts of mental health and illness-Current views–Anxiety issues–Mood Disorders -Stress related issues-emotional signs, behavioural signs &physical Signs Alcohol& Substance abuse

## **Module 6:- Health Psychology**

**8 hours**

Coping mechanism–psychosomatic disorders-coping with threat–Biofeedback - Guided Imagery – Meditation - psychological aspects of well-being-Health and wellness-Positive psychology–Different forms of therapies

### **Skill development**

- 1 Emotional Intelligence–to become aware of their own emotions, control, and express appropriately and handle interpersonal relationships with empathy.
- 2 Identification of ego-Defense Mechanism that are used by oneself to protect from unpleasant feelings to make oneself feel better for the individual
- 3 Motivation – the individual will be able to discover the factors motivating them towards certain behaviours
- 4 Breaking habits by associating involuntary response to stimulus and by associating voluntary behaviour with consequences.
- 5 Stress management (Relaxation technique, Guided Imagery)

### **COURSE OUTCOMES**

After completion of the course the students will be able to:

1. Illustrate the role of psychology in understanding, predicting and controlling behavior of an individual and group.
2. Examine the relevance and implications of theories of Emotion, motivation and personality in understanding one's personality.
3. Compare and contrast the contributions of each theory of personality.
4. Integrate Learning and Thought process with the development of intelligence of diverse in nature.

5. Analyze the Anxiety and Stress related issues that affect mental health or create illness.
6. Relate the psychological aspects of well-being that leads to Health and wellness with different forms of therapies.

### **Books for References**

- ❖ *Feldman R.S (2011 ).Understanding Psychology, 10th edition.Delhi : Tata- McGraw Hill.*
- ❖ *Morgan C.T. et al (2000). Introduction to psychology (7th ed.). New Delhi:Tata McGraw Hill*
- ❖ *Snyder, C.R. & Lopez, S.J. (2002). Handbook of positive psychology. (eds.). New York: Oxford University Press.*
- ❖ *Barlow, D.H. & Duranb, M. V.(2000). Abnormal Psychology – 2nd Edition, Toronto:Thompson Publication*
- ❖ *Duane Schultz, Sydney Schultz (2012) Theories of Personality, Wadsworth, CengageLearning*

## **UG20AO29: MEDIA, TECHNOLOGY AND SOCIETY**

### **COURSE OBJECTIVES:**

The Student will be able to:

1. Evaluate the experience of various media and its impact on our understanding of society and the self.
2. Examine the business model at work behind the emergence of modern advertising and its impact on our everyday life.
3. Interrogate on the nature and impact of 'AI', automation and machine learning on the society in the context of capability of altering human thinking
4. Justify our engagement with the online spaces and its impact on our identity and self-expression.
5. Examine the implications of data surveillance and its possible impact on freedom of expression.
6. Examine the changing ways in which we access knowledge and the way in which the difference between producer and consumer of knowledge is slowly getting erased.

### **Module 1- Medium is the Message' - Understanding the role of media in everyday life (15 hrs)**

This famous phrase coined by Marshal McLuhan still resonates in the age of internet. From the era of the television to the era of the web, media has been its own message. It is the experience of a particular medium that shapes our perspective of the world more than the message received through that medium. In this module we shall explore the role of media in our everyday life by discussing our experience of various media and its impact on our understanding of society and the self.

### **Readings & Viewings:**

- Extracts from **'Understanding Media'** by Marshal McLuhan
- **Extracts from 'Manufacturing Consent: The Political Economy of the Mass Media'** by Edward S. Herman and Noam Chomsky
- How WhatsApp has changed news in small-town India -The Caravan Magazine
- Forget Newspapers or the Internet. Indian Women are Betting on One of the Oldest Forms of Mass Media (<http://theladiesfinger.com/community-radio-women/>)
- Movie: **'Network'** by Sidney Lumet

## **Module 2- 'The Attention Merchants' - Advertising and the war for attention (10 hrs)**

'Attention Merchants' is a term **popularized by the writer Tim Wu through his book**

'The Attention Merchants: The Epic Scramble to Get Inside Our Heads' in which he not only charts the history of advertising but also unravels the workings of a gigantic business model that is toiling day-in and day-out to get our attention. In this module we shall explore the business model at work behind the emergence of modern advertising and its impact on our everyday life.

### **Readings & Viewings:**

- Extracts from **'The Attention Merchants: The Epic Scramble to Get Inside Our Heads'** by Tim Wu
- Ad Asks Men to Be Better. And Then Sets the Bar Really Low (<http://theladiesfinger.com/gillette-ad-asks-men-to-be-better-and-then-sets-the-bar-really-low/>)
- Movie: Thank You For Smoking (2005)

### **Module 3- The intelligence of ‘Artificial Intelligence’ - Automation and its aftermath (10 hrs)**

‘Artificial Intelligence’ is the new buzzword in technology. While it can be debated whether what is referred to as AI is just sophisticated algorithms and machine learning and not this self-thinking entity like ‘Skynet’ in the movie Terminator, it is well settled that the direction in which technology is moving is going to disrupt traditional economies. It not only has an impact on the nature of jobs but has the capability of altering human thinking abilities. In this module we shall explore the debates in technology about the nature and impact of ‘AI’, automation and machine learning on the society. The automation debate will be understood within a larger debate regarding the history of technology - innovation centric history and use centric history.

#### **Readings & Viewings:**

- Extracts from ‘**The Glass Cage: Where Automation is Taking Us**’ by Nicholas G. Carr
- ‘Artificial Intelligence’s White Guy Problem’ by Kate Crawford in The New York Times (June 25, 2016) <https://www.nytimes.com/2016/06/26/opinion/sunday/artificial-intelligences-white-guy-problem.html>
- Extracts from ‘**The Shock of the Old\_ Technology and Global History since 1900**’ by David Edgerton
- Movie: ‘**Modern Times**’ by Charles Chaplin

### **Module 4- Reality of the Virtual’ - Thinking and feeling in the age of internet technology (10 hrs)**

The web has opened spaces in which we can create our virtual selves and lead virtual lives. This ‘virtuality’ is increasingly becoming part of our everyday real lives. Social media platforms have created spaces in which individuals enter into relationships and form communities in online space, the effect of which can be

felt very sharply in real life. In this module we shall explore our engagement with the online spaces and its impact on our identity and self-expression.

### **Readings & Viewings:**

- Extracts from ‘**The End of Forgetting: Growing Up With Social Media**’ by Kate Eichhorn
- TedX talks and other video lectures available on YouTube

### **Module 5- ‘Discipline and punish’ – Technology as a tool for social control (10 hrs)**

The era of massive databases or what is referred to as ‘Big Data’ has dawned, thanks to the endless supply of personal information from the masses to the government and tech companies. This personal information of the individuals is being collected with the excuse of providing us with services. However, there is increasing evidence that such personal data can be used to control the behaviour of people by the government, assisted by tech companies. In this module we shall explore the debate about data surveillance and its possible impact on freedom of expression.

### **Readings & Viewings:**

- Extracts from ‘**The Net Delusion – The Dark Side of Internet Freedom**’ by Evgeny Morozov
- The Aadhar Debate – Columns and Essays in EPW and other news magazines
- The Different Ways in Which Aadhaar Infringes on Privacy (<https://thewire.in/government/privacy-aadhaar-supreme-court>)
- Documentary: Nothing to Hide – The Documentary About Surveillance and You (2017)

## **Module 6- Library Genesis’ – Access to knowledge in the age of internet (5 hrs)**

The traditional education model had within it an asymmetry between access and availability of learning resources and the number of people with a deep desire to learn. The internet reversed this asymmetry by opening up resources to the masses. However, the traditional gatekeepers of the learning resources – the book publishers, producers of cinema and music – were threatened by this opening up of resources and came down heavily on individuals and communities who were facilitating the access to resources. In this module we shall explore the changing ways in which we access knowledge and the way in which the difference between producer and consumer of knowledge is slowly getting erased.

### **Readings & Viewings:**

- Statement from the ‘**Library Genesis**’ community
- Documentary: **Steal This Film** (Part I & II)

### **Bibliography**

(ed.), D. F. (n.d.). *Megatech: Technology in 2050*.

Alvares, C. (1993). *Decolonising History: Technology and Culture in India, China, and the West from 1492 to the Present Day*.

Ashis Nandy (ed.), J. K. (1990). *Science, Hegemony and Violence: A Requiem for Modernity*.

Browne, S. (2015). *Dark Matters: On the Surveillance of Blackness*.

Carr, N. G. (2014). *The Glass Cage: Where Automation is Taking Us*.

Chomsky, E. S. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*.

Citron, D. K. (2014). *Hate Crimes in Cyberspace*.

Edgerton, D. (2006). *The Shock of the Old: Technology and Global History since 1900*.



Editors: Jeebesh Bagchi, M. N. (2006). *sarai Reader: 03- Shaping Technologies.*

Eichhorn, K. (2019). *The End of Forgetting: Growing Up With Social Media.*

Harari, Y. N. (2011). *Sapiens: A Brief History of Humankind.* Harari, Y. N.

(2015). *Homo Deus: A Brief History of*

*Tomorrow.* Lovink, G. (2002). *Dark*

*Fiber: Tracking Critical Internet Culture.*

Lovink, G. (2009). *Dynamics of critical Internet culture (1994-2001).* McLuhan, M. (1964).

*Understanding Media: The Extensions of Man.*

Morozov, E. (2011). *The Net Delusion: The Dark Side of Internet Freedom.* Mukherjee, S. (2016). *The*

*Gene: An Intimate History.*

Noble, S. U. (2018). *Algorithms of Oppression: How Search Engines Reinforce Racism.*

Pacey, A. (1990). *Technology in World Civilization.*

Phillips, W. (2015). *This Is Why We Can't Have Nice Things:*

*Mapping the Relationship Between Online Trolling and*

*Mainstream Culture.*

Standage, T. (1998). *The Victorian Internet.*

Visvanathan, S. (1997). *A Carnival for Science: Essays on*

*Science, Technology and Development.*

Wu, T. (2016). *The Attention Merchants: The Epic Scramble to Get Inside Our Heads.*

Zuboff, S. (2018). *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power.*

## Articles

- Fast and Furious: The turbulent reign of Arnab Goswami - The Caravan Magazine (01 December 2012)
- Supreme Being: How Samir Jain created the modern Indian newspaper industry - The Caravan Magazine (01 December 2012)

## COURSE OUTCOMES:

At the end of the course the students must be able to display:

1. Evaluate the experience of various media and its impact on our understanding of society and the self.
2. Examine the business model at work behind the emergence of modern advertising and its impact on our everyday life.
3. Interrogate on the nature and impact of 'AI', automation and machine learning on the society in the context of capability of altering human thinking
4. Justify our engagement with the online spaces and its impact on our identity and self-expression.
5. Examine the implications of data surveillance and its possible impact on freedom of expression.
6. Examine the changing ways in which we access knowledge and the way in which the difference between producer and consumer of knowledge is slowly getting erased.

## **UG20AO30: CRICKET AND MEDIA**

### **COUSE OBJECTIVES:**

The students will be able to:

1. Examines the cultural changes instigated due to the recent developments in cricket, specifically in Indian cricket especially in the context of the general overview of the bond between sport and media
2. Analyze the current developments in the society in the wake of the causal relationship between sport– predominantly cricket, and media.
3. Evaluates the impact of advertisement industry in the evolution of the game and on the cricket addicted Indian psyche and in meeting the challenges offered by the consumer driven world which transforms everything into a commodity.
4. Evaluate the way the game is represented in cinema and the way this portrayal has impacted the popularity of the game.
5. Investigate into the role of sports and media in the breaking and making of new cultures in the backdrop of equal blending of cricket, glamour, and media the present version of cricket a commodity to be produced and consumed
6. Examine the confluence of cricket, Bollywood and media in the context of the politics of existing and emerging culture/ multidisciplinary perspective towards social discourses.

### **Module I - Cricket as the Synecdoche of Indian Culture Time (10 hrs)**

Cricket in India involves excessive emotion of the participants and spectators and it has always been highly instrumental in establishing a sense of unconditional togetherness. The game very well accommodates the Indian spirit of vibrant nationalism and the nation's unmatched craving for narratives glorifying masculinity and many other shades of India's cultural framework. Cricket represents everything about the country and the modern trends in the domain of the game evidently demonstrates what would happen when the everyday is merchandised through advertising and the media in the globalized world. Such social developments would result in the braking of existing cultures and the making of new cultures. The

module examines the cultural changes instigated due to the recent developments in cricket, specifically in Indian cricket.

### Readings and Viewings

- Bedi Vikram. Indian Cricket as Synecdoche for Our Times
- Joseph, Manu. India An Unnatural Cricketing Nation
- Rowe, David. Extracts from Sport, Culture and the Media the Unruly Trinity
- BBC Documentary The Empire of Cricket – India

### Module II- Cricket in Writing Time (10 hrs)

In India the media space enjoyed by cricket across media outlets, such as print media, broadcast media and the new media varies in comparison with other sport due to numerous reasons. There has been an unprecedented boom in the realm of writings on cricket irrespective of the medium which in turn offers exclusive space for cricket. This module offers ample scope to investigate the factors that triggers this doubtful preference for cricket, even if they fall outside the scope of conventional academic engagement. The role of social media journalism and the latest additions to the broad spectrum of cricket journalism which changed the way the game is played and consumed will also be analysed. Thus, this unit, through a set of carefully designed academic activities studies the relationship between sport– predominantly cricket, and media.

### Readings

- Wanta, Wayne. The Coverage of Sports in Print Media
- Haigh, Gideon. Cricket and the Media: The

Pantomime Horse

- Real Michael. Sports Online: The Newest Player in Media Sport
- Choudhury, Angikaar. How social media has changed the way cricket fans consume the game

### **Module III - Advertisement and Cricket Time (10hrs)**

Advertisement could be viewed as the factor which binds media and cricket together and the chief motivating factor behind the transformation of players into stars and brands. The intrusion of advertisement into the so-called pious space of the game in the era of neoliberalism continuously redefines the definition of stardom and to an extent the game itself. Thus, it is imperative to look at the culture of stardom and branding presently prevalent in the game and its bearings on the character and popularity of the game. Subsequently, the unit evaluates the impact of advertisement industry in the evolution of the game and on the cricket addicted Indian psyche.

#### **Readings**

- Kidambi, Prashant - Hero, celebrity and icon: Sachin Tendulkar and Indian public culture.
- **Nair Supriya - The great Indian cricket ad Tamasha.**
- Boyle, Raymond and Richard Haynes - A Sporting Triangle: Television, sport & sponsorship.

### **Module IV - Representation of Cricket in Cinema Time ( 10 hrs)**

In India, cinema remains one of the most popular forms of entertainment, and cricket the favourite sport of the majority. Cricket, to certain extent, has made use of the mainstream Indian cinema and vice versa. Indian cinema with respect to its depiction of cricket has arguably acted as an agency of representation for the so-called non-commercial version of the game and the sentiments of those who are involved in it, categorically in comparison with the other available

medium. Hence, the unit looks at the way the game is represented in cinema and the way this portrayal has impacted the popularity of the game.

### **Viewings**

- Gowariker, Ashutosh - Lagan
- Prabhu, Venkat - Chennai 600028
- Shine, Abrid - 1983

### **Module V- Cricket as a Commodity and Performance in the Time of Live- Media Time (10 hrs)**

Cricket in the age of visual culture matches the standards of a scripted performance. Cricket beyond doubt keeps the Indian masses on the hook by means of its soap-operatic appeal. It should be noted that the commercial interest of the media houses results in the making of the consumer-friendly version of cricket. Thus, the profit motive triggers the transformation of cricket from just a game to the present version of “Cricketainment”. During the time of metropolitan modernity, cricket with advent of technology has all the ingredients of a live performance. The game even functions as an alternative to cinematic experience during the time of glamorous flagship events like World Cup and IPL as they are screened at multiplexes and theatres across India. Thus, equal blending of cricket, glamour, and media the present version of cricket a commodity to be produced and consumed.

### **Readings**

- Astill, James - “Introduction” to The Great Tamasha: Cricket, Corruption and the Turbulent Rise of Modern India.
- Haigh, Gideon - Cricket and Television: Crowds and Powerlessness
- Boyle, Raymond and Richard Haynes - Power Game: Why Sport Matters to Television.
- Sullivan, B. David - Broadcast Television and the Game of packaging sports.

### **Module VI - Understanding the Unholy Trinity - Cricket, Media**

### **and Bollywood Time (10 hrs)**

The advent of IPL has aggravated the progress of cricket beyond its natural identity of being just a game. It has revolutionized the way cricket was being played and watched. Hence, the capsule version of the game deserves to be viewed as the pinnacle of commercialization in sports. IPL added to the theatricality of the game and has Bollywoodized it beyond redemption, thus leaving the game completely into the hands of the capitalistic framework. This unit explores the shades of the aforementioned transformation and what it has cost the game. IPL ideally demonstrated the hitherto unexplored commercial prospects of cricket in India and across commonwealth by bringing together cricket and entertainment and making it “cricketainment”. The course evaluates these developments and how it symbolizes the changing culture of the country. IPL has increased the depth of addiction for cricket in India certainly for reasons that are outside the purview of the game. Thus, this unit attempts to examine the good, bad and ugly of cricket, Bollywood and media.

### **Readings**

- Jalarajan, Sony, and Rohini Sreekumar - Bollywood Sporting Spectacles: Indian Premier League Cricket as Bollywoodized Media event.
- Raghavendra, MK - Decoding India’s love for cricket, Bollywood – and why we value individual growth over team
- Majumdar, Boria - The Indian Premier League and World Cricket.

### **COUSE OUTCOMES:**

On completion of the course, the students will be able to:

1. Examines the cultural changes instigated due to the recent developments in cricket, specifically in Indian cricket especially in the context of the general overview of the bond between sport and media

2. Analyze the current developments in the society in the wake of the causal relationship between sport– predominantly cricket, and media.
3. Evaluates the impact of advertisement industry in the evolution of the game and on the cricket addicted Indian psyche and in meeting the challenges offered by the consumer driven world which transforms everything into a commodity.
4. Evaluate the way the game is represented in cinema and the way this portrayal has impacted the popularity of the game.
5. Investigate into the role of sports and media in the breaking and making of new cultures in the backdrop of equal blending of cricket, glamour, and media the present version of cricket a commodity to be produced and consumed
6. Examine the confluence of cricket, Bollywood and media in the context of the politics of existing and emerging culture/ multidisciplinary perspective towards social discourses.

### **Recommended Reading**

1. Bateman, Anthony: The Cambridge Companion to Cricket
2. Haigh, Gideon: Sphere of Influence: Writings on cricket and its discontents
3. Astill, James: The Great Tamasha: Cricket, Corruption and the Turbulent Rise of Modern India
4. Nandy, Ashis: The Tao of Cricket
5. Guha, Ramachndra: A Corner of a Foreign Field
6. Sen, Ronojoy: Nation at Play: A History of Sport in India
7. Kidambi Prashant: Cricket Country: The Untold History of the First All India Team
8. Boyle, Raymond and Richard Haynes: Power play: sport, the media and popular culture
9. Rowe, David: Sport, Culture and the Media



10. Raney A. Arthur and Jennings Bryant: Handbook of Sports and Media
11. Dayan, Daniel and Elihu Kartz: Media Events: The Live Broadcasting of History
12. Boyle, Raymond: Sports Journalism: Contexts and Issues
13. Coakley, Jay and Eric Dunning: Handbook of Sports Studies
14. Wenner, A. Lawrence: Media, Sports and Society
15. Fox, Andrew: Global Perspectives on Media Events in Contemporary Society
16. Majumdar, Boria and J.A. Mangan: Cricketing Cultures in Conflict: World Cup 2003

## **FSD 15 401: ENVIRONMENT AND PUBLIC HEALTH**

### **COURSE OBJECTIVES**

The students will be able to:

1. Identify the environmental Factors that determine public health and its contribution towards Human Development Indices for public health.
2. Describe the change of Agricultural activities, Industrial activities and life style, and influence on climate change and its implication on Public health
3. Identify the Factors that determine Good health and type of diseases that affect health due to lack of management of hygiene in public places and Sanitation, Poverty and change of Life style.
4. Analyze the role of alternative systems of Medicine and

intervening programmes of Government of India in providing Public health.

5. Analyze the role of local bodies and its policies, practices with respect to solid waste management as per Environmental Protection Act, Forest Conservation Act, Wild Life Protection Act, Water and Air Act and Industrial, Bio Medical and E-waste disposal rules.

### **Module - 1: Linkages between Environment and Health (10 Hrs)**

Understanding linkages between Environment and Public Health: Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio-cultural and developmental aspects, Dietary diversity for good health; Human developmental indices for public health.

### **Module - 2: Climate Change and Implications on Public Health(12 Hrs)**

Global warming - Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides); Manifestations of Climate change on Public Health- Burning of Fossil fuels , automobile emissions and Acid rain.

### **Module - 3: Diseases in Contemporary Society (14 Hrs)**

Definition- need for good health- factors affecting health. Types of diseases - deficiency, infection, pollution diseases- allergies, respiratory, cardiovascular, and cancer Personal hygiene-food-balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol. Communicable diseases: Mode of transmission-epidemic and endemic diseases. Management of hygiene in public places - Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhoea, malaria, viral diseases .Non- communicable diseases: Role of Lifestyle and built

environment. Diabetes and Hypertension.

**Module - 4: Perspectives and Interventions in Public Health**

**(14 Hrs)**

Epidemiological perspectives – Disease burden and surveillance; Alternative systems of medicine - Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Module for Victory on AIDS (YUVA) Programme of Government of India. Occupational health hazards- physical-chemical and biological. Occupational diseases- prevention and control.



## **Module - 5: Environmental Management Policies and Practices**

**10 Hrs**

Municipal solid waste management: Definition, sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules. Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules

### **Skill Development**

*(These activities are only indicative, the Faculty member can innovate)*

1. Examining local cuisines for dietary diversity.
2. Examining National Health Survey data e.g. National Family Health Survey, Annual Health surveys.
3. Survey of Immunization coverage in a particular area.
4. To establish if there is a relation between GDP and life expectancies/Health parameters.
5. Survey of Respiratory allergies.
6. Examining household/institutional/market/neighborhood wastes and their disposal mechanism.
7. Survey of households along the Arkavathi and Cauvery River for life expectancy and common ailments and diseases.
8. Determine the extent of use of paper and suggest means of reducing the use of paper and paper products.
9. Documentation of festival/fasting and mapping of agro-ecological cycles.
10. Definitions of poverty - Governmental policies on poverty mitigation - facts and fiction.

11. Health indicators vis- a-vis income groups.
12. Deforestation and flooding - myth or fact?
13. Smoking and Lung Cancer
14. Estimation of water-demands of a city/town.
15. Adapting water-harvesting technology - survey, sustainability.

### **COURSE OUTCOMES:**

After completion of the course the students will be able to

1. Identify the environmental Factors that determine public health and its contribution towards Human Development Indices for public health.
2. Describe the change of Agricultural activities, Industrial activities and life style, and influence on climate change and its implication on Public health
3. Identify the Factors that determine Good health and type of diseases that affect health due to lack of management of hygiene in public places and Sanitation, Poverty and change of Life style.
4. Analyze the role of alternative systems of Medicine and intervening programmes of Government of India in providing Public health.
5. Analyze the role of local bodies and its policies, practices with respect to solid waste management as per Environmental Protection Act, Forest Conservation Act, Wild Life Protection Act, Water and Air Act and Industrial, Bio Medical and E-waste disposal rules.

### **Books for Reference**

- ❖ *Nandini N, SModulehaN. and Sucharita Tandon, (2007), Environmental Studies, Sapna Book House, Bangalore*

- ❖ Michel, Mckinney, Robert and Logan (2007). *Environmental Science – Systems & Solutions*. Jones & Barlett Publishers, Canada.
- ❖ Minkoff, E., & Baker, P. (2003). *Biology Today: An Issues Approach* (3ed.).
- ❖ Park, K. (2011). *Preventive and Social Medicine*. Benarsi Das Publications, (pp. 16- 19,24-27).
- ❖ *Public Health Nutrition in Developing Countries Part-2*. Wood head Publishing India.
- ❖ Sadgopal, M., & Sagar, A. (2007, July-September). *Can Public Health open up to the AYUSH Systems and give space for People's views of health and disease?*.
- ❖ Sekhsaria, P. (2007). *Conservation in India and the Need to Think Beyond 'Tiger vs. Tribal'*. *Biotropica*, 39(5), 575-577.
- ❖ Tyler Miller and Scott E. Spoolman '*Environmental Science*' (2012) 13th edition First Indian Reprint Chapters 14-17 (total pages 108) Cengage Learning, New Delhi. [www.cengage.co](http://www.cengage.co).
- ❖ UNDP. (2013). *The Human Development Report, The Rise of the South: Human Progress in Diverse World*. New York: UNDP, (also available in Hindi),
- ❖ Wani, M., & Kothari, A. (2007, July 15 ). *Protected areas and human rights India: the impact of the official conservation model on local comm Moduleies*. *Policy Matters*, 100-114