

**ONLINE MBA**

**MASTER OF BUSINESS ADMINISTRATION –  
INTERNATIONAL BUSINESS**

## TABLE OF CONTENTS

INTRODUCTION	3
PROGRAMME OUTCOMES	3
PROGRAMME SPECIFIC OUTCOMES	3
SALIENT FEATURES	3
PROGRAMME CODE	4
DURATION OF THE PROGRAMME	4
MEDIUM OF INSTRUCTION/EXAMINATION	4
PROGRAMME STRUCTURE	5
PROGRAMME SCHEME	6-7
SYLLABUS OF PROGRAMME	8-54

## INTRODUCTION

If not the real world, the classes of MBA are simulated as real world, making the learning close to reality. Wide range of emerging specialization areas are on offer.

### Programme Outcomes

Program outcomes are narrower statements that describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge and behaviours that students acquire in their matriculation through the program

1. **Decision Making:** Developing responsiveness to contextual social issues and exploring solutions, understanding business ethics and resolving ethical dilemmas
2. **Problem Solving:** Apply analytical decision-making skills and solve problems using cross functional information and research tools
3. **Global Outlook:** Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding
4. **Domain Knowledge:** Leveraging domain knowledge for organizing information, analysis and exploring business opportunities
5. **Communication:** Exercise effective written and oral communication skills for different business situations
6. **Leadership:** Demonstrate proactive leadership and build effective teams.
7. **Entrepreneurship:** Evaluate and execute ideas for entrepreneurship
8. **ICT usage:** Leverage Technology for organizing information, analysis and research

## PROGRAMME SPECIFIC OUTCOMES

1. **PSO1:** Application of management concepts and research tools to understand ever changing laws, policies and competition in world of business.
2. **PSO2:** Synthesize knowledge of different functional areas to take decisions that provide competitive edge and enable efficient execution of projects.

## SALIENT FEATURES

**Internationally Accredited:** Accredited by Accreditation Council for Business Schools and Program (ACBSP).

**Entrepreneurship:** Entrepreneurship projects are integral part of curriculum and help establish themselves as successful entrepreneurs.

**Professional Enhancement:** In addition to core curricula, course offers subjects like communication, analytical and soft skills to enhance personality and employability.

**Contemporary Curriculum:** Instill advanced knowledge about contemporary area in management such as Green Marketing

**Projects:** Opportunity to work on business projects to enhance managerial skills.

**Community Development Projects:** Opportunity to work on community development project on social issues to cultivate social sensitivity and sense of responsibility.

**Holistic Development:** Participation in technical events, sports and cultural activities help in the holistic development of students

**Case Based Teaching:** Usage of real-life case studies to provide interactive teaching and learning methodology

**PROGRAMMECODE: OL3521**

**DURATION OF THE PROGRAMME:**

**Minimum Duration** 2 years

**Maximum Duration** 4 years

**MEDIUM OF INSTRUCTION/EXAMINATION:**

Medium of instruction and Examination shall be English.

<b>PROGRAMME STRUCTURE</b> <b>ONLINE MBA – INTERNATIONAL BUSINESS</b>					
<b>Term</b>	<b>Core Courses</b> <b>(CRI, CRII, CRIIIA, CRIIIB)</b> <b>CRI+II – (8+3)</b> <b>11x4 Credits</b> <b>CRIIIA - 1x4 Credits</b> <b>CRIIIB - 1x6 Credits</b>	<b>Discipline Specific Electives (DSE)</b> <b>6x6 Credits</b>	<b>Ability Enhancement Courses (AECC)</b> <b>1x4 Credits</b>	<b>Generic Electives (GE)</b> <b>2x4 Credits</b>	<b>Credits</b>
<b>I</b>	Discipline Specific Core - I Discipline Specific Core - II Discipline Specific Core - III Discipline Specific Core - IV Discipline Specific Core - V				<b>20</b>
<b>II</b>	Discipline Specific Core - VI Discipline Specific Core - VII Discipline Specific Core - VIII Discipline Specific Core - IX Discipline Specific Core - X		<b>AECC-I</b> Communication for Leaders		<b>24</b>
<b>III</b>	Discipline Specific Core - XI <b>CRIIIA</b> - Seminar on Summer Training OR 1 Course from the GE Basket 1 which is not chosen as Generic Elective (GE)	<b>DSE-I</b> <b>DSE-II</b> <b>DSE-III</b>		<b>GE-I</b> (Professional Enhancement, English, Political Science, Sociology)	<b>30</b>
<b>IV</b>	<b>CRIIIB</b> - Capstone Project	<b>DSE- IV</b> <b>DSE-V</b> <b>DSE-VI</b>		<b>GE-II</b> (Professional Enhancement, English, Political Science, Sociology)	<b>28</b>
<b>Total</b>	<b>54 Credits</b>	<b>36 Credits</b>	<b>4 Credits</b>	<b>8 Credits</b>	<b>102</b>

PROGRAMME SCHEME						
COURSE TYPE	COURSE CODE	COURSE TITLE	Cr.	CA	ETE (Th.)	ETE (Pr.)
	TERM 1					
DSC-I	EACC506	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS	4	30	70	0
DSC-II	EECO515	MANAGERIAL ECONOMICS	4	30	70	0
DSC-III	EMGN578	INTERNATIONAL BUSINESS ENVIRONMENT	4	30	70	0
DSC-IV	EMKT503	MARKETING MANAGEMENT	4	30	70	0
DSC-V	EMGN581	ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS	4	30	70	0
	TERM 2					
DSC-VI	EFIN542	CORPORATE FINANCE	4	30	70	0
DSC-VII	EOPR639	OPERATIONS MANAGEMENT AND RESEARCH	4	30	70	0
DSC-VIII	EMGN801	BUSINESS ANALYTICS	4	30	70	0
DSC-IX	EMGN832	RESEARCH METHODOLOGY	4	30	70	0
DSC-X	EBSL605	LEGAL ASPECTS OF BUSINESS	4	30	70	0
AECC-I	EPEL537	COMMUNICATION FOR LEADERS	4	30	70	0
	TERM 3					
DSE-I	EMGN802	EXPORT AND IMPORT MANAGEMENT	6	30	70	0
DSE-II	EOPR512	INTERNATIONAL TRADE LOGISTICS	6	30	70	0
DSE-III	EECO522	INTERNATIONAL ECONOMICS	6	30	70	0
DSC-XI	EMGN571	CORPORATE STRATEGY AND ENTREPRENEURSHIP	4	30	70	0
GE-I		GENERIC ELECTIVE I	4	30	70	0
CR-IIIA	EMGN583	SEMINAR ON SUMMER TRAINING	4	0	0	100
		OR Course from the GE basket 1 which is not chosen as Generic Elective (GE).	4	30	70	0
	TERM4					
DSE-IV	EMGN635	WTO & INTERNATINAL TRADE	6	30	70	0
DSE-V	EMGN697	INDIA FOREIGN TRADE POLICY	6	30	70	0
DSE-VI	EMGN589	INTERNATIONAL TRADE LAWS	6	30	70	0
GE-II		GENERIC ELECTIVE II	4	30	70	0
CR-IIIB	EMGN696	CAPSTONE PROJECT	6	0	0	100
	TOTAL CREDITS		102			

GENERIC ELECTIVE (GE) BASKET (PICK ANY ONE AREA)								
S. No.	Course Code	Course Title	Area	Cr.	CA	ETE (Th.)	ETP (Pr.)	Term
1	EPEA515	ANALYTICAL SKILLS-I	Professional Enhancement	4	30	70	0	3
2	EPEA516	ANALYTICAL SKILLS-II	Professional Enhancement	4	30	70	0	4
3	EENG539	ACADEMIC ENGLISH	English Language	4	30	70	0	3
4	EENG514	INTRODUCTION TO THE STUDY OF LANGUAGE	English Language	4	30	70	0	4
5	EENG519	POST-INDEPENDENCE INDIAN LITERATURE	English Literature	4	30	70	0	3
6	EENG527	POSTCOLONIAL LITERATURES AND CULTURAL STUDIES	English Literature	4	30	70	0	4
7	EPOL525	POLITICAL INSTITUTIONS IN INDIA	Political Science	4	30	70	0	3
8	EPOL527	PUBLIC POLICY AND GOVERNANCE IN INDIA	Political Science	4	30	70	0	4
9	ESOC515	FUNDAMENTALS OF SOCIOLOGY	Sociology	4	30	70	0	3
10	ESOC506	GLOBALIZATION AND SOCIETY	Sociology	4	30	70	0	4

**Note:**

1. Students can adopt only one area from Generic Elective basket that will be applicable for the Generic Electives I and II.
2. In case of Seminar on Summer Training, student may choose one course against Seminar on Summer Training from the Generic Basket 1 which is not chosen as GE.

<b>Course code</b>	<b>EACC506</b>	<b>Course Title</b>	<b>FINANCIAL REPORTING, STATEMENTS AND ANALYSIS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

C01: associate accounting information for decision making in organizations

C02: analyse the cash position of an organization by evaluating cash flow from different activities

C03: identify various cost accounting techniques, cost concepts & techniques of cost control in decision making

C04: identify the accounting terminology and purpose of accounting framework

C05: evaluate how activity-based costing can be utilized in the organizations

C06: interpret the financial statements in accordance with generally accepted accounting principles

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Introduction to Accounting:</b> Introduction, Accounting Equation, Rules of Accounting, Objectives, Advantages and Limitations of Accounting, Accounting Concepts and Conventions, Accounting Terminology, Concept of IFRS and its relevance, Qualitative features of IFRS, Elements of financial statements, Difference between IFRS and GAAP.
<b>Unit 2</b>	<b>Corporate Financial Statements:</b> Features and Importance, Vertical Format of Corporate Financial Statements, Conceptual framework of depreciation and amortization
<b>Unit 3</b>	<b>Ratio Analysis:</b> Liquidity Ratios, Solvency Ratios, Profitability Ratios, Turnover Ratios, Du-Pont Analysis, Importance and Objectives.
<b>Unit 4</b>	<b>Financial Statement Analysis:</b> Objectives of Analysis, Various Stakeholders and their Interests, Techniques of Financial Statement Analysis-Horizontal Analysis, Common Size Analysis
<b>Unit 5</b>	<b>Artificial Intelligence and Analytics:</b> Finance and Accounting transformation by AI
<b>Unit 6</b>	<b>Cash Flow Statement:</b> Meaning and Significance, Construction of Cash Flow Statement, Analysis of Cash Flow Statement
<b>Unit 7</b>	<b>Basic Aspects of Cost Accounting:</b> Preparation of Cost Sheet and Estimated Cost Sheet, Meaning, Cost Concepts and Cost Classification
<b>Unit 8</b>	<b>Budgetary Control:</b> Need and Steps involved in Budgetary Control, Meaning and Types of Budgets, Preparation of Cash Budget, Preparation of Flexible Budget
<b>Unit 9</b>	<b>Inventory Valuation:</b> Methods of pricing material issues, FIFO, LIFO
<b>Unit 10</b>	<b>Marginal Costing and Profit Planning:</b> Meaning and Objectives, CVP Analysis, Break Even Point and Break Even Analysis
<b>Unit 11</b>	<b>Decision involving Alternative Choices:</b> Concept and Steps involved in Decision Making, Profit Planning, Key factor, Determination of Sales Mix, Make or Buy decision, Exploration of New Markets, Continue or Discontinue a Product Line.
<b>Unit 12</b>	<b>Transfer Pricing:</b> Meaning and Importance, Advantages and Limitations, Methods of Calculating Transfer Price
<b>Unit 13</b>	<b>Activity Based Costing:</b> Concept and Pre-requisites, Activity Based Costing versus Traditional Costing, Steps Involved in Activity Based Costing, Cost Drivers, Determination of Cost under ABC, Benefits and Limitations
<b>Unit 14</b>	<b>Responsibility Accounting:</b> Concept and Significance, Elements, Responsibility Centers.



**READINGS:**

1. MANAGEMENT ACCOUNTING by KHAN M.Y AND JAIN P.K, MCGRAW HILL EDUCATION
2. FUNDAMENTALS OF COST ACCOUNTING by WILLIAM N. LANEN, SHANNON W. ANDERSON, MICHAEL W. MAHER, MCGRAW HILL EDUCATION
3. MANAGEMENT ACCOUNTING by SHAH PARESH, OXFORD UNIVERSITY PRESS
4. A TEXTBOOK OF ACCOUNTING FOR MANAGEMENT by MAHESHWARI. S.N, MAHESHWARI SHARAD.K, MAHESHWARI SUNEEL.K, VIKAS PUBLISHING HOUSE
5. ACCOUNTING FOR DECISION MAKING by NEEDLES BELVERD. E, CENGAGE LEARNING
6. FINANCIAL ACCOUNTING FOR MANAGEMENT: AN ANALYTICAL PERSPECTIVE by GUPTA AMBRISH, PEARSON

<b>Course code</b>	<b>EEC0515</b>	<b>Course Title</b>	<b>MANAGERIAL ECONOMICS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

C01: apply economic principles to management decisions.

C02: evaluate the managerial decisions making around the theory of the firm with application in a globalized economy

C03: evaluate possible strategies in the event a firm is one of just a few companies in a market

C04: examine a comprehensive understanding of the current issues influencing economic development of India

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Nature and Scope of Managerial Economics:</b> definition and scope of managerial economics, basic process of decision making in economics, existence of firm and its functions
<b>Unit 2</b>	<b>Demand and supply analysis:</b> determinants of demand and supply, individual and market demand and supply, market equilibrium
<b>Unit 3</b>	<b>Demand Estimation:</b> relevance of demand estimation for a firm, demand forecasting using qualitative forecast and time series analysis
<b>Unit 4</b>	<b>Cost Theory and Estimation:</b> short run cost functions, long run cost curves, economics of scale, learning curves
<b>Unit 5</b>	<b>Production Theory:</b> production function with one and two variables inputs, optimal combination of inputs, returns to scale
<b>Unit 6</b>	<b>Market Structure:</b> introduction to market structure, price and output determination under perfect competition, monopoly and monopolistic competition
<b>Unit 7</b>	<b>Oligopoly:</b> meaning and sources, cartelization and price leadership under oligopoly
<b>Unit 8</b>	<b>Game Theory:</b> meaning and types of games, dominant strategy and Nash equilibrium, prisoner's dilemma, mixed strategy
<b>Unit 9</b>	<b>Indian Economy Since Colonialism:</b> colonialism and development of the Indian economy, trends and composition of national income
<b>Unit 10</b>	<b>Human Development:</b> human development index, characteristics of developing world, state of human development in India
<b>Unit 11</b>	<b>Structure of Indian Economy:</b> introduction to agriculture, industrial sector and service sector, poverty and inequality, emerging energy-economy-environment regulatory framework
<b>Unit 12</b>	<b>Economic Reforms:</b> introduction to reforms, economic reforms for financial sector performance, agriculture, industry and services
<b>Unit 13</b>	<b>Monetary Policy:</b> concept and meaning, objectives, tools of monetary, role of monetary policy after the period of economic reforms, inflation and monetary policy
<b>Unit 14</b>	<b>Fiscal policy:</b> concept and meaning, objectives, tools of fiscal policy, role of fiscal policy after the period of economic reforms, inflation and fiscal policy

**READINGS:**

1. Managerial Economics- Principles and Worldwide Applications By Salvatore, Dominick and Rastogi, Siddhartha K., Oxford University Press.
2. Indian Economy By Gaurav Dutt , Ashwani Mahajan, S. Chand Publishing
3. Managerial Economics: An Integrative Approach By Hirshey, Mark, Cengage Learning
4. Indian Economy Performance and Policies, By Uma Kapila, Academic Foundation

<b>Course code</b>	<b>EMGN578</b>	<b>Course Title</b>	<b>INTERNATIONAL BUSINESS ENVIRONMENT</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

C01: analyze business environment and trends to take decisions with respect to international business operations

C02: interpret and apply international trade theories in international business operations

C03: identify and critically analyse the role of foreign exchange market and usage of fundamental instruments for currency exchange

C04: develop skills on analysing the business data, and problem solving in other functional areas such as marketing, business strategy and human resources

C05: develop responsiveness to contextual social issues/ problems and exploring solutions, understanding business ethics and resolving ethical dilemmas

C06: identify aspects of the global business and cross-cultural understanding

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	Overview of international business environment: Globalization and international Business; introduction to international business, types of international business
<b>Unit 2</b>	Components of international Business environment: social environment, political and legal environment, economic environment, technological environment
<b>Unit 3</b>	The external environment and challenges: assessing risk in international business, Recent world trade and foreign Investment trends, environment Influence on Trade and investment patterns
<b>Unit 4</b>	International Trade theories: theory of absolute advantage, theory of comparative advantage, factor proportion theory, the diamond model of national competitive advantage, factor mobility theory
<b>Unit 5</b>	Protectionism and trading environment: Globalization trends and challenges; environment for foreign trade and investment, governmental influence on trade and investments; tariff and non-tariff barriers
<b>Unit 6</b>	Economic Integration and Co-operation: cross national cooperation and agreements, Role of international organizations: WTO, IMF, Regional Economic Integrations
<b>Unit 7</b>	International financial markets: foreign exchange market mechanism, exchange rate arrangement, determinants of exchange Rates, exchange rate movements and their impact
<b>Unit 8</b>	Global Debt and Equity Markets: Euro Currency market, offshore financial centres, International Banks, Non-Banking Financial service firms; stock markets
<b>Unit 9</b>	Global Competitiveness: Export Management, Technology and global Competition, world economic growth and the environment
<b>Unit 10</b>	Internationalization strategies: Theories of internationalization, Modes of operations in International Business, export and import strategy
<b>Unit 11</b>	Forms and Ownership of Foreign Production: Types of collaborative arrangements; Licensing, joint ventures & consortium approaches, Managing International Collaborations
<b>Unit 12</b>	International business diplomacy: Negotiating an International business, issues in asset protection, Multilateral sentiments
<b>Unit 13</b>	Country evaluation and selection: Opportunity and risk matrix, analysis of Macro and micro indicators, country comparison tools
<b>Unit 14</b>	Globalization and society: globalization with social responsibility, Ethical Dimensions of Labor Conditions, Ethics and the Environment, legislation for anti-competitive and unfair trade practices

**READINGS:**

1. Daniels, Radebaugh, Sullivan & Salwan, International Business Environments and Operations by Pearson
2. International Business - Competing in the Global marketplace by Charles W Hill, Arun Kumar Jain, McGraw Hill

<b>Course code</b>	<b>EMKT503</b>	<b>Course Title</b>	<b>MARKETING MANAGEMENT</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes

- CO1: analyze and respond to environmental and competitive changes, their impact on marketing planning, strategies and practices
- CO2: apply the conceptual frameworks, theory and techniques to various marketing contexts
- CO3: prepare marketing and sales plan appropriate to the needs of customers and contexts
- CO4: determine strategies for developing new products and services that are consistent with evolving market needs

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Introduction:</b> market and marketing, definition, nature and scope of marketing, exchange process, functions of marketing, core marketing concepts
<b>Unit 2</b>	<b>Marketing orientations:</b> evolution of modern marketing concept, holistic marketing concepts, new marketing orientations selling vs. marketing
<b>Unit 3</b>	<b>Marketing mix:</b> 7 P's & 7 C's of Marketing, 4 A's of Marketing, customer quality, value and satisfaction, Michael E. Porters chain analysis model
<b>Unit 4</b>	<b>Marketing environment:</b> Significance of scanning marketing environment; Analysis of macro environment of marketing – economic, demographic, socio-cultural, technological, political legal and ecological; Impact of micro and macro environment on marketing decisions
<b>Unit 5</b>	<b>Consumer behaviour:</b> buyer behaviour, different consumer roles, need for studying buyer behaviour, different buying motives, consumer buying decision process and influences, consumer vs. business buying behaviour, industrial buying process
<b>Unit 6</b>	<b>Segmentation decisions:</b> market segmentation, characteristics of a segment, bases for segmenting a consumer market, levels of market segmentation, factors influencing selection of market segments
<b>Unit 7</b>	<b>Targeting and positioning:</b> Benefits of market segmentation; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process
<b>Unit 8</b>	<b>Product decisions:</b> concept and classification, layers of products, major product decisions, product-mix, new product development stages, packaging and labelling, product life cycle (PLC) – concept and appropriate strategies adopted at different stages
<b>Unit 9</b>	<b>Pricing decisions:</b> pricing – objectives, price sensitivity, factors affecting price of a product, pricing methods and strategies, ethical issues in product and pricing decisions
<b>Unit 10</b>	<b>Distribution planning:</b> channels of distribution – concept and importance, different types of distribution middlemen and their functions, selection, motivation and performance appraisal of distribution middlemen
<b>Unit 11</b>	<b>Distribution decisions:</b> decisions involved in setting up the channel, channel management strategies, distribution logistics – concept, importance and major logistics decisions, channel integration and systems, ethical issues in distribution decisions
<b>Unit 12</b>	<b>Distribution decisions:</b> retailing and wholesaling, types of retail formats, retail theories, retailing strategies, non-Store retailing, wholesaling – nature and importance, types of wholesalers, developments in retailing and wholesaling in indian perspective

<b>Unit 13</b>	<b>Promotion decisions:</b> role of promotion in marketing, promotion mix, integrated marketing communication, concept, communication process and promotion, determining promotion mix, factors influencing promotion mix, developing promotion campaigns, sales promotion, direct marketing, public relations, digital and social media
<b>Unit 14</b>	<b>Trends in marketing:</b> service Marketing, e-marketing, green marketing, customer relationship management, rural marketing, other emerging trends, ethical issues in marketing

#### **READINGS:**

1. Kotler, P. & Keller, K. L. (2017). Marketing Management. Pearson
2. McCarthy, E. J., Cannon, J. & Perreault, W. (2014). Basic Marketing. McGraw-Hill Education
3. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). Marketing Concepts and Cases. Tata McGraw Hill

<b>Course Code</b>	<b>EMGN581</b>	<b>Course Title</b>	<b>ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE DYNAMICS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

- CO1:** enumerate the concept of management practices and organizational behavior  
**CO2:** develop and sharpen acumen of how different management thoughts can be used to improve organization functioning  
**CO3:** analyze the importance of management practices and important organizational behavior dimensions at different levels of organization  
**CO4:** appraise the dynamics of industrial relations and to manage them as per statutory regulations  
**CO5:** apply human resource management functions to handle emerging issues

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	<b>Organizational behavior:</b> relationship between management and organization behavior, model of OB and contributing disciplines to the OB field <b>Foundations of individual behavior:</b> values, attitude and job satisfaction, theories of learning and behavior modification
<b>Unit-2</b>	<b>Personality:</b> theories of personality and its assessment, transactional analysis and attribution theory of perception <b>Emotions:</b> emotional intelligence and affective events theory of emotion <b>Motivation:</b> early and contemporary theories of motivation
<b>Unit-3</b>	<b>Group dynamics:</b> group dynamics and its significance, types of groups, formation and stages of group development, group performance factors <b>Team development:</b> team formation, its types and difference between group and team
<b>Unit-4</b>	<b>Organizational conflict and negotiations:</b> conflict sources, types and levels of conflict, traditional and modern approaches to conflict, resolution of conflict through negotiation <b>Stress:</b> sources and consequences of stress, stress management techniques
<b>Unit-5</b>	<b>Introduction:</b> External and Internal Forces of environment affecting HRM, Objectives and functions of HRM. <b>Human Resource Planning:</b> HRP process, Barriers and Prerequisites for Successful HRP.
<b>Unit-6</b>	<b>Job Analysis:</b> Methods of Collecting Job Data, Potential Problems with Job Analysis, Job Design and its approaches, Process of Job Analysis
<b>Unit-7</b>	<b>Recruitment &amp; Selection:</b> Meaning, Recruitment process, Recruitment Methods, Challenges in India and Selection Process
<b>Unit-8</b>	<b>Talent Management:</b> talent management, talent retention, talent acquisition and sources of talent acquisition <b>Orientation, induction and placement:</b> process of orientation, induction and placement programme, Evaluation of Orientation Programme
<b>Unit-9</b>	<b>Training and Development:</b> employee training, difference in training and development, methods of training, methods of management development, people capability maturity model
<b>Unit-10</b>	<b>Career planning and management:</b> career management, process of career planning, challenges in career planning
<b>Unit-11</b>	<b>Performance management system:</b> performance management, performance planning, performance appraisal, potential appraisal, feedback and counselling
<b>Unit-12</b>	<b>Compensation management:</b> types and theories of compensation, concept of wages,



	factors influencing compensation management, incentives and fringe benefits, employee engagement and retention.
<b>Unit-13</b>	<b>Managing industrial relations:</b> major actors and their roles in IR, factors influencing IR, approaches to IR, grievance handling procedure
<b>Unit-14</b>	<b>Industrial Disputes:</b> industrial disputes, methods of settlement of industrial disputes, trade unions and their challenges in India

#### READINGS:

1. Organizational Behaviour By Stephen P. Robbins. Timothy A. Judge. Neharika Vohra, Pearson
2. Management by Management By Stephen P. Robbins. Mary Coulter. Neharika Vohra, Pearson
3. Human Resource Management By Dessler, G. And Varkkey, B, Pearson

<b>Course Code</b>	<b>EFIN542</b>	<b>Course Title</b>	<b>CORPORATE FINANCE</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

**CO1:** understanding finance function with respect to its evolution and growth

**CO2:** understanding the concept of Time Value of Money and interpreting the results based on calculations.

**CO3:** analyzing financing needs of the businesses and designing an optimum capital structure

**CO4:** understanding the retention and distribution of profits and impact on business valuation.

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	<b>Financial Management:</b> An Overview, evolution of finance, the basic goal: creating shareholder value, agency issues, business ethics and social responsibility
<b>Unit-2</b>	<b>Sources of Finance:</b> Long term and Short-term sources of finance- Ordinary shares, Preferences shares, redeemable irredeemable debentures, Debt vs. Equity.
<b>Unit-3</b>	<b>Money Market Instruments:</b> Treasury Bills, Commercial Papers, Certificate of Deposits, Treasury Management and Treasury Operations in corporate. External Commercial Borrowings, Financing for MSMEs
<b>Unit-4</b>	<b>Time Value of Money concept:</b> Compounding and discounting, Future value and Present value, Annuities, Effective interest rates
<b>Unit-5</b>	<b>Investment Decisions:</b> Capital Budgeting Decisions, Rationale of Capital Budgeting, Non-Discounting Capital Budgeting Techniques - Payback period, Profitability Index, Accounting Rate of Return
<b>Unit-6</b>	<b>Investment Decisions:</b> Discounting Techniques of Capital Budgeting - NPV, IRR, Discounting Payback Period Method, Estimation of Cash Flows, NPV v/s IRR, Risk analysis in Capital Budgeting - Sensitivity Analysis, Certainty Equivalent Approach
<b>Unit-7</b>	<b>Cost of Capital:</b> Meaning and Concept, Cost of Debt, Cost of Equity, Cost of Retained Earnings, Calculation of WACC, International Dimensions in Cost of Capital
<b>Unit-8</b>	<b>Financing Decisions:</b> Capital Structure, Theories and Value of the firm - Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani Miller Model, Determining the optimal Capital Structure, Checklist for Capital Structure Decisions, Costs of Bankruptcy and Financial Distress.
<b>Unit-9</b>	<b>EBIT-EPS Analysis:</b> Concept of Leverage, Types of Leverage: Operating Leverage, Financial Leverage, Combined Leverage.
<b>Unit-10</b>	<b>Dividend Decisions:</b> Factors determining Dividend Policy, Theories of Dividend Gordon Model, Walter Model, MM Hypothesis
<b>Unit-11</b>	<b>Forms of Dividend:</b> Cash Dividend, Bonus Shares, Stock Split, Stock Repurchase, Dividend Policies in practice.
<b>Unit-12</b>	<b>Working Capital Management:</b> Working Capital Policies, Risk-Return trade-off, Cash management, Receivables management
<b>Unit-13</b>	<b>Corporate Governance:</b> Value-based Corporate culture, Disclosures, transparency and accountability, Corporate Governance and Human Resource Management, Evaluation of performance of board of directors, Succession planning, Public sector undertakings and corporate governance, Insider trading, Lessons from corporate failure
<b>Unit-14</b>	<b>Economic outlook and Business Valuation:</b> Impact of changing business environment on corporate valuation, climate change and corporate valuation, Business sustainability and corporate valuation, Role of environmental, social, and governance (ESG) factors in corporate valuation

**READINGS:**

1. FUNDAMENTALS OF CORPORATE FINANCE by JONATHAN BERK, PETER DeMARZO & JARRED HARDFORD, PEARSON
2. CORPORATE FINANCE by STEPHEN A. ROSS, RANDOLPH W. WESTERFIELD & JEFFREY JAFFE, MCGRAW HILL

<b>Course Code</b>	<b>EOPR639</b>	<b>Course Title</b>	<b>OPERATIONS MANAGEMENT AND RESEARCH</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: analyze how to optimally utilize the resources.

CO2: apply the concepts in solving real life problems.

CO3: adapt different opinions and make correct judgment.

CO4: apply mathematical models to a given problem.

CO5: analyze the various decision-making environments and the tools applicable to them

<b>Unit No.</b>	<b>Contents</b>
<b>Unit- 1</b>	<b>Introduction to Operations Management and Research:</b> introduction and scope of operation management, emerging issues in operations management, history of operations research, definitions and features of operations research approach, models and modelling in operations research, applications of operations research
<b>Unit- 2</b>	<b>Forecasting:</b> introduction, features and elements of forecasting, forecast based on judgment and opinion, forecast based on time-series data, associative forecasting techniques, concept of forecasting errors
<b>Unit- 3</b>	<b>Design and layout:</b> production of goods versus delivery of services, product-process matrix, design process, product design, service design, process types, product and service profiling, automation, facility layout, line balancing
<b>Unit- 4</b>	<b>Location planning and analysis:</b> need and nature of location decisions, factors that affect location decisions, evaluating location alternatives
<b>Unit- 5</b>	<b>Management of quality:</b> defining quality-dimensions of quality, determinants of quality, the cost of quality, quality tools, total quality management, inspection, control charts for variables (mean and range chart), control charts for attributes (p-chart, c-chart), run test
<b>Unit- 6</b>	<b>Planning:</b> Aggregate Production Planning; Master Production Schedule and MRP, MRP-II, ERP
<b>Unit- 7</b>	<b>Inventory management:</b> nature and importance of inventories, inventory counting systems and inventory costs, economic production quantity, quantity discounts, EOQ model
<b>Unit- 8</b>	<b>Supply chain management:</b> need, elements, and benefit of effective SCM, logistics and reverse logistics, requirements, and steps for creating an effective supply chain, lean vs. agile supply chains
<b>Unit- 9</b>	<b>JIT and lean operations:</b> goals and building blocks of lean systems
<b>Unit- 10</b>	<b>Linear Programming:</b> general mathematical model of linear programming, linear programming formulation, graphical solution, simplex method, Big M method, special cases
<b>Unit- 11</b>	<b>Assignment and transportation problem:</b> Hungarian Assignment Model (HAM), special cases in assignment problem, Initial Basic Feasible Solution (IBFS) i.e. NWCM, LCM and VAM Method, optimization using stepping stone and MODI, special cases including concept of degeneracy
<b>Unit- 12</b>	<b>Project Management and Queuing Theory:</b> difference between PERT and CPM, PERT problem with three time estimates and concept of probability, basic concepts and parameters of a queuing model, m/m/1 model characteristics
<b>Unit- 13</b>	<b>Game Theory:</b> basics, saddle point, mixed strategies including odds, dominance, sub games and graphical method

<b>Unit- 14</b>	<b>Decision Theory:</b> basics including decision making environments, decision making under risk, expected value of perfect information, decision making under uncertainty, concept of decision trees, decision tree analysis
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#### **READINGS:**

1. OPERATIONS MANAGEMENT by WILLIAM J STEVENSON, MCGRAW HILL EDUCATION
2. OPERATIONS MANAGEMENT by NORMAN GAITHER, GREGORY FRAZIER, CENGAGE LEARNING

<b>Course code</b>	<b>EMGN801</b>	<b>Course Title</b>	<b>BUSINESS ANALYTICS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: apply quantitative modelling and data analysis techniques to problems of real world.

CO2: employ best practices in data visualization to develop charts, maps, tables, and other visual representations techniques to communicate findings to diverse audiences.

CO3: identify and describe complex business problems in terms of analytical models

CO4: apply appropriate analytical methods to find solutions to business problems that achieve stated objective

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Business analytics and summarizing business data-</b> overview of business analytics: scope, application, R-studio environment for business analytics, basics of R: packages, vectors, datatypes and data structures
<b>Unit 2</b>	<b>Summarizing business data-</b> one variable and two variables statistics, concept of pipes operator, functions to summarize variables: select, filter, mutate, arrange, summarize and group by
<b>Unit 3</b>	<b>Business data visualization-</b> basic graphs: bar-graph, line-chart, histogram, box and scatterplot, advanced data visualization: graphics for correlation, deviation, ranking, distribution and composition
<b>Unit 4</b>	<b>Business forecasting using time series-</b> time series modelling, exploration of time series data using R, ARIMA, GARCH, VAR methodologies for time series analysis
<b>Unit 5</b>	<b>Business prediction using generalised linear models-</b> logistic regression and statistical inference with application, survival analysis and its application
<b>Unit 6</b>	<b>Machine learning for business-</b> supervised models: K-NN and decision trees, unsupervised models: K-means and hierarchical clustering, classification and prediction accuracy
<b>Unit 7</b>	<b>Text analytics for business-</b> creating and refining text data, inferences through graphs, topic modelling and TDM analysis, sentiment analysis
<b>Unit 8</b>	<b>Business intelligence-</b> introduction to business intelligence, role of data and data base management, role of data mining in business strategy
<b>Unit 9</b>	<b>Data visualization-</b> role of visualization in business intelligence, introduction to charts, graphs and maps
<b>Unit 10</b>	<b>Data environment and preparation-</b> managing metadata, extracts and live data, cross database joints and union
<b>Unit 11</b>	<b>Data blending-</b> data prep with text and excel files, understating data types, extracting data from various file formats
<b>Unit 12</b>	<b>Design fundamentals and visual analytics-</b> filters, sorting, groups and sets, interactive filters, forecasting, use of tooltip, reference line, parameter, drill down and hierarchies
<b>Unit 13</b>	<b>Decision analytics and calculations-</b> types of calculations, logic calculations (including if comment, nested if command etc.), data calculations, string calculations
<b>Unit 14</b>	<b>Mapping-</b> role of maps in business intelligence and visualization, editing unrecognized locations

**READINGS:**

1. R FOR EVERYONE: ADVANCED ANALYTICS AND GRAPHICS by JARED P. LANDER, PEARSON
2. VISUAL DATA STORYTELLING WITH TABLEAU by LINDY RYAN, PEARSON
3. TEXT MINING WITH R: A TIDY APPROACH by JULIA SILGE AND DAVID ROBINS, SHROFF PUBLISHERS & DISTRIBUTORS PVT. LTD
4. MASTERING TABLEAU by DAVID BALDWIN AND MARLEEN MEIER, PACKT PUBLISHING

<b>Course code</b>	<b>EMGN832</b>	<b>Course Title</b>	<b>RESEARCH METHODOLOGY</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

C01: identify critical thinking and scientific approaches to formulate research problems

C02: describe research design approaches, methods and conceptual differences to apply across different research contexts

C03: generalize familiarity with a phenomenon or to achieve new insights into it.

C04: interpret results generated from data analysis and report the findings.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Background of research-</b> Developing research proposals, research paradigms- contributions of research to theory and practice and research ethics
<b>Unit 2</b>	<b>An introduction to research-</b> Meaning, process, defining, research problem: selection, understanding and necessity of defined problem, research design, need and types of Research Design.
<b>Unit 3</b>	<b>Reviewing Literature-</b> Identifying, accessing and managing sources of information and scholarly literature, academic writing and referencing and steps in literature review development
<b>Unit 4</b>	<b>Types of data in research-</b> Primary and secondary data and sources, nature of qualitative and quantitative research, data and variables used in qualitative and quantitative methods, writing up qualitative research
<b>Unit 5</b>	<b>Sampling design-</b> Sampling design process, characteristics of good sample, types of sampling design, sampling techniques- random and non-random
<b>Unit 6</b>	<b>Measurement and scaling technique:</b> Tools of sound measurement, techniques of developing measurement tools, scaling meaning and important scaling techniques, statistical properties of different scales
<b>Unit 7</b>	<b>Data collection methods-</b> Observation, experimentation and survey methods, questionnaire: introduction, design process and coding the questionnaire
<b>Unit 8</b>	<b>Descriptive statistics and time series-</b> Measures for central tendency- ungrouped and ungrouped data, dispersion and distribution, index number and time series analysis
<b>Unit 9</b>	<b>Hypothesis testing-</b> Hypothesis definition and process, types and hypothesis testing procedure for t and z tests differences for single, two populations and paired sample.
<b>Unit 10</b>	<b>Test of association-</b> Correlation coefficient- Spearman rank and Karl's Pearson and test of association between nominal data- Chi-square test
<b>Unit 11</b>	<b>Analysis of Variance (ANOVA) and prediction techniques-</b> Analysis of variance for mean difference, reliability and validity, bivariate regression and multiple regression analysis
<b>Unit 12</b>	<b>Multivariate analysis-</b> Classification, important methods of factor analysis, factor analysis procedure, rotation in factor analysis, overview of cluster analysis, discriminant analysis, multi-dimensional scaling and conjoint analysis.
<b>Unit 13</b>	<b>Reporting a quantitative study-</b> Technique and precaution of interpretation, significance of report writing, layout and types of report.
<b>Unit 14</b>	<b>Writing research proposal-</b> Purpose, nature and evaluation-Content and format-Practical considerations-timelines, budgets, supervision management- Presentation and defense of proposals.



**READINGS**

1. BUSINESS RESEARCH METHODS by NAVAL BAJPAI, PEARSON
2. MARKETING RESEARCH by NARESH K MALHOTRA, PEARSON
3. MARKETING RESEARCH: TEXT AND CASES by NARGUNDKAR, R., MCGRAW HILL EDUCATION

<b>Course code</b>	<b>EBSL605</b>	<b>Course Title</b>	<b>LEGAL ASPECTS OF BUSINESS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

- CO1: apply the statutory provisions related to Contract Act and Sales of Goods Act in business organizations.
- CO2: use legal rights and remedies by applying the provisions related to Consumer and Intellectual Property Rights.
- CO3: analyze the legal issues related to Negotiable Instruments
- CO4: interpret the legal implications of FEMA and Competition Act in designing various business policies and strategies.
- CO5: develop the understanding of Company form of business organization from its incorporation to winding up

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Indian Contract Act, 1872:</b> essentials of contract, kinds of contract, free consent, discharge of contract, breach of contract
<b>Unit 2</b>	<b>Sale of Goods Act, 1930:</b> contract of sale, conditions and warranties, rights of unpaid seller
<b>Unit 3</b>	<b>Consumer Protection Act 2019:</b> introduction and objectives, rights of consumers, redressal machinery
<b>Unit 4</b>	<b>Intellectual Property Rights:</b> patents, copyrights and trademarks, trade secret, geographical indications, traditional knowledge digital library, intellectual property infringement
<b>Unit 5</b>	<b>Negotiable Instruments Act, 1881:</b> characteristics and kinds of Negotiable Instruments, comparison between promissory note, bill of exchange and cheque
<b>Unit 6</b>	<b>FEMA Act, 1999:</b> introduction, definitions, regulation and management of Foreign Exchange
<b>Unit 7</b>	<b>Competition Act, 2002:</b> definitions, anti-competitive agreements, abuse of dominant position, Combinations
<b>Unit 8</b>	<b>Companies Act, 2013 (preliminary):</b> company and its characteristics, kinds of companies, limited liability partnership, formation of a company
<b>Unit 9</b>	<b>Company Documents:</b> Memorandum of Association, Articles of Association, Doctrine of constructive Notice, Doctrine of Indoor management
<b>Unit 10</b>	<b>Prospectus:</b> types of prospectus, legal consequences of mis-statement in prospectus
<b>Unit 11</b>	<b>Raising of Capital:</b> Share and share capital, Alteration of share capital, Borrowing powers and charges
<b>Unit 12</b>	<b>Company Management:</b> appointment and removal of directors
<b>Unit 13</b>	<b>Company Meetings:</b> essentials of a valid meeting and types of meeting
<b>Unit 14</b>	<b>Company winding up:</b> modes of winding up under IBC Act and compulsory winding up under Companies Act, 2013

**READINGS:**

1. ELEMENTS OF BUSINESS LAW by N.D KAPOOR, SULTAN CHAND & SONS (P) LTD.

**References:**

1. A TEXTBOOK OF COMPANY LAW by P P S GOGNA, S Chand Publishing
2. A HANDBOOK ON CORPORATE AND OTHER LAWS by CA CS MUNISH BHANDARI, Bestword Publications Pvt. Ltd.
3. LEGAL ASPECTS OF BUSINESS: CONCEPTS AND APPLICATIONS by PARUL GUPTA, VIKAS PUBLISHING HOUSE

<b>Course code</b>	<b>EPEL537</b>	<b>Course Title</b>	<b>COMMUNICATION FOR LEADERS</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

**Course Outcomes:**

- CO1: develop critical thinking skills employed in small groups and public speaking  
CO2: compose business communication documents with structural precision and verbal accuracy  
CO3: formulate business queries and respond to any reason related to business situation  
CO4: use semantic and syntactic structure as per the advanced level of Common European Framework  
CO5: employ their reading speed and comprehension of business articles  
CO6: demonstrate consistent and appropriate language use in extended conversations and discussions

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Listening- understanding vocabulary and context:</b> matching phrases and words with definitions, taking notes and completing them, understanding phrases and expressions in context
<b>Unit 2</b>	<b>Listening for Details:</b> filling missing details, interpreting listening tracks, identifying key and supporting ideas, taking detailed notes on information
<b>Unit 3</b>	<b>Tenses, Clauses and transitional words or phrases:</b> usage of defining and non-defining relative clauses, pronoun problems, usage of as or like, future time clauses, usage of tenses, infinitives, reference devices, position of adverbs, transitional markers,
<b>Unit 4</b>	<b>Sentences:</b> cleft sentences, synthesis of sentences, complex sentences, conditional sentences, alternatives to if
<b>Unit 5</b>	<b>Vocabulary:</b> one word substitution for a definition, abbreviations, antonyms, synonyms, connotative and denotative meanings, contextual use of words and phrases, substitution, collocation, concession words and phrases
<b>Unit 6</b>	<b>Idioms and Proverbs:</b> phrasal verbs, meaning and usage of idioms and proverbs, formal and informal usage of language
<b>Unit 7</b>	<b>Reading Skills:</b> types of texts – narrative, descriptive, extrapolative, essential skills for reading comprehension – decoding, fluency, vocabulary, reasoning and background knowledge, reading techniques
<b>Unit 8</b>	<b>Comprehension Skills:</b> identifying errors and superfluous words, identifying correlation of sentences and paragraphs, finding supporting ideas, identifying purpose, different strategies of comprehension, reading texts of different genres and of varying length, reading and interpreting non-linguistic texts, reading and understanding incomplete texts
<b>Unit 9</b>	<b>Group Discussion:</b> brainstorming ideas, taking stance, working in groups and enacting roles, showing agreement and disagreements, discussing possible scenarios, discussing various business possibilities, argument building for persuasion
<b>Unit 10</b>	<b>Presentation Skills:</b> do's and don'ts of presentation skills, presenting information and business proposals, making a short talk
<b>Unit 11</b>	<b>Role Play and debate:</b> useful vocabulary and phrases, assuming and reacting in different business scenarios, interviewing a partner, debate, group-forecasting, negotiation skills, debating pros and cons of a business decision
<b>Unit 12</b>	<b>Writing Techniques and Strategies:</b> types of writing, cohesion and coherence, expansion of ideas, thesis sentence, expansion of given sentence, reorganizing

	jumbled sentences into a coherent paragraphing, writing style and techniques
<b>Unit 13</b>	<b>Writing:</b> summarizing, explanation of points, paragraph writing, précis writing, essay writing
<b>Unit 14</b>	<b>Business Correspondence:</b> formats of business correspondence, writing and replying to memo, notice, note, letter, report, and proposal

### Readings:

1. BUSINESS BENCHMARK- ADVANCED by GUY BROOK- HART, CAMBRIDGE PUBLICATIONS
2. ADVANCED ENGLISH GRAMMAR by MARTIN HEWINGS, CAMBRIDGE UNIVERSITY PRESS
3. THE MCGRAW-HILL HANDBOOK OF ENGLISH GRAMMAR AND USAGE by MARK LESTER, LARRY BEASON, MC GRAW HILL

<b>Course code</b>	<b>EMGN571</b>	<b>Course Title</b>	<b>CORPORATE STRATEGY AND ENTREPRENEURSHIP</b>
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<b>WEIGHTAGES</b>	
<b>CA</b>	<b>ETE(Th.)</b>
<b>30</b>	<b>70</b>

### Course Outcomes

- C01: integrate understanding of functional aspects of management and explore their contribution to strategic management within organizations
- C02: appraise the importance of environmental and industry analysis in formulating strategy
- C03: analyze the role of marketing, accounting, finance, operations management and human resource management in strategy formulation
- C04: evaluate the role of leadership, organizational structure and organizational culture in strategy-implementation
- C05: analyse the business environment and identify the opportunities for starting up a venture.
- C06: develop marketing plan, operations plan, HR plan and financial plan for new business ventures

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Strategic management:</b> strategic decisions, strategic management process <b>Strategic intent:</b> mission, vision, goals and objective
<b>Unit 2</b>	<b>External analysis:</b> remote environment, industry environment, EFE Matrix, CPM Matrix <b>Internal analysis:</b> SWOT analysis, IFE Matrix, Value chain analysis, resource-based view of the firm, benchmarking
<b>Unit 3</b>	<b>Corporate level strategies:</b> growth strategy, integration strategy, diversification strategy, turnaround strategy, defensive strategy
<b>Unit 4</b>	<b>International strategy:</b> globalization of firms, global strategic planning, competitive strategies for firms in foreign markets, strategies for emerging markets
<b>Unit 5</b>	<b>Business level strategy:</b> cost leadership, differentiation, focus
<b>Unit 6</b>	<b>Multi-business strategy:</b> portfolio approach, BCG growth-share matrix, IE matrix, synergy approach, parenting framework, patching approach Strategy implementation: nature of strategy Implementation, matching structure with strategy, creating a strategy supportive culture
<b>Unit 7</b>	<b>Evaluation and control:</b> nature of strategy evaluation, strategy evaluation framework, strategic control, balanced scorecard Contemporary Issues: corporate governance, business ethics, social responsibility, environmental sustainability
<b>Unit 8</b>	<b>Strategic management and Entrepreneurship:</b> strategic management for start-ups, strategies for growing and maturing businesses, strategies for technology-oriented businesses
<b>Unit 9</b>	<b>Latest Trends in entrepreneurship:</b> social entrepreneurship, women entrepreneurship, intrapreneurship, challenges and strategic solutions for problems faced by entrepreneurs in India.
<b>Unit 10</b>	<b>Overview of business plan:</b> components of a business plan, business ideas, business ideas selection, feasibility study, legalities involved for business plan, forms of ownership, SWOT Analysis
<b>Unit 11</b>	<b>Strategic Marketing plan:</b> segmentation, targeting, positioning, marketing mix (7P), product mix, promotions mix, Pricing strategies
<b>Unit 12</b>	<b>Strategic Operations plan:</b> people and suppliers, manufacturing or outsourcing, plant size, location decision, inventory management
<b>Unit 13</b>	<b>Strategic Human resources plan:</b> manpower planning, organization structure, recruitment, selection, training and development, motivational techniques, performance appraisal

<b>Unit 14</b>	<b>Strategic Financial plan:</b> capital requirement, sources of funds, break even analysis, balance sheet, cash flows, payback period, ROI (return on investment)
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**READINGS:**

1. STRATEGIC MANAGEMENT by JOHN PEARCE II, RICHARD B ROBINSON, AMITA MITAL, MCGRAW HILL EDUCATION
2. STRATEGIC MANAGEMENT by HITT, IRELAND, HOSKISSON, MANIKUTTY, CENGAGE LEARNING

<b>Course Code</b>	<b>EMGN802</b>	<b>Course Title</b>	<b>EXPORT AND IMPORT MANAGEMENT</b>
			<b>WEIGHTAGE</b>
			<b>CA ETE (Th.)</b>
			<b>30 70</b>

**Course Outcomes:**

CO1: Identify the major export and import documents required by banks, governments, transportation and insurance companies to start an export business

CO2: Appraise the role of institutions involved in promotion of international trade.

CO3: Evaluate all available export incentives and duty exemption schemes offered by government.

CO4: Comprehend the process of export financing and international customs clearance operations.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Foreign Trade:</b> Institutional framework and export import documentation, Role of WTO, exporting as an entrepreneur - steps, role of government and semi government agencies in export promotion.
<b>Unit 2</b>	<b>Export-Import Documentation and Steps:</b> Steps for successful exporting, export-import documentation.
<b>Unit 3</b>	<b>Export Import Payments:</b> Methods of payments, financing exporters and importers, instruments of payments.
<b>Unit 4</b>	<b>Export-Import Strategies and Practices:</b> Export-import business plan and strategy, export strategy formulation, export financing, import strategy.
<b>Unit 5</b>	<b>Export Marketing:</b> International marketing, export marketing - going global, globalization, different forms of international trade.
<b>Unit 6</b>	<b>Methods of Financing Exporters:</b> Pre-shipment finance, post-shipment export advance, factoring, insurance.
<b>Unit 7</b>	<b>Business Risk Management and Coverage:</b> Risk management in export-import business, types of risks, quality and pre shipment inspection
<b>Unit 8</b>	<b>Custom Clearance of Import and Export Cargo:</b> Clearance of import cargo, clearance of export cargo, customs valuation.
<b>Unit 9</b>	<b>Harmonized Systems:</b> Importance of harmonized system, carnets, new developments in customs clearance procedure
<b>Unit 10</b>	<b>Logistics:</b> Planning physical distribution, benefits of an efficient logistics system.
<b>Unit 11</b>	<b>Characteristics of Modes of Transportation:</b> Marketing logistic system, critical elements of logistic system, international transport system
<b>Unit 12</b>	<b>Characteristics of Shipping Industry:</b> History, characteristics, role of intermediaries in shipping industry, latest trends in logistics operations, ocean freight structure.
<b>Unit 13</b>	<b>World Shipping:</b> Overview of ports, shipping conferences, freight methods
<b>Unit 14</b>	<b>Conferences:</b> United nations code of conduct for liner conferences, liner and tramp operations, types of ship and international trade
<b>Unit 15</b>	<b>Containerization:</b> History, types, benefits of containerization, container leasing practices, inland container depots.
<b>Unit 16</b>	<b>Export Procedures and Documents:</b> Processing an export order, negotiation of documents, role of banks in an export import transaction.
<b>Unit 17</b>	<b>Information Technology and International Business:</b> Electronic procurement, electronic marketing, electronic logistics.
<b>Unit 18</b>	<b>Incoterms:</b> Incoterms, purpose and scope of incoterms, structure of incoterms, incoterm groups

<b>Unit 19</b>	<b>Export Incentive Schemes:</b> Duty exemption schemes, duty remission schemes, export promotion capital goods scheme, special economic zones.
<b>Unit 20</b>	<b>World Trade Organization:</b> GATT and WTO, agreements and implications of World Trade Organization

#### **READINGS:**

1. EXPORT IMPORT MANAGEMENT by JUSTIN PAUL & RAJIV ASERKAR, OXFORD UNIVERSITY PRESS

#### **REFERENCE:**

1. FOREIGN TRADE - THEORY, PROCEDURES, PRACTICES AND DOCUMENTATION by DR. KHUSHPAT S. JAIN AND DR. APEXA V. JAIN, HIMALAYA PUBLISHING HOUSE PVT. LTD



<b>Course Code</b>	<b>EOPR512</b>	<b>Course Title</b>	<b>INTERNATIONAL TRADE LOGISTICS</b>
			<b>WEIGHTAGE</b>
			<b>CA ETE (Th.)</b>
			<b>30 70</b>

### Course Outcomes:

CO1: Discuss the key objectives for studying international trade logistics

CO2: Analyze the challenges in information processing in international trade logistics

CO3: Summarize emerging risks

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Introduction to international trade logistics:</b> Concept of trade logistics, evolution and development of international trade logistics, interfaces of marketing and trade logistics, importance of trade logistics to the nation, importance of trade logistics for the industry
<b>Unit 2</b>	<b>Information and order processing:</b> Challenges in information processing, logistics information systems, logistics operations management, scrutiny of export order, clarifications and order confirmation
<b>Unit 3</b>	<b>Labelling and marking in international logistics:</b> Introduction, labelling in international trade, considerations in labelling for international trade, labels and preferences for colors, numbers and shapes, labels as promotional tool, markings of export consignments, increasing role of CE markings
<b>Unit 4</b>	<b>Packing and Packaging:</b> Introduction, need for packaging in trade logistics, packing vs packaging, packing list vs packing note, packaging and transport hazards, choice of packing material for international logistics
<b>Unit 5</b>	<b>Inventory management in trade logistics:</b> Nature of inventory in trade logistics, motivations for holding inventory in international logistics, contemporary developments in inventory management, models of inventory in trade logistics.
<b>Unit 6</b>	<b>Integrated logistics and sub-system elements:</b> Evolutionary phase of integrated logistics services, third party logistics, choosing a 3PL provider, sub-system elements in trade
<b>Unit 7</b>	<b>Choice of mode of transportation:</b> Importance of transportation decision, factors affecting choice of transport mode, transport mode selection, type of transport mode and modal characteristics, types of transport carriers
<b>Unit 8</b>	<b>Role of dry ports in trade logistics:</b> Introduction, concept of dry ports, advantages of dry ports, increasing role of dry ports, functions of dry ports, facilities at dry ports, export clearance at dry ports, import clearance at dry ports, challenges in growth of dry ports in India
<b>Unit 9</b>	<b>Warehousing:</b> Concept of warehousing, functions of warehousing, need and benefits of warehousing, documents in warehousing, types of warehousing, free trade and warehousing zones, procedure of warehousing the imported and exportable cargo for importers
<b>Unit 10</b>	<b>Incorporating shipping terms:</b> Introduction, factors influencing the choice of delivery terms, purpose and scope of shipping terms, types of incoterms, applicable incoterms in different modes of transportation, incoterms and transfer of risks, incoterms and freight payment in trade logistics, choosing incoterms for international trade deals.
<b>Unit 11</b>	<b>Containerization in trade logistics:</b> Introduction, concept and evolution of containerization, standardization of containers, air cargo containerization, double stack containerization in trade logistics, advantages of containers in trade logistics, numbering and marking of containers, classification of containers, stuffing plan for cargo container owning, leasing and hiring of cargo containers

<b>Unit 12</b>	<b>Multimodal Transportation:</b> introduction, concept of multimodal transport, context and regulation of multimodalism in India, advantages of multimodal transport, forms of multimodal transport operations, multimodal transport document, challenges and suggestions for improving multimodalism in India
<b>Unit 13</b>	<b>Liner shipping and freighting practices:</b> introduction, concept and evolution of liner conference, global nature of liner industry, designing a liner service schedule, concentration in liner shipping, freighting and tariff practices of ocean liners
<b>Unit 14</b>	<b>Tramp shipping and chartering clauses:</b> introduction, concept and features of tramp shipping, commercial organization of tramp shipping, types of chartering, main clauses of charter party, procedure of chartering a ship, vessel or yacht, tramp freights practices.
<b>Unit 15</b>	<b>Freighting principles and practices in trade logistics:</b> introduction, freight and tariff defined, determinant of freight rate, constituents of freight rates, freighting practices in international logistics, discounting practices in freighting, modalities and timing of freight payment, shipowner's possessory liens, liners freight determination criteria
<b>Unit 16</b>	<b>Documentation in trade logistics:</b> introduction, need for documentation in trade logistics, commonly used documents in trade logistics, documents prepared by carrier, documents prepared by exporter and importer
<b>Unit 17</b>	<b>Risks in international trade logistics:</b> introduction, myriad risks in international trade logistics, managing risks in international trade logistics
<b>Unit 18</b>	<b>Cargo insurance and claim procedure:</b> introduction, need for cargo insurance, cargo risk coverage, comparison of institute cargo clauses, principles of cargo insurance, nature of risks to cargo, types of cargo insurance policies, claims procedure in cargo insurance, substantiation of cargo insurance claim
<b>Unit 19</b>	<b>Understanding and preventing maritime fraud:</b> introduction, maritime frauds explained, types of maritime frauds, preventive maritime frauds
<b>Unit 20</b>	<b>Role of intermediaries in trade logistics:</b> introduction, role of trade logistics intermediaries, types of intermediaries in international trade logistics, role of freight forwarders

#### READINGS:

1. INTERNATIONAL TRADE LOGISTICS by RAM SINGH, OXFORD UNIVERSITY PRESS

#### REFERENCE:

1. BUSINESS LOGISTICS / SUPPLY CHAIN MANAGEMENT by RONALD H BALLOU, SAMIR. K SRIVASTAVA, PEARSON

<b>Course Code</b>	<b>EECO522</b>	<b>Course Title</b>	<b>INTERNATIONAL ECONOMICS</b>
			<b>WEIGHTAGE</b>
			<b>CA      ETE (Th.)</b>
			<b>30          70</b>

### Course Outcomes:

- CO1: Review the conceptual understanding of international trade and economy  
CO2: Interpret the theories of trade in light of Indian trade and evaluate their implementation  
CO3: Analyse historical as well as contemporary issues in trade theory and policy using a variety of lenses  
CO4: Evaluate the role of international financial systems and foreign exchange markets  
CO5: Editorialize the trade and commercial policies including protectionism and liberalism  
CO6: Assess the price adjustment mechanism in the context of stabilization policy

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Introduction:</b> importance of international economics, international trade and nation's standard of living, subject matter of international economics, purpose of international economics theories and policies, current international economic problems
<b>Unit 2</b>	<b>International trade theory :</b> mercantilists view on trade, trade based on absolute and comparative advantage, comparative advantage and opportunity cost, factor endowment and Hecksher - Ohlin theory, Stopler - Samulson theorem, Leontief paradox and factor reversal
<b>Unit 3</b>	<b>Kravis and Linder theory of trade:</b> role of dynamic factors, i.e. changes in tastes, technology and factor endowments in explaining the emergence of trade; rybnszynski theorem – concept and policy implications of immiserizing growth; causes of emergence and measurement of intra industry trade and its impact of developing economies.
<b>Unit 4</b>	<b>Gains from trade and terms of trade:</b> gains from trade, distribution of gains, special gains to small countries, disadvantages and trade, meaning and types of terms of trade, Mill's doctrine, offer curves and equilibrium terms of trade, effects of change in demand and supply, problems of measurement of terms of trade
<b>Unit 5</b>	<b>Problems of Trade in Primary Commodities:</b> Prebisch-Singer hypothesis of unequal distribution of gains, critique of secular stagnation of Terms of Trade
<b>Unit 6</b>	<b>Trade restrictions:</b> meaning of tariff, partial equilibrium analysis of a tariff, theory of tariff structure, general equilibrium analysis of a tariff in a small country, optimum tariff, non tariff trade barriers and new protectionism, political economy of protectionism
<b>Unit 7</b>	<b>Rationale for protection:</b> Infant industry argument; concept of effective protection; political economy of Non-Trade Barriers (NTB). Regionalism versus Multilateralism; regional integration among developing countries-SAARC; import substitution and industrialization
<b>Unit 8</b>	<b>The political economy of non-tariff barriers and their implications:</b> nominal, effective and optimum rates of tariffs – their measurement, impact and welfare implications
<b>Unit 9</b>	<b>Exchange rates determination:</b> introduction, purchasing power parity theory, monetary approach to the balance of payment and exchange rates, asset market model and exchange rates, exchange rate dynamics
<b>Unit 10</b>	<b>Foreign exchange markets:</b> functions, foreign exchange rates, spot and forward rates, foreign currency swaps, futures and options, foreign exchange risk, hedging and speculation

<b>Unit 11</b>	<b>Price adjustment mechanism:</b> adjustment with flexible exchange rates, effect of exchange rate changes on domestic prices and the terms of trade, stability of foreign exchange markets, elasticities in real world
<b>Unit 12</b>	Balance of payments: introduction, balance of payment accounting principles, accounting balances and disequilibrium in international transactions
<b>Unit 13</b>	<b>Foreign Direct Investment and Multinational Firms:</b> Targeting sectors for foreign financial capital flows and welfare implications, foreign finance capital and skill formation, interest cut on foreign capital.
<b>Unit 14</b>	<b>TRIPS and Developing Economies:</b> Product standard, parallel imports, innovations and welfare, Trips, innovation and growth.
<b>Unit 15</b>	<b>International Outsourcing and off Shoring and Industrialization Strategies:</b> Concepts, measurements and magnitudes of outsourcing and off-shoring, costs-benefits of off shoring and international outsourcing
<b>Unit 16</b>	<b>Exports Processing Zones:</b> Introduction to exports processing zones as development strategy, EPZs and welfare in developing countries.
<b>Unit 17</b>	<b>Trade, Poverty, and Readjustments:</b> Effects of trade liberalization on welfare, poverty and trade readjustments, informal sector, trade and poverty, the political economy of trade policy.
<b>Unit 18</b>	<b>International Trade and Development Paradigms:</b> Development crisis and globalization as a universal development strategy, export pessimism and inward-looking development strategy, combating the crisis in Europe & the USA
<b>Unit 19</b>	<b>International monetary system:</b> introduction, Bretton woods system, operation and evolution of the Bretton Wood system, international monetary system: present and future
<b>Unit 20</b>	<b>Emerging international monetary system with special reference of post-maastricht developments and developing countries:</b> reform of the international monetary system, india and developing countries; portfolio and foreign direct investments; international debt crisis. unctad/imf: need, adequacy and determinants of international reserves; conditionality clause of imf and world bank and asian development bank – their achievements and failures; wto and world bank from the point of view of india.

## READINGS:

1. INTERNATIONAL ECONOMICS: TRADE AND FINANCE by DOMINICK SALVATORE, WILEY

## REFERENCE:

1. INTERNATIONAL ECONOMICS by PAUL KRUGMAN, MAURICE OBSTFELD, MARC MELITZ, PEARSON
2. INTERNATIONAL ECONOMICS by K C RANA AND K N VERMA, VISHAL PUBLISHING CO

<b>Course Code</b>	<b>EMGN635</b>	<b>Course Title</b>	<b>WTO AND INTERNATIONAL TRADE</b>
			<b>WEIGHTAGE</b>
			<b>CA      ETE (Th.)</b>
			<b>30          70</b>

**Course Outcomes:**

- C01: compare the value and processes of GATT and WTO in promotion and regulation of International Trade.
- C02: appraise the objectives and policies of Agreements on Agriculture, Sanitary & Phytosanitary Measures
- C03: analyze the use of subsidies and countervailing measures adopted by the countries to counter the effects of subsidies
- C04: examine the role of TRIPS, TRIMS and TBT agreement in facilitation of international trade
- C05: evaluate the role of general council as dispute settlement body and working of dispute settlement in WTO.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	Introduction to International Trade Organizations: Overview of International Trade Organization (ITO) and its evolution into the General Agreement on Tariffs and Trade (GATT), Basic principles and objectives of GATT.
<b>Unit 2</b>	GATT Provisions: Working of GATT, Uruguay round protocol to the GATT 1994.
<b>Unit 3</b>	Establishment and Evolution of the World Trade Organization (WTO): Transition from GATT to WTO, Basic principles and objectives of the WTO.
<b>Unit 4</b>	Ministerial Conferences and Decision-Making in the WTO: Role and significance of Ministerial Conferences, Decision-making processes within the WTO.
<b>Unit 5</b>	General Elimination of Quantitative Restrictions: Understanding quantitative restrictions and their impact on international trade, Measures and agreements aimed at eliminating quantitative restrictions.
<b>Unit 6</b>	Agreement on Agriculture: Overview of the Agreement on Agriculture (AoA), Components of the AoA: domestic support commitments, market access, export subsidies.
<b>Unit 7</b>	Indian Agriculture under WTO Regime: Doha round of negotiations, export prohibitions, and restrictions, Challenges in the Indian agriculture sector.
<b>Unit 8</b>	Agreement on the Application of Sanitary and Phytosanitary Measures (SPS Agreement) Purpose and scope of the SPS Agreement, International standards and transparency in SPS measures.
<b>Unit 9</b>	Agreement on Subsidies and Countervailing Measures (SCM Agreement): Prohibited subsidies under the SCM Agreement, Actionable and non-actionable subsidies, Calculation of subsidy amounts.
<b>Unit 10</b>	Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement) Overview of the TRIPS Agreement, Patents, copyrights, and trademarks protection, Control of anti-competitive practices under TRIPS.
<b>Unit 11</b>	Agreement on Trade-Related Investment Measures (TRIMs Agreement)

	Understanding TRIMs and their impact on trade, Inconsistencies with WTO principles.
<b>Unit 12</b>	Agreement on Technical Barriers to Trade (TBT Agreement): Role of members in addressing technical barriers to trade, Adoption and application of standards, international cooperation and transparency in TBT measures.
<b>Unit 13</b>	Agreement on Rules of origin: introduction and types of rules of origin, compliance and administration of rules of origin
<b>Unit 14</b>	Agreements on Safeguards Role of safeguards in international trade, Emergency regulations and their application, Agreement on Textiles and Clothing under safeguards
<b>Unit 15</b>	Agreement on Import Licensing Procedure: Key provisions of the agreement on Import licensing, Implications for international trade.
<b>Unit 16</b>	Export Procedures and Documents: Processing an export order, negotiation of documents, role of banks in an export import transaction
<b>Unit 17</b>	Incoterms: Incoterms, purpose and scope of incoterms, structure of incoterms, incoterm groups
<b>Unit 18</b>	Decision measures in favour of least developed countries: introduction to least developed countries, trade and economic assistance to least developed countries.
<b>Unit 19</b>	WTO and Developing countries: Provisions granted to developing countries under WTO, Challenges faced by developing countries in implementing WTO agreements.
<b>Unit 20</b>	Dispute Settlement Mechanism under the WTO Features and processes of the WTO's dispute settlement mechanism, Challenges in implementing dispute settlement decisions, Role of the General Council in dispute settlement.

#### READINGS:

1. WTO TEXT AND CASES by PALLE KRISHNA RAO, EXCEL BOOKS

#### REFERENCE:

1. EXPORT IMPORT MANAGEMENT by JUSTIN PAUL & RAJIV ASERKAR, OXFORD UNIVERSITY PRESS
2. WTO AND INTERNATIONAL TRADE by M.B. RAO & MANJULA GURU, VIKAS PUBLISHING HOUSE PVT LTD

<b>Course code</b>	<b>EMGN697</b>	<b>Course title</b>	<b>INDIA FOREIGN TRADE POLICY</b>
			<b>WEIGHTAGE</b>
			<b>CA      ETE (TH.)</b>
			<b>30          70</b>

**Course outcomes:**

CO1: analyze the foreign trade policy and there by identifying india's performance in balance of payment and balance of trade

CO2: analyze and interpret the trends relating to international trade

CO3: identify and explore export incentives and duty exemption schemes offered by government.

CO4: appraise the role of institutions involved in the promotion of international trade.

<b>Unit no.</b>	<b>Content</b>
<b>Unit 1</b>	<b>International trade:</b> international trade, need and importance of international trade, the trends in the world trade direction and composition
<b>Unit 2</b>	India's foreign trade direction and composition, foreign trade policies since independence, India's performance in balance of payment and balance of trade
<b>Unit 3</b>	<b>Foreign direct investment and collaborations:</b> policy framework for FDI in India, foreign Collaborations, Indian joint ventures abroad
<b>Unit 4</b>	Counter trade arrangements, project and consultancy exports, developing districts as export hubs
<b>Unit 5</b>	<b>Foreign trade policy:</b> India's recent trade policy – objectives and features, legal framework, Legal Basis of Foreign Trade Policy (FTP)
<b>Unit 6</b>	Trade facilitation and ease of doing business, deemed exports, promoting cross border trade in digital economy, Niryat Bandhu - Hand Holding Scheme for new export / import entrepreneurs
<b>Unit 7</b>	<b>General provisions regarding imports and exports:</b> importer-exporter code, prohibitions on Import and export, Online Complaint Registration and Monitoring System
<b>Unit 8</b>	<b>Export incentives and schemes:</b> export from India schemes- the Merchandise Exports from India Scheme (MEIS) and the Service Exports from India Scheme (SEIS), duty Exemption/remission schemes
<b>Unit 9</b>	Advance authorization, duty free import authorization (DFIA) and duty drawback, export promotion capital goods (EPCG) scheme, schemes for exporters of gems and jewellery
<b>Unit 10</b>	<b>Exim oriented units:</b> export oriented units (EOUs), electronics hardware technology parks (EHTPs), software technology parks (STPs) and bio-technology parks (BTPs)
<b>Unit 11</b>	Export and trading houses, SEZ, export promotion councils, commodity boards/ product export development Authorities
<b>Unit 12</b>	Specific service institutions, role of state trading organizations in foreign trade, aayat niryat forms, Reduction in mandatory documents required for Export and Import
<b>Unit 13</b>	<b>Deemed exports:</b> deemed exports, categories of supply, benefits for deemed exports, conditions for Deemed export benefits
<b>Unit 14</b>	<b>Quality complaints and trade disputes:</b> quality complaints and trade disputes, obligation on the part of importer/ exporter,
<b>Unit 15</b>	<b>Provisions in FT(D&amp;R) act &amp; ft (regulation):</b> rules for necessary action against erring exporters/ importers, mechanism for handling of complaints/ disputes
<b>Unit 16</b>	Export promotion of consultancy and management services from India, export promotion of horticulture products from north eastern region, trade infrastructure for export scheme
<b>Unit 17</b>	Council for trade development and promotion, assistance to states for infrastructure development of exports (ASIDE), export development fund for north eastern region of

	India (EDF-NER)
<b>Unit 18</b>	Market access initiatives (MAI) scheme, spice development agencies (SDAS), spices parks, quality evaluation laboratory (QEL)
<b>Unit 19</b>	Importability / Exportability of items that are Prohibited/Restricted/ STE, Free of Cost Supply by Foreign Buyer, Currency for Realizations of Export Proceeds
<b>Unit 20</b>	<b>SCOMET:</b> special chemicals, organisms, materials, equipment and technologies, contemporary theoretical and policy issues in international trade

### Readings:

1. Foreign trade policy by department of commerce , ministry of commerce and industry, government of india

### Reference:

1. Foreign trade - theory, procedures, practices and documentation by Dr. Khushpat s. Jain and Dr. Apexa v. Jain, himalaya publishing house pvt. Ltd
2. Export import management by paul justin and aserkar, r, oxford university press



Course Code	EMGN589	Course Title	INTERNATIONAL TRADE LAWS	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

### Course Outcomes:

- CO1: analyze the principles of WTO and agreements in international trade related issues
- CO2: evaluate the major international trade rules governing tariffs and non-tariff barriers in Indian and international market
- CO3: explore the essentials of international sales contract and analyze the geopolitical tensions between major trading nations
- CO4: acquaint with various Incoterms and cargo carriage in international trade

Unit No.	Content
Unit 1	<b>Institutional Framework of Foreign Trade:</b> role of WTO, fundamental principles of the WTO
Unit 2	<b>Foundations of free trade:</b> trade liberalization, tariff binding, quantitative restrictions
Unit 3	<b>Trade remedies:</b> antidumping duties, countervailing duties, safeguards technical standards
Unit 4	<b>WTO agreements:</b> general agreement on trade in services (GATS), TRIPS, TRIMS
Unit 5	<b>India and WTO:</b> protectionism in India, Impact of trade protectionism on Indian Economy
Unit 6	<b>Trade and agriculture:</b> agreement on agriculture and agricultural subsidies
Unit 7	<b>India's foreign trade:</b> the trends in the world trade direction and composition, india's foreign trade direction and composition
Unit 8	<b>India's regional trade relationships:</b> types of regional trading agreements, India's Regional Trade Agreements
Unit 9	<b>International trade and economies:</b> risks from trade, political and systematic risk
Unit 10	<b>Geopolitical tensions:</b> between major trading nations especially in reference to U.S, EU and emerging economies: China, India and Brazil
Unit 11	<b>International sales contracts:</b> performance, contents of contracts and remedies for breach of contract
Unit 12	<b>Hague Convention:</b> the UN Convention on the Contracts for the International Sale of Goods 1980
Unit 13	<b>International Chamber of Commerce (ICC):</b> History of ICC, functions performed by ICC
Unit 14	<b>Incoterms:</b> Incoterms, purpose and scope of incoterms, structure of incoterms, incoterm groups
Unit 15	<b>International commercial arbitration:</b> UNCITRAL model law, united nations convention on international multimodal transport of good
Unit 16	<b>International carriage of cargo:</b> international multimodal transport
Unit 17	<b>Conventions concerning international carriage:</b> conventions concerning international carriage by air, rail and road
Unit 18	<b>Logistics and international trade:</b> benefits and critical elements of an efficient logistics system
Unit 19	<b>Information technology and International Trade:</b> electronic procurement, electronic marketing
Unit 20	<b>Impact of Information Technology:</b> electronic logistics, e commerce in export/ import

**READINGS:**

1. EXPORT IMPORT MANAGEMENT by JUSTIN PAUL & RAJIV ASERKAR, OXFORD UNIVERSITY PRESS

**REFERENCE:**

1. FOREIGN TRADE - THEORY, PROCEDURES, PRACTICES AND DOCUMENTATION by DR. KHUSHPAT S. JAIN AND DR. APEXA V. JAIN, HIMALAYA PUBLISHING HOUSE PVT. LTD

Course code	EPEA515	Course Title	ANALYTICAL SKILLS-I	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

#### Course Outcomes:

CO1: observe the basic concepts of reasoning and quantitative aptitude

CO2: apply the learned concepts to solve the company specific reasoning and quantitative aptitude tests

CO3: analyze the problem and use logic to interpret and handle different situations

CO4: understand the concepts to solve the problems in given time

CO5: reproduce the concepts and use it to solve the applications

CO6: evaluate the knowledge by cracking online tests

Unit No.	Content
<b>Unit 1</b>	<b>Number system:</b> classification of numbers, rules of divisibility, multiplication and squaring of numbers, HCF & LCM of numbers, cyclicity of unit digit, remainder theorem
<b>Unit 2</b>	<b>Average:</b> average of numbers, arithmetic mean, weighted average
<b>Unit 3</b>	<b>Mathematical operations:</b> BODMAS rule, calculation based problem, conversion of symbols into signs
<b>Unit 4</b>	<b>Percentage:</b> commodity price increase/decrease, comparison based questions, population based examples, successive percent changes, budget based problems
<b>Unit 5</b>	<b>Profit and loss:</b> cost price, selling price, profit and loss, calculation of profit/loss percent, false weight, discount, successive discount, marked price
<b>Unit 6</b>	<b>Direction sense test:</b> understanding of directions, different types of practice problems
<b>Unit 7</b>	<b>Blood relation:</b> cracking jumbled up descriptions, relation puzzle, coded relations
<b>Unit 8</b>	<b>Number, ranking and time sequence:</b> number test, ranking test, time sequence test
<b>Unit 9</b>	<b>Ratio and proportion:</b> ratio and its types, proportion and its types, direct and indirect variations, partnership
<b>Unit 10</b>	<b>Alligation or mixture:</b> concept and rules of alligation, problem based on mixing of liquids/items
<b>Unit 11</b>	<b>Problem on ages and numbers:</b> problems on ages, problem on numbers
<b>Unit 12</b>	<b>Permutation and combination:</b> factorial, difference between permutation & combinations, circular permutation, arrangement and selection based problems, distribution and division <b>Probability:</b> experiment, sample space, event, probability of occurrence of an event, bayes theorem, odds of an event, selection based problems, binomial distribution
<b>Unit 13</b>	<b>Logical venn diagram and set theory:</b> venn diagram based problems, concept of set theory <b>Syllogism:</b> all, some and none relations, related statements with venn diagram
<b>Unit 14</b>	<b>Data interpretation:</b> basics of data interpretation, average and percentage, tabulation, bar graphs, pie charts, line graphs

#### READINGS:

1. QUANTITATIVE APTITUDE FOR COMPETITIVE EXAMINATIONS BY DR. R S AGGARWAL, S CHAND PUBLISHING
2. A MODERN APPROACH TO VERBAL & NON-VERBAL REASONING BY DR. R S AGGARWAL, S CHAND PUBLISHING
3. MAGICAL BOOK ON QUICKER MATHS BY M TYRA, BANKING SERVICE CHRONICLE  
ANALYTICAL REASONING BY M.K. PANDEY, BANKING SERVICE CHRONICLE

Course code	EPEA516	Course Title	ANALYTICAL SKILLS-II	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

#### Course Outcomes:

**CO1:** apply logical reasoning to understand, interpret and handle different situations.

**CO2:** solve efficiently the company specific logical reasoning tests.

**CO3:** apply logical reasoning to prioritize and manage time.

**CO4:** decide to build the logic

**CO5:** examine the problem and handle it

**CO6:** apply the logics

Unit No.	Content
<b>Unit 1</b>	<b>Time and Work:</b> chain rule, computation of work done together, men, women, children-based problems, wages-based work problems, alternate day work
<b>Unit 2</b>	<b>Pipes and Cisterns:</b> inlet-outlet, part of tank filled, time-based problems, alternate work
<b>Unit 3</b>	<b>Time and Distance:</b> concept of time speed and distance, conversion of Units, average speed concept, different types of problems
<b>Unit 4</b>	<b>Problem on trains:</b> relative speed concept, faster and slower train Boats and streams and races: downstream and upstream, linear and circular track
<b>Unit 5</b>	<b>Sequence and series completion:</b> series completion, analogy, classification, arithmetic and geometric progression
<b>Unit 6</b>	<b>Alphabet test and logical sequence of words:</b> alphabetical order of words, letter-word problems, rule detection, alphabetical quibble, word formation by unscrambling letters, word formation using Letters of a given word, alpha-numeric sequence puzzle, logical sequence of words
<b>Unit 7</b>	<b>Coding-Decoding:</b> letter coding, number/symbol coding, substitution, matrix coding, mixed letter coding, mixed number coding
<b>Unit 8</b>	<b>Simple interest:</b> basics of principal, rate and time, rate computation, time computation, amount computation
<b>Unit 9</b>	<b>Compound interest:</b> concept of simple and compound interest, questions based on relation between compound and simple interest
<b>Unit 10</b>	<b>Calendar:</b> calculating odd days, basic concept of calendar, finding the exact day
<b>Unit 11</b>	<b>Clocks:</b> concept of clock, angle computation, facts Insert the missing character: set of figures, set of arrangements, set of matrix
<b>Unit 12</b>	<b>Data sufficiency:</b> check sufficiency of data to answer the given questions, Coding inequalities: basic operations, rules of inequalities, coded relations
<b>Unit 13</b>	<b>Puzzle test:</b> seating/placing arrangements, comparison type questions, sequential order of things, family-based problems
<b>Unit 14</b>	<b>Non-Verbal Reasoning:</b> series of figures, analogy of figures, classification of figures

#### READINGS:

1. QUANTITATIVE APTITUDE FOR COMPETITIVE EXAMINATIONS BY DR. R S AGGARWAL, S CHAND PUBLISHING
2. A MODERN APPROACH TO VERBAL & NON-VERBAL REASONING BY DR. R S AGGARWAL, S CHAND PUBLISHING
3. MAGICAL BOOK ON QUICKER MATHS BY M TYRA, BANKING SERVICE CHRONICLE
4. ANALYTICAL REASONING BY M.K. PANDEY, BANKING SERVICE CHRONICLE

Course code	EENG539	Course Title	ACADEMIC ENGLISH	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

### Course Outcomes:

CO1: differentiate between a range of authentic academic texts

CO2: observe actively to lectures, presentations and interviews to understand key information

CO3: construct a variety of essays and other assignments

CO4: appraise academic grammar

CO5: apply academic English and vocabulary in professional life

Unit No.	Content
<b>Unit 1</b>	<b>Academic writing:</b> introduction, texts and academic texts, ways of writing, balanced versus weighted essays
<b>Unit 2</b>	<b>Academic writing:</b> brainstorming and outlining, gathering information
<b>Unit 3</b>	<b>Writing paragraphs:</b> introduction, types of paragraphs, enumeration
<b>Unit 4</b>	<b>Writing paragraphs:</b> exemplification, complex paragraphs, sequence
<b>Unit 5</b>	<b>Writing paragraphs:</b> comparison of items, cause effect in paragraph writing, visuals in paragraph writing
<b>Unit 6</b>	<b>Basics of reports and research papers:</b> introduction, types of reports, format of a report, assessment reports
<b>Unit 7</b>	<b>Basics of reports and research papers:</b> writing a report, understanding the text, data collection, writing a research paper
<b>Unit 8</b>	<b>Basics of reports and research papers:</b> overview of a research paper, selection of a research paper, plagiarism, citing sources, publication sources
<b>Unit 9</b>	<b>Presenting your ideas:</b> purpose of a presentation, components of a presentation, when to read or speak, preparation
<b>Unit 10</b>	<b>Presenting your ideas:</b> before the talk, on the podium, handling questions, strategic planning
<b>Unit 11</b>	<b>Grammar for editing:</b> basic sentences, verbs, nouns, editing a sentence
<b>Unit 12</b>	<b>Grammar for editing:</b> delayed subjects: it, there and what, the long and winding sentence, short sentences, parallelism
<b>Unit 13</b>	<b>Working with words:</b> misleading words, one word for many, complicated words, avoiding metaphors, redundant words
<b>Unit 14</b>	<b>Working with words:</b> linking words, expressing the degree of certainty, capitalization, sexist language

### READINGS:

1. A COURSE IN ACADEMIC WRITING by RENU GUPTA, ORIENT BLACKSWAN PVT. LTD.
2. ENGLISH GRAMMAR by RAJEEVAN KARAL, OXFORD UNIVERSITY PRESS
3. OXFORD EAP: A COURSE IN ENGLISH FOR ACADEMIC PURPOSES by EDWARD DE CHAZAL AND SAM MCCARTER, OXFORD UNIVERSITY PRESS
4. MLA HANDBOOK by MODERN LANGUAGE ASSOCIATION OF AMERICA, MODERN LANGUAGE ASSOCIATION.

<b>Course code</b>	<b>EENG514</b>	<b>Course Title</b>	<b>INTRODUCTION TO THE STUDY OF LANGUAGE</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

**Course Outcomes:**

C01: identify vowels and consonants in phonetics

C02: distinguish between different parts of speech organs, place of articulation and manner of articulation

C03: describe syllable and stress patterns in relationship with aspects of connected speech in English language

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Language and Phonetics:</b> introduction to first and second language, introduction to phonetics
<b>Unit 2</b>	<b>Language and Phonetics:</b> meaning and importance of phonetics, difference between phonetics and phonology
<b>Unit 3</b>	<b>The Production of Speech Sounds:</b> introduction to the speech organs, articulators above the larynx
<b>Unit 4</b>	<b>The Production of Speech Sounds:</b> vowels and consonants, long vowels and short vowels
<b>Unit 5</b>	<b>Vowels, Diphthongs, and Triphthongs:</b> introduction to vowels, long vowels, short vowels
<b>Unit 6</b>	<b>Vowels, Diphthongs, and Triphthongs:</b> introduction, diphthongs, triphthongs
<b>Unit 7</b>	<b>Voicing and Consonants:</b> the larynx, respiration and voicing, plosives
<b>Unit 8</b>	<b>Voicing and Consonants:</b> place of articulation, manner of articulation, fortis and lenis
<b>Unit 9</b>	<b>The Phoneme and Phonology:</b> the functioning and patterning of sounds, the phoneme
<b>Unit 10</b>	<b>The Phoneme and Phonology:</b> the phonology, symbols and transcription, minimal pairs
<b>Unit 11</b>	<b>The Syllable and Stress:</b> strong and weak syllables, close front and close back vowels
<b>Unit 12</b>	<b>The Syllable and Stress:</b> syllabic consonants, nature of stress
<b>Unit 13</b>	<b>The Syllable and Stress:</b> levels of stress, placement of stress within the word
<b>Unit 14</b>	<b>Aspects of Connected Speech:</b> rhythm, assimilation, elision, linking

**READINGS:**

1. LINGUISTICS by CRYSTAL, DAVID, PENGUIN BOOKS INDIA
2. ENGLISH PRONOUNCING DICTIONARY by JONES, DANIEL, CAMBRIDGE UNIVERSITY PRESS
3. ENGLISH PHONETICS AND PHONOLOGY: A PRACTICAL COURSE by ROACH, PETER, CAMBRIDGE UNIVERSITY PRESS
4. MODERN LINGUISTICS: AN INTRODUCTION by VERMA, S.K & N. KRISHNASWAMY, OXFORD UNIVERSITY PRESS
5. MODERN LINGUISTICS: AN INTRODUCTION by VERMA, S.K & N. KRISHNASWAMY, OXFORD UNIVERSITY PRESS

<b>Course code</b>	<b>EENG519</b>	<b>Course Title</b>	<b>POST-INDEPENDENCE INDIAN LITERATURE</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: understand the social cultural and political dimensions of Indian Writing in English.

CO2: deduce the historical elements and theoretical orientation of Indian Writing in English.

CO3: analyze the stylistic techniques of Indian Writing in English.

CO4: trace the essential features of Indian Writing in English.

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Literary Terms:</b> feminism, patriarchy, sexism
<b>Unit 2</b>	<b>Literary Terms:</b> misogynoir, misandry, LGBTQ
<b>Unit 3</b>	<b>Literary Terms:</b> gender issues, male gaze, womanism
<b>Unit 4</b>	<b>Rupa Bajwa - The Sari Shop:</b> plot and narrative technique
<b>Unit 5</b>	<b>Rupa Bajwa - The Sari Shop:</b> social and political background, character analysis and thematic analysis
<b>Unit 6</b>	<b>Tagore - Leave this chanting and singing:</b> textual, analysis, thematic analysis, symbols and motifs, stylistic features
<b>Unit 7</b>	<b>Tagore - Kamala Das - My Grandmother's House:</b> textual analysis, thematic analysis
<b>Unit 8</b>	<b>Tagore - Kamala Das - My Grandmother's House:</b> symbols and motifs, stylistic features
<b>Unit 9</b>	<b>Difficult Daughters by Manju Kapur:</b> about the author, plot, character analysis
<b>Unit 10</b>	<b>Difficult Daughters by Manju Kapur:</b> thematic analysis and gender issues, critical analysis
<b>Unit 11</b>	<b>Mahesh Dattani - Final Solution:</b> character analysis and thematic analysis
<b>Unit 12</b>	<b>Mahesh Dattani - Final Solution:</b> plot, narrative technique
<b>Unit 13</b>	<b>Girish Karnad - Nagamandala:</b> thematic analysis, narrative technique
<b>Unit 14</b>	<b>Girish Karnad - Nagamandala:</b> plot summary, character analysis

### READINGS:

1. THE VINTAGE BOOK OF MODERN INDIAN LITERATURE by AMIT CHAUDHURI, VINTAGE BOOKS
2. THE SARI SHOP by RUPA BAJWA, PENGUIN BOOKS INDIA
3. NAGAMANDALA by GIRISH KARNAD, OXFORD UNIVERSITY PRESS
4. GITANJALI: RABINDRANATH TAGORE by RABINDRANATH TAGORE, RUPA PUBLICATIONS
5. KAMALA DAS by DR. N. K. SHARMA, Unique Publisher
6. FINAL SOLUTIONS by MAHESH DATTANAI, PENGUIN BOOKS INDIA
7. DIFFICULT DAUGHTERS by MANJU KAPUR, PENGUIN BOOKS INDIA

<b>Course code</b>	<b>EENG527</b>	<b>Course Title</b>	<b>POSTCOLONIAL LITERATURES AND CULTURAL STUDIES</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

### Course Outcomes:

CO1: identify the impact of colonialism on culture

CO2: estimate the significance of the post-colonial era in the life of its inhabitants

CO3: apply the post-colonial theory of Homi Bhabha and Edward Said in the prescribed texts

CO4: justify new trends in post-colonial discourse through the lens of selected texts

<b>Unit No.</b>	<b>Content</b>
<b>Unit 1</b>	<b>Salman Rushdie: Midnight's Children:</b> Midnight's Children as a post-colonial epic, technique of magic realism of Rushdie
<b>Unit 2</b>	<b>Salman Rushdie: Midnight's Children:</b> discussion of the plot of the novel, epical features of the novel
<b>Unit 3</b>	<b>Salman Rushdie: Midnight's Children:</b> character of Saleem and his importance, the themes of alienation and cultural dislocation
<b>Unit 4</b>	<b>Chinua Achebe: Things Fall Apart:</b> Struggle for dominance and identity crisis, introduction to the African culture
<b>Unit 5</b>	<b>Chinua Achebe: Things Fall Apart:</b> theme of cultural destruction, hybridity and marginalization
<b>Unit 6</b>	<b>Chinua Achebe: Things Fall Apart:</b> theme of gender discrimination in the novel, conflict between tradition and modernity
<b>Unit 7</b>	<b>Bapsi Sidhwa: The American Brat:</b> the life and achievements of the writer, the theme of male domination in society, Feroza's American experience
<b>Unit 8</b>	<b>Bapsi Sidhwa: The American Brat:</b> cultural assimilation of Feroza and the application of Bhabha's theory of hybridity, loss of identity of Feroza in America, cultural conflicts between Parsee culture and American culture, the character of Zareen
<b>Unit 9</b>	<b>Jean Rhys: Wide Sargasso Sea:</b> introduction to the writer, race, relations and prejudice, the theme of oppression of slavery
<b>Unit 10</b>	<b>Jean Rhys: Wide Sargasso Sea:</b> the episodes of magic and incantation in the novel, male domination and patriarchal power structure, discussion on the characters and themes
<b>Unit 11</b>	<b>Derek Walcott: Dream On Monkey Mountain:</b> the significance of the title of the drama, the post-colonial elements in the drama, the theme of the loss of identity
<b>Unit 12</b>	<b>Derek Walcott: Dream On Monkey Mountain:</b> the theme of marginalization and the application of the theory of Homi Bhabha, Makak and his confrontation with the colonial rulers, the significance of the ending of the drama
<b>Unit 13</b>	<b>Margaret Atwood: Surfacing:</b> the life and achievements of the writer, the significance of the title, the theme of alienation and the application of the theory of hybridity of Homi Bhabha
<b>Unit 14</b>	<b>Margaret Atwood: Surfacing:</b> the postcolonial elements in the novel, the theme of feminism in the novel, the role of nature in the novel, the plot structure of the novel

### READINGS:

1. MIDNIGHT'S CHILDREN by SALMAN RUSHDIE, VINTAGE BOOKS
2. THINGS FALL APART by CHINUA ACHEBE, ANCHOR BOOKS
3. SURFACING by MARGARET ATWOOD, ANCHOR BOOKS
4. AMERICAN BRAT by BAPSI SIDHWA, MILKWEED EDITIONS



5. DREAM ON MONKEY MOUNTAIN by DEREK WALCOTT, FARRA, STRAUS
6. WIDE SARGASSO SEA by JEAN RHYS, PENGUIN CLASSICS

Course Code	EPOL525	Course Title	POLITICAL INSTITUTIONS IN INDIA	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

#### Course Outcomes:

- C01:** understand the leading institutions of the Indian political system and the changing nature of these institutions
- C02:** assess the laws pertaining to elections and analyse the electoral system of India
- C03:** enumerate the working of the Indian federalism in the constitutional context
- C04:** distinguish the powers and functions of various organs of the government
- C05:** discuss about various constitutional and statutory bodies of India
- C06:** evaluate the functioning of the local government institutions

Unit No.	Content
Unit-1	<b>Making of the Indian Constitution:</b> Indian national movement to the making of the Indian constitution
Unit-2	<b>Constituent Assembly:</b> composition of constituent assembly, ideological moorings, constitutional debates
Unit-3	<b>Philosophy of the Constitution:</b> preamble, fundamental rights, directive principles of state policy
Unit-4	<b>Constitutionalism in India:</b> democracy, social change, national unity, checks and balances, basic structure debates, constitutional amendments
Unit-5	<b>Union executive:</b> president as the head of the state, prime minister and council of ministers
Unit-6	<b>Union Parliament:</b> structure of the union parliament, role and functioning, parliamentary committees
Unit-7	<b>Judiciary part - I:</b> Supreme Court, high court
Unit-8	<b>Judiciary part - II:</b> judicial review, judicial activism, judicial reform
Unit-9	<b>State executive:</b> Governor, Chief Minister and council of ministers
Unit-10	<b>State Legislature:</b> Legislative council and Legislative assembly
Unit-11	<b>Federalism in India:</b> strong centre framework, asymmetrical federal provisions and adaption, role of intergovernmental coordination mechanisms, inter-state council, emerging trends.
Unit-12	<b>Electoral Process and Election Commission of India:</b> conduct of elections, rules, electoral reforms. functioning and reforms of the local government Institutions
Unit-13	<b>Constitutional and Statutory Bodies Part - I:</b> Comptroller and Auditor General, National Commission for Scheduled Castes, National Commission for Scheduled Tribes
Unit-14	<b>Constitutional and Statutory Bodies Part - II:</b> National Commission for Human Rights, National Commission for Women, National Commission for Minorities

#### READINGS:

1. INDIAN GOVERNMENT AND POLITICS BY BIDYUT CHAKRABARTY, RAJENDRA KUMAR PANDEY, SAGE PUBLICATIONS
2. THE INDIAN CONSTITUTION: CORNERSTONE OF A NATION BY AUSTIN GRANVILLE, OXFORD PAPERBACKS

<b>Course Code</b>	<b>EPOL527</b>	<b>Course Title</b>	<b>PUBLIC POLICY AND GOVERNANCE IN INDIA</b>	
			<b>WEIGHTAGE</b>	
			<b>CA</b>	<b>ETE (Th.)</b>
			<b>30</b>	<b>70</b>

**Course Outcomes:**

**C01:** understand the nature and scope of public policy and administration in India

**C02:** assess the major problems and complexities in India's governance system

**C03:** appreciate the methodological pluralism and synthesizing nature of knowledge in public policy and administration

**C04:** analyse the changing dimensions and patterns in India's public governance and administrative processes.

**C05:** evaluate the role of non-state actors and civil society in India's public governance system.

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	Public policy and Administration in India: meaning and evolution;
<b>Unit-2</b>	Public and private administration Approaches and its replications in India: System Theory, Decision Making,
<b>Unit-3</b>	Ecological Approach Public administration theories and concepts
<b>Unit-4</b>	Scientific Management Theory, Rational Choice theory, New Public Administration, Development Administration
<b>Unit-5</b>	Comparative Public Administration in India
<b>Unit-6</b>	New Public Management
<b>Unit-7</b>	changing nature of Public Administration: Indian public administration in the era of liberalization and Globalisation
<b>Unit-8</b>	Theories and Principles of Organization and its operations in India: Scientific Management Theory, Bureaucratic Theory, Human Relations Theory
<b>Unit-9</b>	Managing the organization: The case of India: Theories of leadership and motivation.
<b>Unit-10</b>	Organizational Communication: Theories and Principles, functioning in India and its impacts
<b>Unit-11</b>	Chester Bernard Principles of Communication, Information Management in the organization Managing
<b>Unit-12</b>	Conflict in the Organization: Mary Parker Follett Management by Objectives- Peter Drucker
<b>Unit-13</b>	Public Policy and Governance in India
<b>Unit-14</b>	Public policy issues and challenges in India.

**READINGS:**

1. Introduction To The Study Of Public Administration by Shafritz, J.M. and Hyde,
2. Public Administration in India by Sterling Publications, Sterling Publications.

Course Code	ESOC515	Course Title	FUNDAMENTALS OF SOCIOLOGY	
			WEIGHTAGE	
			CA	ETE (Th.)
			30	70

**Course Outcomes:**

**CO1:** articulate all the methodical concepts to understand the social system and function

**CO2:** collect information regarding various social units in terms of structural and functional analysis

**CO3:** examine structural and functional significance of social institution

**CO4:** innovate ideas to create pathways for the social problems

**CO5:** apply theoretical understanding in the process of social change and mobilization

**CO6:** analyse the process of social exclusion and inclusion in terms of policy making and development program

Unit No.	Content
<b>Unit-1</b>	<b>Introduction to Sociology:</b> Definition, Nature and Importance, Relation of Sociology with other social sciences-Economics, History, Political Science, Psychology and Social Anthropology
<b>Unit-2</b>	<b>Sociology and other Social Studies:</b> Branches of Sociology-Industrial Sociology, Political Sociology, Sociology of Family, Sociology of Education, Medical Sociology, Urban and Rural Sociology
<b>Unit-3</b>	<b>Sociological Imagination:</b> Development of Sociology as a Social Science and Sociological Prospective
<b>Unit-4</b>	<b>Basic Concepts:</b> Society, Community, Association and Institution –Social Groups, Social Structure and function, Role and Status, Social Stratification and Mobility, Social Control, Social process and Social Change.
<b>Unit-5</b>	<b>Sociology of Culture:</b> Culture and Socialization Definition-Features, Elements, Types, Cultural Relativity, Ethnocentrism, Cultural lag, Cultural System & sub-system, cultural change.
<b>Unit-6</b>	<b>Social Institutions:</b> Marriage, Family, Kinship, Religious Institutions, Economic Institution, Educational Institution and Political Institutions
<b>Unit-7</b>	<b>Indian Social Institutions (I):</b> Caste System, Jajmani System, Major religious practices
<b>Unit-8</b>	<b>Indian Social Institutions (II):</b> Indian Agriculture: farmers movements, Primary education, Mid-day meal, privatization of higher education, Research and development
<b>Unit-9</b>	<b>Social Problems (I):</b> Definition, Nature, Cause, Proposals, Legal and Constitutional measures in controlling social problems.
<b>Unit-10</b>	<b>Social Problems (II):</b> Family Disorganisation, Problem of Child Labour, Problem of Aged, Gender issues and Gender problems,
<b>Unit-11</b>	<b>Social Problems (III):</b> Communal Riots, corruption, terrorism, Alcoholism and Drug Addiction, problem of Unemployment, untouchability, population problem, Rural and Urban Problems, Nepotism
<b>Unit-12</b>	<b>Social Change:</b> Meaning Definition, Nature and Importance, Types of Social Change
<b>Unit-13</b>	<b>Social Movement:</b> Peasant movement, Dalit Movement, Backward Classes movement, Social Reform Movement
<b>Unit-14</b>	<b>Social Inclusion and Exclusion:</b> Meaning-Nature-issues and problems of Social Inclusion/Exclusion among Scheduled Caste and Class-Scheduled Tribes, Neo Buddhist movement, Women empowerment

**READINGS:**

1. Sociology: Principles of Sociology with an Introduction to Social Thoughts. Rao C.N. Shankar. S Chand.
2. Fundamentals of Sociology. Vidya Bhushan. Pearson Education.
3. Fundamentals of Sociology Gisbert P. Orient Black Swan. Third edition (2010).
4. Fundamentals of Sociology Rajendra Kumar Sharma. Atlantic.1<sup>st</sup> edition (2013).

<b>Course Code</b>	<b>ESOC506</b>	<b>Course Title</b>	<b>GLOBALIZATION AND SOCIETY</b>
			<b>WEIGHTAGE</b>
			<b>CA ETE (Th.)</b>
			<b>30 70</b>

**Course Outcomes:**

**CO1:** identify concept of globalization as academic contested

**CO2:** locate the economic dimension of globalization

**CO3:** consider the political dimension of globalization

<b>Unit No.</b>	<b>Content</b>
<b>Unit-1</b>	<b>Introduction to globalization:</b> concept, history of globalization
<b>Unit-2</b>	<b>Dimensions of globalization (i):</b> social, cultural, political
<b>Unit-3</b>	<b>Dimensions of globalization (ii):</b> Economic and ecological dimension
<b>Unit-4</b>	Globalization in India
<b>Unit-5</b>	<b>Globalization in society:</b> Family, marriage, relationship
<b>Unit-6</b>	<b>Globalization in Culture:</b> Language and communication, Social Structure
<b>Unit-7</b>	<b>Globalization in education:</b> Learning, Access to education, Technological gap
<b>Unit-8</b>	<b>Globalization in economy:</b> Globalization of Indian banks with WTO regime
<b>Unit-9</b>	<b>Business Process Outsourcing (BPO):</b> an emerging trend in India
<b>Unit-10</b>	<b>Micro finance, Economic liberalization:</b> free market policy
<b>Unit-11</b>	<b>Globalization in environment:</b> Tourism, Pollution, Global warming
<b>Unit-12</b>	<b>Global crises:</b> globalization as an inevitable process, The East Asia crises
<b>Unit-13</b>	Globalization in Indian society
<b>Unit-14</b>	<b>Future of globalization:</b> future of globalization, Broken promises of global institution

**READINGS:**

1. S.K. PRAMANIK, R GANGULY, GLOBALIZATION IN INDIA: NEW FRONTIERS AND EMERGING CHALLENGES, PHI LEARNING PVT LTD
2. BABITA AGARWAL, ANIL AGARWAL, GLOBALIZATION AND INDIAN SOCIETY, AP PUBLISHER
3. MANFRED B. STEGER, GLOBALIZATION: A VERY SHORT INTRODUCTION, OXFORD UNIVERSITY PRESS