

**J.S. University, Shikohabad**



**Bachelor of Business Administration**

**(B.B.A.)**

**5<sup>TH</sup> SEMESTER & 6<sup>TH</sup> SEMESTER**

***Scheme***

**&**

***Syllabus***

[ Effective from the session 2023-24 ]

**STUDY AND EVALUATION SCHEME FOR****BBA.****SEMESTER-V**

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
<b>THEORY SUBJECT</b>										
1	F010501T (A)	Income Tax	2	0	0	3	25	75	100	3
2	F010501T (B)	Marketing Communication	2	0	0	3	25	75	100	3
3	F010502T (A)	Entrepreneurship and small business management	2	0	0	3	25	75	100	3
4	F010502T (B)	Sales management	2	0	0	3	25	75	100	3
5	F010503T(A)	Industrial Relations & Labour Laws	2	0	0	3	25	75	100	3
6	F010503T (B)	Company Accounts	2	0	0	3	25	75	100	3
7	F010504R	Summer training report							100	
Grand Total									700	

NOTE:- (1) Each period will be 50 minutes duration.

(2) Each session will be of 16 weeks.

(3) Effective teaching will be at least 14 weeks.

(4) Remaining periods will be utilised for revision etc.

**STUDY AND EVALUATION SCHEME FOR  
BBA.**

**SEMESTER – VI**

S.No.	Subject Code	Name of Subject	Periods Per Week				Evaluation Scheme			
			L	T	P	Cr.	Sessional	End Exam	Total	Duration
<b>THEORY SUBJECT</b>										
1	F010601T (A)	Project Management	2	0	0	3	25	75	100	3
2	F010601T(B)	Goods & Service Tax	2	0	0	3	25	75	100	3
3	F010602T(A)	Auditing	2	0	0	3	25	75	100	3
4	F010602T(B)	International Trade	2	0	0	3	25	75	100	3
5	F010603T(A)	Strategic Management	2	0	0	3	25	75	100	3
6	F010603T(B)	Training and Development	2	0	0	3	25	75	100	3
7	F010604R	Research Project Report							100	
Grand Total									700	

- NOTE:- (1) Each period will be 50 minutes duration.  
 (2) Each session will be of 16 weeks.  
 (3) Effective teaching will be at least 14 weeks.

Programme/Class: Degree	Year: Third	Semester: Fifth
Course Code: F010501T(A)	Course Title: Income Tax	
<b>Course outcomes:</b> The aim of the course is to build knowledge, understanding about income tax among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax. The outcome of the course will be as follows – To provide knowledge about Income Tax Act. To provide knowledge about gross income and taxable income. To give an overview about different deductions and exemptions.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total = 30</b>

<b>I</b>	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.	8
----------	---	---

<b>II</b>	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.	6
<b>III</b>	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains, Income from other sources.	10
<b>IV</b>	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	6
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Mehrotra, H.C., Income Tax Law and Account</li> <li>2. Prasad, Bhagwati, Income Tax Law and Practice</li> <li>3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice</li> <li>4. Agarwal, B.K., Income Tax</li> <li>5. Jain, R.K., Income Tax</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		

Programme / Class: Degree		Year: Third	Semester: Fifth
Course Code: F010501T(B)		Course Title: Marketing Communication	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in over all promotion strategies of the firm. The outcome of the course will be as follows –			
<ul style="list-style-type: none"> <li>• Apply an IMC approach in the development of an overall advertising and promotional plan.</li> <li>• Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign</li> </ul>			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies,		7
II	Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.		7
III	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content		8
IV	Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning,		8
	evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising.		
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. George E Belch &amp; Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education</li> <li>2. Chunawala &amp; Sethia : Foundations of Advertising Theory &amp; Practice; Himalaya Publishing House</li> <li>3. Copley Paul: Marketing Communications Management Concepts &amp; theories, Cases and Practices; Butterworth Heinemann Publication.</li> <li>4. Aaker, David A. et al., Advertising Management, PHI,</li> </ol>			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Programme / Class: Degree	Year: Third	Semester: Fifth
Course Code: F010502T(A)   Course Title: Entrepreneurship and small business management		
<b>Course outcomes:</b>		
The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –		
To provide knowledge about entrepreneurial concept		
To provide knowledge about entrepreneurship development, EDPs and support system To give an overview about project and project report preparation		
To give an overview about the small businesses		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Entrepreneurship: Concept, Role & Importance in Indian Economy Theories of Entrepreneurship, Entrepreneurs – Evolution of concept Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	8
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	8
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	8
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	6
<b>Suggested Readings:</b>		
1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill		
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.		
3. Kumar, Arya; Entrepreneurship; Pearson Education.		
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing		
5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme / Class: Degree	Year: Third	Semester: Fifth
Course Code: F010502T(B)	Course Title: Sales management	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows –		
To provide knowledge about sales personnel and salesmanship.		
To provide knowledge about personal selling and focus light on the different perspectives of managementsales force.		
To give an overview about importance of sales force in organization.To give an overview about concept of distribution channels.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	8
<b>II</b>	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom &exhibition,	8
<b>III</b>	Sales Organization and Relationship: Purpose of sales organization,Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	8
<b>IV</b>	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and theircharacteristics, Concept of physical distribution system.	6
<b>Suggested Readings:</b>		
1. Cundiff, Still, Govoni, Sales Management		
2. Pradhan, Jakate, Mali, Salesmanship & Publicity		
3. S.A. Chunawalla, Sales Management		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		



Programme / Class: Degree	Year: Third	Semester: Fifth
Course Code: F010503T(A)	Course Title: Industrial Relations & Labour Laws	
<b>Course outcomes:</b> This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws. <ul style="list-style-type: none"> <li>• Knowledge of Industrial Relation framework</li> <li>• Competency to understand the importance of Employee Relation within the perspective of Industrial Relation</li> <li>• Knowledge about relevant Laws of HR management</li> <li>• Competency to interpreted and implement the Labour Laws within organization</li> <li>• Competency to use Collective Bargaining and Grievance redressal Mechanism</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions.	6
<b>II</b>	Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.	8
<b>III</b>	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.	8
<b>IV</b>	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen’s Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act	8
<b>Suggested Readings:</b> 5. Sreenivasan M.R - Industrial Relations & Labor legislations. 6. Aswathappa K - Human Resource and Personnel Management. 7. Subba Rao P - Human Resource Management and Industrial Relations. 8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme / Class: Degree	Year: Third	Semester: Fifth
Course Code: F010503T(B)	Course Title: Company Accounts	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting practices relevant to companies. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> <li>• To understand joint stock companies and knowledge about shares and debentures</li> <li>• To have understanding about final accounts and accounting practices related to amalgamation</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.	7
<b>II</b>	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	7
<b>III</b>	Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction, Liquidation of Company.	8
<b>IV</b>	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	8
<b>Suggested Readings:</b>		
1. Gupta R.L. Radhaswamy M, Company Accounts		
2. Maheshwari, S.N., Corporate Accounting		
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting		
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010601T(A)	Course Title: Project Management	
<b>Course outcomes:</b>		
<ul style="list-style-type: none"> <li>• Students will be able to understand the characteristics of Project and Project Management Knowledge</li> <li>• The students will understand the managerial process along with tools &amp; techniques used in Project management Knowledge</li> <li>• Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling</li> <li>• Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.	6
<b>II</b>	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management	8
<b>III</b>	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT,	8
<b>IV</b>	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value(PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process	8

**Suggested Readings:**

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (JohnWiley & Sons)
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)
4. Project Management Core Text Book : M R Gopalan (Wiley)
5. Quantitative Techniques in Management : N D Vohra (TMH)
6. Entrepreneurship and Small Business Management : M B Shukla

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

.....

Further Suggestions:

.....

Programme/Class: Degree		Year: Third	Semester: Sixth
Course Code: F010601T(B)		Course Title: Goods & Service Tax	
Course outcomes: The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows – To provide knowledge about indirect taxes before GST. To provide knowledge about registration and documentation process under GST.To give an overview about tax exemptions. To give an overview about filing of GSTR.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	<b>Introduction</b> : Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.		7
II	<b>Supply of Goods and Services</b> - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.		7
III	<b>Registration and Documentation: (A)</b> Registration-Persons liable to registration; Compulsory registration; Procedure of Registration;Exemption from Registration; Composition Scheme.		8
	<b>(B)</b> Documentation- Tax Invoice; Bill of Supply; Receipt Voucher;Payment Voucher; Refund Voucher; Debit Note; Credit Note. <b>Returns:</b> GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.		
IV	<b>Input Tax Credit:</b> Introduction, Concept of Input Service Distributor,Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods <b>Payment of Tax-</b> (a) Through Input Tax Credit (b) By cash / bank aftergeneration of online Challan. <b>E-Way Bill:</b> Introduction, Preparation of E-Way Bill, Important Pointsfor Transporter <b>GST Portal:</b> Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices		8
<b>Suggested Readings:</b> 1. Anandaday Mishra, GST Law & Procedure, Taxman. 2. Goods and Service Tax Acts. 3. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i> 4. Publication on GST by the Institute of Chartered Accountants of India ( <a href="http://www.icaai.org">www.icaai.org</a> ) 5. Publication on GST by the Central Board of Excise and Customs ( <a href="http://www.cbec.org">www.cbec.org</a> ). 6. Nitya Tax Associates Basics of GST Taxman			
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010602T(A)	Course Title: Auditing	
<p>Course outcomes:  The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows –  To provide knowledge about Auditing and its different types.  To provide knowledge about audit procedure and audit of limited companies.  Students will get an overview about special audit recent trends in auditing.</p>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	6
<b>II</b>	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	7
<b>III</b>	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.	7
<b>IV</b>	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit	10
<p><b>Suggested Readings:</b>  1. Basu B.K., An insight with Auditing  2. Gupta Kamal, Contemporary Auditing</p>		
<p>Suggested Continuous Evaluation Methods:  In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses:  .....</p>		
<p>Further Suggestions:  .....</p>		

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010602T(B)	Course Title: International Trade	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> <li>• To provide knowledge about different methods of international trade.</li> <li>• To provide knowledge about international economic institutions.</li> <li>• Students will get an overview about India foreign trade and India's trade policy.</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	6
<b>II</b>	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	7
<b>III</b>	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	7
<b>IV</b>	India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.	10
<b>Suggested Readings:</b>		
3. Varshney & Bhattacharya, International Marketing		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
.....		
Further Suggestions:		
.....		

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: F010603T(A)	Course Title: Strategic Management	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding about Strategic Management among the student. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> <li>To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.</li> <li>The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	6
<b>II</b>	Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL.	8
<b>III</b>	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter’s 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies.	8
<b>IV</b>	Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	8
<b>Suggested Readings:</b>		
7. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill		
8. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12 <sup>th</sup> edition, Pearson Education.		
9. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.		
10. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India		
11. L. M. Prasad – Strategic Management – Sultan Chand		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
.....		
<b>Further Suggestions:</b>		
.....		



Programme/Class: Degree		Year: Third	Semester: Sixth
Course Code: F010603T(B)		Course Title: Training and Development	
<b>Course outcomes:</b>			
<ul style="list-style-type: none"> <li>• The field of Training and Development and its role in optimizing performance.</li> <li>• Applying theoretical concepts and models to training design.</li> <li>• Designing training interventions using a variety of methodologies.</li> <li>• Evaluating the effectiveness of training &amp; development interventions.</li> <li>• Assessing whether training &amp; development is a viable career option.</li> </ul>			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total=30	
I	Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.	7	
II	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	7	
III	Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	8	
IV	Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	8	
<b>Suggested Readings:</b>			
12. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.			
13. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013.			
14. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.			
15. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.			
16. Dayal, Ishwar, Management Training in Organisations, Prentice Hal			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: .....			
Further Suggestions: .....			