



**DEANERY OF SCHOOL OF BUSINESS STUDIES  
AND SOCIAL SCIENCES**

**Syllabus  
Open Electives - Even Semester  
2017-18**

## **BBAHA30-SOFT SKILLS FOR PROFESSIONAL SUCCESS**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objectives**

- The primary objective of the program is to enable students to completely equip with the employability skills. The Course focuses on effective communication, resume writing, body language, interview skill and group discussion

### **Learning Outcome**

- To develop soft skills among students as it will help them in communicate effectively at the workplace while dealing with others (peers, subordinates, superiors, clients, customers) in the organization.
- Students will learn the interview skills, communication skills, group discussion skills, resume writing skills and body language

### **Unit-1**

**Teaching Hours:8**

#### **Introduction to communication**

Meaning of communication- definition- nature- importance- is communication an art or science, objectives of communication, Process of communication, principles of communication

Models of communication- David berlos model lass well model Composite model Theories of communication- Bulls Eye theory ping, pong theory- spiral theory, Ten Commandments of communication - 7 C's of communication

### **Unit-2**

**Teaching Hours:8**

#### **Meeting, Conference and Agenda**

Meeting- Definition – requirements, Types of meeting - how to conduct seminar's- conference, How to conduct meeting, Barriers and how to overcome, How to conduct a seminar - GD presentation, guide lines for delivery - informative and persuasive, Agenda, Minutes - difference between meeting and GD

### **Unit-3**

**Teaching Hours:8**

#### **Effective Writing**

Effective writing: meaning, objectives, Types of written communication Merits and demerits of written communication ,Merits and demerits of written communication, Types of business letters, Layout of a business letter and styles of layout, Practice letter – Resume, Practice letter- Enquiries and replies, Practice letter - Orders and Replies, Practice letter - Complaints, claim and Adjustment

### **Unit-4**

**Teaching Hours:8**

**Interview Skills**

Introduction to interview, types of interviews, do's and don'ts of interview, organizing interview

**Unit-5**

Teaching Hours:8

**Group Discussion**

Meaning, introduction to GD, Types of GD, Preparation for GD, Dos and don'ts of GD

**Unit-6**

Teaching Hours:5

**Body Language**

Nonverbal communication - nature, types, Functions of body language, facial expression, Effective use of face to face telephonic conversation, Recent trends in communication- E-mail , MMS, Video conferencing ,Understanding cultural effects on communication , Cultural sensitiveness and cultural context; Inter-cultural factors in interactions; Adapting to global business

**Recommended Text Book**

Meenakshi Raman& Prakash Singh, “Business Communication “ Oxford publisher

**Essential Reading / Recommended Reading**

- Kaul: Business Communication; Prentice Hall, New Delhi.
- Sengun J: Business Communication; The Real World and Your Career, Allied Publishers, New Delhi
- Basic communication skills for technology,Andre J.Rutherford:Pearson Education
- C.S Rayudu “Communication” Himalaya Publishing House, 2011 Edition

## **BBAHA39-FINANCE FOR NON FINANCE STUDENTS**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:3**

**Max Marks:100**

**Credits:2**

### **Course Objective**

In this course Students gain a basic understanding of finance, accounting concepts and also the analysis of accounting statements.

### **Learning Outcome**

Upon completion of this course, Students gain Financial knowledge and an in-depth understanding of Accounts from a non-financial specialist perspective. Students will also learn financial analysis and finance related activities.

#### **Unit-1**

Teaching Hours:10

##### **The Building Blocks of Accounting**

Accounting conventions and principles; Global financial reporting, - GAAPs and IFRSs, IAS, Indian GAAP

#### **Unit-2**

Teaching Hours:15

##### **Overview of the Accounting Principles**

Double entry system of accounting and journalizing of transaction.

#### **Unit-3**

Teaching Hours:10

##### **Ledger Accounts**

Ledger posting, Trial Balance and Statement Analysis.

#### **Unit-4**

Teaching Hours:10

##### **Time Value of Money**

Introduction, Concept of Time value of Money and Techniques of time Value of Money

### **Essential Text Books**

Fundamentals of Accounting Central 's CA Foundation course series

### **Recommended Reading**

Jawaharlal (2013). *Accounting for Management* .Himalaya Publishing House

## **BAHS123-GENDER AND POPULAR CULTURE**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:3**

**Max Marks:100**

**Credits:2**

### **Course Objective**

Does the meme above say something to you? The world is well into the twenty-first century, but binary and essentialist notions of gender still rule societal expectations of behaviours. While changing the world may be slightly outside the scope of our course, we may well try to understand the cultural forces that determine social constructs such as gender and race. In this course, we'll focus on understanding the ways in which the consumption of popular culture often determines and reinforces definitions of gendered identities.

In this course, you will learn (or revisit) concepts in Gender Studies that you will apply to literary, visual, and cultural texts. You will also be introduced to the contexts of popular culture in which such texts are typically located.

### **Learning Outcomes**

- Learning some basic concepts relating to gender, popular culture, and reading literary and visual texts
- Applying theories and methodologies of analysis to texts from popular culture
- Exploring different perspectives on issues important to you with peers from your academic community who share your interests.

### **Level of Knowledge: Intermediate**

- To participate in discussions and create your own assignments, you must be invested in reading, viewing, and analysing texts.
- You should be aware of, or be prepared to learn, the various approaches to analyzing both literary and visual texts in order to read/view and critique texts.

### **UNIT – I – Popular Culture**

- Spheres of Popular Culture: Advertising, News, TV, Film, Music, Videos, Art, Digital Media. *Dreamworlds 3: Desire, Sex and Power in Music Videos*

<http://www.youtube.com/watch?v=JDMo5cIJN3A>

- Recommended readings on Popular Culture:
  - Greg M. Smith, "It's Just a Movie": A Teaching Essay for Introductory Media Classes," *Cinema Journal* 41, No 1 Fall 2001 (127---134) Tim Delaney, "Pop Culture: An Overview," *Philosophy Now*, November/December 2007
  - Andi Zeisler, "Pop and Circumstance: Why Pop Culture Matters," from *Feminism and Pop Culture* (1---21) [http://philosophynow.org/issues/64/Pop\\_Culture\\_An\\_Overview](http://philosophynow.org/issues/64/Pop_Culture_An_Overview)

What is Popular Culture --- Women's Magazines:

<http://www.youtube.com/watch?v=LU8WYxx7MCY>

- High Culture vs. Low Culture: <http://www.youtube.com/watch?v=Tnk3gR3kCbl>
- Cultural Politics: Resources for Critical Analysis, access at: <http://culturalpolitics.net/>  
And at 'culturalpolitics.net' especially: [http://culturalpolitics.net/cultural\\_theory](http://culturalpolitics.net/cultural_theory) and  
[http://culturalpolitics.net/popular\\_culture](http://culturalpolitics.net/popular_culture)
- UC Berkeley's Database on Pop Culture: <http://english.berkeley.edu/Postwar/pop.html>

## UNIT – II Reading Popular Culture through Gender Studies and Queer Theory

- Douglas Kellner, "Cultural Studies, Multiculturalism, and Media Culture," from *Gender, Race, and Class in Media: A Critical Reader* (7---18)
- James Lull, "Hegemony," from *Gender, Race, and Class in Media: A Critical Reader* (33---36)
- bell hooks, "Oppositional Gaze," from *Black Looks: Race and Representation*
  - Recommended Media: Feminist Frequency:  
<http://www.youtube.com/user/feministfrequency>
  - *Technofeminist Utopia*: <http://www.youtube.com/user/technofeministutopia>
  - *Miss Representation*: <http://www.youtube.com/watch?v=6gkIiV6konY>
  - *Queer as Folk*
- Marnie Pratt, "This is the Way We Live... and Love!: Feeding on and Still Hungering for Lesbian Representation in *The L Word*". *Gender, Race and Class in Media: A Critical Reader* (341--- 348)
- Richard Dyer, "The Role of Stereotypes," from *Media Studies: A Reader* (1999)
  - Recommended Media: The 'L' Word:  
<http://www.youtube.com/watch?v=bZgLOc4L164>  
<http://www.youtube.com/watch?v=a1WqnGDqokk>  
<http://www.youtube.com/watch?v=i0Cx95ir8IE>  
The Real 'L' Word: <http://www.youtube.com/show/thereallword>  
The Parallax Tranny:  
<http://www.youtube.com/playlist?list=PL099827F65152ED8A>

## UNIT - III – Constructions of Gender

- Jackson Katz, "Advertising and the Construction of Violent White Masculinity: From BMWs to Bud Light," from *Gender, Race and Class in Media: A Critical Reader* (261--269)
- Killing Us Softly 4: [http://www.youtube.com/watch?v=PTImho\\_RovY](http://www.youtube.com/watch?v=PTImho_RovY)
- Kathleen Rowe, "Introduction" and "Pig Ladies, Big Ladies, and Ladies with Big Mouths: Feminism and the Carnavalesque," from *The Unruly Woman*
  - Identity Thief: <http://www.youtube.com/watch?v=IL0ssv6opo8>
  - The Heat: <http://www.youtube.com/watch?v=IO9EgqZtJ8k>
- Lisa Coulthard, "Killing Bill: Rethinking Feminism and Film Violence," from *Interrogating Post-Feminism*

- Yvonne Tasker & Diana Negra (eds) Jane Alexander Stewart, “Crouching Tiger, Hidden Dragon” (Review), *The San Francisco Jung Institute Library Journal*, Volume 21, Number 1 (May 2002), pp. 57---66.
- Rong Cai. "Gender Imaginations in Crouching Tiger, Hidden Dragon and the Wuxia World," *positions: east asia cultures critique* 13.2 (2005): 441---471.
  - Crouching Tiger, Hidden Dragon (fight scene):  
<http://www.youtube.com/watch?v=9OxQ---2gR1DU>
  - Crouching Tiger, Hidden Dragon (trailer, YouTube):  
<http://www.youtube.com/watch?v=4XZH1ZOm2Es>
  - Kill Bill (part I and/or II)

#### **UNIT – IV Television and Gender**

- Jane Gerhard, “Sex and the City: Carrie Bradshaw’s Queer Postfeminism,” *Feminist Media Studies*, Volume 5, Number 1, 2005, pp. 37---49
- Queer Carrie Project <http://www.popculturepirate.com/video/queercarrieproject/>
- Interrogating the nature of humour in sitcoms: F.R.I.E.N.D.S. and How I Met Your Mother
- Gilmore Girls and Gilmore Boys: podcasts, Tumblr culture, and other fanmade responses to TV shows.

#### **UNIT – Sci-Fi/Fantasy and other genres**

- *Buffy the Vampire Slayer*, *The X-Files*, *Doctor Who*, *Game of Thrones*, *Stranger Things*; *The Fosters*—redefining trans\* representations; ‘San Junipero’, *Black Mirror*; *Torchwood* and Captain Jack Harkness—Representing Pansexuality; *Supernatural* and Charlie Bradbury—(Re)Inventing Lesbian Geek Culture.

## **BBAH191- UNDERSTANDING GLOBALIZATION AND INTERNATIONAL TRADE THROUGH WRITING AND FILMS**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

This course is designed to help students comprehend and understand globalization and international trade by reading current economic literature and viewing and analyzing films/documentaries/videos based on global economic events.

- To have a clear and concise understanding of globalisation and trade
- To comprehend the inter-linkages and contagion effects in a global setup
- To introduce the available current economic literature
- To reflect and critically evaluate various global economic events by viewing films based on the same.

### **Learning Outcome:**

- Students will better understand economics and business events.
- Students will be able to improve their analytical ability and reading habit.
- Students opting for careers in research and analysis will benefit immensely.

### **Unit 1: Economics**

**18 Hours**

Economic Growth- National income aggregates, the importance of different sectors of the economy; the historical connections between growth and the rise and fall of the Great Powers; the pattern of economic growth in the emerging economies, U.S. and worldwide; policy options to enhance economic growth. Monetary Policy Meaning, accommodating and contractionary monetary policies, monetary policy choices in India, Japan, USA and EU. Trade Policy Protection and free trade, neo protectionism, Protectionism in the developed world. Analysing and writing about current aspects and issues relating to economic growth, monetary policy and trade policy in India or the world.

### **Unit 2: Business**

**20 Hours**

Forms of Business: Cooperative sectors, public sector, joint sector, Services sector, Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative merits, demerits & suitability. Networking, Franchising, BPOs & KPOs, E-commerce On-line trading, patents, trademarks & copyright. Mergers and Acquisitions Cases of Major M&As in India, rest of Asia, USA and Europe. Social Responsibility of Business – Nature of CSR in India, other emerging



economies and developed nations, Analysing and writing about current aspects and issues relating to business forms, M&A and CSR.

**Unit 3: Finance**

**7 Hours**

Public Finance, Savings and Investment, Financial Inclusion

## **BBAHA36- INVESTMENT MANAGEMENT**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

This course is an introductory investment course that focuses on practical applications as well as penetrating analyses of investment theories. It provides the basic knowledge about the concept of investment, valuation of investment tools, and different investment strategies. Those students who want to start a career as investment professionals or who want to improve their decision-making as individual investors will find this course very useful. The course also helps the students to understand the various investments avenues, risk & return analysis, different investment analysis and to plan well for their investment decision making. It contributes to learning the various alternatives available for constructing and managing the portfolios by extracting the maximum benefit and minimizing the risk.

### **Learning Outcome**

- To give in-depth knowledge of various investment avenues and their risk-return trade-off analysis
- To make aware of ways of constructing portfolio adopting both traditional and modern portfolio theories
- To provide insights on developing a sound investment plan
- To promote idea about how to maximize profits with minimum risk

### **UNIT- I: INVESTMENT**

**3Hrs**

Meaning Objectives of Investment, Comparison between Speculation and Investment, Concepts of Investment, Sources of Investment Information, Investment Alternatives and Process.

### **UNIT- II: Valuation of Securities**

**8 Hrs**

Fixed, Variable and Convertible Securities, Measurement of Risk and Return, Systematic and Unsystematic Risk, Source and Measurements, Fundamental Analysis and Technical Analysis.

### **UNIT- III Portfolio Analysis and Management:**

**12 hrs**

Traditional Portfolio Analysis, Diversification, Markowitz Model, Location of Efficiency Frontier.

### **UNIT- IV Capital Asset Pricing:**

**12 hrs**

Capital Asset Pricing Model – Assumptions, Capital Market Line, Security Market Line, Arbitrage Pricing Theory

### **UNIT- V: Portfolio Performance:**

**10 Hrs**

Measurement, Evaluation, Measurement of Portfolio Performance, Risk and Return, Risk Adjustment and Performance Measures – Sharpe, Treynor, and Jensen Models.

### **BOOKS FOR REFERENCE:**

1. V.A. Avadhani (2014), Investment Management, Himalaya Publishing House

2. Pandian, P. (2013), Security Analysis and Portfolio Management (2 ed.), Vikas Publishing House Pvt Ltd. New Delhi.
3. S. Kevin (2006), Portfolio Management, PHI Learning Pvt. Ltd.
4. Sudhindra Bhat (2009), Security Analysis and Portfolio Management, Excel Books India
5. Security Analysis and Portfolio Management by Donald E. Fischer Ronald J. Jordan, Publisher: Prentice-Hall of India

## **BAHS398- HUMAN ORIGINS AND PREHISTORIC SOCIETIES**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

- To acquaint students with, above all, a narrative of our 2.5 million years old human existence.
- To provide critical examinations of the key controversies and issues surrounding such important topics as the first human settlements, and introduce the methodological techniques and philosophical perspectives archaeologists use to analyze evolution, culture, and the material world.
- The course will introduce anthropological research on material culture and hominid evolution from prehistory to the present, outlining the fundamental findings of archaeological scholarship, and examining how archaeology and physical anthropology illuminate the contemporary social and material world
- The course will focus on several major themes: human originations, the emergence of agriculture and social complexity, and the material record of state society and inequality.
- We will probe how questions about the past originate, study the relevance of archaeological insight in contemporary society, and contemplate how and why archaeology persistently stirs popular imagination.

### **Learning Outcome**

- Be able to describe the broad outline of human prehistory, including the major events that led to our current human condition and understand the cultural diversity that existed in the human past
- Possess an understanding of many of the methods, techniques and theories that archaeologists use to reconstruct the way that humans lived in the past from their material remains
- Be able to describe the specific geographical locations, cultural chronologies and material characteristics of key prehistoric cultures
- Be able to describe a number of the different theories that archaeologists have proposed to explain major transitions in human prehistory such as the origins of sedentism, the origins of agriculture, the rise of social complexity and the emergence of the state
- Understand that the contemporary world is a result of a long human history and how our view of the human past can affect society today.

### **Unit 01 The Beginnings**

**9Hrs**

The first unit will set the stage for the course, and provides an introduction to world prehistory, and lays out the plan for the lectures. This unit will describe our remote ancestry among non-human primates and brings the evolutionary story in East Africa up to the moment when the first toolmaker, *Homo habilis*, appears. It will also discuss the controversies surrounding our earliest

ancestors and reconstructs their ape-like life way. Further we will explore the world of Homo erectus, the evolutionary descendant of the first toolmaker, who spread out of Africa as early as 1.8 million years ago, moving on to the first human settlement of Europe as early as 800,000 years before present and visit the bitterly cold Ice Age world of the Neanderthals.

## **Unit 02 Becoming Human**

**9 Hrs**

The second unit will tell us the story of the great Diaspora of anatomically modern humans in the late Ice Age. It will discuss the controversies surrounding modern human origins. Did we evolve in Africa or simultaneously in many parts of the Old World? We conclude that Africa was our most likely homeland. We will venture into the theories of how modern humans spread out of tropical Africa into Southwest Asia about 100,000 years ago and give an overall portrait of the Diaspora. We will then follow Homo sapiens sapiens north into Europe after 45,000 years ago and explore the world of the Cro-Magnon hunter-gatherers of Western Europe, some of the first artists in the world, then venture out onto the frigid open plains of the Ukraine and Eurasia, where big-game hunters flourished, despite nine-month winters. We will also dissect the ongoing controversies over the first human settlement of the Americas, bringing together archaeological, genetic, and linguistic evidence.

## **Unit 03 The Holocene: Farmers and Herders**

**9 hrs**

This unit will begin by describing, perhaps the most important development in all human prehistory, the beginnings of agriculture and animal domestication. We will first discuss the rapid environmental changes after the Ice Age that transformed the hunter-gatherer world. These changes pre-adapted many groups for more sedentary living. In the course of this unit we will visit the earliest farming settlements in the world by the Euphrates and Jordan Rivers, which document the changeover in about 10,000 B.C. and discuss the many theories, put forward to explain why the changeover took place, as well as the consequences of food production, which were more important than its development. We will also witness the huge natural cataclysm of about 5,800 B.C., which may have accelerated the spread of farmers into a thickly forested Europe. We take a detour into Asia, where we discuss the origins of rice, one of the world's major staples, and show how easily stored root crops were a factor in the settlement of the offshore islands of the Pacific.

## **Unit 04 Civilization: The Origins of Complex Societies**

**9Hrs**

This unit will focus on describing early civilizations in an increasingly complex eastern Mediterranean world. Starting off with a general discussion of the many theories that account for the appearance of urban civilization and the overall attributes of preindustrial civilizations, we will move onto the Sumerian civilization in the Mesopotamia and the intricate patchwork of city-states between the Tigris and Euphrates Rivers. Then we will briefly peek into Ancient Egypt, perhaps the most well-known early civilization – with its Old Kingdom and spectacular pyramids, and the Middle and New Kingdoms, when Egypt became a great imperial power. Then we will move to the other extreme of the eastern Mediterranean world to discuss civilizations in contact with Egypt. We explore the Minoan civilization of Crete and the Mycenaeans and Hittites. From this point, we will shift our focus to the African and Asian world, and begin by describing the ancient world around the Indian Ocean and far beyond, which became

increasingly interconnected. We will analyse the beginnings of South Asian civilization and the mysterious Harappan civilization of the Indus, which traded with Mesopotamia. We will also briefly examine the phenomenon of the monsoon winds, which revolutionized maritime trading among Africa, India, and Southeast Asia. We will discuss the Meroe, Aksum, and the coastal civilization of East Africa and trace the beginnings of Chinese civilization, describing the Shang civilization and the three dynasties of the north—Xia, Shang, and Zhou, recounting the history of the Zhou Dynasties and describes the unification of China and the Han Dynasty, with its contacts with Southeast Asia and India. We will end the discussion with the flamboyant world of the Khmer civilizations of Southeast Asia, which created the largest religious building in the world

#### **Unit 05 How We Know What Happened in Human Prehistory**

**9Hrs**

The final unit will focus on the basics of archaeological method and theory, and the methods of material culture analysis, and how the definition of social and political complexity, cities, states and empires and their identification is done through archaeological record.

#### **Essential Reading:**

- Brian Fagan, People of the Earth
- Colin Renfrew and Paul Bahn, Archaeology
- Robert Foley, Humans before Humanity.
- Roger Lewin, The Origins of Modern Humans
- Chris Scarre and Brian Fagan, Ancient Civilizations

#### **Recommended Reading**

- Ian Tattersall, The Fossil Trail: How We Know What We Think We Know about Human Evolution
- Roger Lewin, Bones of Contention
- Roger Lewin, Principles of Human Evolution
- Richard Klein, The Human Career
- Craig B Stanford, The Hunting Apes
- Stephen Mithen, The Prehistory of Mind
- Clive Gamble, The Palaeolithic Societies of Europe
- Christopher Stringer and Clive Gamble, The Search for the Neanderthals
- Francois Bordes, The Old Stone Age
- Chris Stringer and R.McKie, African Exodus
- Paul Bahn and Jean Vertut, Images of the Ice Age
- Donald Henry, From Foraging to Agriculture
- Bruce Smith, The Emergence of Agriculture
- Alistair Whittle, Europe in the Neolithic
- Charles Redman, The Rise of Civilization
- Samuel Kramer, The Sumerians
- Brian Fagan and Kenneth Garrett, Egypt of the Pharaohs
- Ian Shaw, ed., The Oxford History of Ancient Egypt
- Peter Warren, The Aegean Civilizations
- Mortimer Wheeler, The Indus Civilization.
- Raymond Allchin, The Archaeology of Early Historic South Asia

## **BBAHA33- BASIC MARKETING MANAGEMENT**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objectives**

This course is designed to provide students with an understanding of the basic principles of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organizational functioning, including the management of exchange processes between business units and consumers and between firms. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem solving skills by means of field survey.

- To acquaint students with basic knowledge, concepts and practices of Marketing.
- To help them appreciate the practicality of the concepts taught.
- To help them apply the concepts taught in real life situations.

### **Learning outcome**

- Students will be able to understand various aspects of marketing and selling as a whole that will help in better understanding of the gamut of Marketing.
- Will help students groom themselves not only to be better marketers but also informed customers for enhanced experience of the buying-selling process.
- Students will get to know about the current Marketing issues and how to tackle them.

### **UNIT 1 : MARKETING MANAGEMENT**

**3Hrs**

Introduction, Evolution of Marketing Concept, Need, Want, Demand transactions, Core concepts of marketing, Functions of marketing and marketing management, Marketing Mix and its elements

### **UNIT 2 : STRATEGIC MARKETING PLANNING**

**4 Hrs**

Strategic Planning, Types of Strategic plans, Total quality approach in Strategic planning, Steps in strategic planning process, Product-Market grid, SWOT analysis, Marketing planning process- its nature and contents

### **UNIT 3 : MARKETING ENVIRONMENT**

**3 Hrs**

Components of Macro and Micro Environment

### **UNIT 4 : MARKETING RESEARCH**

**4 Hrs**

Introduction to Marketing Research, Inherent characteristics of Marketing Research, Difference between “Market Research” and “Marketing Research”, Role of Marketing Research in Marketing Decision process-Uses and types of Market Research, Marketing Research process, Sources of Market Information, Overview of Primary and secondary Research

### **UNIT 5 : SEGMENTING, TARGETING & POSITIONING**

**5 Hrs**

Introduction, Concept of Market Segmentation, Various bases of Market segmentation, Importance and Approaches of Market Segmentation, Market Segmentation process, requisites for effective and successful Market Segmentation, Elements of Market Segmentation, Benefits for Market Segmentation ,Targeting, Developing a Target Market Strategy, Product Differentiation, Positioning ,Approaches to Positioning strategy, Different Positioning strategies

#### **UNIT 6 : CONSUMER BEHAVIOR**

**3 Hrs**

Definition, Buyer Black-Box model/Black –Box model of behavior, Seven O's of Consumer Behavior, Buying Behavior, Buyer Behavior, Factors influencing buyer behavior, Steps in Consumer Decision making process

#### **UNIT 7 : PRODUCT**

**4 Hrs**

Introduction, levels of product, product classification, Characteristics of products with the classification, Service- characteristics and expanded service mix elements, Product Life cycle and marketing strategies at different stages of PLC, Product Mix, New Product Development

#### **UNIT 8 : BRANDING AND PACKAGING**

**4 Hrs**

Introduction to Branding, Brand name, Brand mark, Trade mark, Difference between Brand and Trade Mark ,Strategic relevance of Branding, Brand Equity, Branding Decision Process, Characteristics of Good brand name, Brand naming strategies, Brand Building-a conceptual framework, Benefits from Brand Building, Brand Position, Brand Identity, Brand Personality  
Introduction to Packaging, functions and types of packaging, Factors influencing packaging decisions, Different packaging strategies, Labels and kinds of labels.

#### **UNIT 9 : PRICING**

**4 Hrs**

Definition of pricing, Manipulative characteristics of pricing, Importance of Pricing, Pricing objectives, Methods of price setting, Cost and demand consideration, strategies of pricing, Price change and price sensitivity.

#### **UNIT 10 : MARKETING CHANNELS**

**4 Hrs**

Introduction, Channel flows and functions, Objectives of channel intermediaries, Role and function of distribution system, functions of distribution channel members, channel levels, factors influencing choice of channels, types of intermediaries and their functions, Channel design decision, Channel managing decision

#### **UNIT 11 : PROMOTIONAL MIX**

**4 Hrs**

Definition and objectives of promotion, promotion and communication process,, elements of promotional mix (advertising, sales promotion, personal selling, direct marketing, Public Relations and Publicity-detailed discussion on each element),characteristics and their relative strengths and weaknesses, Integrated Marketing Concept

#### **UNIT 12 : SELLING PROCESS**

**3 hrs**

Difference between Selling and Marketing, Role of sales management in Marketing, Scope of personal selling activity, Role of sales force, Qualities and characteristics of an effective sales



person, Steps of selling process, Sales organization structure, Salesmanship and Theories of selling, Recruitment, selection ,compensation and training

**BOOKS AND REFERENCES:**

- Kotler P, Marketing Management, 13th edition, Pearson.
- Krishnamacharayalu, C.G.S. & Ramakrishna, L. (2002). Rural Marketing, Text and Cases. Pearson education.

## **BBAHA34- SUPPLY CHAIN MANAGEMENT**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course description:**

Supply Chain: Marketing and Operations is a course aimed at familiarizing students with the basic knowledge of interconnectivity between various stakeholders in business and how products/raw materials move from one end of the cycle to the other end.

### **Course objectives:**

To equip students with the concept and practices of Supply Chain Management (SCM) in the field of both Marketing and Operations. This course will blend and bring forth the practices of SCM from various industries like e-commerce, logistics, FMCG, retail and manufacturing. This course will enable students to understand and relate the operational and functional aspects of Supply Chain from both operations and marketing point of view.

### **Learning outcomes:**

1. Students will be able to gain comprehensive knowledge on the supply chain activities from both marketing and operations perspective.
2. Students will be able to prepare themselves for the future job openings in supply chain, e-commerce and allied fields of marketing, operations.

### **Unit 01 The Basics of Supply Chain Management**

**5 Hrs**

Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions

### **Unit 02 Managing Demand and Supply**

**8 Hrs**

Introduction, Three Components of SCM, Demand Management, Demand Forecasting, Supply Management, Concept of ERP in SCM, Supply Chain Operations: Procurement Cycle, Inventory Management, Inventory Costs, Types of Inventory Models, Inventory Control Systems, Tools of Inventory Management.

### **Unit 03 Logistics Management**

**7Hrs**

Definition of Logistics and Logistics Management, Types of Logistic Activities, Importance of Logistics Management, Integrated Logistics and its Support, Determinants of Designing Logistical System, Transportation, Warehousing, Packaging

### **Unit 04 Supply Chain Benchmarking**

**5 Hrs**

Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure

**Unit 05 Supply Chain and Marketing****8 Hrs**

Introduction, Elements of supply chain in marketing, Product availability management, Aligning external marketing with inventory

**Unit 06 Recent Trends in Supply Chain Management****6 Hrs**

Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management

**Unit 07 Emerging Concepts in Distribution Management****6 Hrs**

Introduction, Indian Distribution Scenario at Present, Vertical Marketing System, Horizontal and Multi-Channel Marketing Systems, Understanding Distribution of services.

**Reference books:**

1. Essentials of Supply Chain Management by Michael H. Hugos
2. Logistics and Supply Chain Management by Martin Christopher
3. Strategic Supply Chain Management: The Five Core Disciplines for Top Performance by Shoshanah Cohen and Joseph Roussel
4. Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra and Peter Meindl
5. Supply Chain Logistics Management by Donald Bowersox et al
6. The Handbook of Logistics and Distribution Management: Understanding the Supply Chain by Alan Rushton et al

## **BAHAA48- PUBLIC POLICY**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

This course examines public policy-making, implementation and analysis with special reference to India. Specifically, it provides, the roles of ideas, policy actors, structures, institutions and in the policy-making process; models of public policy. Students learn how different types of public policies are formulated and the significant determinants of public policies. Course also provides the role of executives and challenges they experience during the policy implementation.

- To give basic understanding on public policy related concepts in the context of political science and public and public administration.
- To develop the knowledge on various theoretical approaches to public policy analysis; and the policy-making cycle as a model to analyzing the public policy process; and
- To orient towards patterns of policy changes overtime. Finally, course aims to develop the students to creatively explore a policy issue of their choice near the end of the term and write a policy on a topic of their choice.

### **Learning Outcome**

- Identify and explain the major theoretical approaches to policy studies.
- Understand the importance of the policy context and be able to analyze how various ideas, ideologies, discourses, actors, institutions, and structures influence the policy-making process.
- Explain the stages of the policy cycle and understand how they are inter-related.
- Be able to map out policy implications, challenges in the process of policy implementation and evaluation

#### **Unit 01 Public Policy: Introduction**

**10 Hrs**

Meaning, Nature, Scope and Importance. Evolution of public policy and its distinction with political science and public administration

#### **Unit 02 Approaches to the study of public policy**

**10 Hrs**

Political System theory, Group theory, Rational Choice theory, Elite Theory and Incremental theory

#### **Unit 03 Determinants of Public Policy**

**10 Hrs**

Polity, Economy, Culture, Leadership, Technology, Public Opinion, pressure groups and Media

#### **Unit 04 Policy Formation**

**10 Hrs**

Process of Policy Formation, the role of policy stakeholders (Legislative, Civil servants, Judiciary & Policy research Institutions) with special reference to welfare and developmental policies in India.

### **Unit 05 Policy Implementation and Evaluation**

**05 Hrs**

Implementation Organs: Political executives, Bureaucrats and NGOs Evaluation: Techniques, Criteria and challenges

#### **Text Books And Reference Books:**

- Fank Fischer, Gerald Miller, Mara S. Sidney, (2012). Handbook of Public Policy Analysis: Theory, Practice and Methods, Taylor & Francis Group, CRC Press, New York.
- R.K.Sapru (2013). Public Policy, Sterling Publishers.

#### **Essential Reading / Recommended Reading**

- Daniel Learner and Harold D.Lasswell (1965). The Policy Sciences: Developments in Scope and Method Recent (eds.), Stanford University Press.
- Michael Moran (2013). The Oxford Handbook of Public Policy, OUP, London.
- Thomas A Birklans, (2014). An Introduction to the Policy Process: Theories, Concepts and Models of Public Policy Making, ME Sharp Publishers, New York.

## **BBAHA43- INTRODUCTION TO TAXATION**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

An overall study about the theoretical and practical aspects of various Direct Taxes in India. Computation of individual taxable income under various heads, permissible deductions and total income subject to Income tax and ascertainment of income tax liability of individuals.

### **Learning outcome:**

- Basic concepts in Income Tax and their meaning
- Basics of residential status of individuals
- Simple calculations of taxable income under five different heads of Income
- Various deductions from taxable income as per the provisions of section 80C to 80U
- How to calculate income tax liability of Individual assesses

### **UNIT - I**

**3 Hrs**

Basic Introduction To Taxation-Direct And Indirect Tax, Income Tax Act 1961, An Over-View Basic Concepts- Assessee, Person, Assessment Year, Previous Year, Agricultural Income, Income, GTI, Total Income, Capital And Revenue items.

### **UNIT - II**

**7 Hrs**

Residential Status and Incidence of Tax, Determination of residential status, Kinds of income, incidence of tax, Exempted Incomes.

### **UNIT - III**

**10 Hrs**

**Income from Salary:** Chargeability, Various Allowances, Perquisites, And Their Valuation, Treatment of Provident Fund, profit in Lieu of salary, Deductions from Gross Salary, Retirement Benefits (Practical Problems).

### **UNIT - IV**

**5 Hrs**

**Income from house property:**

Chargeability, annual value and its determination, deductions from annual value, (practical problems)

### **UNIT - V**

**5 Hrs**

**Profits and Gains of Business and Profession:** Meaning of Business and Profession, Incomes Chargeable, Computation of Taxable Income.

### **UNIT - VI**

**5 Hrs**

**Capital Gains:**

Meaning of important terms, Computation of capital gains.

**UNIT - VII****5 Hrs**

**Income from Other Sources:** Incomes taxable, deductions allowed, grossing up of income.

**UNIT - VIII****5 Hrs**

**Deductions from gross total income & Assessment of individuals:** Computation of total income and tax liability

**Essential Reading:**

1. Gaur, V.P.& Narang, B.K. (2017). *Income Tax Law and practice*. (Latest edition). New Delhi :Kalyani Publishers

## **BAHR125- HUMAN RIGHTS**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

The growing incidents of human rights violations in private and public/organization sphere on the basis gender, caste, region, religion and position demands human rights consciousness among citizenry and this course aims to fulfill that demand. The explicit or implicit role that Human Rights awareness result into making Public Governance or Corporate Governance more responsible. It brings out individualism among the students and enhances the ability to identify, prevent and react to different forms of human rights violations. Besides the course aims to inculcate human rights values which develop tolerance among student community towards diversities existing in the Indian/global societies. Apart from this, the course also aims to make the students familiar with the functioning of legal and administrative mechanism meant for human rights protection in India.

- To give exposure to various theoretical and philosophical concepts that cultivates tolerance among students on diversified cultures
- To provide comprehensive knowledge on human rights treaties/laws of both national and international.
- To bring awareness on institutions those endorse promotion and protection of human rights like Police, Judiciary, N.H.R.C. etc.
- To make the students realize the importance of ethics and human relationships.

### **Learning Outcome**

- Students will be able to understand and identify various forms of human rights violations in private, public/organizational sphere.
- Will help students groom themselves towards human rights culture and tolerance.
- Students will be able to develop critical thinking and objectivism.

### **Unit 01 Introduction**

**8 Hrs**

Meaning, nature, evolution of human rights concept and dimensions (European legacies, modern revolutions)

### **Unit 02 Philosophy of Human rights**

**9 Hrs**

Theoretical and philosophical concepts and approaches of human rights (Incrementalist; Reformistic; UNESCO Approach and Transformative or Humanistic)

### **Unit 03 Legal Framework**

**10 Hrs**

International declarations, Treaties and National human rights laws: Special reference to women, working class, child, SCs/STs and minorities.



**Unit 04 Human Rights Protection Mechanism****10 Hrs**

Criminal Justice System (Law enforcement (Police), Judiciary and Prosecution and Correctional agency), Judicial Activism, NHRC, NGOs, civil liberty bodies.

**Unit 05 Trends, Debates and Challenges****8 Hrs**

Individual Vs Collective Rights; Development Vs Rights; Universalism Vs Specificism; Punitive Vs Restorative; Nationalism Vs Rights.

**Essential Reading**

- Jack Donnelly's *Universal Human Rights in Theory and Practice* (3rd Ed., 2013) Cornell University Press. New York.
- Basu, D.D (1994). *Human Rights in Constitutional Law*, Delhi: Prentice-Hall.
- Chanitanya Pradeep N., (2015). Human Rights Education for Police: A Study of Police Academy in South India, *Political Crossroads*, Vol. 22 / 2, pp. 21 – 35, ISSN:1323-5761 (Print) / 2201-0653 (Online)

**Recommended Reading**

- *Civil Rights: Past and Present* (1987). Calcutta: APDR.
- UDHR (1948). United Nations,
- Chanitanya Pradeep N., Venugopal M., (2015). Human Rights and Religion: Perspectives and Retrospectives, *Asian Journal of Research in Social Sciences and Humanities*, Vol. 6, 1, ISSN: 2249-7315, pp.80 – 89

## **BAHR125- EXPERIMENTAL PSYCHOLOGY**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objectives**

- To acquaint students the basic knowledge in experimental psychology.
- To train students on conducting experiments based on classic and modern psychophysics methods.

### **Learning Outcome**

- Understand the methodology of experiments in psychology
- Conduct few psycho-physics experiments and appreciate its applications in real life.

### **Unit 1: Introduction to experimental Psychology**

**20 Hrs**

Introduction to experimental Psychology, Introduction to measurement. Introduction to psychophysics, Plan of the experimentation. Weber's law, Steven's power law, Fechner's law, Signal detection theory.

### **Unit II: Psychophysical methods**

**25 Hrs**

Classic Psychophysics scales: Method of adjustment, Method of constant stimuli, and Method of limits. Modern Psychophysics scales: Rank order method, Method of pair comparison. Conduction of experiments to demonstrate each method.

### **References**

- Rajamanickam M (2002) Modern Psychophysical and Scaling Methods and Experimentation: Concept Publishing Company: New Delhi
- Rajamanickam M (2004) Experimental Psychology: Concept Publishing Company: New Delhi

## **CNM011- DIGITAL VIDEO PRODUCTION**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

This course is to provide students with the opportunity to explore a wide range of audio and visual production technologies and techniques. Over the course, they will create an assortment of audio and video production projects. The equipment used will include (digital) video cameras; lights; microphones; computers; audio and video digitizers; and a variety of video production support equipment. This paper would provide students hands-on skills in planning, scripting and producing studio programmes for digital medium. At the end of the course, to produce a film of about 7-12 minutes individually or in groups. It will help students learn the skills of production and studio management for broadcasting.

- Apply the basic steps inherent in the audio and video production processes.
- Demonstrate awareness of Audio and Video production career opportunities.
- Demonstrate basic audio and video production knowledge, and terminology.

### **Course Outcome:**

- To learn how to make a video and audio production with a theoretical and practical orientation.

### **Unit I: Introduction to Video Production**

**15 Hrs**

General introduction to production practices in digital media and television. Camera Operations, types of camera principles of lighting, basic lighting, studio and portable lighting instruments, lighting accessories.

### **Unit II: Audio Production**

**15 Hrs**

Sound: the basics of sound, elements of sound, frequency, amplitude, microphones, patterns of microphones, types of microphones – hand-held, studio, mounted, headset, shotgun.

### **Unit III: The Production Process**

**10 Hrs**

Pre production: Story, script, story boarding and planning for shoot.

Production: Setting up and handing the equipment.

Post production: Editing (Audio and Video), rendering and final output.

### **Unit IV: Final Project Execution**

**5 Hrs**

Project: Students are supposed to use all the theoretical knowledge on video production and work in groups to make a short film.

### **Recommended Reading –**

- Vasuki. Belavadi, *Video Production*, Oxford University Press.

- Jim Stinson, Video Communication & Production, the Goodheart-Willcox Co., Inc., 2004.
- David Ellis and Paul Otterson, Professional Audio and Video, [bookboon.com](http://bookboon.com)
- The Bare Bones Camera Course for Film and Video Paperback – June 1, 1982 by Tom Schroepel.

## **BAHAA41 WRITING FOR SPEECH ACTS**

**Total Teaching Hours For Semester:45**

**No of Lecture Hours/Week:6**

**Max Marks:100**

**Credits:2**

### **Course Objective**

This course gives an insight into the art of public speaking. We aim at guiding the youth in excelling the skill of public speaking. Every successful leader in the modern era is a great orator and public speaking is the skill that they excel at. A great orator has the ability to convince people and influence their thinking, which makes him/her a great leader. Thus, it is important for every ambitious youngster to master the art of public speaking.

- To help the participants understand about usage of right terms, accurate timing, variation in tone, accurate speed, voice modulation and delivery
- To help the participants learn how to write content to be delivered
- To help the participants learn the art of convincing masses and influence their thinking
- To prepare the participants to an extent that they can prepare and deliver their content by the end of the course

### **Learning Outcome:**

- This course has the primary objective of driving away stage fright
- The course will help the participants in mastering the art of Public Speaking
- It will help the participants in learning the basics of content writing
- It will help the participants in learning and excelling delivery of content
- It will also help the participants in learning how to include nuances such as humour, wit, pun to their content
- Finally, the course aims at guiding participants in their journey of becoming great orators

### **Unit 01**

**9 Hrs**

Introduction to the stage/podium/mike – The art of speaking extempore Structured and unstructured speech acts Exercising Organs of Speech

### **Unit 02**

**9 Hrs**

The Writing Process, The Speech Process , Hook; Thesis; Story

### **Unit 03**

**9 Hrs**

The structure of a joke, The Rule of 3 in speech writing , Writing Dialogue

**Unit 04****9 Hrs**

Creating Character , Acting Out a point , Deliberate Gesticulation

**Unit 05****9 Hrs**

Preparing for the Stage , The Performer's Routine , Body Language and Personality