

**CENTRE FOR DISTANCE AND ONLINE
EDUCATION**

**SHIVAJI UNIVERSITY,
KOLHAPUR**



NAAC "A++" Grade with CGP 3.52

PROGRAMME PROJECT REPORT (PPR)

of

Bachelor of Commerce (B. Com.)

Through Distance Mode

Under Choice Based Credit System (CBCS)

*(Structure and Syllabus in accordance with National Education
Policy to be implemented from Academic Year 2022-23)*

Bachelor of Commerce (B. Com.)

A. Programme's Mission & Objectives:

Vision:

Our vision is to produce competent business professionals and entrepreneurs with necessary managerial and research skills possessing decision making ability.

Mission:

- **To nurture the future business professionals and entrepreneurs through imparting high quality value based teaching, research and practical based training that meets industry expectations.**
- **To foster a passion for learning and creative thinking among the students.**
- **To prepare management professionals with global mindset having outstanding leadership quality and impeccable personality.**
- **To bridge the gap between theory and practical in the knowledge economy.**
- **To provide high quality career enhancing business education.**

Goals:

The Purpose of this programme has been designed to promote understanding of the issues confronting the business world and the economy as a whole. The program will help understand various systems, policy framework, and strategies needed to administer the rapid changes in an organization's globally-oriented environment. This program will instill in the students the knowledge and capability of understanding the business world and its complexities. It will also develop the ability and competence to have a problem-solving approach towards the issues which accompany the dynamism attached to the business world. This degree course intends to inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing the employability options of the students

B. Relevance of the Program with CDOE's Mission and Goals:

Vision

Developing human resource required for the Knowledge Society

Mission

Disseminate and facilitate Higher Education to marginalized and deprived masses

Goals

Access to higher education to

- ▶ All segments of the Society.
- ▶ Offer high quality, innovative programmes to all those who require them.
- ▶ The deprived class of society due to domestic responsibilities and social restrictions, especially women; working class, defense personnel and jail inmates with
 - ⇒ Self instructional material and e-content.
 - ⇒ Contact Sessions and
 - ⇒ Counseling facilities

C. Nature of Target Group of Learners;

B. Com. is a post graduate level course ideal for candidates who wish to make a career in banking, financial services, Co-operative and Rural Development, Taxation, Business Administration, accounting and commerce sectors.

- **Bachelor of Commerce (B. Com.) Through Distance Mode:** [*Under Choice Based Credit System (CBCS)*]

Programme Educational Objectives:

Program Objectives (POs) for the graduate (B.Com.) will

1. PO1: Build a strong foundation of knowledge in different areas of Commerce & Management.
2. PO2: Implement the skills of applying concepts and techniques used in Commerce & Management.
3. PO3: Expose students about entrepreneurship; become an entrepreneur who can provide solutions and develop products for Enterprise needs.
4. PO4: Be capable of making decisions at personal and professional level.
5. PO5: Evolve as globally competent Commerce professionals possessing leadership skills for developing innovative solutions in multidisciplinary domains.
6. PO6: Excel as socially committed individual having high ethical values and empathy for the needs of society.

Program Specific Outcomes:

After Completing Masters in Commerce (B.Com.) students are able to:

1. PSO1 – Programme facilitates the theoretical as well as practical knowledge about the different aspects of the business perspectives which prepare them to work in various entities
2. PSO2 – Attain the expert knowledge in various domain areas like management, economics, accounting, costing and taxation
3. PSO3 – Provide ability to work in various industries like manufacturing, service, retail, banking and finance etc.
4. PSO4. – Programme intends to make the students able to set up own business ventures and promote entrepreneurship.

B. Com. Programme Structure:

- 1. Implementation of Revised guidelines and rules:** The revised guidelines and rules shall be implemented gradually as mentioned below:

Under graduate Programme:			
Level	Programme		From Academic Year
Level 5	Undergraduate Certificate (One year or two semesters)	B. Com. Part-I	2022-23
Level 6	Undergraduate Diploma (Two years or four semesters)	B. Com. Part-II	2023-24
Level 7	Bachelor's Degree (Three years or six semesters)	B. Com. Part-III	2024-25

(If the candidate want to exit after a certain level, the Awards after completing specific level will be: Undergraduate Certificate in Commerce, Undergraduate Diploma in Commerce, B. Com. And B. Com. (Hon./Research) for Level-5, Lev16, Level-7 respectively. Other provisions for multiple entry and exit as per the university's rules and regulations are applicable).

- 2. Eligibility:** The candidate 12th Commerce or Science completed.

As per Ordinance – O. B. Com.1

- 3. Pattern of B. Com. Programme:** Combination of internal assessment and semester-end examination for B. Com. will be 40:10 pattern shall be applicable for each theory paper in each semester wherein 40 marks shall be for University Semester end

examination and 10 marks for internal assessment except Environmental Studies. Only for Environmental Studies in Semester IV, 70 marks shall be for University examination for theory paper and 30 marks for project work.

4. Weightage: There shall be Three Year B. Com. Programme with 160 Credits. The candidate wish to attempt for Four Year B. Com. (Hon./Research) may opt for 4th year which will have 38 credits, hence, Four Year B. Com. Programme will require 198 credits. (Please refer the university regulations and structure of the programme for details).

5. Credit distribution chart for B. Com. Programme: For 3 year B. Com. Programme:

Course Name	Total Courses	Total Credits	% of total credits
DSC: Discipline Specific Course	22	88	55%
AECC : Ability Enhancement Compulsory Courses	07	28	17.5%
GEC: Generic Elective Courses	04	16	10%
DSE: Discipline Specific Elective	04	16	10%
SEC: Skill Enhancement Courses	07	12	7.5%
TOTAL	44	160	100%

6. Scheme of Examination:

The Question paper in each Semester for each theory course (paper) for B. Com. (all Semesters) shall be of 40 marks. The question paper for Environmental Studies for Semester IV shall be of 70 marks for theory and 30 marks for project work. Total marks for each course shall be based on continuous assessments and semester-end examination. Combination of internal assessment and semester-end examination for B. Com. will be as follows:

Total marks for each course = 50
 Internal Assessment = 10
 Semester-end Examination = 40

Duration of Semester-end Examination for each theory paper:

The duration of Semester-end Examination for each theory course of 40 marks shall be of two hours except Environmental Studies (Semester IV, Examination) which shall be of 3 hours for 70 marks.

Standard of Passing:

The Standard of passing shall be 35%. For B. Com. (all Semesters) the student shall have to score 14 marks out of 40 in each theory course and 4 marks out of 10 in each course for internal assessment.

There shall be a separate head of passing in Theory and Internal Examination. However, ATKT rules shall be made applicable in respect of Theory courses (University examination) only. For Environmental Studies (Semester IV, Examination) the student

shall have to score marks 25 marks out of 70 in theory course and 10 marks out of 30 for project work.

Result -

The result of each semester shall be declared as Pass or Fail with grade/ grade points.

Fee Structure for the Year 2022-23

Fresh Students Fee Structure for the Year 2022-23						
S.N.	Particulars	B.Com.				
		Sem I & II	Sem III & IV	Sem V & VI		
1	Registration Fee	1410	1410	1410		
2	S.I.M. Fee	1065	1240	1065		
3	Exam Fee (Oct/Nov 2020 Exam)	385	385	385		
4	Exam Fee (Mar/ Apr 2021 Exam)	385	385	385		
5	Cost of Application Form	20	20	20		
6	Study Centre Fee	595	595	595		
7	Prospectus Charges	20	20	20		
8	E-Facility Fee	50	50	50		
9	Environment Studies Exam Fee (Mar/Apr 2019)	0	50	0		
10	Dhwaj Nidhi	10	10	10		
11	Student Welfare fund	100	100	100		
12	Youth Hostel fee	50	50	50		
13	Student Accident/ Medical Help Fund	20	20	20		
	Total of 1 to 10	4110	4335	4110		
14	*Eligibility Fee	a	Maharashtra State Board / Student of Shivaji University	75	0	0
		b	B.Ed / D.Ed	100	0	0
		c	Other than Maharashtra State Board / Student of Other University	300	0	0
		d	NRI / Foreign	500	0	0
15	Late Fee	50	50	50		
16	Super Late Fee	350	350	350		

Syllabus in accordance with NEP- 2020

With effect from Academic Year 2022-23
B.Com-I

Semester-I

Course Code: DSC-1 Discipline Specific Course

Financial Accounting Paper-I

Credits: 4

Course

Outcomes:

After completing this course, students will be able:

1. To get an idea about the basic of accounting, accounting concepts and conventions and accounting process.
2. To acquaint with skill of recording transactions related to amalgamation of partnership firm.
3. To apply skills of accounting for consignment transactions.
4. To make use of knowledge and skill for accounting of professionals.

Unit I: Basic Accounting Concepts and Conventions, Accounting Process.
Accounting Standards-Need & Procedure, Concept of IFRS (15 hours)

Unit II: Amalgamation of Partnership Firms (15 hours)

Unit III: Consignment Accounts-Important Terms and Accounting in the books of Consignor and Consignee. (15 hours)

Unit IV: Accounts of Professionals –preparation of Receipts and Expenditure Account and Balance sheet of Medical Practitioners and Professional Accountants. (15 hours)

Semester-II

Course Code: DSC-4 Discipline Specific Course

Financial Accounting Paper- II

Credits: 4

Course Outcomes:

After completing this course, students will be able:

4. To acquaint with skill of recording transactions related to single entry system.
5. To apply skills of accounting for conversion of partnership firm in to a limited company.
6. To make use of knowledge and skill for accounting of branches.
7. To understand the knowledge about computerized accounting.

Unit I: Single Entry System - Conversion Method only (15 hours)

Unit II: Conversion of Partnership Firm into a Limited Company-Accounting in the books of partnership Firm only. (15 hours)

Unit III: Branch Accounts - Dependent Branch- preparation of Branch Account, Branch Trading and Profit and Loss Account and Stock and Debtors Method (15 hours)

Unit IV: Computerized Accounting System: Introduction to Computerized Accounting. Accounting software's 'Tally'-preparation of Vouchers, Feeding of Data and Generating of various Reports (15 hours)

**Course Code: DSC-2: Discipline Specific Course
Management Functions and Application-Paper-I**

Course Outcomes:

To enable the student to-

1. Define the basic principles and functions of business management.
2. Explain basic management concepts, principles and practices.
3. Apply the professional management skills and utilize emerging horizons in the field of management.
4. Explain the concept of applied management interpret the functions of management.
5. Discuss the theories of management regarding motivation and leadership.

Management Functions and Applications -Paper-I

Unit 1: Introduction to the Management:

Meaning, Definition and Need for Study- Contribution towards development of Management Theory (15 hours)

Unit 2: Planning and Decision Making

Meaning and Definition of Planning - Types of Planning – Steps in Planning Process
Environmental Analysis and diagnosis (Internal and external environment) –
Definition,

Importance and SWOC Analysis.

Decision Making- concept- importance; Decision-making Process, Perfect Rationality and

bounded rationality, Techniques of Decision making -qualitative and quantitative

• Peter Drucker – M.B.O Different Approaches to Management its use and limitations-Behavioral Approach, Systems Approach, Contingency Approach (15 hours)

Unit 3: Organizing

Organizing – Meaning -The Process/steps of organization – Principles of organizing–
Organization Chart

Delegation of Authority – Meaning - Elements –Difficulties in delegation –
Guidelines for
making delegation effective.

Centralization and Decentralization - Meaning, Merits and Demerits

Organization Structure -line, line and staff, and functional, Network organization
structure. (15 hours)

Unit 4: Direction and Communication

Direction- Meaning, Elements, Principles & Techniques

Communication-Meaning, Importance /Process of Communication, Types of Communication, Barriers to Communication. Overcoming Barriers to Communication

DSC-5: Discipline Specific Course

Management Functions & Applications -Paper-II

Course Outcomes:

After completing this course, students will be able:

1. To get an idea about motivation concept and theories
2. To develop their leadership skill
3. To understand and utilize techniques of coordination and control
4. To understand various emerging issues in management like green management and to understand concept of Change

Unit 1: Motivation -

Motivation: Concept, Importance, extrinsic and intrinsic motivation;

Theories of Motivation - Maslow's Need-Hierarchy Theory; Herzberg's Two factor theory, Douglas McGregor's Theory X and Theory Y and William Ouchi's theory Z. (15 hours)

Unit 2: Leadership

Leadership - Concept, Importance, Theories of Leadership -Likert's scale theory, Blake and Mouten's Managerial Grid theory, House's Path Goal theory.

Leadership Styles- Autocratic, Democratic and Free rein. Leadership styles of Shivaji Maharaj, Mahatma Gandhi, Dr. Babasaheb Ambedkar. (15 hours)

Unit 3:Co-ordination and Control:

Co-ordination – Concept – Need – Techniques of establishing co-ordination.

Control- Concept, Process, Limitations .Principles of Effective Control. Techniques of Control –Traditional Modern. (15 hours)

Unit 4: Emerging issues in Management: Lectures: 10

Social and Ethical Issues in Management - Corporate Social Responsibility- Meaning and Importance. Concept & Social Responsibility – Corporate Social Responsibility – Meaning – Importance. Green Management – Management & Change – Concept, Need for Change –Lewins Kurtz's three Stages& Plane Change. Resistance to Change – Overcoming Resistance to Change. (15 hours)

DSC-3: Discipline Specific Course

Subject– Micro Economics Paper I

Course Outcomes:

To enable the student to-

1. Relate the concepts of micro economics with consumer behavior.
2. Illustrate the supply side of the market through the production and the cost behavior of firm.

3. Able to apply tools of consumer behavior and firm theory to business situation.
4. Motive regarding the changing picture and needs of economy.
5. Design tools of consumer behavior and firm theory to business situation.

MICRO ECONOMICS Paper I

Unit I: Demand and Consumer behavior

Concept of demand. Indifference Curve Analysis – Meaning, indifference curve map, Characteristics, Marginal rate of substitution (MRS) - Consumer's equilibrium- Income effect, Substitution effect, Price effect. Application of indifference curve. Engle curve. (15 hours)

Unit II: Demand forecasting:

Meaning- Importance of demand forecasting in Business decision making. Methods of Demand Forecasting – Market Survey, Time series and Graphical method. (15 hours)

Unit III: Production function-

Concept of production function - fixed and variable inputs. – Law of variable proportions and Law of Returns to scale- Internal and External economies of scale. Isoquants- Concept, Marginal Rate of Technical Substitution (MRTS), Economic region of production, optimal combination of resources, Expansion path. (15 hours)

Unit IV: Cost of production and Revenue:

Cost of production – Money and Real cost, Private and Social cost, Opportunity cost. Short and long run cost curves. Modern approach of cost curves. Revenue – Total, Average and Marginal revenue - Revenue curves in perfect competition and imperfect competition. (15 hours)

DSC-6: Discipline Specific Course

MICRO ECONOMICS Paper II

Objective:

1. Objective of the course is to acquaint students with the concepts of microeconomics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and the cost behaviour of firm.

Course Outcomes: The student should be able to apply tools of consumer behavior and firm theory to business situation.

Unit I: Perfect competition: Meaning -Equilibrium of firm in short run and long run. Equilibrium of industry in short run and long run. Measuring producer's surplus under perfect competition. (15 hours)

Unit II: Monopoly: Meaning. Price determination under monopoly. Concept and types of price discrimination. Measurement of monopoly power. (15 hours)

Unit III : Monopolistic competition and Oligopoly

Monopolistic competition – Characteristics- Equilibrium of firm in short run and long run. Oligopoly market- Characteristics. Price determination in Oligopoly market - Price war, Price leadership and kinky demand curve. (15 hours)

Unit IV: Factor Pricing - Rent- Meaning - Ricardo's & Modern theory of rent
Wage- Meaning -Money and Real wage. Wage differentials. Interest –Meaning.
Liquidity preference theory of interest Profit – Meaning. Gross and Net profit – Risks
–Bearing and Uncertainty theories of profit. (15 hours)

**AECC-C1: Ability Enhancement Compulsory Course
Business Communication Paper-I
(English for Business Communication)**

Course Outcomes:

To enable the student to-

1. To acquaint students with communication skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language and business competence of the students.
4. To apply skills about different techniques used for business communication in 21st century.
5. To built human values among the students through poems and prose.

Course Syllabus

Business Communication Paper-I

Unit - I (15 hours)

- A) Developing Vocabulary
- B) On Smiles – A. G. Gardiner

Unit - II (15 hours)

- A) Description
- B) The Unknown Citizen - W. H. Auden

Unit - III (15 hours)

- A) Narration
- B) Panch Parameshvar – Premchand

Unit - IV (15 hours)

- A) Kabuliwala - Rabindranath Tagore
- B) Offering in the Temple - Desika Pillai
- C) Felling of the Bunyan Tree - Dilip Chitre

Business Communication Paper-II

Unit – I (15 hours)

- A) Business Correspondence
- B) Why does the child Cry – Mulk Raj Anand

Unit – II (15 hours)

- A) Telephonic Communication
- B) The Necklace - Guy de Maupassant

Unit - III (15 hours)

- A) English for Specific Purposes
- B) I Thank You God – Bernard Dadie

Unit – IV (15 hours)

- A) War - Luigi Pirandello
- B) The Cuckoo - William Wordsworth
- C) Let Me Not.... - William Shakespeare

GEC-AA1: General Elective Course Principles of Marketing Paper-I

Course Outcomes:

To enable the student to-

1. Define the need of marketing and marketing research.
2. Explain the concepts and principles of Marketing.
3. Apply basic knowledge of practical market as well as tools and techniques of marketing to the students.
4. Analyze basic knowledge of 4P's of marketing and retailing.
5. Discuss marketing research process and marketing information system.

Course Syllabus

Principal of Marketing Paper-I

Unit: I Introduction: Nature, Scope and importance of marketing; Evolution of marketing concepts; marketing environment. (15 hours)

Unit: II- a) Consumer Behaviour – An Overview: consumer buying process; factors influencing consumer buying decisions.

b) Market Selection: Market segmentation – concept, importance and bases: Target market selection; positioning concept and importance product differentiation vs. market segmentation.

Unit: III – Rural marketing: Growing importance; Distinguishing Characteristics of rural marketing; Understanding rural consumers and rural markets. Marketing mix planning for rural markets. (15 hours)

Unit: IV- Recent developments in marketing: Social Marketing, Online marketing, green marketing. Marketing Information System-concept and components: Marketing Research and its process. (15 hours)

GEC-AA2: General Elective Course

Principal of Marketing Paper-II

Objective:

1. To understand 4 Ps of marketing in detail.
2. To know management of retailing and changing scenario of retailing business.

Course Outcomes:

1. The students will be aware with four basic elements of marketing i.e.4Ps in detail and he will be armed with various Skills about branding, labeling and advertisement.
2. The students will know about management of retailing operations and changing scenario of retail business in India.

Unit: I – Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product- Support; Product life-cycle; New Product Development. (15 hours)

Unit: II –a) Pricing: Significance. Factors affecting price of a product. Pricing policies and Strategies.

b) Nature and Importance of **promotion**; promotion tools: advertising, personal selling, public relation & sales promotion –concept and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions. (15 hours)

Unit: III –Distribution: Channels of distribution – meaning and importance; Types of distribution channels; Wholesaling and Retailing; Factors affecting choice of distribution channel; Physical Distribution. Direct marketing and Services marketing-concept and characteristics. (15 hours)

Unit : IV – Retailing ; Types of retailing – store -based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations; an overview; Retailing in India : changing Scenario. (15 hours)

GEC-BB1: General Elective Course

Insurance Paper-I / II

Course Outcomes:

To enable the student to-

1. Explain the fundamental principles of Insurance.
2. Identify procedural part and documentation in Life Insurance business and General Insurance business.
3. Discover the skills required to become a life Insurance Agent.
4. Evaluate the fundamentals, need and procedure of General Insurance.
5. Discuss the further development of insurance sector and its diversification.

Course Syllabus

INSURANCE Paper- I

Unit-1: Introduction to Insurance - Definition, characteristics and need of insurance. Economic and commercial significance of insurance. Insurance as a social security tool. Types of insurance in brief. Principles of insurance. Insurance contract and wagering contract. (15 hours)

Unit-2: Life Insurance – Meaning and Nature of life insurance. Life insurance products, -whole life, endowment, term plans, pension and annuity plans , unit linked Insurance plans. (15 hours)

Unit-3: Life Insurance Policy – Meaning, Procedure of taking life insurance policy-policy conditions –settlement of claims. (15 hours)

Unit-4: Life Insurance Business in India – Growth of life insurance business after privatization. Evaluation of performance of LIC of India and private companies. Insurance Regulatory and Development Authority Act, 1999- structure.organiizational set up and functions. (15 hours)

INSURANCE Paper- II

Unit - 1: Fire Insurance - Meaning - Procedure of taking fire Insurance policy -policy conditions- kinds of policies - cancellation and forfeiture of policy - Renewal of policy - settlement of claims. (15 hours)

Unit-2: Marine Insurance - Meaning - Procedure of taking marine insurancepolicy - Difference between fire and marine Insurance - clauses of marine insurance policy - marine losses and perils - Types of policies (15 hours)

Unit - 3: Miscellaneous Insurance (only nature & cover) (15 hours)

- a. Personal Accident insurance
- b. Health insurance
- c. Motor Insurance
- d BurglaryInsurance
- e Liability Insurance
- d. Fidelity guarantee Insurance
- e. Cattle Insurance
- f. Crop Insurance

Unit - 4: General Insurance Business in India: Growth of general insurance business after privatization . Evaluation of performance of public and private companies- Foreign Direct Investment (FDI) in insurance business- merits and demerits, current scenario - Bancassurance.

**GEC-BA1: Generic Elective Course
Business Mathematics Paper-I/II**

Course Outcomes:

To enable the student to-

1. Define business mathematics concepts that are encountered in the real world.
2. Understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.
3. Apply of basic Calculus in Business on the basis of mathematics.
4. Explain the fundamental principles arising from the mathematical ideas associated to business applications.
5. Discuss second and third order, square matrix, Singular and non – singular matrix.

Course Syllabus

Business Mathematics Paper-I

Unit-I Progression (15 hours)

- 1.1 Introduction.
- 1.2 Definition: Sequence, Arithmetic Progression (A.P.).
- 1.3 General term (nth term) of an A.P., Sum of the first ' n ' terms of an A. P. and simple examples.
 - 1.3.1 Examples based on the application of Arithmetic Progression to Business.
- 1.4 Definition: Geometric Progression (G.P.).
- 1.5 General term (nth term) of an G.P., Sum of the first ' n ' terms of an G. P. and simple examples.
 - 1.5.1 Examples based on the application of Geometric Progression to Business.

Unit-II Matrices and Determinants (15 hours)

- 2.1 Introduction.
- 2.2 Definition of Matrix
- 2.3 Types of matrices: Rectangular matrix, Row matrix, Column matrix, Square matrix, Diagonal matrix, Scalar matrix, Unit matrix (Identity matrix), Upper triangular matrix, Lower triangular matrix, Null matrix (Zero matrixes).
- 2.4 Algebra of matrices: Equality of matrices, Addition and Subtraction of matrices. Scalar multiplication of a matrix, Multiplication of matrices Transpose of a matrix and examples.
- 2.5 Minor, cofactor, Ad joint, Inverse of a square matrix. Finding inverse of a matrix by using ad joint method.
- 2.6 Determinants of second and third order. Determinant of a square matrix, Singular and non –singular matrix. Properties of determinants (without proof), Examples.

2.6.1 Cramer's rule, Solution of system of linear equations by Cramer's rule.

Unit-III Ratio, Proportion, Percentage and Interest (15 hours)

3.1 Introduction.

3.2 Ratio and Proportion.

3.2.1 Simple and compound proportion.

3.2.2 Simple examples on ratio and proportion.

3.3 Percentage, simple examples.

3.4 Interest: Simple Interest, Compound Interest

3.4.1 Simple examples based on simple and compound interest.

3.5 Annuity: Types of annuity, Present value of an annuity, Future value of an annuity. Examples

Unit- IV Linear Programming Problems (L. P. P.) (15 hours)

4.1 Introduction.

4.2 Definition: Linear Programming, Objective function, Decision variables, Constraints.

4.3 Formulation of L.P.P (Two variables only)

4.4 Definition: Solution to L.P.P., Feasible solution, optimal solution.

4.5 Solution of L.P.P. by graphical method. (Cases having no solution, multiple solutions, unbounded solution) Examples.

Business Mathematics Paper-II

Unit- I Functions Of Real Variables (15 hours)

1.1 Introduction.

1.2 Linear, Quadratic, Exponential ($y = ax$), Inverse functions and their graphs. Illustrative examples.

1.3 Limit of Function.

1.3.1 Definition of Limit, Standard limits.

1.3.2 Algebra of limits: If $f(x)$ and $g(x)$ are two Functions of x and k is any scalar, then

$$(i) [f(x) \pm g(x)]_{x \rightarrow a} \lim = f(x)_{x \rightarrow a} \lim \pm g(x)_{x \rightarrow a} \lim .$$

$$(ii) k f(x)_{x \rightarrow a} \lim = k f(x)_{x \rightarrow a} \lim .$$

1.4 Simple examples.

Unit-II Differentiation (15 hours)

2.1 Definition: Derivative of a function.

2.2 Derivative of some standard functions from first 6 principle ($y = xn$, $y = ex$, $y = ax$, $y = c$, where c is a constant function.

2.3 Rules of Differentiation: Sum, Difference, Product and Quotient of two functions.

2.3.1 Simple examples.

2.4 Second order derivative and examples.

Unit-III Integration (15 hours)

- 3.1 Integration - An anti derivative process.
- 3.2 Standard Integrals.
- 3.3 Algebra of integrals: If $f(x)$ and $g(x)$ are two integrable functions and k is any constant, then
- (i) $\int k \cdot f(x) dx = k \cdot \int f(x) dx$.
- (ii) $\int [f(x) \pm g(x)] dx = \int f(x) dx \pm \int g(x) dx$.
- 3.3 Methods of integration: (i) Substitution method
(ii) Integration by parts.
- 3.3.1 Examples.
- 3.4 Definite integrals and their properties, examples.

Unit- IV Application of Calculus in Business (15 hours)

- 4.1 Maxima and minima, Case of one variable involving second order derivative.
- 4.2 Cost function, Average cost, Marginal cost, Revenue function, Profit function , Elasticity of demand.
- 4.3 Consumer's surplus and producer's surplus.
- 4.4 Examples based on (4.1), (4.2) and (4.3)

Course: GEC-B5/ B6: COMMERCIAL GEOGRAPHY- Paper I / II

Course Outcomes:

To enable the student to

1. Define Commercial Geography, Conservation of Resources & sustainable economic development.
2. Classify economic activities regarding Indian Economy and Globalization.
3. Identify the bases of commercial and marketing activities related to the earth.
4. Analyze Conservation of Resources & sustainable economic development.
5. Discuss nature and approaches to the study of agricultural marketing.

Course Syllabus

COMMERCIAL GEOGRAPHY- Paper I

Unit. 1. Introduction to Commercial Geography. (15 hours)

- 1.1 Meaning of Commercial Geography
- 1.2 Nature of Commercial Geography
- 1.3 Scope of Commercial Geography
- 1.4 Significance of Commercial Geography.

Unit.2. Resources - (15 hours)

- 2.1 Meaning & importance of Resources
- 2.2 Classification of Resources
- 2.3 Conservation of Resources & sustainable economic development.
- 2.4 Major Bio-Resources & their international trade.

Unit.3. Economic Activities. (15 hours)

- 3.1 Classification of Economic activities.
- 3.2 Factors affecting Economic activities.
- 3.3 Economic activities & National economy.

Unit.4. Globalization (15 hours)

- 4.1 Meaning of Globalization
- 4.2 Impact of Globalization.
- 4.3 Globalization & Indian Economy.
- 4.4 Trade Organizations – WTO, OPEC, EEC.

INTRODUCTION TO MARKETING GEOGRAPHY- Paper II

Unit.1 .Introduction to Marketing Geography (15 hours)

- 1.1 Marketing Geography -Concept & Meaning.
- 1.2 Marketing Geography - Nature
- 1.3 Marketing Geography - Scope.
- 1.4 Marketing Geography- Significance
- 1.5 Marketing Geography- Primary Components.

Unit.2. Market System (15 hours)

- 2.1 Definition of Market
- 2.2 Structure & Significance of Markets.
- 2.3 Geographical factors affecting Market system.
- 2.4 Classification of Markets.

Unit.3. Agricultural Marketing. (15 hours)

- 3.1 Definition Meaning of and Significance of Agricultural Marketing.
- 3.2 Nature and approaches to the study of Agricultural Marketing.
- 3.3 Process and system of Agricultural Marketing.
- 3.4 Functions and channels of Agricultural Marketing.

Unit.4. Tourism Marketing in India. (15 hours)

- 4.1 Meaning & Importance of Tourism in India.
- 4.2 Tourism in Modern Period in India.
- 4.3 Major tourism centers in
 - a) Jammu & Kashmir,
 - b) Delhi.
 - c) Uttaranchal.
 - d) Maharashtra.
 - e) Goa.
 - f) Kerala.

GEC-AC1: General Elective Course

Marathi Paper-I

Course Outcomes:

१. साहित्यकृतीतील भाषेचे, विशेष वर्णन करण्यास विद्यार्थी सक्षम होईल.
२. साहित्याचे स्वरूप स्पष्ट करेल.
३. साहित्यातील विविध कलाकृतींचे विश्लेषण करेल.
४. साहित्यभाषेचे वेगळेपण, वैशिष्ट्ये यांचे मूल्यमापन करेल.
५. विद्यार्थ्यांचा व्यक्तिमत्व विकास घडवून विविध परीक्षा आणि स्पर्धा परीक्षांची पूर्व तयारी होईल.

GEC-AC2: General Elective Course

Marathi Paper-II

Course: GEC- Hindi Paper-I (HIN-I) Paper-II (HIN-II)

Course Outcomes:

१. हिंदी भाषा तथा व्याकरण का अध्ययन कराना।
२. सृजनात्मक लेखन की विविध विधाओं (कविता, कहानी, यात्रावृत्त,
३. रिपोर्ताज, साक्षात्कार, दृश्य-साहित्य, पत्रकारिता) से परिचित कराना। सृजनात्मक लेखन के विविध क्षेत्रों का परिचय कराना।
४. सृजनात्मक लेखन के विविध क्षेत्रों के महत्त्व तथा उपयोगिता से परिचित कराना।

****For students registered under distance mode, Paper IV for all specialization shall be Project Planning and Quantitative Techniques instead of Research Project.***

**CENTRE FOR DISTANCE AND ONLINE
EDUCATION**

**SHIVAJI UNIVERSITY,
KOLHAPUR**



NAAC "A++" Grade with CGP 3.52

PROGRAMME PROJECT REPORT (PPR)

of

Master of Commerce (M. Com.)

Through Distance Mode

Under Choice Based Credit System (CBCS)

*(Structure and Syllabus in accordance with National
Education Policy to be implemented from Academic Year*

2022-23)

Master of Commerce (M. Com.)

A. Programme's Mission & Objectives:

Vision:

To provide students with an extensive knowledge by the subjects of accounting, banking, costing, taxation, cooperation, commerce and management in a practical way so they can become effective professionals, entrepreneurs, managers, finance experts, etc.

Mission:

Empowering students with commerce and management knowledge and direction they need in the areas of commerce and management to help disseminate and facilitate Higher Education to marginalized and deprived masses.

Goals:

1. To make a foundation to pursue career in teaching and for advance studies.
2. To be ready for employment in functional areas like Accounting, Costing, Taxation, Banking, Business Administration, Corporative and Rural Development.
3. To budding students as a successful entrepreneurs and professionals in the field of Accounting, Costing, Banking, Co-opetrative and Rural Development, Taxation, Business Administration, Commerce and manufacturing Industries
4. To different sections of the society, who are for some reason unable to pursue education and bring them into the main stream.
5. To offer courses of study along with Self Instructional Material, contact sessions, counseling facilities, library and internet facilities through designated Study Centers.
6. As per National Educational Policies requirement we need to increase Gross Enrollment Ratio.

B. Relevance of the Program with CDOE's Mission and Goals:

Vision

Developing human resource required for the Knowledge Society

Mission

Disseminate and facilitate Higher Education to marginalized and deprived masses

Goals

Access to higher education to

- ▶ All segments of the Society.
- ▶ Offer high quality, innovative programmes to all those who require them.
- ▶ The deprived class of society due to domestic responsibilities and social restrictions, especially women; working class, defense personnel and jail inmates with
 - ⇒ Self instructional material and e-content.
 - ⇒ Contact Sessions and
 - ⇒ Counseling facilities

C. Nature of Target Group of Learners;

M. Com. is a post graduate level course ideal for candidates who wish to make a career in banking, financial services, Co-operative and Rural Development, Taxation, Business Administration, accounting and commerce sectors.

- **Master of Commerce (M. Com.) Through Distance Mode:** [*Under Choice Based Credit System (CBCS)*]

Programme Educational Objectives:

Program Educational Objectives (PEOs) The Post graduate (M.Com.) will

1. PO1 – Identify the business management skills and inculcate the ability to apply these skills.
2. PO2- Develop students who intent to take up start up or grow existing business.
3. PO3 –Demonstrate the skills of analyzing the data and facilitate solution to managerial problems.
4. PO4 - Identify the contemporary business problems, exploring the opportunities, designing business solutions and demonstrate ethical standards in organizational decision making.

5. PO5 - Develop a research aptitude among the students to understand and overcome various business and social issues
6. PO6 - Collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the uses of diverse skill of team members in the related context.
7. PO7–Application of knowledge of accounting, costing and taxation to analyze and solve business problems.

Program Specific Outcomes:

After Completing Masters in Commerce (M.Com.) students are able to:

1. PSO1 – Programme facilitates the theoretical as well as practical knowledge about the different aspects of the business perspectives which prepare them to work in various entities
2. PSO2 – Attain the expert knowledge in various domain areas like management, economics, accounting, costing and taxation
3. PSO3 – Provide ability to work in various industries like manufacturing, service, retail, banking and finance etc.
4. PSO4. – Programme intends to make the students able to set up own business ventures and promote entrepreneurship.

M. Com. Programme Structure:

1. **Implementation of Revised guidelines and rules:** The revised guidelines and rules shall be implemented gradually as mentioned below:

Postgraduate Programme:			
Level 8	Postgraduate Diploma (One year or two semesters)	M. Com. Part-I	2022-23
Level 9	Master's Degree (Two years or four semesters)	M. Com. Part-II	2023-24
Level 9	Master's Degree (One year or two semesters after obtaining a four- year Bachelor's Degree (Honours/Research)	M. Com. Part-II	2026-27

(If the candidate wants to exit after a certain level, the Awards after completing

specific level will be: Postgraduate Diploma in Commerce and M. Com. for Level-8 and Level-9 respectively. Other provisions for multiple entry and exit as per the university's rules and regulations are applicable).

2. Eligibility: The candidate completed Three Years B. Com. Degree (or Level-7 of NEP framework) will be eligible for M. Com. Part-I (Level 8). The candidate completed Four Year B. Com. (Hon./Research) (Level-8) will be eligible for M. Com. Part-II (Level 9) directly.

3. Pattern of M. Com. Programme: Combination of internal assessment and semester-end examination for M. Com. will be 80:20 pattern shall be applicable for each theory paper in each semester wherein 80 marks shall be for University Semester-end examination and 20 marks for internal assessment except Research Project and Internship. In that case Research Project will have 60 marks and Viva-voce will have 40 marks and for Internship total 150 marks will be their which will be assessed by internal guide and external mentor from industry or community engagement.

4. Weightage: There shall be Two Year M. Com. Programme with 74 Credits. The candidate wish to attempt for Four Year B. Com. (Hon./Research) may opt for 4th year which will have 38 credits, hence, Four Year B. Com. Programme will require 198 credits. (Please refer the university regulations and structure of the programme for details).

1. Structure: The Structure of M. Com. Programme is given below:

Semester	Discipline Specific Course (DSC)	Discipline Specific Electives (DSE)	Field Work/ Internship/ Apprenticeship	Skill Enhancement Course (Multidisciplinary)	Credits required
Level-8					
I	DSC1 (4)	DSE1(4)		SEC-1 (2)	18
	DSC2 (4)	DSE2 (4)			

II	DSC3(4)	DSE3 (4) (Research Methodol ogy)	Internship/ Apprenticeship (6)	SEC-2 (2) Logic	20
		DSE4 (4) (Research Project)			
					38
Level-9					
III	DSC4 (4)	DSE5 (4)		SEC-3 (2)	18
	DSC5 (4)	DSE6 (4)			
IV	DSC6 (4)	DSE7 (4)		SEC-4 (2) Research Ethics	18
	DSC7 (4)	DSE8 (4)			
					36
					74

1. List of Courses:

List of Courses for M. Com. Part-I (Semester-I & II) is given in the annexure.

2. Scheme of Examination:

The Question paper in each Semester for each theory course (paper) for M. Com. (all Semesters) shall be of 80 marks. Total marks for each course shall be based on continuous assessments and semester-end examination. Combination of internal assessment and semester-end examination for M. Com. will be as follows:

Total marks for each course	= 100
Internal Assessment	= 20
Semester-end Examination	= 80 Internal

Assessment Process shall be as follows:

		L			P	s	s	Hours					
1	DSC-1	04	04	04	-	-	-	03	80	32	IA	20	08
2	DSC-2	04	04	04	-	-	-	03	80	32	IA	20	08
3	DSE-A-I	04	04	04	-	-	-	03	80	32	IA	20	08
4	DSE-A-II	04	04	04	-	-	-	03	80	32	IA	20	08
5	SEC-1	02	02	02	-	-	-	02	50	20	-	-	-
	Total	18	18	18	-	-	-		370				

Semester- II

Sr. No.	Course Type	Teaching Scheme						Examination Scheme					
		Theory			Practical			Semester end Exam.			Internal Assessment		
		No. of L	Hours	Credits	No. of P	Hour s	Credit s	Paper Hours	Max.	Min.	IA	Max.	Mio.
1	DSC-3	04	04	04	-	-	-	03	80	32	IA	20	08
2	DSE-A-III	04	04	04	-	-	-	03	80	32	IA	20	08
3	DSE-A-IV	04	04	04	-	-	-	03	80	32	IA	20	08
4	I/A	-	-	-	-	12	06	03	150	60	-	-	-
5	SEC-1	02	02	02	-	-	-	02	50	20	-	-	-
	Total	14	14	14	-	12	06		370				

DSC- Discipline Specific Course, DSE- Discipline Specific Elective, I/A- Internship/ Apprenticeship, SEC- Skill Enhancement Course
IA- Internal Assessment, L- Lecture, P- Practical

Note:

- 1) For each course of 4 credits, requirement of hours for a semester will be 60 hours.
- 2) For internship/apprenticeship, requirement of hours for a semester will be minimum 180 hours.
- 3) Internal Assessment will include internal test (10 marks) and seminar (10 marks) for all DSC and DSE courses.

Semester-I	Semester-II
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Course Code	Course (Subject)	Course Code	Course (Subject)
DSC-1	Business Management	DSC-3	Organizational Behaviour
DSC-2	Managerial Economics		
DSE-A-I	Advanced Accountancy Paper –I	DSE-A-III	Advanced Accountancy Paper - III (Research Methodology)
DSE-A-II	Advanced Accountancy Paper –II (Auditing)	DSE-A-IV*	Advanced Accountancy Paper – IV (Project Planning and Quantitative Techniques)
DSE-B-I	Advanced Costing Paper –I	DSB-B-III	Advanced Costing Paper - III (Research Methodology)
DSE-B-II	Advanced Costing Paper -II	DSE-B-IV*	Advanced Costing Paper - IV (Project Planning and Quantitative Techniques)
DSE-C-I	Taxation Paper –I (Income Tax)	DSE-C-III	Taxation Paper - III (Income Tax) (Research Methodology)
DSE-C- II	Taxation Paper –II (Income Tax)	DSE-C- IV *	Taxation Paper - IV (Project Planning and Quantitative Techniques)
DSE-D -I	Advanced Banking and Financial System Paper -I (Law and Practice of Banking in India)	DSE-D –III	Advanced Banking and Financial System Paper - III (Law and Practice of Banking in India) (Research Methodology)
DSE-D -II	Advanced Banking and Financial System Paper –II (Bank Management)	DSE-D –IV*	Advanced Banking and Financial System Paper - IV (Project Planning and Quantitative Techniques)
DSE-E -I	Business Administration Paper –I (Introduction to Business Administration)	DSE-E -III	Business Administration Paper-III (Functional Areas of Management: HR and

			Operations) (Research Methodology)
DSE -E-II	Business Administration Paper –II (Functional Areas of Management: Marketing and Finance)	DSE -E-IV*	Business Administration Paper – IV (Project Planning and Quantitative Techniques)
DSE-H-I	Cooperation and Rural Development Paper - I (Principles of Cooperation)	DSE-H-III	Cooperation and Rural Development Paper-III (Rural Management) (Research Methodology)
DSE -H- II	Cooperation and Rural Development Paper - II (Rural Economy of India)	DSE -H- IV *	Cooperation and Rural Development Paper - IV (Project Planning and Quantitative Techniques)
SEC-1	Skill Enhancement Course-1	SEC-2	Skill Enhancement Course-2
		I/A	Internship/ Apprenticeship

****For students registered under distance mode, Paper IV for all specialization shall be Project Planning and Quantitative Techniques instead of Research Project.***

Question Paper Structure:

Existing Title of the Paper	Revised Title of the Paper
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Shivaji University, Kolhapur	
Nature of Question Paper for M.Com. (CBCS)	
Marks: 80	Duration: 3 hours.
Instructions:	
1. Question number 1, 2 and 3 are compulsory	
2. Attempt any two questions from question number 4 to 6	
Q. 1 a. Choose the appropriate alternative	(10)
b. True or false	(6)
Q.2 Case Study/Problem	(16)
Q.3 Short Notes (any 4 out of 6)	(16)

Q.4 Long answer question/practical problem	(16)
Q.5 Long answer question/practical problem	(16)
Q. 6. a. Short answer question/ problem	(8)
b. Short answer question/ Problem	(8)

1. Medium of instructions:

M.Com. Programme is available in English medium only.

2. Fee Structure:

S.N.	Particulars	M.Com	
		Sem I & II	Sem III & IV
1	Registration Fee	1770	1770
2	S.I.M. Fee	1475	1475
3	Exam Fee (Oct/Nov 2022Exam)	630	630
4	Exam Fee (Mar/ Apr 2023 Exam)	630	630
5	Cost of Application Form	20	20
6	Study Centre Fee	885	885
7	Prospectus Charges	20	20
8	E-Facility Fee	50	50
9	Environment Studies Exam Fee(Mar/Apr 2023)	0	0
10	Dhwaj Nidhi	10	10
11	Tution / Course Fee	0	0
12	Student Welfare fund	100	100
13	Youth Hostel fee	50	50
14	Student Accident/Medical Help fund	20	20
	Total of 1 to 14	5660	5660

1) Additional fee for eligibility is to be paid at the time of first registration.

Within Maharashtra	Outside Maharashtra	Foreign students
Rs. 50/-	Rs.100/-	Rs. 500/-

2) In case of any change in fees, revised fees will be charged at the

time of admission in June/July. This will be notified on website.

3) Additional fees for failed subject/s for repeater students

1. Course Structure - M. Com. Part-I (Sem.-I & II):

Subject offered as per Syllabus, which is available at university website

<http://www.unishivaji.ac.in/syllabusnew/On-Campus-commerce>

80 : 20 with CBCS

M.Com. Part - I/ Semester- I

Paper No.	Course Code	Subject	Credits required	Internal Marks	University Exam	Total
1	DSC-1	Business Management	4	20	80	100
2	DSC-2	Managerial Economics Paper-I	4	20	80	100
3	DSE-A-I	Advanced Accountancy Paper I	4	20	80	100
4	DSE-A-II	Advanced Accountancy Paper II	4	20	80	100
5	DSE-B-I	Advanced Costing Paper I	4	20	80	100
6	DSE-B-II	Advanced Costing Paper II	4	20	80	100
7	DSE-C-I	Taxation Paper-I	4	20	80	100
8	DSE-C-II	Taxation Paper-II	4	20	80	100
9	DSE-D-I	Advanced Banking & Financial System Paper-I	4	20	80	100
10	DSE-D-II	Advanced Banking & Financial System Paper-II	4	20	80	100
11	DSE-E-I	Business Administration Paper-I	4	20	80	100
12	DSE-E-II	Business Administration Paper-II	4	20	80	100
13	DSE-H-I	Cooperation and Rural Development Paper-I	4	20	80	100
14	DSE-H-II	Cooperation and Rural Development Paper-II	4	20	80	100
15	SEC 1	Marketing in Digital World	2			

M.Com. Part - I/ Semester- II

Paper No.	Course Code	Subject	Credits required	Internal Marks	University Exam	Total
1	DSC-3	Organisational Behaviour Paper II	4	20	80	100
2	DSE-A-III	Advanced Accountancy Paper III	4	20	80	100
3	DSE-A-IV	Advanced Accountancy Paper IV	4	20	80	100
4	DSE-B-III	Advanced Costing Paper III	4	20	80	100
5	DSE-B-IV	Advanced Costing Paper IV	4	20	80	100
6	DSE-C-III	Taxation Paper-III	4	20	80	100

7	DSE-C-IV	Taxation Paper-IV	4	20	80	100
8	DSE-D-III	Advanced Banking & Financial System Paper-III	4	20	80	100
9	DSE-D-IV	Advanced Banking & Financial System Paper-IV	4	20	80	100
10	DSE-E-III	Business Administration Paper-III	4	20	80	100
11	DSE-E-IV	Business Administration Paper-IV	4	20	80	100
12	DSE-H-III	Cooperation and Rural Development Paper-III	4	20	80	100
13	DSE-H-IV	Cooperation and Rural Development Paper-IV	4	20	80	100
14	SEC 2	Optional	2	50	-	50
15	I/A	Internship / Apprenticeship	6	150	-	150

2. Self-Instructional Material (SIM):

2.1 Self-Instructional Material (SIM) are available for M. Com. Part-I Sem. I & II for following Subjects only

Course Code	Subject Name	English Medium
Compulsory Papers		
DSC-1	Business Management	✓
DSC-1	Managerial Economics	✓
DSC-1	Organisational Behaviour	✓
Optional Papers		
Group-A : Advanced Accountancy		
DSE-A-I	Advanced Accountancy Paper-I	✓
DSE-A-II	Advanced Accountancy Paper-II (Auditing)	✓
DSE-A-III	Advanced Accountancy (Research Methodology) Paper-III	✓
DSE-A-IV	Advanced Accountancy Paper-IV (Project Planning and Quantitative Techniques) [All optional Paper]	✓

Note:-

1. Study Material (SIM) of Optional Paper is not available except DSE A: Advanced Accountancy, Students may choose **Group – DSE - A** as their optional paper.
2. If Students choose another optional paper instead of DSE A: Advanced Accountancy, Students will be charged all SIM's fees as per university rules, which is not refundable.

Syllabus of M. Com.
Under Faculty of Commerce and Management

Shivaji University Kolhapur

Syllabus in accordance with NEP- 2020

Introduced from Academic Year 2022-23

M.Com. -I Semester- I & II

Course Outcome

Semester-I		Semester-II	
Course Code and Course (Subject)	Course Outcome	Course Code and Course (Subject)	Course Outcome
DSC-1: Business Management	<ol style="list-style-type: none"> 1. Understand the theoretical aspects of management and strategic management 2. Describe the theoretical aspects of management and 3. strategic management <p>Understand the contemporary issues in management.</p>		
DSC-2: Managerial Economics	<ol style="list-style-type: none"> 5. Understand the variables and components of Managerial Economics. 6. Study the applications of demand analysis and concepts relate consumer behaviour. 7. Get awareness regarding production, price determination and pricing practices and they should able to apply these in business decision making policies. 8. Understand the business cycle phenomenon and inflation for business decision making. 	DSC-3: Organizational Behaviour	<ol style="list-style-type: none"> 1. Describe theoretical concepts of organizational Behaviour. 2. Classify types of personalities 3. Summarize types of conflicts. 4. Summarize adoption of organizational culture.
DSE-A-I: Advanced Accountancy Paper –I	<ol style="list-style-type: none"> 1. Understanding concept of accounting standards and practical implication of AS-1 and AS-2 2. Familiarity with preparing final accounts of service 	DSE-A-III: Advanced Accountancy Paper - III (Research	<ol style="list-style-type: none"> 1. Understand the theoretical aspects of management and strategic management 2. Describe the theoretical aspects of management and

	<p>industries.</p> <p>3. Perfection in preparing the consolidated financial statements of holding company and its subsidiaries.</p> <p>4. Understanding of preparation of financial statements of insurance companies with schedules.</p>	Methodology)	<p>strategic management</p> <p>3. Understand the contemporary issues in management.</p>
DSE-A-II: Advanced Accountancy Paper –II (Auditing)	<p>1. Understand the basic concepts and objectives of audit</p> <p>2. Gain working knowledge of generally accepted auditing procedures</p> <p>3. Identify the skills and techniques of conducting audit of various entities</p> <p>4. Know the recent trends in practice of audit</p>	DSE-A-IV*: Advanced Accountancy Paper – IV (Project Planning and Quantitative Techniques)	<p>1. To study Project Planning and its formulation with new idea generation and networking analysis.</p> <p>2. To know business plan with guidelines of planning commission and its content and feasibility report.</p> <p>3. To study feasibility techniques analysis and identify risk as well as use of financial techniques analysis.</p> <p>4. To know techniques of data analysis with descriptive and standard statistics test.</p>
DSE-B-I: Advanced Costing Paper –I	<p>1. Understand the basic concepts of cost accounting</p> <p>2. Classify the costs and apply the same for cost determination</p> <p>3. Apply the cost accounting principles in cost accounting of materials</p> <p>4. Know the application of cost accounting in calculation of labour cost and overheads</p>	DSB-B-III: Advanced Costing Paper - III (Research Methodology)	<p>1. Understand the theoretical aspects of management and strategic management</p> <p>2. Describe the theoretical aspects of management and strategic management</p> <p>3. Understand the contemporary issues in management.</p>
DSE-B-II: Advanced Costing Paper -II	<p>1. Identify the methods of cost accounting and its practical application</p> <p>2. Understand the different methods of cost accounting applied in various entities</p> <p>3. Demonstrate the determination of cost in various types of</p>	DSE-B-IV*: Advanced Costing Paper - IV (Project Planning and Quantitative Techniques)	<p>1. To study Project Planning and its formulation with new idea generation and networking analysis.</p> <p>2. To know business plan with guidelines of planning commission and its content and feasibility report.</p> <p>3. To study feasibility techniques analysis and</p>

	<p>organizations</p> <ol style="list-style-type: none"> 4. Apply cost accounting methods for determining selling price or identifying loss/profit 		<p>identify risk as well as use of financial techniques analysis.</p> <ol style="list-style-type: none"> 4. To know techniques of data analysis with descriptive and standard statistics test.
DSE-C-I: Taxation Paper –I (IncomeTax)	<ol style="list-style-type: none"> 1. Understand the basic concepts of income-tax 2. Get insight about exemptions and deductions 3. Understand the clubbing and set-off provisions of income-tax 4. Compute taxable income of individual and HUF 	DSE-C-III: Taxation Paper - III (IncomeTax) (Research Methodology)	<ol style="list-style-type: none"> 1. Understand the theoretical aspects of management and strategic management 2. Describe the theoretical aspects of management and strategic management 3. Understand the contemporary issues in management.
DSE-C- II: Taxation Paper –II (Income Tax)	<ol style="list-style-type: none"> 1. Understand the procedure of filing of income tax returns 2. Get insight about appeals, revision, search, survey and rectification 3. Understand the provisions of TDS and TCS 4. Calculate relief under section 89(1) 	DSE-C- IV *: Taxation Paper – IV (Project Planning and Quantitative Techniques)	<ol style="list-style-type: none"> 1. To study Project Planning and its formulation with new idea generation and networking analysis. 2. To know business plan with guidelines of planning commission and its content and feasibility report. 3. To study feasibility techniques analysis and identify risk as well as use of financial techniques analysis. 4. To know techniques of data analysis with descriptive and standard statistics test.
DSE-D –I: Advanced Banking and Financial System Paper -I (Law and Practice of Banking in India)	<ol style="list-style-type: none"> 1. Explain Regulatory Framework for Banking in India 2. Understand the Legal Aspects of Banking Operations 3. Apply the knowledge of legal provisions for banking business practices 4. Understand different provisions under cyber Laws 	DSE-D –III: Advanced Banking and Financial System Paper - III (Law and Practice of Banking in India) (Research Methodology)	<ol style="list-style-type: none"> 1. Understand the theoretical aspects of management and strategic management 2. Describe the theoretical aspects of management and strategic management 3. Understand the contemporary issues in management.
DSE-D –II: Advanced Banking and Financial System	<ol style="list-style-type: none"> 1. Understand bank management system and practices 2. Understand the nature of Bank Management 3. Get aware about recent 	DSE-D –IV*: Advanced Banking and Financial System Paper - IV	<ol style="list-style-type: none"> 1. To study Project Planning and its formulation with new idea generation and networking analysis. 2. To know business plan with guidelines of planning

<p>Paper –II (Bank Management)</p>	<p>technologies required for efficient Banking and Marketing. 4. Understand legal provisions for customer services and banking frauds</p>	<p>(Project Planning and Quantitative Techniques)</p>	<p>commission and its content and feasibility report. 3. To study feasibility techniques analysis and identify risk as well as use of financial techniques analysis. 4. To know techniques of data analysis with descriptive and standard statistics test.</p>
<p>DSE-E –I: Business Administration Paper –I (Introduction to Business Administration)</p>	<p>1. Understand the meaning and concept to business administration. 2. Understand analysis of business environment. 3. Get acquainted with concept of LPG and current scenario of business in India. 4. Get aware about businesses thick and corporate culture.</p>	<p>DSE-E –III: Business Administration Paper-III (Functional Areas of Management: HR and Operations) (Research Methodology)</p>	<p>1. Understand the theoretical aspects of management and strategic management 2. Describe the theoretical aspects of management and strategic management 3. Understand the contemporary issues in management.</p>
<p>DSE -E-II: Business Administration Paper –II (Functional Areas of Management: Marketing and Finance)</p>	<p>1. Get aware about conducting the interview of HR Manager; 2. Prepare mini project report; 3. Acquire and develop the thinking power and project preparation skills</p>	<p>DSE -E-IV*: Business Administration Power – IV (Project Planning and Quantitative Techniques)</p>	<p>1. To study Project Planning and its formulation with new idea generation and networking analysis. 2. To know business plan with guidelines of planning commission and its content and feasibility report. 3. To study feasibility techniques analysis and identify risk as well as use of financial techniques analysis. 4. To know techniques of data analysis with descriptive and standard statistics test.</p>
<p>DSE-H-I: Cooperation and Rural Development Paper - I (Principles of Cooperation)</p>	<p>1. Get aware about co-operation at Global, National and Local for the post graduate students will be created. 2. Get equipped with the development of cooperative movement in India. 3. Get acquainted with the cooperative legislation in</p>	<p>DSE-H-III: Cooperation and Rural Development Paper-III (Rural Management) (Research Methodology)</p>	<p>1. Understand the theoretical aspects of management and strategic management 2. Describe the theoretical aspects of management and strategic management 3. Understand the contemporary issues in management.</p>

	India. 4. Get familiar with the cooperative institutions in India.		
DSE -H- II: Cooperation and Rural Development Paper - II (Rural Economy of India)	1. Understand the features and problems of rural economy and will be able to find out the solutions to these problems. 2. Get equipped with proper knowledge, abilities and skills of cooperative credit system 3. Learn the functions and mechanism of rural cooperative financial and agro based institutions. 4. Be informed with the infrastructural potential for development in rural economy.	DSE -H- IV *: Cooperation and Rural Development Paper - IV (Project Planning and Quantitative Techniques)	1. To study Project Planning and its formulation with new idea generation and networking analysis. 2. To know business plan with guidelines of planning commission and its content and feasibility report. 3. To study feasibility techniques analysis and identify risk as well as use of financial techniques analysis. 4. To know techniques of data analysis with descriptive and standard statistics test.
SEC-1	Skill Enhancement Course-1	SEC-2	Skill Enhancement Course-2
		I/A	Internship/ Apprenticeship

****For students registered under distance mode, Paper IV for all specialization shall be Project Planning and Quantitative Techniques instead of Research Project.***



Estd:1962

NAAC "A+ +" Grade with CGPA 3.52

**SHIVAJI UNIVERSITY,
KOLHAPUR**

**CENTRE FOR DISTANCE AND ONLINE
EDUCATION (CDOE)**

Programme Project Report (PPR)

of

Master of Business Administration
M.B.A. (CBCS) Distance Mode
Programme

2022-2023

Onwards



SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Master of Business Administration (M.B.A.) Distance Mode Programme

A. Programme's mission & objectives:

1. To strengthen theoretical and conceptual base of executives
2. To help them to improve decision making ability, creative and logical thinking
3. To improve analytical ability, problem solving skills and judgmental ability

B. Relevance of the program with HEI's Mission and Goals:

HEI's Mission and Goals:

Vision: Imparting Quality Higher Education Across the Globe.

Mission: Serving the learners by offering digital learning without time and boundary restrictions.

Goals: Access to Higher Education to

- All segments of the Society across the globe.
- Offer high quality, innovative, career oriented programme to all aspirants.
- All professionals having aspiration of Career advancement are served irrespective of geographical boundaries.

With,

- Quality e-content developed by experts.
- Live Discussion Forums.
- 24 x 7 assistance through dedicated Learning Management System.
- Mentoring facilities provided to cater the needs of the learners.

By these Vision, Mission and Goals, HEI on the global platforms; are providing the PG programmes to every aspirants of higher education.

C. Nature of prospective target group of learners:

The Aspirants of Higher Education, Working Professionals, Housewives and anyone from all over the World who desires to have technical degree of higher education such as M.B.A. will have great platform to bring dreams come true through this online M.B.A. programme offered by Centre for Distance and Online Education (CDOE), Shivaji University, Kolhapur.

D. Appropriateness of programme to be conducted in Online mode to acquire specific skills and competence:

Specific Skills and Competence to be achieved by every learner through this Online Modeprogramme are enlisted follows-

1. Identification of the functioning of business enterprises
2. Entrepreneurship development through Curriculum.
3. Develop skills on analyzing the business data application of relevant analysis and problemsolving.
4. Demonstrate a global outlook with the ability to identify aspects of the global business andcross-cultural understanding.
5. Identification of the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making through Online discussion forums, Quizzes, Co-Curricularand Extra-Curricular Activities.
6. Development of effective and oral communication especially in business applications, withthe use of appropriate technology.
7. Collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the uses of diverse skill of team members in the related context throughonline activities and case-based learning

E. Instructional Design:

- The entire MBA Distance & MBA (Executive) Program Distance Mode are for 3200 marks.
- Each paper is of 100 marks.

MBA Part-I Semester-I

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
1	86908	Principles of Management	4	20	80	100
2	86909	Management Accounting	4	20	80	100
3	86910	Business Statistics	4	20	80	100
4	86911	Managerial Economics	4	20	80	100
5	86912	Information Technology for Management	4	20	80	100
6	86913	Business Communication	4	20	80	100
7	86914	Organizational Behaviour	4	20	80	100
8	86915	Business Law	4	20	80	100

MBA Part-I Semester-II

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
9	86916	Marketing Management	4	20	80	100
10	86917	Financial Management	4	20	80	100
11	86918	Human Resource Management	4	20	80	100
12	86919	Operations Management	4	20	80	100
13	86920	Management Information Systems	4	20	80	100
14	86921	Application of Operation Research in Management	4	20	80	100
15	86922	Applications of Research Methodology to Management	4	20	80	100
16	86923	Business Environment	4	20	80	100

MBA Part-II Semester-III

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
17	86924	Corporate Policy and Strategic Management	4	20	80	100
18	86925	Indian Ethos and Business Ethics	4	20	80	100
19	86926	Elective I – Paper I	4	20	80	100
20	86927	Elective I – Paper II	4	20	80	100
21	86928	Elective I – Paper III	4	20	80	100
22	86929	Elective II - Paper I	4	20	80	100
23	86930	Elective II - Paper II	4	20	80	100
24	86931	Elective II - Paper II	4	20	80	100

MBA Part-II Semester-IV

Paper No.	Course Code	Course Titles	Course credits	Internal Evaluation	University Evaluation	Total Marks
25	86932	Chh. Shivaji Maharaj -The Management Guru	4	20	80	100
26	86933	Entrepreneurship and Project Management	4	20	80	100
27	86934	International Business	4	20	80	100
28	86935	Project Report and Viva	4	50	50	100
29	86936	Elective I - Paper IV	4	20	80	100
30	86937	Elective I - Paper V	4	20	80	100
31	86938	Elective II - Paper IV	4	20	80	100
32	86939	Elective II - Paper V	4	20	80	100

- **32 courses of 100 Marks each - Grand Total 3200 Marks. Each course is of 4 credits. Total programme is of 128 credits.**
- Candidates are required to Select any Two Electives (Elective I & Elective II) from the lists given below for the two courses separately.
- Each elective has 5 papers which are included in –
 - (i) **Semester III**
 - Elective-I (Paper I, II and III)
 - Elective-II (Paper I, II and III)
 - (ii) **Semester IV**
 - Elective-I (Papers IV and V)
 - Elective II (Papers IV and V)

ELECTIVES

1) MBA Distance Mode Programme

- a) Marketing Management
- b) Production & Operations Management
- c) Financial Management
- d) Human Resource Management
- e) Hospitality Management
- f) Insurance & Risk Management
- g) Management of Higher Education

2) MBA Distance Mode Programme

- a) Marketing Management
- b) Production & Operations Management
- c) Financial Management
- d) Human Resource Management
- e) Hospitality Management
- f) International Business

Semester-I		
	Existing Course	Equivalent Course
1	Principles of Management	Principles of Management
2	Accounting & Finance for Managers	Management Accounting
3	Mathematics & Statistics for Management	Business Statistics
4	Managerial Economics	Managerial Economics
5	Information Technology for Management	Information Technology for Management
6	Business Communication	Business Communication
7	Organizational Behaviour	Organizational Behaviour
8	Business Law	Business Law

Semester-II		
	Existing Course	Equivalent Course
9	Marketing Management	Marketing Management
10	Financial Management	Financial Management
11	Human Resource Management	Human Resource Management
12	Operations Management	Operations Management
13	Management Information Systems	Management Information Systems
14	Application of Operation Research in Management	Application of Operation Research in Management
15	Applications of Research Methodology to Management	Applications of Research Methodology to Management
16	Business Environment	Business Environment

Semester-III		
	Existing Course	Equivalent Course
17	Strategic Management	Corporate Policy and Strategic Management
18	Business Ethics	Indian Ethos and Business Ethics
19.20.21	Elective I (Paper I, II, III)	Elective I (Paper I, II, III)
22.23.24	Elective II (Paper-I, II, III)	Elective II (Paper-I, II, III)

Semester-IV		
	Existing Course	Equivalent Course
25	Project Management	Entrepreneurship and Project Management
26	Management Control Systems	Chh. Shivaji Maharaj -The Management Guru
27	International Business	International Business
28	Project Report & Viva	Project Report and Viva
29.30	Elective I (Paper IV & V)	Elective I (Paper IV & V)
31.32	Elective II (Paper IV & V)	Elective II (Paper IV & V)

32 courses of 100 Marks each - Grand Total 3200 Marks& 128 credits programme.

MBA Part-II

Executive/Distance Mode MBA -I SEM-I PAPER-I Principles of Management			
Course Outcomes	1. Knowledge of varies management Concepts. 2. Understand varies management Concepts. 3. Application of different techniques 4. Analysis of information and situation for making decision. 5. Evaluation of varies alternatives for best selection.		
Expected Skills Impartation(Through theory and Practical's)	1. Decision making skill 2. Managerial Skills.		
Marks : 80	Total Hours of Teaching: 60	Theory: 60	
Syllabus Contents:			
Unit 1:	Introduction to Management: Concept of management, Nature, scope, functions, Elements, levels of management and its functions, Importance and Functional Areas of Management, Management of Business Environment. The social responsibility of management.		15 Hrs.
Unit 2:	The Evolution of management Thoughts: Study of scientific Management, Pre –Industrial revolution period, Contribution of management thinkers in management thought: F.W. Taylor, Henry Fayol. approaches to management. -Classical Approach, Neo-Classical, System Approach , Recent trends in Management. MBO: Process of MBO and Its importance.		15 Hrs.
Unit 3:	Functions of Management : Planning : Nature, Principles, Process, Types and Limitations of Planning . Organizing : Basic concept, Importance of Organizing, Process of Organizing, Span of control, Types of Organization, Structure and Design . Staffing : Importance and process of Staffing, recruitment , selection, induction and placement .		15 Hrs.
Unit 4:	Directing: Nature and Principles , Purpose and need of Directing, Elements of directing – Communication : Process , Types of Business communication , Effective commination, Supervision: Nature, Objectives, Principles and Types of supervision. Leadership: leadership Style –, Future Prospective of Leadership. Motivation : Techniques, Motivational Theory, Need Theory, Two Factor theory, Equity Theory, Expectancy theory, Goal setting Theory, Theory ‘X’ & theory ‘Y’ . Controlling: Process, Requirement for effective control , Control Techniques , Types of Control and Use of IT in controlling. International Management: Study of at least two locally managed and internationally Operating organizations.		15 Hrs.
Reference Books:			

1. Management - James A.F. Stoner, R. Edward Freeman & Daniel R. Gilbert
2. Management - Global Perspective By Heinz Welhrich&Horolad
3. International Management - Manab Thakur, Gene E. Burton & B.N. Srivavtava
4. Management - Peter Drucker
5. Management & Organization - Louis A. Allen

Executive/Distance Mode MBA -I SEM-II PAPER-XXXXX MANAGEMENT ACCOUNTING			
Course Outcomes	<ol style="list-style-type: none"> 1. Describe concepts in management accounting. 2. Prepare final account of a company 3. Prepare cost sheet of a company 4. Produce CVP analysis. 		
Expected Skills Impartation(Through theory and Practical's)	<ol style="list-style-type: none"> 1. Reading the balance sheet of a company 2. Analysis of accounting and cost figures. 		
Marks : 80	Total Hours of Teaching: 60	Theory: 60	
Syllabus Contents:			
Unit 1: a) Theory	Introduction to Accounting- Accounting Concepts, Convention & fundamental accounting assumptions. Journal, ledger, subsidiary books, Trial balance & final accounts (Trading, P&L A/C & B/S) Use of Computers in Accounting – Meaning, Role, Terms, Tally packages in Accounting, recent trends		15 Hours
Unit 2: a) Theory	Management Accounting- Concept, Meaning, Scope, Limitations of management Accounting, Functions of finance manager, Distinction between financial Accounting – Cost Accounting – Management Accounting.		15 Hours
Unit 3: a) Theory	Analysis of Financial Statements- Nature, objectives, uses & limitations of financial statements, Techniques of financial analysis- Comparative financial statements, Common size financial statements, Trend percentage ratios.		15 Hours
Unit 4: a) Theory	Cost Accounting- Meaning, Scope of Cost Accounting, Distinction between Financial & Cost Accounting Material, Labour, Overheads classification of cost, preparation of cost sheet Marginal Costing – Contribution Key factor, BEP, MOS, Decision making through CVP analysis.		15 Hours

Reference Books:

1. Advanced Accountancy- Arulnandan and Raman
2. Advanced Accountancy - Shukla M.C. and Grewal T.S.
3. Cost Accounting - Jawahar Lal
4. Cost and Management Accounting - M.E. Thukaram Rao

5. Management Accounting- I. M. Pandey
6. Principles and Practice of Management Accounting - Manmohan Goel
7. Management Accounting - Sharma and Gupta

Suggested Additional Readings: (if web source then provide url)

1. Future Accountant www.futureaccountant.com
2. Google Scholar - <https://scholar.google.co.in/>

Suggested Research Journal :

1. Chartered Accountant
2. Indian Journal of Accounting
3. Management Accountant
4. The Accounting Review

MBA – I, Sem – I (Distance/Executive) BUSINESS STATISTICS		
	<p>Cos</p> <p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Obtain summary statistics of numerical data. 2. Represent numerical data diagrammatically and graphically. 3. Perform simple correlation and simple linear regression analysis. 4. Compute probability of events. 5. Explain binomial, Poisson, and Normal distributions. 6. Perform elementary hypothesis testing 	
Unit 1	Measures of Central Tendency: Arithmetic mean, median, mode, geometric mean, harmonic mean. Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, variance, coefficient of variation. Graphical representation: bar chart, histogram, pie chart.	15 Hrs.
Unit 2	Correlation: concept of correlation between two variables, types of correlation, scatter plot, Karl Pearson coefficient of correlation, Spearman's rank correlation coefficient. Regression: meaning and utility of regression analysis, simple linear regression, interpretation of regression coefficients, coefficient of determination.	15 Hrs.
Unit 3	Probability: random experiment, sample space, event, mutually exclusive events, exhaustive events, independent events, classical definition of probability, addition and multiplication laws of probability, conditional probability. Probability distributions: discrete and continuous random variables, Binomial, Poisson, and Normal distributions.	15 Hrs.
Unit 4	Testing of hypotheses: null and alternative hypotheses, procedure of testing of a hypothesis, critical region, type –I and type II errors, one sample and two sample t- tests, paired t-test, chi-square test for variance, F-test for two variances, chi-square test of independence.	15 Hrs.

	Reference Books: <ol style="list-style-type: none">1. Gupta S. C. and Gupta Indra (2018) Business Statistics, Himalaya Publishing House Pvt Ltd.2. Arora P.N. and Arora S. (2003) Statistics for Management, S. Chand Publishing3. Levin R. I. and Rubin D. S. (1998) Statistics for Management, Pearson.4. Gupta, S. C. (2017) Fundamentals of statistics, Himalaya Publishing House.	
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Master of Business Administration M.B.A. Part-I Semester-I Information Technology for Management		
Course Outcome:	After completion of course students will be able to : 1. Understand different components of Information Technology. 2. Apply E-commerce and E-banking applications for business. 3. Design and implementation of database system for business application. 4. Identify importance of IT security and emerging trends in IT	
Syllabus contents		
Unit I	Information Technology Introduction, Concept of IT, IT application in Management, Computer Hardware, software, Languages and package. Operating system – Operating system architecture and Operating system function, Introduction to Windows, Linux Computer Network – Introduction to networking, types of network. Topology, Intranet, Extranet, Internet. IT applications in different functional areas of management.	15 Hours
Unit II	Ecommerce and E-Banking: E-Commerce: Introduction to E-commerce, Definition, Advantages and Disadvantages of ecommerce, Types of E-Commerce; Scope of E-Commerce; Functions of ecommerce, Introduction of Mobile Commerce, Advantages, Limitations of mobile commerce, Mobile Commerce applications. E-Banking: Introduction, Traditional Banking v/s E-Banking; Models for E-banking- Core Banking Solution (CBS), Features and subsystems of CBS, Advantages of E-Banking; Delivery channels, Limitations of E- Banking, Electronic Payment Systems: Prepaid and Postpaid Payment Systems (RTGS/NEFT/BHIM/E-cash), National Payments Corporation of India: Services of NPCI.	15 Hours
Unit III	Database Technology Introduction and Definition of database, Need, Features, Data dictionary; Database schema, Data models- Relational Model, Network Model, Hierarchical Model; Type of Keys, Constraints, Normalization;	15 Hours
	Difference between DBMS and RDBMS. Data Warehousing: Introduction, Concept, Definition, Architecture of Data warehouse, applications of Data Warehouse. Data Mining: Introduction to Data Mining, Definition, Data Mining Tools, KDD process, applications of Data Mining.	

Unit IV	<p>IT Security and Emerging trends in IT IT Security: Introduction, Security Threats: Malicious code, Hackers, Crackers. Types of attacks: Active attacks, Passive attacks, Logical and Physical security threats, Security Control Measures, Cryptography, Firewall, Proxy Server, SSL.</p> <p>Emerging Trends in IT: Introduction to Cloud computing, Cloud models – Private, public, hybrid cloud. Cloud services- SAAS, PAAS, IAAS, HAAS, advantages, limitations, applications of cloud computing. Business Intelligence: Introduction, Importance, Applications of BI, Introduction to BI Tools.</p>	15 Hours
<p>Reference Books: Introduction to Information Technology Turban, Rainer and Potter John Wiley & Sons, Inc. 2005 Introduction to Database System by Date, Eighth Edition, Pearson Education 3. E-Commerce Fundamentals and Applications - Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, John Wiley & Sons, Inc. 2001 E-Commerce (concepts - Models – Strategies) C. S. V. Murthy, Himalaya Publishing House, 2002 4. Computer Fundamentals. B. Ram, New Age Publications, 2003 5. Data Mining Techniques, Arun K. Pujari, Universities Press, 2001 Cloud Computing: Charlie Kaufman and Radia Perlman, Mike Speciner, “Network Security, Second Edition, Private Communication in Public World”, PHI 2002. Information & Network Security for GTU, I. A. Dhotre V. S. Bagad, Technical Publication, Edition 2018. 8. Behrouz A. Ferouzan, “Cryptography & Network Security”, Tata McGraw Hill, 2007. 9. Cloud Computing from beginning to end by Ray Rafael. 10. Prasant Kumar Pattnaik et.al., Fundamentals of Cloud Computing, Vikas Publication House Pvt. Ltd.,first Edition 2015 13. Data Mining : Concept and Techniques Han Elsevier ISBN : 978938031913</p>		
<p>Suggested Additional Reading ePGPathshala: Engineering and technology Subject: Computer Science Paper Name: P-05 Database Management System URL: https://epgp.inflibnet.ac.in/ahl.php?csrno=7 ePGPathshala: Engineering and technology Subject: Computer Science Paper Name: : P-040 Cloud Computing URL: https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=7 ePGPathshala: Computer Science Paper Name: P-07 Computer Networks, URL: https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=7</p>		

Executive/Distance Mode MBA -I SEM-I PAPER - VI (Business Communication)			
Course Outcomes	On Completion of this course students will be able to: 6. Understand concept of business communication 7. Apply written and oral communication skills 8. Evaluate need and importance of non-verbal communication 9. Analyze the appropriate use of communication principles in various business situation		
Expected Skills Impartation(Through theory and Practical's)	3. Oral communication. 4. Written communication 5. Non-verbal communication.		
Marks : 80	Total Hours of Teaching: 60	Theory: 60	
Syllabus Contents:			
Unit 1: a) Theory	A. Meaning ,Importance & objectives of business communication, Principles of Communication, forms of communication, Process of communication, Barriers of effective communication, Techniques of effective Communication B. Written Communication -Business Letters- Types , purchase letter, sales letter ,inquiries , Circulars , Quotations , Orders , Acknowledgments Executions , Complaints , Claims & adjustments Collection letter ,Banking correspondence , Agency correspondence Meetings-Notice-Agenda, Resolutions in minutes, and Minutes writing.		15 Hours
Unit 2: a) Theory	A. Application Letter – Covering letters, Bio-data , Interview Letters, Letter of Reference , Letter of Appointments , Confirmation , Promotion, Retrenchment, Resignations. B. Report writing – Types of reports, Components of formal reports, Business Reports, Reports by individual, Report by committee.		15 Hours
Unit 3: a) Theory	A. Oral Communication- Listening & Speaking, Meeting speeches, & techniques of electing response, probing questions, Recording and closing, Observations, methods. B. Meaning and importance of group discussions, Interviews and interview methods		15 Hours
Unit 4: a) Theory	A. Non verbal Expressions-Body Languages, Gestures, Postures, Facial Expressions, Dress codes. B. Application of Electronics media & communications, Telecommunication, teleconferencing, FAX, E-mail, social communication network		15 Hours
Note: Practical	Simulation exercises on each unit should be conducted and assigned for effective execution of this curriculum Role play, Mock interviews and GD, exercises of e-communication can be designed and executed during the practical course		

Reference Books:
<ol style="list-style-type: none"> 1. Basic Business Communication - Robert MaArcher 2. Effective Business Communication - Murhy 3. Excellence in Business Communication - Thill 4. Handbook of Business Correspondence by - Frailey . 5. Business English & communication - Cleark 6. Business communication - Pradhan & Thakur 7. Business communication - Balsubramanium M 8. Handbook of case writing - Culliton & James W.
Suggested Additional Readings: (if web source then provide url)
<ol style="list-style-type: none"> 1. https://www.skillsyouneed.com/ 2. https://www.coursera.org/in
Suggested Research Journal :
Journal of Management Development https://www.emeraldinsight.com/loi/jmd

MBA – I, Sem – I (Distance/Executive) Organizational Behaviour Paper – VII		
	Course Outcome: The students should be able to: <ol style="list-style-type: none"> i. Understand the approaches and models of organizational Behaviour. ii. Understand the concept & determinants of personality. iii. Understand the concept of perception and process of perception. iv. Understand the concept of attitude; types and sources of values. v. Relate different theories of motivation and leadership with current situation. vi. Understand the various strategies for managing conflicts in organization. vii. Understand the concept of organizational culture organizational change and development. 	
Unit No.	Particulars	
Unit 1	Concept, Disciplines contributing to OB; Historical Overview of OB; Approaches to the study of OB, Models of OB	15 Hours
Unit 2	Micro Perspectives of O.B. – Individual Behaviour : Personal factors – Biographical characteristics & learned characteristics, Environmental factors & organizational factors. Personality – concept, Determinants of Personality; Development of Personality Perception – Meaning, nature & process; Attitude- concept components of Attitude, Measurement of Attitude; Values – concept, types of values, Sources of values.	15 Hours

Unit 3	Micro & Macro Dynamics of OB Motivation –Concept, Theories of Motivation – Maslow, Alderfer, Herzberg, McClelland, Vroom & Theory Z ; Money & Motivation, Non – Financial incentives and motivation conflicts – concept, Types of conflict, Resolution of conflict stress – concept, causes, strategies to reduce the stress. Leadership Styles, Functions, Theories of Leadership Power & Authority – Concept, Types of Power, Difference between Authority & Power.	15 Hours
Unit 4	Macro Perspectives of OB Organisational Culture – Meaning, Emerging Issues Organisation change – Nature, Factors in Organisation change Resistance to change, Overcome resistance to change. Organizational Development – OD Techniques -	15 Hours
	REFERENCES:- 1. Organizational Behavior – Stephen P. Robbins 2. Organizational Behavior – Fred Luhans 3. Organizational Behavior – K. Ashwathappa. 4. Organizational Behavior – Dr. C.B. Gupta	

Executive/Distance Mode MBA –I SEM-I PAPER-VIII Business Law			
Course Outcomes	1. Understand the frame work of Indian Business Laws 2. Understand the legal aspects of business. 3. Study the cases for better understanding the concepts under Business Laws. 4. Acquaint with provisions of latest business Laws		
Expected Skills Impartation	Drafting solutions to the case.		
Marks : 80	Total Hours of Teaching: 60	Theory: 60	
Syllabus Contents:			

Unit 1: a) Theory	<p>Law of Contract & Sale of Goods</p> <p>(A) Indian Contract Act, 1872: Meaning of Business Law- Sources of Business Law- Formation of Contract-Classification of Contracts, Essential Elements of Valid Contract, Offer and Acceptance, Capacity of Parties, Free Consent, Void Agreements and Contingent Agreements, Performance and Discharge of contract, Breach of contract-Meaning & remedies, Quasi Contract, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Agency - Creation of Agency – Agent and Principal:Rights & Duties, Types of agency. (Case lets on enforceability, Offer & acceptance, Free consent)</p> <p>(B) Sale of Goods Act, 1930: Essentials of contract of Sale of Goods- Sale & Agreement to sale, Subject matter of Contract of Sale, Transfer of property or ownership, Performance of the Contract of Sale, Conditions and Warranties-Implied Conditions and warranties, difference between Condition and Warranty, Doctrine of Caveat Emptor, Performance of Contract of Sale-Unpaid Seller and his rights, Sale by Auction. (Case lets on breach of warranty or condition)</p>	15 Hours
Unit 2: a) Theory	<p>Negotiable Instruments and Consumerism</p> <p>(A) Negotiable Instruments Act, 1881:</p>	15 Hours
	<p>Negotiable Instruments: Meaning and Characteristics-Kinds of Negotiable Instruments: Bill of exchange, Promissory Note, Cheque, Holder and Holder in due course-Transferability and Assignment of Negotiable Instruments-Negotiation and Types of Endorsements, Crossing of cheques and Dishonor of cheques. (Identifying examples of valid and invalid NIs)</p> <p>(B) Consumer Protection Act, 2019: Need for the new Act, Rights of consumers, Salient Provisions of the Consumer Protection Act 2019 : new definition of consumer, central consumer protection authority, consumer dispute redressal commission, E-filing of complaints, Product Liability and penal consequences, Penalties for misleading advertisement, Provision for alternative dispute resolution, Unfair trade practices, Consumer Disputes and Redressal Agencies. (Examples of misleading advertisement by companies)</p>	

Unit 3: a) Theory	<p>Corporate Law & Protection of Intellectual Property</p> <p>(A) Indian Companies Act, 2013: Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director. Modes of acquiring Membership, Rights and Privileges of Members and Shareholders, Transfer and Registration of Transfer of Securities, Transmission of Securities, Meetings-Types – Motion- Resolution- Dividend - Rules as to Payment of Dividend. Winding up - Meaning, Types, Procedure, Payment of Liabilities in the event of winding up. (Case studies on : Separate legal entity, Ultra virus)</p> <p>(B) Intellectual Property Laws: Meaning & Definition of IPR, Salient Features of IPR, Copyright : meaning, importance, Term & duration of copyright, Rights of copyright owner, Infringement of Copy Rights. Trademark: meaning, Importance, Duration, Procedure for registration, Infringement of Trademark. Patents: Meaning, Importance, What can be patented?, Registration of Patents, Term of Patent, Infringement of Patent rights. (One or two cases of infringement of IPR)</p>	15 Hours
Unit 4: a) Theory	<p>Laws related with Information Technology and Right to Information</p> <p>(A) Information Technology Act, 2000: Introduction and objectives of Information Technology Act, 2000,-E-Governance – Ecommerce – Meaning Merits- Demerits Digital Signature-Certification & Revocation, Electronic Governance, Electronic Records E – Contracts, E – Business models, E – Commerce & Security, Cyber Crimes. - Cyber-crimes and penalties. (One or two cases of Cyber crimes)</p> <p>(B) Right to Information Act, 2005: Meaning, Objectives, Nature and scope of Right to Information Act, 2005- Public Authorities and their obligations, Public Information Commissioner & their duties, Legal provisions relating to right to</p>	15 Hours
	information, Procedure for obtaining Information under this Act, Penalties . (One or two cases of penalty for denial of information).	
Note:	Students have to give more emphasis on case studies with respect to every act.	

Reference Books:

- 1) M.C. Kuchhal - 'Business Law' Vikas Publishing House Pvt. Ltd.
- 2) B. S. Moshal –'Business and Industrial Law', Ane Books India
- 3) S.N. Kulkarni- 'Laws Regulating Business', Diamond Publications
- 4) Business Law By Sheth, Yejpal- -Pearson Publication
- 5) Indian Contract Act: By Avtar Singh – Eastarn Book Company
- 6) Business Law By Pillai, R.S.N. and Bhagavathi- -S. Chand
- 7) R.P. Maheshwari and S.N. Maheshwari- 'Principles of Mercantile Law'
- 8) Elements of Mercantile Law: By N.D. Kapoor – Sulchand & Sons
- 9) Legal Aspects of Business, Akhileshwar Patha
- 10) Arshad Subzawari- 'The Consumer Protection Act'
- 11) Consumer Protection Act 2019 Bare Act
- 12) The Companies Act 2013, Bare Act, Paperback, Professional Book publisher.
- 13) Companies Act, 2013 (Hardbound Pkt. edn.) (English, Hardcover, Bharat)
- 14) Dr. Farroq Ahmed- 'Cyber Laws in India', Pioneer Book
- 15) Professional Publication-'Right to Information Act'
- 16) Law Relating to Intellectual Property Rights -M K Bhandari- Central Law Publications.

Executive / Distance Mode MBA -I SEM-II PAPER-IX MARKETING MANAGEMENT		
Course Outcomes	1. To introduce students with marketing, and its impression on business. 2. To accustom to know the dynamic marketing environment 3. To analysis the market and develop suitable marketing strategy 4. To make aware the students about new edge of marketing.	
Expected Skills Impartation	1. Marketing skills 2. Market data collection and analysis 3. Develop Strategy 4. Digitalization of marketing	
Marks : 80	Total Hours of Teaching: 60 Theory: 60	
Syllabus Contents:		
Unit 1: a) Theory	Market and Marketing Environment Introduction to Market, classification of market, Meaning & Definition of marketing, Need, scope of marketing, Objectives of marketing, Marketing functions, Core concepts of marketing, Company orientation towards market place. Introduction, Meaning, Scanning the environment, Environmental analysis, Importance and Need, Microenvironment and Macro environment of marketing, Market Plan- Importance, marketing planning process.	15 Hours
Unit 2: a) Theory	Buying Behavior and Marketing Information System Meaning & Definition of consumer behavior, Importance, Factors influencing consumer behavior, Buying decision process, Buying motives. Banding-meaning, advantages & disadvantages, Packaging-meaning, function of packaging Introduction to Marketing Information System, Importance & Requisites. Segmentation- Meaning & Importance, Bases for consumer market segmentation, Selection of segment, Market targeting, Product positioning.	15 Hours
Unit 3: a) Theory	Strategies of 4P's Meaning & Definition of product, Classification of product, Product Life Cycle & Marketing strategies, New product development process, Pricing- Meaning, Pricing objectives, Factors affecting pricing price determination policies, Pricing methods. Promotion mix-publicity, Sales Promotion - Nature & Techniques, Personal selling-nature & Importance, Process of personal selling. Channels of distribution-concept & importance, channels of distribution for consumer product & industrial product, Selection of channel for logistics management	15 Hours
Unit 4: a) Theory	New Edge of Marketing- Neuromarketing- concept, meaning, Neuroscience and Consumer Thinking, Methodology, overview of Applications.	15 Hours

	Green Marketing- Concept, Importance, Green Marketing Mix, Digital Marketing- Concept, importance, benefits, limitations. Social Media Marketing. Online Marketing – Meaning, Concept, Need and benefits.	
Note:	NPTL videos can be shared. Reliable YouTube video links can be shared and discussed.	
Reference Books:		
<ol style="list-style-type: none"> 1. Marketing Management – R.S.N. Pillai, Bagavathi, S. Chand and Company Pvt. Ltd. New Delhi 2. Marketing Management –Dr. K. Karunakaran, Himalaya publishing House, Delhi 3. Marketing Management - Sherlekar S.A. Himalaya publishing House Delhi, 4. Neuromarketing and its Applications- Dr. Surabhi Singh, Himalaya publishing House, Delhi 5. Green Marketing: Marketing Strategy and Consumer Behaviour- Monica Loss, Global Vision Publishing House 6. Digital Marketing - Vandana Ahuja, Oxford University Press 7. Digital Social Media Marketing- Nitin C. Kamat, Chinmay Kamat, Himalaya publishing House, Delhi 8. Marketing Management - Ramaswamy, Namakumari. Tata McGraw Hill publishing Company Ltd. New Delhi. 9. Marketing Management, - Saxena Rajan Tata McGraw Hill publishing Company Ltd. New Delhi. 10. Marketing Management - Koter Philip, Keller, Koshy, Jha. Prentice Hall Indian Ltd. 		
Suggested Additional Readings:		
<ul style="list-style-type: none"> • https://ndl.iitkgp.ac.in/ • http://ndl.iitkgp.ac.in/document/Z2JzN0ZmU2VhdW5kODBJdWRCTmg3QUI6VIFuRCswKzM5cTBsTkoxK01sa3lWQ3pCRUdDdnpLRVhtRjA0QXZGaA 		
Suggested Research Journal :		
<ul style="list-style-type: none"> • https://shodhganga.inflibnet.ac.in/ 		

Executive/Distance Mode MBA -I SEM-II			
PAPER-X			
FINANCIAL MANAGEMENT			
Course Outcomes	<ol style="list-style-type: none"> 1. Describe strategic financial planning and models. 2. Describe working capital management. 3. Estimate time value of money 4. Analyze statements of accounts. 		
Expected Skills Impartation(Through theory and Practical's)	<ol style="list-style-type: none"> 1. Reading and understanding financial strategies. 2. Reading the financial statements viz. funds flow statement, cash flow. 3. Understanding capital structure formations and the logic behind the same. 		
Marks : 80	Total Hours of Teaching: 60	Theory: 60	
Syllabus Contents:			
Unit 1: a) Theory	Introduction to Financial Management- Introduction, Meaning,		15 Hours

	Objective, role and functions of financial management Ratio Analysis- Meaning, Nature and interpretation of ratios Profitability, Solvency, Leverage, Turnover ratios, Computation and Comparison of ratios.	
Unit 2: a) Theory	Working capital management – Meaning, Significance, type and determinants of working Operating cycle and estimation of working capital, requirement, Sources and application of working capital. Cost of Capital- Meaning and Significance of cost capital. Capital structure, Calculation of cost of capital-preference, equity and debt.	15 Hours
Unit 3: a) Theory	Operating & Financial Leverage- Meaning, Concept and measurement of leverage. Calculation of operating, financial and combined leverage. Budget and Budgetary Control- Meaning, objective, limitations of budgetary control system. Types of budget. Sales, purchase, Fixed Flexible, Cash, Master budget.	15 Hours
Unit 4: a) Theory	Capital Budgeting- Concept, meaning & importance of capital budgeting. Factors influencing budgeting Investment evaluation criterion –NpV, PI, PBP, IRR. Management Reporting- Meaning, objective, essentials of good report. Characteristics of good reporting system. Types of report.	15 Hours

Reference Books:

1. VanHorne, James C. (2001). Financial Management and Policy, Prentice Hall.
2. Seeba Kapil (2015). Fundamental of Financial Management, Wiley India, New Delhi.
3. Khan, M. Y. and Jain, P. K. (- Financial Management (Tata McGraw Hill)
4. Prasanna Chandra - Fundamentals of Financial Management (Tata McGraw Hill)
5. Knott G - Financial Management (Palgrave)
6. Lawrence J.Gitman – Principles of Managerial Finance (Pearson Education)
7. R P Rustagi - Financial Management (Galgotia)

Suggested Additional Readings: (if web source then provide url)

1. <https://education.svtuition.org/>
2. <https://www.scribd.com>
3. <https://www.freemba.in>
4. <http://www.doccity.com>

Google Scholar – <https://scholar.google.co.in>

Suggested Research Journal :

1. Indian Journal of Commerce
2. Finance India
3. The Journal of Finance
4. Indian Journal of Finance
5. International Journal of Financial Management
6. The Management Accountant

MBA – I, Sem – I(CBSC) Human Resource Management Paper – XI		
	Course Outcome: The students should be able to: i) Understand the concept of HRM, Functions & Development of	
	HRM. ii) Understand the concept of Strategic HRM iii) Understand the process of HRP. iv) Understand the sources of recruitment, selection and placement process. v) Understand the concept of Employee health and safety. vi) Understand the methods of wage payment and the types of incentives and benefits. vii) Understand the concept of virtual organization; flexi time & flexi work, moonlighting, Employee engagement, Employee branding HR Capital & Talent Management.	
Unit No.	Particulars	
Unit 1	Human Resource Management Concept , Nature, Scope & Functions; Development of Human Resource Management; Strategic Human Resource Management – Concept, Difference between Traditional HRM & Strategic HRM	15 Hours
Unit 2	Human Resource Planning – Meaning, Objectives, Importance & Process, Barriers of HRP Job Analysis- Concept , Uses, Process; Job Description & Job Specification; Recruitment – Objectives, Sources of Recruitment, Factors of Recruitment; Selection – Process Placement – Concept, Process; Socialization – Phases.	15 Hours
Unit 3	Maintenance of Manpower Employee Health & Safety – Concept; Occupational Hazards& Accidents – types and causes; Safety – Significance; Social Security- Concept, Objective, Scope, Types. Wage & Salary administration – objectives, Methods of wage payment, Factors, affecting wage & salary level, Incentives – concept, Types, Benefits – concept, Types.	15 Hours
Unit 4	HR In new era Virtual Organization, Flexi time, Flexi work, Moonlighting by employees; Human Resource Accounting – Meaning, Objectives, Methods, Limitations; Employee Engagement, Employee Branding, Green HRM, HR Capital, Talent Management.	15 Hours
	REFERENCES:- 1. Human Resource Management - V.S.P. Rao 2. Human Resource Management - P. Subba Rao 3. Human Resource Management - S.S. Khanka 4. Human Resource Management - Gary Dessler 5. Human Resource Management - K.Aswathappa.	

Executive/Distance Mode MBA -I SEM-II PAPER-XII OPERATIONS MANAGEMENT			
Course Outcomes	1. Learn the operations management system and issues pertaining to		
	management of productivity, manufacturing technology and facilities. Understand an appreciation of the crucial role of operations management in the efficiency, competitiveness, and profitability of business operations. Understand the formulation and application of methods and models for inventory management. 4. Familiarize the students with various aspects of quality management.		
Expected Skills Impartation(Through theory and Practical's)	1. Designing systems 2. Analysis of operations related quantities.		
Marks : 80	Total Hours of Teaching: 60	Theory: 60	Practical: xx
Syllabus Contents:			
Unit 1: a) Theory Introduction to Production Management	INTRODUCTION TO PRODUCTION MANAGEMENT Production Management- Introduction, Nature and scope of operations Management, Historical Evolution of Operations Management, Interface with other functional areas such as Marketing Personnel Finance, Purchasing, Maintenance, Research and Development. Operations Research-Computers and advanced Operations Technology Plant location and plant Lay Out- Need, Importance and Selection of exact location, Factors affecting plant location selection, plant Lay out-Importance, Types of Plant Lay Out, Criteria for good layout.		15 Hours
Unit 2: a) Theory Production Systems and PPC	PRODUCTION SYSTEMS AND PPC Types Of Production Systems – Intermittent and continuous, Job Batch, Mass and flow production systems, Assembly lines balancing ,E- Manufacturing- Emerging Manufacturing Technology, Option and Choice. Production Planning Control – Objectives, Types and functions of PPC, The Aggregate Planning process, Elements of scheduling,- Master Scheduling, priority planning, Facility Loading, Sequencing problem of Scheduling. Production Control- Control Techniques.		15 Hours

Unit 3: a) Theory Quality and Material Management	QUALITY AND MATERIAL MANAGEMENT A) Quality Management – Meaning and Importance, Inspection, and Quality Control, Quality Assurance, Strategic role of Quality Management, Purpose of Quality Control- Cost of Quality- Total Quality Management, ISO Certifications. Computers in Quality control. B) Maintenance and Material Management - Introduction to Materials Management, types of maintenance, Modern approaches to Maintenance Management, Primary and Secondary Objective of Material Management, Scope of Material Management organization. Materials Management Techniques.	15 Hours
Unit 4: a) Theory	STORE AND INVENTORY MANAGEMENT A) Purchasing and Store Management - Importance of Purchasing-	15 Hours
	Purchasing Procedure and policies. Responsibilities of Purchase Manager, Store Keeping-Objective, Importance of Store Lay Out. B) Inventory Management-Types of inventory Management Systems, Objectives of MRP, Fix Order Quantity periodic Review System, Selective Control of Inventory – ABC Analysis, VED Analysis.	
Reference Books: 1. Chunawala, S. A., Patel, D. R. “Production & Operations Management”, Himalaya Publishing House, Mumbai. 2. R. Pannerselvam. “Production & Operations management”, Eastern Economy Edition, New Delhi. 3. Buffa, E.S. “Operations management”, Wileey India Private Limited, New Delhi. 4. Aswathappa K. Bhat , K. Sridhara. “Production & Operations Management”, Himalaya Publishing House, Mumbai, 5. Cherry, S. M., Production and Operations Management, Tata McGraw Hill Education Pvt. Ltd., New Delhi.		
Suggested Additional Readings: (if web source then provide url) 1. Chase. R.B., F.B. Jacob, and N.J. Aquilano. <i>Operations Management for a Competitive Advantage</i> , Eleventh Edition. New York: Irwin McGraw-Hill, 2006. 2. Friedman, T.L. <i>The World Is Flat</i> , New York: Farrar Straus and Giroux, 2005.		
Suggested Research Journal : 1. International journal of operations and production management – Emerald Group Publishing 2. Production and Operations Management - Wiley-Blackwell 3. Journal of Industrial Engineering and Management – Peer Reviewed Journal 4. Annals of Operations Research- Springer Science+Business Media		
Suggested Case Studies: Krishnaswamy K. N., Mathirajan. M. “Cases in Operations Management”, PHI Learning		

MBA Part – I Semester – II Paper - XIII Management Information System		
Course Outcome	After completion of course students will be able to – 1. Identify the process of decision making at various levels of management in an organization. 2. Understand the importance of information and information system in an organization. 3. Illustrate the need of different types of information system for top Management. 3. Choose and make use of ERP application in business.	
Syllabus Contents		
Unit 1	Information System Introduction to Information: Types, Characteristics, Value of Information, Need of information at different management levels	15 Hours
	Introduction to system: Elements, Characteristics of system ,Elements and types of system Introduction to Information System: Definition, Components and Role of IS System Development Life Cycle: Phases in SDLC Introduction to Decision Making: Concept, Managers and decision making, phases in decision making, Types of decisions.	
Unit 2	Types of Information System Major types of information systems in Organization: TPS- Introduction, need and significance KWS: Introduction, need and significance OAS- Introduction, need and significance, MIS – Definition, Scope, Objectives, Characteristics, Applications of MIS in functional Areas: Financial Accounting, Human Resource, Manufacturing, Marketing; Benefits and Limitations MIS	15 Hours
Unit 3	Decision Support System & Executive Support System Decision Support System- Definition, Characteristics, Components of DSS; Group decision support systems - Definition, Need, Components, Characteristics and significance; Executive Support System: Definition, Scope, Functions of an Executive Support System, Significance of Executive Support System.	15 Hours
Unit 4	Enterprise Resource Planning Introduction to ERP- Overview of Enterprise,Integrated Management Information System, Overview of ERP, ERP selection, ERP models and subsystems, ERP Implementation, advantages and disadvantages of ERP. Introduction to SAP: SAP Modules, SAP advantages, carriers in SAP.	15 Hours

References:

1. Management Information Systems – Managing the Digital Firm, 9th Edition, K C Laudon, J P Laudon, PHI / Pearson
2. Management Information System, Hitesh Gupta, International Book House PVT. LTD
3. Decision Support Systems and Data Warehouse, B. Ravinath, New Age International Publishers
4. Information systems management in practice – Ralph H. Sprague Jr. & Barbara C. McNurlin
5. Information system concepts for management – 4th edition Lucas
6. Enterprise Resource Planning, Alex Leon

Suggested Additional Reading

ePGPathshala: Engineering and technology Subject: Management Paper Name: P-06 Management Information System, URL: <https://epgp.inflibnet.ac.in/ahl.php?csrno=23>

ePGPathshala: Engineering and technology Subject: Computer Science Paper Name: P-URL: <https://epgp.inflibnet.ac.in/ahl.php?csrno=7>

ERP system implementation in large enterprises – a systematic literature review
<https://www.emeraldinsight.com/doi/full/10.1108/JEIM-07-2014-0071>

Executive/Distance Mode MBA -I SEM-II PAPER-XIV APPLICATION OF OPERATION RESEARCH IN MANAGEMENT		
Course Outcomes	1. Understand concept of Operations Research with special reference to industry 2. Analyze Transportation and Assignment problems. 3. Apply queuing & inventory models. 4. Operate various decision models for optimization.	
Expected Skills Impartation(Through theory and Practical's)	1. Students will acquire skills leading to optimization of transportation problems. 2. Students will acquire skills leading to optimization of assignment problems. 3. Students will acquire skills leading to optimization of inventory management. 4. Students will acquire decision making skills required for optimization.	
Marks : 80	Total Hours of Teaching: 60	Theory: 60
Syllabus Contents:		
Unit 1: a) Theory	Introduction to OR & LPP- Definition, Concepts, Phases of OR, Application of OR in business & industry, scope & limitations of OR.LPP- Concepts, Formulation of models, diverse problems graphical solutions – simple algorithm –use of slack / surplus / artificial variables max. / Min -big. M problems (optimum sensitivity analysis).	15 hours
Unit 2: a) Theory	Assignment & Transportation Problems- Assignment problem- Concepts, formulation of model-Hungarian method of solution. /maximization, minimization, Prohibited, Multiple solution type problems,/.- balanced/ unbalanced problems. Transportation Problems- Concepts, formulation of model- solution procedure for initial feasible solution & optimality check- balance/ unbalance- maximization/ minimization.-Case of degeneracy.	15 hours
Unit 3: a) Theory	Queuing & Inventory models- Queuing models- Concepts, types of queuing system, characteristics of queuing model, queues in series & parallel birth & Death process. Problems Based on the results of (M/M/I) model. Inventory models- Concept, types of inventories, cost involved, deterministic model, Economic Order Quantity (EOQ) & Economic Batch Quantity (EBQ) with finite production rate, EOQ under price break,-determination of safety stock & reorder levels- lead time.	15 hours
Unit 4: a) Theory	Decision,Simulation,Game theory- Decision theory- Introduction, Decision models-Decision making under risk (EMV criterion, Decision making under uncertainty-Maximin criterion,Maximax criterion,Minimax regret criterion,Laplace criterion. Simulation-Concept- Areas of application- Monto Carlo simulation & its application to problems - in queuing Inventory situations. Game theory- Introduction, Terminology, Pure strategy games, limitations of Game theory.	15 hours
Note:	Note should be given if any (regarding problems on specific topics, defined cases etc.)	
Reference Books:		
1. Operation Research- An Introduction- Taha,Pearson education India publication. 2. Operation Research –S.D. Sharma,Kedar Nath Ram Nath & Company publication. 3. Operation Research for Management- Shenoy, Srivastav,New Age International Publishers.		

4. Operation Research –P.K. Gupta &D.S. Hira,S.Chand publication.
5. Operation Management- Kanti Swaroop & others,Sultan Chand & Sons publication.
6. Principles of Operation Research- Harvey- M Wagner,PHI publication.
Suggested Research Journal : Asia Pacific Journal of Operation Research

MBA -I SEM-II (Dist/Executive) PAPER-XV APPLICATION OF RESEARCH METHODOLOGY TO MANAGEMENT		
Course Outcomes	CO 1: Define various terms used in research process CO 2: Describe research design, sample design and sampling methods CO 3: Apply appropriate methods for data collection for research work CO4: Use appropriate statistical tools for data analysis and interpretation	
Expected Skills Impartation(Through theory and Practical's)	1. Analytical Skills 2. Problem Solving skill	
Marks : 80		
Syllabus Contents:		
Unit 1:	Introduction to Research and Research Design: <ol style="list-style-type: none"> Meaning, objectives & Motivation in research-Types of research –Research Approach _ Research process, relevance & scope of research in management. Ethics in Research. Research Design-Features of good Design, Types of Research Design, Basic principles of experimental Design. Sampling Design- steps in sample Design Characteristics of a good Sample Design, random samples & random sampling Design. 	15 Hours
Unit 2:	Measurement and Data Collection: <ol style="list-style-type: none"> Measurement & scaling techniques- Errors in measurement test of sound measurement, scaling & Scale construction technique. Methods of data collection –Primary data – Questionnaire and interviews. Collection of secondary data. Processing and analyzing data – Measures of central tendency, measures of dispersion and skewness, simple and multiple regression analysis 	15 Hours
Unit 3:	Sampling and Testing of Hypothesis: <ol style="list-style-type: none"> Testing of Samples –Sampling distribution, sample theory determining size of sample, confidence level. Testing of Hypothesis – Procedure for hypothesis testing. Use of statistical techniques for testing of hypothesis. 	15 Hours

Unit 4:	<p>Interpretation of Data, report Writing Plagiarism and research in Functional areas:</p> <p>a) Interpretation of data-Techniques of Interpretation, report writing, layout of a project report.</p> <p>b) Writing and publication of a research article.</p> <p>c) Plagiarism: Meaning, importance of plagiarism in research. Ways of checking the plagiarism. How to avoid or reduce the Plagiarism.</p>	15 Hours
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	d) Research in general management- Research in functional areas – marketing, finance, HR, production.	
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Note:	<p>Students are expected to identify and enlist contemporary social and managerial problems for which research is required. Enlist questions raised out of every social and managerial problem. Prepare statement of a research problem for every social and managerial problems enlisted.</p> <p>Select any one statement of research problem out of above enlisted social or managerial problems and prepare a detailed research design. Design the research for small sample size. Design schedule align with hypothesis and objectives framed. Collect data of minimum 30 samples. Feed data into Ms-Excel import the same into SPSS. Process the data to test hypothesis and to suffice set objectives. Prepare a comprehensive report of research under study. Use layout of project report containing five chapters for righting a report.</p>
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<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Research Methodology - C.R. Kothari 2. Research Methodology - Saranwalla 3 Research Methodology in management Dr. V.P. Michael 4 Methods of social survey research Bajpai 5. Research Methodology in Commerce – S. Mohan, R. Elangovan, Deep & Deep, New Delhi 6. Research Methodology – R. Panneer Selvan, PHI
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MBA - Distance Education MBA – I Semester – II Paper – XVI Business Environment			
Marks : 80	Total Hours of Teaching: 60	Theory: 60	
Course Outcome			
<ol style="list-style-type: none"> 1. Students are able to understand the basic features and nature of Indian economy 2. Able to understand about and analyze Indian agriculture sector 3. Able to understand the industrial profile and problems in India 4. Able to understand about external sector and important international financial organization 			
Unit 1	Introduction to Indian Economic Environment 1.1. Basic features and Sectoral Growth of Indian Economy 1.2. Recent Issues and Challenges before Indian Economy 1.3. Economic Reforms since 1991 1.4. FDI – Concept, Sources and Sectoral inflow of FDI in India		15 Hours
Unit 2	Agricultural Sector in India 2.1. Agriculture- Features, Agrarian Distress- Causes and Remedies 2.2. Recent changes in Cropping Pattern 2.3. Agricultural Export: Volume, Composition and Direction 2.4. Current Trends in Agri-Allied Activities		15 Hours
Unit 3	Industry and Services Sector in India 3.1. Structure and Growth of Industrial Sector, Recent Industrial Policy 3.2. Recent Schemes for Development of MSMEs 3.3. Components and Recent Trends in Services Sector 3.4. Goods and Services Tax : Concept, Provisions and its impact		15 Hours
Unit 4	Public Finance and External Sector 4.1 Recent Trends in Union Budget - Sector wise provisions 4.2 Recent EXIM Policy - Institutional Arrangement for Export Promotion 4.3 Trends in Foreign Trade - Direction of foreign Trade - Balance Payment 4.4 Important International Financial Organizations - IBRD, ADB, IMF		15 Hours
Reference Books:			
<ol style="list-style-type: none"> 1. Agarwal, A. K. (1978). Economic Problems and Planning in North East India, Sterling Publishers Pvt.Ltd, New Delhi. 2. Venkata Reddy, K (2011). Agriculture and Rural Development -Himalaya Publishing House Delhi. Basu, Kaushik (1997), Analytical Development Economics: The Less Developed Economy Revisited 3. Dewett Kewal (2011). Indain Economy C.Chand & Co. Ltd. New Delhi 2011. 4. Economic Survey of India -2017-18 Ministry of Finance, Govt of India 5. GST Manual – GST Council of India , GST Council of India, Ministry of Finance, Govt of India 6. Indian Public Finance Statistics - Ministry of Finance, Govt of India 7. Irfan Habib, (2006). Indian Economy 1858-1914: A People’s History of India, Vol.28, Tulika, 2006. 			

Suggested Additional Readings:

1. Economic Survey of India – Government of India
2. Development Report – Government of India Ministry of Industry Government of India
3. Ministry of Agriculture Government of India
4. Ministry of Foreign Affairs Government of India
5. Reports by Hindu on Agriculture, Industry and environment.

MBA Part-II

MBA – DISTANCE MODEMBA -II SEM-III PAPER- 17 CORPORATE POLICY AND STRATEGIC MANAGEMENT	
Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. Comprehend the concept and process of strategic management 2. Recognize various tools used for strategic choice 3. Understand the concept of Corporate Governance and CSR
Marks : 100	
Syllabus Contents	
Unit 1:	A. Strategic Management - Meaning, Characteristics of strategic management. Over view of strategic management process. B. Strategic Vocabulary -Vision, Mission, goal, objectives, strategists, business models. C. SWOT Analysis: External and internal Business environment appraisal, SWOT Matrix, Introduction of VUCA.
Unit 2:	A. Corporate-Level Strategy - Expansion, Stability, Retrenchment and combination B. Business Level Strategy -Generic business strategies; Survival and Growth strategies. C. Strategic Choice Models - BCG Matrix, Porter’s 5 force model, Gap analysis Tailoring strategy to fit specific industry - strategies for competing in emerging and Growing market.
Unit 3:	A. Strategy Implementation: Inter-relationship of formulation and implementation, Project Implementation, B. Procedural implementation, Resource Allocation, Behavioral implementation, Structural implementation, Functional implementation.
Unit 4:	A. Strategy Evaluation & Control - Strategy Evaluation: B. Importance, Overview of strategic evaluation, strategic control, Operational Control, Techniques of strategic evaluation and control

Reference Books:

1. Crafting and Executing Strategy; Arthur A. Thompson, A. J. Strickland, John E. Gamble, Arun K. Jain; The Mc. Graw Hill companies
2. Exploring Corporate Strategy; Gerry Johnson, Kevan Scholes, Richard Whittington; Pearson
3. Strategic Management and Business Policy; Azhar Kazmi; The Mc. Graw Hill companies
4. Business Policy and Strategic Management; P. Subba Rao; Himalaya Publishing House

Suggested Research Journal :

1. Business Policy; ICAI
2. Harvard Business Review

MBA – DISTANCE MODEMBA -II SEM-III
PAPER N. 18
INDIAN ETHOS AND BUSINESS ETHICS

Course Objectives	<ol style="list-style-type: none"> 1. To understand management concepts 2. Understandings of cultural variation 3. Recognizing and analyzing ethical issues
Course outcome	<p>Students of this course will able to do:</p> <ol style="list-style-type: none"> 1. Identify the features of Indian ethos 2. Understand the way of righteousness in the Religion Scriptures 3. understand sources of organizational ethical culture and different behavior 4. Understand dynamics of ethics in management

Marks : 100

Syllabus Contents:

Unit 1:	<p>Introduction and Evolution of Management: Definition, Scope of management. Different levels of Management and skills required. Management by Objectives (MBO) – Definition, Meaning and Significance, MBO process. Classical Approach-Scientific Management Approach- Behavioral Approach-Human Relations Approach- Contingency, Operational Approach.</p>
Unit 2:	<p>Functions of management: Planning- nature, types and limitation of planning. Organizing- meaning, Process, Organization structure, Types of organizational structure. Staffing- concept, need and importance, process. Directing- concept, need and principles of directing, methods - Steps in Control Process-Need-Types of control Method- Techniques of Controlling-Benefits.</p>
Unit 3:	<p>Indian Ethos: Meaning, Features, Need, History, Relevance, Principles, Requisites, Elements, Role of Indian Ethos in Managerial Practices. Management Lessons from Religion Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata. Management lessons from Bible, Management Lessons from Quran, and Management Lessons from Kautilya’s Arthashastra. Indian Heritage in Business Management, Production and Consumption.</p>
Unit 4:	<p>Business Ethics: Theory Business Ethics -Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. Trusteeship Management-Gandhi and Philosophy of wealth management. G.D. Birla and J.R.D Tata policies and practices of business Ethics. Ethics in Business Disciplines- Ethics and HRM, Ethics and Marketing, Ethics in Finance and Accounting, Ethical implications of Technology. Ethics and Information Technology, Consumerism and Ethics, Ethics in Advertising.</p>

References-

1. Koontz and Weihrich-Essentials of Management, McGraw-Hill
2. Peter Drucker- Essentials of management
3. Robbins Stephen P. and Decenzo David- Fundamentals of Management
4. Sherlekar S.A.-Modern Business Administration and Management; Himalaya Publishing House
5. L.M. Prasad-Principles of Management
6. R.M. Srivastara-Principles of Management
7. M. K. Gandhi, Trusteeship
8. Indian Ethos in Management: Tushar Agarwal and Nidhi Chandorkar: Himalaya Publishing House
9. Business Ethics and Value System: H.C.Mrutunjaya; PHL Learning..

Suggested Research Journal :

- Vikalp-IIM Ahamdabad
- Visison-MDI, Gurgaon

MBA – DISTANCE MODEM.B.A.-II SEM-III ELECTIVE I: MARKETING MANAGEMENT PAPER-I SALES AND DISTRIBUTION MANAGEMENT	
Course Outcomes:	After studying this course students will be able to – <ol style="list-style-type: none"> 1. Understand sales management functions and sales forecasting 2. Illustrate sales force management 3. Demonstrate personal selling process 4. Explain logistic management 5. Understand advances in Supply Chain Management
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Interpersonal Communication 2. Selling Skills 3. Analysis and Interpretation
Marks :100	
Syllabus Contents:	
Unit 1	Sales Management – Evolution, Definition, sales management functions, place & importance of sales management in the organization. Sales forecasting – Meaning, Importance, Types of forecasting, Forecasting methods and procedure, Importance, merits & demerits of various methods. Sales related marketing policies
Unit 2	Sales Force Management –Determining size of sales force, Determining kind of sales personnel, Controlling sales personnel, evaluating and supervising , Sales Meeting & Sales Contests, Sales Quota, sales Territory, Sales control and cost analysis – The sales audit, sales analysis, marketing cost analysis
Unit 3	Personal Selling –Importance of personal selling, Formulation of personal selling strategy, Personal selling objectives, Personnel selling situations, Personal Selling Process, Characteristics of good sales person, Selling skills, Negotiation Skills, Different phases of negotiation, B2B Selling
Unit 4	Logistics & Supply Chain Management - Definition & scope of logistics, key logistics activities, market logistics decision, emerging concepts in logistics. Concept of supply chain management, need for SCM, advances in SCM.
Note	Case studies can be discussed on topics given in syllabi.
Reference Books	<ol style="list-style-type: none"> 1. Sales Management: Decision, Strategies and Cases- R.R.Still , E.W.Cundiff ,N.A.P.Govani, Pearson Education 2. Sales and Distribution Management – K.K. Havaldar, V.M. Cavale, Tata McGrawHill Company 3. Professional Sales Management -Anderson, Hair and Bush, McGraw Hill Company 4. Effective Salesmanship – Richard T. Hise 5. Sales Management – RustomDavar 6. Marketing Management- Kotler, Keller, Koshy, Jha, Prentice Hall. 7. Marketing Management - Ramaswamy,Namakumari, McGraw Hill Education
Suggested Additional Readings: (if web source then provide url)	
American Marketing Association: https://www.ama.org/Pages/default.aspx .	
Suggested Research Journal :	
<ol style="list-style-type: none"> 1. International Journal of Retail and Distribution Management 2. Indian Journal of Marketing 3. The IUP Journal of Marketing Management 	

**MBA – DISTANCE MODEM.B.A.-II SEM-III
ELECTIVE I: MARKETING MANAGEMENT PAPER-II
INTEGRATED MARKETING COMMUNICATION**

Course Outcomes	<ol style="list-style-type: none"> 1. To make students learn about various means of marketing communication and its effectiveness. 2. To make students understand the importance of marketing communication in marketing. 3. To help them study emerging digital medias and its application in marketing
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Goal setting skills 2. Media management skills 3. Public relation skills 4. Digital marketing skills
Marks : 100	
Syllabus Contents:	
Unit 1	Meaning, Evolution of IMC Role of IMC in Marketing Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales vs. Communication Objectives, DAGMAR, Problems in Setting Objectives, Setting Objectives for the IMC Program
Unit 2	Components of IMC 1. Sales Promotion – Different Types of Sales Promotion, Advantages and Disadvantages. 2. Public Relation and Publicity – Types of PR, Process, Advantages and Disadvantages, Types of Publicity. 3. Direct Marketing – Features, Advantages and Disadvantages. 4. Personal Selling – Features, Advantages and Disadvantages. 5. Advertising – Features, Advantages and Disadvantages
Unit 3	Advertising . Advertising Media---Print, Electronic, Broadcast, outdoor, direct mail, outdoor and transit, digital media. Advantages and disadvantages . Advertising Agencies – Function – Types – In-house Agencies – Direct Response Agencies – Sales Promotion Agencies – PR Firms – Interactive Agencies – Advertising Agency Structure – Client-Agency Relationship – Agency Selection – Agency Compensation
Unit 4	Digital Marketing Digital Marketing: Definition Meaning Scope, Advantages of digital Medium over other media Types of Digital Marketing Search Engine Optimization (SEO) Meaning and application in marketing, Pay-per-Click (PPC) : Meaning and application in marketing, Mobile Marketing: Different kinds of mobile marketing , Social media Marketing: Different social Media Channels, Social media for various businesses Content Marketing: story telling in Social media E-Mail Marketing: The basics of Email marketing

Marketing Analytics. Meaning and application in marketing
Affiliate Marketing. Meaning and application in marketing
Reference Books:
1. Integrated Marketing Communication and Advertising, Prof. Subhashini Naikar, Himalaya publication
2. Marketing Communication Olujimi Kayode 1 st edition, 2014 bookboon.com
3. Foundations of Advertising - Theory and Practice by S.A. Chunawalla Himalaya publication
Suggested Research Journal :
1. The Journal of Marketing
2. Journal of Marketing Communications
3. Journal of Advertising
4. International journal of advertising
5. International Journal of Internet Marketing and Advertising

MBA – DISTANCE MODEM.B.A.-II SEM-III ELECTIVE I: MARKETING MANAGEMENT PAPER-III BUYING BEHAVIOUR AND BRAND MANAGEMENT	
Course Outcomes	<ol style="list-style-type: none"> To Understand The Concept Of Buying Behavior Study And Its Determinants. To Examine The Relationship Between Psychological Factors And Buying Behaviour To Know The Concept Of Brand Management And Brand Building.
Expected Skills Impartation	<ol style="list-style-type: none"> Observation Skill Analytical Skill Interpersonal communication skill
Marks : 100	
Syllabus Contents:	
Unit 1	Introduction of buying behavior, Concept, Need and Scope of the buying behavior study, Players in buying decisions, Buying process, Buying behavior models-Traditional and Modern models, Critically analysis of changing buying behavior models, Factors or determinants of buying behavior- Personal, Psychological, Social, Cultural, Political and Legal and Product characteristics, sellers characteristics, personal characteristics, Market characteristics. Organizational buying behavior- Concept, process, players involved in buying process, influence of their roles in decision making process, factors influencing the organizational buying behavior. Compare and contrast individual buying behavior and organizational buying behavior.
Unit 2	Individual Determinants in buying behavior- Personal factors- Relationship between demographic factors and individual buying behavior. Psychological factors-Perception-Perceptual process, perceptual distortion, Learning- elements and its impact of buying decision. Motivation-goals and need impact on buying behaviour, Personality influences on buying process, Attitude relationship with buying behaviour, Self- image impact on product and brand choice. Social and Cultural- Values, Culture and sub-culture, Social class influence on buying behaviour. Group-Family, Social groups, Formal groups, Friendship and Workgroup, Reference group relationship with buying preferences.
Unit 3	Brand Concept , Difference between Brand & Product and Brand name & trade mark,

	Functions of Branding, Advantages and disadvantages of branding to the marketer, Types of Brands, Changed Aspects of branding-(Brand success can be rapid, Brand value chain is sometimes shortened, Segmentation is somewhat different, Mass customization is a brand reality, nature of customers experience has changed, role of advt, promotion and public relation has changed, size is not longer important, brand loyalty is harder to get and maintain and brand have financial value.) Process of Brand building, Brand Architecture.
Unit 4	Concept of Brand Management, Brand Management Process, Managing Brands-Selecting brand name and logo, brand extension, brand rejuvenation, rebranding, co-branding, brand re-launch, brand proliferation, celebrity endorsement, brand development through acquisition and takeover, brand portfolio restructuring. Brand Positioning. Brand Equity concept, Measuring of brand equity, Brand equity models.
Reference Books:	
<ol style="list-style-type: none"> 1. Suja Nair, Consumer Behaviour, Himalaya Publishing House Pvt. Ltd. 2. Michael Solomon, Consumer Behaviour, Himalaya Publishing House Pvt. Ltd. 3. Leon Schiffma and Leslie LazerKanuk, Consumer Behaviour 4. Keller, Kevin Lane, 'Strategic Brand Management Building, Measuring, and Managing Brand Equity: Prentice Hall. 1998 5. Brand Management the Indian Experience: Vikas Publishing, House Pvt, Ltd., 1999. 6. Mathur, U.C., 'Brand Management: Macmillan India Ltd., Delhi. 2006 7. David.A.Aaker, 'Managing brand equity 8. Consumer Behaviour with DDB Lifestyle Study Data Disk(Consumer Behaviour: Building Marketing Strategy)- Delbert Hawkins, David Mothersbaugh, Published by McGraw-Hill Education. 2009, 11th edition 9. Marketing Management-Raj an Saxena, Tata McGraw-Hill. 10. Kevin Lane Keller, Strategic Brand Management-Building, Measuring and Managing Brand equity, published by Pearson, 2012, 4th edition 	
Suggested Additional Readings: (if web source then provide url)	
https://www.bynder.com/en/blog/secrets-of-coca-colas-branding-and-marketing-strategies/	
Suggested Research Journal :	
Indian Journal of Marketing	
Marketing Management Journal	
Journal of Brand Management by Palgrave	
Journal of Brand Management by Springer	

MBA – DISTANCE MODEM.B.A.-II SEM-III ELECTIVE II: HUMAN RESOURCE MANAGEMENT PAPER-I HUMAN RESOURCE PLANNING AND PROCUREMENT	
Course Outcomes	<ol style="list-style-type: none"> 1. Explain the theoretical foundations of key areas associated with Human Resource Planning in the organization. 2. Apply the HRP practices at various levels in industries or organizations. 3. Analyze the issues and strategies required to select the human resources
Marks : 100	
Syllabus Contents:	
Unit 1	Unit 1: Human Resource Planning: Concept of HRP, Factors affecting HRP,

	Techniques of HRP -employee Forecasting – Trend analysis, Ratio Analysis, Scatter Plot, Computerized Forecasting, Delphi Method, Managerial Judgment, Supply forecasting. Job Analysis - Meaning, Purpose, Methods of Collecting Data, Process of Job analysis; Job design – Techniques of job design,. Concepts of Job Enlargement and Job Enrichment
Unit 2	Unit 2: Procurement of Human Resource Recruitment – Meaning and Process; Factors affecting recruitment, Modern Techniques of Recruitment, Various sources of Recruitments, Challenges in Talent Hunting. Concept of Selection , difference between Recruitment and Selection, Selection Process Interview – Types of Interviews- Preliminary, Core and decision making interview, Principles of Interviewing – Do’s and Don’ts, Closing the interview, Meaning, Importance of Induction Program – formal or informal, individual or collective, serial or disjunctive, Investiture or Disinvestiture, Requisites of effective programme. Placement – concept & process.
Unit 3	Unit 3: Internal Mobility & Employees Separation Internal Mobility: Promotion – Types Of Promotion; Promotion Policy; Transfer; Need , Types And Policies Demotion- Pros & Cons Of Demotion. Separations Policy- Retirement, Resignation, Retrenchment & Dismissal; Quality of Work Life, Employees Approaches towards Work Life Balance & work life integration
Unit 4	Unit 4 :Changing environment of HRM – HRIS- Need, Advantages & Uses of HRIS. Competency Mapping - Concept, Competency Model Pyramid, Application of competency model into various HRM functions, benefits of using competency mapping model in organizations, Benefits of using competency based performance appraisal system.
Reference Books:	
<ol style="list-style-type: none"> 1. Personnel Management by Edwin Flippo. 2. Personnel & Human Resource Management – Text & Cases By P. Subba Rao. 3. Human Resource Management, Gary Dessler Dorling Kindersley Pvt Ltd. 4. Human Resource Management – An Experiential Approach by H. John Bernandin & Joyee E. A. Russell. 5. Human Resource Management- S. S. Khanka (S.Chand & Company Ltd. New Delhi) 6. Human Resource Management and Personnel Management – Aswathappa 7. Armstrong’s Essential Human Resource Management Practice - A guide to people management, Michael Armstrong, Koganpage. 	

MBA – DISTANCE MODEM.B.A.-II SEM-III
ELECTIVE II: HUMAN RESOURCE MANAGEMENT
PAPER-II
HUMAN RESOURCE DEVELOPMENT

Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. Explain the theoretical foundations of key areas associated with HR development in the organization. Recognize various tools used for strategic choice 2. Apply the HRD practices at various levels in industries or organizations.
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	3. Analyze the issues and strategies required to select and develop human resources
Marks : 100	
Syllabus Contents:	
Unit 1	Introduction to Human Resource Development: Concept, Need ,Approaches to HRD, Limitations & Challenges of HRD Interrelationship Between HRM &HRD, Roles &Competency of HRD Professionals, HRD Intervention
Unit 2	HRD Micro & Macro Perspectives: HRD As A Total System, ,Areas of HRD, Performance Appraisal- Meaning Needs & Methods, Staffing for HRD, ROLES of HR Developer, Approaches to Employee Development., HRD Mechanism for Employees, Industrial Relations& HRD, Influence of Motivation on Career Development Activities – career anchors, career mechanism
Unit 3	Employees Training & Development Employees Training: Concept training and Development, Importance of Training, Assessment of Training Needs,, Training Methods – On the job and Offjob Methods, E-Training – Computer Based training, Electronic performance support system (EPSS), Distance and Internet Based Training – Tele-training, Video conferencing, Training via Internet, Learning portals. Management Development -Needs and Importance of Management Development, Methods, Organizational Development Through Human Resource Development. Responsibilities &challenges for trainers.
Unit 4	Application of HRD in Various Sector Characteristics, Objectives, Importance ,Strategies of Application of HRD in Public Sector, Private Sector, Service Sector ,Co-Operative Sector, NGO's
Note:	1. Case Studies on Each of the Aspects Mentioned in the Syllabus need to be discussed. 2. Video cases and Documentary Films relating to the syllabus to be exhibited in the class
Reference Books:	
<ol style="list-style-type: none"> 1. Gary Dessler, Human Resource Management Pearson Education. 2. Dr. D. K. Bhattacharya, Human resource Development, Himalaya Publication House 3. Biswant Ghosh, Human Resource Development and Management, Himalaya Publication House 4. V. N. Srivastava & Girdhar J. Ghyni, Training Manual on Human Resource Management & Organisational Learning, Raj Publishing House 5. Edwin Flippo, Peronnel Management, Tata McGraw Hill 6. P. Subba Rao, Human Resource Management, Himalaya Publication House 	
Suggested Additional Readings	
<ol style="list-style-type: none"> 1. https://www.geektonight.com/human-resource-development-pdf/ 2. https://genesishrsolutions.com/peo-blog/hr-websites/ 3. https://examstime.in/human-resource-development-study-materials/ 4. https://www.mgkvp.ac.in/Uploads/Lectures/47/1420.pdf 	
Suggested Research Journal :	
Journal Of Human Resource Management Review Journal of Human Resource Management Journal of Business and Management	

**MBA – DISTANCE MODEM.B.A.-II SEM-III
ELECTIVE II: HUMAN RESOURCE MANAGEMENT
PAPER-III COMPENSATION MANAGEMENT**

Course Outcomes	<ol style="list-style-type: none"> 1. Gain insights of various conceptual aspects of Compensation and related laws to achieve organizational goals. 2. Evaluate the implication of Job Evaluation methods, incentives and fringe benefits 3. Design a compensation system and policy which is consistent, attracting and retaining high quality workforce in modern organization.
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Skills related to wage and salary determination 2. Skills related to designing of different incentives and compensation plans.

Marks : 100

Syllabus Contents:

Unit 1	Compensation Management: Wage and Salary Administration: Calculation of Wage, Salary, Prerequisites, Compensation Packages, Cost of Living Index and Dearness Allowance, Job Evaluation:- Major Decisions in Job Evaluation, Job Evaluation Methods,
Unit 2	Incentives and Fringe Benefits:- Individual Incentives and organization wide incentives, Designing and operating incentives and deferred compensation plan, Managing Employee Benefits: Nature and types of benefits, employee benefits programs
Unit 3	Employee Contributions: Pay For Performance (PFP): Competency Based Pay, Skill based Pay, Team based pay, Gain and Profit sharing Designing PFP Plans, Merit Pay/Variable Pay. Code on wages 2019 Minimum Wages, Payment of Wages, Payment of Bonus.
Unit 4	Wage Determination: internal and external equity in compensation systems, wage administration in India: wage policy in India, wage boards: structure, scope and functions – Recent Pay Commissions. Executive compensation: - elements of executive compensation and its management, cafeteria compensation , Recent trends in compensation Management:- Restructure pay for remote working, Differentiate rewards for critical digital talent, Measure return-on-investment (ROI) on compensation spending, Golden parachute (VRS)compensation.
Note:	<ol style="list-style-type: none"> 1. Case Studies on Each of the Aspects Mentioned in the Syllabus need to be discussed. 2. Video cases and Documentary Films relating to the syllabus to be exhibited in the class

Reference Books:

1. Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Prentice Hall, 2004.
2. Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education.

3. Compensation Management, ErSoniShyam Singh, Excel Books.
4. Compensation, Milkovich & Newman, 9th edition, 2017, Irwin/McGraw-Hill.
5. Bashker D. Biswas, Compensation and Benefit Design, FT Press, 2012.
6. Steven Balsam, An Introduction to Executive Compensation, Academic Press, 2002.
7. Srivastava S.C., Industrial Relations and Labour Laws, Vikas Publishing House Pvt. Ltd.,
8. Luis R. Gomez-Mejia & Steve Werner, Global compensation - Foundations and perspectives
Routledge,
9. Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson
Education, 2009, 10th Edition.
10. B D Singh, Compensation And Reward Management, Excel Books, 2008
11. Tapomoy Deb, Compensation Management, Text and Cases, Excel Books, 2009, 1st Edition

Suggested Additional Readings

1. <https://www.toolbox.com/hr/performance-management/articles/what-is-performance-management/>
2. <https://www.hibob.com/hr-glossary/compensation-management-planning/>

Suggested Research Journal :

1. IOSR *Journal* of Humanities And Social Science
2. Indian Labour Journal
3. Journal of Human Resource Management
4. Journal of Business and Management

**MBA-DISTANCE MODEM.B.A.-II SEM-III
ELECTIVE III: FINANCIAL MANAGEMENT PAPER-I
INDIAN FINANCIAL SYSTEM**

Course Outcome:	Students of this course will be able to: <ol style="list-style-type: none"> 1. To Describe the Role of Financial Sector in the economy. 2. To recognize availability of various financial markets 3. To analyze the Trading Mechanism in Stock Exchanges. 4. To define different financial services.
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Share Market Skills 2. Banking Skills
Marks : 100	
Syllabus Contents	
Unit 1:	Introduction to Indian Financial System:- Development of Financial System in India, Structure of Indian Financial System, Role of Financial Sector in the economy, Institutional framework of Indian Financial System-Regulatory, Intermediaries, Non-Intermediaries Institutions, Reserve Bank of India(RBI), Securities Exchange Board of India (SEBI) and Insurance Regulatory and Development Authority (IRDA)- their Objectives and Functions

Unit 2	<p>Financial Markets:</p> <ol style="list-style-type: none"> Capital Market: concept, types of markets- primary and secondary, Instruments in Capital Market- Shares, stocks, Debentures, bonds Money Market: concept, Instruments in Money market, Recent Developments, Composition of Money market Commodities & Derivatives Market: concept, Transactions- Swaps, Options and Futures Foreign Exchange Market: concept and characteristics
Unit 3:	<p>Stock Exchanges:</p> <ol style="list-style-type: none"> Stock Exchanges in India: National Stock Exchange (NSE), Bombay Stock Exchange (BSE), Over The Counter Exchange of India (OTCE) and other exchanges, SENSEX and NIFTY Trading Mechanism in Stock Exchanges: Demat, National Exchange of Automated Trading (NEAT), BSE Online Trading (BOLT), Screen based trading c) Depositories: Role of depositories, National Securities Depository Limited (NSDL) and Central Depository Services Limited (CDSL), Eligibility and functions of Depository Participants (DPs).
Unit 4:	<p>Financial Services:</p> <ol style="list-style-type: none"> Venture Capital, Merchant Banking, Hire Purchase and Leasing and Credit Rating. Insurance: concept and importance, types of insurance- Life Insurance and General Insurance, Privatization and Globalization of Insurance in India. NBFCs: Classification of NBFCs, Prudential Norms for NBFCs, Role of NBFCs in asset financing, Asset Reconstruction Companies, Implications of SARFAESI Act.
<p>Reference Books:</p> <ol style="list-style-type: none"> Bhole, L.M.and Mahakud Jitendra (2009),Financial Institutions and Markets,Tata McGraw-Hill Education Private Limited, New Delhi. Khan, M.Y.(2013),IndianFinancialSystem,TataMcGraw-HillEducationPrivate Limited,New Delhi. Pathak, Bharati(2014),IndianFinancialSystem,DorlingKindersleyIndiaPvt.Ltd. Licenseesof Pearson Education in South Asia, New Delhi. Bhalla, V.K.(2004),ManagementofFinancialServices,AnmolPublishingHouse Ramesh Babu(2009),IndianFinancialSystem,HimalayaPublishingHouse,Mumbai. Gordon, E.and NatrajanA.(2015),FinancialMarketsandInstitutions,Himalaya Publishing House, Mumbai. Desai, Vasant(2010),FinancialMarketsandFinancialServices,HimalayaPublishing House, Mumbai. 	
<p>Suggested Additional Reading:</p> <ol style="list-style-type: none"> www.finmin.nic.in www.sebi.gov.in www.rbi.org.in 	
<p>Suggested Research Journals:</p> <ol style="list-style-type: none"> Indian Journal of Finance RBI Bulletin Finance India Journal of Banking and Finance Banking and Finance Review 	

MBA-DISTANCE MODEM.B.A.-II SEM-III ELECTIVE III: FINANCIAL MANAGEMENT PAPER-II FINANCIAL DECISION ANALYSIS	
Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. To evaluate capital structure and dividend decision 2. To manage cash flows by using techniques of cash management. 3. To summarize objectives and provisions of receivables management 4. To differentiate between Merger and Acquisition 5. To analyze the financial management of sick units.
Marks : 100	
Syllabus Contents:	
Unit 1:	Capital Structure Decision and Dividend Decision <u>Capital Structure Decision:</u> Financial leverage, Operating leverages, Indifference points. Approaches to appropriate Capital structure- EBIT- EPS Analysis, Guidelines for capital structure planning, Capital structure policies in practice. <u>Dividend Decision:</u> Determinants of Dividend Policy, Dividend policy in practice. Bonus Shares- regulation, reasons, deciding bonus ratio. Bonus shares and stock splits.
Unit 2:	Cash Management and Receivables Management <u>Cash Management-</u> Motives of holding cash, Factors determining the cash balance, Managing the Cash Flow, Cash Budget, Cash Management models – The Baumol Model, The Miller-Orr Model. <u>Receivables Management</u> - Concept, Costs - Collection Cost, Capital Cost, Delinquency cost, Default Cost. Benefits of Management of Receivables, Credit Policies- Evaluating the Debtor; Credit Analysis and Decision, Credit Terms and Collection Policies. Control of Account Receivables, Heuristic Approach
Unit 3:	Corporate Restructuring a) Reasons for merger, Mechanics of Merger, Cost Benefits of Merger, Terms of Merger, Takeovers, Joint ventures, Managing and acquisition, b) Portfolio Restructuring, Financial Restructuring, Organizational Restructuring.
Unit 4:	Financial Management in Sick Units- Definition of Sickness, Causes of Sickness, Symptoms of sickness, Prediction of Sickness, Revival of a Sick Units.
Note:	Problems should be covered on following topics only. <ol style="list-style-type: none"> a) Capital structure Decisions b) Cash Management and Receivables Management c) Merger and Takeover
Reference Books	
<ol style="list-style-type: none"> 1. Prasanna Chandra, Financial Management- Mc Graw Hill Publication 2. Van Horne, Financial Management- James C., Prentice-Hall Publication 3. Bhalla V.K. Financial Management and Policy- Anmol Publication 4. Khan and Jain ,Financial Management-Mc Graw Hill Publication 5. I.M.Pandey ,Financial Management-Pearson Publication 6. R.P.Rustagi , Principles of Financial Management-Taxmann Publications Pvt Ltd. 7. V.K.Bhalla, Working Capital Management- S Chand Publication 	

8. Scherr F.C., Working Capital Management- Prentice Hall Publication
 9. Rachana Jawa Mergers, Acquisition and Corporate Restructuring in India_ procedure and Case Studies.
 10. Das Ranjan-Corporate Restructuring -Mcgraw Hill Education.
 11. Rabi Narayan Kar and Minakshi -Taxmann's Merger, Acquisition and Corporate Restructuring- Strategies and Practices-, Taxmann Publications (P.) Ltd.

**MBA-DISTANCE MODEM.B.A.-II SEM-III
 ELECTIVE III: FINANCIAL MANAGEMENT PAPER-III
 PROJECT APPRAISAL AND FINANCE**

Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. To understand concept of project management and techniques of project planning & monitoring. 2. To Equip the students with entrepreneurial skills like project formulation, valuation, monitoring and control etc 3. To apply various methods to appraise a proposal to check the feasibility of Project 4. To acquaint the students with the decision making skills to select the projects on various criteria
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Marks : 100

Syllabus Contents:

Unit 1:	Project Planning Introduction to Projects; Nature of planning projects; Project Life Cycle; Identification of projects, Project manager roles and responsibilities, basics of quantitative techniques useful in project planning, preparation and contents of Detailed Project Report
Unit 2:	Project Formulation and Appraisal Project Formulation Project identification, Project formulation and preparation : Market and Demand estimation, market survey, demand forecasting. Cost of project, means of financing, estimates of cost, financial projections. Project Appraisal Criteria Payback period, ARR, NPVI, IRR and risk analysis
Unit 3:	Process of Project Appraisal Technical, economic, financial, legal and social appraisal of the industrial projects. Implementation, Monitoring and Control of Projects Project scheduling, network techniques for resource, project management teams and coordination. Monitoring and post implementation, evaluation of the projects.
Unit 4:	Regulatory Frameworks Governing Projects National Rehabilitation and Resettlement Policy (2007) - Social Impact mitigation; National Environmental Policy (2006) – Environmental Impact Assessment (EIA) and Environmental Management Plan (EMP), PPP based projects, guidelines for formulation of project using PPP mode, standard procedure of formulating tender contract documents for the government and multilateral organizations.

Reference Books

1. Prasanna Chandra, Project : Preparation, Appraisal, Budgeting and Implementation, TataMcGraw-Hill
2. Nagendra P. Singh ,Emerging Trends in Entrepreneurship Development, InterculturalFoundation for Development Management Publisher
3. D.K. Jain, Project Planning and Appraisal in Planned Economy, Uppal Publishing House
4. M. Mohsin ,Project Planning and Control, Vikas Publication House
5. R. Burke, Project Management: Planning and Control Techniques, John *Wiley* & Sons Ltd.

MBA – DISTANCE MODEM.B.A.-II SEM-III ELECTIVE IV: PRODUCTION & OPERATIONS MANAGEMENT PAPER- I OPERATIONS MANAGEMENT STRATEGIES	
Course Outcomes	Students of this course will be able to : <ol style="list-style-type: none"> 1. Describe various Operations Management Strategies. 2. Create comprehensive product development framework. 3. Explain Decision Areas for Formation of operations strategy. 4. Formulate outline for project scheduling.
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Ability to learn various operations management strategies in this global economy. 2. Ability to implement product development process in comprehensive manner. 3. Ability to understand decision areas in operations management strategy. 4. Ability to explain various project scheduling techniques.
Marks : 100	
Syllabus Contents:	
Unit 1	Concept of Manufacturing and Operations Strategy : Operation strategies in global economy–Formation of operations strategy– Formulation & implementation of manufacturing policies – Building competitive advantage through manufacturing policy – Technology management and competitiveness
Unit 2	Product Development : Product Development-Production Process design -Product proven Design- Product life testing- Product designing – standardization and diversification.
Unit 3	Decision Areas: Structural decision areas: –Facilities management- Capacity planning –process technology Infrastructural Decision Areas: -Planning and Control–Quality- responsibilities and accountabilities in operations- Human factor in Production
Unit 4	Production system and project scheduling- Analysis of production system, planning for project production system, crashing, manpower planning through PERT, CPM – Utility data and time cost curves – Direct indirect cost, Optimum cost, and resources allocation and leveling – project programme review – Updated network – Activity based costing.
Reference Books: <ol style="list-style-type: none"> 1) Norman Gaither, Greg Fraizer, “Operations Management” Thomson Asia Pvt. Ltd., Singapore 2) Chary S.N. “Production and Operations Management”, Tata McGraw Hill, New Delhi. 3) Joseph S. Martin, “Production & Operations Management – An applied modern Approach” John Wiley and Sons (Asia) Pvt. Ltd., Singapore 	
Suggested Research Journal : -International journal of operations & production management. -Journal of operations & strategic planning. -Journal of operations management.	
Suggested Case Studies: on Operations strategies in global economy, product development & designing, structural decision areas, project scheduling techniques.	

MBA – DISTANCE MODEM.B.A.-II SEM-III ELECTIVE IV: PRODUCTION & OPERATIONS MANAGEMENT PAPER- II PRODUCTION PLANNING AND CONTROL	
Course Outcomes	Students of this course will be able to : <ol style="list-style-type: none"> 1. Understand objectives, functions and characteristics of PPC 2. Understand forecasting techniques of PPC 3. Explain routing, scheduling and dispatching in PPC 4. Understand applications of computer in PPC
Essential skills Impartation	<ol style="list-style-type: none"> 1. Ability to explain various production planning and control processes. 2. Applications of computer 3. Knowledge of quantitative techniques.
Marks-100	
Syllabus contents-	
Unit-1	Introduction to production planning and control (PPC) -Objective, Meaning, characteristics, stages, functions and scope. Challenges of PPC, factors affecting PPC. Types of planning-job based, batch method, flow method, mass production method, process manufacturing method.
Unit-2	(A) Production planning System -Making the production plan, Process planning, manufacturing planning and control system. Role of PPC in manufacturing industry. (B) Forecasting -Importance of forecasting, types of forecasting and uses, forecasting techniques-qualitative and quantitative.
Unit-3	(A) Routing –Definition, procedure, route sheet, Bill of material, factors affecting routing procedure. Scheduling- definition, standard scheduling methods-job shop, flow shop, line balancing, aggregate planning, chase planning, expediting. (B) Dispatching - Activities of dispatching, dispatching procedure, follow up-definition, types of follow up.
Unit-4	Application of computer in PPC - Computer Aided Process planning (CAPP), Steps in CAPP, benefits of CAPP, ERP production planning module- objectives, features, benefits
Reference Books:	
<ol style="list-style-type: none"> 1. S.N.Chary, "Production and Operations Management" (4th edition), TMH 2. Samuel Eilon, "Elements of Production Planning & Control", Universal publishing corporation. 3. Baffa & Rakesh Sarin, "Modern Production & Operations management", 8th edition, John Wiley, 4. S.K.Sharma, Savita Sharma, "A course in Industrial Engineering and Operations Management", TMH 	
Suggested Research Journal-	
<ol style="list-style-type: none"> 1. Journal of production engineering research and development.-Springer 2. International Journal of Operations and Production Management-Emerald 3. Journal of Operations Management- Wiley online library 	
Suggested case studies on-	
Production Planning, Forecasting, Computer applications in PPC	

MBA – DISTANCE MODEM.B.A.-II SEM-III ELECTIVE IV: PRODUCTION & OPERATIONS MANAGEMENT PAPER- III MATERIALS & INVENTORY MANAGEMENT	
Course Outcomes:	Students of this course will be able to: 1. Describe various functions of materials management. 2. Formulate inventory planning with various aspects. 3. Implement various inventory control techniques. 4. Explain various other aspects of Materials Management
Expected Skills Implementation:	1. Ability to handle all of those tasks related with inventory. 2. Organizational and Communication Skills. 3. Ability to negotiate with suppliers, make profitable deals, organize supply and delivery. 4. Ability to efficiently handle the inventory.
Marks : 100	
Syllabus Contents	
Unit 1:	Introduction to Materials Management: Meaning, Objectives, functions, Importance of materials management, purchasing of material, 5R purchasing, Purchasing cycle, Vendor rating and development, Vendor managed inventory.
Unit 2:	Inventory Planning: Inventory planning-effect on service level, integration with sales forecasting. Purpose of Inventory, Inventory cost, Lot size & safety stock, Material requirement planning, Bill of Material, MRP records, Surplus management.
Unit 3:	Inventory Control: Inventory models - EOQ, Inventory Model with price discounts, Selective Inventory Control techniques – ABC, VED, HML, FSN, fixed period model
Unit 4:	Other aspects of Materials Management: Codification, standardization, material handling, stores management, location of Warehouses, Material Cost reduction techniques, Future of materials management, Challenges in materials management.
Reference Books:	
<ol style="list-style-type: none"> 1. Production and Inventory control handbook – Greene, James –H. 2. Production and Inventory control – McLeavey, Dennis W & Narasimhan SL 3. Manufacturing Planning and Control – Valimari T.E. 4. Materials Management – An Integrated Approach – Prentice Hall India, New Delhi – P. Gopalkrushnan & M. Sudarshan 5. Materials Management – Procedure, Text & Cases – Prentice Hall India – A.K. Dutta. 6. Production & Opn. Management – S.N. Chary – McGraw Hill Publication 7. Operations Management – Amol Gore, Robert Pannizolo – Cengage Learning 8. Materials and logistics Management – Prof. Shailesh Kasande 9. Materials and logistics Management – Dr. L. C. Jhamb 10. Materials Management – Mr. K. K. Ahuja. 	
Suggested Additional Readings:	
<ol style="list-style-type: none"> 1. https://quickbooks.intuit.com/Inventory/Solutions 2. https://www.manageengine.com/DesktopCentral/InventoryMgmt 3. https://www.goodfirms.co/blog/best-free-open 4. https://www.computerworld.com/article/3430223 	

Suggested Research Journals:

1. International Journal of Supply Chain Management and Inventory Management.
2. International Journal of Inventory Research.
3. International Journal of Inventory Control and Management.

Suggested Case Studies:

1. [Inventory Management Amazon FBA - Million Dollar Case Study](#)
2. [Inventory Management Case Study - AB&R \(American Barcode\)](#)
3. [Case Studies of Successful Enterprise Resource Planning](#)

**MBA – DISTANCE MODEM.B.A.-II SEM-III
ELECTIVE V: INTERNATIONAL BUSINESS
PAPER- I
PRINCIPLES OF INTERNATIONAL BUSINESS**

Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. To explain the concept of International Business 2. To develop the understanding of difference between domestic & international business 3. To bring the awareness of International Business Environment & business strategies
Expected Skills Impartation	<ol style="list-style-type: none"> 1. International Business 2. Export promotion; 3. Knowledge of MNC
Marks : 100	
Syllabus Contents	
Unit 1:	Introduction to International Business: Importance, nature and scope of International Business, Advantages and problems of International Business; Modes of entry into International Business, Stages of Internationalization. International Business Environment Economic Integration (Trade Blocks) –Types of Economic Integration.
Unit 2:	International Institutions: International Monetary fund – Functions; Organization & Management; Resources; Financing Facilities & Policies World Bank – Policies of World Bank, Lending Programmes, World Trade Organization – Functions, Organization Structure; India & WTO
Unit 3:	International Trade: Government Influence on trade – protectionism, tariff barriers, non – tariff barriers, regulation of foreign trade; State trading, Financing techniques, Export promotion; Foreign Direct Investment – Forms of FDI; Cost & benefits of FDI; FDI in India. International treaties.
Unit 4:	Multinational Corporations: Characteristics, importance & benefits of MNCs; code of conduct to guide & regulate MNCs; Transfer of Technology – Methods & Issues in Transfer of Technology – Methods & Issues in Transfer of Technology; Global competitiveness – Factors of competitiveness.
Note:	Study the international treaties regarding business Indian government has signed.

<p>Reference Books:</p> <ol style="list-style-type: none"> 1. International Business–Text and Cases by Dr. P. Subba Rao, Himalaya Publishing House, Delhi. 2. International Business by K. Aswathappa, Tata McGraw Hill Education Private Limited, New Delhi 3. International business – Text and Cases by Francis Cherunilam. PHI Learning Pvt. Ltd. New Delhi. 4. International Business by Justin Paul. PHI Learning Pvt. Ltd, New Delhi. 5. International Business by Rakesh Mohan Joshi, Oxford Publication.
<p>Suggested Additional Readings: (if web source then provide url) KD Sushshma, 'Global Fortune – get ready for export import' Penmanbooks.com</p>
<p>Suggested Research Journals :</p> <ol style="list-style-type: none"> 1. Journal of International Business Studies 2. Journal of International Marketing 3. International Small Business Journal 4. International Marketing Review 5. International Business Review 6. Journal of International Management 7. International Journal of Managing Projects in Business 8. Critical Perspectives on International Business

**MBA – DISTANCE MODEM.B.A.-II SEM-III
 ELECTIVE V: INTERNATIONAL BUSINESS PAPER- II
 EXPORT AND IMPORT POLICY**

Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. To Understand Various International Business Dimensions 2. Export Policy procedure 3. Import Policy Procedure 4. How to start Export and Import Business
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Knowledge about Export Import Policy and its procedure 2. Necessary Documents required to start International Trade Business 3. Benefits to understand the government schemes for promoting Import and Export Business 4. Risks in this Business and ways to Avoid
Marks : 100	
Syllabus Contents	
Unit 1:	Introduction: Globalization of Markets, Trends, Effects, Benefits of globalization. Foreign Trade Policy (FTP), Exim Policy, role of EXIM bank and Export Credit Guarantee Corporation (ECGC) in India. Selection of Products, Various Registration Authorities,
Unit 2:	EXPORT –Selection of Importers, Pre shipment and Post shipment Documentation, Certificate of Origin, Free Trade Agreements (FTAs) and Preferential Trade Agreements (PTAs), Importing Countries Rules of origin, Documents required as per the commodity and Country, Overview of various export promotion schemes. Types of Export , General, EOU (Export Oriented Units), SEZ (Special Economic Zones) , EH (Export Houses) , TH (Trading Houses) , SSTH (Super Star Trading Houses)

Unit 3:	IMPORT - Import Procedures, Selection of Exporters, Import of Samples, Trade Enquiry and Finalizing the Terms of Import, Project Import/EPCG, Import Licensing Policy, Custom Clearance of Imported Goods, Custom Duty Calculation, Import General Manifest (IGM), Bill of Entry and Other required documents as per Import Country Customs..
Unit 4:	Export and Import Benefits – Foreign Investment Policy; Sources of Direct Foreign Investment, Foreign Collaborations, Inter Government Loans, Loans from international institutions and External Commercial Borrowings (ECB), FDI policy. Risks of Export and Import business and How to avoid those Risks.
Reference Books: <ol style="list-style-type: none"> 1. New Import Export Policy - Nabhi Publications 2. A Guide on Export Policy Procedure & Documentation – Mahajan 3. Foreign Trade & WTO- M.L.Narasaiah Discovery Publishing House, New Delhi. 4. Foreign Exchange Hard Book – H. P. Bhandari 5. International Business, K. Ashwatthapa, Himalaya Publication. 6. Export Import Management- Justin Paul, Rajiv Aserkar 7. Annual Report (Recent Years) Ministry of Commerce, Government of India 8. India Balance of Payments, RBI Bombay 9. Economic Survey Ministry of Finance Government of India. 10. EXIM Policy & Handbook of EXIM Procedure – VOL I & II 	
Suggested Additional Readings: (if web source then provide url) <ol style="list-style-type: none"> 1. https://dgft.gov.in/sites/default/files/ft17-051217.pdf (Foreign Trade Policy) 2. http://www.pib.nic.in 3. https://www.eximbankindia.in/ 4. www.cbic.gov.in 5. http://www.cbec.gov.in/ 6. http://www.icegate.gov.in/ 7. http://www.nacen.gov.in/ 8. http://www.ltu.gov.in 9. https://cbec-easiest.gov.in/EST/ 10. https://www.india.gov.in/ 	
Suggested Research Journals : <ol style="list-style-type: none"> 1. Journal of International Business Studies 2. Journal of International Marketing 3. International Small Business Journal 4. International Marketing Review 5. International Business Review 6. Journal of International Management 7. International Journal of Managing Projects in Business 8. Critical Perspectives on International Business 	

MBA – DISTANCE MODEM.B.A.-II SEM-III ELECTIVE V: INTERNATIONAL BUSINESS PAPER-III ISSUES IN INTERNATIONAL BUSINESS	
Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. Understanding of International Logistics 2. Understanding role of International transportation. 3. Enhancing knowledge of supply chain management. 4. Creating awareness of Ethics and CSR at international business.
Expected Skills Impartation	<ol style="list-style-type: none"> 1. International Logistics Knowhow and Management 2. International Transportation ways 3. Conceptual knowledge of supply chain management 4. To perform as a Freight forwarder and custom House Agent
Marks : 100	
Syllabus Contents	
Unit 1:	International Logistics: Meaning and objectives, Make or buy Global sourcing, INCO TERMS, Logistical Packaging, Types of shipping, International laws related to logistics and transportation of goods, Financial processing and distribution channels.
Unit 2:	International Transportation:- Importance of Transport in Global Logistics, Containerization, International Sea Transport, Air Transport, Road Transport and Multimode Transport, Characteristics of all Mode of Transport, Factors influencing Mode and Carrier Selection decision. Freight Forwarder, Custom House Agent. Vessel details How to select FF and CHA, CHA License, Containers – Types, Standard Dimension
Unit 3:	International Supply Chain Management: Planning the Global Supply Chain, Risk Management in the Global Logistics, Measuring the Logistic Cost and Performance, Travel Times, Country Sea Ports, Air Ports. Free Trade Zone and their Impact on Supply Chain Management. Customs and Regulations.
Unit 4:	Ethics and CSR in International Business: Business ethics, Social responsibility of Business, Environmental issues, labour issues, TRIPS & TRIMS, Trademark and CopyRights, Intellectual property rights laws and impact on developing countries. Other Agreements on Goods and Services
Reference Books:	
<ol style="list-style-type: none"> 1. International Business – Text and Cases by Dr. P. Subba Rao, Himalaya Publishing House, Delhi. 2. International Business by K. Aswathappa, Tata McGraw Hill Education Private Limited, New Delhi 3. International business – Text and Cases by Francis Cherunilam. PHI Learning Pvt.Ltd. New Delhi. 4. International Business by Justin Paul. PHI Learning Pvt. Ltd, New Delhi. 5. International Business by Rakesh Mohan Joshi, Oxford Publication. 6. International Logistics: The management of International Trade Operations- Pierre A. David 7. International Logistics: Global Supply Chain Management- Douglas Long- Southern Maryland Books. 8. Global Supply Chain Management and International Logistics- Alan E. Branch 	

Suggested Additional Readings: web sources-FEMA Act, Hedging of Currency, World Bank, EEFC, FDI, FII

Suggested Research Journals :

1. Asian Journals of Shipping and Logistics
2. Asia Pacific Journals of Marketing and Logistics
3. International Journals of Shipping and Transport Logistics
4. International Review of Retail, Distribution and Consumer Research
5. International Trade Journals
6. International Journals of Business Governance and Ethics

**MBA – DISTANCE MODEMBA -II SEM-III
ELECTIVE VI: HOSPITALITY MANAGEMENT PAPER-I
FUNDAMENTALS OF HOSPITALITY MANAGEMENT**

Course Outcomes	After studying this course students will be able to- <ol style="list-style-type: none"> 1. Understand nature and characteristics of Hospitality Industry 2. Identify demand and supply in hospitality services 3. Able to analyse 7 P's of marketing of hospitality firm 4. Design blue print for hospitality firm 5. Evaluate services quality of hospitality organization
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Analytical thinking 2. Drawing inference through observations 3. Evaluation

Marks : 100

Syllabus Contents:

Unit 1	Introduction to Hospitality Industry – Meaning and nature, Characteristics of Hospitality Industry, Growth and change in hospitality industry, Factors influencing hospitality industry, Major companies in Hospitality Industry in India, Career Prospects of Hospitality Industry
Unit 2	Service Management in Hospitality – Characteristics of services, 4 I's of services, Service design, Managing Demand and Supply in Hospitality- Service Capacity, Demand for services, Demand and Capacity Interfaces, Strategies to deal with imbalances
Unit 3	Marketing of Hospitality Services – STP for hospitality services, Consumer Behaviour, 7 P's of service marketing – Hospitality Product, Pricing, Place, Promotion, Process, People, Physical Evidence
Unit 4	Service Quality – Quality in Services, Service Quality and Quality Dimensions, Service Quality Model- Gaps Model, SERVQUAL Model of measuring service quality, Improving service quality- Root-Cause Analysis, Blueprinting

Reference Books:

1. Introduction to Hospitality Management - John Walker, Pearson Education.
2. Introduction to Management of Hospitality Industry - Clayton Barrows, Tom Powers, Denis Reynolds, Wiley Publications
3. Hospitality Management -JagmohanNegi, GauravManohar, University Science Press
4. Service Management – CengizHakserver, Barry Render, Pearson Education Inc.
5. Service Marketing –Harsh Verma, Pearson Education

Service Marketing: People, Technology, Strategy – Christopher L.,Jochen W. Jayanta C., Pearson Education

Suggested Additional Readings: (if web source then provide url)

1. <https://www.emerald.com/insight/content/doi/10.1108/09604529910257920/full/html>
2. <https://www.emerald.com/insight/content/doi/10.1108/09604520510634023/full/html>
<http://eds.a.ebscohost.com/>

Suggested Research Journal :

1. Journal of Hospitality and Tourism Research, Sage Journals
2. International Journal of Hospitality and Tourism System, Publishing India Group

Suggested Case Studies:

Case Study on Taj Hotel, Resorts and Places by RohitDeshpande and Mona Sinha- Harvard Business Review

MBA – DISTANCE MODEMBA-II, SEM-III ELECTIVE VI: HOSPITALITY MANAGEMENT PAPER-II HOTEL MANAGEMENT	
Course Outcomes:	At the end of this course students will be able to – 1. Understand various types of hotels. 2. Demonstrate various front office functions. 3. Illustrate housekeeping functions 4. Apply standard housekeeping practices to deliver quality service to the customer. 5. Develop Banquet plan.
Expected Skills Impartation	1. Interpersonal skills to lead/manage employees in a hotel. 2. Ability to collaborate.
Marks : 100	
Syllabus Contents:	
Unit1	Introduction to Hotel Industry - Types of hotels, Advantages and disadvantages of different types of hotels, Various departments of hotel, Organization of Hotel, Types of Hotel ownership, Modes of Hotel Management, Growth and Development of hotel industry in India
Unit2	Front Office Operations - Significance and importance of the front office department, Types of Rooms and Criterion for charging room rents, Room pricing method, Reservation function, Front office functions, Interdepartmental coordination
Unit3	Housekeeping in Hotel Operations: Importance and Functions of Housekeeping- Organization of Housekeeping Departments, Housekeeping SOP (Standard Operating Procedure) & Its Importance, Attributes of staff-Job Descriptions and Specifications, Skill Training and Coordination, Motivation and Employee Discipline, Standard Housekeeping Practices; House keeping as a business.
Unit4	Food and Beverage Production and Service –Introduction to Food and beverage production, Its Importance and classification, Different sections of kitchen, Functions of Food and Beverage department, Types of restaurants, Menu planning, Concept of Banquet- types, functions and recent trends, Banquet planning, pricing
Reference Books:	
<ol style="list-style-type: none"> 1. Denney G. Rutherford, Hotel Management and Operations, 2 Ed., Wiley, 1994. 2. GRaghubalan, Hotel housekeeping Operations and Management, 3/e, Oxford University Press, 2015 3. J M S Negi, Professional Hotel Management, S. Chand Publishing, 2014. 4. Jatashankar R. Tiwari, Hotel Front office and Operations management, Oxford University Press. 5. Peter Jones, Andrew Lockwood, Management of Hotel Operations, Cengage Learning EMEA, 2002. 6. Sudhir Andrews, Hotel House Keeping Training Manual, Tata McGraw Hill Publishers, New Delhi, Edition 2, 2005. 7. Sudhir Andrews, Introduction to Tourism and Hospitality Industry, Tata McGraw-Hill Education, 2007 8. Tarun Bansal, Hotel Facility Planning, Oxford University Press India, 2010 9. Bhakta Anutosh, Professional Hotel Front Office Management, Tata McGraw Hill 	

Education Pvt. Ltd.
Suggested Additional Readings: (if web source then provide url)
1. https://www.emeraldinsight.com/doi/abs/10.1108/09596119010135190
2. https://journals.sagepub.com/doi/abs/10.1177/1938965509354865
3. http://eds.a.ebscohost.com/
Suggested Research Journal :
1. Journal of Hospitality and Tourism Research, Sage Journals
2. International Journal of Hospitality and Tourism System, Publishing India Group
3. International Journal of Hospitality Management, Elsevier Journals

**MBA-DISTANCE MODEMBA -II SEM-III
ELECTIVE VI: HOSPITALITY MANAGEMENT PAPER-III
TOURISM MANAGEMENT**

Course Outcomes	<ol style="list-style-type: none"> 1. To Understand Various Tourism Concepts and Trends in Tourism Market 2. To illustrate Tourism Components 3. To Know Role of Tourism Organization in Tourism Development 4. To Analyze the Opportunities and Challenges in Tourism Sector 5. To Develop a Tourism Marketing Mix
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Design Tourism Product 2. Marketing Mix Management 3. Observation skill about Tourism Opportunities
Marks : 100	
Syllabus Contents:	
Unit 1: a) Theory of Tourism	Tourism Concept- Meaning, Definition of Tourism, Need and Importance of Tourism, Evolution of Tourism, Various Forms of Tourism, Emerging Trends in Tourism Development. Tourism Components- 5A's i.e. Accommodation Accessibility Amenities, Attractions and Activities and its impact on tourism. Compare and contrast inbound and outbound tourism with respect to 5A's
Unit 2: a) Theory of Tourism Resources	Role of Tourism Resources in tourism Development- Availability of tourism resources in India-natural, manmade, cultural, social, business and other. Indian Tourism Policies about Tourism Planning and Development. Tourism Organization- Meaning/Definition, Organizational structure and its role in

	tourism development e.g. United Nations Educational, Scientific and Cultural Organization (UNESCO Indian Tourism Development Corporation(ITDC) , Indian Association of Tour Operators(IATO) and State tourism development corporations like MTDC.
Unit 3: a) Theory Tourism management	Concept of Tourism management -Functions of Tourism management – Transport System in tourism- Role of IRCTC for tourism promotion in India – Travel Agency and Tour Operation- concept and role in tourism. Accommodation options in tourism –Information Technology and its application in tourism. Regulation in tourism management. Challenges and opportunities in tourism sector in changing world.
Unit 4: a) Theory Tourism marketing	Tourism Marketing Mix: Meaning/Definition, 7P's in Tourism Mix Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding Decisions, Pricing Decision – Pricing Strategies and Methods preferred to set the price of product. Issues in tourism marketing, Principles in tourism marketing. Uses of social media marketing for tourism promotion. Role and importance of Physical Evidence in tourism marketing. Service-scapes concept and it's role in tourism marketing.
Reference Books:	
<ol style="list-style-type: none"> 1. Stephen J(2007), Tourism Management, Elsevier Limited, USA. 2. A.K.Bhatia, Tourism Development – Principles & Practices 3. K.K.Kamra&M.Chand, Basics of Tourism 4. JagmohanNegi, Tourism & Travel : Concepts &Principles 4. Dr.ShubhadaMarathe, Tourism Management 5. R.B. Gupta, Transportation Management 6. A.K.Bhatia, The business of Travel Agency & Tour operation Management 7.Philip T. Kotler, John T. Bowen, Marketing for Hospitality and Tourism 8. BhardwajD and CO(2006), International Tourism-Issues and Challenges, Kanishka Publisher, New Delhi 	
Suggested Additional Readings: (if web source then provide url)	
http://tourism.gov.in/ http://tourism.gov.in/maharashtra	
Suggested Research Journal :	
International Journal titled-Tourism Management - - Elsevier Indian Journal of marketing	

MBA-DISTANCE MODEM.B.A.-II SEM-IV CHH. SHIVAJI MAHARAJ – THE MANAGEMENT GURU	
Course Outcomes	
<ol style="list-style-type: none"> 1. Students of this course will be able to: 2. Describe functions and skills adopted by Chhatrapati Shivaji Maharaj. 3. Relate Strategies used by Chhatrapati Shivaji Maharaj with Modernmanagement. 4. Evaluate the planning and strategic options. 5. Design the planning and strategic options. 	
Course Objectives:	<ol style="list-style-type: none"> 1. To expose students towards different perspectives and concepts of Swarajya in the field of strategic Management. 2. To understand different strategies followed by Chhatrapati Shivaji Maharaj in corporate world. 3. To equip the students with requisite Administration system knowledge, skills &right attitude necessary to provide effective leadership in a global environment
Marks : 100	
Syllabus Contents:	
Unit 1:	<p>Chhatrapati Shivaji Maharaj and Management</p> <ol style="list-style-type: none"> a) Management Activity 1.Management as Process 2.Management as an Activity 3.Management as a Discipline 4. Management as a Group 5. Management as an Art 6.Management as a Science b) Management Function <ul style="list-style-type: none"> • Flawless Planning • Organization, • Human Resource Development, • Co-ordination, • Leadership, • Control • Management of Change • Decision Making, c) Chhatrapati Shivaji Maharaj – Management Skills <ul style="list-style-type: none"> • Fair Administration • Despised Discrimination • Ahead of Time Thinking • Timeless Techniques, relevance to modern management • Communication and Motivation skills • Rational Thinking • Foresight
Unit 2:	<p>Chhatrapati Shivaji Maharaj: Administration Management</p> <ol style="list-style-type: none"> a. Administration of Civil Department, Revenue and Finance,

	<p>Custom and Taxes, Trade and Commerce, Banking, Total Revenue</p> <p>b. Administration of Military Department - Infantry, Cavalry, Navy, Intelligence Department, Fort Management</p> <p>c. Ashta Pradhan Mandal Administration, Secretariat and Judicial Machinery, Concept of Swarajya.</p> <p>d. Welfare leader: Justice System, cultural system, economic system, social and cultural systems, conflict resolution and rewarding systems.</p> <p>e. Chhatrapati Shivaji Maharaj and Henry Fayol's 14 principles. Shivaji Maharaj and Sun Tzu's thirteen Principles of Art of War.</p>
Unit 3:	<p>Chhatrapati Shivaji Maharaj: Modern management Strategies</p> <ul style="list-style-type: none"> • Battle Management: Battle of Purandar, Battle of Pratapgad, Afjal Khan and Chhatrapati Shivaji Maharaj conference, Arrest in Agra and Escape. • Policy Management: Economic policy, Revenue system and welfare policy of Chhatrapati Shivaji Maharaj • Strategies used by Chhatrapati Shivaji Maharaj implemented in today's corporate world: Guerrilla technique, Innovations, Minimize Risk, Establishing the Sequence of Activities, Proper Judgments, Patience.
Unit 4:	<p>Chhatrapati Shivaji Maharaj: Visionary Leader</p> <p>a) Leadership Traits. Ethical setup, Diplomacy, continuous improvement, expansion policy, mergers and acquisition, conversion of Vision to reality, Shivaji Maharaj and Alexander, Shivaji Maharaj and Julius Caesar</p> <p>b) Shivaji Maharaj as tactician:</p> <ol style="list-style-type: none"> 1. The principle of the maintenance of the aim. 2. Principle of security 3. Principle of mobility 4. Offensive techniques 5. Economy and concentration of force 6. Surprise attack on the enemy 7. Breaking the outer front and inner front.
Reference Books:	
<ol style="list-style-type: none"> 1. Administrative System of Chhatrapati Shivaji: Relevance to Modern Management – Dr. Kedar Phlke, Publisher; Shri. Shivaji Raigad Smarak Mandal, Pune. 2. Raja Shiv Chatrapati - B. M. Purandare 3. Shrimanyogi - by Ranjeet Desai. 4. Chhatrapati Shivaji Maharaj memorial book by Dr. Jaysingrao Pawar. 5. Shivaji the Great republished by Dr Balakrishna published by Shivaji University, Kolhapur. 6. Shivaji his life and times – Gajanan Bhaskar Mehendale. 7. The generalship of Alexander the Great – J.F.C. Fuller. 8. Hannibal – enemy of Rome – Leonard Cottrell 9. Julius Caesar – Man, Soldier and Tyrant – J.F.C. Fuller. 	
Suggested Case Studies: on	
Management Function, Modern management Strategies, Management Skills	

MBA – Distance Mode MBA –II SEMESRTER IVPAPER-26 ENTREPRENERSHIP AND PROJECT MANAGEMENT	
Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. Understand the significance of Entrepreneurship in economic development 2. Understand institutional support system for organizational development 3. Understand different avenues of entrepreneurship 4. Evaluate project feasibility based on functional viability
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Entrepreneurial Skills 2. Leadership Skills 3. Organizational Skills
Total Marks 100	
Syllabus Contents:	
Unit 1:	<ol style="list-style-type: none"> A. Entrepreneurship- Concept of entrepreneurship, Evolution of the concept, characteristics of successful entrepreneur. B. Theories of entrepreneurship- McClelland’s Theory of Need for achievement- Max Weber’s Theory of social belief- Hagen’s Theory of social change C. Link between Entrepreneurship and economic development. D. Classification of Entrepreneurs based on nature of business
Unit 2:	<ol style="list-style-type: none"> A. Institutional Support for Start-up; Role and importance of KVIC, NIESBUD, DIC, SIDC, SIDBI, SFC. B. Venture capital; Meaning, importance, process and Venture capital funding in the Indian Scenario. Angle funding C. Sources of finance: long term, medium and short term financing D. Incubation center: Meaning, Role and importance, Center for innovation, incubation and Entrepreneurship IIMA, NSRCEL, IIM Bangalore.
Unit 3:	<ol style="list-style-type: none"> A. Intrapreneur- concept, importance, intrapreneurial culture B. Women Entrepreneur: Concept, Functions and Problems; C. Rural Entrepreneurship: Meaning, Need and Problems; D. Social Entrepreneurship: Meaning, Difference between Business and social Entrepreneurship
Unit 4:	<ol style="list-style-type: none"> A. Project: Meaning, Characteristics, Classification, Project Cycle. B. Project Idea: Generation: Sources of idea generation; New product development process; Product planning and development strategy C. Project Formulation: Meaning; Stages of project formulation; Risk and uncertainty in investment decisions; Project Profitability Projection. D. Project Design and Network Analysis: Importance of network analysis, PERT and CPM
Reference Books:	
<ol style="list-style-type: none"> 1. Essentials of Entrepreneurship and Small Business Management; Thomas W. Zimmerer, Norman Scarborough; PHI 2. Entrepreneurship- New Venture Creation; David H. Holt; PHI 3. Entrepreneurship Development; Dr. S. S. Khanka; S. Chand 4. The Dynamics of Entrepreneurial Development and Management; Vasant Desai; HPH 5. Entrepreneurship; R.V. Badi and N. V. Badi; Vrinda Publications 6. Theories of Entrepreneurship; Vasant Desai; HPH 	
Suggested Additional Readings: (if web source then provide url)	
<ol style="list-style-type: none"> 1. Business Legends; GeetaParimal 2. Stay Hungry Stay Foolish 3. www.entrepreneur.com 	
Suggested Research Journal : Entrepreneur	
Journal of Entrepreneurship and innovation in emerging economics	
Journal of business venturing	

**MBA-DISTANCE MODEM.B.A.-II SEM-IV PAPER NO. 27
INTERNATIONAL BUSINESS**

Course Outcomes	<ol style="list-style-type: none"> 1. To explain the concept of International Business 2. To develop the understanding of difference between domestic & international business 3. To bring the awareness of International Business Environment & business strategies
Expected Skills Impartation	<ol style="list-style-type: none"> 1. International Business 2. Export promotion; 3. Knowledge of MNC

Marks : 100

Syllabus Contents:

Unit 1:	<p>Introduction to International Business: Meaning, Importance, nature and scope of International Business, Modes of entry into International Business, Stages of Internationalization. International Business Environment – Economic, Political, Technological, Social & Cultural Environment; Economic Integration (Trade Blocks) –Types of Economic Integration.</p>
Unit 2:	<p>International Institutions : International Monetary fund – Functions; Organization & Management; Resources; Financing Facilities & Policies World Bank – Policies of World Bank, Lending Programmes, World Trade Organization – Functions, Organization Structure; India & WTO</p>
Unit 3:	<p>International Trade : Government Influence on trade – protectionism, tariff barriers, non – tariff barriers, regulation of foreign trade; State trading, Financing techniques, Export promotion; Foreign Direct Investment – Forms of FDI; Cost & benefits of FDI; FDI in India.</p>
Unit 4:	<p>Multinational Corporations: Characteristics, importance & benefits of MNCS; code of conduct to guide & regulate MCS; Transfer of Technology – Methods & Issues in Transfer of Technology – Methods & Issues in Transfer of Technology; Global competitiveness – Factors of competitiveness; Role of</p>

Innovation in competitive advantage.

Reference Books:

1. International Business – Text and Cases by Dr. P. Subba Rao, Himalaya Publishing House, Delhi.
2. International Business by K. Aswathappa, Tata McGraw Hill Education Private Limited, New Delhi
3. International business – Text and Cases by Francis Cherunilam. PHI Learning Pvt. Ltd. New Delhi.
4. International Business by Justin Paul. PHI Learning Pvt. Ltd, New Delhi.
5. International Business by Rakesh Mohan Joshi, Oxford Publication.

**M. B. A. DISTANCE MODE SEMESTER - IV
PAPER-XX : PROJECT REPORT AND VIVA**

Student has to undergo a practical training of minimum fifty days. MBA being professional course it is essential for each student to practically apply or understand theoretical concepts what he/she learn during the course. During the training programme student is expected to collect vital information through internal and external source so as to reach concrete conclusions on the given subject. Student has to prepare the project report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his/her personal record. Students may prepare additional copies for the organization guide etc.

A viva-voce examination will be conducted before the Semester IV examination. A viva voce committee will be appointed by the university. A committee will consist of 4 members. Every district will have a separate committee for viva-voce.

A viva-voce committee will be appointed by the university. A committee will consist of 3 members.

Constituent of the committee for viva voce

1. Chairman of the committee – Doctorate in the concern faculty
2. Member of the committee - Doctorate in the concern faculty
3. Member of the committee - Doctorate in the concern faculty

Guidelines for the project report

Declaration from the student that the research work is not copied from any other existing reports.

Certificate of the guide - Guide should certify that the research work is original and completed satisfactorily under his guidance.

The Chapter scheme for the project report will be as follows Chapter No. I : Introduction to the study.

- 1.1 Introduction
- 1.2 Objectives and importance of the study
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

Chapter No. II : Introduction to the organisation

- 2.1 Introduction to the industry
- 2.2 Brief History of organisation
- 2.3 Subsidiaries, Associates of the company
- 2.4 Departments/Manufacturing process
- 2.5 Important statistical information
- 2.6 Future prospect
- 2.7 Organisation Structure

Chapter-III : Theoretical Background

Basic concepts Necessary theoretical inputs may be added to support the research work.

Chapter-IV : Data Analysis and Interpretation

Data should be analysed with help of various tools studied in the Subject "Application of Research Methods in Management".

CHAPTER-V : FINDINGS/OBSERVATIONS CHAPTER-VI :
SUGGESTIONS/CONCLUSION

Appendix

The document charts, questionnaires, tables, schedules etc. which are actually referred to in the body of the project report (this consists of chapters I to V) are to be included under appendix or appendices.

So, the appendices may include.

Questionnaires used for collecting information. Schedules used for collecting information. Tables formed for presenting the data.

Documents/forms etc., referred to in the body of the project report. Diagram, graphs etc. referred to in the body of the project report.

Guide student meeting record form.

Joining letter of industry Progress reports duly signed Performance appraisal report duly signed by industry authority

Bibliography

Bibliography means list of books, journals, published work actually referred to or used in the writing of the project report. This is not a separate chapter. The bibliography has to be written in a specific manner

The above guidelines are not the prescription on writing the project report but can be used as a milestones while writing the Project Report. The guide has the every discretion to change the chapter scheme as per the requirement

Note : 1) There should be proper linkage between objectives, data analysis and interpretation, findings and suggestions.

2) Student should not use logos and name of company on the project report pages. Header and Footer shall consist of university name and institute name respectively. No other information should be included in the Header and Footer.

3) Use of colours in text matter should be avoided.

4) Student has to check the plagiarism percentage of project report before submission of the hard copy of the project report. The accepted plagiarism level is less than Five percent. Plagiarism check should be done at Shivaji University's library. Plagiarisms check done at any other institutes or at any other softwares will not be accepted. Plagiarism check report should be attached in the hard copy of the project report.

JOINING REPORT

Date:

To,

The Director,

.....

.....

..... Sub: Joining Report

Respected Sir,

I, Shri/Ms.

.....have joined
..... for the
summerin-plant training from..... for the Project Work to be carried
out.

I would be carrying out project work under the guidance and supervision of Shri. /Ms.
..... (designation)

..... in
..... area. The title of my project work is

I shall join the college immediately after completion of my training i.e. on 1st August 20
without fail.

(Name & signature of the Student) (Name and Signature of the Industry Guide)

Seal of Organization

MBA – DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE I: MARKETING MANAGEMENT PAPER-IV SERVICES MARKETING AND RETAIL MARKETING	
Course Outcomes	<ol style="list-style-type: none"> 1. EXPLAIN the role of Extended Marketing Mix in Services 2. ANALYSE the significance of services marketing in the Indian and global economy 3. EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment 4. DEVELOP marketing mix for various services offering 5. ANALYSE the contemporary issues affecting Retail marketing decisions 6. EVALUATE the effectiveness of Retail marketing mix used by different Retail formats 7. FORMULATE effective retail marketing strategy
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Selling and negotiation skill 2. Communication skill
Marks : 100	
Syllabus Contents:	
Unit 1	Services Marketing- An Insight into Emerging Sector of Economy Introduction, Nature & Definition of Services, Difference between goods & Services: Service-Continuum, Key classifications of the Services, Service Characteristics; Traditional elements of Services Mix; Need for extended marketing mix elements in Services. Need to study Service Marketing: Evolution of Services as Value Contributors, Service Sector beyond 2020 - Indian, Asian & Global perspectives
Unit 2	Role of Process, People & Physical Evidence in Services Marketing: Process - Service system - Service system, Servicescape and Servuction system, Importance of Process in Services; Service Blueprint; Mapping the Process- Horizontally & Vertically; Variety in Service Process; Value addition in Process. People- The Key to a Service Marketing; People Dimensions in Services Marketing; Service Encounters; High- Contact & Low-Contact Services; Emotions in Service Situations; Service Profit Chain; Service Culture Physical Evidence- Contribution of Physical Evidence to the Service Understanding, Managing the Physical Evidence in Service Marketing
Unit 3	Introduction to Retailing: Meaning, Nature and Scope of Retailing, Evolution of Retailing, Global and Indian Scenario in retailing, Drivers of Retail change in India, Opportunities and Challenges in Retailing in India, Major Players nationally and internationally Importance and Functions of Retailing, Classification of Retailing, Product Retailing vs. Service Retailing, Online Retailing: Different platforms on online retailing, Significance of online retailing. Online Retailing strategy
Unit 4	Retail Marketing Strategies: Definition, scope, Importance of Market Segmentation in Retailing, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions and Differentiation Strategies, Limitations of Market Segmentation. Retail Planning Process, Retail Models, Retail “EST” model. Formats of Retailing: Super markets, Hyper Markets, Departmental stores, Convenience store. Retail Institutions categorized by ownership: Independent,

	franchising, leased, vertical marketing system; Non- store Retailing. Store Location -Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Location & Site Evaluation, Site Selection. Store design and Retailing mix, store layout , circulation plan, Floor Space management Retail Merchandising, Understanding Merchandising Management, Activities of a Merchandiser. Planogram, Visual Merchandising
Note:	Student expected to visit organized retail store story like DMart, Star Bazar, Big Bazar to understand organized retail format and Retailing strategy.
Reference Books:	
<ol style="list-style-type: none"> 1. Service Marketing Concepts Applications & Cases Mk Rampal,SI Gupta, Galgotia Publishing Company 2. Services Marketing: People Technology Strategy, by WirtzJochen (Author), Lovelock Christopher (Author), Chatterjee Jayanta, Pearson Education; 8thedition (2017) 3. Services Marketing by Zeithaml, Bitner, Gremler& Pandit, TMGH, 4th Edition 4. Services Marketing: Global Editionby Christopher Lovelock (Author), JochenWirtz, Pearson Education; 7 Edition 5. Services Marketing- Valarie A Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, Mcgrawhill 6. Retailing Management by SwapnaPradhan, TMGH Publication 7. Retail Marketing Management by David Gilbert, Pearson Publication 8. Retail Business Management by R. Perumalsamy, Anmol Publications 9. Retailing Management by Arif Sheikh, Himalaya Publication 10. Retail Management by Gibson, Pearson Publication 	
Suggested Additional Readings	
<ol style="list-style-type: none"> 1. https://www.youtube.com/watch?v=5MBEHY7QOLs 2. https://www.youtube.com/watch?v=xFvbgddv7C4 3. https://www.youtube.com/watch?v=1zYsQSJvbog 4. https://www.youtube.com/watch?v=MnsVEKEqVoM 	

MBA – DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE I: MARKETING MANAGEMENTPAPER-V CONTEMPORARY ISSUES IN MARKETING	
Course Outcomes	<ol style="list-style-type: none"> 1. Analyze the significance of global marketing. 2. Evaluate Segmentation, Targeting & Positioning of global marketing environment 3. Develop marketing mix for rural market offering 4. Formulate effective event management planning 5. Analyze the importance of green Marketing
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Coordination skill 2. Leadership skill
Marks : 100	
Syllabus Contents:	
Unit 1	Global Marketing: Global Marketing Environment, Entry Strategies, Global market segmentation, targeting and Positioning, Global

	Marketing mix- Product Design Decisions, Geographic expansion strategic alternatives, New product in Global Market, Global Pricing Strategies, Global Pricing Policy alternatives, Channel Objectives and constraints, Channel Structure, Advertising decisions in Global marketing.
Unit 2	Event Marketing: Meaning and importance, STP for event marketing, Event Marketing Mix- Product, Price, Place, Promotion, Partnership, physical evidence, People, Programming, Applications of event marketing – Entertainment, Sports, Festivals, Social events, Corporate events
Unit 3	Rural Marketing: Introduction, Characteristics of rural marketing, Rural marketing mix challenges, Rural marketing environment, Rural consumer behavior, STP for Rural Markets, Rural Marketing mix strategies, Services Marketing in rural areas, ICT in Rural Areas, The future of Rural marketing in India. Marketing of Agricultural Inputs, agricultural products, nonfarm products
Unit 4	Green Marketing: What does it mean to be green? The environment and consumption, providing value via green marketing & communications, Consumption paradigms, Green Consumers, the new green marketing paradigm, Designing green products and Innovation, The role of the corporate spokesperson. Outreach and partnerships.
Note:	Student expected to visit organized retail store story like DMart, Star Bazar, Big Bazar to understand organized retail format and Retailing strategy.
Reference Books:	
Global Marketing Management – Keegan W.J., Bhargava N. K., Pearson Education Global Marketing Management – Lee K., Carter S., Oxford University Press Rural Marketing- C S G Krishnamacharyulu ,Lalitha Ramakrishnan, Pearson Education Rural Marketing: Pradeep Kashyap, Siddhartha Raut ,Biztantra, New Delhi Rural Marketing- T P Gopaldaswamy, Vikas Publishing House New Delhi Event Marketing – Preston C.A., John Wiley and Sons Inc., New Jersey Event Marketing and Management – Gaur S., Saggere S. V., Vikas Publications Green Marketing Management, Robert Dahlstrom. # South-Western College Pub; ISBN: 978-0324789140	
Suggested Additional Readings	
“Greenwashing Report 2010” available for free download at http://sinsofgreenwashing.org/findings/greenwashing-report-2010/ . "Green Marketing Myopia," available as a free download at www.greenmarketing.com/files/articles/Stafford-MyopiaJune06.pdf	

MBA – DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE II: HUMAN RESOURCE MANAGEMENT PAPER-IV INDUSTRIAL RELATIONS & LABOUR LAWS	
Course Outcomes	<ol style="list-style-type: none"> 1. Discuss the concepts and theories to manage Industrial Relations and Labor Laws 2. Apply the concept of industrial relations, legal issues to the system in which it operates. 3. Solve industrial Related legal issues used in the resolution of conflict. 4. Design the collective bargaining process, including preparation, negotiation, and settlement
Marks : 100	
Syllabus Contents:	
Unit 1	INDUSTRIAL RELATIONS:- Background of Industrial Relations - objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India - Historical perspective & post-independence period. Causes of Industrial Disputes, Prevention and Settlement of Industrial
Unit 2	TRADE UNION , GRIEVANCES AND DISCIPLINARY PROCEDURE Meaning, Objective, role and functions of the Trade Unions in Modern Industrial Society of India, Grievance - Meaning and forms, sources of grievance, Grievance procedures, model grievance procedure. Disciplinary procedure
Unit 3	COLLECTIVE BARGAINING AND NEGOTIATION Collective Bargaining: Definition, Meaning, Nature, essential conditions for the success of collective bargaining, functions of collective bargaining, importance of Collective Bargaining, collective bargaining process, prerequisites for collective bargaining, implementation and administration of agreements. Forms of Workers Participation in Management
Unit 4	LABOUR LAWS IN INDIA – introduction to different codes. The code on social security 2020 Industrial Relation code 2020 Occupational Safety, Health and working conditions code 2020
Reference Books:	
<ol style="list-style-type: none"> 1. Arun Monappa, Industrial Relations, Tata McGraw Hill Publishing Company Ltd. 2. Dhyan S.N., Industrial Relations Systems, Printwell Publishers 3. John Fossum, Labour Relations, Development, Structure, Process, McGraw Hill Education 4. Mamoria C.B, Dynamics of Industrial relations, Himalaya Publishing House 	

MBA – DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE II: HUMAN RESOURCE MANAGEMENT PAPER-V INTERNATIONAL HUMAN RESOURCE MANAGEMENT	
Course Outcomes	<ol style="list-style-type: none"> 1. Identify the concept of cultural difference, HR Analytics, SHRM and IHRM 2. Assess the theories and methods which can be integrated into practical applications of IHRM and SHRM 3. Design metrics that measure financial impact
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Recruitment skills regarding international assignments 2. Skills required to work in multicultural environment
Marks : 100	
Syllabus Contents:	
Unit 1	Defining international HRM, Difference between domestic and International HRM, Organizational Structure in MNC, Recruiting and selecting staff for International assignments- Introduction, Issues in staff selection.
Unit 2	The role of expatriate training, components of effective pre-departure training, developing staff through international assignments, Key components of an international compensation program, Approaches to International compensation
Unit 3	Performance management of International employees. Models of IHRM- Matching model, Harvard Model, Contextual Model, 5 P European Model.
Unit 4	Country Culture versus MNE Culture. Culture and employee management issues, impact of Country culture on IHRM. Multi-culturalism, Cultural pre-dispositions- Ethno-centralism – Polycentricism – Regio-centricism- Geocentricism. Geert Hofstede’s cultural dimensions, Communication, Leadership and Motivation across cultures.
Note:	<ol style="list-style-type: none"> 1. Case Studies on Each of the Aspects Mentioned in the Syllabus need to be discussed. 2. Video cases and Documentary Films relating to the syllabus to be exhibited in the class
Reference Books:	
<ol style="list-style-type: none"> 1. P. L. Rao, International Human Resource Management – Text and Cases Excel Books 2. M.N Rudrabasavara, Global Human Growth Model, Himalaya Publications, 3. Peter Dowling and Denice Welch, International Human Resource Management, , Cengage Learning 4. RajibLochanDhar, Strategic Human resource Management Excel Books New Delhi 5. Tony Edwards , International Human Resource Management, , Pearson Education 	
Suggested Additional Readings	
<ol style="list-style-type: none"> 1. https://www.geektonight.com/international-human-resource-management/ 2. https://www.aihr.com/blog/what-is-hr-analytics/ 	
Suggested Research Journal :	
International Journal of Human Resource Management, Taylor & Francis Journal of Human Resource Management Journal of Business and Management	

**MBA-DISTANCE MODERN.B.A.-II SEM-IV
ELECTIVE III: FINANCIAL MANAGEMENT
PAPER-IV:
INVESTMENT MANAGEMENT AND PORTFOLIO ANALYSIS**

Course Outcomes :

Students of this course will be able to:

1. Comprehend fundamental concepts of investment avenues.
2. Evaluate risk and return in different investment avenues.
3. Apply Fundamental and Technical analysis in portfolio management.
4. Prepare and evaluate the performance of different investment plans for individual.

Marks : 100**Syllabus Contents:**

Unit 1	<p>Introduction to the Investment Management</p> <p>a) Investment: Introduction, Concept, Objectives, Investment vs. Saving ,Investment v/s speculation, Features of good Investment</p> <p>b) Avenues of Investment: <u>Non-marketable Fixed Income Avenues</u>- Bank Deposit, Fixed Deposit with companies, PPF scheme, PF, National Savings scheme, National Pension Scheme, National Savings Certificates and Ponzi schemes. <u>Marketable Fixed Income Avenues</u>- Preference Shares, FCD, NCD, Bonds, Govt. Floating Rate Savings Bonds, Gilt edged securities. <u>Other Avenues</u>- Equity Shares ,Antiques and Art, Mutual Fund, Life Insurance, Real Estate, Sovereign Gold Bond Scheme, Sovereign Gold Bonds vs. Gold ETF ,Digital Currency-Crypto</p> <p>c) Risk and Return: Meaning of Risk, Types of Risk, Systematic Risk and Unsystematic Risk, Measurement of systematic risk- Calculation of Risk and return, Expected Return of a portfolio, Calculation of portfolio Risk and return , risk-return trade off and precautions to minimize the risk.</p> <p>d) Investment Management Process: Review of investment avenues, Specification of investment objectives, Formulation investment strategy, Selection of securities/assets, Performance Evaluation.</p>
Unit 2	<p>Portfolio Analysis for investment</p> <p>a) Fundamental Analysis: Introduction, Economic Analysis, Industry Analysis and Company Analysis.</p> <p>b) Technical Analysis: Introduction, Technical vs. Fundamental Analysis, The Dow's Theory, Trends, Indicators, Indices and moving averages applied in Technical Analysis.</p> <p>c) Portfolio Analysis: Portfolio Selection, Feasible set of portfolio, efficient set of portfolio-The Efficient Frontier, Selection of optimal portfolio. Random Walk Theory-Assumptions of Random Walk Theory, Capital Asset Pricing Model(CAPM), Efficient Market Hypothesis</p>
Unit 3	<p>Debt and Mutual Fund as Avenues of Investment</p> <p>a)Debt Instruments: Risk in Debt, Innovations in Debt Securities, Structure of Interest Rates in India, Bank Fixed Deposits, Company Fixed Deposits, Introduction to Bond-Features, Bond Valuation, Bond Duration, Bond Yields, Current Yield, Yield to Maturity.</p> <p>b) Mutual Funds: Concept, Advantages of MF, Management of MF, Role of SEBI in MF, Types of Funds- Open-end vs. Close-end Funds, Mutual Fund Types based on Nature of Investment, Investment Objective and Risk Profile. Investment in MF- Investment in Units- Purchase and redemption of units, entry and exit load.</p>

Unit 4	<p>Personal Investment Management at various life cycle stages</p> <p>A) Investment Plans as per Life cycle Stages: a) Young unmarried stage b) Young Married stage: i) Where both partners work ii) If only one of the two partners earns in the family living c) Young Married with Children Stage, d) Married with Older Children Stage e) Pre- retirement Stage f) Retirement Stage. B) Income tax Provisions pertaining to investment plan</p>
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Donald E. Fischer and Ronald J. Jordon, Security Analysis and Portfolio Management, Pearson India Education, New Delhi. 2. V.K. Bhalla , Investment Management, S. Chand Publication 3. Preeti Singh , Investment Management, Himalaya Publishing House, Mumbai. 4. Prasanna Chandra , Investment Analysis and Portfolio Management, Tata McGraw Hill, New Delhi, Mumbai. 5. Punithavathy Pandian, Securities Analysis and Portfolio Management, Vikas Publishing House, New Delhi. 6. N.J.Yasaswy, Personal Investment & Tax Planning, Vision Books Pvt. Ltd., New Delhi. 7. Gerald Krefetz , The Basics of Investing , Vision Books Pvt .Ltd., New Delhi. 8. M. Ranganathan & R. Madhumathi, Investment Analysis and Portfolio Management, Pearson Education, New Delhi. 9. V.A. Adhvani, Security Analysis and Portfolio Management, Himalaya Publishing House 10. Suyash N.Bhatt, Security Analysis and Portfolio Management, Wiley 11. S. Kevin, Security Analysis and Portfolio Management. PHI Learning 	

MBA-DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE III: FINANCIAL MANAGEMENT PAPER-V INTERNATIONAL FINANCE	
Course Outcome:	Students of this course will be able to: 1.To discuss international financial markets and institutions.2.To analyze Exchange Rate Mechanism 3.To appraise Export Import Financing Mechanism. 4.To enumerate Financial Management of Multinational Corporations
Expected Skills Impartation	1. Currency Knowledge 2. Hedging Skills
Marks : 100	
Syllabus Contents	
Unit 1:	International Finance: <ol style="list-style-type: none"> a. Concept and Scope of International Finance, Foreign Exchange Reserve, Balance of payment current Account, Convertibility-Current Account and Capital Account. b. World Financial Markets and Institutions: International Banking, International Bond Market, International Equity Market, World Bank and International Monetary Fund(IMF).
Unit 2:	<ol style="list-style-type: none"> a. Foreign Exchange Market: b. Foreign Exchange Market: Structure, Types of Transactions, Exchange Rate quotations and arbitrage between Exchange rate and Interest Rate c. Exchange Rate Mechanism: Determination of exchange rate in spot market and forward market, Factors influencing exchange rate, Theories of Exchange Rate Behavior. d. Risks in International Operations :Exchange rate risk, Interest rate risk and Political risk.
Unit 3:	Import-Export Mechanism and Finance: <ol style="list-style-type: none"> a. Export Credit Guarantee Corporation, EXIM Bank, Foreign Exchange Dealers' Association of India. b. Export Import Financing Mechanism: Buyers' Credit, c. Suppliers' Credit, Financing in foreign currency for exports and rupee finance d. Non-resident Accounts: Repatriable and Non-Repatriable, Significance of NRA
Unit 4:	Financial Management of Multinational Corporations (MNCs): Foreign Direct Investment, Cost of Capital and Capital Structure of a MNC, Capital Budgeting and Cash Management of MNC, Country Risk Analysis, International Taxation, and Double Taxation Avoidance Agreements.
Note: Problems should be covered on following topics only. <ol style="list-style-type: none"> a. Exchange Rate quotations and arbitrage b. Determination of exchange rate in spot market and forward market. 	

c. Techniques of covering risks
d. Multinational Capital Budgeting
Reference Books:
1. Vij, Madhu (2006), International Financial Management, Excel Books, New Delhi.
2. Avadhani, V.A. (2013), International Financial Management, Himalaya Publishing House, Mumbai.
3. Apte, P.G. (2011), International Financial Management, Tata McGraw-Hill Pvt. Ltd., New Delhi.
4. Rajwade, A.V. and Desai, H.G. (2014), Foreign Exchange International Finance and Risk Management, Shroff Publishers and Distributors Pvt. Ltd., Mumbai.
5. Cowdell, Paul; Hyde; Watson, Alasdair (2000), Finance of International Trade, Financial World Publishing.
6. Cheol D. Eun & Burce G. Resnick (2001), International Financial Management, Irwin McGraw-Hill.
7. M.Y. Khan & P.K. Jain, Fifth Edition, Financial Management, Tata McGraw-Hill
8. P.K. Jain, Josette Peyrard & Surendra S. Yadav (2007), International Financial Management, Macmillan India Ltd.
Suggested Additional Reading:
Multinational Financial Management http://www.ddegjust.ac.in/studymaterial/mba/ib-416.pdf
Suggested Research Journals:
1. International Finance
2. Journals of International Financial Management
3. Indian Journals of Finance
4. RBI Bulletin
5. Finance India

MBA – DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE IV: PRODUCTION & OPERATIONS MANAGEMENT PAPER-IV PRODUCTION PLANNING AND CONTROL	
Course Outcome	Students of this course will be able to : 1. Understand objectives, functions and characteristics of PPC 2. Understand forecasting techniques of PPC 3. Explain routing, scheduling and dispatching in PPC 4. Understand applications of computer in PPC
Essential skills Implementation	1. Ability to explain various production planning and control processes. 2. Applications of computer 3. Knowledge of quantitative techniques.
Marks : 100	
Syllabus Contents	
Unit-1	Introduction to production planning and control (PPC) -Objective, Meaning, characteristics, stages, functions and scope. Challenges of PPC,

	factors affecting PPC. Types of planning-job based, batch method, flow method, mass production method, process manufacturing method.
Unit-2	(A) Production planning System -Making the production plan, Process planning, manufacturing planning and control system. Role of PPC in manufacturing industry. (B) Forecasting -Importance of forecasting, types of forecasting and uses, forecasting techniques-qualitative and quantitative.
Unit-3	(A) Routing –Definition, procedure, route sheet, Bill of material, factors affecting routing procedure. Scheduling- definition, standard scheduling methods-job shop, flow shop, line balancing, aggregate planning, chase planning, expediting. (B) Dispatching - Activities of dispatching, dispatching procedure, follow up-definition, types of follow up.
Unit-4	Application of computer in PPC - Computer Aided Process planning (CAPP), Steps in CAPP, benefits of CAPP, ERP production planning module- objectives, features, benefits
Reference Books:	
<ol style="list-style-type: none"> 1.S.N.Chary,” Production and Operations Management” (4th edition) ,TMH 2. Samuel Eilon,” Elements of Production Planning & Control”, Universal publishing corporation. 3.Baffa & Rakesh Sarin,” Modern Production & Operations management”, 8th edition, John Wiley, 4.S.K.Sharma, Savita Sharma,” A course in Industrial Engineering and Operations Management”, TMH 	

**MBA – DISTANCE MODEM.B.A.-II SEM-IV
ELECTIVE IV: PRODUCTION & OPERATIONS MANAGEMENT PAPER-V
GLOBAL OPERATIONS & LOGISTICS**

Course Outcomes:	Students of this course will be able to: 1. Describe various global operations & logistics strategies. 2. Formulate Supply Chain Network Design. 3. Explain Risk Management in global operations & logistics 4. Outline effective management of global operations & logistics.
Marks : 100	
Syllabus Contents:	
Unit 1	Global Operations & Logistics Strategies Global Logistics, Concepts, GOL Strategies, Strategic Role and strategies of Storage, warehousing, materials handling, Packaging, Inventory, Transport, Information and control, Reverse Logistic in logistics & supply chain management.
Unit 2	Supply Chain Network Design Supply Chain Network Design: Concepts, Supply Chain Network process design: Procurement, Manufacturing, Finished good, factors influence the Supply Chain design network, Designing Supply Chain Network, Network Design cost optimization
Unit 3	Risk Management in Global Operations Operating exposure: Concept, Operating exposure to exchange rate risk and its management- Managing operating exposure-Use of operational flexibility to minimize operating exposure,
Unit 4	Effective Management of Global Operations & Logistics Information management for global logistics – performance measurement & evaluation in global logistics – measuring performance in functional integration, organization structure for global logistics excellence
Reference Books	
<ol style="list-style-type: none"> 1. Global Operations & Logistics (Text and Cases) by Phillippe-Pierre Dornier, Ricardo Ernst, Michel Fender & Panos Kouvelis. 2. Logistics Management by V.V.Sople, Pearson Publication 3. Sunil Chopra And Peter Meindl, “Supply Chain Management – Strategy Planning And Operation”, Pearson Education (Singapore) Pvt. Ltd., Indian Branch, Delhi. 4. Sunil Sharma, “Supply Chain Management”, Oxford University Press. 5. Donald J. Bowersox & David J. Closs “Logistical Management” The integrated supply Chain Process, Tata, Mc-grawhill Edition. 6. S.K. Bhattacharya, Logistics management, S.Chand publication. 7. John T. Mentzer, “Fundamentals Of Supply Chain Management (5th Edition 2007)” Response Books. 	
Suggested Additional Readings: (if web source then provide url)	
<ul style="list-style-type: none"> -National logistics policy -World bank logistics index -National manufacturing policy 	
Suggested Research Journal :	
<ol style="list-style-type: none"> 1. International Journals of logistics research and applications 2. International Journals of logistics management 	

**MBA – DISTANCE MODEM.B.A.-II SEM-IV
ELECTIVE V: INTERNATIONAL BUSINESSPAPER- IV
CROSS CULTURAL MANAGEMENT**

Course Outcomes	Students of this course will be able to: <ol style="list-style-type: none"> 1. Understand of the impact of an international context on management practices based on culture. 2. Explain and evaluate frameworks for guiding cultural and managerial practice in international business. 3. Identify the cross cultural issues in the world. 4. Understand and appreciate the cultural and managerial practice in international business.
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Communication Skills 2. Negotiation skills 3. Decision making skills
Marks : 100	
Syllabus Contents	
Unit 1:	Introduction to culture: Concept, Definition of culture, Characteristics, variables, Fundamentals of cross cultural interaction- social cognition- cultural norms and scripts, selective perception- perceived similarity and attraction, stereotypic expectations- differential attributions-cross cultural interaction model- motivation across culture.
Unit 2:	Roles of Global Manager: The manager as decision maker- cultural differences in optimization model- limits to rationality- ethical dilemmas in decision making. The manager as negotiator-communicating and negotiating across culture- cross cultural communication process- Language- communication styles- other language considerations- language and pragmatics- negotiation and conflict resolution across culture.
Unit 3:	Global Management Challenges: The challenges of multicultural work groups and Teams-Work groups- cultural influences on work groups- managing multicultural work groups. The challenges of international assignments – The role of expatriates- individual staffing decisions – selection of managers for overseas assignments- definition of success- factors affecting expatriate success, Repatriation, Global careers.
Unit 4:	The challenges of managing across culture in future: The changing environment of business-uneven development- influence of transition economies- information and communication technology- pressure on the natural environment. The adaptation of organizations and people- The multinational organizations context- The future of organization of work.
Reference Books:	
<ol style="list-style-type: none"> 1. Cross-Cultural Management Essential Concepts: David C. Thomas & Mark F. Peterson, SAGE publications Inc. 2. Cross-Cultural Management: Text And Cases By Dipak Kumar Bhattacharyya, PHI Learning Pvt.Ltd. 	
Suggested Additional Readings:	
<ol style="list-style-type: none"> 1. http://www.ecsocman.edu.ru 2. http://www.expert.ru 3. http://www.aup.ru/books/i002.htm 4. http://www.cfin.ru 5. http://www.management-ru.ru 	

6. <http://www.managementnews.ru/>
7. <http://www.mevriz.ru>
8. <http://www.rjm.ru>

Suggested Research Journals :

1. [International Journals of Cross Cultural Management](#)
2. [Research in Organizational Change and Development](#)
3. International Journals of Business Environment
4. The International Business Environment
5. Journals of International Business Studies
6. Journals of International Business Research
7. Research in International Business and Finance

MBA – DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE V: INTERNATIONAL BUSINESSPAPER- V INTERNATIONAL MARKETING	
Course Outcomes	<ol style="list-style-type: none"> 1. Student will able to understand the concept of international marketing. 2. Students will learn the market entry strategies. 3. Students will understand, how to take international product, pricing, and promotion and distribution decisions.
Expected Skills Impartation	<ol style="list-style-type: none"> 1. International marketing skills. 2. Strategic skills required for international marketing.
Marks : 100	
Syllabus Contents:	
Unit 1:	Introduction to international marketing Internationalization stages, international marketing decisions, scope of marketing Indian products abroad, driving and restraining forces. Market selection process, determinants of market selection, market profiling, market segment selection
Unit 2:	Market entry strategies. Licensing and franchising, exporting, contract manufacturing, turn-key contracts, fully owned manufacturing facilities, joint ventures, mergers and acquisitions, strategic alliances. Built in export department , separate export department, export sales subsidiary, international division, global organization
Unit 3:	Market coverage strategies. Concentrated marketing strategy, niche marketing, market segmentation and differentiated marketing strategy Product decisions, product, product mix, product life cycle, new product development, branding, packaging and labeling, business environment and product strategies, product communication strategies.
Unit 4:	International Pricing and Promotion Exporter's cost, pricing objectives, factors affecting pricing, pricing methods/approaches, transfer pricing, dumping, steps in pricing, retrograde pricing, export price structure, information requirements for pricing, International channel system, types of intermediaries. major decisions in international marketing communications, communication mix, role of export promotion organizations, trade fairs and exhibitions, personnel selling in international marketing, Problems in international marketing communication.
Reference Books:	
<ol style="list-style-type: none"> 1. International Marketing (text and cases) , Francis Cherunilam , Himalaya Publishing House 2. International Marketing, Analysis and strategy, SakOnkvisit and John J. Shaw by Routledge publication 3. INTERNATIONAL MARKETING WITHIN AND BEYOND VISEGRAD BORDERS , Elena Horská et al. by WYDAWNICTWO EPISTEME publication. 	
Suggested Research Journal :	
<ol style="list-style-type: none"> 1. Journal of International Marketing 2. The International Journal of Research in Marketing 3. Journal of Global Marketing 4. International Marketing Review 	

MBA-DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE VI: HOSPITALITY MANAGEMENT PAPER-IV TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	
Course Outcomes:	After studying this course students will be able to <ol style="list-style-type: none"> 1. Understand concept of travel agency. 2. Identify the future trends in travel agency. 3. Understand scope in tour and travel business. 4. Know the government's rules and policies related to tourism. 5. Develop tour package
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Interpersonal skills to manage employees in a travel business. 2. Analytical thinking and the ability to develop travel plan.
Marks :100	
Syllabus Contents:	
Unit 1	Travel Trade: Historical Perspectives - Evolution of Travel Business- Travel Trade in India- Emergence of Incredible India - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.
Unit 2	Travel Agency: Definition, Concept, Origin of Travel Agency, Development of Travel agency Business. Functions and Organizational structure of travel agency. Approval of Travel agency – Rules of IATA, Dept. of Tourism , Govt. of India (DOT), Travel Agents Association of India (TAAI)
Unit 3	Tour Operations Management: Meaning, Definition, Different functions of a travel agent, Services of Travel Agents – Liaisoning, Counselling, Organizing & Distributing, Functions of Travel Agents – Itinerary planning, reservations, hotel booking, car rental services .
Unit 4	Tour Packaging, Costing and Itinerary Planning: Tour Packaging - Importance, Components, Classifications of Tour Packages. Costing - Types of costs – Components of it- cost sheet Preparation - Tour pricing - Calculation of tour price – Pricing strategies Itinerary Planning - Importance, Types of Itinerary -Resources and Steps for Itinerary Planning - Tour Formulation and Designing Process.
Reference Books	
<ol style="list-style-type: none"> 1. Mohinder Chand, Travel Agency Management, Anmol Publications Pvt. Limited, 2009 2. Sudhir Andrews, Introduction to Tourism and Hospitality Industry, Tata McGraw-Hill Education, 2007 3. Jagmohan Negi, Travel Agency and Tour Operation -Concepts and Principles, Kanishka Publishers, Distributors, 2006 4. Dennis L. Foster, The Business of Travel - Agency Operations and Administration, Glencoe Division, Macmillan/McGraw-Hill, 2011 	

<ol style="list-style-type: none"> 5. Sunetra Roday, Archana Biwal, Joshi Vandana, Tourism Operations and Management, Oxford University Press, 2009 6. Ralph G. Phillips, Susan Webster, Group Travel Operating Procedures, Van Nostrand Reinhold Company, 1993 7. Chuck Y. Gee, James C. Makens, Dexter J. L. Choy, The Travel Industry, Van Nostrand Reinhold Publication, 2011 8. Roday S, Biwal. A & Joshi. V. (2009), Tourism Operations And Management, Oxford University Press, New Delhi, pp-164-296. 9. Goeldner R & Ritchie. B (2010), Tourism, Principles, Practices And Philosophies, John Wiley & Sons, London. 10. Holloway J.C. (2002), The Business Of Tourism, Prentice Hall, London, pp.220-279.
<p>Suggested Additional Readings: (if web source then provide url)</p> <ol style="list-style-type: none"> 1. Travel information Manual – IATA 2. http://www.incredibleindia-tourism.org/articles.html 3. https://www.maharashtratourism.gov.in/ 4. https://tourism.gov.in/ 5. https://saathi.qcin.org/ 6. https://indianvisaonline.gov.in/evisa/tvoa.html
<p>Suggested Research Journal :</p> <ol style="list-style-type: none"> 1. http://www.informaworld.com/openurl?genre=journal&issn=1540-7306 2. Journal of Travel & Tourism Marketing, Volume 39, Issue 1 (2022) 3. https://www.scimagojr.com/journalsearch.php?q=16547&tip=sid&clean=0 4. https://www.longdom.org/tourism-hospitality.html

<p>MBA-DISTANCE MODEM.B.A.-II SEM-IV ELECTIVE VI: HOSPITALITY MANAGEMENT PAPER-V EVENT MANAGEMENT</p>	
Course Outcomes:	<ol style="list-style-type: none"> 1. Understand the concept and importance of Event Management. 2. Analyze the process of marketing and the need for strategic marketing for events 3. Analyze the requirement of clients and do the planning of activity. 4. Create plan for various types of events 5. Able to evaluate the plan developed for events.
Expected Skills Impartation	<ol style="list-style-type: none"> 1. Understand Client Requirement 2. Able to plan and execute Event
Marks : 100	
Syllabus Contents:	
Unit 1	Introduction to Event Management Introduction to Events and principles of event management, type and Size of event, planning and execution of Event, Legalities, permissions and licenses,

	Characteristics of an event manager, The role of an event manager.
Unit 2	Marketing for Events Client need Assessment–customer focus, product focus ,Ideation and planning, creating a master plan for execution, concept and theme development, making and delivering presentations, Introduction to sales and sales pitches, Strategic budgeting and negotiations, Sponsorships, Media plan – designing a media plan, Introduction to email marketing and copywriting
Unit 3	Event Planning and Management Planning an event – steps, Feasibility study, site survey and inspection, venues, time and scope of work, Understanding event and stage design and layouts – putting ideas on paper, Vendor management and planning with vendors, budget allocation and work delegation
Unit 4	Event Production and Logistics Importance of Production and Logistics in Event, Elements of production, Stage construction and elements, Infrastructure, Framing and branding, Parking, travel and logistics, Sanitation and hygiene, Safety and security
Note:	For more insight student can go for Brainstorming Sessions and Presentations for Corporate events, birthdays and wedding events, Visit various department for legal process, permissions and licenses. Case Studies, Exercise to draw stage design and layout, Finding out the right set of vendors in the market with basic costs.
Reference Books	
<ol style="list-style-type: none"> 1. Event Management, 2nd Edition, ELSEVIER Publication, Glenn A.J. Bowdin, Johnny Allen, William O’Toole, Robert Harris, Ian McDinnell 2. Event Management by Lynn Van Der Wagen and Brenda R. Carlos 3. Event Planning by Prof.Nisar Merchant 	
Suggested Additional Readings: (if web source then provide url)	
https://epdf.pub/events-management-2nd-edition.html	
Suggested Research Journal :	
International Journal of Hospitality and Event Management International Journal of Event Management Research	

F. Procedure for admissions, curriculum transaction and evaluation:

1. Procedure for Admissions:

a. Eligibility Criterion:

- Graduates from any faculty of any Recognized University with minimum 50% marks (45% for reserved Categories).

b. Duration of the Program:

- The duration of the programme is two years divided into four semesters. There will be semester end examination in December & April/May for all the semesters, besides that in each semester, a candidate has to complete the assignment (Term Work) as prescribed by the Centre for Distance Education.

c. Entrance Test:

- Entrance Test will be conducted for admission to the M.B.A. Distance Mode programme.
- Test is to be conducted in the month of June every year at the centers–decided by Shivaji University.
- Like any other competitive examination, the MBA Entrance Test will consist of 100 Objective Questions on aptitude, comprehension, numerical and verbal ability, data interpretation, judgment etc.
- The Entrance Test fee will be decided by the Shivaji University, Kolhapur time to time.

d. Admission Procedure:

Admission to MBA Distance Mode Programme is based on

- (i) Merit of Entrance Test
- (ii) Marks in Graduation from any faculty of any Recognized University with minimum 50% marks (45% for reserved Categories).

2. Curriculum Transactions:

- Self-Learning Material

- Reference Books
- Journals
- Video Lectures (Synchronous and Asynchronous Type)
- OERs as per Need of Programme etc.

3. Evaluation:

a. Nature of Question paper and Scheme of marking for all papers:

- Note: 1. Question number 1 and 5 are compulsory
2. Attempt any two questions from question number 2 to 4
 3. Figures to the right indicate marks.

- Q.No. 1. Case Study (20)
- Q.No. 2. Descriptive Answer Question (20)
- Q.No. 3. Descriptive Answer Question (20)
- Q.No. 4. Descriptive Answer Question. (20)
- Q.No. 5. Short Notes (any four out of Six) (20)

b. Standard of Passing:

1. There would be single head of passing.
2. For university written examination and submission evaluation 50% of total marks have to be secured by student per course.
3. No class will be awarded to any part of examination.

c. Allow to Keep Term (A.T.K.T) Rules:

1. For admission to MBA Part-II, a candidate must have cleared all papers of Sem-I and II or at least 12 papers of Sem-I and II combine.
2. The students who have completed first semester are allowed to continue for second semester and students who have completed third Semester are allowed to continue for Fourth Semester as per above rule.

d. Pattern of Examination:

1. External Examination each paper of - 80 Marks Internal 20 Marks
2. The duration of external examination will be of 3 hours the assignments as prescribed by the Study Centre.

e. Project Work:

1. The students have to undergo practical training of 60 days in any manufacturing or service organization and they have to submit their project report up to the fourth semester.
2. The project work must have a Certification from the organization.

f. Contact Sessions:

1. The contact sessions shall be arranged for the clearing of doubts of enrolled learners as per the convenience of the Study Centre.
2. Medium of Instruction: English

G. Requirement of the laboratory support and Library Resources:

- a.** Requirement of the Laboratory Support: Nil
- b.** Requirement of Library Resources:
Books, Journals, Online Subscriptions of Digital Books/ Library etc.

H. Cost estimate of the programme and the provisions:

Sr. No.	Particulars	Details
1.	Annual Salary Expenses of Teaching Staff	<ul style="list-style-type: none"> • Total 1 post of Associate Professor Cadre- Rs.35000/month X 1Position X 12 Months =Rs. 4,20,000 /- • Total 1 post of Assistant Professor Cadre- Rs.32000/month X 1Position X 12 Months = Rs. 3,84,000 /- • Total= 8,04,000 /-
2.	Library Expenses	For books, Journals, Magazines etc. = Rs. 10,000 /-
4.	Administrative Expenses	For various Local/ National /Global Certifications, Permissions, Approvals, Contingent etc. along with Admission Form Fee, e- Suvidha, Development Fund, Prospectus, eligibility Fees etc. = Rs. 2,00,000 /-
5.	Any Other	<ul style="list-style-type: none"> • SLM Development and Printing = 10,00,000 /- • Advertisements (Television/ Print Medium/ Social Media etc.) = Rs. 5,00,000 /- • Annual Maintenance Cost of Website/ Machineries and Data Storage = Rs. 5000 /- • Study Centre Expenses = Rs. 10,00,000 /- • Contingent and Others = Rs. 4,81,000/-
6.	Laboratory Expenses	Nil
7.	Expenses for Tools and Equipment	<ul style="list-style-type: none"> • Purchasing of Computers / Tablets/ allied peripherals for e-content development etc./ Studio Development etc. = Rs. 5,00,000 /-
8.	Total Expenses	Rs. 50,00,000 /-

I. Quality assurance mechanism and expected programme outcomes:

1. Recognize the functioning of business opportunities involvement of business enterprises and exploring the entrepreneurial opportunities.
2. Develop incubation center and entrepreneurship development center for students who intent totake up start up or grow existing business.
3. Develop skills on analyzing the business data application of relevant analysis and problem solving.
4. Demonstrate a global outlook with the ability to identify aspects of the global business and cross-cultural understanding.
5. Identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.
6. Develop effective and oral communication especially in business applications, with the use of appropriate technology.
7. Collaborate and lead teams across organizational boundaries and demonstrate leadershipqualities, maximize the uses of diverse skill of team members in the related context.

SHIVAJI UNIVERSITY KOLHAPUR

CENTRE FOR DISTANCE AND ONLINE
EDUCATION



NAAC "A++" Grade with CGP 3.52

CHOICE BASED CREDIT SYSTEM WITH MULTIPLE ENTRY AND MULTIPLE EXIT OPTION IN
THE
POSTGRADUATE DEGREE PROGRAMME

PROGRAMME PROJECT REPORT (PPR) OF BACHOLAR OF ARTS (ENGLISH)

FACULTY OF HUMANITIES

In accordance with NEP 2020

(2022-23)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

SHIVAJI UNIVERSITY, KOLHAPUR

Bachelor of Arts (English)

VISION:

Developing human resource required for the Knowledge Society.

MISSION:

Disseminate and facilitate Higher Education to marginalized
and
deprived masses.

PROGRAMME OBJECTIVE

1. To introduce core language concepts and to provide an introduction to the basic concepts of linguistic.
2. To introduce elective courses to acquaint the students with minor developments in translation and short story.
3. To introduce 'LSRW' skills of students' and competence in English, Soft Skills. etc.

PROGRAMME OUTCOMES

1. The students will develop acumen to appreciate literary works and arts.
2. The students will become sensitive and sensible human beings.
3. The students will develop human outlook.
4. The students will be responsible citizen in the global scenario in terms of English language.

C. NATURE OF TARGET GROUP OF LEARNERS:

- 1) The students who are perusing H S C; students from other streams, such as science and commerce or working in marketing as well as the students who prepare various competitive examination are the target group.
- 2) Employees such as primary teachers, home makers, active military persons, etc.
- 3) Students who wanted to learn through blended mode such as post graduate science students.

D. APPROPRIATENESS OF PROGRAMME TO BE CONDUCTED IN DISTANCE LEARNING TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE:

- 1) Acquiring effective communication skills.
- 2) Understanding the principles and elements of creative/persuasive writing.
- 3) Getting to know literary production and its language.
- 4) Acquiring problem solving skills.
- 5) To realize and judge the various production produced by print and electronic media. Such as, advertisement, serials, films, etc.

INSTRUCTIONAL DESIGN:

1. Title of the programme : B. A.
2. Duration of the programme : 03/04 Years
3. Medium of Instruction : English
4. Credit System Implementation:

Choice Based Credit System with Multiple Entry And Multiple Exit option in the postgraduate degree programme is implemented.

PROGRAMME STRUCTURE

B.A. English Programme is 3 years Programme with total 6 semesters. B. A. Part I total 12 papers with 6 papers of each semester and total Credits shall be 48 with 24 Credits for each Semester. B. A. Part II there shall be total 13 papers with 6 papers for of each semester and one compulsory paper of Environmental Studies. Credits shall be 52 with 28 Credits for Sem III and 24 Credits for Sem

IV.B. A. Part III there shall be total 12 papers with 6 papers for each semester and Credits shall be 48 with 24 Credits for each Semester. For each paper there shall be 3.2 Credits for theory and 0.8 credits for internal assessment.

The pattern of CBCS for Semester examinations:

- B. A. Part – I, Sem I & II: - 50 marks University Semester examination for each theory paper in each Semester.

- B. A. Part – II, Sem III & IV: - 50 marks University Semester examination for each theory / practical paper in each Semester.
- B. A. Part – III, Sem V & VI: - 40:10 pattern shall be applicable for each theory paper in each semester wherein 40 marks shall be for University Semester examination and 10 marks for internal assessment.
- There shall be 1900 marks for 3 years having 6 Semesters B. A. CBCS Program with 148 Credits.

Eligibility:

Any candidate who passed Higher Secondary Certificate Examination of Maharashtra State Board of Secondary Education.

Or

Any candidate who passed any equivalent examination of any recognized state or central board.

Syllabus:

**B. A. I
Semester I**

B. A. I English for Communication

Course Objectives:

1. To acquaint students with communication skills.
2. To inculcate human values among the students through poems and prose.
3. To improve the language competence of the students

Module I

- A) Developing Vocabulary
- B) **On Saying Please**-A. G. Gardiner

Module II

- A) Narration
- B) **In Passion's Shadow**-Mohan Rakesh

Module III

- A. English for General Purposes
- B. **The Solitary Reaper**-William Wordsworth

Module IV

- A. **My School**, by Rabindranath Tagore
- B. **All the World is a Stage**-William Shakespeare
- C. **The Street**-Kusumagraj

B. A. I Optional English

Modern Indian Writing in English Translation

Course Objectives:

1. To acquaint the students with translated Modern Indian literature in English.
2. To introduce the students to short story as a form of literature with reference to the texts prescribed.
3. To develop literary competence among students.

Short Stories-

Unit 1. Short Story as a Minor Form of Literature: Characteristic Features

Unit 2. Short Story as a Minor Form of Literature: Types

Unit 3. A) Premchand's 'The Shroud'

B) Sarat Chandra Chatterjee's 'Laloo'

Unit 4. A) Gurdial Singh 'A Season of No Return'

B) Fakir Mohan Senapati 'Rebati'

Short Stories Prescribed from:

Premchand's Shroud 'in Penguin Book of Classic Urdu Stories, ed. M. Asaduddin (New Delhi: Penguin/Viking, 2006).

Sarat Chandra Chatterjee 'Laloo', in Indian Short Stories, ed. Manmohan Saxena (Oxford University Press, Amen House e, London E.C.4, 1951).

Gurdial Singh 'A Season of No Return', in Earthy Tones tr. Rana Nayar (Delhi Fiction House, 2002).

Fakir Mohan Senapati 'Rebati', in Oriya Stories, ed. Vidya Das, tr. Kishori Charan Das (Delhi: Shrishti Publishers, 2000). 3

References: Venugopal, C. V. The Indian Short Story in English: A Survey. Bareilly: Prakash Book Depot. 1976. Prasad, B. A. A Background to the Study of English Literature. Madras: MacMillanIndia, 1965.

Mehta, Kamal. The Twentieth Century Indian Short Story in English. New Delhi: Creative Books, 1997.

Hunter, Adrian. The Cambridge Introduction to the Short Story in English. New Delhi: Cambridge University Press, 2007.

Shaw, Valerie. The Short Story: A Critical Introduction, New York: Longman Group Limited. 1983.

Warren, Robert Penn, Erskine, Albert . (Ed.). Short Story Masterpieces, New York: Dell Publishing Co., 1954.

B. A. I Semester II

English for Communication

Module V

A. Making Inquiries

B. **The Lost Child**-Mulk Raj Anand

Module VI

A. Telephonic Communication

B. **To My Countrymen**- A P J Abdul Kalam

Module VII

A. Description

B. **A Village Girl**-Mohan Singh

Module VIII

A. **My Elder Brother**-Premchand

B. **The Tiger**-William Blake

C. **A Poet**-Chandrakant Patil

B. A. I Sem. II

Modern Indian Writing in English Translation

Course Objectives:

1. To acquaint the students with translated Modern Indian literature in English.
2. To introduce the students to poetry and play as forms of literature with reference to the texts prescribed.
3. To develop literary competence among students.

POEMS:

Unit1.

Rabindranath Tagore:

- i) Light, Oh Where is the Light?
- ii) When My Play Was With Thee

Amrita Pritam:

- i) I Say Unto Waris Shah

Unit2. G. M. Muktibodh:

- i) The Void
- ii) So Very Far

PLAY:

Unit 3. Satish Alekar– The Dread Departure (Mahanirvan).

Unit 4. Satish Alekar– The Dread Departure (Mahanirvan).

Division of Teaching: 4X15 Periods=60 Periods

*Note: Semester II: 10 Marks for Internal Evaluation: Unit Test

Poems/ Play Prescribed from:

Rabindranath Tagore i) ‘Light, Oh Where is the Light?’ and ii) ‘When My Play Was With Thee’ in *Gitanjali: A New Translation with an Introduction by William Radice*, (New Delhi: Penguin India, 2011).

G. M. Muktibodhi ‘The Void’, (tr. Vinay Dharwadker) and ii ‘So Very Far’, (tr. Vishnu Khare and Adil Jussawala), in *The Oxford Anthology of Modern Indian Poetry*, ed. Vinay Dharwadker and A. K. Ramanujan (New Delhi: OUP, 2000).

Amrita Pritam ‘I Say Unto Waris Shah’, (tr. N. S. Tasneem) in *Modern Indian Literature: An Anthology, Plays and Prose Surveys and Poems*, ed. K. M. George, Vol. 3 (Delhi: Sahitya Academy, 1992).

References:

Prasad, B.A. A Background to the Study of English Literature. Madras: Mac Millan India, 1965.

Ramamurti K.S. (Editor). Twenty Five Indian Poets in English (Edited with Introduction and notes), Macmillan Publishers Pvt. India Ltd. New Delhi. 2012.

Mehrotra, Arvind

Krishna (Editor). The Oxford India Anthology of Twelve Modern Indian Poets, Oxford University Press New Delhi. 2004.

Alekar, Satish. The Dread Departure (Mahanirvan). Kolkata: Seagull Books. 2007.

F. PROCEDURE FOR ADMISSIONS, CURRICULUM TRANSACTION AND EVALUATION

1. Eligibility:

A H S C holder from any Recognized Board will be eligible to get admission to B. A. English Programme.

2. Intake:

Open (No intake restriction)

3. Required Document while taking Admission to Programme along with Payments of Fees. (Payment acknowledgement)

- Xerox copy of S S C, H S C Mark sheets.
- identity card size photographs along with its scan copy of 09KB and Scan signature of the student 09KB.

L. C. In case of L C is not available at the time of admission student will get provisional

admission. Grace period of 30 days will be given to submit the original L C otherwise

provisional admission gets cancelled no fee will be refunded.

4. Programme form and Fees.:

Students should fill the form through online mode and pay for the same making online

payment through credit card/debit card/internet banking/UPI etc.

4. Fee Structure:

Fresh Students Fee Structure for the Year 2022-23					
S.N.	Particulars	B.A. / B. Com			
		Sem I & II	Sem III & IV	Sem V & VI	
1	Registration Fee	1410	1410	1410	
2	S.I.M. Fee	1065	1240	1065	
3	Exam Fee (Oct/Nov 2022Exam)	385	385	385	
4	Exam Fee (Mar/ Apr 2023 Exam)	385	385	385	
5	Cost of Application Form	20	20	20	
6	Study Centre Fee	595	595	595	
7	Prospectus Charges	20	20	20	
8	E-Facility Fee	50	50	50	
9	Environment Studies Exam Fee(Mar/Apr 2023)	0	50	0	
10	Dhwaj Nidhi	10	10	10	
11	Tution / Course Fee	0	0	0	
12	Student Welfare fund	100	100	100	
13	Youth Hostel fee	50	50	50	
14	Student Accident/Medical Help fund	20	20	20	
	Total of 1 to 14	4110	4335	4110	
	*Eligib a	Maharashtra State Board / Student of Shivaji University	75	0	0

12	b	B.Ed / D.Ed	100	0	0
	c	Other than Maharashtra State Board / Student of Other University	300	0	0
	d	NRI / Foreign	500	0	0
13	Late Fee		50	50	50
14	Super Late Fee		350	350	350
* Eligibility fee - Applicable at the first-time admission to the course.					

Evaluation Pattern:

40 Marks semester end examination + 10 Marks Assignments [Assignment Assessment pattern for all papers: Sem. I to VI]

7. Standard of Passing:

Each Course have total 50 marks of which 40 marks for theory exam and 10 marks for assignment. Student should need 18 marks out of 50 marks for passing. In which, he/she need minimum 14 marks from theory exam and minimum 04 marks from assignments.

8. Pattern of Question Paper

Pattern of Question Paper

SEMESTER I

(AECC1)

(Paper–A) Total Marks:40

Q. No	Sub. Q.	Type of Question	Based On Unit	Marks
Q.1	A	Four multiple choice questions with four alternatives to be set.	Prose and poetry units.	04

	B	Answer in one word/ phrase/ sentence each.	Prose and poetry units.	03
Q.2	A	Answer the following questions in three to four sentences each (3out of 5)	Prose and poetry units	06
	B	Write short notes on the following in about seven to eight sentences each (2 outof 3)	Prose and poetry units	06
Q.3	---	Do as directed: (Based on Module I A Developing Vocabulary) Four different exercises to be set for 2 marks each.	Module I A	08
Q.4	A	Question to be set on English for General Purposes	Module III A	06
	B	Question to be set on Narration	Module II A	07

SEMESTER II

(AECC2)

(Paper-B)

Total Marks:40

Q. No	Sub. Q.	Type of Question	Based On Unit	Marks
Q.1	A	Four multiple choice questions with four alternatives to be set.	Prose and poetry units.	04
	B	Answer in one word/phrase/sentence each.	Prose and poetry units.	03
Q.2	A	Answer the following questions in three to four sentences each (3out of 5)	Prose and poetry units	06
	B	Write short notes on the following in about seven to eight sentences each (2out of 3)	Prose and poetry units	06

Q.3	A	Question to be set on Making Inquiries	Module VA	06
	B	Question to be set on Telephonic Communication	Module VI A	05
Q.4	A	Question to be set on Description Describing objects or persons	Module VII A	05
	B	Question to be set on Description Describing places or Daily Routine	Module VII A	05

**Pattern of Question Paper
Semester I
(DSC-A3)
(English Paper-I) Total
Marks-40**

Q. 1. Multiple choice questions with four alternatives.

(To be set on Unit 3&4)

(08)

Q.2 A) Answer the following questions in about 250-300 words.

A or B on Unit 1&2)

(08)

Q.3 Answer the following questions in about 250-300 words.

(A or B on Unit 3 or 4)

(08)

Q.4. Write short notes in about 100-150 words each. (4 out of 6)

(3 short notes on Unit 1, 2 and 3 on Unit 3, 4 to be set)

(16)

(DSC–A15)
(English Paper–II) (Semester–II)

TotalMarks–40

- Que 1. Multiple choice questions with four alternatives.
(4 on Poems & 4on *Mahanirvan* to be set) (08)
- Que. 2 Answer the following questions in about 250-300 words.
(A or B on Unit1&2) (08)
- Que 3. Answer the following questions in about 250-300 words.
(A or B on *Mahanirvan*) (08)
- Que 4. Write short notes in about100-150 words each.(4out of 6)
(3on Poems & 3on *Mahanirvan* to be set) (16)

QUALITY ASSURANCE MECHANISM:

- 1) The CDOEs Internal Quality Mechanism will attempt to improve and maintain its quality in the proposed curriculum and syllabus.
- 2) The Quality Mechanism will improve the quality of E-Content and E-Resources through editing learning materials for different purposes (content, format, and language); Co-ordinating with the producer of audio-visual materials, and orientating the course write, etc.
- 3) The mechanism will also enhance its coordination between students and study centers and other stake holders.
4. The mechanism will monitor on Assistant Professor and Associate Professor for contact sessions and orientation for various purposes.

SHIVAJI UNIVERSITY KOLHAPUR

CENTRE FOR DISTANCE AND ONLINE EDUCATION



NAAC "A++" Grade with CGP 3.52

CHOICE BASED CREDIT SYSTEM WITH MULTIPLE ENTRY AND MULTIPLE EXIT OPTION IN THE
POSTGRADUATE DEGREE PROGRAMME

PROGRAMME PROJECT REPORT (PPR) OF MASTER OF ARTS (ENGLISH)

FACULTY OF HUMANITIES

In accordance with NEP 2020

(2022-23)

SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Master of Arts (English)

A. PROGRAMME'S MISSION AND OBJECTIVES:

VISION:

Developing human resource required for the Knowledge Society.

MISSION:

Disseminate and facilitate Higher Education to marginalized and deprived masses.

PROGRAMME'S OBJECTIVES:

The objectives of this programme are:

1. To provide a wide range of options at post-graduate level under Choice Based Credit System comprising core and elective papers in Literary Studies and Linguistics and to evaluate the performance of students through four semester exams having 80 marks each for written papers and 20 marks for internal evaluation except Research Methodology courses.
2. To introduce core literature courses to provide comprehensive knowledge of major literary works of various periods with the help of representative texts and to acquaint the students with literary movements, genres and critical theories.
3. To introduce core language courses to provide an introduction to the basic concepts of linguistic theory.
4. To introduce practical components to enhance students' competence in English, Soft Skills, Computer and Research Skills. This will help students prepare for language proficiency tests like GRE-TOEFL and IELTS.
5. To introduce interdisciplinary papers to make students aware of the developments in other branches of knowledge like Sociology, Political Science, Philosophy, Psychology, Theatre and Film Studies, Culture Studies, Subaltern Studies and Gender Studies.
6. To develop research perspective among the students and to enable them to write a short dissertation with the help of the Research Methodology courses.
7. Students will develop speaking and listening skills in English with the help of language practical.

B. PROGRAMME OUTCOMES (POs):

1. The students will be able to remember and recall various aspects of major literary works and linguistic concepts.
2. The students will understand various theoretical approaches to literature and language.
3. The students will be able to analyze literary works and linguistic issues by

applying various theoretical approaches.

4. The students will be able to evaluate and compare literary works.
5. With the help of research projects, students will develop creative competence.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

1. Students will be able to understand and criticize the major trends, movements, schools of literature in English across the globe like Indian, British, American, European, Australian, Canadian, African, and Caribbean Literatures.
2. Students will be able to distinguish among various schools of linguistics and applied linguistics.
3. Students will understand research practices in language and literature.
4. Students will be able to apply, analyse and evaluate society and culture with the help of various critical and cultural theories.
5. Students will be able to distinguish between RP and other forms of pronunciation.
6. They will understand how to neutralize their accents.

C. NATURE OF TARGET GROUP OF LEARNERS:

- 1) The students who are perusing B. A. with special English; students from other streams, such as science and commerce or working in marketing as well as the students who prepare various competitive examination are the target group.
- 2) Employees such as primary teachers, banking personnel, home makers, etc.
- 3) Students who wanted to learn through blended mode such as post graduate science students.
- 4) Professionals seeking recertification, workers updating employment skills, individuals with disabilities, and active military personnel, etc.

D. APPROPRIATENESS OF PROGRAMME TO BE CONDUCTED IN DISTANCE LEARNING TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE:

- 1) Acquiring effective communication skills.
- 2) Understanding the principles and elements of creative/persuasive writing.
- 3) Getting to know literary production and its language.
- 4) Acquiring problem solving skills.
- 5) To realize and judge the various production produced by print and electronic media. Such as, advertisement, serials, films, etc.

INSTRUCTIONAL DESIGN:

1. Title of the programme : M. A.
2. Duration of the programme : 02 Years
3. Medium of Instruction : English

4. Credit System Implementation:

Choice Based Credit System with Multiple Entry And Multiple Exit option in the postgraduate degree programme is implemented.

5. PROGRAMME STRUCTURE:

M.A. English Programme is two years Programme with having 4 semesters. M. A. CBCS Program with total 64 Credits of which each semester has total 16 credits. Each course has 4 credits.

Each semester has 2 Core Courses and 2 Elective/Optional Courses. Students need to select 2 Elective/Optional Courses from 3 Elective/Optional Courses.

Examination will conduct on end of each semester. Each Course have total 100 marks of which 80 marks for theory exam and 20 marks for assignments/term work. Student should need 40 marks out of 100 marks for passing. In which, he/she need minimum 32 marks from theory exam and minimum 8 marks from assignments/term work.

Table 1: Programme/Course Structure in Short

SEM	CC	DSE / OEC / GEC / IDS/ IKSC	AECC/ Languages	Skill Enhancement Courses (SEC)	Total
I	2 x 4 =8	2 x 4 = 8	Internship/ Apprenticeship (1x 4) *	Course/s of 2 credits to be selected every semester from the SEC courses approved by the University	22
II	2 x 4 =8	2 x 4 = 8	(Research Project) 1 x 4 =4		22
III	2 x 4 =8	2 x 4 =8	—		18
IV	2 x 4 =8	2 x 4 = 8	—		18

CC = Core Course

DSE = Discipline Specific Elective (Elective courses offered under the main discipline/subject of study)

OEC= Open Elective Course (an elective course which is available for students of all programmes)

GEC= Generic Elective Course (An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure to other discipline/subject is called a Generic)

AECC= Ability Enhancement Compulsory Courses

SEC = Skill Enhancement Compulsory Courses SEC courses are value-based and / or skill-based and are aimed at providing hands-on- training, competencies, skills, etc.; These courses may be chosen from a pool of courses designed to provide value- based and/or skill-based knowledge.

IKSC = Indian Knowledge System Courses (an elective course which is available for students of all programmes including English Department students)

* Internship: Students have to complete internship of 60 hours in semester 1 of 4 credits

Table 2: Programme/Course Structure in Detail

SEM	CC*	DSE /OEC GEC / IDS/ IKSC*	AECC	Skill Enhancement Courses (SEC)	Total
I	2 x 4 =8	2 x 4 = 8	1x4=4	Any Course/s of 2 credits to be selected from courses approved by the University	22
	CC1-Poetry in English CC2 - Introduction to Modern Linguistics	Any two courses from: DSE: from Sem 1	Internship/ Apprenticeship		
II	2 x 4 =8	2 x 4 = 8	1 x 4 =4	Any Course/s of 2 credits to be selected from courses approved y the University	22
	CC3 – Novel in English CC4 - Sociolinguistics and Stylistics	Any two courses from: DSE: from Sem 2	Research Project:		
III	2 x 4 =8	2 x 4 = 8	_____	Any Course/s of 2 credits to be selected from courses approved by the University	18
	CC5- Drama in English CC6 – Critical Theories- I	Any two courses from: DSE: from Sem. 3			
IV	2 x 4 =8	2 x 4 = 8	_____	Any Course/s of 2 credits to be selected from courses approved by the University	18
	CC7- Non-Fiction in English CC8- Critical Theories- II	Any two courses from: DSE: from Sem. 4			

Table 3: Semester wise DSE Courses

Group/DSE	Sem 1 DSE1	Sem 1 DSE2	Sem 2 DSE3	Sem 2 DSE4	Sem 3 DSE5	Sem 3 DSE6	Sem 4 DSE7	Sem 4 DSE8
G1 British Literature	British Renaissan ce Literature	British Neoclassic al and Romantic Literature	British Literature and Interdisci plinary Studies	Research Methodol ogy: British Literature	Victorian and early Modern period	Modern and Postmoder n British Literature	Special Author: Kingsley Amis	British Women Writers
G2 American Literature	American Literature up to Civil War	American Literature from the Civil War to the Turn of the Century	American Literature and Interdisci plinary Studies	Research Methodol ogy: American Literature	Modern American Literature	Postmoder n American Literature	Special Author: Ernest Heming way	America n Women Writers

G3 New Literature s	Indian English Literature	English Literatures of SAARC Nations	New Literature s and Interdisci plinary Studies	Research Methodol ogy: New Literature s	African and Caribbean Literature	Australian and Canadian Literature	Special Author: Amitav Ghosh	Postcol onial Women Writers

Table 4: Semester wise OEC Courses

SEM	OEC
I	OEC1: Poetry in English OEC2: Introduction to Modern Linguistics
II	OEC3: Novel in English OEC4: Sociolinguistics and Stylistics
III	OEC6: Drama in English OEC4: Critical Theories- I
IV	OEC7: Non-Fiction in English OEC8: Critical Theories- II

6. SYLLABUS:

M.A. Part I SEMESTER I

CC1/OEC1: Poetry in English

Course Outcomes (COs):

1. Students will understand major trends and writers in Modern and Postmodern English Poetry through detailed study of prescribed poetical works of British, Indian, American and Australian poets.
2. They will be able to interpret and appreciate poems.
3. Students will be able to understand the difference between implicit and explicit meaning of poems.

Unit 1: Modern Australian poetry

Alec Derwent Hope (Poems selected from *The Penguin Book of Australian Verse* edited by Harry Haseltine)

- | | |
|---------------------------|--------------------------|
| a. Australia, | b. The Wandering Islands |
| c. The Death of the Bird, | d. The Imperial Adam |
| e. Pasiphae, | f. Letter from the Line |

- g. Ode on the Death of Pius the Twelfth, h. Crossing the Frontier

Unit2: Modern British Poetry

T. S. Eliot- *The Waste Land*

Unit 3: Poetry of Harlem Renaissance

Langston Hughes: (Poems Selected from *The Norton Anthology of Poetry*. edited by Margaret Ferguson, Mary Jo Salter, Jon Stallworthy. (5th ed.)

- | | |
|-------------------------|-------------------------------|
| a. The Weary Blues, | b. The Negro Speaks of Rivers |
| c. Dream Variations, | d. Cross |
| e. Bad Luck Card, | f. Song for a Dark Girl |
| g. Harlem Sweeties, | h. Harlem |
| i. Theme for English B, | j. Dinner Guest: Me |

Unit 4: Modern Indian Poetry

Jayant Mahapatra: (*The Oxford Indian Anthology of Twelve Modern Indian Poets* edited by Arvind Krishna Mehrotra. OUP)

- | | |
|---|--|
| a. A Rain of Rites, | b. I Hear My Fingers Sadly Touching an Ivory Key |
| c. Hunger, | d. Hands |
| e. The Moon Moments, | f. A Kind of Happiness |
| g. The Door, | h. The Abandoned British Cemetery at Balasore |
| i. The Captive Air of Chandipur-on-Sea, | j. Of that Love |
| k. Days, | l. Waiting |

Reference Books:

- Hooton Joy, A. D. *Hope* Oxford University Press, 1979
- The Cambridge Companion to the Harlem Renaissance* edited by George Hutchinson, CUP, New York, 2007
- Tracy Steven C., *Langston Hughes and the Blues* University of Illinois Press, Urbana and Chicago, 2001.
- The Oxford Indian Anthology of Twelve Modern Indian Poets* edited by Arvind Krishna Mehrotra. OUP1992
- Robson, W.W.: *Modern English Literature*: OUP, 1970.
- Press, John: *Rule and Energy: Trends in British Poetry since Second World War*, OUP, New York, Toronto, 1963.
- Williamson, G *Reader's Guide to T.S.Eliot*, Syracuse University Press, 1998.
- Sharma, Jitendra Kumar: *Time and T. S. Eliot*, Sterling Publishers Pvt. Ltd., 1985.
- Robert M Wren: *J.P. Clark*, Twayne Publishers, 1984
- Wilde William H., Hooton Joy, Andrews B. G. (Ed), *The Oxford Companion to Australian Literature*, OUP, 1994.
- Trotman James C. (Ed.) *Langston Hughes: The Man, His Art, and His Continuing Influence* Garland Publishing, Inc. New York & London, 1995.
- Edwin Thumboo: *An Ibadan Dawn: The Poetry of J. P. Clark Books Abroad* Vol. 44, No. 3 1970 Published by: Board of Regents of the University of Oklahoma
- Chindhade, Shrish: *Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, Arun Kolatkar, Dilip Chitre, R. Parthasarathy*, Atlantic Publishers & Dist, 1996.
- Naik, M. K.: *Perspectives on Indian Poetry in English*. Abhinav Publications, 1985.

CC2/ OEC2 : Introduction to Modern Linguistics

Course Outcomes (COs):

1. Students will learn the nature, scope, and different branches of linguistics and

pragmatics.

2. Students will understand the major concepts related to Modern Linguistics.
3. They will acquire the knowledge of various branches of Linguistics.
4. They will understand varieties of languages based on person, place, society, subject, etc.

Unit 1: Nature, scope and branches of Linguistics

Unit2: Major Concepts in Linguistics: Langue/parole, signifier/ signified, synchronic/ diachronic, syntagmatic/ paradigmatic, competence/ performance, Jakobson's six elements/ functions of Speech Event

Unit 3: Semantics - Approaches to study of Meaning, Seven types of meaning

Unit 4: Pragmatics – Emergence of pragmatics, speech act theory, cooperative and politeness principles

Reference Books:

- Verma, S.k . (1989).*Modern Linguistics: An Introduction*.
- Mccabe, Anne .(2011). *Introduction to Linguistics and Language Studies*. London: Equinox publication.
- David, Crystal. (1971). *Linguistics*. London: Penguin
- Lyons, John. (1981). *Language and Linguistics: An Introduction*. Master Trinity Hall, Cambridge: Cambridge University Press.
- Radford, Andrew. (2002). *Linguistics: An Introduction*.et.al. New York: Cambridge University Press.
- Potter, Simeon. (1957). *Modern Linguistics*. London: Andre Deutsch.
- Lass, Roger. (1976). *English phonology and Phonological Theory-Synchronic and diachronic studies*. Cambridge: Cambridge University Press.
- Balsubramanian T. (1981). (2008). *A Textbook of English Phonetics for Indian Students*. Macmillan India Limited.
- O'Connor J.D. (1967). (2009). *Better English Pronunciation*. Cambridge: Cambridge University Press.
- Aronoff, Mark, Fudeman Kirsten. (2011). *What is Morphology (Fundamentals of Linguistics)*.Wiley- Blackwell: A John Wiley & Sons, Ltd. Publication.
- Andrew, Carnie. (2013). *Syntax: A Generative Introduction*. Third edition. Wiley- Blackwell: A John Wiley & Sons, Ltd. Publication.
- Scott, F. C. (1968). *English Grammar: A Linguistic Study of its classes and structures*. London: Heinemann Educational books.
- Wilkins, Wendy (ed.) (1988). *Syntax and Semantics*. San Diego Press, Academic Press.
- Catell, Ray. (1984). *Syntax and Semantics: Composite Predicates in English* .Sydney Academic.

G1 DSE-1: British Renaissance Literature

Course Outcomes (COs):

1. Students will understand various periods, trends and movements in British literature.
2. They will comprehend Renaissance poetry, drama, theatre and prose.

Unit 1. British Renaissance: Intellectual Background Francis

Bacon – *Selected Essays* (Essays I to XX)

(Of Truth, Of Death, Of Unity in Religion, Of Revenge, Of Adversity, Of Simulation and Dissimulation, Of Parents and Children, Of Marriage and Single Life, Of Envy, Of Love, Of Great Place, Of Boldness, Of Goodness and Goodness of Nature, Of Nobility, Of Seditious and Trouble, Of Atheism, Of Superstition, Of Travel, Of Empire, Of Counsel.)

(Selby, F. G. Ed. *Bacon's Essays*. Basingstoke: Macmillan, 1971)

Unit 2. Shakespearean Tragedy

William Shakespeare – *King Lear*

Unit 3. Epic Tradition

John Milton – *Paradise Lost* (Book I)

Unit 4. Elizabethan and Metaphysical poetry (Selected Poems)

(Source: *The Norton Anthology of Poetry* (5th ED.) Margaret Ferguson Jo Salter, Jon Stallworthy (ed.): W. W. Norton & Company, New York and London) Edmund Spenser: Sonnets from *Amoretti*.

Sonnet 75: 'One day I wrote her name upon the strand'

Sonnet 79: 'Men call you fayre, and you doe credit it'

Sir Philip Sidney (1554-1586): 'Ye Goatherd God', 'The Nightingale', 'Ring Out Your Bells'

Michael Drayton (1563-1631): Sonnets from IDEA

Sonnet No. 1: Into these loves who but for passion looks Sonnet

No. 61: Since there's no help, come let us kiss and part John Donne: 'A

Valediction: Forbidding Mourning', 'The Sun Rising'; Andrew

Marvell: 'To His Coy Mistress', 'The Definition of Love'; George

Herbert: 'Easter Wings', 'The Collar'.

Reference Books:

Blamiers, Harry. *A Short History of English Literature*. London: Routledge, 2003.

Daiches, David. *A Critical History of English Literature* Vol.1-4.

Carter, Ronald and John McRay. *The Routledge History of Literature in English*. London: Routledge, 2001.

Saintsbury, George. *A History of Elizabethan Literature*. London: Macmillan, 1920.

Bradley, A. C. *Shakespearean Tragedy*. London: Macmillan, 2003.

McEachern, Claire, Ed. *The Cambridge Companion to Shakespearean Tragedy*. Cambridge: CUP, 2004.

Danielson, Dennis, Ed. *The Cambridge Companion to Milton*. Cambridge: CUP, 1997.

Kinney, Arthur F., Ed. *The Cambridge Companion to English Literature: 1500-1600*. Cambridge: CUP, 2004.

Corns, Thomas N., Ed. *The Cambridge Companion to English Poetry: Donne to Marvell*. Cambridge: CUP, 2004.

G1 DSE-2: British Neoclassical and Romantic Literature

Course Outcomes (COs):

1. Students will understand various periods, trends and movements in British literature.
2. They will recognize the literatures of the Neoclassical and Romantic period.

Unit 1. Restoration Drama (Comedy) –

William Congreve – *The Way of the World*

Unit 2. 18th Century British Fiction

Jonathan Swift – *Gulliver’s Travels* (Book I & II)

Unit 3. Romanticism in British Fiction Jane

Austen – *Pride and Prejudice*

Unit 4. Neoclassical & Romantic poetry (Selected Poems) Alexander

Pope: ‘Epistle to Dr. Arbuthnot’, ‘The Dunciad’;

Dr. Samuel Johnson: ‘Vanity of Human Wishes’,

Thomas Gray: ‘The Elegy Written in Country Churchyard’

William Wordsworth: ‘Tintern Abbey’;

S.T. Coleridge: ‘Kubla Khan’, P.B.

Shelley: ‘Ode to the West Wind’,

John Keats: ‘Ode on a Grecian Urn’.

Reference Books:

Blamiers, Harry. *A Short History of English Literature*. London: Routledge, 2003.

Daiches, David. *A Critical History of English Literature* Vol.1-4.

Carter, Ronald and John McRay. *The Routledge History of Literature in English*. London: Routledge, 2001.

Zwicker, Steven N., Ed. *The Cambridge Companion to English Literature: 1650-1740*. Cambridge: CUP, 2004.

Fisk, Deborah Payne, Ed. *The Cambridge Companion to English Restoration Theatre*. Cambridge: CUP, 2000.

Fox, Christopher, Ed. *The Cambridge Companion to Jonathan Swift*. Cambridge: CUP, 2003.

Keymer, Thomas, Ed. *The Cambridge Companion to English Literature: 1740-1830*. Cambridge: CUP, 2004.

Copeland, Edward and Juliet McMaster, Ed. *The Cambridge Companion to Jane Austen*. Cambridge: CUP, 2003.

Curran, Stuart, Ed. *The Cambridge Companion to British Romanticism*. Cambridge: CUP, 2003.

G2 DSE-1: American Literature up to the Civil War (1865)

Course Outcomes (COs):

1. Students will understand various schools, trends and movements in American literature.
2. They will comprehend poetry and novels in American literature up to the Civil War.

Unit 1. Historical Romance

James Fenimore Cooper (1789-1851) – *The Last of the Mohicans* (1826)

Unit 2. Sentimental novel

Harriet Beecher Stowe (1811-96) – *Uncle Tom’s Cabin* (1852)

Unit 3. Puritanism

Nathaniel Hawthorne (1804-64) – *The Scarlet Letter* (1850)

Unit 4. Early American Poetry (including the Fireside Poets)

Anne Bradstreet: “The Prologue”, “The Author to her Book”,

“Upon the Burning of Our House July 10th, 1666”;

Henry Wadsworth Longfellow: “Paul Revere’s Ride”;

John Greenleaf Whittier: “A Day”;

R. W. Emerson: “Brahma”, “Each and All”, “Concord Hymn”; E. A. Poe: ‘Raven’, ‘Annabel Lee’.

Reference Books:

- Ford, Boris (ed.). *The New Pelican Guide to English Literature, Vol.9: American Literature*. London: Penguin, 1995.
- Gray, Richard. *A History of American Literature*. 2nded. Chichester, West Sussex: Blackwell, 2012.
- Crane, Gregg. *The Cambridge Introduction to the 19th Century American Novel*. Cambridge: CUP, 2007.
- Lauter, Paul (ed.). *A Companion to American Literature and Culture*. Oxford: Blackwell, 2010.
- Millington, Richard H., Ed. *The Cambridge Companion to Nathaniel Hawthorne*. Cambridge: CUP, 2004.
- Weinstein, Cindy, Ed. *The Cambridge Companion to Harriet Beecher Stowe*. Cambridge: CUP, 2004.

G2 DSE-2: American Literature from the Civil War to turn of the Century**Course Outcomes (COs):**

1. Students will understand various schools, trends and movements in American literature.
2. They will survey the prominent works of American literature up to the turn of the century.

Unit 1. Bildungsroman

Mark Twain (1835-1910) – *The Adventures of Huckleberry Finn* (1885)

Unit 2. Narrative Techniques

Henry James (1843-1916) – *Turn of the Screw* (1898)

Unit 3. American novel at the turn of the century

Edith Wharton (1862-1937) – *The House of Mirth* (1905)

Unit 4. Late 19th Century American Poetry

Paul Laurence Dunbar: ‘Sympathy’

Emily Dickinson, “Because I could not stop for death”,

“Hope is the thing with feathers”,

“The Soul selects her own society”,

“My Life Closed twice before its close”,

“I felt a funeral in my brain”

“A Narrow fellow in the grass”

Herman Melville: “The Portent”, “Shiloh”, “The Maldive Shark”

Walt Whitman: “When Lilacs Last in the Dooryard Bloom'd”

Hart Crane: “At Melville's Tomb”, “Voyages”, “My Grandmother's Love Letters”

E. A. Robinson: “Richard Cory”, “The Mill”, “The Flood's Party”

Reference Books:

- Ford, Boris (ed.). *The New Pelican Guide to English Literature, Vol.9: American Literature*. London: Penguin, 1995.

- Gray, Richard. *A History of American Literature*. 2nd ed. Chichester, West Sussex: Blackwell, 2012.
- Lauter, Paul (ed.). *A Companion to American Literature and Culture*. Oxford: Blackwell, 2010.
- Robinson, Forrest G., Ed. *The Cambridge Companion to Mark Twain*. Cambridge: CUP, 1995.
- Bell, Millicent, Ed. *The Cambridge Companion to Edith Wharton*. Cambridge: CUP, 1995.
- Singley, Carol J., Ed. *Edith Wharton's The House of Mirth: A Casebook*. Oxford: OUP, 2003.

G3 DSE-1: Indian English Literature

Course Outcomes (COs):

1. Students will understand various schools, trends and movements in Indian English Literature.
2. They will comprehend poetry, drama, novels and short stories in Indian English literature.

Unit 1: Narrative experiments in Postmodern Indian English Novel

Salman Rushdie- *Midnight's Children*

Unit 2: Trends in Modern Indian English Drama: Girish Karnad– *Tughlaq*

Unit 3: Trends in Modern Indian English Short Stories

Mahasweta Devi- *After Kurukshetra; Three Stories*

Unit 4: Trends in Indian English Poetry

Selected Poets from *Indian Poetry in English* Edited by Makarand Paranjape

Sri Aurobindo: 'From *Savitri*'

Nissim Ezekiel: 'Poet Lover Birdwatcher', 'Enterprise' 'A Time to Change'

Dom Moraes: 'Letter to My Mother', 'Song', 'Future Plans'

Kamala Das: 'Ghanashyam', 'My Grandmother's House', 'The Sunshine Cat'

A. K. Ramanujan: 'Breaded Fish', 'A River', 'Love Poem for a Wife I'

Meena Alexander: 'Dream Poem', 'House of a Thousand Doors', 'From *The Travelers*'

Books for Reference

- Naik M.K., *A History of Indian English Literature*, New Delhi: Sahitya Akademi, 2004
- Iyengar K.R. Srinivasa, *Indian Writing In English*, New Delhi, Sterling Pubs., 1985
- Deshpande G.P. (ed.) *Modern Indian Drama: An Anthology*, Delhi: Sahitya Akademi, 2004
- King Bruce, *Modern Indian English Poetry*, Delhi OUP, 1990.
- Ashcroft, Bill, Griffiths, *The Empire Writes Back: Theory & Practice in Post-Colonial Literatures*, London Routledge 2000.
- Sinha Sunita, *Post Colonial Women Writers: New Perspectives*, New Delhi Atlantic pubs., 2008.
- Seiwoong Oh, *Encyclopedia of Asian-American Literature*, An imprint of Infobase Publishing, New York. 2002

G3 DSE-2: English Literatures of SAARC Nations

Course Outcomes (COs):

1. Students will understand various schools, trends and movements in English Literatures of SAARC nations.
2. They will be able to describe the prominent features of well-known writers and works of SAARC Countries.

Unit 1: Gender and Politics in Postcolonial SAARC Fiction

Taslima Nasrin: *Lajja*

Unit 2: Trends in short stories of SAARC countries

Sushma Joshi: *The Prediction*

Unit 3: Trends in Drama of SAARC countries

Mohan Rakesh: *Halfway House* (Tr. of *Aadhe Adhure*)

Unit 4: Trends in Poetry of SAARC Countries

Selected Poets from Anthology of Commonwealth Poetry Ed. C. D. Narasimhaiah

Sarojini Naidu: 'Indian Weavers', 'Songs of Radha, the Milkmaid'

R. Parthasarthy: 'Exile from Home Coming'

Patrick Fernando: 'Elegy for my son'

Yasmine Gooneratne: 'On an Asian Poet Fallen Among American Translators' 'There was a country'

Ahmed Ali: 'On the Tenth Night of the Tenth Moon'

Razia Khan: 'My Daughter's Boy Friend' 'The Monstrous Biped'

Books for Reference

Europa Publications, *International Who's Who of Authors and Writers 2004*, Routledge.

Trevor, James, *English Literature From The Third World*, Beirul, Longman York Press, 1986

Walsh William (ed.), *Readings in commonwealth Literature*, Delhi OUP, 1973.

Bharucha, Nilufer, *World Literature- Contemporary Postcolonial and Post-Imperial Literatures*, New Delhi Prestige Pubs, 2007.

Young Robert, *Colonial Desire: Hybridity in Culture, Theory and Race*, Routledge, London, 2000.

Pullock Sheldon, *Literary Cultures in History: Reconstruction from South Asia*, University of California, 2003

Dodiya, Jaydipsinh, *Parsi English Novel*, Delhi, Sarup and Sons, 2006.

R.K. Dhawan and Novy Kapadia (ed). *Novels of Bapsi Sidhwa, Reader's Comparison*. New Delhi: Prestige Books, 1996.

Chhote Lal Khatri. *Mohan Rakesh's Halfway House: A Critique: Aadhe Adhure* Prakash Book Depot, 2003

SEMESTER II

CC-3/ OEC3: Novel in English

Course Outcomes (COs):

1. Students will understand major trends and writers in Modern and Postmodern period through detailed study of specific novels.
2. They will be able to interpret and critically appreciate the novels of the major authors.
3. Students will be able to judge the texts and justify their readings.

Unit 1: Existentialism and Modern Novel

Albert Camus – *The Outsider*

Unit2: Tribe and Nationhood in Modern Novel

Chinua Achebe – *Things Fall Apart*

Unit 3: Postmodernism in Novel

Orhan Pamuk – *My Name is Red*

Unit 4: Feminism in Postmodern Indian English Novel

Githa Hariharan – *The Thousand Faces of Night*

Reference Books:

- Hughes, Edward J., Ed. *The Cambridge Companion to Albert Camus*. Cambridge: CUP, 2007.
- Bloom, Harold, ed. *Modern Critical Interpretations: Albert Camus's The Stranger*. New York: Chelsea House, 2001.
- Patil, Mallikarjun. *Trends and Techniques in Modern English Literature*. Author Press (2011).
- Nicol, Bran. *The Cambridge Introduction to Postmodern Fiction*. C U P

CC-4/OEC4: Sociolinguistics and Stylistics

Course Outcomes (COs):

1. Students will learn the nature, scope, and different branches of sociolinguistics and stylistics.
2. Students will understand different concepts in Sociolinguistics and Stylistics.
3. Students will be able to relate the literary and ordinary language.
4. Students will be able to analyse the prose and poetry discourses stylistically.

Unit 1: Sociolinguistics:

Language and society, Speech community, Varieties- languages, dialect, register, style; Language contact- pidgin, creole, diglossia, code mixing, code switching and borrowing

Unit 2: Register Analysis

Unit 3: Stylistics:

Ordinary language and language of literature; foregrounding- deviations and parallelism; analysing metaphor.

Unit 4: Stylistic analysis of poetry

Reference Books:

Peter, Trudgil. *Sociolinguistics: An introduction to Language*. Penguin Books (S U Lib)
 Mohsen, Ghadessy. *Register Analysis: Theory and Practice*. Amazon .com (Net)
 Jeffries, Lesley & Macintyre, Dan. *Stylistics*. C U P. (S U)
 Leech, G. N. *A Linguistic Guide to English Poetry*. Longman. (S U) Hudson,
 R. A. *Sociolinguistics*. C U P.
 Biber, Douglas. *Register, Genre and Style*. C U P (Net)
 Verdonk, Peter & Widdowson. *Stylistics*. O U P.
 Widdowson, H. G. *Stylistics and the Teaching of Literature*. Longman. (S U)

G1 DSE-3: British Literature and Interdisciplinary Studies

Course Outcomes (COs):

1. With the help of the prescribed text, students will be able to relate literature and interdisciplinary approaches: gender studies, psychoanalysis, cultural studies and film studies.

Text: William Shakespeare- *Hamlet* (1603)

Unit 1: William Shakespeare's *Hamlet* and Gender studies

Unit 2: William Shakespeare's *Hamlet* and Psychology

Unit 3: William Shakespeare's *Hamlet* and Culture

Unit 4: William Shakespeare's *Hamlet* and Film adaptations

Reference Books:

Grazia, Margreta De, and Stanley Wells, Ed. *The Cambridge Companion to Shakespeare*.
 Cambridge: CUP, 2001.

Jackson, Russell, Ed. *The Cambridge Companion to Shakespeare on Film*. Cambridge: CUP,
 2000.

The Approach to Shakespeare 1st edition London: Thomas Nelson 1925.

Saintsbury, George. *A History of Elizabethan Literature*. London: Macmillan, 1920.

Bradley, A. C. *Shakespearean Tragedy*. London: Macmillan, 2003.

McEachern, Claire, Ed. *The Cambridge Companion to Shakespearean Tragedy*. Cambridge:
 CUP, 2004.

Kinney, Arthur F., Ed. *The Cambridge Companion to English Literature: 1500-1600*.
 Cambridge: CUP, 2004.

Dobson, Michael, Ed. *The Oxford Companion to Shakespeare*. Oxford: OUP, 2001.

Mc Evoy Sean: *Shakespeare The Basics*, Routledge, London, 2000.

Gandhi, Leela. (ed.) *William Shakespeare, Canon and Critique*, Pencraft International, Delhi,
 1998.

G1 DSE-4: Research Methodology: British Literature

Course Outcomes (COs):

1. Students will develop basic skills of research
2. Students will design and develop their own project report.

Unit 1: Research in Literature: Key Issues

Research questions, hypothesis and its types, hypothesis testing, research design, ethics

Unit 2: The place of theory in literary disciplines (Chapters 7 to 12 from *A Handbook to Literary Research* edited by Simon Eliot and W.R. Owens, 1998 and chapter 7 from *The Handbook to Literary Research* Edited by Delia da Sousa Correa and W.R. Owens, New York, Routledge, 1998

Unit 3: Literary research and interdisciplinarity, Use of linguistics and stylistics in

literary research, Literary research and translation, Literary research and other media (Chapters 8,9,10 from *The Handbook to Literary Research* Edited by Delia da Sousa Correa and W.R. Owens, New York, Routledge, 1998)

Unit 4: Report Writing

Structure of Research Report, style manuals, avoiding plagiarism

Reference Books:

Correa, Delia da Sousa and W.R. Owens, (ed.) *The Handbook to Literary Research*. London: Routledge, 2010.

Deshpande, H. V. *Research in Language and Literature: Philosophy, Areas and Methodology*. Kolhapur: Sukhada Sourabh Prakashan.2007.

Eliot, Simon and W. R. Owens, (ed.) *A Handbook to Literary Research*. London: Routledge, 1998.

Griffin, Gabriele, ed. *Research Methods for English Studies*. Edinburgh: Edinburgh University Press, 2007.

Harner, James L., ed. *Literary Research Guide: An Annotated Listing of Reference Sources in English Literary Studies*. 2nd ed. Texas: MLA, 2008.

Sinha, M. P. *Research Methods in English*. New Delhi: Atlantic, 2007.

Schwartz B M, Landrum, R. E, Gurung, R. *An Easy Guide to APA Style*, Easy Guide Series Edition 3. SAGE Publications, 2016

MLA Handbook for Writers of Research Papers, 8th Edition, Modern Language Association of America, 2016

The Chicago Manual of Style, University of Chicago Press, 2017.

G2 DSE-3: American Literature and Interdisciplinary Studies

Course Outcomes (COs): With the help of the prescribed text, students will be able to relate literature and interdisciplinary approaches: gender studies, psychoanalysis, cultural studies and film studies.

John Steinbeck – *The Grapes of Wrath* (1939)

Unit 1. Steinbeck’s *The Grapes of Wrath* and the Great Depression.

Unit 2. Steinbeck’s *The Grapes of Wrath* and Film

Unit 3. Steinbeck’s *The Grapes of Wrath* and Gender

Unit 4. Steinbeck’s *The Grapes of Wrath* and psychology

Reference Books:

Beegel, Susan F., Susan Shillinglaw and Wesley N. Tiffney, Jr. *Steinbeck and the Environment: Interdisciplinary Approaches*. Tuscaloosa: University of Alabama Press, 1997

Bigsby, Christopher, (ed.) *The Cambridge Companion to Modern American Culture*. Cambridge: CUP, 2006.

Bloom, Harold, ed. *Bloom’s Modern Critical Views: John Steinbeck*. New York: Bloom’s Literary Criticism, 2008.

Davis, Robert Murray, ed. *Steinbeck: A Collection of Critical Essays*. Englewood Cliffs, NJ: Prentice-Hall, 1972.

Ditsky, John, ed. *Critical Essays on Steinbeck’s The Grapes of Wrath*. Boston: G.K. Hall & Co., 1989.

French, Warren, ed. *A Companion to The Grapes of Wrath*. New York: Penguin, 1989.

- Heavlin, Barbara, ed. *The Critical Response to John Steinbeck's The Grapes of Wrath*. Westport, CT: Greenwood Press, 2000.
- Lauter, Paul, ed. *A Companion to American Literature and Culture*. Oxford: Blackwell, 2010.
- Owens, Louis. *The Grapes of Wrath: Trouble in the Promised Land*. Boston: Twayne, 1989.
- Palmer, R. Barton, ed. *Twentieth Century American Fiction on Screen*. Cambridge: CUP, 2007.
- Wyatt, David, ed. *New Essays on The Grapes of Wrath*. Cambridge: CUP, 1990.

G2 DSE-4: Research Methodology: American Literature

Course Outcomes (COs):

1. Students will develop basic skills of research
2. Students will design and develop their own project report.

Unit 1: Research in Literature: Key Issues

Research questions, hypothesis and its types, hypothesis testing, research design, ethics

Unit 2: The place of theory in literary disciplines (Chapters 7 to 12 from *A Handbook to Literary Research* edited by Simon Eliot and W.R. Owens, 1998 and chapter 7 from *The Handbook to Literary Research* Edited by Delia da Sousa Correa and W.R. Owens, New York, Routledge, 1998)

Unit 3: Literary research and interdisciplinarity, Use of linguistics and stylistics in literary research, Literary research and translation, Literary research and other media (Chapters 8,9,10 from *The Handbook to Literary Research* Edited by Delia da Sousa Correa and W.R. Owens, New York, Routledge, 1998)

Unit 4: Report Writing

Structure of Research Report, style manuals, avoiding plagiarism.

Reference Books:

- Correa, Delia da Sousa and W.R. Owens, eds. *The Handbook to Literary Research*. London: Routledge, 2010.
- Deshpande, H. V. *Research in Language and Literature: Philosophy, Areas and Methodology*. Kolhapur: Sukhada Sourabh Prakashan.2007.
- Eliot, Simon and W. R. Owens, eds. *A Handbook to Literary Research*. London: Routledge, 1998.
- Griffin, Gabriele, ed. *Research Methods for English Studies*. Edinburgh: Edinburgh University Press, 2007.
- Harner, James L., ed. *Literary Research Guide: An Annotated Listing of Reference Sources in English Literary Studies*. 2nd ed. Texas: MLA, 2008.
- Sinha, M. P. *Research Methods in English*. New Delhi: Atlantic, 2007.
- Schwartz B M, Landrum, R. E, Gurung, R. *An Easy Guide to APA Style, Easy Guide Series Edition 3*. SAGE Publications, 2016
- MLA Handbook for Writers of Research Papers, 8th Edition, Modern Language Association of America, 2016
- The Chicago Manual of Style, University of Chicago Press, 2017.

G3 DSE-3: New Literatures and Interdisciplinary Studies

Course Outcomes (COs): With the help of the prescribed text, students will be able to relate literature and interdisciplinary approaches: gender studies, psychoanalysis, cultural studies and film studies.

Text: Jhumpa Lahiri – *The Namesake*

Unit 1: - *The Namesake* and Gender Issues

Unit 2: *The Namesake* and Film Adaptation

Unit 3: *The Namesake* and Psychological Interpretations

Unit 4: *The Namesake* and Cultural Issues

Books for Reference:

Munos Delphine, (2013)*After Melancholia A Reappraisal of Second-Generation Diasporic Subjectivity in the Work of Jhumpa Lahiri* ,Amsterdam, New York,Rodopi

Dingra Lavina & Cheung Floyd(ed)(2012) *Naming Jhumpa Lahiri Canons & Controversies*, Lanham New York, Lexington Books

Batra Jagdish, (2010)*Jhumpa Lahiri's The Namesake: A Critical Study*, Delhi Prestige Books,

Hutcheon Linda (2012) *A Theory Of Adaptation*, Routledge

Das Nagamananda (2008)*Jhumpa Lahiri :Critical Perspectives Delhi, Pencraft International*

G3 DSE-4: Research Methodology: New Literatures

Course Outcomes (COs):

1. Students will develop basic skills of research
2. Students will design and develop their own project report.

Unit 1: Research in Literature: Key Issues

Research questions, hypothesis and its types, hypothesis testing, research design, ethics

Unit 2: The place of theory in literary disciplines (Chapters 7 to 12 from A Handbook to Literary

Research edited by Simon Eliot and W. R.Owens, 1998 and chapter 7 from The Handbook to Literary Research Edited by Delia da Sousa Correa and W.R. Owens, New York, Routledge, 1998

Unit 3: Literary research and interdisciplinarity, Literary research and translation, Literary research and other media (Chapters 8,9,10 from The Handbook to Literary Research Edited by Delia da Sousa Correa and W.R. Owens, New York, Routledge, 1998)

Unit 4: Report Writing

Structure of Research Report, style manuals, avoiding plagiarism

Books for Reference

Correa, Delia da Sousa and W.R. Owens, eds. *The Handbook to Literary Research*. London: Routledge, 2010.

Deshpande, H. V. *Research in Language and Literature: Philosophy, Areas and Methodology*. Kolhapur: Sukhada Sourabh Prakashan.2007.

Eliot, Simon and W. R. Owens, eds. *A Handbook to Literary Research*. London: Routledge, 1998.

Griffin, Gabriele, ed. *Research Methods for English Studies*. Edinburgh: Edinburgh University Press, 2007.

Harner, James L., ed. *Literary Research Guide: An Annotated Listing of Reference Sources*

- in English Literary Studies*. 2nd ed. Texas: MLA, 2008.
- Sinha, M. P. *Research Methods in English*. New Delhi: Atlantic, 2007.
- Schwartz B M, Landrum, R. E, Gurung, R. *An Easy Guide to APA Style*, Easy Guide Series Edition 3. SAGE Publications, 2016
- MLA Handbook for Writers of Research Papers, 8th Edition, Modern Language Association of America, 2016
- The Chicago Manual of Style, University of Chicago Press, 2017.

F. PROCEDURE FOR ADMISSIONS, CURRICULUM TRANSACTION AND EVALUATION

1. Eligibility:

A graduate from any Recognized University will be eligible to get admission to M.A. English Programme.

2. Intake:

Open (No intake restriction)

3. Required Document while taking Admission to Programme along with Payments of Fees. (Payment acknowledgement)

- Xerox copy of SSC, HSC and Graduation Mark sheets.
- identity card size photographs along with its scan copy of 09KB and Scan signature of the student 09KB.
- TC/MC (Whichever applicable). In case of TC/MC is not available at the time of admission student will get provisional admission. Grace period of 30 days will be given to submit the original TC/MC otherwise provisional admission gets cancelled no fee will be refunded.

4. Programme form and Fees.:

Students should fill the form through online mode and pay for the same making online payment through credit card/debit card/internet banking/UPI etc.

5. Fee Structure

Fresh Students Fee Structure for the Year 2022-23			
S.N.	Particulars	M.A.	
		Sem I & II	Sem III& IV
1	Registration Fee	1770	1770
2	S.L.M. Fee	1475	1475
3	Exam Fee (Oct/Nov 2022 Exam)	630	630
4	Exam Fee (Mar/Apr 2023Exam)	630	630
5	Cost of Application Form	20	20
6	Study Centre Fee	885	885

7	Prospectus Charges		20		20	
8	E-Facility Fee		50		50	
9	Environment Studies Exam Fee(Mar/Apr 2020)		00		00	
10	DhwajNidhi		10		10	
11	Tution / Course Fee		00		00	
12	Student Welfare fund		100		100	
13	Youth Hostel fee		50		50	
14	Student Accident/Medical Help fund		20		20	
	Total of 1 to 10		5660		5660	
11	*Eligibility Fee	a	Maharashtra State Board / Student of Shivaji University	50	0	0
		b	B.Ed /D.Ed.	0	0	0
		c	Other than Maharashtra State Board / Student of Other University	100	0	0
		d	NRI / Foreign	500	0	0
		12	Late Fee		50	50
13	Super Late Fee		350	350	350	

6. Evaluation Pattern:

80 Marks semester end examination + 20 Marks Assignments [Assignment Assessment pattern for all papers: Sem. I to IV]

7. Standard of Passing:

Each Course have total 100 marks of which 80 marks for theory exam and 20 marks for assignment. Student should need 40 marks out of 100 marks for passing. In which, he/she need minimum 32 marks from theory exam and minimum 8 marks from assignments.

8. Nature of Question Paper:

Question Paper Pattern for M.A. Part I & II

(Common for all courses unless specified as below)

Total marks – 80

Note:

1. All Questions are compulsory.
2. Figures to the right indicate full marks

Q. 1. Answer in one word/phrase/sentence (Ten items to be set):	10
Q. 2. Answer any two (out of three) in about 600 words each (Two questions will be set on General Topics and One on a text)	30
Q. 3. Answer any two (out of three) in about 600 words each. (All the questions will be set on prescribed texts – not covered in Q. 2)	30
Q. 4. Write short notes on (any two – out of three: in about 200 words each)	10

* * *

Question Paper Pattern

(for Sociolinguistics and Stylistics)

Total marks – 80

Note:

1. All Questions are compulsory.
2. Figures to the right indicate full marks

Q. 1. Answer in one word/phrase/sentence (Ten items to be set)	10
Q. 2. Answer any two (out of three) in about 600 words each	30
Q. 3. A. Stylistic Analysis of a poem. B. Analysis of Register	15 15
Q. 4. Write short notes on (any two – out of three: in about 200 words each)	10

* * *

Question Paper Pattern for DSE4 (all Elective Groups) Research Methodology

(Written Exam 80 + Assignments 20 Marks)

Time: 3 hours

Total marks – 80

Note:

1. All Questions are compulsory.
2. Figures to the right indicate full marks

Q. 1. Broad Answer-type questions with internal option (in about 800 words) (any 2 out of 3)	40
Q. 2. Answer the following in short (in about 400 words each) (any four out of six)	40

Research Project
Credits – 4 (Marks 100)
Research Project Dissertation of about 50 pages -80 Marks
(Plagiarism Check Mandatory)

Viva -20 Marks

I. QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES:

- 1) The CDOEs Internal Quality Mechanism will attempt to improve and maintain its quality in the proposed curriculum and syllabus.
- 2) The Quality Mechanism will improve the quality of E-Content and E-Resources through editing learning materials for different purposes (content, format, and language); Co-ordinating with the producer of audio-visual materials, and orientating the course write, etc.
- 3) The mechanism will also enhance its coordination between students and study centers and other stake holders.
4. The mechanism will monitor on its working hands-Assistant Professor and Associate Professor for contact sessions and orientation for various purposes.