

॥ सा विद्या या विमुक्तये ॥



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

ACADEMIC (1-BOARD OF STUDIES) SECTION

Phone: (02462) 229542

Website: www.srtmun.ac.in

E-mail: bos@srtmun.ac.in

Fax : (02462) 229574

वाणिज्य व व्यवस्थापन विद्याशाखेतर्गत येणाऱ्या संलग्नित महाविद्यालयात पदवी स्तरावरील (सी.बी.सी.एस) पॅटर्न नुसारचा **BBA (ABM) III year** अभ्यासक्रम शैक्षणिक वर्ष २०२१-२२ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, प्रस्तुत विद्यापीठातील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी स्तरावरील **B.B.A. (Agricultural Business Management) III year** या विषयाच्या **C.B.C.S. (Choice Based Credit System) Pattern** नुसारच्या अभ्यासक्रमास दिनांक १८.०६.२०२१ रोजीच्या अभ्यासमंडळाच्या बैठकीतील शिफारशीनुसार व मा. कुलगुरू महोदयांनी मा. विद्यापरिषदेच्या मान्यतेच्या आधीन राहून शैक्षणिक वर्ष २०२१-२२ पासून लागू करण्यास मान्यता देण्यात आली आहे.

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहे. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

‘ज्ञानतीर्थ’ परिसर,
विष्णुपुरी, नांदेड - ४३१ ६०६.
जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी/वाणिज्य
व व्यवस्थापन- २०२१-२२/१६
दिनांक : ०३.०८.२०२१.



आपली विश्वासू,
स्वाक्षरित/-
सहा-कुलसचिव
शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. अधिष्ठाता, वाणिज्या व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- २) मा. सहयोगी अधिष्ठाता, वाणिज्या व व्यवस्थापन विद्याशाखा, प्रस्तुत विद्यापीठ.
- ३) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ४) मा. संचालक, परीक्षा व मुल्यमापन मंडळ, यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ यांना देवून कळविण्यात येते की, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.



Syllabus of III year of BBA (ABM)

BBA (ABM) III YEAR (V SEMESTER)

Paper No	Name of Paper	Course No/	Lecture/ Week	Total Periods	Continuos Assessment	University Assesment	Total marks	Total Credits
XXXI	Trading of Agricultural Commodities-I	CORE-11A	4	54	35	40	75	3
XXXII	Business Taxation-I	CORE-12A	4	54	35	40	75	3
XXXIII	Environmental Studies	AECC-9	4	54	35	40	75	3
Discipline-Specific elective. (Anyone Group of the following)								
Group A- Marketing Management								
XXXIV	Rural Marketing	DSE-3A	4	54	35	40	75	3
XXXV	Product and Brand Management	DSE-3B	4	54	35	40	75	3
XXXVI	Field-work and Dissertation	DSE-3C	4	54	35	40	75	3
Group B- Financial Management								
XXXIV	Banking	DSE-3A	4	54	35	40	75	3
XXXV	Introduction to Financial Markets	DSE-3B	4	54	35	40	75	3
XXXVI	Field-work and Dissertation	DSE-3C	4	54	35	40	75	3
Group C- Human Resource Management								
XXXIV	Training and Development	DSE-3A	4	54	35	40	75	3
XXXV	Industrial Relations	DSE-3B	4	54	35	40	75	3
XXXVI	Field-work and Dissertation	DSE-3C	4	54	35	40	75	3
Generic Elective Course (Any one of the following)								
GE-I.1	Start-Up Project Management	GE-1A	4	54	35	40	75	3
GE-I.2	NGO Management-I	GE-1B	4	54	35	40	75	3
GE-I.3	Right to Information Act 2005	GE-1C	4	54	35	40	75	3
GE-I.4	Intellectual Property Rights	GE-1D	4	54	35	40	75	3
Skill Enhancement Course (Any one of the following)								
SEC.III.1	Research Methodology	SEC-3A	3	45	25	25	50	2
SEC.III.2	Financial Literacy Skills	SEC-3B	3	45	25	25	50	2
	Total		31	423	270	305	575	23



XXXI Trading of agricultural Commodities-I

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Importance of agricultural commodities in agricultural marketing Exercise: <ol style="list-style-type: none">1. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for bajra2. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for wheat3. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for jowar	10
2	Marketing of pulses-Green gram, Red Gram, Bengal gram, Black gram, etc. Exercise: <ol style="list-style-type: none">1. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for Red gram2. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for Green gram3. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for Black gram	10
3	The average cost of processing wheat into wheat flour, paddy to rice, whole pulses into split pulses, comparison of different rice milling methods. Exercise: <ol style="list-style-type: none">1. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for Bajra2. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for Paddy3. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for Brinjal	12
4	Study on price spread of important crops and producer's share in consumer's rupee. Marketing of mango, citrus, and grapes. Marketing of vegetables. Improving efficiency in commodity marketing Exercise: <ol style="list-style-type: none">1. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for grapes2. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for mango3. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for banana	12
5	Role of a co-operative and regulated market in commodity marketing. Improving efficiency in commodity marketing Exercise: <ol style="list-style-type: none">4. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for chili5. To estimate the producer's price, marketing cost, price spread, market	10



	margin, producers share in consumers rupee for brinjal 6. To estimate the producer's price, marketing cost, price spread, market margin, producers share in consumers rupee for ridge gourd	
	Total	54

Suggested readings:

1) Text Book:

1. Acharya, S.S. and N.L. Agrawal. Agricultural Marketing in India. Oxford and IBH Publishing company Pvt. Ltd., 66, Janpath, New Delhi 110001.

2) Reference Books:

1. Mamoria, C.B. and R.L. Joshi. Principles and Practice of Marketing in India. KitabMahal, 15, Thorn hill Road, Allahbad

XXXII Business Taxation - I

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Basic concepts of Direct Tax: - <ul style="list-style-type: none"> • Direct Tax: Introduction, History, Direct & Indirect Tax, Basic principles of charging Income, Residential Status. Assessment Year, Previous Year, Assess, Person, Income, Agricultural Income, Gross Total Income, Total Income, Heads of Income- Salary, House Property, Capital Gain, Income from Business or Profession, Income from Other Source. 	10
2	Income Under the Head Salaries: <ul style="list-style-type: none"> • Definition, Basic Elements of Salary, Gratuity, Pension, Leave Salary encashment, Allowances, Perquisite • Standard Deduction, Tax on employment or professional tax, Numerical problems. 	10
3	Income Under the Head House Property : <ul style="list-style-type: none"> • Chargeability, Exempted properties, Let out a property, Computation of Income Taxes levied by local authority (Municipal Tax) Deductions u/s 24, Self-occupied property [Sec. 23(2)(a)], Partly self-occupied and partly, let-out [Sec.23(3)], Recovery of unrealized rent and • Arrears Rent [Sec. 25A], Numerical problems. 	10
4	Income Under the Head Profit and Gains of Business or Profession <ul style="list-style-type: none"> • Meaning of Business & Profession, Income chargeable under the head Profits & gains of business or profession [Sec. 28], • Incomes not taxable under the head Profits and gains of business or profession • Expenditures allowed as a deduction, Specific Deductions, • Numerical problems 	10
5	Income Under the Head Capital Gain & Other Sources: <ul style="list-style-type: none"> • Income Under the Head Capital Gain, Basis of Charge, Capital Asset [Sec.2(14)], Types of Capital Gain, Computation of Capital Gains [Sec. 48], • Deduction from capital gain under Section 54, Numerical Problems on Capital Gain. • Income Under Income from Other Source, Basis of Charge, Computation of • Income from Other Source, Allowable Deductions • Numerical Problems on Income from Other Source. 	14
	Total	54

N.B.: (Provisions of Law that exist immediately one year preceding the year of examination shall be applicable.)

Reference Books:

- i. Taxman: Student Guide To Income Tax by Dr. Vinod Singhaniya, Dr. Monica Sighaniya
- ii. Kalyani Publishers: Income Tax law and Practice by V P Gaur, D.B Narang, Puja Gaur, Rajeev Puri.
- iii. SahityaBhawan: Direct Tax Law and Practices By Dr.H.C Mehrotra Dr. S.P Goyal

**XXXIII Environmental studies**

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Natural Resources: Renewable and non-renewable resources Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams, and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and groundwater, floods, drought, conflicts over water, dams-benefits, and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, waterlogging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.f) Land resources: Land as a resource, land degradation, man-induced landslides, soil erosion, and desertification. • Role of an individual in the conservation of natural resources. • Equitable use of resources for sustainable lifestyles.	10
2	Ecosystems • Concept of an ecosystem. • Structure and function of an ecosystem. • Producers, consumers, and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs, and ecological pyramids. • Introduction, types, characteristic features, structure, and function of the following ecosystem:- a. Forest ecosystem, b. Grassland ecosystem, c. Desert ecosystem, d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	11
3	Biodiversity and its conservation:- Introduction, definition, genetic, species & ecosystem diversity and biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic, and option values. Biodiversity at global, national, and local levels, India as a mega-diversity nation.Hot-spots of biodiversity.Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India.Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	11
4	Environmental Pollution: definition, cause, effects and control measures of- a. Air pollution, b. Water pollution, c. Soil pollution, d. Marine pollution, e. Noise pollution, f. Thermal pollution, g. Nuclear hazards. Solid Waste Management: causes, effects, and control measures of urban and industrial wastes. Role of an individual in prevention of pollution.Pollution case studies	11
5	Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rainwater harvesting, watershed management. Environmental ethics: Issues and possible solutions, climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, and the holocaust. dyes. Wasteland reclamation.Consumerism and waste products.Environment Protection Act-Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in the enforcement of environmental	11



	legislation.Publicawareness.Unit 7: Human Population and the Environment: population growth, variation among nations, population explosion, Family Welfare Programme. Environment and human health: Human Rights, Value Education, HIV/AIDS. Women and Child Welfare.Role of Information Technology in Environment and human health.Case Studies. Fieldwork: Visit a local area to document environmental assets river/forest/grassland/hill/mountain, visit a local polluted site- Urban/Rural/Industrial/Agricultural, the study of common plants, insects, birds and study of simple ecosystems-pond, river, hill slopes, etc.	
	Total	54

Suggested readings:

1) Text Book:

1. by Each BharuchaText book of Environmental Studies for undergraduate courses University Grants Commission, New Delhi.
2. by P.D. Sharma Ecology and Environment, Rastogi Publication. Meerut.
3. by S.S. Purohit, Q.J. Shammi and A.K. Agrawal Environmental Sciences, StudentEdition, Jodhpur.
4. byM.Prasanthrajan and P.P.Mahendran., A textbook on Ecology and Environmental Science Agrotch Publishing Acad~my, Udaipur-313002.
5. The biodiversity of India, Maplin Publishing Pvt. Ltd., Ahmadabad.
6. bySarthak Singh Disaster Management. Oxford Book Company.
7. by Dr. B.K. Khannaand Nina KhannaDisaster - Strengthening community Mitigation and Preparedness. New India Publication Agency.
8. by Amrit Kaur Laboratory Manual of Ecology and Environmental Studies, ParagonInternational Publisher, New Delhi



XXXIV Rural Marketing

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	<p>Introduction of Rural Marketing</p> <ul style="list-style-type: none">Rural market: Concept & scope of rural market, Rural development as a core area, Rural development in Five years plans. Rural markets 'Characteristics, Rural markets Environmental factors.	10
2	<p>Rural Consumer Behaviors</p> <ul style="list-style-type: none">Rural Consumer Behaviors: Rural Consumer Behaviors, Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for rural market/Consumers. Problems in the rural market	11
3	<p>Market Strategies:</p> <ul style="list-style-type: none">Market Strategies: Segmentation, Targeting & Positioning for rural market, Market forces, and components of different Product Strategies, Pricing Strategies, and Promotional Strategies & Distribution Strategies for Rural consumers.	11
4	<p>Agricultural Market:</p> <ul style="list-style-type: none">Agricultural Market: Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in Agriculture Marketing, Agriculture Marketing & its Economic importance, Agricultural Produces and their market.	11
5	<p>Export Potential of Agri-Products</p> <ul style="list-style-type: none">Export Potential of Agri – Product: Export potential for agri-products, Measures of Government and Non-Govt. Agencies in the development of Rural and Agricultural Sector, Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment.	11
	Total	54

Reference Books:

- 1) Badi&Badi : Rural Marketing
- 2) Mamoria, C.B. &Badri Vishal: Agriculture problems in India
- 3) Arora, R.C.: Integrated Rural Development
- 4) Rajgopal: Managing Rural Business
- 5) Gopaldaswamy, T.P.: Rural Marketing
- 6) Agriculture Today Magazine



XXXV Product and Brand Management

End of Semester Examination 40 Marks

Continuous Assessment 35 Marks

Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to product & product related concepts <ul style="list-style-type: none">○ Product: Meaning of product, an overview of Product Management,○ Components and level of Products, Functions of Product manager,○ Product and Product Lines	10
2	Strategic Product Management:- <ul style="list-style-type: none">○ Product Life cycle, Product Differentiation & its positioning○ New Product Development, Product Personality.○ Product attributes, POP and POD's	11
3	Planning & implementing Brand Marketing Program <ul style="list-style-type: none">○ Brand & Products, understanding brands, Importance of Branding.○ Planning & implementing Brand Marketing Program: criteria for choosing○ Brand elements, Option & tactics for Brand elements, Use of IMC for brand Building, Leveraging Secondary Brand Associations to Brand Building.	11
4	Measuring & Interpreting brand Performance <ul style="list-style-type: none">○ Measuring & Interpreting brand Performance: developing A Brand Equity○ Measurement & Management system, Measuring Sources of Brand Equity & outcome of Brand Equity	11
5	Growing & sustaining Brand Equity <ul style="list-style-type: none">○ Growing & sustaining Brand Equity: Designing & implementing Branding Strategies Managing Brands Over Time○ Strategic Brand Management Process: Introduction & Phases	11
	Total	54

Reference Books:

- 1) Kotler. P. P Foertsch w. Michi I.2006 B2b Brand Management.Springer.p357
- 2) Varma H.V.2006 Brand Management: Text & Cases.2nd edition, Excel Books.P.473
- 3) 3.Donald R. Lehmann & Russell S. W. 2004Product Management 4th Edition, McGraw Hill



XXXIV Banking

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to Bank <ul style="list-style-type: none">Bank: Meaning, Function, Features of Bank, Types of Bank, Structure of Indian Banking System	10
2	Functions of Banking: <ul style="list-style-type: none">Functions of Banking: Accepting Deposits, Granting Loans, Agency function, Payment & Collection of Cheque, Bills of Exchange, Promissory Notes, Acting as trustee, General Utility function, Acting as Dealer in Foreign Exchange	11
3	Types of Bank: <ul style="list-style-type: none">Definition, Objective & functions of Commercial Bank, EXIM Bank, Co-operative Bank, RBI, NABARD, State Bank of India	11
4	Banking Sector Reforms in India: <ul style="list-style-type: none">Narasimhan Committee Report (1991) on Banking System in India,Management of NPA (Non-Performing Asset), Capital Adequacy Norms	11
5	Reserve Bank of India & Monetary Management <ul style="list-style-type: none">Introduction to RBI, Objective & Functions of RBI, Organization & Administration, Structure of RBI, Monetary Policy of RBI, Liquidity Adjustment Facility	11
	Total	54

Reference Books:

- 1) Gordon & Natarajan, Financial Market Services, Himalaya Publication House
- 2) Essential of Business Finance, R.H. Shrivastav, Himalaya Publication
- 3) Khan M.Y., Indian Financial Management, Himalaya Publication



XXXV Introduction to Financial Markets

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to Financial Market: <ul style="list-style-type: none">Financial Market: Meaning of Financial Market, Classification of Market (based on the maturity of securities, Seasonality of claim & Organization, structure basis), Functions of Financial Market	10
2	Financial Instruments : <ul style="list-style-type: none">Financial Instruments: Introduction of Financial Instruments, Types of Instrument issued in Money market and Capital market, (Shares, Debentures, Commercial Papers, Certificate of Deposits, Mutual fund units, Government security) and its features	11
3	Financial Intermediaries: <ul style="list-style-type: none">Financial Intermediaries: Meaning, Importance of Financial Intermediaries, Structure of Financial Intermediaries (RBI, SEBI, IRDA)	11
4	Money Market: <ul style="list-style-type: none">Money Market: Meaning, Definition, Role of Function of Money market, Instrument related to Money	11
5	Capital Market <ul style="list-style-type: none">Capital Market: Meaning, Definition, functions of Capital market, Instruments related in Capital market	11
	Total	54

Reference Books:

- 1) G. Sudarshana Reddy, Financial Management, Himalaya Publication
- 2) I.M. Pandey, Financial Management, Vikas Publication
- 3) S.N. Maheshwari, Financial Management, S. Chand & Sons Publication



XXXIV Training And Development

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to Training <ul style="list-style-type: none">• Training: Concept, Definition, Objectives, Need Assessment of Training, Beneficiaries of Training	10
2	Training Process & Methods: <ul style="list-style-type: none">• Training Process & Methods: Steps in the Training process, Training Methods, On-the-Job, Off-the-Job, Trainers skills & styles, Computer-based Training,• Types of Computer-based Training	11
3	Training Evaluation: <ul style="list-style-type: none">• Training Evaluation: Concept, Types of Evaluation Techniques, Training Evaluation Instruments, Training Audit	11
4	Learning: <ul style="list-style-type: none">• Learning: Meaning, Definition, Principles of Learning, Learning Cycle, Learning Curve	11
5	Executive Development: <ul style="list-style-type: none">• Definition, Need, Importance, Approaches, Training for Executive Level Management	11
	Total	54

Reference Books:

- 1) Rao P.L. (2008), Enriching Human Capital through Training & Development, New Delhi, Excel Publication
- 2) Sahu R.K. (2010), Training & Development, New Delhi, Excel Publication
- 3) Naik G.P. (2008), Training & Development, Text, Research, Cases, New Delhi, Excel Publication



XXXV Industrial Relations

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Overview of Industrial Relations: <ul style="list-style-type: none">• industrial Relations: Concept of Industrial Relations, Definition, Objectives of Industrial Relations, Approaches to Industrial Relations & Parties to Industrial Relations, Industrial Relations in Emerging Industrial Scenario	10
2	Trade Union: <ul style="list-style-type: none">• Trade Union: Introduction, Definition, Forms of Trade Union, Functions, Evolution of Trade Union Practices in India	11
3	Collective Bargaining: <ul style="list-style-type: none">• Collective Bargaining: Introduction, Definition, Forms of Collective Bargaining, Process of Collective Bargaining.	11
4	Workers Participation in Management: <ul style="list-style-type: none">• Workers Participation in Management :Introduction, Definition, Objectives, Importance & Forms of Workers Participation in Management	11
5	Industrial Disputes: <ul style="list-style-type: none">• Industrial Disputes: Concept, Definition, Forms of Industrial Disputes, Causes of Industrial Disputes, Industrial Dispute Settlement Machinery.	11
	Total	54

Reference Books:

- 1) Rao P.L. (2008), Enriching Human Capital through Training & Development, New Delhi, Excel Publication
- 2) Sahu R.K. (2010), Training & Development, New Delhi, Excel Publication
- 3) Naik G.P. (2008), Training & Development, Tex, Research, Cases, New Delhi, Excel Publication



GE-I.1 Star-Up Project Management

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to Startup: <ul style="list-style-type: none">• Meaning and Relevance of Start-up, Characteristics of Start-ups,• Importance of the Start-ups Designing of Business Processes, Selection of Location and Layout <ul style="list-style-type: none">• Deciding About: Operation, Planning and Control, Preparation of• Project Report/Business Plan, Selection of Financier	10
2	Startup initiative: <ul style="list-style-type: none">• Introduction, Accommodation and utilities, Contracts with the Vendors• Suppliers, Bankers, Indian Scenario• Principal Customers, Basic Start-up Problems	11
3	Creativity & Innovation <ul style="list-style-type: none">• Creativity, innovation and idea generation,• sources of business ideas, criteria for selection of a business Opportunity,• Environmental analysis: SWOT analysis, PESTLE Analysis, Five• Forces model	11
4	Entrepreneurship <ul style="list-style-type: none">• Definition of Entrepreneur, Functions of An Entrepreneur,• Classification of Entrepreneurship,• Theory of Entrepreneurship, Concept of Entrepreneurship• Development of Entrepreneurship, Entrepreneurial Process	11
5	New Government Initiatives: <ul style="list-style-type: none">• Startup India Standup India, Atal Innovation Mission, Make in India, Ease of Doing Business in India	11
	Total	54

Reference Books:

1. Entrepreneurship Development: New Venture Creation: Dr. Vasant Desai, Himalaya Publishing House Pvt. Ltd
2. IGNOU Booklets
3. Govt. of India websites



GE-I.2 NGO Management - I

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	INTRODUCTION TO NGO: <ul style="list-style-type: none">• What is NGO, Definition, Govt. recognition of NGO• Kinds of NGO functioning in India• Working of NGO in India	10
2	NGO ENVIRONMENT: <ul style="list-style-type: none">• Introduction• Environmental Threats and Opportunities: Definitions.• The Environment: Constituents and Impacts• Assessing the Impact of Opportunities	11
3	ISSUES IN NGO MANAGEMENT <ul style="list-style-type: none">• Introduction, Understanding the Context, Aid to Development• Poverty and Development, Poverty and Exploitation, Poverty and Vulnerability, Poverty and Powerlessness• Dependency to Sustainability, Development Indicators	11
4	LEGAL PROCEDURES <ul style="list-style-type: none">• Introduction• A Trust, Memorandum of Association and Rules and Regulations of a Society, Tax Reliefs for NGOs• Documents Required Under Section 80G, Type of Income Entitled for Exemption, Meaning of 'Charitable and Religious Purpose'	
5	Office Procedure & Documentation <ul style="list-style-type: none">• Introduction, Documents required to form a Trust, Contents of trust Deed• Registration under Indian Registration Act, Documents Required to Form a Society, Contents of the Memorandum of Association• Important bye Laws of the Society, Registration of a Society, Registration Under Companies Act	11
	Total	54

Reference Books:

1. Marketing of Non-Profit: S.M. Jha, Himalaya Publishing House Pvt. Ltd.,
2. IGNOU Booklets



GE-I.3 Right to Information act 2005

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	RIGHT TO INFORMATION ACT, 2005 Introduction Part I: FOR ALL STAKEHOLDERS The object of the Right to Information Act, What is Information, What is a Public Authority, Public Information Officer, Right to Information under the Act, Right to Information Vis-a-Vis other Acts, Supply of Information to Associations, etc. Fee for Seeking Information, Format of Application, Information Exempted From Disclosure, Record Retention Schedule and the Act, Assistance Available to the Applicant, period for Supply of Information, Appeals, Complaints, Third Party Information, Disclosure of Third Party Information, RTI ONLINE, Compilation of OMs and notifications on RTI	12
2	Part II:FOR PUBLIC AUTHORITIES Maintenance and Computerisation of Records, Suo Motu Disclosure, Designation of PIOs and APIOs,etc, Designation of Appellate Authority, Acceptance of Fee, Compliance of the Orders of the Information Commission, Creation of RTI Cell, Transfer of Applications, Annual Report of the CIC,	12
3	Part III: FOR INFORMATION SEEKERS Method of Seeking Information, Application to the concerned Public Authority, Fee for Seeking Information, Format of Application, Filing of Appeal, Filing of Complaints,	12
4	Part IV: FOR PUBLIC INFORMATION OFFICERS Applications Received Without Fee, Assisting Applicants, Assistance Available to PIO, Supply of Information, Supply of Part Information by Severance, the period for Supply of Information, Disclosure of Third Party Information, Imposition of Penalty, Disciplinary Action Against PIO, Protection for Work Done in Good Faith	12
5	Part V: FOR FIRST APPELLATE AUTHORITIES First Appeal, Disposal of Appeal, Time limit for disposal of the appeal	06
	Total	54

[Guide 2013-issue.pdf \(rti.gov.in\)](#)



GE-I.4. Intellectual Property Rights

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction History of IPR in India Overview of Laws related to Intellectual Property Rights in India	10
2	Copyright Patent Trademark	11
3	Designs Geographical Indications of Goods Semiconductor Integrated Circuits Design	11
4	Biological Diversity Protection of Plant Varieties and Farmer Rights Undisclosed Information Indian Intellectual Property – Administrative Machinery	11
5	The Agreement of Trade-Related Aspects of Intellectual Property Rights (TRIPS) World Intellectual Property Organization (WIPO), Intellectual Property Treaties Commercialization of Intellectual Property Rights (IPR)	11
	Total	54

References

HANDBOOK ON INTELLECTUAL PROPERTY RIGHTS IN INDIA Rajkumar S. Adukia B. Com. (Hons.), FCA, ACS, AICWA, LL.B, Dip.IFR (UK), MBA ([Microsoft Word - 34_Hb_on_IPR_8108104.doc \(caaa.in\)](#))

SEC III.1 Research Methodology

End of Semester Examination 25 Marks
 Continuous Assessment 25 Marks
 Total of 50 Marks

Unit No.	Particulars	No of Lectures
1	Introduction : - <ul style="list-style-type: none"> • Research: Meaning, Definition, characteristics of research. • Objectives, Types of research. • Problems & Steps of research. 	8
2	Process of Selection and formulation of Research problem: <ul style="list-style-type: none"> • Research Problems: Problem Selection / Identification of the problem, Sources of research problems, Criteria of a good research problem. • Hypothesis: Meaning, Characteristics of good hypothesis, types of hypothesis. 	7
3	<ul style="list-style-type: none"> • Research Design: • Research Design: Meaning of Research Design, Types of Research Design, Essential steps in preparation of research Design. • Evaluation of Research Design: Evaluation of the Research Design. 	10
4	Data Collection, Analysis, and Interpretation. <ul style="list-style-type: none"> • Data Collection: Main forms of Data Collection responses, Methods of Data Collection • Data Analysis: Meaning of data analysis, Types of analysis, Statistical tools, and analysis. • Interpretation: Meaning of Interpretation of data, Needs and Importance, Technique of interpretation. 	10
5	<ul style="list-style-type: none"> • Research Report: • Research Report: Meaning of Research Report, Steps in Organization of • Research Report, Types of Report, Significance of Report Writing. • Drafting of Report, Contents of a report 	10
	Total	45

Reference Books:

1. Research Methodology and Project Work by Dr. Mahesh A Kulkarni, Nirali Prakashan, Mumbai.
2. Research Methodology by N Thanulingon, Himalaya Publication, Mumbai
3. Methodology of Research in Social Sciences by O. R Krishnaswami, M. Rangnathan.



SEC III.2 Financial Literacy Skill

End of Semester Examination 25 Marks
Continuous Assessment 25 Marks
Total of 50 Marks

Unit No.	Particulars	No of Lectures
1	<p>Money Matters and Budgeting</p> <p>Money as a medium of exchange and as a medium of storage; Net-worth-</p> <ul style="list-style-type: none"> • difference between money and wealth, Assets and Liabilities, assets and income; liabilities and expenses, the importance of financial goals in personal financial planning, S.M.A.R.T. goals, • Sources of income, professional income, and investment income - active income and passive income; regular and lump sum expenses, discretionary and non-discretionary expenses; Deficit and Surplus, saving and investing, • What is Cash-flow Statement?-the structure, items, purpose, the different heads, the essence of Budget-Meaning, purpose and different heads, Opportunity Cost? Instant gratification and delayed gratification. 	09
2	<p>Understanding insurance and risk management</p> <ul style="list-style-type: none"> • “pure risk” and “investment risks”, Ways to manage risk: Avoid, Reduce, Retain, Share & Transfer, spreading the risks and sharing of losses, insurance premium an expense, insurance products, and terminology, • Term plan -the pure insurance, Hybrids combination of insurance and investment, Critical illness, General insurance: Vehicle insurance, Medical insurance, Disability insurance, and Property insurance, • Differences in the features of various products, Know about functions and powers of IRDA, the insurance regulator in India 	09
3	<p>Understanding Investments :</p> <ul style="list-style-type: none"> • The importance of Investment, diversification as a risk mitigation tool, Liquidity: definition, need and concept of Impact Cost, growth of money /concept of “returns”, • Inflation- short term and long term impact of inflation on personal finances, • the real rate of returns, CPI, WPI, Time Value of Money, Interest- Simple Interest, Compound Interest, Annualized Interest, and its calculations, Understanding the impact of different compounding frequencies, nominal interest and effective interest rate, the Rule of 72 and Rule of 144 	10
4	<p>Introduction of Stock & Bonds</p> <ul style="list-style-type: none"> • Equity Stocks -face value, shares at a premium and a discount, dividend, the market value of each share and how is it determined, Earnings per share (EPS), Price to Earnings Ratio (P/E ratio), • Bonds and debentures-types of bonds/debentures: Issuers, Term to maturity, Interest rate -fixed or floating, Secured / unsecured, Convertible/ nonconvertible, • Understand credit risk and credit rating 	10
5	<p>Security Market Regulators in India :</p>	10

	<ul style="list-style-type: none">• SEBI- functions and powers of Securities and Exchange Board of India• Securities market regulator in India.• stock exchanges their main functions and stock exchanges in India	
	Total	45

Reference:

- 1) <http://www.ncfeindia.org/NFLAT>
- 2) National Financial Literacy Assessment Test-Vidyabharte Prakashan



BBA (ABM) III YEAR (VI SEMESTER)

Paper No	Name of Paper	Course No/	Lecture/ Week	Total Periods	Continuos Assessment	University Assesment	Total marks	Total Credits
XXXVII	Trading of Agricultural Commodities-II	CORE-11B	4	54	35	40	75	3
XXXVIII	Business Taxation-II	CORE-12B	4	54	35	40	75	3
XXXIX	Cost Accounting	CORE-13	4	54	35	40	75	3
Discipline-Specific elective. (Anyone Group of the following)								
Group A- Marketing Management								
XXXX	Retail Management	DSE-4A	4	54	35	40	75	3
XXXXI	Digital Marketing	DSE-4B	4	54	35	40	75	3
XXXXII	Field-work and dissertation	DSE- 4C	4	54	35	40	75	3
Group B- Financial Management								
XXXX	International Finance	DSE-4A	4	54	35	40	75	3
XXXXI	Introduction to FinancialServices	DSE-4B	4	54	35	40	75	3
XXXXII	Field-work and Dissertation	DSE-4C	4	54	35	40	75	3
Group C- Human Resource Management								
XXXX	Employee Welfare and Social Security	DSE-4A	4	54	35	40	75	3
XXXXI	Performance Management	DSE-4B	4	54	35	40	75	3
XXXXII	Field-work and Dissertation	DSE-4C	4	54	35	40	75	3
Generic Elective Course (Any one of the following)								
GE-II.1	NGO Management-II	GE-2B	4	54	35	40	75	3
GE-II.2	Agri-business Management	GE-2C	4	54	35	40	75	3
Skill Enhancement Course (Any one of the following)								
SEC.IV.1	Excel Lab	SEC-4A	3	45	25	25	50	2
SEC.IV.2	E-filing of return	SEC-4B	3	45	25	25	50	2
Total			31	423	270	305	575	23



XXXVII Trading of agricultural Commodities-II

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	<p>Marketing functions: Marketing of commercial crops with special reference to all marketing functions and price analysis.</p> <p>Determination of Marketing Cost, Estimation of Marketing Margins, Estimation of Price Spread</p> <p>Cotton: Area under cotton in India, Production or yield of cotton in India, Maharashtra, and other states. Productivity, Packaging and grading, Export and Export Potential of cotton, Pricing of cotton.</p> <p>Sugarcane: Area under sugarcane in India, Production or Yield of sugarcane in India, Maharashtra, and other states. Productivity, Sugarcane Pricing Policy, Minimum Support Price, export and export potential of sugarcane.</p> <p>Exercise: Study of Marketing Cost, Price, Margin, Price Spread, and Producers Share in consumers' rupee of Cotton, Sugarcane</p>	10
2	<p>Study of Export and Import Potential of fruits.</p> <p>Citrus: Area under Citrus in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra, and other states, Packaging, and grading, Export, and export potential of citrus</p> <p>Mango: Area under Mango in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export, and export potential of Mango</p> <p>Rose: Area under Mango in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging and grading, Export and export potential of Rose</p> <p>Exercise: Study of Marketing Cost, Price, Margin, Price Spread, and Producers Share in consumers' rupee of Mango, Rose, and Citrus</p>	11
3	<p>Gerbera and Gladiolus: Area under Gerbera and Gladiolus in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of Gerbera and Gladiolus</p> <p>Cauliflower and Cabbage: Area under Cauliflower and Cabbage in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export, and export potential of Cauliflower and Cabbage</p> <p>Tomato: Area under tomato in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of tomato</p>	11



	<p>Potato: Area under Potato in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of Potato</p> <p>Exercise: Study of Marketing Cost, Price, Margin, Price Spread, and Producers Share in consumers' rupee of Potato, Tomato, cauliflower, cabbage, Gerbera and Gladiolus</p>	
4	<p>Onion: Area under Onion in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra, and other states. Export and export potential of Onion</p> <p>Okra (ladies finger): Area under ladies finger in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export, and export potential of ladies finger</p> <p>Brinjal: Area under Brinjal in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of Brinjal</p> <p>Grapes: Area under grapes in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of grapes</p>	11
5	<p>Study of Export and Import Potential of fruits. Study of Export and Import Potential of Vegetables.</p> <p>Banana: Area under banana in India, Maharashtra, and other states. Productivity, Production in India, Maharashtra and other states, Packaging, and grading, Export and export potential of banana</p> <p>Exercise: Study of Marketing Cost, Price, Margin, Price Spread, and Producers Share in consumers rupee of Ladies Finger, Brinjal, and onion</p>	11
	Total	54

Suggested readings:**1) Text Book:**

1. Acharya, S.S. and N.L. Agrawal. Agricultural Marketing in India Oxford and IBH Publishing Co. Ltd., 66, Janpath, New Delhi. 110 001.

2) Reference Books:

1. Mamoria, C.B. and R.L. Joshi. Principles and Practices of Marketing in India. Kitab Mahal, 15, Thorn Hill Road, Allahabad.
2. Panvar, J.S. Beyond Consumer Marketing. Response Books Sage Publications, New Delhi. From Internet Domestic Market Research

XXXVIII Business Taxation - II

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Assessment of Individual: - <ul style="list-style-type: none"> • Gross Total Income, Deductions U/s 80C, 80D, 80DD, 80G, 80U, 80TTA, 80TTB. Computation of Total income, Specimen to compute total taxable income of Individual. • Numerical Problems on Assessment of individual's Total Taxable Income 	11
2	Tax Liability of Individual <ul style="list-style-type: none"> • Rates of Tax- General Tax Rates, Special Tax Rates, Surcharge, Health & Education Cess for relevant Assessment Year • Numerical Problems on Computation of Tax Liability of Individual 	11
3	Assessment of Firm : <ul style="list-style-type: none"> • Partnership Firm, Types of partnership firm, Chargeability, Deductions • Tax Rates, Total income of Firm Numerical problems on the computation of Tax Liability & Total Income of Firm 	11
4	Assessment of Company: <ul style="list-style-type: none"> • The company, Meaning, Definition, Types of company, Chargeability, Deductions, Book Profit • Rates of Tax, Total Income of Company, Taxable income of the company. • Numerical problems on Total Income & Tax Liability of company 	11
5	Goods & Service Tax: <ul style="list-style-type: none"> • Definition, Overview of Goods and Service Tax, Implementation of GST Council and their Functions, Benefits of GST, • Levy GST, Exemption from Tax • Rate of CGST/SGST and IGST. 	110
	Total	54

N.B.: (Provisions of Law that exist immediately one year preceding the year of examination shall be applicable.)

Reference Books:

- i. Taxman: A student guide to income tax by Dr. Vinod Singhaniya, Dr. Monica Sighaniya
- ii. Kalyani Publishers: Income Tax law and Practice by V P Gaur, D.B Narang, Puja Gaur, Rajeev Puri.
- iii. ShityaBhawan: Direct Tax Law and Practices By Dr.H.CMharotra Dr. S.P Goyal
- iv. GST, Vol.1&2, CA DharmendraShrivastav, Publisher: Dharmendra Academy of GST Awareness.
- v. GST Law – Practice and Procedure, Vol. I&2 – Publisher: Snow White.



XXXIX Cost Accounting

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction of Cost Accounting <ul style="list-style-type: none">• Cost Accounting: Meaning, Definition, Scope, Objectives.• Elements of Cost, Classification of Cost, Methods & Technics of Cost Accounting.• Cost Accounting Records, Cost Audit	10
2	Single Output Costing: <ul style="list-style-type: none">• Cost- Meaning, Definition, Single Output Costing, Uses of Single Output Costing• Treatment of Stock of Raw Material, WIP, Finished Goods, Cost Sheet• Numerical problems on Cost Sheet	11
3	Process Costing : <ul style="list-style-type: none">• Process Costing: Meaning, Features, Joint Product by-products• Treatment of Normal loss. Abnormal loss and Abnormal GainsNumerical problems on above	11
4	Contract costing <ul style="list-style-type: none">• Contract Costing- Meaning, Features, Contract Vs. Job Costin• Treatment of profit and Reserve Profit, the value of work-in-progress.• Practical Problems on Preparation of contract Account and Balance sheet	11
5	Reconciliation of Cost and Financial Account: <ul style="list-style-type: none">• Methods of Reconciliation Procedure of Reconciliation. Practical Problems on Preparation of Reconciliation Statement.• Numerical Problems on Income from Other Source	11
	Total	54

Reference Books:

- 1) Cost Accounting- S.P. Jain and K.L.Narang
- 2) Cost Accounting, Dr.S.NMaheshwari
- 3) Cost Accounting – Ravi. M Kishore
- 4) Advance cost Accounting, P.Das Gupta
- 5) Practical Costing, Dr. SanjivkumarS.Agggawal DR.V.K. Bhosale, Dr.PankajAboti



XXXX Retail Marketing

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction of Rural Marketing <ul style="list-style-type: none">Rural market: Concept & scope of rural market, Rural development as athe core area, Rural development in Five years plans. Rural markets' Characteristics, Rural markets Environmental factors	10
2	Rural Consumer Behaviour <ul style="list-style-type: none">Rural Consumer Behaviour: Rural Consumer Behaviour, Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for Rural market/Consumers. Problems in the rural market	10
3	Market Strategies: <ul style="list-style-type: none">Market Strategies: Segmentation, Targeting & Positioning for rural market, Market forces, components of different Product Strategies,Pricing Strategies, Promotional Strategies & Distribution Strategies for Rural consumers	11
4	Agricultural Market: <ul style="list-style-type: none">Agricultural Market: Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in AgricultureMarketing, Agriculture Marketing & its Economic importance, Agricultural Produces and their market	11
5	Export Potential of Agri-Products <ul style="list-style-type: none">Export Potential of Agri –Product: Export potential for agri-products, Measures of Government and Non-Govt. Agencies in the development of Rural and Agricultural Sector, Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment	11
	Total	54

Reference Books:

- 1) Badi & Badi : Rural Marketing
- 2) Mamoria, C.B. & Badri Vishal: Agriculture problems in India
- 3) Arora, R.C.: Integrated Rural Development
- 4) Rajgopal: Managing Rural Business
- 5) Gopalaswamy, T.P.: Rural Marketing
- 6) Agriculture Today Magazine



XXXXI Digital Marketing

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to Digital Marketing <ul style="list-style-type: none">Digital Marketing: Introduction, meaning, advantages of digital marketing, the difference between digital marketing and traditional marketing	10
2	E-Marketing <ul style="list-style-type: none">E-Marketing: Concept of E-marketing, History of E-marketing, objectives of E-marketing, Limitations of E-marketing	11
3	Social Media Marketing <ul style="list-style-type: none">Social Media Marketing: Concept of social media, Facebook, Twitter, Whatsapp, Instagram, advantages of social media and uses to business	11
4	Methods and Techniques of E-Marketing <ul style="list-style-type: none">Methods and Techniques of E-Marketing: Introduction, Objectives, Sponsorship Techniques, Direct Marketing Techniques, Merchandising Techniques, Online Seminar Techniques, Word-of-Mouth Marketing Techniques.	11
5	Legal and Ethical Issues in E-Marketing <ul style="list-style-type: none">Legal and Ethical Issues in E-Marketing: Introduction, Objectives, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues	11
	Total	54

XXXX International finance

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to International Finance <ul style="list-style-type: none"> • Meaning, Features of International Finance, Scope and factors influencing on International Finance, International monetary fund 	10
2	International Monetary System <ul style="list-style-type: none"> • Need, Significance, Development of international trade, The objective of International Monetary Fund, Role & Function of International Monetary Fund & World Bank in International trade 	10
3	International Financial Market & Instrument <ul style="list-style-type: none"> • International Bond Market, Euro market, International Equity Market, International Financial instruments 	10
4	Meaning & management of Foreign Exchange Exposure <ul style="list-style-type: none"> • Meaning, Type of Foreign Exchange Exposure, Transaction Exposure, Operating Exposure, Management of Account Exposure 	12
5	Exchange Market & Exchange Mechanism <ul style="list-style-type: none"> • Features, Exchange Market player, Types of trading in Foreign Exchange Market, Indian Foreign Exchange Market, Factor influence in Foreign Exchange rate 	12
	Total	54

Reference Books:

- 1) Maurice D. Levi, (1996), International Finance, 3rd Edition, McGraw Hill
- 2) Jeevanandam C., (2001), Foreign Trade Finance & Risk, Management, Sultan S. Chand & Sons
- 3) U.A. Addhani, International Financial Management, Himalaya Publishing House

XXXXII Introduction to financial Services

End of Semester Examination 40 Marks
 Continuous Assessment 35 Marks
 Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Overview of Indian Financial System <ul style="list-style-type: none"> • Development since 1991, Role of Financial Intermediaries, Various Financial Intermediaries 	11
2	Secondary Market <ul style="list-style-type: none"> • Stock Exchanges: Bombay Stock Exchange, National Stock Exchange, Share trade, Introduction to Derivatives & Commodities, E-Trading – Index/Future 	11
3	Portfolio Management Services <ul style="list-style-type: none"> • Meaning, Importance, Objectives, Role of Portfolio Manager types of Strategy passive & active 	10
4	Regulatory framework Financial Services <ul style="list-style-type: none"> • Role & Function of RBI, SEBI, Provision of Companies Act, FEMA, Objective of these institutes 	11
5	Merchant Banking <ul style="list-style-type: none"> • Meaning of Merchant Banking, Functions of Merchant Banking, Legal & Regulatory Framework, Role in issue Management, Issue pricing 	11
	Total	54

Reference Books:

- 1) M.Y. Khan, Indian Financial Services,
- 2) V.A. Avdhani, Marketing & Financial Services,
- 3) Kohale, Advance Financial Service



XXXX Employee welfare and social Security

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Labour Welfare <ul style="list-style-type: none"> • Concept, Scope, Principles of Labour Welfare, Philosophy of Labour Welfare, Historical Development of Labour Welfare in India 	10
2	Social Security <ul style="list-style-type: none"> • Concept, Scope, Social Assistance & Social Insurance, Development of Social Security in India 	10
3	Labour Welfare Programmes <ul style="list-style-type: none"> • Concept, Statutory Welfare Provision, Voluntary Welfare Provision Labour Welfare Officer – Role, Labour Welfare Fund 	12
4	Labour Administration <ul style="list-style-type: none"> • Meaning, Agencies for Labour Administration in India, ILO-Introduction, Objectives, Functions 	10
5	Industrial Health & Safety <ul style="list-style-type: none"> • Concept, Industrial Health, Definition, Importance, Industrial Accidents – Definition, Causes, Provisions. Industrial Safety Concept & Importance 	12
	Total	54

Reference Books:

- 1) Sarma, A.M., Aspects of Labour Welfare & Social Security, Himalaya Publishing House, Mumbai
- 2) Ramchandra P. Singh, Labour Welfare Administration in India, Deep & Deep Publication, New Delhi
- 3) Employee Welfare & Social Security by P. Subba Rao & A.M. Sarma, Himalaya Publishing House



XXXXI Performance Management System

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to Performance Management <ul style="list-style-type: none"> • Introduction, Definition, Objectives, Characteristics, Importance, Performance Management Process 	10
2	Performance Planning <ul style="list-style-type: none"> • Objectives, Importance, Process of performance planning, Methods of performance planning 	11
3	Performance Appraisal <ul style="list-style-type: none"> • Objectives, Definition, Importance, Performance Management Techniques, Company Mapping, 360°Feedback, Balanced Scorecard, Assessment Centre 	11
4	Performance Feedback & Counseling <ul style="list-style-type: none"> • Performance Feedback, Concept, Need, Performance Counseling: Meaning, Principles, Objectives 	10
5	Performance linked compensation & Rewards <ul style="list-style-type: none"> • Concept of Compensation & Reward, Performance-based compensation & Reward types, Career Planning & Succession planning 	12
	Total	54

Reference Books:

- 1) Rao T.V., (2005), Performance Management & Appraisal System, New Delhi, Sage Publishers
- 2) Chadha P., (2008), Performance Management, New Delhi, MacMillan Ind. Ltd.
- 3) Suri G.K., (2008), Performance Measurement, New Delhi, Excel, Pub.
- 4) Rao N.S., (2017), Compensation System & Performance Management, New Delhi, Himalaya publication

GE-II.1 NGO Management - II

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Charitable Endowment Act and FCRA, Overview of societies Registration Act, India's companies act, Memorandum of Association and Bye-laws	10
2	Tax relief under various Acts, Result Based Management and Project Cycle Management	11
3	Principles of good communication and successful negotiations, Leadership Development, building, and leading a team. Designing and planning a project, Project Monitoring, and evaluation	11
4	Conflict resolution, Human Resource Development, Human resource policy, staffing, and salaries, staff development	11
5	Good governance, code, and accountability, coordination agencies, funding agencies and schemes, Schemes for the NGOs under government India, A Project work	11
	Total	54



GE-II.2 Agri-Business Management

End of Semester Examination 40 Marks
Continuous Assessment 35 Marks
Total of 75 Marks

Unit No.	Particulars	No of Lectures
1	Agricultural Marketing institutions and organizations <ul style="list-style-type: none"> • Agricultural/Marketing institutions and organization: Introduction, objectives, structure and functioning, agricultural produce Market Committee (APMC) Act 	10
2	Agri Supply Chain Management: <ul style="list-style-type: none"> • Nature of Agri supply Chain Management, Role of SCM, Challenges Faced, Drivers of SCM Actors in SCM: Input Suppliers, Intermediaries, Processors, Retailers, etc 	11
3	Agricultural and Processed Food Products Export Development Authority (APEDA) <ul style="list-style-type: none"> • Agricultural and Processed Food Products Export Development Authority (APEDA): Introduction, Functions assigned, products Monitored, Food Corporation of India objectives. 	11
4	The national agricultural co-operative marketing federation of India (NAFED) <ul style="list-style-type: none"> • The national agricultural co-operative marketing federation of India (NAFED): Location, establishment year, Objectives, the role of NAFED 	10
5	Commodity Markets <ul style="list-style-type: none"> • Commodity Markets: Introduction to the Indian commodities market, Meaning & Functions, Hedging –meaning, advantages of hedging, the role of hedgers, Speculation-meaning, options trading, future markets 	12
	Total	54

SEC IV.1Excel Lab

End of Semester Examination 25 Marks
 Continuous Assessment 25 Marks
 Total of 50 Marks

Unit No.	Particulars	No of Lectures
1	Introduction to MS-Excel 2010 <ul style="list-style-type: none"> • MS-Excel 2010- Meaning, Function, Importance, • Ribbon, Title Bar, Quick Access Toolbar, Help, Zoom Control, View Buttons, • Worksheet Area, Row, Column, Cell, Status Bar, Dialog Box launcher 	09
2	Formula & Functions <ul style="list-style-type: none"> • Math & Statistical functions: Average, Count, Min, Max, Sum, ABS, Round, Sort, Date & Time Functions, • Logical Functions & Text Functions, Auto Sum, Auto Fill, ascending & descending sort • (Practical Work on Above) 	09
3	Tables & Charts : <ul style="list-style-type: none"> • Table, Pivot Table, Column Chart, Line Chart, Pie Chart, Bar Chart, AreaChart, Other Charts. • (Practical Work on Above) 	09
4	Setting Worksheet <ul style="list-style-type: none"> • Margins, Orientation, Size, Print Area, Breaks, Background & Print Titles • (Practical Work on Above) 	09
5	Data Validation & Protection : <ul style="list-style-type: none"> • Data Validation, Filter, Goal Seek, Protect Sheet, Protect Workbook • (Practical Work on Above) 	09
	Total	45

Reference:

1. The Complete Reference Excel - Kathy Ivens, Conrad Carlberg
2. MS-Office- Michael Busby & Russell A. Stultz

SEC IV.2E-filing of returns

End of Semester Examination 25 Marks
Continuous Assessment 25 Marks
Total of 50 Marks

Unit No.	Particulars	No of Lectures
1	Introduction of E-Filing of Returns E-Filing of Returns- Meaning, Definition, Advantages, Disadvantages Difference between E-Filing and Regular Filing of Returns Types of E-Filing, Process of E-Filing	09
2	Income Tax & E-Filing of Income Tax Returns Introduction to Income Tax- Basic Concepts, Heads of Income, Deductions, Total Income & Tax Liability Due Dates for E-Filing of Income Tax Returns, Various Forms of Income Tax Returns, Fines & Penalties for Non Filing of ITR. Introduction of Income Tax Portal, Preparation of ITR (Practical Work)	09
3	TDS & E-Filing of TDS Returns : Introduction of TDS- Meaning, Need, Scheme of Deposit of TDS, Schedule for submission of TDS Returns, Exemption from TDS, Various forms for E-Filing TDS Returns, Fine & Penalties for Non-filing the TDS Returns. Practical Workshop on E-Filing of TDS Returns	9
4	Introduction & Basic Concepts of GST Introduction of GST- Meaning, Chargeable Section, CGST, IGST, SGST Rates of GST, Composition Scheme, Small Suppliers Schedule for Payment, Input Tax Credit	9
5	E-Filing of GST Returns : Forms of GST Returns, E-Filing Portal, Electronic Credit ledger, Electronic Cash Ledger, Electronic Liability Register interest/Penalties for Late/ Not Filing of Returns, Practical Workshop on E-Filing of GST Returns	09
	Total	45

Reference:

- 1) Ahuja, Girish, Gupta Ravi, GST & Customs Law.
- 2) Ahuja. Girish. and Gupta. Ravi. Systematic Approach to Income Tax. Bharat Law House, Delhi
- 3) Gupta, S.S., Vastu and Sevakar, Taxmann Publications
- 4) Singhania V. K, GST & Customs Lax, Taxmann Publication
- 5) Sisodia Pushpendra, GST Law, Bharat Law House
- 6) Singhania, Vinod K., and Singhania Monica. Students' guide to Income Tax, Taxmann Publications Pvt Ltd., New Delhi.