

HSNC University, Mumbai

**(Established by Government of Maharashtra vide notification dated 30th
October, 2019 under section 3(6) of Maharashtra Public Universities Act)**



Ordinances and Regulations

With Respect to

Choice based credit system

For the

Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2023-24



Board of Studies in the Subjects of Commerce and Management

1) Name of Chairperson/Co-Chairperson/Coordinator:-

- a) **Dr. Rita Khatri** , Professor, Department of Commerce H. R College., Mumbai-400020, Email id: khatririta@hrcollege.edu, Mobile No. 8828426516
- b) **Prof. Smarajit Padhe**, Assistant Professor, K.C College at K.C. College, Mumbai - 400020 Email id smarajit.padhi@kccollege.edu.in, Mobile No. 7977676421.

2) Two to five teachers each having minimum five years teaching experience amongst the full-time teachers of the Departments, in the relevant subject.

- a) **Dr. Jasbir Sodi** ,Vice Principal, Associate Professor at H. R. College, Mumbai- 400020 Email id: jas.saj@rediffmail.com, Mobile No.: 9619136511
- b) **Dr. Navin Punjabi**, Vice Principal and Associate Professor at H.R. College, Mumbai -400020 Email id navin.punjabi@gmail.com, Mobile No.: 9920177199
- c) **Dr. Kulvinder Batth**, Associate Professor, Department of Commerce at K.C. College., Mumbai- 400020, Email id- kulprofessional@gmail.com Mob:9833060902
- d) **Ms. Kanu Priya Sharma**, Assistant Professor , at H.R College, Mumbai – 400020 Email id: Kanupriya.sharma@hrcollege.edu , Mobile No : 8879512354
- e) **Dr. Shweta Singh**, Assistant Professor at H.R College, Mumbai – 400020, Email id: singhshweta0902@gmail.com , Mobile no : 9702050350
- f) **Ms. Charvi Gada**, Assistant Professor, H R College, Mumbai- 400020 Email id: charvigada16@gmail.com / charvigada@hrcollege.edu Mob no **9987467233**

3) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body;

- a.) **Dr. Khushpat Jain** Professor at Sydenham College Mumbai

Email id: ksjain2002@yahoo.com Mobile No - 9867799797

4) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject nominated by the Parent Body;

a) **Dr. Hasina Sayed** Ex- HOD of Commerce, Jai Hind College. Email id :
haseenasyd@gmail.com_ Mob: 9819121250

b) **Dr. Ketan Vira**: Professor, Mumbai institute of Management and Research, Wadala,
Mumbai Email. Id ketanvira@rediffmail.com Mobile No : 7710075500

c) **Mr. Akhilesh Rao** , Director Operations- Ezychain Logistics Pvt limited
Email id raoakhil24@gmail.com Mobile No:9321498932

d) **Mr. Rajiv Kalwani** , Senior Vice President- Reliance Retail Ltd

Email id : rajivkalwani0204@gmail.com Mobile No:9967613000

5) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a) **Geetika Bhatia** (Under Graduate student) H R College Email id
geetikabhatia58@gmail.com , Mobile no :9820783509

b) **Jeevika Sahajwani** (Under Graduate student) H R College Email id
jeevika.sahajwani@gmail.com Mobile no:9712917598

c) **Sarah Vaz** (Under Graduate student) HR College Email id : sarahvaz1@gmail.com,
Mobile no: 9769313965



HSNC University, Mumbai

(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the programme

Bachelors of Management Studies

Curriculum– First Year Undergraduate Programmes

Semester-I and Semester -II

INDEX

Semester I

Sr No	Particulars	Name of Subject	Credits
1	Major subjects (M1 and M2)	Management Concepts & Human Resource Management, Principle & practices of Marketing	4+4
2	Minor Subjects(M3)	Introduction to Financial Accounting	4
4	Vocational Subjects	Financial Mathematics and statistics with Excel I	1
5	Ability Enhancement course (AEC)	Communication in English I	2
6	Value addition course (VAC)	Contemporary India: Values and Issues I	2
7	IKS	Introduction to Indian Knowledge system I	1
8	Multidiscipline Elective	To be selected by students from the list of subjects	2
	Total		20

Semester II

Sr No	Particulars	Name of Subject	Credits
1	Major subjects (M1 and M2)	Organizational Behaviour, Consumer Behaviour	4+4
2	Minor Subjects(M3)	Basics of Financial System	4
4	Vocational Subjects	Financial Mathematics and statistics with MS Excel II	1
6	Ability Enhancement course (AEC)	Communication in English II	2
5	Value addition course (VAC)	Contemporary India: Values and Issues II	2
7	IKS	Introduction to Indian Knowledge system II	1
8	Multidiscipline Elective	To be selected by students from the list of subjects	2
	Total		20

Preamble

A bachelor's degree programme in management studies, or BMS, is available to undergraduates. Students who complete the course will have the knowledge and abilities necessary to hold management positions in a variety of organizations. At the undergraduate level, the Bachelor of Management Studies programme incorporates concepts and actions in the fundamental functional areas of business management. Additionally, it discusses entrepreneurship, the legal environment of business, information technology, globalization, and economic integration.

The course's goal is to give students the chance, support, and appropriate readings/reference materials they need to obtain formal academic orientation with a focus on the working world. The objective is to make sure that students are more creative as well as more effective.

Students who enrol in a management studies programme will have a strong foundation in management and strategy development. The electives give students the chance to learn more in-depth information about their chosen fields of study, such as finance, marketing, human resource management, and real estate management in international business. In addition to teaching business management, this course will give students the tools they need to comprehend how organizations function, how they are controlled, and how to be sensitive to both domestic and global surroundings. Learning that is student-centered emphasizes techniques and abilities that support independent problem-solving and lifelong learning.

The National Education Policy (NEP) 2020 has introduced several changes to the Bachelor of Management Studies (BMS) curriculum. The new curriculum is now 4 years long, instead of 3, and it is more flexible, interdisciplinary, and research-oriented. Students will be able to choose their own electives and take courses from a variety of disciplines, which will give them a broader understanding of the world and how businesses operate. The new curriculum also emphasizes the importance of problem-solving skills, research, and soft skills, such as communication and teamwork. These changes will make BMS education more relevant and prepare students for the demands of the 21st century workforce.

The curriculum comprises Online Courses (OLC), which are accessible on NPTEL or SWAYAM portals as part of the MOOCS programme being created by MHRD, in order to conform with the educational policies of the Government of India. The students' self-paced learning habits and exposure to emerging learning technology will both be fostered via the online courses.

1. Course Objectives:

Semester I

UC-FMSM1-101 – Management Concepts & Human Resource Management

- To help the students gain understanding of the functions and responsibilities of managers
- To understand the importance of Human Resource Management and contribution made by HRD for the growth of the organization
- To provides an overview of functions of human resource management about how organizations acquire, develop and manage their employees

UC-FMSM2-102 – Principles & Practices of Marketing

- To introduce the marketing concept and how students can identify, understand and satisfy the needs of customers and markets.
- To analyse companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands

UC-FMSM3-103 - Introduction to Financial Accounting

- Define bookkeeping and accounting
- Explain the general purposes and functions of accounting
- Explain the difference between management and financial accounting
- Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses
- Identify the main financial statements and their purposes.

UC-FMSVO -104 Financial Mathematical and Statistical with MS Excel I

- To develop an understanding of MS-Excel
- To develop the ability to construct diagrams and graphs which can be applicable to real life in the fields of commerce, economics and management.
- To learn how to convert the given mathematical and statistical problems into data in MS-Excel and then apply functions and commands to get the desired solutions.

. UC-FMSAEC-105 –Communication Skills in English I

- To strengthen language proficiency by providing adequate exposure to reading, speaking, listening and writing skills
- To complete various communication tasks effectively
- To develop a comprehensive understanding of the oral aspects of communication
- To develop skills in communication like writing letters, emails, essays and reports
- To enhance the range of lexical resources of the learners through a variety of exercises

UC-FMSVAC-106 Contemporary India: Values and Issues I

- To gain an understanding about the Indian state, its values and diversity of Indian society.
- To learn about environmental ethics and movements.
- To have key understanding of digital space and its usage.

UC-FMSIKS -107 Introduction to Indian Knowledge System I

- To understand the concept and relevance of knowledge systems.
- To get familiar with the elements of India's rich culture and heritage.
- To explore opportunities for resolving modern day issues by gaining an insight in our history.

Semester II

UC-FMSM1 - 201 - Organizational Behaviour

- To explore the organization as a micro-social system - a medium to facilitate and improve the interpersonal relationships in the context of organizational functioning.
- Know the Philosophy and goals, Formal and informal organizations, Social environment, System of controls and Attitudes and situation.
- To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

UC-FMSM2 - 202 - Consumer Behaviour

- To introduce students to consumers, consumer behavior in the market place and their impact on marketing strategy.
- To understand consumer behavior in an informed and systematic way.
- To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
- To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.

UC-FMSM3 – 203 Basics of Financial System

- To learn the classification of financial markets.
- To understand the role of Financial Intermediaries & Regulators
- To study the working of various financial instruments across capital, money, forex, commodity & derivative markets.
- To analyse the financial crisis and scams

UC-FMSVO -204 Financial Mathematical and Statistical with Excel II

- To learn about the tools which will be helpful in research
- To learn the various tools used in economics to make better decisions

. UC-FMSAEC-205 –Communication in English II

- To strengthen language proficiency by providing adequate exposure to reading, speaking, listening and writing skills
- To complete various communication tasks effectively
- To develop a comprehensive understanding of the oral aspects of communication
- To develop skills in communication like writing letters, emails, essays and reports
- To enhance the range of lexical resources of the learners through a variety of exercises

UC-FMSVAC-206- Contemporary India: Values and Issues II

- To gain an understanding about Indian constitutional values.
- To understand significance of disaster management and responsibility towards sustainable approach to business.
- To learn about Yoga for health and wellness.

UC-FMSIKS - 207 Introduction to Indian Knowledge System II

- To understand the growth of science and technology in India.
- To familiarize students with the philosophical and spiritual elements rooted in India's rich scientific heritage.
- To examine and analyse the evolution of the art of storytelling in India.

2. Process adopted for curriculum designing:

The members of the respective departments initially developed a draft syllabus after research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subjects and even connecting to some NGOs in few subjects. The drafted syllabus was then shown to academicians, experts from industry and researchers through emails and their inputs were gathered through meetings. These valuable inputs were incorporated into the syllabus ensuring that the syllabus is enriched in all aspects.

3. Salient features, how it has been made more relevant:

While designing of the syllabus, care has been taken to ensure that the student learns application skills along with theory. Demonstrations of the practical applications shall be conducted through special lectures and workshops that will contribute to enhanced learning. A combination of lectures, problem solving during tutorials and the supplementary sessions all contribute to make a student job ready.

4. Learning Outcomes:

Semester I

UC-FMSM1-101 – Management Concepts & Human Resource Management

- Demonstrate the roles, skills and functions of management.
- Examine current issues, trends, practices, and processes in HRM
- Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities

UC-FMSM2-102 – Principles & Practices of Marketing

- Be familiar with the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives.
- Analyze marketing factors that contribute to a product's success or failure.
- Analyze principles of ethics and social responsibility in marketing

UC-FMSM3-103 - Introduction to Financial Accounting

- Students will revisit and strengthen fundamental accounting principles and processes, learn relevant accounting standards, accounting treatment for depreciation and other special transactions culminating in the preparation of financial statements of sole proprietorship in manufacturing concerns.

UC-FMSVO -104 Financial Mathematical and Statistical with MS Excel I

- use Ms-Excel fairly easily
- represent data using frequency tables, graphs and diagrams.
- solve mathematical and statistical problems easily using the software through hands on training during the practicals

.UC-FMSAEC-105 – Communication in English I

- To become proficient in reading, writing, speaking and listening skills
- To efficiently perform various communication tasks
- To be competent in the various aspects of oral communication
- To be able to write letters, emails, essays and reports effectively
- To broaden their language proficiency and the range of their lexical resources

UC-FMSVAC-106 - Contemporary India: Values and Issues I

- An improved understanding of values and social aspects of Indian society.
- Awareness of environmental ethics and Indian environmental movements.
- Mindfulness of engagement with digital space.

UC-FMSIKS -107 Introduction to Indian Knowledge System I

- Improved understanding of India's socio-cultural past and its varied traditions.
- Respect for the tradition of coexistence built into the Indian culture since time immemorial.
- High regard for the diversity in the Indian culture and society.

Semester II

UC-FMSM1 - 201 - Organizational Behaviour

- To understand the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- Analyze the complexities associated with management of the group behavior in the organization.
- Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization

UC-FMSM2 - 202 - Consumer Behaviour

- Discussing and understanding the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- Apply relevant consumer behavior theories in understanding the impact of marketing strategies.
- Develop critical and reflexive understandings of the nature of consumption, markets and culture.
- Apply appropriate research techniques. Appreciate the complexity of consumer behavior.

UC-FMSM3 – 203 - Basics of Financial System

- Learners will be aware about the financial system prevalent in the world.
- Learners will be able to understand the various financial instruments
- Learners will understand the financial regulators & their roles.
- Learners will be aware of the causes and Impact of Financial Crisis

UC-FMSVO -204 Financial Mathematical and Statistical with MS Excel II

- To calculate measures of central tendency and measures of dispersion through excel which can be used in research
- To find relationships between variables which can be used for forecasting.

UC-FMSAEC-205 –Communication skills in English II

- To become proficient in reading, writing, speaking and listening skills
- To efficiently perform various communication tasks

- To be competent in the various aspects of oral communication
- To be able to write letters, emails, essays and reports effectively
- To broaden their language proficiency and the range of their lexical resources

UC-FMSVAC-206 - Contemporary India: Values and Issues II

- An improved understanding of Indian constitutional values.
- Awareness of India's environmental issues and commitments.
- Developed knowledge about Yoga and its significance for health and wellbeing.

UC-FMSIKS -207 Introduction to Indian Knowledge System II

- Understanding of scientific progress in ancient India.
- appreciation for the relevance of Indian scientific developments today.
- understanding of the significance of folk lore and folk tales in Indian culture.

5. Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested subsequently to add more practical hands on examples, learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, short term courses could be organized.

Part 2 - The Scheme of Teaching and Examination

Semester – I Summary

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	UC-FMSM1-101	Management Concepts & Human Resource Management,
		UC-FMSM2-102	Principle & practices of Marketing
2	Minor Subject	UC-FMSM3-103	Introduction to Financial Accounting
3	Vocational Course	UC-FMSVO-104	Financial Mathematics and statistics with MS Excel I
4	Ability Enhancement Courses (AEC)	UC-FMSAEC-105	Communication skills in English I
5	Value Addition Course	UC-FMSVAC-106	Contemporary India: Values and Issues I
6	Indian Knowledge System	UC-FMSIKS-107	Introduction to Indian Knowledge Systems I
7	Open Elective		To be selected form the list

First Year Semester I Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week					Credit	SLE/PA	Internals				Total Marks
			Units	SL	L	T	P			CT	AP	T	SEE	
1	UC-FMSM 1-101	Management Concepts & Human Resource Management,	4	20%*	4	0	0	4	20	15	5	40	60	100
2	UC-FMSM 2-102	Principle & practices of Marketing	4	20%*	3	0	0	4	20	15	5	40	60	100
3	UC-FMSM 3-103	Introduction to Financial Accounting	4	20%*	3	0	0	4	20	15	5	40	60	100
4	UC-FMSV O-104	Financial Mathematical and Statistical with MS excel	4	-	1	0	p 1	1	-	-	-	25	-	25
5	UC-FMSA EC-105	Communication in English I	3	20%*	2	0	0	2	20	-	-	20	30	50
6	UC-FMSV AC-106	Contemporary India: Values and Issues I	2	20%*	2	0	0	2	15	-	5	20	30	50
7	UC-FMSIK S-107	Introduction to Indian Knowledge Systems I	2	-	1	0	0	1	2	-	5	25	-	25
8		Open elective subject chosen by the student						2	2	-	-	20	30	50
Total Hours / Credit								20		Total Marks				500

SL: Self Learning, L: Lecture, T: Total, P: Practical, SLE- Self learning evaluation,
 CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment
 PA- Project Assessment

First Year Semester – I Units – Topics – Teaching Hours

S. N	Subject Code	Subject Unit Title		Lect ures	Total No. of lectures	Cre dit	total marks
1	UC-FMSM1-101	I	Introduction to Management	15	60	4	100
		II	Human Resource Management	15			
		III	Human Resource Development	15			
		IV	Recent trends in HRM	15			
2	UC-FMSM2-102	I	Introduction to Marketing	15	60	4	100
		II	Segmentation, Targeting and Positioning (STP) & Branding	15			
		III	Marketing Mix	15			
		IV	Marketing Services	15			
3	UC-FMSM3-103	I	Introduction	15	60	4	100
		II	Accounting Transactions	15			
		III	Depreciation Accounting and Trial Balance	15			
		IV	Preparation of Final Accounts	15			
4	UC-FMSVO-104	I	Introduction to Excel	3	15	1	25
		II	Time value of money, annuities, and loan amortization	3			
		III	Matrices, simultaneous equations, LPP	3			
		IV	Data representation using diagrams	3			
		V	Revision / Extra Practicals	3			
5	UC-FMSAEC-105	I	Letters	5	30	2	50
		II	Data Interpretation	5			
		III	Essay	5			

6	UC- FMSVAC -106	I A	Understanding India	15	30	2	50
		B	Environment: Ethical concerns				
		II A	Ethics in Digital Technology	15			
		II B	Ethical concerns in social media				
7	UC- FMSIKS- 107	I	Indian Knowledge Systems	9	15	1	25
		II	Indian Knowledge system: An aesthetic approach	6			
8			Multidiscipline open elective		30	2	50
			Total			20	500

- **Lecture Duration – 1 hr**
- **For serial no 8 students are required to select any one option from the option given in the open electives**
- **For theory papers One credit =15 hrs**
- **For practicals One credit=30 hrs**

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Management Concept & Human Resource Management

Course Code: UC-FMSM1-101

Unit	Content	No. of Lectures
1	Introduction to Management 1.1 Nature and Importance of Management, 1.2 Management as Art, Science or Profession 1.3 Level, Roles and Skills of Management, 1.4 Emerging management issues and challenges 1.5 Functional Areas of Management : <ul style="list-style-type: none">➤ Planning : Types of plan➤ Organizing : Elements of Organizing , Organization Structure➤ Staffing – Concept Introduction➤ Directing – Leadership Styles and Motivators➤ Controlling – Types of Control➤ Reporting and Budgeting Case Studies	15
2	Human Resource Management 2.1 Introduction to HRM : Functions , roles and importance 2.2 Manpower planning : Job analysis and job designing 2.3 Scientific Recruitment and Selection Methods 2.3 Induction , Orientation and Socialization 2.4 Compensation and benefits 2.5 Motivators Case Studies	15
3	Human Resource Development 3.1 Performance Appraisal Types of performance appraisal, Latest Technology for Performance appraisal. 3.2 Career Planning and Development Training & Development – Identification of Training Needs, Training Methods, Succession Planning 3.3 E learning , Process and Trends	15

	<p>3.4 New technologies used in training, Global Training Trends New technology in training and development, Cultural Diversity Training ,Awareness on Inclusiveness and Sexual Harassment at work</p> <p>3.5 Management Development Programmes.</p> <p>3.6 Retention strategies</p>	
4	<p>Recent trends in HRM</p> <p>4.1 Generational values in the Work Place , Managing Millennials Gen Y , Gen Z</p> <p>4.2 Diversity in the Work place ,</p> <p>4.3 Employee engagement and employee experience : Tools to improve Employee Engagement and Productivity, Employee Wellness Apps</p> <p>4.4 Ethical issues in HRM</p> <p>4.5 Alternative Work arrangements</p> <p>4.6 Technological Interventions in HR Processes and Management (Artificial Intelligence in Recruitment, Data Analytics in transforming HR, Employee Experience Platforms, Feedback Cloud and Mobile-enabled HR solutions)</p>	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Nature and importance of management
2	2	Recruitment and Selection
3	3	Performance Appraisal - concept, process, methods and problems, KRA'S
4	3	Career planning and succession planning

Online Resources

https://nptel.ac.in/courses/122/105/122105020/
https://youtu.be/QuocfX7rQcg (Harvard)
https://archive.nptel.ac.in/courses/110/105/110105146/
http://www.digimat.in/nptel/courses/video/110105069/L09.html

Reference Books

1. Human Resource Management – P.Subba Rao

2. Personnel Management – C.B. Mammoria
3. Dessler: Human Resource Management(Prentice Hall India)
4. Personnel/Human Resource Management: DeCenzo & Robbins (Prentice Hall India)
5. D. K. Bhattacharya: Human Resource Management (Excel)
6. Human Resource Management by Aswathapa , McGraw Hills
7. Gomez: Managing Human Resource (Prentice Hall India)
8. Human Resource Management – Dr P Jyothi and Dr D.N Venkatesh – Oxford Publications

Examination pattern

A). Formative Assessment

40 marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks
	Total	40

Summative Assessment

Semester End Examination- 60 %

60 Marks

- 1) Duration – These examinations shall be of 2 hours duration.
- 2) Question Paper Pattern: -
 - i. There shall be four questions each of 15 marks.
 - ii. All questions shall be compulsory with internal choice within the questions.
 - iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

Principles and Practices of Marketing

Course Code: UC-FMSM2-102

Unit	Content	No. of Lectures
I	<p>Introduction to Marketing</p> <p>1.1 Introduction to Marketing: Definition, features, advantages and scope of marketing.</p> <p>1.1 7 Ps and 4Cs of marketing. Marketing as an activity, function, and philosophy.</p> <p>1.2 Concepts of Marketing: Needs, wants and demands; transactions, transfers & exchanges</p> <p>1.3 Orientation of a firm: Production concept; product concept; selling concept: and marketing concept, Societal concept and relationship marketing concept.</p> <p>1.4 New Trends in Marketing: E-Marketing, Internet Marketing and Marketing using social networks, Societal Marketing/Relationship Marketing, Interactive marketing</p> <p>1.5 Case studies</p>	15
II	<p>Segmentation, Targeting and Positioning (STP) & Branding</p> <p>2.1 Segmentation variables for consumer markets & industrial markets</p> <p>2.2 Targeting (Undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets)</p> <p>2.3 Positioning (Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position)</p> <p>2.4 Customer satisfaction: customer delight and astounding customers</p> <p>2.5 Branding: Role and importance, Brand equity; branding decisions; brand extensions; brand portfolios, Brand Personality, Re-branding.</p>	15
III	<p>Marketing Mix</p> <p>3.1 Product: Products: core, tangible and augmented products Product mixed decisions: product line decisions; strategic filling, line modernization decisions, new product development process, product life cycle, failure of new product, levels of product</p> <p>3.2 Pricing Decisions: Pricing objectives; factors influencing pricing decisions, Types of pricing, responding to competitors, action through price and non-price variables, Impact of the products stage in the PLC on pricing decisions</p> <p>3.3 Place/ Distribution: meaning, factors influencing selection of</p>	15

	<p>distribution channel, types of distribution channel, recent trend in distribution, components of logistics</p> <p>3.4 Promotion mix: - Advertising: Importance and scope, Sales promotion: objectives; consumer promotions, PR and publicity, Personal Selling: recruitment, selection, training, motivation, and evaluation of sales reps. Integrated Marketing Communication (Definition of target audience; determining communication objectives; designing communication and selection of channels)</p> <p>3.5 Packaging – Meaning – Importance/uses- Packaging strategies</p> <p>3.6 Positioning -Meaning, Importance- Elements</p> <p>3.7 People-Meaning and Importance.</p>	
IV	<p>Marketing Services:</p> <p>4.1 meaning and features of Service</p> <p>4.2 Managing Service Quality</p> <p>4.3 ways of improving services</p> <p>4.3 Ethics in marketing</p> <p>4.4 Unethical practices in marketing</p> <p>4.5 Role of ASCI (Advertising standard Council of India)</p> <p>4.6 Challenges in Marketing Services</p> <p>4.7 Case studies</p>	15

Self-Learning topics (Unit wise)

Sr. No	Unit	Topic
1	1	Introduction to Marketing: Definition, features, advantages & scope of marketing
2	2	Branding: Role and Importance
2	3	Advertising: Scope and Importance

Online Resources

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/221
https://nptel.ac.in/courses/110/104/110104068/

Reference Books

- Kotler, P., & Armstrong, G. (2018). Principles of marketing (16th ed.). Pearson.
- Chaffey, D. (2016). Marketing in the digital age (6th ed.). Pearson.
- Ayantunji Gbadamosi, B. (2013). Principles of Marketing: A Value-Based Approach. Palgrave Macmillan.

- J.P Mahajan, A. M. (2015). Principles of Marketing. Vikas Publishing House Pvt Ltd. John F. Tanner, M. A. (2014). Principles of Marketing 2.0. Flat World Knowledge. Kotler, P. (2009). Marketing Management. Pearson Prentice Hall.
- M. C. Cant, . W. (2009). Marketing Management. Juta & Company Ltd. Philip Kotler, G. A. (2010). Principles of Marketing. Pearson.
- Philip T. Kotler, G. A. (2017). Principles of Marketing, Global Edition. Pearson Education Limited.
- Sharma, A. K. Marketing Management. Atlantic Publishers and Distributors.

Examination pattern

Formative Assessment

40 marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20
2	Self-Learning Evaluation	15
3	Active participation in routine class instructional deliveries	05
	Total	40

Summative Assessment

Semester End Examination- 60 %

60 Marks

- 1) Duration – These examinations shall be of 2 hours duration.
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 - i. There shall be four questions each of 15 marks.
 - ii. All questions shall be compulsory with internal choice within the questions.
 - iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

Introduction to Financial Accounting
Course Code: UC-FMSM3-103

Unit	Content	No. of Lectures
I	<p>Introduction Meaning and scope of accounting, Need and development, Definition, Book-keeping and Accounting, Persons interested in Accounting, Branches of Accounting, Objectives of Accounting.</p> <p>1.1 Accounting Principles: Introductions to Concepts and Conventions. 1.2 Introduction to Indian Accounting Standards: (Meaning & Scope) Ind AS 1: Presentation of Financial Statements Ind AS 2 Inventories 1.3 International Financial Reporting Standards (IFRS): Introduction 1.4 Accounting in Computerized Environment Introduction, Features and Application in various Areas</p>	15
II	<p>Accounting Transactions 2.1 Accounting Transaction: Accounting cycle, journal, journal proper, ledgers and Posting, Subsidiary books (Purchase, Purchase Return, Sales, Sales Returns and Cash Book-Triple Column) 2.2 Treatment of Capital and Revenue 2.3 Bank Reconciliation Statement</p>	15
III	<p>Depreciation Accounting and Trial Balance 3.1 Depreciation Accounting: Practical Problem based on Depreciation using SLM and RBM Methods as per Ind AS 16 3.2 Preparation of Trial Balance: Introduction and Preparation of Trial Balance</p>	15
IV	<p>Preparation of Final Accounts 4.1 Introduction to Final Accounts of a Sole Proprietor 4.2 Rectification of Errors 4.3 Manufacturing Accounts, Trading Account, Profit and Loss Account and Balance Sheet 4.4 Introduction to schedule III of Companies Act, 2013.</p>	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1.2	Introduction to Indian AS
2	3.1	Depreciation Accounting

Online Resources

<https://nptel.ac.in/courses/110/101/110101131/>

https://swayam.gov.in/nd2_cec20_mg16/preview

Reference Books

- Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R.L Gupta and M. Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by LesileChandwichk, Pentice Hall of India AdinBakley (P) Ltd., New Delhi
- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai
- Financial Accounting by P.C. Tulsian, Pearson Publications, New Delh
- Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc
- Financial Accounting by Monga, J.R. Ahuja, GirishAhuja and Ashok Shehgal, Mayur Paper Back, Noida
- Compendium of Statement and Standard of Accounting, ICAI
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai
- Company Accounting Standards by ShrinivasanAnand, Taxman, New Delhi
- Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi
- Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi

Formative Assessment (40 Marks)

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

	Total	40
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Summative Assessment Examination (60 Marks):

Question Paper Pattern for Semester-I and II (Practical paper)

These examinations shall be of 2 Hours duration. Maximum Marks 60.

All questions Compulsory.

Question No	Particulars	Marks
Q-1	Practical Question OR Practical Question	15 Marks
Q-2	Practical Question OR Practical Question	15 Marks
Q-3	Practical Question OR Practical Question	15 Marks
Q-4	Practical Question If all modules are practical Theory/Short Case studies If one module is theoretical OR Short Notes (Attempt 3 out of 4) One short note from each module	15 Marks
<p>Note:</p> <ol style="list-style-type: none"> 1) One question is allotted to each module except the theory module 2) Practical/Theory question of 15 marks may be divided into two sub-questions of 7/8 Marks or 10/5 Marks 		

Financial Mathematics and Statistics with MS Excel I
Course code: UC-FMSVO-104

Units	Content	No. of Practicals
I	Introduction to Excel 1.1 Workbook, worksheets, cells, types of data, cell references, cut, copy, paste (paste-special, values, formulas), conditional formatting 1.2 Operators- Arithmetic operators, Relational operators, Logical operators, creating formulas, functions, working with excel sheets – freeze panes, sort, custom sort, filter, find and replace, IF and Nested IF functions.	3
II	Time value of money, annuities and loan amortization 2.1 Compound interest, discrete and continuous compounding, nominal and effective rate of interest 2.2 Regular annuity, future and present value of annuity, equated monthly instalments, amortization.	3
III	Matrices, simultaneous equations, LPP 3.1 Matrices types, operations on matrices – scalar multiplication, addition, subtraction, product of matrices, determinants, inverse of a matrix 3.2 Simultaneous Equations construction and solving 3.3 Linear Programming Problems in two variables, formulation of LPP and solving graphically	3
IV	Data representation using diagrams: 4.1 Constructing frequency tables 4.2 Making bar charts, pie charts and histograms	3
V	Revision / Extra Practicals	3

List of Practicals

1. Working with Excel sheets.
2. Conditional Formatting, Sort and Filter.
3. Working with Formulas and Logical Operators.
4. Time Value of Money.
5. Annuities.
6. Loan Amortization.
7. Working with Matrices I
8. Working with Matrices II

9. Simultaneous Equations.
10. Linear Programming Problems.
11. Data Representation using Diagrams I
12. Data Representation using Diagrams II

Note:

1. One practical will be of two hours each
2. A practical batch will consist of 30-40 students.
3. Students will maintain a file/journal in which the practical questions and the output obtained in the practicals will be filed.

Reference Books:

1. Microsoft Excel 2016 Bible by John Walkenbach, Wiley India
2. Microsoft Excel 2016 for Dummies by Greg Harvey, Wiley
3. Excel 2016 from scratch: Excel Course with Demos and Exercises by Peter Kalmstrom and Kate Kalmstrom
4. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press
5. Business Mathematics by D.C.Sancheti and V.K.Kapoor, Sultan Chand & Sons
6. Mathematics for Business and Economics by J.D.Gupta, P.K.Gupta and ManMohan, TataMc-Graw Hill Publishing Co.Ltd.
7. Quantitative Methods-Part-I by S.Saha and S.Mukerji, New Central Book Agency
8. Investments by J.C.Francis & R.W.Taylor, Schaum's Outlines, Tata Mc-GrawHill
9. Operations Research by Gupta and Kapoor
10. Statistical Methods by S.G.Gupta, S.Chand &Co
11. Statistics for Management by Levin & Rubin, Prentice Hall of India
12. Statistics - Theory, Method & Applications by D.S.Sancheti & V.K.Kapoor
13. Modern Business Statistics (Revised) by B.Pearles & C.Sullivan –Prentice Hall of India.
14. Business Mathematics & Statistics by B Aggarwal, Ane Book Pvt.Limited

Software Requirement:

Microsoft Excel 2016 or above

Examination pattern

The course will be assessed for a total of 25 marks and will consist of:

- Journal consisting of output of atleast 9 practicals – 5 marks
- Practical examination at end of Semester – 20 marks

Communication Skills in English I
Course code: UC-FMSAEC-105

Units	Content	No of lectures
I	Letters 1. Job Application Letter with Resume 2. Statement of Purpose 3. Letters to the Editor 4. Sales/Promotion Letters	5
II	Data Interpretation Students will learn to read and interpret maps, pie charts, tables, line and bar graphs, and flow charts and express the same in a paragraph form. (Note: Other important forms of visual communication may also be introduced to students. However, they will be tested only on the above forms in the examination.)	5
III	Essay 1. Reflective 2. Analytical 3. Persuasive/Argumentative	5

Reference Books

- Bansal, R.K. and J.B. Harrison, Spoken English: A Manual of Speech and Phonetics New Delhi: Orient Black Swan, 4th edn, 2013).
- Bellare, Nirmala. Reading Strategies. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
- Bhasker, W. W. S & Prabhu, N. S.: English through Reading, Vols. 1 and 2. Macmillan, 1975.
- Brown, Ralph: Making Business Writing Happen: A Simple and Effective Guide to Writing Well. Sydney: Allen and Unwin, 2004.
- Dev, Anjana Neira (2009). Creative Writing: A Beginner's Manual. Pearson, Delhi, 2009.
- Doff, Adrian and Christopher Jones. Language in Use (Intermediate and Upper Intermediate). Cambridge: CUP, 2004.
- Doughty, P. P., Thornton, J. G. Language in Use. London: Edward Arroll, 1973.
- Eastwood, John. (2005) Oxford Practice Grammar. Oxford, OUP
- Freeman, Sarah. Written Communication. New Delhi: Orient Longman, 1977.
- Glendinning, Eric H. and Beverley Holmstrom. Second edition. Study Reading: A Course in Reading Skills for Academic Purposes. Cambridge: CUP, 2004
- Grellet, F. Developing Reading Skills, Cambridge: Cambridge University Press, 1981.

- Hamp-Lyons, Liz and Ben Heasley. Second edition. Study Writing: A Course in Writing Skills for Academic Purposes. Cambridge: CUP, 2006
- Jakeman, Vanessa and Clare McDowell. Cambridge Practice Test for IELTS 1. Cambridge: CUP, 1996.
- Maley, Alan and Alan Duff. Second Edition. Drama Techniques in Language Learning Cambridge: CUP, 1983.
- Mohan Krishna & Banerji, Meera: Developing Communication Skills. New Delhi: Macmillan India, 1990.
- Mohan Krishna & Singh, N. P. Speaking English Effectively. New Delhi: Macmillan India, 1995.
- Morley, David. The Cambridge Introduction to Creative Writing. Cambridge, New York, 2007.
- Narayanaswami, V. R. Organised Writing, Book 2. New Delhi: Orient Longman.
- Reading & Thinking in English, Four volumes The British Council Oxford University Press, 1979-1981.
- Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F.; The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
- Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. A Course in Listening and Speaking I & II. New Delhi: Foundation Books, Cambridge House, 2006.
- Savage, Alice, et al. Effective Academic Writing. Oxford: OUP, 2005.
- Wallace, Michael. Study Skills. Cambridge: CUP, 2004.
- Widdowson, H. G.: English in Focus. English for Social Sciences. Oxford University Press

Webliography:

1. <http://www.onestopenglish.com>
2. www.britishcouncil.org/learning-learn-english.htm
3. <http://www.teachingenglish.org.uk>
4. <http://www.usingenglish.com/>
5. Technical writing PDF (David McMurrey)
6. <http://www.bbc.co.uk/>
7. <http://www.pearsoned.co.uk/AboutUs/ELT/>
8. <http://www.howisay.com/>
9. <http://www.thefreedictionary.com/>
10. <https://www.merriam-webster.com/games>
11. <https://www.nytimes.com/puzzles/letter-boxed>
12. Jon Ingold - Sparkling Dialogue: A Masterclass.” YouTube, 1 Dec. 2018, www.youtube.com/watch?v=_vRfNtvFVRo.

Examination pattern

Question paper pattern

Duration: 1 hour

Marks: 30

Q.1 Letters (1 out of 2) [Unit I] (10 marks)

Q.2 Data Interpretation (150 words) [Unit II] (10 marks)

(Students will present a summary of the visual data given)

Q.3 Essay (1 out of 2) (200-250 words) [Unit III] (10 marks)

Contemporary India: Values and Issues I

Course code: UC-FMSVAC-106

Units	Content	No of lectures
I	Understanding India 1.1. Society and State- Religion, caste, rural, urban and tribal, gender and sex ratio 1.2. Appreciating values of pluralism/ diversity and challenges to pluralism- regionalism, linguism and ethnic conflicts Environment: Ethical concerns 1.3. Environmental Ethics - Deep Ecology, Eco-Feminism, 1.4. Eco-Tourism, Environmental Movements in independent India.	15
II	Ethics in Digital Technology 2.1. Artificial Intelligence (AI)- Case Study on ChatGPT. 2.2. Cyber Security- hacking, malware, phishing, internet shopping/ banking. Ethical concerns in social media 2.3. Issues in social media- cyber bullying, trolling, identity theft, 2.4. Abuse of social media accounts- Facebook, Twitter and other.	15

References:

- Ahuja Ram (2014), Social Problems in India, Jaipur: Rawat Publication.
- Chandra Bipan (1984), Communalism in Modern India, Delhi: Vikas Publishing House.
- Dubey S.C. (2018), 'Indian Society', National Book Trust.

- Furer Christoph Von-Haimendorf (1992), Tribes of India, the Struggle for Survival, Berkely: University of California Press.
- Ganesh, Kamala, Thakkar (2005), “Culture and the making of Identity in Contemporary India” Usha, Sage Publication, New Delhi.
- Harvey Carol P and Allard June M (2005), Understanding and managing Diversity Readings Cases, and Exercises; New Delhi: Prentice Hall of India.
- Managi and Kumar (2009), The Economics of Sustainable Development: The Case of India, New York: Springer.
- Patra, A.D. (2010), Infrastructure, Development and Regional Disparity: An interstate analysis, Indian Economics Association, Deep and Deep Publications.
- Roy, Gaurav K. (2020), Cyber Security and Digital Privacy a universal approach, Highbrow Scribes Publications.
- Suresh Jayshree, Raghavan, B.S (2003), Human Values and Professional Ethics. New Delhi: S. Chand
- Shinde, Anand (2021), Introduction to Cyber Security Guide to the world of Cyber Security.

II Journals and Magazines

- AIDWA
- Economic and Political Weekly of India
- Frontline
- India Today
- Man and Development

Assessment: Total 50 marks

Part A) Semester End exam –Time: <u>One hour</u>	<u>30 Marks</u>
Q. 1 A	10 Marks
OR	
Q.1 B	
Q. 2 A	10 Marks
OR	
Q. 2 B.	
Q.3. Short notes: Any two from four (5 marks each)	10 Marks

Part B) Internal assessment – 20 marks - 15m – SLE/ MCQ/Class Test/ Project + 5m (class participation)

Introduction to Indian Knowledge System I
Course code: UC-FMSIKS-107

Units	Content	No of lectures
I	Indian Knowledge Systems <ol style="list-style-type: none"> a. Concept, relevance and methodology b. Darshanas of the Hindu Philosophy, questioning set paradigms through Buddhism and Jainism c. Transmission of knowledge - oral, guru-shishya Parampara, ancient centres of higher education, experiential learning (Bhakti and Sufi movement) d. Contribution of women scholars in early India. 	9
II	Indian Knowledge system: An aesthetic approach <ol style="list-style-type: none"> a. Natyashastra, b. Indian music tradition (gharana system), c. culinary traditions, d. paintings and textiles 	6

References

- Basham, A. L. (1987), The Wonder that was India, Sidgwick & Jackson Ltd., London
- Chattopadhyaya, Deviprasad (1977), Science and Society in Ancient India, Research India Publications
- Jha, Amit (2009), Traditional Knowledge System in India, Atlantic Publishers, New Delhi.
- Jha, D. N. (2004), Early India, A Concise History, Manohar Publishers & Distributors.
- Jha, D. N. (1993), Economy and Society in Early India: Issues and Paradigms, Munshiram Manoharlal Publishers
- Singh, Sahana (2022), Revisiting the Educational Heritage of India, Global Collective Publishers.
- Sen, Amartya (2005), Argumentative Indian, Allan Lane.
- Singh, Upinder (2008), A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, Pearson Education India.
- Thapar, Romila (2018), Indian Cultures as Heritage: Contemporary Pasts, Aleph Book Company.
- Thapar, Romila (2014), The Past as Present: Forging Contemporary Identities Through History, Aleph Book Company.

Examination pattern

25 Marks: Formative assessment (CAE)

20 marks-Internal assessment that can include project submission/ debate/ group discussion/ presentation and online learning from Swayam portal

05 marks- class participation

The Scheme of Teaching and Examination

Semester – II

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	UC-FMSM1-201	Organizational Behaviour,
		UC-FMSM2-202	Consumer Behavior
2	Minor Subject	UC-FMSM3-203	Basics of Financial System
3	Vocational Course	UC-FMSVO-204	Financial Mathematics and statistics with MS excel II
4	Ability Enhancement Courses (AEC)	UC-FMSAEC-205	Communication skills in English II
5	Value Addition Course	UC-FMSVAC-206	Contemporary India: Values and Issues II
6	Indian Knowledge System	UC- FMSIKS-207	Introduction to Indian Knowledge Systems II
7	Open Elective		To be selected form the list

First Year Semester II Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week					Credit	SLE /PA	Internals				Total Marks
			Units	SL	L	T	P			CT	AP	T	SEE	
1	UC-FMSM 1-201	Organizational Behaviour,	4	20%*	4	0	0	4	20	15	5	40	60	100
2	UC-FMSM 2-202	Consumer Behaviour	4	20%*	3	0	0	4	20	15	5	40	60	100
3	UC-FMSM 3-203	Basics of Financial System	4	20%*	3	0	0	4	20	15	5	40	60	100
4	UC-FMSV O-204	Mathematical and Statistical with excel	1	---	1	0	p	1	-	--		25		25
5	UC-FMSA EC-205	Communication skills in English II	2	20%*	2	0	0	2		20	-	20	30	50
6	UC-FMSV AC-206	Contemporary India: Values and Issues II	2	20%*	2	0	0	2	15	-	-	5	30	50
7	UC-FMSIK S-207	Introduction to Indian Knowledge Systems II	1		1	0		1	29		5	25		25
8		Open elective subject chosen by the student								-	-	20	30	50
Total Hours / Credit								20		Total Marks				500

SL: Self Learning, L: Lecture, T: Total P: Practical, SLE- Self learning evaluation,
CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

***One to two lectures to be taken for CONTINUOUS self -learning Evaluation.**

First Year Semester – II Units – Topics – Teaching Hours

Sr No	Subject Code	Subject Unit Title		Lect ures	Total No. of lectures	Cr edi t	Total Marks
1	UC-FMSM1-201	I	Introduction to Organizational Behavior	15	60	4	
		II	Understanding Others: Interpersonal relationship	15			
		III	Group Dynamics, Behavior and Team Building	15			
		IV	Recent trends in Organization	15			
2	UC-FMSM2-202	I	Introduction to Consumer Behaviour	15	60	4	
		II	Individual- Determinants of Consumer Behaviour	15			
		III	Environmental Determinants of Consumer Behaviour	15			
		IV	Consumer decision making models and New Trends	15			
3	UC-FMSM3-203	I	Overview of financial system	15	60	4	
		II	Financial markets	15			
		III	Financial regulators	15			
		IV	Financial instruments	15			
4	UC-FMSVO-204	I	Measures of Central Tendency	3	30	1	
		II	Measures of Dispersion	3			
		III	Correlation and Regression	3			
		IV	Time Series and Index Numbers	3			
		V	Revision / Extra Practicals	3			
5	UC-FMSAEC-205	I	Emails	5	15	2	
		II	Report Writing	5			
		III	Creative Writing	5			
6		I A	Constitution of India -I	15			

	UC- FMSVAC -206	I B	Constitution of India -II		30	2	
		II A	Environmental commitments.	15			
		II B	Yoga				
7	UC- FMSIKS- 207	I	Overview of Indian scientific thought	7	15	1	
		II	'Katha'	8			
8			Multidiscipline open elective		30	2	50
			Total			20	500

- **Lecture Duration – 1 hr**
- **For serial no 8 students are required to select any one option from the option given in the open electives**
- **For theory papers One credit =15 hrs**
- **For practical One credit=30 hrs**

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

Organizational Behaviour

Course Code: UC-FMSM1-201

Units	Content	No of lectures
I	<p>Introduction to Organizational Behavior-</p> <p>1.1 Organizational Behavior – Concept , Nature , Foundation , Multidiscipline and Scope of OB</p> <p>1.2 Different model of Organizational Behavior</p> <p>1.3 Individual behavior is studied through Perception- Personality - Values- Attitudes- Job satisfaction- Motivation- Learning Understanding self studied through- Perception and Personality Understanding self studied through- Values and Attitudes</p> <p>1.4 Organization Communication tool- Johari Window and Transactional Analysis</p>	15
II	<p>Understanding Others: Interpersonal relationship</p> <p>2.1 Conflict Management –Nature of Conflict</p> <p>2.2 Level of Conflict</p> <p>2.3 Source of Conflict</p> <p>2.4 Effects of Conflict</p> <p>2.5 Process of Conflict, Stages of Conflict</p> <p>2.6 Conflict Handling Orientations</p> <p>2.7 Guidelines for effective negotiation</p> <p>2.8 Power and Organizational Politics-Sources of Power- Organizational Politics- Influence and Political Power</p>	15
III	<p>Group Dynamics , Behavior and Team Building</p> <p>3.1 Group Behavior, Informal Groups – Group Dynamics- Types of Groups Nature and effects of Informal groups-Benefits of Informal groups-Formal groups –Monitoring informal organization - Identifying and Rewarding Informal leader-Key Roles of Informal leader –Are there Multiple informal leaders? Formal Groups- Potential Outcomes of Informal Group Processes</p> <p>3.2 Stages of Group Development</p> <p>3.3 Group Decision making – Brain Storming , Delphi Technique, Advantages and Problems.</p> <p>3.4 Work place behavior – Determinants of Group Behavior</p>	15

	3.5 Team and Team Building- Team work – Task team- Difference Between Groups and Teams- Life cycle of Team –Major Factors for Effective Teams- Team Building- Need for Team building- Team Building Process- Skills Useful in Team Building	
IV	Recent trends in Organization 4.1 Stress Management – Sources, Effects, Strategies, Impact of stress on Performance , Work Stress Model 4.2 Counselling – Types, How it Comes About –How it Affects Various Elements of Job Performance 4.3 Organization culture – Cultural Dimensions, Creating Organizational Culture, Maintaining Organizational Culture. 4.4 Workforce Diversity and Inclusivity – Concept, Managing Diversity effectively 4.4 Change Management - Kurt Lewin model of change , Ethical Behavior in workplace, Managing Ethics at work place. 4.5 Organization Design – Key factors, Steps in Organization Structure, Organization for future and its Types	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1.3	Attitude , Values
2	1.3	Motivation
3	3.1	Group Dynamics
4	4.3	Organizational culture

Online Resources

https://www.coursera.org/learn/managing-people-iese#syllabus
https://www.youtube.com/watch?v=AM9TbT6OIRo
https://archive.nptel.ac.in/courses/110/106/110106145/
https://www.youtube.com/watch?v=AM9TbT6OIRo
https://www.youtube.com/watch?v=Bxm3j8JOXs4

References

1. Organizational Behaviour- concept, controversies, applications, by Stephen Robbins, Prentice Hall.
2. Management and Organizational Behavior , Ninth Edition, by Laurie J. Mullins, Pearson publisher
3. Organizational Behavior, Text, Cases, Games, By K. Ashwathappa, Himalaya Publishing house
4. Organizational Behavior by Margie Parikh and Rajen Gupta, Tata Mcgraw Hill Publication
5. Essentials of Organisational Behaviour (Seventh edition)- Stephen P. Robbins (Prentice Hall India Pvt.Ltd.)
6. Emerging Knowledge and Practices of the Real world (Fifth Edition)- Steven L McShane, Mary Ann Von Glinow, Radha R. Sharma. (Tata McGraw Hill Education Private Limited)
7. Organizational Behavior by Dr. S.S. Khanka, Sultanchand publication
8. Organizational Behavior by Jeff Harris and Sandra J. Hartman, Jaico Publications
9. Organizational Behavior by Hellriegel, Slocum, Woodman, Pearson Education

Examination pattern

Formative Assessment

40 marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks
	Total	40

Summative Assessment

60 Marks

- 1) Duration – These examinations shall be of 2 hours duration.
- 2) Question Paper Pattern: -
 - i. There shall be four questions each of 15 marks.
 - ii. All questions shall be compulsory with internal choice within the questions.
 - iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

Consumer Behavior

Course code: UC-FMSM2-202

Units	Content	No of lectures
I	Introduction to Consumer Behaviour 1.1 Meaning of Consumer Behaviour, Features and Importance 1.2 Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types of Consumer Behaviour 1.3 Profiling the consumer and understanding their needs Consumer Involvement : Consumer Research Application of Consumer Behaviour knowledge in Marketing 1.4 Consumer Decision Making Process and Determinants of Buyer Behaviour, Factors affecting each stage, and Need recognition.	15
II	Individual- Determinants of Consumer Behaviour 2.1 Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). 2.2 Personality – Concept, Nature of personality, Personality Traits and it's Marketing significance, Impact of Brand Image on Consumer Behaviour 2.3 Self Concept – Concept 2.4 Consumer Perception 2.5 Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude 2.6 Attitude - Concept of attitude 2.7 Formation & Change.	15
III	Environmental Determinants of Consumer Behaviour 3.1 Family Influences on Buyer Behaviour, 3.2 Roles of different members, needs perceived and evaluation rules. 3.3 Modern family life cycle stage and size. 3.4 Social Class and Influences. 3.5 Group Dynamics: In-group and Out-group, Social Class, Reference Groups Opinion Leadership and Influencers 3.6 Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system.	15

IV	Consumer decision making models and New Trends 4.1 Consumer Decision making: Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making, 4.2 E-Buying behavior - Customer Journey Maps 4.3 Recent trends in studying consumer behaviour	15
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Self-Learning topics (Unit wise)

Unit	Topics
1	1.4 Application of Consumer Behaviour in Marketing
2	2.1 Application of Motivational Theories
3	3.4 Social Class and its Influence
4	3.6 Cultural Influences on Consumer Behaviour

Online Resources

https://nptel.ac.in/courses/110/105/110105029/
https://nptel.ac.in/courses/110/105/110105074/
https://nptel.ac.in/courses/110/105/110105054/
https://nptel.ac.in/courses/109/103/109103136/

Reference Books:

1. Consumer Behavior - Insights from Indian Market by Mr.Ramanuj Maujmdar
2. Consumer Behavior - cases and concepts by Mr. S. Ramesh Kumar
3. Consumer Behavior and Branding - Mr. S. Ramesh Kumar

Examination pattern

Formative Assessment

40 marks

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks

2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks
	Total	40

Summative Assessment

B. Semester End Examination- 60 %

60 Marks

- 1) Duration – These examinations shall be of 2 hours duration.
- 2) Question Paper Pattern: -
 - i. There shall be four questions each of 15 marks.
 - ii. All questions shall be compulsory with internal choice within the questions.
 - iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

Basics of Financial System

Course Code: UC-FMSM3-203

Units	Content	No of lectures
1.	OVERVIEW OF FINANCIAL SYSTEM 1.1 Introduction and overview and functions 1.2 Evolution of financial systems 1.3 Structure of Indian financial system and financial c-sectors reforms in India 1.4 International financial 1.5 Overview on Risk and Returns	15
2.	FINANCIAL MARKETS 2.1 Introduction 2.2 Classification of financial markets (money + capital) 2.3 Money market (meaning, role, participants, features, components, reforms) 2.4 Capital markets (meaning, features, role, components, participants and reforms)	15

3.	FINANCIAL REGULATORS 3.1 Introduction, features, functions 3.2 RBI-Introduction, objectives and functions and structure, credit control measures 3.3 IRDA-Introductions, objectives, functions and structure 3.4 SEBI-Introduction, power, role in primary and secondary market 3.5 NABARD-Introduction and functions 3.6 PFRDA- Introduction and functions	15
4.	FINANCIAL INSTRUMENTS 4.1 Introduction and Types 4.2 Money markets-T-bills, commercial paper, certificate of deposits call money, commercial bills, gilts, bankers acceptance, inter corporate deposits, bill discounting mutual funds, REPO & REVERSE RATE and, TREP's 4.3 Debt instruments-government securities, bonds and debentures 4.4 Equity capital/instrument-equity, preference, derivatives 4.5 Mutual funds-features, advantages, disadvantages and REITs 4.6 Cryptocurrency, ADR & GDR	15

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Overview of Financial System
2	2	Introduction to Financial Markets

Online Resources

<https://nptel.ac.in/courses/110/105/110105121/>
<https://swayam.gov.in/explorer?searchText=financial+markets>

References

- Gordon E. & Natarajan K. Financial Markets & Services, Himalaya Publishing House.
- Indian Financial System, Machiraju.R.H, Vikas Publishing House.
- Indian Financial System, Khan M.Y Tata Mcgraw Hill.
- Financial Institutions and Markets, BholeL.M,TataMcgraw Hill.
- The Indian Financial System, Desai, Vasantha Himalaya Publishing House.

Examination pattern**A). Internal Assessment – 40%****40 marks****1. For Theory Courses**

Sr. No.	Particulars	Marks
1	ONE class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks
	Total	40

SEMESTER END EXAMINATION: - It is defined as the examination of the learners based on performance in the semester-end theory / written examinations.

B. Semester End Examination- 60 %**60 Marks**

- 1) Duration – These examinations shall be of 2 hours duration.
- 2) Question Paper Pattern: -
 - i. There shall be four questions each of 15 marks.
 - ii. All questions shall be compulsory with internal choice within the questions.
 - iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

Financial Mathematics and statistics with MS excel II

Course code: UC-FMSVO-204

Units	Content	No of lectures
I	Measures of Central Tendency 1.1 Mean 1.2 Median, Quartiles Deciles and Percentiles 1.3 Mode	3
II	Measures of Dispersion 2.1 Range and coefficient of range 2.2 Quartile Deviation and coefficient of quartile deviation 2.3 Mean Deviation and coefficient of mean deviation 2.4 Standard deviation and coefficient of variation	3
III	Correlation and Regression 3.1 Scatter plot, Karl Pearson's formula, Rank Correlation, Spearman's coefficient 3.2 Linear Regression, forecasting	3
IV	Time Series and Index Numbers 4.1 Time Series Analysis, forecasting using time series 4.2 Index Numbers unweighted and weighted, Laspeyre, Paasche, Fischer, Marshall-Edgeworth and Dorbish-Bowley index numbers	3
V	Revision / Extra Practicals	3

List of Practicals

1. Mean, Median and Mode.
2. Quartiles, Percentiles and Deciles.
3. Range, Quartile Deviation and their coefficients
4. Mean deviation from mean, median, mode and their coefficients
5. Standard deviation, variance, coefficient of variation
6. Scatter plots
7. Karl Pearson and Spearman's coefficients
8. Plotting linear equations
9. Linear Regression
10. Calculating moving averages
11. Forecasting using time series
12. Index numbers

Note:

1. One practical will be of two hours each

2. A practical batch will consist of 30-40 students.
3. Students will maintain a file/journal in which the practical questions and the output obtained in the practicals will be filed.

Reference Books:

1. Microsoft Excel 2016 Bible by John Walkenbach, Wiley India
2. Microsoft Excel 2016 for Dummies by Greg Harvey, Wiley
3. Excel 2016 from scratch: Excel Course with Demos and Exercises by Peter Kalmstrom and Kate Kalmstrom
4. Mathematics for Economics and Finance Methods and Modelling by Martin Anthony and Norman Biggs, Cambridge University Press
5. Business Mathematics by D.C.Sancheti and V.K.Kapoor, Sultan Chand & Sons
6. Mathematics for Business and Economics by J.D.Gupta, P.K.Gupta and ManMohan, TataMc-Graw Hill Publishing Co.Ltd.
7. Quantitative Methods-Part-I by S.Saha and S.Mukerji, New Central Book Agency
8. Investments by J.C.Francis & R.W.Taylor, Schaum's Outlines, Tata Mc-GrawHill
9. Operations Research by Gupta and Kapoor
10. Statistical Methods by S.G.Gupta, S.Chand &Co
11. Statistics for Management by Levin & Rubin, Prentice Hall of India
12. Statistics - Theory, Method & Applications by D.S.Sancheti & V.K.Kapoor
13. Modern Business Statistics (Revised) by B.Pearles & C.Sullivan –Prentice Hall of India.
14. Business Mathematics & Statistics by B Aggarwal, Ane Book Pvt.Limited

Software Requirement:

Microsoft Excel 2016 or above

Evaluation Pattern:

The course will be assessed for a total of 25 marks and will consist of:

- Journal consisting of output of atleast 9 practicals – 5 marks
- Practical examination at end of Semester – 10 marks

Communication skills in English II

Course Code: UC-FMSAEC-205

Units	Content	No of lectures
I	Emails 1. Enquiry 2. Invitation 3. Thank You 4. Permission	5
II	Report Writing 1. Eyewitness Report 2. Activity Report 3. Newspaper Report	5
III	Creative Writing 1. Story Writing 2. Dialogue Writing 3. Blog Writing	5

Suggested Topics for Tutorials: (for both semesters)

1. Fundamentals of Grammar
2. Vocabulary Building and Language Games
3. Editing Sentences and longer passages
4. Summarization
5. Stress Marking
6. Phonology
7. Reading Skills
8. Listening Skills
9. Speaking Skills and Pronunciation
10. Debates / Speeches
11. Book / Film Reviews

Formative Assessment: (20 marks per semester)

Any one of the following methods of assessment may be undertaken:

1. Class Test
2. Online Exam
3. Assignment/Project
4. Presentation

Reference Books

- Bansal, R.K. and J.B. Harrison, Spoken English: A Manual of Speech and Phonetics New Delhi: Orient Black Swan, 4th edn, 2013).
- Bellare, Nirmala. Reading Strategies. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
- Bhasker, W. W. S & Prabhu, N. S.: English through Reading, Vols. 1 and 2. Macmillan, 1975.
- Brown, Ralph: Making Business Writing Happen: A Simple and Effective Guide to Writing Well. Sydney: Allen and Unwin, 2004.
- Dev, Anjana Neira (2009). Creative Writing: A Beginner's Manual. Pearson, Delhi, 2009.
- Doff, Adrian and Christopher Jones. Language in Use (Intermediate and Upper Intermediate). Cambridge: CUP, 2004.
- Doughty, P. P., Thornton, J. G. Language in Use. London: Edward Arnold, 1973.
- Eastwood, John. (2005) Oxford Practice Grammar. Oxford, OUP
- Freeman, Sarah. Written Communication. New Delhi: Orient Longman, 1977.
- Glendinning, Eric H. and Beverley Holmstrom. Second edition. Study Reading: A Course in Reading Skills for Academic Purposes. Cambridge: CUP, 2004
- Grellet, F. Developing Reading Skills, Cambridge: Cambridge University Press, 1981.
- Hamp-Lyons, Liz and Ben Heasley. Second edition. Study Writing: A Course in Writing Skills for Academic Purposes. Cambridge: CUP, 2006
- Jakeman, Vanessa and Clare McDowell. Cambridge Practice Test for IELTS 1. Cambridge: CUP, 1996.
- Maley, Alan and Alan Duff. Second Edition. Drama Techniques in Language Learning Cambridge: CUP, 1983.
- Mohan Krishna & Banerji, Meera: Developing Communication Skills. New Delhi: Macmillan India, 1990.
- Mohan Krishna & Singh, N. P. Speaking English Effectively. New Delhi: Macmillan India, 1995.
- Morley, David. The Cambridge Introduction to Creative Writing. Cambridge, New York, 2007.
- Narayanaswami, V. R. Organised Writing, Book 2. New Delhi: Orient Longman.
- Reading & Thinking in English, Four volumes The British Council Oxford University Press, 1979-1981.
- Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F.; The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
- Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. A Course in Listening and Speaking I & II. New Delhi: Foundation Books, Cambridge House, 2006.
- Savage, Alice, et al. Effective Academic Writing. Oxford: OUP, 2005.
- Wallace, Michael. Study Skills. Cambridge: CUP, 2004.
- Widdowson, H. G.: English in Focus. English for Social Sciences. Oxford University Press

Webliography:

1. <http://www.onestopenglish.com>
2. www.britishcouncil.org/learning-learn-english.htm
3. <http://www.teachingenglish.org.uk>
4. <http://www.usingenglish.com/>
5. Technical writing PDF (David McMurrey)
6. <http://www.bbc.co.uk/>
7. <http://www.pearsoned.co.uk/AboutUs/ELT/>
8. <http://www.howisay.com/>
9. <http://www.thefreedictionary.com/>
10. <https://www.merriam-webster.com/games>
11. <https://www.nytimes.com/puzzles/letter-boxed>
12. Jon Ingold - Sparkling Dialogue: A Masterclass.” YouTube, 1 Dec. 2018, www.youtube.com/watch?v=_vRfNtvFVRo.

Summative Assessment:

QUESTION PAPER PATTERN

Semester II (Sem-end Exam)

Communication Skills in English - II

Duration: 1 hour

Marks: 30

- Q.1 Emails (1 out of 2) [Unit I] (10 marks)
- Q.2 Reports (1 out of 2) [Unit II] (10 marks)
- Q.3 Creative Writing (1 out of 2) (200-250 words) [Unit III] (10 marks)

Contemporary India: Values and Issues II

Course Code: UC-FMSVAC-206

Units	Content	No of lectures
I	Constitution of India -I 1.1. Introduction to Constitution – Basic structure. 1.2. Constitutional Values-secularism, equality, liberty, fraternity, federalism, unity and integrity, sovereignty. Constitution of India -II 1.3. Fundamental Rights 1.4. Directive Principles of State Policy	15
II	Environmental commitments. 2.1. Disaster Management- natural and human-made disasters, mitigation measures. 2.2. Green Business and Green consumerism. Yoga 2.3. Basics of Yoga - Definition, goal and purpose, benefits and limitations of Yoga. Patanjali's Ashtanga Yoga. 2.4. Yoga for wellness and health- WHO definition of health, classification for health, diet for health, management of stress through yoga.	15

References

- Baruah, A. (2007). Preamble of the constitution of India: An Insight and comparison with other constitutions. Deep & Deep.
- Basu, D. D., & Lakshmanan, A. (2009). Shorter constitution of India. LexisNexis Butterworth Wadhwa Nagpur.
- Bhargava, R. (2010). Politics and ethics of the Indian Constitution. Oxford University Press.
- Bhogal, R. S., Yoga and mental health, published by Kaivalyadhama.
- Chandoke, Neera (1999), Beyond secularism: The rights of religious minorities. Delhi: Oxford University Press.
- Choudhry, S., Khosla, M., & Mehta, P. B. (2016). The Oxford Handbook of the Indian constitution. Oxford University Press.
- DE, R. (2018). A people's constitution. Princeton University Press.
- Furer Christoph Von-Haimendorf (1992), Tribes of India, the Struggle for Survival, Berkely: University of California Press.
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- Kashyap, S. C. (2011a). Our Constitution: An introduction to India's constitution and Constitutional Law. National Book Trust, India.
- Kashyap, S. C. (2011b). Our Parliament: An introduction to the Parliament of India. National Book Trust, India.
- Managi and Kumar (2009), The Economics of Sustainable Development: The Case of India, New York: Springer.
- Patra, A.D. (2010), Infrastructure, Development and Regional Disparity: An interstate analysis, Indian Economics Association, Deep and Deep Publications.
- Rathore, A. S. (2022), Ambedkar's Preamble: A secret history of the constitution of India. Vintage Books.
- Nagratna, R. Dr. & Nagendra, H. R. Dr Positive Health, published by SVYASA, Bangaluru.

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Assessment: Total 50 marks

Part A) Semester End exam –Time: One hour 30 Marks

Q. 1 A 10 Marks

OR

Q.1 B

Q. 2 A 10 Marks

OR

Q. 2 B.

Q.3. Short notes: Any two from four (5 marks each) 10 Marks

Part B) Internal assessment – 20 marks - 15m – SLE/ MCQ/Class Test/ Projec + 5m (class participation)

Introduction to Indian Knowledge System II

Course code: UC- FMSIKS-207

Units	Content	No of lectures
I	Overview of Indian scientific thought a) Mathematics, Geometry, Astronomy, Chemistry, b) Health sciences c) Yoga.	7
II	‘Katha’ a) Tales, stories and storytelling tradition of India- Indian Folk tales b) Buddhist Jataka stories, Gatha Saptasahati, Hitopadesha, Panchatantra c) Folklore from North East India.	8

READINGS

- Basham, A. L. (1987), The Wonder that was India, Sidgwick & Jackson Ltd., London
- Chattopadhyaya, Deviprasad (1977), Science and Society in Ancient India, Research India Publications
- Jha, Amit (2009), Traditional Knowledge System in India, Atlantic Publishers, New Delhi.
- Jha, D. N. (2004), Early India, A Concise History, Manohar Publishers & Distributors.
- Jha, D. N. (1993), Economy and Society in Early India: Issues and Paradigms, Munshiram Manoharlal Publishers
- Singh, Sahana (2022), Revisiting the Educational Heritage of India, Global Collective Publishers.
- Sen, Amartya (2005), Argumentative Indian, Allan Lane.
- Singh, Upinder (2008), A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, Pearson Education India.
- Thapar, Romila (2018), Indian Cultures as Heritage: Contemporary Pasts, Aleph Book Company.
- Thapar, Romila (2014), The Past as Present: Forging Contemporary Identities Through History, Aleph Book Company.

Evaluation Criteria -

25 Marks: Formative assessment (CAE)

20 marks-Internal assessment that can include project submission/ debate/ group discussion/ presentation and online learning from Swayam portal

05 marks- class participation



Dr Rita Khatri
Chairperson -BOS (Commerce and Management)