

MONAD UNIVERSITY

Estd.Under U.P. Govt. University Act 23 of 2010 & U/S 2(f) of the U.G.C. Act 1956.

N.H.24, Delhi Hapur Road, Village & Post – Kastla, Kasmabad,

P.O. Pilkhuwa – 245101, District Hapur (U.P.) India

www.monad.edu.in

Lesson Plan

Program- MBA

Semester- I

Course (course code) - Indian Ethos and Business Ethics (MBA-111)

Session - 2020-21

L	T	P	C
3	1	0	4

S.No	D-Day	Subject	L	T	P	Total
1	D	Introduction to Business Ethics	1	0	0	1
2	D+1	Model of management in Indian Socio-political Environment	1	0	0	1
3	D+2	Work Ethos	1	0	0	1
4	D+3do.....	0	1	0	1
5	D+4	Factors responsible for poor work culture or work Ethos.	1	0	0	1
6	D+5	TQM- Indian insight into TQM	1	0	0	1
7	D+6	Indian heritage in production and consumption	1	0	0	1
8	D+7do.....	0	1	0	1
9	D+8	Stress MGT: Problem relating to Stress in Corporate management.	1	0	0	1
10	D+9	Teaching ethics	1	0	0	1
11	D+10	Values: Relevance of values in management	1	0	0	1

12	D+11	Tutorial	0	1	0	1
13	D+12	Values: Features, types and Importance of values	1	0	0	1
14	D+13	Secular values	1	0	0	1
15	D+14	Spiritual values in management	1	0	0	1
16	D+15do.....	0	1	0	1
17	D+16	Need for global change- Indian Perspective	1	0	0	1
18	D+17	Values for managers: Human values for Indian managers	1	0	0	1
19	D+18	Holistic approach for managers in decision making.	1	0	0	1
20	D+19do.....	0	1	0	1
21	D+20	Unethical behaviour by individuals in organisation	1	0	0	1
22	D+21	Ethics and decision making	1	0	0	1
23	D+22		1	0	0	1
24	D+23do.....	0	1	0	1
25	D+24	Personnel growth and lesson from ancient Indian Education System.	1	0	0	1
26	D+25	Science and human values	1	0	0	1
27	D+26	Sci-Tech and Ethics	1	0	0	1
28	D+27do.....	0	1	0	1
29	D+28	Ethics and decision making	1	0	0	1
30	D+29	Organisation culture	1	0	0	1
31	D+30	Making moral decisions	1	0	0	1
32	D+31do.....	0	1	0	1
33	D+32	Evils of Sci-Tech culture	1	0	0	1
34	D+33	TQM: Quality Circles, aspects of quality management	1	0	0	1
35	D+34	Objectives of education in ancient India	1	0	0	1

36	D+35do.....	0	1	0	1
37	D+36	Approaches to management	1	0	0	1
38	D+37	Ethics,Values and Business	1	0	0	1
39	D+38	Role of Indian ethos in management	1	0	0	1
40	D+39	Elements of Indian Ethos	0	1	0	1

Program- MBA

Semester- I

Course (course code) - Legal & Business environment (MBA-112)

Session - 2020-21

L	T	P	C
3	1	0	4

S.No	D-Day		L	T	P	Total
1	D	General Principle of law of contract. (Indian Contract Act, 1872).	1	0	0	1
2	D+1	Definition of Contract, Nature of Contract.	1	0	0	1
3	D+2	Section2(a),section2(b),sec10 of Contract Act.	1	0	0	1
4	D+3do.....	0	1	0	1
5	D+4	Various types of Contracts, distinction between void and voidable contracts.	1	0	0	1
6	D+5	Characteristics of a valid Contract.	1	0	0	1
7	D+6	Definition of an agreement, proposal and acceptance.	1	0	0	1
8	D+7do.....	0	1	0	1
9	D+8	Offer and Acceptance, Characteristics of a valid proposal.	1	0	0	1
10	D+9	Rules as to valid acceptance.	1	0	0	1

11	D+10	Relationship between Offer and Acceptance.	1	0	0	1
12	D+11do.....	0	1	0	1
13	D+12	Capacity of the parties to a contract.	1	0	0	1
14	D+13	Position of a Minor as a partner, share holder, as an Agent., rules regarding minor.	1	0	0	1
15	D+14	Persons of unsound mind, Persons Disqualified by Law.	1	0	0	1
16	D+15do.....	0	1	0	1
17	D+16	Consent, Free Consent, effects of consent not being free.	1	0	0	1
18	D+17	Definition of Consideration, essential elements of Consideration.	1	0	0	1
19	D+18	Sec2(d) of the Contract Act, doctrine of privity.	1	0	0	1
20	D+19do.....	0	1	0	1
21	D+20	Void Agreements, agreements in restraint of marriage, agreements in restraint of trade, and legally proceedings.	1	0	0	1
22	D+21	Wagering agreements, essential elements of wagering agreements.	1	0	0	1
23	D+22	Breach of Contract, it's types, Quantum Meruit.	1	0	0	1
24	D+23do.....	0	1	0	1
25	D+24	Contract of indemnity	1	0	0	1
26	D+25	Contract of guarantee	1	0	0	1
27	D+26	Contract of bailment	1	0	0	1
28	D+27do.....	0	1	0	1
29	D+28	Rights and duties of Baylor and bailee	1	0	0	1
30	D+29	Sales of goods Act, 1930, contract of sale, meaning and difference between contract of sale and agreement to sell.	1	0	0	1
31	D+30	Meaning of Condition, consequences of breach of condition	1	0	0	1
32	D+31	What is a warranty? consequences of breach of	0	1	0	1

		warranty.				
33	D+32	Transfer of ownership in goods including sale by a non owner.	1	0	0	1
34	D+33	Performance of contract of sale, Unpaid seller rights of an unpaid seller.	1	0	0	1
35	D+34	Rights and duties of the buyer in respect of the sale of goods.	1	0	0	1
36	D+35do.....	0	1	0	1
37	D+36	Negotiable Instrument Act, 1881 Definition, features, types.	1	0	0	1
38	D+37	Recognition and Endorsement of Negotiable Instruments.	1	0	0	1
39	D+38	Holder in due course, payment in due course,	1	0	0	1
40	D+39	Parties to notes, Bills and Cheques, Negotiation	0	1	0	1

Program- MBA

Semester- I

Course (course code) - : Business Statistics & Analytics For Decision Making

(MBA-116)

Session - 2020-21

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Statistics: Definition, Importance	1	0	0	1
2	D+1	Limitation	1	0	0	1
3	D+2	Collection of data	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Formation of Frequency Distribution	1	0	0	1

6	D+5	Graphic Presentation of frequency distribution	1	0	0	1
7.	D+6	Measure of central tendency : mean	1	0	0	1
8.	D+7	----- Tutorial -----	0	1	0	1
9.	D+8	Median & mode	1	0	0	1
10.	D+9	Partition values-quartiles, octiles,	1	0	0	1
11.	D+10	Deciles & Percentile	1	0	0	1
12.	D+11	----- Tutorial -----	0	1	0	1
13.	D+12	Measures of variation: Range, IQR	1	0	0	1
14.	D+13	Coefficient of variation	1	0	0	1
15.	D+14	Measure of dispersion: Measn deviation,	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Variance, standard deviation,	1	0	0	1
18.	D+17	Concept and measurement of skewness	1	0	0	1
19.	D+18	Moment & kurtosis	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1
21.	D+20	Correlation analysis	1	0	0	1
22.	D+21	Correlation coefficient	1	0	0	1
23.	D+22	Assumption of correlation analysis	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1
25.	D+24	Coefficient of correlation	1	0	0	1
26.	D+25	Measurement of correlation-karl pearson' method	1	0	0	1
27.	D+26	Spearman's Rank correlation	1	0	0	1
28	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	Limitation of correlation analysis	1	0	0	1
30.	D+29	Application of correlation analysis in business	1	0	0	1
31.	D+30	Regression analysis: meaning	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1
33	D+32	Utility and application of regression analysis	1	0	0	1

34.	D+33	Types of regression	1	0	0	1
35.	D+34	Difference between correlation and regression	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Regression lines	1	0	0	1
38.	D+37	Regression equation	1	0	0	1
39.	D+38	Regression coefficient	1	0	0	1
40.	D+39	----- Tutorial -----	0	1	0	1

Program- MBA

Semester- III(SPECIALIZATION IN MARKETING)

Course - Marketing Research

course code- MBA-211-M

Session - 2020-21

S. No.	Day	Subject	L	T	P	Total
1	D Day	Research: Concept and steps involved in research	1	0	0	1
2	D+1	Importance and significance of research in business	1	0	0	1
3	D+2	Types of research	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Features and Objectives of a research	1	0	0	1
6	D+5	Problem statement: Formulation of a research problem	1	0	0	1
7	D+6	Nature and Scope of marketing research	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Developing research problem		0	0	1
10	D+9	Research Design: Concept, Nature of research design.	1	0	0	1
11	D+10	Types of research design	1	0	0	1

12	D+11	Hypothesis Development: Concept, statement of hypothesis	0	1	0	1
13	D+12	Sampling: Concep and features of sampling.	1	0	0	1
14	D+13	Advantages and limitations of sampling	1	0	0	1
15	D+14	Techniques of Sampling- Probability and non probability sampling.	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Deciding sample size	1	0	0	1
18	D+17	Sampling theory	1	0	0	1
19	D+18	Sampling theory	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	Data collection: Meaning and definition of data	1	0	0	1
22	D+21	Data sources: Primary and Secondary data sources	1	0	0	1
23	D+22	Advantages and disadvantages of primary and secondary sources	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	Data collection analysis and planning the research process.	1	0	0	1
26	D+25	Interview: Concept and types of interview	1	0	0	1
27	D+26	Interviewing skills	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Questionnaire: Introduction and preparation of a good questionnaire	1	0	0	1
30	D+29	Types of questions and questionnaire building	1	0	0	1
31	D+30	Other data collection techniques	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Questionnaire format and its composition	1	0	0	1
34	D+33	Data Analysis: Getting data ready for analysis- Editing,Coding, classification	1	0	0	1

35	D+34	Tabulation of data,data analysis and interpretation	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	Measurement and Scaling, sources of errors	1	0	0	1
38	D+37	Report writing:Concept, importance and features of Good Report,types of report	1	0	0	1
39	D+38	Contents of Report, Effective report writing,	1	0	0	1
40	D+39	mechanics of writing research report, precautions for writing report,norms for using Tables,Charts and Diagrams,norms for index and bibliography.	0	1	0	1

Program- MBA

Semester- III(SPECIALIZATION IN MARKETING

COURSE NAME - SERVICE MARKETING

Course Code: MBA-213-M

L	T	P	C
3	1	0	4

S.N	Subject	L	T	P	Total
1	Introduction: Service Marketing	1	0	0	1
2	Difference between Product & Service Marketing	1	0	0	1
3	Characteristics of Service	1	0	0	1
4	----- Tutorial -----	0	1	0	1
5	Classification of Services	1	0	0	1
6	Paradigms in service Marketing	1	0	0	1
7.	Service marketing system	1	0	0	1
8.	----- Tutorial -----	0	1	0	1
9.	Service quality				
10.	Understanding customer expectation	1	0	0	1
11.	Segmentation &Zone of tolerance	1	0	0	1

12.	----- Tutorial -----	0	1	0	1
13.	Targeting & Postioning of services	1	0	0	1
14.	Service Marketing mix:	1	0	0	1
15.	Augmented Marketing mix	1	0	0	1
16.	----- Tutorial -----	0	1	0	1
17.	Developing the service product/intangible product	1	0	0	1
18.	Service pricing strategy	1	0	0	1
19.	Services promotions	1	0	0	1
20.	----- Tutorial -----	0	1	0	1
21.	Services Distribution				
22.	Role of Communication in Service Marketing	1	0	0	1
23.	People and internal communication	1	0	0	1
24.	----- Tutorial -----	0	1	0	1
25.	Process of operation	1	0	0	1
26.	delivery of services				
27.	Deciding the service quality	1	0	0	1
28.	----- Tutorial -----	0	1	0	1
29.	Understanding the customer Expectation	1	0	0	1
30.	Segmenting, targeting, positioning of financial services	1	0	0	1
31.	Marketing mix Strategies	1	0	0	1
32.	----- Tutorial -----	0	1	0	1
33.	International marketing of Services	1	0	0	1
34.	Recent trade in service marketing	1	0	0	1
35.	Principle driving force in global marketing	1	0	0	1
36.	----- Tutorial -----	0	1	0	1
37.	Key decision in global; marketing	1	0	0	1
38.	Service strategy	1	0	0	1

39.	Organising for global marketing	1	0	0	1
40.	----- Tutorial -----	0	1	0	1

Program- MBA

Semester- III(SPECIALIZATION IN MARKETING

COURSE NAME – RETAIL MANAGEMENT

Course Code: MBA214(M)

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Introduction & Overview of Retailing Environment and Management	1	0	0	1
2	D+1	Retailing, Definition and Concept	1	0	0	1
3	D+2	Retailing, Definition and Concept	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Functions of Retailing	1	0	0	1
6	D+5	Driving Forces for Retailing	1	0	0	1
7	D+6	Building and Sustaining Relationships	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Strategic Planning		0	0	1
10	D+9	Structural Change	1	0	0	1
11	D+10	Type of Retail Outlets	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	Retail Planning, Development and Control	1	0	0	1
14	D+13	The Customer and Retail Business: Knowing your Customers	1	0	0	1

15	D+14	Situational Analysis: Retail Institutions by Ownership	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Retail Institutions by Store-based Strategy-Mix	1	0	0	1
18	D+17	Targeting Customers and Gathering Information	1	0	0	1
19	D+18	Promotional Strategies used in retailing	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	Communicating with Customers..	1	0	0	1
22	D+21	Choosing a Store Location: Trading Area Analysis	1	0	0	1
23	D+22	Site Selection,. Store Design and Layout	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	External Store, Internal Store, Display.	1	0	0	1
26	D+25	Managing Retail Business: Retail Organization and HRM	1	0	0	1
27	D+26	Retail Organization and Operations Management	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Managing Retail Services	1	0	0	1
30	D+29	Service Characteristics	1	0	0	1
31	D+30	Branding	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Perceptions of Service Quality.	1	0	0	1
34	D+33	Delivering the Product: Retail Information Systems	1	0	0	1
35	D+34	Merchandise Management Retail Pricing	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	International Retailing: Internationalization and Globalization	1	0	0	1
38	D+37	Shopping at World Stores	1	0	0	1
39	D+38	Going International	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- MBA

Semester- III (SPECIALIZATION IN MARKETING)

COURSE NAME – DIGITAL MARKETING

Course Code: MBA216(M)

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Introduction to Digital Marketing	1	0	0	1
2	D+1	The new digital world	1	0	0	1
3	D+2	Trends that are driving shifts from traditional marketing practices to digital marketing practices	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	modern digital consumer and new consumer's digital journey	1	0	0	1
6	D+5	Marketing strategies for the digital world - latest practices	1	0	0	1
7	D+6	E-Commerce and Internet Marketing	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Introduction to E-marketing		0	0	1
10	D+9	online marketing-mix	1	0	0	1
11	D+10	online consumer, customer relationship management in the virtual world	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	online branding	1	0	0	1
14	D+13	traffic building	1	0	0	1

15	D+14	E-commerce	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Managing content in a digital age	1	0	0	1
18	D+17	content planning and writing	1	0	0	1
19	D+18	Consumer buying behaviour in the digital-age	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	factors affecting consumer behaviour	1	0	0	1
22	D+21	Acquiring & Engaging Users through Digital Channels	1	0	0	1
23	D+22	Understanding the relationship between content and branding and its impact on sales	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	search marketing	1	0	0	1
26	D+25	mobile marketing	1	0	0	1
27	D+26	video marketing	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	social-media marketing	1	0	0	1
30	D+29	Online campaign management	1	0	0	1
31	D+30	overview of search engine optimization (SEO	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Designing Organization for Digital Success	1	0	0	1
34	D+33	Digital transformation	1	0	0	1
35	D+34	digital leadership principles	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	online P.R.	1	0	0	1
38	D+37	how digital marketing is adding value to business	1	0	0	1
39	D+38	evaluating cost effectiveness of digital strategies	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- MBA

Semester- III (SPECIALIZATION IN FINANCE)

COURSE NAME – Research in Finance

Course Code: MBA-211-F

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Research: Concept and steps involved in research	1	0	0	1
2	D+1	Importance and significance of research in business	1	0	0	1
3	D+2	Types of research	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Features and Objectives of a research	1	0	0	1
6	D+5	Problem statement: Formulation of a research problem	1	0	0	1
7	D+6	Nature and Scope of marketing research	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Developing research problem		0	0	1
10	D+9	Research Design: Concept,Nature of research design.	1	0	0	1
11	D+10	Types of research design	1	0	0	1
12	D+11	Hypothesis Development: Concept, statement of hypothesis	0	1	0	1
13	D+12	Sampling: Concep and features of sampling.	1	0	0	1
14	D+13	Advantages and limitations of sampling	1	0	0	1
15	D+14	Techniques of Sampling- Probability and non probability sampling.	1	0	0	1

16	D+15	Tutorial	0	1	0	1
17	D+16	Deciding sample size	1	0	0	1
18	D+17	Sampling theory	1	0	0	1
19	D+18	Sampling theory	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	Data collection: Meaning and definition of data	1	0	0	1
22	D+21	Data sources: Primary and Secondary data sources	1	0	0	1
23	D+22	Advantages and disadvantages of primary and secondary sources	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	Data collection analysis and planning the research process.	1	0	0	1
26	D+25	Interview: Concept and types of interview	1	0	0	1
27	D+26	Interviewing skills	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Questionnaire: Introduction and preparation of a good questionnaire	1	0	0	1
30	D+29	Types of questions and questionnaire building	1	0	0	1
31	D+30	Other data collection techniques	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Questionnaire format and its composition	1	0	0	1
34	D+33	Data Analysis: Getting data ready for analysis- Editing,Coding, classification	1	0	0	1
35	D+34	Tabulation of data,data analysis and interpretation	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	Measurement and Scaling, sources of errors	1	0	0	1
38	D+37	Report writing:Concept, importance and features of Good Report,types of report	1	0	0	1
39	D+38	Contents of Report, Effective report writing,	1	0	0	1

40	D+39	mechanics of writing research report, precautions for writing report,norms for using Tables,Charts and Diagrams,norms for index and bibliography.	0	1	0	1
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Program- MBA

Semester- III (SPECIALIZATION IN FINANCE)

COURSE NAME – : Investment Analysis and Portfolio Management

Course Code: MBA-213-F

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction to Investment management.	1	0	0	1
2	D+1	Capital investment process	1	0	0	1
3	D+2	Types of investment alternatives	1	0	0	1
4	D+3	-----Tutorial-----	0	1	0	1
5	D+4	Security and non Security forms of investment.	1	0	0	1
6	D+5	Real estate investment	1	0	0	1
7.	D+6	Risk and Return Analysis	1	0	0	1
8.	D+7	-----Tutorial-----	0	1	0	1
9.	D+8	Investment instruments of the money market	1	0	0	1
10.	D+9	Valuation theories of fixed and variable income securities.	1	0	0	1
11.	D+10	Government securities	1	0	0	1
12.	D+11	-----Tutorial-----	0	1	0	1
13.	D+12	Introduction of SEBI	1	0	0	1

14.	D+13	Objectives of SEBI	1	0	0	1
15.	D+14	Functions of SEBI	1	0	0	1
16.	D+15	-----Tutorial-----	0	1	0	1
17.	D+16	Functions of SEBI	1	0	0	1
18.	D+17	Role of SEBI in Indian stock market	1	0	0	1
19.	D+18	SEBI and FII,Stock market defined	1	0	0	1
20.	D+19	-----Tutorial-----	0	1	0	1
21.	D+20	Operations of Indian stock market.	1	0	0	1
22.	D+21	New Issue market	1	0	0	1
23.	D+22	Listing of securities	1	0	0	1
24.	D+23	-----Tutorial-----	0	1	0	1
25.	D+24	OTCEI	1	0	0	1
26.	D+25	Cost of investing in securities	1	0	0	1
27.	D+26	Mechanics of investing in securities	1	0	0	1
28.	D+27	-----Tutorial-----	0	1	0	1
29.	D+28	Indian stock market				
30.	D+29	SEBI's guidelines regarding stock market	1	0	0	1
31.	D+30	Port folio management	1	0	0	1
32.	D+31	-----Tutorial-----	0	1	0	1
33.	D+32	Performance Evaluation	1	0	0	1
34.	D+33	Performance Evaluation of existing portfolio	1	0	0	1
35.	D+34	Sharpe,Treynor measures	1	0	0	1
36.	D+35	-----Tutorial-----	0	1	0	1
37.	D+36	Jensen measure	1	0	0	1
38.	D+37	Finding alternatives and revision of portfolio	1	0	0	1
39.	D+38	Port folio management and mutual fund industry.	1	0	0	1
40.	D+39	-----Tutorial-----	0	1	0	1

Program- MBA

Semester- III (SPECIALIZATION IN FINANCE)

COURSE NAME – : Indian Financial System and Market

Course Code: MBA 214 F

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Indian Financial System : overview	1	0	0	1
2	D+1	Organisational Structure of Indian financial system	1	0	0	1
3	D+2	Major Components	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Regulatory & promotional Institutions: RBI- objectives & functions	1	0	0	1
6	D+5	SEBI-Objectives & Functions	1	0	0	1
7.	D+6	IRDA- Objectives & functions	1	0	0	1
8.	D+7	----- Tutorial -----				
9.	D+8	Primary Market: Public Issue	1	0	0	1
10.	D+9	Steps in Public Issue	1	0	0	1
11.	D+10	Role of various agencies in public issue	1	0	0	1
12.	D+11	----- Tutorial -----	0	1	0	1
13.	D+12	Opening of issue	1	0	0	1
14.	D+13	Closing of issue	1	0	0	1
15.	D+14	Allotment/refund of Listing Securities	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Concept of Book Building	1	0	0	1

18.	D+17	Stock Exchange: overview	1	0	0	1
19.	D+18	Trading on NSE-Capital market segment	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1
21.	D+20	Wholesale debt market segment	1	0	0	1
22.	D+21	Traditionl system under capital market segment	1	0	0	1
23.	D+22	Intoduction to –E-Trading	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1
25.	D+24	Money market- meaning, instrument & features	1	0	0	1
26.	D+25	Banking: functions of commercial bank	1	0	0	1
27.	D+26	Concept of e-banking	1	0	0	1
28.	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	NBFC: meaning, functions	1	0	0	1
30.	D+29	Credit rating: concept, credit rating agencies	1	0	0	1
31.	D+30	Rating methodology and process	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1
33.	D+32	Rating symbols for debentures/bonds	1	0	0	1
34.	D+33	Insuranc:introduction	1	0	0	1
35.	D+34	Mutual Fund: conept, advantages	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Venture capital: concept, objective	1	0	0	1
38.	D+37	Development of venture capital	1	0	0	1
39.	D+38	Venture capital investment process	1	0	0	1
40.	D+39	----- Tutorial -----	1	0	0	1

Program- MBA

Semester- III (SPECIALIZATION IN FINANCE)

COURSE NAME : Managing banks and Financial intuitions

Course Code: MBA215 (F)

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Financial System Introduction	1	0	0	1
2	D+1	Nature,	1	0	0	1
3	D+2	structure	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Role and functions of a financial system	1	0	0	1
6	D+5	Key elements of a well-functioning financial system	1	0	0	1
7	D+6	Status and objectives.	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Reforms and recent developments in Indian Financial System		0	0	1
10	D+9	RBI- functions and working	1	0	0	1
11	D+10	functions of NABARD	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	Structure of Indian banking system	1	0	0	1
14	D+13	objectives functions	1	0	0	1
15	D+14	Performance of commercial banks	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Regional Rural Banks	1	0	0	1
18	D+17	Cooperative Banks	1	0	0	1
19	D+18	Assets- liability Management in Banks	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	Operational policies and performance of Finance Companies	1	0	0	1

22	D+21	Development finance institutions	1	0	0	1
23	D+22	ICICI	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	IDBI	1	0	0	1
26	D+25	IFCI	1	0	0	1
27	D+26	IIBI	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	SFCs	1	0	0	1
30	D+29	SIDBI	1	0	0	1
31	D+30	Non-banking finance companies	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Housing finance companies	1	0	0	1
34	D+33	Indian Securities Market	1	0	0	1
35	D+34	Stock Exchanges	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	New Issue Market	1	0	0	1
38	D+37	Role of SEBI Recent Developments in Indian financial security market Mutual Funds; Depository System	1	0	0	1
39	D+38	An overview of Insurance Institutions in India.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- MBA

Semester- III (SPECIALIZATION IN HRM)

COURSE NAME : Research in HR

Course Code: MBA211-H

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Research: Concept and steps involved in research	1	0	0	1
2	D+1	Importance and significance of research in business	1	0	0	1
3	D+2	Types of research	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Features and Objectives of a research	1	0	0	1
6	D+5	Problem statement: Formulation of a research problem	1	0	0	1
7	D+6	Nature and Scope of marketing research	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Developing research problem		0	0	1
10	D+9	Research Design: Concept,Nature of research design.	1	0	0	1
11	D+10	Types of research design	1	0	0	1
12	D+11	Hypothesis Development: Concept, statement of hypothesis	0	1	0	1
13	D+12	Sampling: Concep and features of sampling.	1	0	0	1
14	D+13	Advantages and limitations of sampling	1	0	0	1
15	D+14	Techniques of Sampling- Probability and non probability sampling.	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Deciding sample size	1	0	0	1
18	D+17	Sampling theory	1	0	0	1
19	D+18	Sampling theory	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	Data collection: Meaning and definition of data	1	0	0	1
22	D+21	Data sources: Primary and Secondary data sources	1	0	0	1

23	D+22	Advantages and disadvantages of primary and secondary sources	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	Data collection analysis and planning the research process.	1	0	0	1
26	D+25	Interview: Concept and types of interview	1	0	0	1
27	D+26	Interviewing skills	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Questionnaire: Introduction and preparation of a good questionnaire	1	0	0	1
30	D+29	Types of questions and questionnaire building	1	0	0	1
31	D+30	Other data collection techniques	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Questionnaire format and its composition	1	0	0	1
34	D+33	Data Analysis: Getting data ready for analysis- Editing,Coding, classification	1	0	0	1
35	D+34	Tabulation of data,data analysis and interpretation	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	Measurement and Scaling, sources of errors	1	0	0	1
38	D+37	Report writing:Concept, importance and features of Good Report,types of report	1	0	0	1
39	D+38	Contents of Report, Effective report writing,	1	0	0	1
40	D+39	mechanics of writing research report, precautions for writing report,norms for using Tables,Charts and Diagrams,norms for index and bibliography.	0	1	0	1

Program- MBA

Semester- III (SPECIALIZATION IN HRM)

COURSE NAME : Strategic Human Resource

Course Code: MBA-212 H

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction ,HRM concept Nature of HRM,Scope	1	0	0	1
2	D+1	Evolution of HRM, Relevance of HRM, Challenges faced by HRM	1	0	0	1
3	D+2	Human resource functions, Systems model of HRM functions,the Indian scenario of HRM	1	0	0	1
4	D+3	-----DO-----	0	1	0	1
5	D+4	Introduction of Strategic MGT,basic concepts of strategic MGT,Mission Vision, Objectives	1	0	0	1
6	D+5	Basic model of strategic management, Business policy	1	0	0	1
7.	D+6	Corporate strategy , strategic decision making.	1	0	0	1
8.	D+7	-----DO-----				
9.	D+8	Role of strategic management in marketing	1	0	0	1
10.	D+9	Human resource planning, steps in HRP, succession planning	1	0	0	1
11.	D+10	HRIS,HR Accounting	1	0	0	1
12.	D+11	-----DO-----	0	1	0	1
13.	D+12	HR Audit,Job analysis,Job specification Recruitment	1	0	0	1
14.	D+13	Recruitment policy, recruitment procedures	1	0	0	1
15.	D+14	Recruitment methods or techniques	1	0	0	1
16.	D+15	-----DO-----	0	1	0	1
17.	D+16	Selection, procedure of Selection	1	0	0	1
18.	D+17	Environmental Scanning, Industry Analysis,ETOP	1	0	0	1

		study,OCP,SAPScanning				
19.	D+18	Corporate Analysis,Value-Chain Approach	1	0	0	1
20.	D+19	-----DO-----	0	1	0	1
21.	D+20	Training, purpose, methods and issues of training.	1	0	0	1
22.	D+21	Management Development Programmes	1	0	0	1
23.	D+22	Performance Appraisal, definition,purpose of Appraisal, procedures and techniques,360 degree performance appraisal.	1	0	0	1
24.	D+23	-----DO-----	0	1	0	1
25.	D+24	Wage policy in India, Minimum wage,Fair Wage, Living wage, Incentive payments. Meaning and definition of Incentive payments.	1	0	0	1
26.	D+25	Types and Scope of incentive scheme,Fringe benefits.	1	0	0	1
27.	D+26	SWOT analysis, various corporate strategies, Growth, Expansion, Diversification, Stability, Mergers and Acquisitions, Strategic Alliances	1	0	0	1
28	D+27	-----DO-----	0	1	0	1
29.	D+28	BCG model,GE 9 cell,Porters Model	1	0	0	1
30.	D+29	Retrenchment and Combination strategy	1	0	0	1
31.	D+30	Process of Strategic Planning,Stages of Corporate development	1	0	0	1
32.	D+31	-----DO-----	0	1	0	1
33	D+32	Grievance Procedure, definition, Grievance handling Procedure .	1	0	0	1
34.	D+33	Industrial Relations: Nature and Importance of industrial relations	1	0	0	1
35.	D+34	Promotion, Transfer and Separation.	1	0	0	1

36.	D+35	-----DO-----	0	1	0	1
37.	D+36	Strategy implementation through structure, through Human Resource.	1	0	0	1
38.	D+37	Strategy implementation through values and ethics,Mc Kinseys 7S Model	1	0	0	1
39.	D+38	Organisation Life Cycle, Management and Control	1	0	0	1
40.	D+39	Strategic Information System.	1	0	0	1

Program- MBA

Semester- III (SPECIALIZATION IN HRM)

COURSE NAME : : Team Dynamic at Work

Course Code: MBA-215H

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Leadership:Meaning	1	0	0	1
2	D+1	Concept leadership	1	0	0	1
3	D+2	Myths about leadership	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Components of leaders	1	0	0	1
6	D+5	Assessing leadership	1	0	0	1
7.	D+6	Measuring its effect	1	0	0	1
8.	D+7	----- Tutorial -----				
9.	D+8	Focus on leader	1	0	0	1
10.	D+9	Power & Influence	1	0	0	1
11.	D+10	Leadership & Values	1	0	0	1
12.	D+11	----- Tutorial -----	0	1	0	1

13.	D+12	Leadership Traits	1	0	0	1
14.	D+13	Leadership behaviour	1	0	0	1
15.	D+14	Contingencies theories of Leadership	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Leadership & change	1	0	0	1
18.	D+17	Group	1	0	0	1
19.	D+18	Nature of group	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1
21.	D+20	Group size	1	0	0	1
22.	D+21	Stages of group development	1	0	0	1
23.	D+22	Group roles	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1
25.	D+24	Group norms	1	0	0	1
26.	D+25	Group cohesion	1	0	0	1
27.	D+26	Team	1	0	0	1
28.	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	Effective team characteristics	1	0	0	1
30.	D+29	Team Building	1	0	0	1
31.	D+30	Ginetts Team Effectiveness Leadership Model	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1
33.	D+32	Leadership Skills	1	0	0	1
34.	D+33	Building Technical Competency	1	0	0	1
35.	D+34	Advanced Leadership skills	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Team Building for Work Team	1	0	0	1
38.	D+37	Basic leadership skills	1	0	0	1
39.	D+38	Building high performance Teams	1	0	0	1
40.	D+39	----- Tutorial -----	1	0	0	1

Program- MBA

Semester- III (SPECIALIZATION IN HRM)

COURSE NAME : Cross cultural management

Course Code: MBA-216H

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction understanding culture: values	1	0	0	1
2	D+1	Socio Culture system	1	0	0	1
3	D+2	Importance of culture	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Cultural difference	1	0	0	1
6	D+5	Measurement or graph cultural differences	1	0	0	1
7.	D+6	Is it possible to change a culture	1	0	0	1
8.	D+7	----- Tutorial -----				
9.	D+8	What does culture have to do with business	1	0	0	1
10.	D+9	Ways of describing cultural differences	1	0	0	1
11.	D+10	Cultural diversity	1	0	0	1
12.	D+11	----- Tutorial -----	0	1	0	1
13.	D+12	Impact of cultural difference on individual	1	0	0	1
14.	D+13	Verbal and non verbal communication	1	0	0	1
15.	D+14	Kohlberg's theory of moral reasoning	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Measuring cultural development	1	0	0	1
18.	D+17	Historical origin of beliefs and values	1	0	0	1

19.	D+18	Impact of cross cultural communication	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1
21.	D+20	Relativism vs Development	1	0	0	1
22.	D+21	Respect cultural differences vs stages of development	1	0	0	1
23.	D+22	Conflict and negotiation	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1
25.	D+24	Gender differences	1	0	0	1
26.	D+25	Gender multiethencity	1	0	0	1
27.	D+26	Geography body language	1	0	0	1
28.	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	The culture of poverty	1	0	0	1
30.	D+29	Cultural aspect of international business	1	0	0	1
31.	D+30	Negotiation: negotiation process	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1
33.	D+32	Negotiation strategy	1	0	0	1
34.	D+33	National culture vs organizational culture	1	0	0	1
35.	D+34	Cross cultural intelligence	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Management of cross cultural teams	1	0	0	1
38.	D+37	Participatory strategic planning	1	0	0	1
39.	D+38	Technology of participatory change	1	0	0	1
40.	D+39	----- Tutorial -----	1	0	0	1

Program- MCOM

Semester- I

COURSE NAME : ORGANISATIONAL BEHAVIOUR

Course Code: MCOM-111

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction to Organisation behavior (concept)	1	0	0	1
2	D+1	Nature & Scope of Organisation behavior	1	0	0	1
3	D+2	Importance of Organisation behavior	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Individual & Group behavior	1	0	0	1
6	D+5	Emerging challenges in ob	1	0	0	1
7.	D+6	Interpresonal behaviour	1	0	0	1
8.	D+7	----- Tutorial -----				
9.	D+8	Importance of Interpresonal relationship	1	0	0	1
10.	D+9	Role of Communication	1	0	0	1
11.	D+10	Transactional analysis & its application	1	0	0	1
12.	D+11	----- Tutorial -----	0	1	0	1
13.	D+12	Concept of groups & team	1	0	0	1
14.	D+13	Types of group	1	0	0	1
15.	D+14	Stages of group development	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Group norms & roles	1	0	0	1
18.	D+17	Organisational leadership	1	0	0	1
19.	D+18	Leadership theories	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1
21.	D+20	Leadership skills & styles	1	0	0	1
22.	D+21	Leadersghip training	1	0	0	1
23.	D+22	Motivation & its importance	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1

25.	D+24	Theories of motivation : Maslow's, Hertzberg	1	0	0	1
26.	D+25	Theories of motivation :McClelland's, Expectancy	1	0	0	1
27.	D+26	Learnig & its principal	1	0	0	1
28.	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	Factors in human learning	1	0	0	1
30.	D+29	Theories of learning	1	0	0	1
31.	D+30	Perception : definition & importance	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1
33.	D+32	Perceptual process	1	0	0	1
34.	D+33	Attitude: concept	1	0	0	1
35.	D+34	attitude & behavior	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Attitude Formation	1	0	0	1
38.	D+37	Factor determining Attitude formation	1	0	0	1
39.	D+38	Attitude Measurement	1	0	0	1
40.	D+39	----- Tutorial -----	1	0	0	1

Program- MCOM

Semester- I

COURSE NAME : Strategic Human Resource Management

Course Code: MCOM-113

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction ,HRM concept Nature of HRM,Scope	1	0	0	1

2	D+1	Evolution of HRM, Relevance of HRM, Challenges faced by HRM	1	0	0	1
3	D+2	Human resource functions, Systems model of HRM functions,the Indian scenario of HRM	1	0	0	1
4	D+3	-----DO-----	0	1	0	1
5	D+4	Introduction of Strategic MGT,basic concepts of strategic MGT,Mission Vision, Objectives	1	0	0	1
6	D+5	Basic model of strategic management, Business policy	1	0	0	1
7.	D+6	Corporate strategy , strategic decision making.	1	0	0	1
8.	D+7	-----DO-----				
9.	D+8	Role of strategic management in marketing	1	0	0	1
10.	D+9	Human resource planning, steps in HRP, succession planning	1	0	0	1
11.	D+10	HRIS,HR Accounting	1	0	0	1
12.	D+11	-----DO-----	0	1	0	1
13.	D+12	HR Audit,Job analysis,Job specification Recruitment	1	0	0	1
14.	D+13	Recruitment policy, recruitment procedures	1	0	0	1
15.	D+14	Recruitment methods or techniques	1	0	0	1
16.	D+15	-----DO-----	0	1	0	1
17.	D+16	Selection, procedure of Selection	1	0	0	1
18.	D+17	Environmental Scanning, Industry Analysis,ETOP study,OCP,SAPScanning	1	0	0	1
19.	D+18	Corporate Analysis,Value-Chain Approach	1	0	0	1
20.	D+19	-----DO-----	0	1	0	1
21.	D+20	Training, purpose, methods and issues of training.	1	0	0	1
22.	D+21	Management Development Programmes	1	0	0	1

23.	D+22	Performance Appraisal, definition, purpose of Appraisal, procedures and techniques, 360 degree performance appraisal.	1	0	0	1
24.	D+23	-----DO-----	0	1	0	1
25.	D+24	Wage policy in India, Minimum wage, Fair Wage, Living wage, Incentive payments. Meaning and definition of Incentive payments.	1	0	0	1
26.	D+25	Types and Scope of incentive scheme, Fringe benefits.	1	0	0	1
27.	D+26	SWOT analysis, various corporate strategies, Growth, Expansion, Diversification, Stability, Mergers and Acquisitions, Strategic Alliances	1	0	0	1
28.	D+27	-----DO-----	0	1	0	1
29.	D+28	BCG model, GE 9 cell, Porters Model	1	0	0	1
30.	D+29	Retrenchment and Combination strategy	1	0	0	1
31.	D+30	Process of Strategic Planning, Stages of Corporate development	1	0	0	1
32.	D+31	-----DO-----	0	1	0	1
33.	D+32	Grievance Procedure, definition, Grievance handling Procedure .	1	0	0	1
34.	D+33	Industrial Relations: Nature and Importance of industrial relations	1	0	0	1
35.	D+34	Promotion, Transfer and Separation.	1	0	0	1
36.	D+35	-----DO-----	0	1	0	1
37.	D+36	Strategy implementation through structure, through Human Resource.	1	0	0	1
38.	D+37	Strategy implementation through values and ethics, Mc Kinseys 7S Model	1	0	0	1
39.	D+38	Organisation Life Cycle, Management and Control	1	0	0	1
40.	D+39	Strategic Information System.	1	0	0	1

Program- MCOM**Semester- III****COURSE NAME :** Entrepreneurship development**Course Code: MCOM-112**

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Entrepreneur definition& Introduction	1	0	0	1
2	D+1	Role kinds & concept of entrepreneurship	1	0	0	1
3	D+2	theories of entrepreneurship	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	characteristics of entrepreneur-leadership	1	0	0	1
6	D+5	risk-taking, decision making and business planning	1	0	0	1
7	D+6	Promotion of a venture	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	opportunities analysis		0	0	1
10	D+9	external environment analysis	1	0	0	1
11	D+10	economic, social and technological	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	competitive factors	1	0	0	1
14	D+13	legal requirements for establishment of a new unit	1	0	0	1
15	D+14	venture capital sources and documentation required	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Entrepreneurial Behaviour	1	0	0	1

18	D+17	Innovation & entrepreneur	1	0	0	1
19	D+18	entrepreneurial behaviour	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	social responsibility	1	0	0	1
22	D+21	plant layout	1	0	0	1
23	D+22	Entrepreneurial development programs	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	role of Government in organising EDP's	1	0	0	1
26	D+25	Role of entrepreneur:	1	0	0	1
27	D+26	Role of entrepreneur in economic growth as an innovator	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Role of entrepreneur in economic growth as an innovator	1	0	0	1
30	D+29	generation of employment opportunities	1	0	0	1
31	D+30	complementing and supplementing	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	economic growth	1	0	0	1
34	D+33	bringing about social stability and balanced regional development of industries	1	0	0	1
35	D+34	role of export promotion and import substitution	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	forex earnings	1	0	0	1
38	D+37	augmenting	1	0	0	1
39	D+38	meeting local demands.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

MONAD UNIVERSITY

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Lesson Plan

Program- BBA

Semester- I

Course (course code) – BUSINESS ENVIRONMENT(BBA-112)

Session - 2020-21

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Introduction of Business Environment	1	0	0	1
2	D+1	Concept, significance of Business Environment	1	0	0	1
3	D+2	Nature of environment of Business	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Elements of environment- internal & external	1	0	0	1
6	D+5	Elements of environment- internal & external	1	0	0	1
7	D+6	Interaction between internal and external environment.	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Techniques of environment, scanning and monitoring		0	0	1
10	D+9	Significance and elements of economic environment	1	0	0	1

11	D+10	Economic systems	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	Capitalism	1	0	0	1
14	D+13	socialism	1	0	0	1
15	D+14	communism , mixed economy	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	public and private sector	1	0	0	1
18	D+17	economic planning in India, new economic policy.	1	0	0	1
19	D+18	Critical elements of political environment	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	Government and business.	1	0	0	1
22	D+21	Government policies-Industrial policy	1	0	0	1
23	D+22	MRTP ACT.	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	FEMA	1	0	0	1
26	D+25	Consumer protection Act	1	0	0	1
27	D+26	Consumer protection Act	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Multinational corporations	1	0	0	1
30	D+29	transnational corporations	1	0	0	1
31	D+30	Foreign collaborations and Indian Business	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Foreign collaborations and Indian Business	1	0	0	1
34	D+33	Merger	1	0	0	1
35	D+34	acquisitions	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	Global competitiveness	1	0	0	1

38	D+37	: WTO, World Bank	1	0	0	1
39	D+38	IMF and their importance to India.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- BBA

Semester- III

Course (course code) – PRINCIPLES OF MARKETING MANAGEMENT (BBA-211)

Session - 2020-21

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction to Marketing,	1	0	0	1
2	D+1	Definition & Importance of marketing	1	0	0	1
3	D+2	Scope of marketing	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Elements of marketing	1	0	0	1
6	D+5	Core Marketing Concept	1	0	0	1
7.	D+6	Marketing v/s sellingMarket segmentation	1	0	0	1
8.	D+7	----- Tutorial -----				
9.	D+8	Market segmentation	1	0	0	1
10.	D+9	Benefits of segmentation	1	0	0	1
11.	D+10	purpose of segmentation				
12.	D+11	----- Tutorial -----	0	1	0	1
13.	D+12	Limitation of market segmentation	1	0	0	1
14.	D+13	Market segmentation procedure	1	0	0	1

15.	D+14	Marketing mix	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Product decision	1	0	0	1
18.	D+17	New product development	1	0	0	1
19.	D+18	Necessity for new product development	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1
21.	D+20	Failure of new product	1	0	0	1
22.	D+21	New product planning	1	0	0	1
23.	D+22	New product Development Process	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1
25.	D+24	Product mix	1	0	0	1
26.	D+25	Branding & packaging decision	1	0	0	1
27.	D+26	Product life cycle : concept	1	0	0	1
28.	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	Stages of Product life cycle	0	1	0	1
30.	D+29	Strategies for different stages of PLC	1	0	0	1
31.	D+30	Pricing decision: Concept	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1
33.	D+32	Objective of pricing Decision				
34.	D+33	Methods of setting price	1	0	0	1
35.	D+34	Policies of Setting Price	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Pricing strategies	1	0	0	1
38.	D+37	Promotion decision	1	0	0	1
39.	D+38	Distribution decision	1	0	0	1
40.	D+39	----- Tutorial -----	0	1	0	1

Program- BBA**Semester- III**Course (course code) – **ORGANISATIONAL BEHAVIOUR**(BBA-212)

Session - 2020-21

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction to Organisation behavior (concept)	1	0	0	1
2	D+1	Nature & Scope of Organisation behavior	1	0	0	1
3	D+2	Importance of Organisation behavior	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Individual & Group behavior	1	0	0	1
6	D+5	Emerging challenges in ob	1	0	0	1
7.	D+6	Interpresonal behaviour	1	0	0	1
8.	D+7	----- Tutorial -----				
9.	D+8	Importance of Interpresonal relationship	1	0	0	1
10.	D+9	Role of Communication	1	0	0	1
11.	D+10	Transactional analysis & its application	1	0	0	1
12.	D+11	----- Tutorial -----	0	1	0	1
13.	D+12	Concept of groups & team	1	0	0	1
14.	D+13	Types of group	1	0	0	1
15.	D+14	Stages of group development	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Group norms & roles	1	0	0	1
18.	D+17	Organisational leadership	1	0	0	1
19.	D+18	Leadership theories	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1

21.	D+20	Leadership skills & styles	1	0	0	1
22.	D+21	Leadersghip training	1	0	0	1
23.	D+22	Motivation & its importance	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1
25.	D+24	Theories of motivation : Maslow's, Hertzberg	1	0	0	1
26.	D+25	Theories of motivation :McClelland's, Expectancy	1	0	0	1
27.	D+26	Learnig & its principal	1	0	0	1
28	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	Factors in human learning	1	0	0	1
30.	D+29	Theories of learning	1	0	0	1
31.	D+30	Perception : definition & importance	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1
33	D+32	Perceptual process	1	0	0	1
34.	D+33	Attitude: concept	1	0	0	1
35.	D+34	attitude & behavior	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Attitude Formation	1	0	0	1
38.	D+37	Factor determining Attitude formation	1	0	0	1
39.	D+38	Attitude Measurement	1	0	0	1
40.	D+39	----- Tutorial -----	1	0	0	1

Program- BBA**Semester- III****Course (course code) – - Management of Financial services (BBA-213)****Session - 2020-21**

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Financial Services: Meaning, nature & types	1	0	0	1
2	D+1	Factoring: Meaning, characteristics & types of factoring arrangements	1	0	0	1
3	D+2	factoring in India.	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Hire Purchase finance & consumer credit	1	0	0	1
6	D+5	conceptual frame work	1	0	0	1
7	D+6	financial evaluation of hire purchase finance	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	features of consumer credit		0	0	1
10	D+9	Housing finance: introduction	1	0	0	1
11	D+10	NHB's housing finance companies directions	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	prudential norms, & housing finance schemes	1	0	0	1
14	D+13	Credit rating: Meaning & types	1	0	0	1
15	D+14	benefits of credit rating to investors & companies	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Credit rating agencies	1	0	0	1
18	D+17	objectives & functions.	1	0	0	1

19	D+18	Credit cards: Concepts & significance	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	types of credit card	1	0	0	1
22	D+21	credit card business in India	1	0	0	1
23	D+22	Book Building: concepts of mechanism of books building	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	significance & benefits of book building.	1	0	0	1
26	D+25	Securitization: concepts & mode	1	0	0	1
27	D+26	mechanism & beneficiaries of securitization;	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	securitization in India.	1	0	0	1
30	D+29	Depository system: concept	1	0	0	1
31	D+30	depository participants	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	function of depository system	1	0	0	1
34	D+33	benefits of depository	1	0	0	1
35	D+34	depository system in India.	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	Venture Capital: Meaning, eligibility	1	0	0	1
38	D+37	modes of financing	1	0	0	1
39	D+38	Role and functions of merchant bankers.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- BBA

Semester- V

Course (course code) – - ENTREPRENURSHIP DEVELOPMENT (BBA-213)

Session - 2020-21

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Entrepreneur definition& Introduction	1	0	0	1
2	D+1	Role kinds & concept of entrepreneurship	1	0	0	1
3	D+2	theories of entrepreneurship	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	characteristics of entrepreneur-leadership	1	0	0	1
6	D+5	risk-taking, decision making and business planning	1	0	0	1
7	D+6	Promotion of a venture	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	opportunities analysis		0	0	1
10	D+9	external environment analysis	1	0	0	1
11	D+10	economic, social and technological	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	competitive factors	1	0	0	1
14	D+13	legal requirements for establishment of a new unit	1	0	0	1
15	D+14	venture capital sources and documentation required	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Entrepreneurial Behaviour	1	0	0	1
18	D+17	Innovation & entrepreneur	1	0	0	1
19	D+18	entrepreneurial behaviour	1	0	0	1
20	D+19	Tutorial	0	1	0	1

21	D+20	social responsibility	1	0	0	1
22	D+21	plant layout	1	0	0	1
23	D+22	Entrepreneurial development programs	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	role of Government in organising EDP's	1	0	0	1
26	D+25	Role of entrepreneur:	1	0	0	1
27	D+26	Role of entrepreneur in economic growth as an innovator	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Role of entrepreneur in economic growth as an innovator	1	0	0	1
30	D+29	generation of employment opportunities	1	0	0	1
31	D+30	complementing and supplementing	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	economic growth	1	0	0	1
34	D+33	bringing about social stability and balanced regional development of industries	1	0	0	1
35	D+34	role of export promotion and import substitution	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	forex earnings	1	0	0	1
38	D+37	augmenting	1	0	0	1
39	D+38	meeting local demands.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- BBA

Semester- V

Course (course code) – INTERNATIONAL TRADE (BBA-313)

Session - 2020-21

L	T	P	C
3	1	0	4

S.No	D-Day	Subject/Topic	L	T	P	Total
1	D	Introduction to subject	1	0	0	1
2	D+1	A brief historical introduction of international trade	1	0	0	1
3	D+2	international trade theory	1	0	0	1
4	D+3	Practice of international trade	0	1	0	1
5	D+4	Globalization meaning	1	0	0	1
6	D+5	Globalization forces	1	0	0	1
7	D+6	Dimensions of Globalization	1	0	0	1
8	D+7	Stages in Globalization	0	1	0	1
9	D+8	International Business Environment	1	0	0	1
10	D+9	International Business Environment – Economic	1	0	0	1
11	D+10	International Business Environment – Political	1	0	0	1
12	D+11	International Business Environment – Legal	0	1	0	1
13	D+12	International Business Environment – cultural environment	1	0	0	1
14	D+13	International Trade theories	1	0	0	1
15	D+14	International Trade theory by Adam Smith	1	0	0	1
16	D+15	International Trade theory by Ricardo	0	1	0	1
17	D+16	International Trade theory by Ohlin & Heckler	1	0	0	1
18	D+17	Balance of payments concept	1	0	0	1
19	D+18	Measurements balance of trade	1	0	0	1
20	D+19	Transfers-current	0	1	0	1
21	D+20	Capital accounts-deficits	1	0	0	1
22	D+21	BPO's National Income	1	0	0	1

23	D+22	Surplus equilibrium in BPO's National Income	1	0	0	1
24	D+23	BPO's Disequilibrium	0	1	0	1
25	D+24	Adjustments of BPO	1	0	0	1
26	D+25	Instruments of trade policy	1	0	0	1
27	D+26	Theory of Tariffs	1	0	0	1
28	D+27	Tariff's & income distribution-optimum tariffs	0	1	0	1
29	D+28	Effects of tariffs	1	0	0	1
30	D+29	Non-tariff barriers-quotas	1	0	0	1
31	D+30	Exchange control	1	0	0	1
32	D+31	Quantitative restrictions	0	1	0	1
33	D+32	International cartel	1	0	0	1
34	D+33	Dumping	1	0	0	1
35	D+34	International agreements	1	0	0	1
36	D+35	International agreement & services	0	1	0	1
37	D+36	Doubts, Problems & revision	1	0	0	1
38	D+37	Doubts, Problems & revision	1	0	0	1
39	D+38	Doubts, Problems & revision	1	0	0	1
40	D+39	Doubts, Problems & revision	0	1	0	1

Program- BBA

Semester- V

Course (course code) – GST(MC311)

Session - 2020-21

L	T	P	C
3	1	0	4

S.No	D-Day	Subject/Topic	L	T	P	Total
1	D	Brief Introduction of GST	1	0	0	1
2	D+1	Historical back ground of GST Constitutional Amendment	1	0	0	1
3	D+2	Objective of GST	1	0	0	1
4	D+3	Rates of GST	0	1	0	1
5	D+4	Model Law of GST	1	0	0	1
6	D+5	GST vs. the Current Indirect Tax Structure	1	0	0	1
7	D+6	Why GST a big deal	1	0	0	1
8	D+7	Time, Value ,place of supply	0	1	0	1
9	D+8	Registering under GST	1	0	0	1
10	D+9	GST Returns	1	0	0	1
11	D+10	How and When to file return	1	0	0	1
12	D+11	Mixed Supply	0	1	0	1
13	D+12	Composite Supply	1	0	0	1
14	D+13	Composition Levy	1	0	0	1
15	D+14	What is aggregate Turnover	1	0	0	1
16	D+15	Input tax credit in detail	0	1	0	1
17	D+16	Reverse charge	1	0	0	1
18	D+17	GST compliance rating	1	0	0	1
19	D+18	Impact of GST on Manufacturers and FMCG industry	1	0	0	1
20	D+19	SGST	0	1	0	1
21	D+20	CGST	1	0	0	1
22	D+21	UGST	1	0	0	1
23	D+22	Exemption/composition scheme under GST	1	0	0	1
24	D+23	Calculation of net cost of imported goods	0	1	0	1
25	D+24	calculation of sale value after import	1	0	0	1

26	D+25	IGST Appelle	1	0	0	1
27	D+26	tribunal of GST	1	0	0	1
28	D+27	Threshold limit of GST	0	1	0	1
29	D+28	Impact of GST on north-eastern states	1	0	0	1
30	D+29	GST and its dual effect	1	0	0	1
31	D+30	Impact of GST on E-commerce	1	0	0	1
32	D+31	Dispute handling mechanism	0	1	0	1
33	D+32	Impact of GST on banking sector	1	0	0	1
34	D+33	Impact of GST on SME	1	0	0	1
35	D+34	Test	1	0	0	1
36	D+35	Test	0	1	0	1
37	D+36	Doubts, Problems & revision	1	0	0	1
38	D+37	Doubts, Problems & revision	1	0	0	1
39	D+38	Doubts, Problems & revision	1	0	0	1
40	D+39	Doubts, Problems & revision	0	1	0	1

Program- BCOM

Semester- I

Course (course code) – BUSINESS ENVIRONMENT (BBA-112)

Session - 2020-21

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Introduction of Business Environment	1	0	0	1
2	D+1	Concept, significance of Business Environment	1	0	0	1

3	D+2	Nature of environment of Business	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Elements of environment- internal & external	1	0	0	1
6	D+5	Elements of environment- internal & external	1	0	0	1
7	D+6	Interaction between internal and external environment.	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Techniques of environment, scanning and monitoring		0	0	1
10	D+9	Significance and elements of economic environment	1	0	0	1
11	D+10	Economic systems	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	Capitalism	1	0	0	1
14	D+13	socialism	1	0	0	1
15	D+14	communism , mixed economy	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	public and private sector	1	0	0	1
18	D+17	economic planning in India, new economic policy.	1	0	0	1
19	D+18	Critical elements of political environment	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	Government and business.	1	0	0	1
22	D+21	Government policies-Industrial policy	1	0	0	1
23	D+22	MRTP ACT.	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	FEMA	1	0	0	1
26	D+25	Consumer protection Act	1	0	0	1
27	D+26	Consumer protection Act	1	0	0	1

28	D+27	Tutorial	0	1	0	1
29	D+28	Multinational corporations	1	0	0	1
30	D+29	transnational corporations	1	0	0	1
31	D+30	Foreign collaborations and Indian Business	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Foreign collaborations and Indian Business	1	0	0	1
34	D+33	Merger	1	0	0	1
35	D+34	acquisitions	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	Global competitiveness	1	0	0	1
38	D+37	: WTO, World Bank	1	0	0	1
39	D+38	IMF and their importance to India.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- BCOM

Semester- III

Course (course code) – ORGANISATIONAL BEHAVIOUR (BBA-212)

Session - 2020-21

L	T	P	C
3	1	0	4

S.N	Day	Subject	L	T	P	Total
1	D Day	Introduction to Organisation behavior (concept)	1	0	0	1
2	D+1	Nature & Scope of Organisation behavior	1	0	0	1
3	D+2	Importance of Organisation behavior	1	0	0	1
4	D+3	----- Tutorial -----	0	1	0	1
5	D+4	Individual & Group behavior	1	0	0	1

6	D+5	Emerging challenges in ob	1	0	0	1
7.	D+6	Interpresonal behaviour	1	0	0	1
8.	D+7	----- Tutorial -----				
9.	D+8	Importance of Interpresonal relationship	1	0	0	1
10.	D+9	Role of Communication	1	0	0	1
11.	D+10	Transactional analysis & its application	1	0	0	1
12.	D+11	----- Tutorial -----	0	1	0	1
13.	D+12	Concept of groups & team	1	0	0	1
14.	D+13	Types of group	1	0	0	1
15.	D+14	Stages of group development	1	0	0	1
16.	D+15	----- Tutorial -----	0	1	0	1
17.	D+16	Group norms & roles	1	0	0	1
18.	D+17	Organisational leadership	1	0	0	1
19.	D+18	Leadership theories	1	0	0	1
20.	D+19	----- Tutorial -----	0	1	0	1
21.	D+20	Leadership skills & styles	1	0	0	1
22.	D+21	Leadersghip training	1	0	0	1
23.	D+22	Motivation & its importance	1	0	0	1
24.	D+23	----- Tutorial -----	0	1	0	1
25.	D+24	Theories of motivation : Maslow's, Hertzberg	1	0	0	1
26.	D+25	Theories of motivation :McClelland's, Expectancy	1	0	0	1
27.	D+26	Learnig & its principal	1	0	0	1
28	D+27	----- Tutorial -----	0	1	0	1
29.	D+28	Factors in human learning	1	0	0	1
30.	D+29	Theories of learning	1	0	0	1
31.	D+30	Perception : definition & importance	1	0	0	1
32.	D+31	----- Tutorial -----	0	1	0	1

33	D+32	Perceptual process	1	0	0	1
34.	D+33	Attitude: concept	1	0	0	1
35.	D+34	attitude & behavior	1	0	0	1
36.	D+35	----- Tutorial -----	0	1	0	1
37.	D+36	Attitude Formation	1	0	0	1
38.	D+37	Factor determining Attitude formation	1	0	0	1
39.	D+38	Attitude Measurement	1	0	0	1
40.	D+39	----- Tutorial -----	1	0	0	1

Program- BCOM

Semester- III

Course (course code) – Management of Financial services (BBA-213)

Session - 2020-21

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Financial Services: Meaning, nature & types	1	0	0	1
2	D+1	Factoring: Meaning, characteristics & types of factoring arrangements	1	0	0	1
3	D+2	factoring in India.	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Hire Purchase finance & consumer credit	1	0	0	1
6	D+5	conceptual frame work	1	0	0	1
7	D+6	financial evaluation of hire purchase finance	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	features of consumer credit		0	0	1

10	D+9	Housing finance: introduction	1	0	0	1
11	D+10	NHB's housing finance companies directions	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	prudential norms, & housing finance schemes	1	0	0	1
14	D+13	Credit rating: Meaning & types	1	0	0	1
15	D+14	benefits of credit rating to investors & companies	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Credit rating agencies	1	0	0	1
18	D+17	objectives & functions.	1	0	0	1
19	D+18	Credit cards: Concepts & significance	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	types of credit card	1	0	0	1
22	D+21	credit card business in India	1	0	0	1
23	D+22	Book Building: concepts of mechanism of books building	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	significance & benefits of book building.	1	0	0	1
26	D+25	Securitization: concepts & mode	1	0	0	1
27	D+26	mechanism & beneficiaries of securitization;	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	securitization in India.	1	0	0	1
30	D+29	Depository system: concept	1	0	0	1
31	D+30	depository participants	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	function of depository system	1	0	0	1
34	D+33	benefits of depository	1	0	0	1
35	D+34	depository system in India.	1	0	0	1
36	D+35	Tutorial	0	1	0	1

37	D+36	Venture Capital: Meaning, eligibility	1	0	0	1
38	D+37	modes of financing	1	0	0	1
39	D+38	Role and functions of merchant bankers.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- BCOM

Semester- III

Course (course code) – Fundamental of Insurance (Bcom-213)

Session - 2020-21

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Introduction: Meaning, definition of Insurance	1	0	0	1
2	D+1	Need and purpose of Insurance	1	0	0	1
3	D+2	Principles of Insurance	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	Insurance as a social security tool.	1	0	0	1
6	D+5	Life Insurance	1	0	0	1
7	D+6	Life insurance contracts	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	Principles of Life Insurance		0	0	1
10	D+9	Types of Policies	1	0	0	1
11	D+10	Procedure of taking life insurance policy	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	Settlement of claims	1	0	0	1
14	D+13	General Insurance: Meaning, Nature	1	0	0	1

15	D+14	Principles of general insurance	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	kinds of general insurance policy	1	0	0	1
18	D+17	kinds of general insurance policy	1	0	0	1
19	D+18	policy conditions	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	procedure of taking general insurance policy	1	0	0	1
22	D+21	procedure of taking general insurance policy	1	0	0	1
23	D+22	settlement of claims.	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	Health Insurance: Meaning principles	1	0	0	1
26	D+25	Health Insurance: Meaning principles	1	0	0	1
27	D+26		1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Importance of health insurance	1	0	0	1
30	D+29	Importance of health insurance	1	0	0	1
31	D+30	Types of losses	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	Types of losses	1	0	0	1
34	D+33	Procedure of taking health insurance policy	1	0	0	1
35	D+34	Procedure of taking health insurance policy	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	Procedure of taking health insurance policy	1	0	0	1
38	D+37	Settlement of claims.	1	0	0	1
39	D+38	Settlement of claims.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- BCOM**Semester- V****Course (course code) – Entrepreneurship development (Bcom-311)****Session - 2020-21**

L	T	P	C
3	1	0	4

S. No.	Day	Subject	L	T	P	Total
1	D Day	Entrepreneur definition& Introduction	1	0	0	1
2	D+1	Role kinds & concept of entrepreneurship	1	0	0	1
3	D+2	theories of entrepreneurship	1	0	0	1
4	D+3	Tutorial	0	1	0	1
5	D+4	characteristics of entrepreneur-leadership	1	0	0	1
6	D+5	risk-taking, decision making and business planning	1	0	0	1
7	D+6	Promotion of a venture	1	0	0	1
8	D+7	Tutorial	0	1	0	1
9	D+8	opportunities analysis		0	0	1
10	D+9	external environment analysis	1	0	0	1
11	D+10	economic, social and technological	1	0	0	1
12	D+11	Tutorial	0	1	0	1
13	D+12	competitive factors	1	0	0	1
14	D+13	legal requirements for establishment of a new unit	1	0	0	1
15	D+14	venture capital sources and documentation required	1	0	0	1
16	D+15	Tutorial	0	1	0	1
17	D+16	Entrepreneurial Behaviour	1	0	0	1
18	D+17	Innovation & entrepreneur	1	0	0	1

19	D+18	entrepreneurial behaviour	1	0	0	1
20	D+19	Tutorial	0	1	0	1
21	D+20	social responsibility	1	0	0	1
22	D+21	plant layout	1	0	0	1
23	D+22	Entrepreneurial development programs	1	0	0	1
24	D+23	Tutorial	0	1	0	1
25	D+24	role of Government in organising EDP's	1	0	0	1
26	D+25	Role of entrepreneur:	1	0	0	1
27	D+26	Role of entrepreneur in economic growth as an innovator	1	0	0	1
28	D+27	Tutorial	0	1	0	1
29	D+28	Role of entrepreneur in economic growth as an innovator	1	0	0	1
30	D+29	generation of employment opportunities	1	0	0	1
31	D+30	complementing and supplementing	1	0	0	1
32	D+31	Tutorial	0	1	0	1
33	D+32	economic growth	1	0	0	1
34	D+33	bringing about social stability and balanced regional development of industries	1	0	0	1
35	D+34	role of export promotion and import substitution	1	0	0	1
36	D+35	Tutorial	0	1	0	1
37	D+36	forex earnings	1	0	0	1
38	D+37	augmenting	1	0	0	1
39	D+38	meeting local demands.	1	0	0	1
40	D+39	Tutorial	0	1	0	1

Program- BCOM**Semester- V****Course (course code) – E-COMMERCE (Bcom-314)****Session - 2020-21**

L	T	P	C
3	1	0	4

S.No	D-Day	Subject/Topic	L	T	P	Total
1	D	Introduction – What is e-commerce?	1	0	0	1
2	D+1	Types and Classification of ecommerce and its advantages	1	0	0	1
3	D+2	Building the Web site	1	0	0	1
4	D+3	Internet	0	1	0	1
5	D+4	Online transaction, Shopping Card	1	0	0	1
6	D+5	Software, Risk of e-commerce	1	0	0	1
7	D+6	email IDs, VeriSign Commerce site	1	0	0	1
8	D+7	Commercial Scenarios for the Web	0	1	0	1
9	D+8	Opportunities and Challenges -Introduction	1	0	0	1
10	D+9	The World Wide Web as efficient channel	1	0	0	1
11	D+10	Commercial Medium	1	0	0	1
12	D+11	Model of Web-based Business	0	1	0	1
13	D+12	Consumer benefit	1	0	0	1
14	D+13	financial benefit	1	0	0	1
15	D+14	Marketing Communication	1	0	0	1
16	D+15	Operational Benefit	0	1	0	1
17	D+16	Internet Governance -Introduction	1	0	0	1
18	D+17	Organisation Governance Responsibilities	1	0	0	1
19	D+18	Internet Engineering Steering Group (IESG)	1	0	0	1

20	D+19	Internet Society (ISOC)	0	1	0	1
21	D+20	Internet Corporation to Assigned Names and Numbers	1	0	0	1
22	D+21	Internet Research Task (IRTE)	1	0	0	1
23	D+22	Growth of E-Commerce	1	0	0	1
24	D+23	Growth of E-Commerce - Present Data	0	1	0	1
25	D+24	Growth of E-Commerce - potential Data	1	0	0	1
26	D+25	Measurement issue for Commerce	1	0	0	1
27	D+26	The infrastructure for E-Commerce	1	0	0	1
28	D+27	Recent and near terms	0	1	0	1
29	D+28	Growth Rate Telephony	1	0	0	1
30	D+29	Fax, Video Conferencing and Internet	1	0	0	1
31	D+30	Entertainment Services	1	0	0	1
32	D+31	Education Services	0	1	0	1
33	D+32	Health Services	1	0	0	1
34	D+33	Professional Services	1	0	0	1
35	D+34	Publishing Services	1	0	0	1
36	D+35	Financial Services	0	1	0	1
37	D+36	Doubts, Problems & revision	1	0	0	1
38	D+37	Doubts, Problems & revision	1	0	0	1
39	D+38	Doubts, Problems & revision	1	0	0	1
40	D+39	Doubts, Problems & revision	0	1	0	1

Program- BCOM**Semester- V****Course (course code) – GST (MC-311)****Session - 2020-21**

L	T	P	C
3	1	0	4

S.No	D-Day	Subject/Topic	L	T	P	Total
1	D	Brief Introduction of GST	1	0	0	1
2	D+1	Historical back ground of GST Constitutional Amendment	1	0	0	1
3	D+2	Objective of GST	1	0	0	1
4	D+3	Rates of GST	0	1	0	1
5	D+4	Model Law of GST	1	0	0	1
6	D+5	GST vs. the Current Indirect Tax Structure	1	0	0	1
7	D+6	Why GST a big deal	1	0	0	1
8	D+7	Time, Value ,place of supply	0	1	0	1
9	D+8	Registering under GST	1	0	0	1
10	D+9	GST Returns	1	0	0	1
11	D+10	How and When to file return	1	0	0	1
12	D+11	Mixed Supply	0	1	0	1
13	D+12	Composite Supply	1	0	0	1
14	D+13	Composition Levy	1	0	0	1
15	D+14	What is aggregate Turnover	1	0	0	1
16	D+15	Input tax credit in detail	0	1	0	1
17	D+16	Reverse charge	1	0	0	1
18	D+17	GST compliance rating	1	0	0	1
19	D+18	Impact of GST on Manufacturers and FMCG industry	1	0	0	1

20	D+19	SGST	0	1	0	1
21	D+20	CGST	1	0	0	1
22	D+21	UGST	1	0	0	1
23	D+22	Exemption/composition scheme under GST	1	0	0	1
24	D+23	Calculation of net cost of imported goods	0	1	0	1
25	D+24	calculation of sale value after import	1	0	0	1
26	D+25	IGST Appelle	1	0	0	1
27	D+26	tribunal of GST	1	0	0	1
28	D+27	Threshold limit of GST	0	1	0	1
29	D+28	Impact of GST on north-eastern states	1	0	0	1
30	D+29	GST and its dual effect	1	0	0	1
31	D+30	Impact of GST on E-commerce	1	0	0	1
32	D+31	Dispute handling mechanism	0	1	0	1
33	D+32	Impact of GST on banking sector	1	0	0	1
34	D+33	Impact of GST on SME	1	0	0	1
35	D+34	Test	1	0	0	1
36	D+35	Test	0	1	0	1
37	D+36	Doubts, Problems & revision	1	0	0	1
38	D+37	Doubts, Problems & revision	1	0	0	1
39	D+38	Doubts, Problems & revision	1	0	0	1
40	D+39	Doubts, Problems & revision	0	1	0	1