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Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysore 570 005

————— (Re-accredited by NAAC at "A" Grade with a CGPA of 3.47) —————
————— (NIRF-2020 Ranked 27 in University Category & 47 in Overall Category) —————

No.: PMEB/AC-10/758/2019-20

Date: 14-10-2020.

NOTIFICATION

Sub.: Introduction of new courses under Specialized Programmes from the academic year 2020-21-reg.

- Ref.: 1. Decision of the BOS Meeting held on 02-09-2020.
2. Decision of the Academic Council meeting held on 14-09-2020.

The Board of Studies in **Universal Institute** at its meeting held on 02-09-2020 has recommended to introduce **B.Com.(Accounting and Finance)**, **B.B.A.(Marketing & Human Resource)** and **B.A.(Interior Design)** courses in University of Mysore under specialized/ specified programs. The Regulations, Syllabus and Scheme of Examination was approved from the academic year 2020-21.

The Academic Council has also approved the above said proposals at its meeting held on 14-09-2020 and the same is hereby notified.

The Regulations, Syllabus and Scheme of Examination of **B.Com.(Accounting and Finance)**, **B.B.A.(Marketing & Human Resource)** and **B.A.(Interior Design)** courses is uploaded in University website. The contents may be downloaded from the University website www.uni-mysore.ac.in.


14/10/2020
REGISTRAR

To;

1. Registrar(Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DOS in Business Administration, MGM.
3. Prof. S.J. Manjunath, Chairperson, BOS in Universal Institute, DoS in Business Administration, MGM.
4. Mrs. Syed Fathima, Director, Universal Institute For Private Training, Moghera Bin Shoba Street, P.O.Box 6938, Salmiya, Kuwait-2204.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar(Evaluation), University of Mysore, Mysuru.
8. Office Copy.

UNIVERSAL INSTITUTE FOR PRIVATE TRAINING, KUWAIT
B.Com (ACCOUNTING and FINANCE)
Under Choice Based Credits System
(With effect from the academic year 2020-2021)
**Proposed CBCS Regulations for 3-Year Semester Course Leading to
B.Com (ACCOUNTING and FINANCE)**

Regulations - 2020

NOTE:

1. These regulations are applicable to students taking admission to I semester **B.Com (ACCOUNTING and FINANCE)** from the academic year 2020-21
2. The duration of the course shall be 3 years consisting of 06 semesters.
3. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.

1.0 NAME OF THE COURSE AND DURATION OF THE COURSE.

Bachelor of Commerce **B.Com (ACCOUNTING and FINANCE)**

The duration of the **B.Com (ACCOUNTING and FINANCE)** course shall be of 03 years of 6 semesters. A candidate shall complete his/her degree within 06 academic years from the date of admission to the course.

2.0 ELIGIBILITY FOR ADMISSION

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline are eligible for admission.

3.0 SCHEME OF INSTRUCTIONS:

In the first four semesters, there shall be 19 subjects from Discipline Specific Courses and 10 subjects from Ability Enhancement Compulsory Courses. In the last two semesters, there shall be 6 subjects each Discipline Specific Elective. For each subject, there shall be lecture classes, tutorials/practicals. The credits for each subject vary between 3 and 5 per subject per week as prescribed in the curriculum.

Credits Matrix :

Course		Total credits
Discipline Specific Course	19 Papers	84
Discipline Specific Elective	06 Papers X 5 Credits	30
Ability Enhancement Compulsory Courses	10 Papers X 3 Credits	30

TOTAL (36 Papers)	144
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4.0 SCHEME OF EXAMINATION AND EVALUATION:

There shall be university examination at the end of each semester for maximum marks of 70 for Theory examination and the Internal Assessment will be for 30 marks. The 2 credit Courses examination will be according to University of Mysore regulations for the courses Environmental Studies and Constitution of India.

All papers of this course except papers that are common to all other graduate courses of the University of Mysore, shall be set/valued/reviewed by BOE for a maximum of 70 marks.

The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions.	2*15=30
Part- B : Answer any two out of four questions.	2*10=20
Part- C : Answer any four out of six questions.	4*05= <u>20</u>
TOTAL	<u>70</u>

Evaluation of each subject is divided into internal assessment (IA) and end term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated as C2 The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practical's.

The breakup of marks will be as follows:

a. C1 (Covering the first half of the syllabus)	- 15 Marks
b. C2 (Covering the second half of the syllabus)	- 15 Marks
c. C3 (Covering entire syllabus)	- 70 Marks
Total	-100 Marks

Term end examination (C3) will be of 3 hours duration for each subject.

Scheme of Assessment

- ◆ Classification of successful candidates and Gradation of results shall be as per the University regulations as shown below;

Letter grade	Grade point
O (Outstanding)	10
A+(Excellent)	9
A (Very Good)	8
B+(Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

10.0 PROVISION FOR REPEATERS:

- ◆ A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester/s.
- ◆ The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.

◆ PROVISION FOR RE-ADMISSION:

- ◆ Such of those candidates who have discontinued the course/failed to take admission to the next semester, shall get admitted to the concerned semester in the immediate next academic year only. This provision is available to a student only two times in the entire duration of the course.
- ◆ **Any other issue not envisaged above** shall be resolved by the Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- ◆ Wherever the regulation is silent, the provisions of University regulations shall be applicable.

Sl No.	Subject	COURSES	Credits	L:T:P Pattern
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Course Type	C1	C2	C3		Total
	Marks	Marks	Marks	Duration (Hrs)	
AECC	15	15	70	3	100
DSE	15	15	70	3	100
DSC	15	15	70	3	100

Courses in the programme are of three types: Ability Enhancement Compulsory Courses, Discipline Specific Elective and Discipline Specific Course

5.0 ATTENDANCE:

- ◆ Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures during each semester)
- ◆ A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination of the concerned semester.
- ◆ A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the University.

6.0 MEDIUM OF INSTRUCTION:

The medium of instruction shall be English.

7.0 APPEARANCE FOR THE EXAMINATION:

A candidate shall apply for all the papers of a semester when he appears for examination of each semester for the first time.

8.0 BOARD OF EXAMINERS, VALUATION:

- ◆ There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- ◆ There will be single valuation for all the papers.

9.0 DECLARATION OF RESULT:

- ◆ Minimum for a pass in each paper shall be 35%, and for all the papers in the semester average shall be 40%. However, a candidate has to score minimum of 35% of theory component of semester end examination i.e. 25(rounded off) marks out of 70 marks.
- ◆ There shall be no minimum marks for C1 and C2.

I Semester				
1.1	Kannada-1/Sanskrit/Urdu/Tamil/ Telugu//Marathi/Hindi	AECC	3	2:1:0
1.2	English-1	AECC	3	2:1:0
1.3	Financial Accounting	DSC-1	5	4:1:0
1.4	Principles of Management	DSC-2	4	3:1:0
1.5	Managerial Economics	DSC-3	4	3:1:0
1.6	Environmental Studies	AECC	2	2:0:0
II Semester			21	
2.1	Kannada- 2/Sanskrit/Urdu/Tamil/Telugu/Marathi/Hindi	AECC	3	2:1:0
2.2	English-2	AECC	3	2:1:0
2.3	Indian Business Environment	DSC-4	4	3:1:0
2.4	Advanced Financial Accounting	DSC-5	4	3:1:0
2.5	Business Statistics	DSC-6	5	4:1:0
2.6	Constitution of India	AECC	2	2:0:0
III Semester			21	
3.1	Kannada-3/Sanskrit/Urdu/Tamil/ Telugu/ /Marathi/Hindi	AECC	3	2:1:0
3.2	English	AECC	3	2:1:0
3.3	Business Law	DSC-7	3	2;1:0
3.4	Entrepreneurial Development	DSC-8	4	3:1:0
3.5	Business Decisions	DSC-9	4	3:1:0
3.6	Cost & Management Accounting	AECC	5	4:1:0
IV Semester			22	
4.1	Kannad-4/Sanskrit/Urdu/Tamil/ Telugu//Marathi/Hindi	AECC	3	2:1:0
4.2	English	AECC	3	2:1:0
4.3	Banking theory & Practice	DSC-10	4	3:1:0
4.4	Corporate Regulations & Governance	DSC-11	5	4:1:0
4.5	International Business	DSC-12	5	4:1:0
4.6	Organizational Behaviour	DSC-13	4	3:1:0
V Semester			24	
5.1	Management Accounting	DSC-14	5	4:1:0
5.2	Quantitative techniques	DSC-15	5	4:1:0
5.3	Financial Services	DSC-16	4	3:1:0
5.4	Auditing	DSC-17	4	3:1:0
5.5	Income tax	DSE-1	5	4:1:0
5.6	Cost Accounting	DSE-2	5	4:1:0
			28	
VI Semester				
6.1	Indian Financial System	DSC-18	4	3:1:0
6.2	E-Commerce	DSC-19	4	3:1:0

6.3	Financial Management	DSE-3	5	4:1:0
6.4	Investment Management	DSE-4	5	4:1:0
6.5	Working Capital Management	DSE-5	5	4:1:0
6.6	Corporate Accounting	DSE-6	5	4:1:0
			28	

Total: 144 credits

DSC = Discipline Specific Course

DSE = Discipline Specific Elective

AECC = Ability Enhancement Compulsory Courses

* Any one of the languages from

Kannada/Sanskrit/Urdu/Tamil/Telugu//Marathi//Hindi/French/German/Persian/Arabic

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1.LANGUAGE

2.ENGLISH

3.FINANCIAL ACCOUNTING

Unit 1

Meaning of Accounting, Accounting Principles – Concepts & Conventions. Systems of Book- keeping– rules of double entry – Preparation of Journal and Ledger (Personal Accounts only). Subsidiary books – Purchases, purchase Returns, Sales, Sales returns, Cash Book, Petty Cash Book, Journal Proper, Bills Receivable and Bills Payable book (Format & Theory only). Problems on three column cash book.

Unit 2

Bill of Exchange – Meaning, Characteristics, Parties to Bill of Exchange (Drawer, Drawee, payee, Endorsee & Endorser) – Noting & Protest – Discounting – Endorsement – Renewals of Bills – Dishonor of Bills. Simple problems on Trade bills.

Unit 3

Preparation of Trial Balance, Preparation of Final Accounts of Sole-Trading Concern – Trading Account, Profit & Loss Account and Balance Sheet.

Unit 4

Depreciation – Meaning, Causes, Depreciation V/s Fluctuations, Methods of Depreciation – Problems on Straight line method, written down value method and Depreciation fund Method.

Unit 5

Consignment – Meaning – Difference between Sales and Consignment – Pro-forma invoice – Account Sale. Problems on Consignment (at cost and Invoice price) – Normal loss and abnormal loss.

References:

1. Advanced Accountancy - R.L. Gupta
2. Advanced Accountancy - S.N. Maheshwari

4.BUSINESS MANAGEMENT

Unit 1

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Evolution of

Management.

Unit 2

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Decision – making – Process of Decision – making – Types of Decision.

Unit 3

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees-Authority – Delegation –Forecasting.

Unit 4

Management by Objectives, Policy And Strategy. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process-Control Techniques.

Unit 5

Definition of Business ethics – importance, characteristics, Principles of Business Ethics and relevance of Values in Business - - Ethical Management, Structure of Ethic Management

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.

5.PRINCIPLES OF ECONOMICS

Unit 1

Managerial economics: Definition, nature and scope. Roles and responsibilities of a managerial economist. Relationship to economic theory, decision sciences, statistics, accounting and functional areas of business.

Unit 2

Theory of the firm: objectives, alternative objectives, and value of the firm. Constraints to the operation of the firm, limitations of the theory of the firm, the nature and functions of profits, business sources of economic profits, theory and functions of profits.

Unit 3

Individual demand v. market demand. Elasticity: price elasticity of demand, and income elasticity of demand.

Unit 4

Production and cost analysis. Production function, ridge lines, expansion path. Law of variable proportion. Types of costs. Short-run and long-run costs.

Unit 5

Importance of prices. Pricing and profit analysis. Pricing under perfect competition, monopoly, monopolistic competition and oligopoly. Different pricing strategies. Price discrimination.

References:

1. Managerial economics- Gupta
2. Managerial Economics- concepts and cases- V L Mote, S Paul and G S Gupta.
3. Managerial Economics- M Craig Peterson and W C Luis
4. Managerial Economics- Mithani
5. Managerial Economics by Dominic Salvatore
6. Managerial Economics- Varshney & Maheshwari

6. ENVIRONMENTAL STUDIES

Unit 1

: Definition of Environmental studies, Relationship to other branches (Multidisciplinary nature), scope and importance. Need for public awareness.

Unit 2

Renewable and Non-renewable Resources.

Forest Resources: Use and over exploitation, deforestation, timber logging, Mining, Dams and their effects on Forest and tribals.

Water Resources: use and over utilization of surface and ground water, floods, droughts, dams, benefits and problems

Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources.

Food Resources: Definition, use, changes caused by agriculture and overgrazing effects of modern agriculture, fertilizer-pesticide, water logging, salinity.

Energy Resources: Growing energy needs renewable and nonrenewable energy sources, use of alternate energy sources.

Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and decertification.

Roll of an individual in conversation of natural resources.

Unit 3

- concept of an ecosystem.
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following
 - a. forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystem: ponds, streams, lakes, rivers, oceans, estuaries

Unit 4:

- Introduction – Definition, genetic species and ecosystem diversity
- Biogeographical classification of India
- Value of Biodiversity: Consumptive use, production use, social, ethical, aesthetic and option value
- Hotspots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man- wildlife conflicts.
- Endangered and endemic species of India
- Conversation of biodiversity In-situ and ex-situ conversation of biodiversity

Unit 5

Definition

- Causes, effects and control measures of
 - Air pollution
 - Water pollution
 - Soil pollution
 - Marine pollution
 - Noise pollution
 - Thermal pollution
 - Nuclear hazards
- Solid waste management and control measures of urban and industrial waste.
- Pollution case studies
- Disaster Management: Flood, earthquake, cyclone and landslides.

SEMESTER II

1.LANGUAGE

2.ENGLISH

3.INDIAN BUSINESS ENVIRONMENT

Unit 1.

Objectives of business, business, as an organ of society, the internal and external environment of business; business, society and government-interface.

Unit 2

Forms of Business Organisations -Sole Proprietorship, Partnership, joint-stock company. Private and public, government companies, co-operatives, public sector companies, corporatisation of departmental undertakings, utilities, boards, port trusts, statutory corporations(a study of salient features)

Unit 3

External factors- Social, cultural, political, and technological factors influencing business in India.

Unit 4

Economic environment – salient features of Indian economy – sectoral developments – agriculture, industry and service sectors – sectoral and regional imbalance.

Unit 5

. Business Ethics and Corporate Social Responsibility.

References:

1. Essential of Business environment - Bisht and Sharma

2. Business Environment - Francis Cherunilam

3. Business policy -Bomel

4. Business Environment - Ashwathappa

4.ADVANCE FINANCIAL ACCOUNTING

Unit 1:

Accounting for Consignment transactions:

Meaning of Consignment – Goods sent at Cost Price and at Invoice price

– Types of Commission – format of Account Sales – Valuation of goods lost in transit – Valuation of stock on Consignment.

Unit 2:

Accounting for Hire Purchase:

Features of Hire Purchase System – preparation of Statement Analysis – Ascertainment of cash price of an Asset – Problems on Hire purchase system(excluding re-possession).

Unit 3:

Installment System:

Meaning - Features - Differences between Hire Purchase and Installment System. Problems on Instalment system.

Unit 4:

Accounting for Royalties:

Meaning Royalty – Minimum Rent – Short workings –Analytical Table – Preparation of Ledger Accounts in the books of both the parties. Sub lease (theory only).

Unit 5:

Financial Statements of Non-Profit Organizations:

Meaning and Recognition of Capital & Revenue items – Nature of Receipt and Payment Account: Income and Expenditure Account –Preparation of Final Accounts.

Books for Reference:

- | | |
|---------------------------|---|
| 1. Accounting Principles; | Anthony, R.N. and Reece, J.S.: Richard Irwin Inc. |
| 2. Financial Accounting; | Gupta, R.L and Radhaswamy, M: |

Sultan Chand and Sons, New Delhi.

3. **Financial Accounting;** . Monga J.R., Ahuja Girish, and Sehgal Ashok:

Mayur Paper Back, Noida.

4. **Advanced Accounts;** Shukla. M.C., Grewal T.S., and Gupta, S.C.:

S. Chand & Co. New Delhi.

5. BUSINESS STATISTICS

Unit 1:

Meaning and Scope of Statistics in Business and Industry. Sources of Statistical data – Methods of Data Collection, Summerization and Presentation.

Unit 2

Measures of Central Tendency – Mean, Median & Mode. G M & H M (Individual Series only). Partition Values – Quartiles and Percentiles.

Unit 3

Measures of Dispersion – Quartiles Deviation & Standard Deviation (Absolute and Relative Measures) – Skewness, Coefficient of Variation.

Unit 4

Correlation – Meaning – Types – Methods – Karlpearson's & Charles Spearman's Probable Error, Linear Regression Analysis – Regression Co-efficient -Regression equations, Estimation using the Regression Equation. Properties of Correlation and Regression Co-efficient between two variables.

Unit 5

Time Series Analysis – Meaning – Components – Moving average Method – Method of least squares.

References:

1. Business Statistics – D.N. Ethance
2. Business Statistics – Sancheti & Kapoor
3. Business Statistics – S.P.Gupta
4. Business Statistics – J.K.Sharma

6.CONSTITUTION OF INDIA

Unit 1

: Constitution – Structure and Principles 3 hours - Meaning and importance of Constitution - Making of Indian Constitution – Sources - Salient features of Indian Constitution

Unit 2:

Fundamental Rights and Directive Principles - Fundamental Rights - Fundamental Duties - Directive Principles

Unit 3:

Government of the Union - President of India – Election and Powers - Prime Minister and Council of Ministers - Lok Sabha – Composition and Powers: Rajya Sabha – Composition and Powers

Unit 4: Government of the States-Governor – Powers -Chief Minister and Council of Ministers -Legislative Assembly – Composition and powers-Legislative Council – Composition and powers

Unit 5:

The Judiciary - Features of judicial system in India -Supreme Court –Structure and jurisdiction -: High Court – Structure and jurisdiction

Unit 6:

Administrative organisation and constitution - Federalism in India – Features Local Government -Panchayats –Powers and functions; 73rd and 74th amendments Election Commission – Organisation and functions - Citizen oriented measures – RTI and PIL – Provisions and significance .

Reference: 1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)

2. M.V.Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)

3. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)

4. Constitution of India (Full Text), India.gov.in., National Portal of India, https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf

5. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; LexisNexis Butterworths Wadhwa, 2015

5. Kb Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2

SEMESTER III

1. Language
2. English

3. BUSINESS LAW

Unit- 1

General Principle of Law of Contract (Indian Contract act, 1872)

Definition - Essential elements of a valid contract classification - capacity to contract - Free consent

General Principles of contract & contract based on Internet

Unit- 2

Legality of object and consideration - Performance and discharge of contracts - Remedies for breach of contract - contracts based on Internet - Originator - address - Digital signature (I.T. Act 2000)

Unit- 3

Contracts of Indemnity, Guarantee, Bailment and pledge

Definitions of Indemnity - Rights of indemnity holder - Guarantee - Kinds of guarantee - Rights and liabilities of sureties - Discharge of surety - Bailment - Rights and duties of bailor and bailee - General of particular lien - pledge - Rights and duties of pawnor and Pawnee.

Unit 4

Contract of Agency

Definition of Agent and principle - creation of agency - classification of agents - Rights duties and liabilities of agents and principles sub agent and substituted agents - Authority of an Agent - Personal liability of an agent Termination of Agency.

Unit -5

Contract of sale of Goods (Sale of Goods Act, 1930)

Sale and Agreement to sell - kinds of goods conditions and warranties - caveat Emplere Transfer of property - Performance - sale by non - owners - unpaid seller - Rights of unpaid seller - Action sales.

4. ENTREPRENEURSHIP DEVELOPMENT

Unit 1

Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship, Characteristics of successful entrepreneur, Functions, Role of entrepreneur in economic development,

women entrepreneur, Rural entrepreneur, Agricultural entrepreneur-meaning and challenges.

Unit 2

Entrepreneurship development program(EDP), meaning, objective, importance, institutions doing EDP in India, DIC, CEDOCK, SSI, NSIC, EDII, AWAKE, KVIC, RUDSET, Industrial estate-Meaning and importance.

Unit 3

Financing of small business in India, institutional and non-institutional assistance-SFCs, banks, SIDBI, NBFC-meaning and schemes; venture capital, bills discounting, factoring, state and central government subsidies and incentives for SSI(existing)-recent industrial policy(2011), PM MUDRA yojana- meaning, objectives, procedures for obtaining loan under MUDRA.

Unit 4

Setting up of new business, forms for small business- small proprietorship, partnership, private company, cooperative society-meaning and nature, project formulation, project report-meaning, importance, general format of project report, project appraisal.

Unit 5

Business ethics-meaning, ethics in business, importance, various social responsibility of an entrepreneur towards customers, suppliers, government and society, self-employment-recent trends in the areas of self-employment-event management-meaning and areas of business in event management(party organizing , catering, wedding plan and corporate event plan)

BOOKS FOR REFERENCE

1. Entrepreneurship And Small Business Management- C B Guptha And S S Khanka
2. Entrepreneurship Development – C B Guptha And Srinivasan
3. Entrepreneurship development development –Shankaraiah
4. Entrepreneurship development-S S Khanka
5. Management of small scale business and entrepreneurship- Vasantha Desai

5. BUSINESS DECISIONS

Unit 1

- Introduction-meaning of decisions-importance-Basic concepts of business decisions factors influencing business decisions.

Unit 2

Time value of Money-present value and future value concepts-present value of annuity, application of present and future value to investment decisions, preparation of amortization table.

Unit 3

-Pricing policies and practices-cost plus pricing or mark up pricing-marginal cost pricing-illustration with problems, multiple product pricing-competitive bidding prices.

Unit 4

-Linear programming-Meaning, concepts and assumptions of linear programming problems, methods of solving linear programming problems, application of linear programming problems[Graphical method].

Unit 5

-CALCULUS-Meaning of functions and calculus, application of calculus to compute cost, revenue and profit functions.

6. COST AND MANAGEMENT ACCOUNTING

Unit 1

INTRODUCTION: Meaning and definition of cost, costing, cost accounting and cost accountancy; objectives, advantages and limitations of cost accounting, differences between cost accounting and financial accounting.

Unit 2

Elements of cost, classification of cost, cost centre, cost unit, problems on preparation of cost sheet, tenders and quotations.

Unit 3

Materials- Classification and codification of materials, functions of purchase department, stores department-stores records, techniques of inventory control-stock levels, EOQ, ABC analysis, Material losses-types and treatment , Pricing of Materials- problems on LIFO, FIFO and weighted average price.

Unit 4

Labour: Methods of time keeping and time booking; methods of remuneration time rate, piece rate, Halsey and Rowan Plan. Idle time-causes and treatment, overtime, labour turnover-causes, measurement and treatment; problems on Halsey method, rowan plan, Merick differential piece rate system, FW Taylors differential piece system.

Unit 5

- **Overheads:** Meaning , Nature, methods of classification of overheads, allocation and apportionment-problems on primary distribution, secondary distribution, repeated distribution methods. Methods of absorption of overheads- problems on Machine Hour Rate only.

REFERENCE:

1. **Cost Accounting:** N.K. Prasad
2. **Cost Accounting:** Nigam & Sharma :
3. **Practical Costing:** Khanna Pandey & Ahuja
4. **Cost Accounting:** M.L. Agarwal
5. **Cost Accounting:** Jain & Narang
6. **Cost Accounting:** S.P. Iyengar

SEMESTER -IV

1.Language

2.English

3.BANKING THEORY & PRACTICE

Unit 1:

Banking – Meaning and Definition - Role of Banks - Types of Banks--Banking Structure

– Unit and Branch Banking, Pure and Mixed Banking.

Unit 2

Commercial Banks – Functions including Modern Services and High-Tech Banking: Internet Banking, ATM, Debit Card and Credit Card.

Unit 3

Central Banking – Evolution of Central Bank, Functions of Central Bank, Monetary Policy – Objectives, Credit Control Methods.

Unit 4

Banker and Customer – Meaning, Relationship: General and Special, Special Relationship: Obligation to Honor Cheques on demand, Secrecy of Accounts. Bankers Right to combine Accounts and Bankers General Lien - Types of Accounts & Procedure to open a Bank Account.

Unit 5

Cheques – Definitions, Essentials, Crossing, Endorsements. Paying Banker – Payment of Customers' Cheques, Precautions to be taken by the Banker. Collecting Banker – Duties.

Books for Reference:

1. Central Banking

M.H. De kock

2. Modern Banking	M.C. Vaishya
3. Banking Theory & Practice	B.S. Raman
4. Banking Theory & Practice	Shekhar and Shekhar
5. Banking Theory & Practice in India	Varshney and Radhaswamy

4. CORPORATE REGULATIONS AND GOVERNANCE

Unit 1

Company-Definition-Characteristics- Advantages and Disadvantages-Illegal Association-corporate veil-Lifting the corporate veil- promotion Promoter-position-Incorporation-procedure-Documents to be filed-Certificate of incorporation-Procedure-Effect of registration-Pre-incorporation contract memorandum of association-Articles of association-Doctrine of ultravires doctrine of indoor management-Doctrine of constructive notice-Prospectus registration-Contents-statement in lieu of prospectus- commencement of business.

Unit 2

Management and Administration-Directors-appointment-Qualification and disqualification-Qualification shares-position of directors-powers and duties-Retirement-vacation of office-Liabilities of directors-Removal of directors.

Unit 3

Corporate Governance-meaning-Background-importance-CG in India-statutory measures-SEBI regulation -Constitution of board of directors-Audit committee-Provisions under section 292A of Companies Act-Remuneration of directors-Board procedure-CEO/ CFO certification-Role of management-Information to share holders-CG Report-Non mandatory requirements ie.. Chairman of board-Remuneration committee-Share holders rights-Postal ballot-whistle blower policy-Benefits of Corporate Governance

Unit 4

Company meetings-Kinds of companies-essentials of valid meeting-Chairman agenda-Minutes-Quorum-Motion-Types of motion-Interruption of debate-Proxy-poll-Modes of poll-Resolution-Types of resolution-Motion vs. Resolution.

Unit-5

Winding up of companies- Modes-Compulsory winding up-Grounds and procedure-Liquidator-Duties and functions-Contributories-Voluntary winding up- Types-Winding up under the supervision of the court-Effects of winding up-Defunct companies.

Books for Reference

M.P.Tanton, Text book of Company Law
R.R.Gupta, and V.S.Gupta, Indian Company Law
M.C.Kuchaal, Secretarial Practice
Ashok K Bagrial, Company Law
Indian Companies Act with amendments.
Corporate Law and Governance, L.R.Potty.

5.INTERNATIONAL BUSINESS

Unit 1

International Business: Meaning and Scope – Theories of International trade: classical and modern theories – protectionism vs. free trade – Trade barriers - Tariff and Non-tariff barriers – Terms of trade – Balance of payment – disequilibrium and corrective measures.

Unit 2:

International Business Analysis: Internal and External environment analysis – Modes of Entry - exporting – Licensing – franchising – contract manufacturing – Management contracts, turnkey projects – Foreign Direct Investments: Greenfield Investments – Mergers & Acquisitions – joint ventures – FDIs in emerging markets: recent trends.

Unit 3

Stages of Internationalization: International, Multinational, Global and Transnational corporations – strategic orientations – Growth of MNCs - contributing factors – merits and demerits of MNC – transfer of technology – regulation of MNCs – MNCs in India.

Unit 4

International Traded Agreements: Bilateral, Plurilateral and Multilateral agreements – GATT and WTO – WTO agreements - TRIPs, TRIMs, GATS and AoA – Trade Facilitation Issues – Environmental issues – India and WTO

Unit 5

Regional Economic Integrations: Meaning and rationale – Forms of integrations – EU, NAFTA, ASEAN, SAFTA, APEC and other groupings – International Financial Institutions - IMF, World Bank and ADB – functions and role in economic development.

References: 1. Francis Cherunilam, International Business: Text and Cases, PHI, New Delhi

. 2. Shyam Shukla, International Business, Excel Books, New Delhi

3. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi.

5. P.Subba Rao, International Business, Himalaya Publishing House, Mumbai.

6.ORGANISATIONAL BEHAVIOUR

Unit 1

Organizational behavior—concepts, meaning, nature, scope features of OB.OB and other disciplines

Unit 2

Individual behavior—basic psychological process—personality, determinants of personality—
personality traits—perception, factors affecting perception—learning, theories of learning—
social learning. Motivation—theories of motivation (Maslow's, Hertzberg, Mc Greger, X and Y
theory) financial and non financial motivation.

Unit 3

Group—concept of group dynamics—features of group—types of group behavior—formal and
informal group behavior—stages of group development— group moral—group norms—group
cohesiveness.

Unit 4

Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fiedler's contingency model) modern approach to leadership theories—leadership styles.

Unit 5

Stress management—meaning, types of stress—consequences of work stress—causes of stress—Conflict, types of conflicts, conflict resolution— Organisational development—meaning, need, benefits and limitations of OD—steps in OD. Organizational changes.

References:

1. Fred Luthans: Organisational behavior
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behavior in organization
3. Henry Mintzberg: The structure of organization
4. Edwin Gerlof: Organization theory and design

SEMESTER V

1. MANAGEMENT ACCOUNTING

Unit 1

Management Accounting - Nature, Scope, definition and objectives of Management Accounting and Financial Accounting - Differences between Cost Accounting and Management Accounting - Limitations of Management Accounting.

Unit 2

Marginal Costing - Basic Concepts, Definition, assumptions - Distinguish between Marginal Costing and Absorption Costing - Contribution, P/V ratio, BEP Margin & Safety, Graphical Analysis.

Unit 3

Relevant Costs - Distribution between Incremental Cost and Opportunity Cost. Simple problems on relevant costs in decision making.

Unit 4

Budget and Budgetary Control – Definition, Objectives, Basic Concepts, Key Factors, Types of Budgets- Functional and Behavioral, Zero based Budgeting (Theory only) – Problems on Flexible Budget. Production and Sales Budget.

Unit 5

Standard Costing – Definition, Difference between Standard Costing and Budgetary Control – Advantages – Variance Analysis – Simple Problems on Material and Labour Variances.

References:

1. Management Accountancy - Sharma and Gupta
2. Management Accountancy - S.N. Maheshwari
3. Management Accountancy - Khan and Jain

2. QUANTITATIVE TECHNIQUES FOR BUSINESS

Unit 1

Research-Meaning-Definition-Business Research-Types of Research (Pure, Applied, Exploratory, Descriptive, Empirical, Analytical, Qualitative and Quantitative)- Research process- Primary and Secondary Data-Methods of data Collection- Census and Sampling-methods (Probability sampling and non probability sampling) Cross tabulation- Analysis of data.

Unit 2

Correlation (*Un grouped data Only*)- Concept-Types of Correlation-methods- Karl Pearson s Co-efficient of correlation-Spearman's Rank correlation co-efficient

Unit 3

Probability-Meaning-Definition- Basic terms-concepts-Approaches to assigning probability- -Theorems of Probability- Addition Theorem-Multiplication theorem.

Unit 4

Testing of Hypotheses-Procedure-Null hypotheses-Alternative Hypotheses- Level of significance-Degrees of freedom-Type I Error-Type II Error (*theory only*)-Chi-square test-Condition for validity of Chi-square test-Test for goodness of fit-test for independence (*both theory and problems*)

Unit 5

Report writing-Integral part of report-Characteristics of a good report-Contents of a report.

Books for Reference:

1. A Textbook of Quantitative Techniques [Jan 01, 2007] Bali, N. P.; Gupta, P. N. and Gandhi, Dr. C. P.
2. Quantitative Techniques in Management- N.D.Vohra
3. Quantitative Techniques- Mini Varma
4. Quantitative Techniques- k c Kothari

3. FINANCIAL SERVICES

Unit 1:

Financial services – meaning - features – importance – contribution of financial services in promoting industry – service sector .

Unit 2

Merchant banking – meaning, origin and growth of merchant banking in India. Scope of merchant banking services – merchant bankers and management of public issues – merchant banking practices in India. Weakness in the functioning of merchant bankers in India.

Unit 3

Mutual funds: Concept of mutual funds. Growth of mutual funds in India. Mutual fund schemes – money market mutual funds – private sector mutual funds – functioning of mutual funds in India.

Unit 4

Lease financing: Meaning – types of leasing – factors influencing lease – performance of leasing industry in India – RBI guidelines for hire-purchase – problems of hirepurchasing companies in India.

Unit 5

Factoring: Concept of factoring – why factoring – types of factoring – factoring mechanism – securitization of debt – concept and mechanism B. Retail banking services – personal loan – home loans – car loans – consumer loans – educational loans- concept of plastic money - credit cards - debit card – (meaning – features – types – merits and de merits of each services are covered) C. Venture Capital: Concept of venture capital fund – characteristics – growth of venture capital funds in India.

Reference Books:

1. Avadhani: Financial Services and Markets, Himalaya Publishing House.
2. Bhole: Indian Financial System, Himalaya Publishing House.
3. Prasanna Chandra: Security Analysis and Portfolio Management, Tata McGraw Hill.
4. Dr. B.G. Satyaprasad: Industrial Finance, Himalaya Publishing House

4. AUDITING

Unit 1

: Introduction Meaning and Definition of Auditing - Distinction between Auditing and Accounting - Objectives - Advantages and Limitations of Audit - Scope of Audit - Classifications of Audit - Audit Planning - Meaning. Audit programme - Meaning - Objectives and Contents - Audit Note Book, - contents, Usefulness of Audit Note Book - Audit working papers - Meaning. Ownership and Custody - Test checking and Routine checking - Meaning. Internal control - Meaning - Definition - Objectives - Technique for evaluation of Internal Control System. Internal check - Meaning - Objectives difference between Internal control, Internal check and Internal Audit .

Unit 2

Vouching and Verification Vouching - Meaning and Definitions - Objectives. Trading Transactions - Audit of Ledger Scrutinizing of ledgers - Vouching of cash Receipts and Payments - Vouching of outstanding Assets and Liabilities - Verification - Meaning - Objectives and Process - Valuation of Assets and liabilities - Distinction between Verification and Valuation.

Unit 3

Audit and Accounting Standards Types of Audit - Statutory Audit - Concurrent Audit - Stock Audit - Cost Audit - Secretarial Audit - CAG Audit - Management Audit. Accounting Standards - Standards on Auditing - Standards on Internal Audit - Penal Provisions - Role of National Financial Reporting Authority (NFRA)

Unit 4

Auditors and Audit Report Appointment - Procedures - Eligibility and Qualifications - Powers and Duties - Rotation and Removal of Auditors - Resignation of Auditors - Remuneration of Auditors - Audit report - Preparation and presentation. Auditor's Responsibilities and liabilities towards Shareholders, Board and Audit Committee. Restriction on other Services.

Unit 5

Recent Trends in Auditing EDP Audit - Meaning - Division of auditing in EDP environment. Impact of Computerization on Audit Approach - Online Computer System Audit - Types of Online Computer System Audit - Audit around with the Computers - Procedure of Audit under EDP system.

SUGGESTED READINGS:

1. Auditing, D.P. Jain Konark Publishers Pvt. Ltd.
2. Auditing, Principles and Practice, Ravinder Kumar and Virender Sharma, Eastern Economy Edition.
3. Practical Auditing, B.N. Tandon, Sultan Chand and Co., New Delhi.
4. Contemporary Auditing, Kamal Gupta, Tata Mc Graw Hill.
5. Practical Auditing, Dinkar Pagare, Sultan Chand & Sons

5. INCOME TAX

UNIT-1:

Brief History of Income Tax Act, Finance Act. Scheme of Income Tax. Basic Concepts-Income, Assessee, person, Assessment year. Previous Year, Gross Total Income, Total Income, Marginal rate of Tax—Agricultural Income-Residential Status of individual, Incidence of Tax (including problems)- Incomes which do not form part of Total Income U/S 10.

UNIT-2:

Heads of Income: Income from Salary -features of salary income-allowancesperquisites-provident fund-computation of Taxable salary income

UNIT-3:

Income from salary: Retirement benefits-Gratuity, Commutation of Pension, Leave encashment- problems

UNIT-4:

Income from House Property: basis of charge-deemed ownership-exemptionsdetermination of annual value-Deductions u/s 24-computation of income from house

property.

UNIT-5

:Profits and gains of Business and profession (Individual Assessee)-Expenses expressly allowable and inadmissible. General Deductions/expenditures u/s 37, losses deemed profits-method of accounting-computation of taxable income from business. Computation of Income from profession in cases Advocates, Doctors, Chartered Accountant.

BOOKS FOR REFERENCE

1. Direct Taxation-T.N.Manoharan
2. Direct Taxation- Girish Ahuja, & Ravi Gupta
3. Direct Taxation- Dr. Vinod.k.singania
4. Income Tax law and practice-Gaur & Narang
5. Income Tax Law- Dinakar Pagare
6. Income Tax Law & Accounts-Bhagavati Prasad
3. Practical Auditing, B.N. Tandon, Sultan Chand and Co., New Delhi.
4. Contemporary Auditing, Kamal Gupta, Tata Mc Graw Hill.
5. Practical Auditing, Dinkar Pagare, Sultan Chand & Sons

6. COST ACCOUNTING

Unit 1

Cost Accounting: Meaning, Definition, Objectives, Advantages & limitations of Cost Accounting – Differences between Cost Accounting & Financial Accounting – Cost Centre and Cost Unit – Elements of Cost – Cost Classifications – Cost Sheet and Cost Estimations.

Unit 2

Materials: Procurement Procedure, Stores Procedures – Bin Card and Stores ledger. Inventory Control – Stock levels. Methods of Pricing Materials Issues – Problems on FIFO & LIFO Methods.

Unit 3

Labour: Time-keeping and Time-booking – Methods of remunerating labour – Time Rate – Piece Rate – Treatment of Idle Time & Overtime – Methods of Incentive Plans – Halsey and Rowan Plan.

Unit 4

Overheads: Meaning, Classifications, Allocation – Apportionment and Absorption of Overheads – Problems on Primary Distribution of Overheads and Machine Hour Rate-Concept of Activity Based Costing.

Unit 5

Methods of Costing: Contract Costing – Process Costing (Excluding inter process profits and valuation of Work-in-progress).

References:

1. Cost Accountancy - Agarwal
2. Cost Accountancy - S.N. Maheshwari
3. Cost Accountancy - Nigam and Sharma
4. Accounting Principles - Anthony and Reece
5. Cost and Management Accounting - Duncan Williamson

SEMESTER VI

1. INDIAN FINANCIAL SYSTEM

Unit 1

Financial System: Meaning and Significance-Functions of the financial system - Financial Assets- Financial markets- Classification-Financial instruments-weakness of Indian Financial System.

Unit 2

Money market: Definition-Features-Objectives-Features of a developed money market-Importance of Money market-Composition of Money market- Participants- Money market Instruments-features of Indian money market-Recent developments.

Unit 3

Primary, Secondary and Capital Markets: New issue market-meaning-functions-methods floating new issue - intermediaries in the new issue market-merchants bankers and their functions -Recent trends in new issue market - Stock Exchanges-Functions-Structure of stock exchanges-BSE NSE- listing of securities-Advantages of listing-methods of trading in stock exchanges-on line trading-stock indices

Unit 4

Financial Institutions: commercial banks- development financial institutions- Nonbanking financial corporations- Mutual Funds, insurance companies – Objectives and functions (only a brief outline).

Unit 5

Regulatory Institutions – RBI – Role and Functions. The Securities and Exchange Board of India-objectives-function-powers-SEBI guidelines for primary and secondary market.

Reference Books:

1. Kohn, Meir: Financial Institutions and Markets, Tata McGraw Hill.
2. Bhole L.M: Financial Institutions and Markets, Tata McGraw Hill.
3. Desai, Vasantha: The Indian Financial System, Himalaya Publishing House.
4. Machiraju.R.H: Indian Financial System, Vikas Publishing

2. E - COMMERCE

Unit 1

Introduction to E- commerce : Meaning and concept - Scope of E-commerce - Features - E- commerce V/s traditional Commerce - E- Business & E- commerce - Brief history of E - commerce - Benefits and significance of E- commerce - Impacts, challenges & limitations of E-commerce - EDI - Importance - Supply Chain Management & E - commerce - E-commerce applications.

Unit 2

Business Models of E - Commerce: Business to Business (B2B) - Business to customers (B2C)- Customers to customers (C2C) - Customers to business (C2B) - Business to Government (B2G) - Business to employee (B2E) - E- commerce strategy - Factors Influencing successful E- commerce - E-Business infrastructure - Internet - Intranets and Extranets - World Wide Web - Voice over IP (VoIP) - Internet Standards - HTTP Protocol - Audio and Video Standards - Web services - New access devices - Retail Ecommerce - Retailing through internet.

Unit 3

Marketing strategies & E- commerce : Website - Components of website - Concept & designing website for E- commerce - Corporate Website - Portal - Search Engine - Internet advertising - Emergence of the internet as a competitive advertising media - Models of internet advertising - Weakness in Internet advertising - Mobile Commerce.

Unit 4

Electronic Payment System : Introduction - Online payment systems - Prepaid and post paid payment systems - Types of electronic payment systems - E- cash - E- Cheque - Smart Card - Credit Card - Debit Card - Electronic purse - Electronic Fund Transfer - Security issues on electronic payment system - Solutions to security issues - Biometrics - Types of biometrics.

Unit 5

Legal and Security Issues in E- Commerce: Security issues in E- Commerce - Need for security - Attacking methods - E-commerce security solutions - E-locking techniques - E-locking product - E-locking services - Net Scape security solutions - Cyber Laws relating to E-commerce - Security overview - Secure electronic record and digital signatures - Certifying authorities - Cyber crimes - Offences and Penalties .

Reference Books:

1. Turban, Efraim, David King et. al: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
2. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
3. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison – Wesley, Delhi.
4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
5. Smantha Shurety: E-Business

3.FINANCIAL MANAGEMENT

Unit 1

Introduction to financial management, meaning-scope-goals of financial management-sources of finance

Unit 2

Cost of capital, meaning- importance of cost of capital in financial decisionsdetermination
of specific costs-cost of debt- cost of preference share capital-cost of equitycost
of retained earnings-weighted average cost of capital-Leverages- meaning-
types -problems
on Leverages.

Unit 3

-Capital structure-meaning-optimum capital structure-features of appropriate
capital structure-factors influencing capital structure-theories of capital
structure-NI
approach-NOI approach, MM approach, traditional approach, determination
of optimal
debt-equity mix.

Unit 4

- Capital budgeting: Meaning-features, role of capital budgeting, techniques of
capital budgeting-payback period, average rate of return, net present value,
profitability
index, internal rate of return, discounted pay back method.

Unit 5

-Dividend decisions-meaning, Dividend decisions, Dividend policies- objectives of dividend policy-determinants of dividend policy-dividend relevance-Walter's model, Gordon model-Dividend irrelevance-MM hypothesis.

BOOKS FOR REFERENCE

1. **Financial Management** I.M.Pandey.
2. **Financial Management** Ravi Kishore
3. **Financial Management** Dr.V.R.Palanivelu
4. **Financial Management** Kulkarni
5. **Financial Management** Tulsian P C

4.INVESTMENT MANAGEMENT

Unit 1

Investment, meaning- investment and speculation- investment objectives process- avenues financial and non financial investment. Corporate investment-return and risk—systematic and unsystematic risks- measurement of risk-Approaches to investment analysis—fundamental analysis—technical analysis—modern portfolio theory (Basic knowledge only expected)

Unit 2

Capital market - meaning, structure and functions - capital market instruments - shares, debentures and bonds.- stock exchanges- role and functions - NSE , BSE - trading mechanism - online trading - script less trading and depository system – SEBI- role and functions.

Unit 3

Mutual funds- meaning and definition- Concept of open end and close ended fund - equity, index, diversified, large cap, mid cap funds, sector fund - Benefits and limitations of MF investment - Roll and objectives of AMFI

Unit 4

Introductions to Exchange Traded Funds – salient features – Market making by Authorised Participants – Creation Units – Portfolio deposit and cash components - Mutual Fund Vs ETFs – Relative Advantages.

Unit 5

Derivatives—concepts and meaning, features, classification of derivatives— options and features—kinds of options and features—index and currency feature. (General idea is only expected)

References: 1. Donald E. Fisher and Ronald J. Jordan, "Securities Analysis and Portfolio Management", Prentice Hall, New Delhi.

2. S. Kevin: Security analysis and portfolio Management

3. Sourain, Harry, "Investment Management", Prentice Hall of India.

4. Francis and Archer, "Portfolio Management ", Prentice Hall of India.

5. Gupta L.C.: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi.

6. Machi Raju, H.R.: Working of Stock Exchanges in India, Wiley Eastern Ltd, New Delhi

5.WORKING CAPITAL MANAGEMENT

Unit 1

Introduction to working capital management—Meaning and definition—gross and net working capital—Operating and cash conversion cycle—permanent and temporary working capital— balanced working capital—Components of working capital—Inventory, receivable and cash management—Factors influencing the determination of working capital—Estimating working capital requirements (Numerical problems expected)

Unit 2

Inventory management—raw material inventory, semi finished inventory, finished inventory—Need for holding inventory—objectives of inventory management—Inventory management techniques- Inventory control systems—ABC system, VED system, JIT, Computerized inventory control system—Factors influencing inventor holding (Numerical problems expected)

Unit 3

Receivable s management-- Goal of credit policy—Important decisions in credit management—credit policy variables—optimum credit policy—factors influencing credit policy—Credit evaluation system—factoring and credit management. (Numerical problems expected)

Unit 4

Cash management meaning and definition—cash conversion cycle— Motivation of cash holding—Factors influencing cash holding—methods of cash management—Cash budgets, sensitivity analysis—Optimum cash position, Models of cash management—cash collection methods—Investment strategies of surplus cash. (Numerical problems expected).

Unit 5

Working capital financing for Indian industry—Problems of working capital finance—recommendations of various committees appointed for working capital financing to Indian industry.

Reference books:

1. Working Capital Management N.K.Jain, APH Publishing,2004
2. Working Capital Management & Finance,R.K.Gupta & Himanshu Gupta
3. Working Capital Management V.K.Bhalla
4. Working Capital Management: Strategies and Techniques

6.CORPORATE ACCOUNTING

Unit 1

Accounting for share capital: Meaning and types of shares-issue of sharesoversubscription and prorate allotment- forfeiture of shares-reissue of forfeited sharespassing journal entries and preparing balance sheet.

Unit 2

Financial statements of limited companies: Preparation of financial statements as per schedule III of Companies' Act-2013. Provisions of companies Act-2013 on Declaration of Dividends.

Unit 3

Accounting For Redemption of Preference Shares And Issue Of Bonus Shares:

Conditions for redemption of preference shares, and Accounting procedure for redemption meaning of bonus shares and bonus issue-SEBI guidelines for bonus issue-accounting entries for issue of bonus shares

Unit 4

Issue and redemption of debentures: meaning and types of debentures-methods of redemption of debentures-journal entries for issue of debentures and conditions for redemption- financing for redemption of debentures.

Unit 5

Liquidation of companies- Meaning and circumstances of liquidation- preparation of liquidator's final statement of account.

BOOKS FOR REFERENCE:

1. Accounting Principles; Anthony, R.N. and Reece, J.S.: Richard Irwin Inc.
2. Advanced Accounting ; Gupta, R.L. and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
3. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
4. Higher Sciences of Accountancy : . Agarwala A.N., Agarwala K.N.:Kitab Mahal, Allahabad.
5. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers



UNIVERSAL INSTITUTE FOR PRIVATE TRAINING, KUWAIT

BBA (MARKETING & HUMAN RESOURCE)

Under Choice Based Credits System

(With effect from the academic year 2020-2021)

**Proposed CBCS Regulations for 3-Year Semester Course Leading to
BBA (MARKETING & HUMAN RESOURCE)**

Regulations - 2020

NOTE:

1. These regulations are applicable to students taking admission to I semester BBA (MARKETING & HUMAN RESOURCE) from the academic year 2020-21
2. The duration of the course shall be 3 years consisting of 06 semesters.
3. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.

0 NAME OF THE COURSE AND DURATION OF THE COURSE.

Bachelor of Business Administration (B B A(MARKETING & HUMAN RESOURCE))

The duration of the BBA (MARKETING & HUMAN RESOURCE) course shall be of 03 years of 6 semesters. candidate shall complete his/her degree within 06 academic years from the date of admission to the course

0 ELIGIBILITY FOR ADMISSION

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline : eligible for admission.

0 SCHEME OF INSTRUCTIONS:

In the first four semesters, there shall be 19 subjects from Discipline Specific Courses and 10 subjects from Ability Enhancement Compulsory Courses. In the last two semesters, there shall be 6 subjects each Discipline Specific Elective For each subject, there shall be lecture classes, tutorials/practicals. The credits for each subject vary between 3 and 5 p subject per week as prescribed in the curriculum.

Credits Matrix :

Course		Total credits
Discipline Specific Course	19 Papers	84
Discipline Specific Elective	06 Papers X 5 Credits	30
Ability Enhancement Compulsory Courses	10 Papers X 3 Credits	30
TOTAL (36 Papers)		144

4.0 SCHEME OF EXAMINATION AND EVALUATION:

There shall be university examination at the end of each semester for maximum marks of 70 for The examination and the Internal Assessment will be for 30 marks. The 2 credit Courses examination will be according to University of Mysore regulations for the courses Environmental Studies and Constitution of India.

All papers of this course except papers that are common to all other graduate courses of the University of Mysore shall be set/valued/reviewed by BOE for a maximum of 70 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions.	2*15= 30
Part- B : Answer any two out of four questions.	2*10= 20
Part- C : Answer any four out of six questions.	4*05= 20
TOTAL	<u>70</u>

Evaluation of each subject is divided into internal assessment (IA) and end term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks instructions designated as C1, the second, after sixteen weeks of instruction designated as C2. The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminar quizzes / case discussions, viva, and practical's.

The breakup of marks will be as follows:

- a. C1 (Covering the first half of the syllabus) – 15 Marks
 - b. C2 (Covering the second half of the syllabus) - 15 Marks
 - c. C3 (Covering entire syllabus) – 70 Marks
- Total – 100 Marks

Term end examination (C3) will be of 3 hours duration for each subject.

Scheme of Assessment

Course Type	C1	C2	C3		Total
	Marks	Marks	Marks	Duration (Hrs)	
AECC	15	15	70	3	100
DSE	15	15	70	3	100
DSC	15	15	70	3	100

Courses in the programme are of three types: Ability Enhancement Compulsory Courses, Discipline Specific Elective and Discipline Specific Course

5.0 ATTENDANCE:

- ◆ Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures during each semester)
- ◆ A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination in the concerned semester.
- ◆ A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester obtaining prior permission from the University.

6.0 MEDIUM OF INSTRUCTION:

The medium of instruction shall be English.

7.0 APPEARANCE FOR THE EXAMINATION:

A candidate shall apply for all the papers of a semester when he appears for examination for the first time. of each semester

8.0 BOARD OF EXAMINERS, VALUATION:

- ◆ There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- ◆ There will be single valuation for all the papers.

9.0 DECLARATION OF RESULT:

- ◆ Minimum for a pass in each paper shall be 35%, and for all the papers in the semester average shall be 40. However, a candidate has to score minimum of 35% of theory component of semester end examination i.e. 25(rounded off) marks out of 70 marks.
- ◆ There shall be no minimum marks for C1 and C2.
- ◆ Classification of successful candidates and Graduation of results shall be as per the University regulations shown below;

Letter grade	Grade point
O (Outstanding)	10
A+(Excellent)	9
A (Very Good)	8
B+(Good)	7
B (Above Average)	6

C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

10.0 PROVISION FOR REPEATERS:

- ◆ A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester/s.
- ◆ The candidate shall take the examination as per the syllabus and scheme of examination in force during subsequent appearances.
- ◆ **PROVISION FOR RE-ADMISSION:**
- ◆ Such of those candidates who have discontinued the course/failed to take admission to the next semester, shall get admitted to the concerned semester in the immediate next academic year only. This provision is available to a student only two times in the entire duration of the course.
- ◆ **Any other issue not envisaged above** shall be resolved by the Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- ◆ Wherever the regulation is silent, the provisions of University regulations shall be applicable.

Sl No.	Subject	COURSES	Credits	L:T:P Pattern
I Semester				
1.1	Kannada-1/Sanskrit/Urdu/Tamil/Telugu//Marathi/Hindi	AECC	3	2:1:0
1.2	English-1	AECC	3	2:1:0
1.3	Financial Accounting	DSC-1	5	4:1:0
1.4	Principles of Management	DSC-2	4	3:1:0
1.5	Managerial Economics	DSC-3	4	3:1:0
1.6	Environmental Studies	AECC	2	2:0:0
II Semester			21	
2.1	Kannada-2/Sanskrit/Urdu/Tamil/Telugu/Marathi/Hindi	AECC	3	2:1:0
2.2	English-2	AECC	3	2:1:0
2.3	Indian Business Environment	DSC-4	4	3:1:0
2.4	Organisational Behaviour	DSC-5	4	3:1:0
2.5	Statistics for Management	DSC-6	5	4:1:0
2.6	Constitution of India	AECC	2	2:0:0
III Semester			21	
3.1	Kannada-3/Sanskrit/Urdu/Tamil/	AECC	3	2:1:0

	Telugu/ /Marathi/Hindi			
3.2	Business Communication-I(English – 3)	AECC	3	2:1:0
3.3	Business Regulatory Framework	DSC-7	3	2:1:0
3.4	Quantitative Techniques for Business	DSC-8	5	4:1:0
3.5	Business Decisions	DSC-9	4	3:1:0
3.6	Cost Accounting	AECC	4	3:1:0
	IV Semester		22	
4.1	Kannad-4/Sanskrit/Urdu/Tamil/ Telugu//Marathi/Hindi	AECC	3	2:1:0
4.2	Business Communication-II (English – 4)	AECC	3	2:1:0
4.3	Management of Banking Operations	DSC-10	4	3:1:0
4.4	Financial Management	DSC-11	5	4:1:0
4.5	International Business	DSC-12	5	4:1:0
4.6	Small Business Management and Entrepreneurship	DSC-13	4	3:1:0
	V Semester		24	
5.1	Accounting for Management	DSC-14	5	4:1:0
5.2	Entrepreneurship Development	DSC-15	5	4:1:0
5.3	Human Resource Management	DSC-16	4	3:1:0
5.4	Principles of Marketing	DSC-17	4	3:1:0
5.5	Advertisement and Salemanship	DSE-1	5	4:1:0
5.6	Industrial Relations	DSE-2	5	4:1:0
			28	

	VI Semester			
6.1	Research Methodology	DSC-18	4	3:1:0
6.2	E-Commerce	DSC-19	4	3:1:0
6.3	Human Resource Planning &Development	DSE-3	5	4:1:0
6.4	Management Training & Development	DSE-4	5	4:1:0
6.5	Services Marketing	DSE-5	5	4:1:0
6.6	Retail Management	DSE-6	5	4:1:0
			28	

Total: 144 credits

DSC = Discipline Specific Course

DSE = Discipline Specific Elective

AECC = Ability Enhancement Compulsory Courses

* Any one of the languages from Kannada/Sanskrit/Urdu/Tamil/Telugu//Marathi//Hindi/French/German/Persian/Arab.

1.LANGUAGE

2. English-1

3.FINANCIAL ACCOUNTING – I

Unit 1

Meaning of Accounting, Accounting Principles – Concepts & Conventions. Systems of Book- keeping rules of double entry – Preparation of Journal and Ledger (Personal Accounts only). Subsidiary books Purchases, purchase Returns, Sales, Sales returns, Cash Book, Petty Cash Book, Journal Proper, Bills Receivable and Bills Payable book (Format & Theory only). Problems on three column cash book.

Unit 2

Bill of Exchange – Meaning, Characteristics, Parties to Bill of Exchange (Drawer, Drawee, payee, Endorsee & Endorser) – Noting & Protest – Discounting – Endorsement – Renewals of Bills – Dishonor of Bills. Simple problems on Trade bills.

Unit 3

Preparation of Trial Balance, Preparation of Final Accounts of Sole-Trading Concern – Trading Account, Profit & Loss Account and Balance Sheet.

Unit 4

Depreciation – Meaning, Causes, Depreciation V/s Fluctuations, Methods of Depreciation – Problems on Straight line method, written down value method and Depreciation fund Method.

Unit 5

Consignment – Meaning – Difference between Sales and Consignment – Pro-forma invoice – Account Sale. Problems on Consignment (at cost and Invoice price) – Normal loss and abnormal loss.

References:

1. Advanced Accountancy - R.L. Gupta
2. Advanced Accountancy - S.N. Maheshwari

4. PRINCIPLES OF MANAGEMENT

Unit 1

Management: Importance – Definition – Nature and Scope of Management Process – Role and Functions of a Manager – Levels of Management – Evolution of Management.

Unit 2

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Decision – making – Process of Decision – making – Types of Decision.

Unit 3

Organizing: Types of Organisations – Organisation Structure – Span of Control and Committees – Authority – Delegation – Forecasting.

Unit 4

Management by Objectives, Policy And Strategy. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process – Control Techniques.

Unit 5

Definition of Business ethics – importance, characteristics, Principles of Business Ethics and relevance of Values in Business – Ethical Management, Structure of Ethic Management

Recommended Texts

1. C.B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi.
2. L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi.
3. P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi.

5. MANAGERIAL ECONOMICS

Unit 1

Managerial economics: Definition, nature and scope. Roles and responsibilities of a managerial economist. Relationship to economic theory, decision sciences, statistics, accounting and functional areas of business.

Unit 2

Theory of the firm: objectives, alternative objectives, and value of the firm. Constraints to the operation of the firm, limitations of the theory of the firm, the nature and functions of profits, business sources of economic profits, theory and functions of profits.

Unit 3

Individual demand v. market demand. Elasticity: price elasticity of demand, and income elasticity of demand.

Unit 4

Production and cost analysis. Production function, ridge lines, expansion path. Law of variable proportion. Types of costs. Short-run and long-run costs.

Unit 5

Importance of prices. Pricing and profit analysis. Pricing under perfect competition, monopoly, monopolistic competition and oligopoly. Different pricing strategies. Price discrimination.

References:

1. Managerial economics- Gupta
2. Managerial Economics- concepts and cases- V L Mote, S Paul and G S Gupta.
3. Managerial Economics- M Craig Peterson and W C Luis
4. Managerial Economics- Mithani
5. Managerial Economics by Dominic Salvatore
6. Managerial Economics- Varshney & Maheshwari

6.ENVIRONMENTAL STUDIES

Unit 1

: Definition of Environmental studies, Relationship to other branches (Multidisciplinary nature), scope and importance. Need for public awareness.

Unit 2

Renewable and Non-renewable Resources.

Forest Resources: Use and over exploitation, deforestation, timber logging, Mining, Dams and their effects on Forest and tribals.

Water Resources: use and over utilization of surface and ground water, floods, droughts, dams, benefits and problems

Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources.

Food Resources: Definition, use, changes caused by agriculture and overgrazing effects of modern agriculture, fertilizer-pesticide, water logging, salinity.

Energy Resources: Growing energy needs renewable and nonrenewable energy sources, use of alternate energy sources.

Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Roll of an individual in conservation of natural resources.

Unit 3

- concept of an ecosystem.
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following
 - a. forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystem: ponds, streams, lakes, rivers, oceans, estuaries

Unit 4:

- Introduction – Definition, genetic species and ecosystem diversity
- Biogeographical classification of India
- Value of Biodiversity: Consumptive use, production use, social, ethical, aesthetic and option value
- Hotspots 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

Unit 5

Definition

- Causes, effects and control measures of
 - Air pollution
 - Water pollution
 - Soil pollution
 - Marine pollution
 - Noise pollution
 - Thermal pollution
 - Nuclear hazards
- Solid waste management and control measures of urban and industrial waste.
- Pollution case studies
- Disaster Management: Flood, earthquake, cyclone and landslides.

SEMESTER II

1.LANGUAGE

2.ENGLISH

3. INDIAN BUSINESS ENVIRONMENT

1. Objectives of business, business, as an organ of society, the internal and external environment of business; business, society and government-interface.
2. Forms of Business Organisations -Sole Proprietorship, Partnership, joint-stock company. Private and public, government companies, co-operatives, public sector companies, corporatisation of departmental undertakings, utilities, boards, port trusts, statutory corporations(a study of salient features)
3. External factors- Social, cultural, political, and technological factors influencing business in India.
4. Economic environment – salient features of Indian economy – sectoral developments – agriculture, industry and service sectors – sectoral and regional imbalance.
5. Business Ethics and Corporate Social Responsibility.

References:

1. Essential of Business environment - Bisht and Sharma
2. Business Environment - Francis Cherunilam
3. Business policy -Bomei
4. Business Environment - Ashwathappa

4. ORGANISATIONAL BEHAVIOUR

Unit 1

Organizational behavior—concepts, meaning, nature, scope features of OB.OB and other disciplines

Unit 2

Individual behavior—basic psychological process—personality, determinants of personality—personality traits—perception, factors affecting perception—learning, theories of learning—social learning. Motivation—theories of motivation (Maslow's, Hertzberg, Mc Greger, X and Y theory) financial and non financial motivation.

Unit 3

Group—concept of group dynamics—features of group—types of group behavior—formal and informal group behavior—stages of group development— group moral—group norms—group cohesiveness.

Unit 4

Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fiedler's

contingency model) modern approach to leadership theories—leadership styles.

Unit 5

Stress management—meaning, types of stress—consequences of work stress—causes of stress—Conflict, types of conflicts, conflict resolution— Organisational development—meaning, need, benefits and limitations of OD—steps in OD. Organizational changes.

References:

1. Fred Luthans: Organisational behavior
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behavior in organization
3. Henry Mintzberg: The structure of organization
4. Edwin Gerlof: Organization theory and design

5. STATISTICS FOR MANAGEMENT

Unit 1:

Meaning and Scope of Statistics in Business and Industry. Sources of Statistical data – Methods of Data Collection, Summerization and Presentation.

Unit 2

Measures of Central Tendency – Mean, Median & Mode. G M & H M (Individual Series only). Partition Values – Quartiles and Percentiles.

Unit 3

Measures of Dispersion – Quartiles Deviation & Standard Deviation (Absolute and Relative Measures) – Skewness, Coefficient of Variation.

Unit 4

Correlation – Meaning – Types – Methods – Karlpearson's & Charles Spearman's Probable Error, Linear Regression Analysis – Regression Co-efficient -Regression equations, Estimation using the Regression Equation. Properties of Correlation and Regression Co-efficient between two variables.

Unit 5

Time Series Analysis – Meaning – Components – Moving average Method – Method of least squares.

References:

1. Business Statistics – D.N. Ethance
2. Business Statistics – Sancheti & Kapoor
3. Business Statistics – S.P.Gupta

6.CONSTITUTION OF INDIA

Unit 1

: Constitution – Structure and Principles 3 hours - Meaning and importance of Constitution - Making of Indian Constitution – Sources - Salient features of Indian Constitution

Unit 2:

Fundamental Rights and Directive Principles - Fundamental Rights - Fundamental Duties - Directive Principles

Unit 3:

Government of the Union - President of India – Election and Powers - Prime Minister and Council of Ministers - Lok Sabha – Composition and Powers: Rajya Sabha – Composition and Powers

Unit 4: Government of the States-Governor – Powers -Chief Minister and Council of Ministers - Legislative Assembly – Composition and powers-Legislative Council – Composition and powers

Unit 5:

The Judiciary - Features of judicial system in India -Supreme Court –Structure and jurisdiction -: High Court – Structure and jurisdiction

Unit 6:

Administrative organisation and constitution - Federalism in India – Features Local Government - Panchayats –Powers and functions; 73rd and 74th amendments Election Commission – Organisation and functions -Citizen oriented measures – RTI and PII. – Provisions and significance .

Reference: 1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)

2. M.V.Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)

3. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)

4. Constitution of India (Full Text), India.gov.in., National Portal of India, https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf

5. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; LexisNexis Butterworths Wadhwa, 2015

6. Kb Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015

SEMESTER III

1.Language

2.English

3.BUSINESS REGULATORY
FRAMEWORK

Unit- 1

General Contract

Definition - Essential elements of a valid contract classification - capacity to contract - Free consent

General Principles of contract & contract based on Internet

Principle of Law of Contract (Indian
act, 1872)

Unit- 2

Legality of object and consideration - Performance and discharge of contracts - Remedies for breach of contract - contracts based on Internet - Originator - address - Digital signature (I.T. Act 2000)

Unit- 3

Contracts of Indemnity, Guarantee, Bailment and pledge

Definitions of Indemnity - Rights of indemnity holder - Guarantee - Kinds of guarantee - Rights and liabilities of sureties - Discharge of surety - Bailment - Rights and duties of bailor and bailee - General of particular lien - pledge - Rights and duties of pawnor and Pawnee.

Unit 4

Contract of Agency

Definition of Agent and principle - creation of agency - classification of agents - Rights duties and liabilities of agents and principles sub agent and substituted agents - Authority of an Agent - Personal liability of an agent Termination of Agency.

Unit -5

Contract of sale of Goods (Sale of Goods Act, 1930)

Sale and Agreement to sell - kinds of goods conditions and warranties - caveat Emptore Transfer of property - Performance - sale by non - owners - unpaid seller - Rights of unpaid seller - Action sales.

4.QUANTITATIVE TECHNIQUES FOR BUSINESS

Unit 1

Research-Meaning-Definition-Business Research-Types of Research (Pure, Applied, Exploratory, Descriptive, Empirical, Analytical, Qualitative and Quantitative)- Research process- Primary and Secondary Data-Methods of data Collection- Census and Sampling-methods (Probability sampling and non probability sampling) Cross tabulation- Analysis of data.

Unit 2

Correlation (*Un grouped data Only*)- Concept-Types of Correlation-methods- Karl Pearson s Co-efficient of correlation-Spearman's Rank correlation co-efficient-probable error-Regression analysis (*Un grouped data Only*)

Unit 3

Probability-Meaning-Definition- Basic terms-concepts-Approaches to assigning probability-Permutation and combination-Theorems of Probability- Addition Theorem-Multiplication theorem.

Unit 4

Testing of Hypotheses-Procedure-Null hypotheses-Alternative Hypotheses- Level of significance-Degrees of freedom-Type 1 Error-Type II Error (*theory only*)-Chi-square test-Condition for validity of Chi-square test-Test for goodness of fit-test for independence (*both theory and problems*)

Unit 5

Report writing-Integral part of report-Characteristics of a good report-Contents of a report.

5.BUSINESS DECISIONS

Unit 1

- Introduction-meaning of decisions-importance-Basic concepts of business decisionsfactors influencing business decisions.

Unit 2

Time value of Money-present value and future value concepts-present value of annuity, application of present and future value to investment decisions, preparation of amortization table.

Unit 3

-Pricing policies and practices-cost plus pricing or mark up pricing-marginal cost pricing-illustration with problems, multiple product pricing-competitive bidding prices.

Unit 4

-Linear programming-Meaning, concepts and assumptions of linear programming problems, methods of solving linear programming problems, application of linear programming problems[Graphical method].

Unit 5

-CALCULUS-Meaning of functions and calculus, application of calculus to compute cost, revenue and profit functions.

6.COST ACCOUNTING

Unit 1

Cost Accounting: Meaning, Definition, Objectives, Advantages & limitations of Cost Accounting – Differences between Cost Accounting & Financial Accounting – Cost Centre and Cost Unit – Elements of Cost – Cost Classifications – Cost Sheet and Cost Estimations.

Unit 2

Materials: Procurement Procedure, Stores Procedures – Bin Card and Stores ledger. Inventory Control – Stock levels. Methods of Pricing Materials Issues – Problems on FIFO & LIFO Methods.

Unit 3

Labour: Time-keeping and Time-booking – Methods of remunerating labour – Time Rate – Piece Rate – Treatment of Idle Time & Overtime – Methods of Incentive Plans – Halsey and Rowan Plan.

Unit 4

Overheads: Meaning, Classifications, Allocation – Apportionment and Absorption of Overheads – Problems on Primary Distribution of Overheads and Machine Hour Rate-Concept of Activity Based Costing.

Unit 5

Methods of Costing: Contract Costing – Process Costing (Excluding inter process profits and valuation of Work-in-progress).

References:

1. Cost Accountancy - Agarwal
2. Cost Accountancy - S.N. Maheshwari
3. Cost Accountancy - Nigam and Sharma
4. Accounting Principles - Anthony and Reece
5. Cost and Management Accounting - Duncan Williamson

SEMESTER –IV

1.Language

2.English

3.MANAGEMENT OF BANKING OPERATIONS

Unit 1:

Banking – Meaning and Definition - Role of Banks - Types of Banks--Banking Structure
– Unit and Branch Banking, Pure and Mixed Banking.

Unit 2

Commercial Banks – Functions including Modern Services and High-Tech Banking: Internet Banking, ATM, Debit Card and Credit Card.

Unit 3

Central Banking – Evolution of Central Bank, Functions of Central Bank, Monetary Policy – Objectives, Credit Control Methods.

Unit 4

Banker and Customer – Meaning, Relationship: General and Special, Special Relationship: Obligation to Honor Cheques on demand, Secrecy of Accounts. Bankers Right to combine Accounts and Bankers General Lien - Types of Accounts & Procedure to open a Bank Account.

Unit 5

Cheques – Definitions, Essentials, Crossing, Endorsements. Paying Banker – Payment of Customers' Cheques, Precautions to be taken by the Banker. Collecting Banker – Duties.

Books for Reference:

- | | |
|---------------------------------------|-------------------------|
| 1. Central Banking | M.H. De kock |
| 2. Modern Banking | M.C. Vaishya |
| 3. Banking Theory & Practice | B.S. Raman |
| 4. Banking Theory & Practice | Shekhar and Shekhar |
| 5. Banking Theory & Practice in India | Varshney and Radhaswamy |

5. FINANCIAL MANAGEMENT

Unit 1

Introduction to financial management, meaning-scope-goals of financial management-sources of finance

Unit 2

Cost of capital, meaning- importance of cost of capital in financial decisionsdetermination of specific costs-cost of debt- cost of preference share capital-cost of equitycost of retained earnings-weighted average cost of capital-Leverages- meaning- types -problems on Leverages.

Unit 3

-Capital structure-meaning-optimum capital structure-features of appropriate capital structure-factors influencing capital structure-theories of capital structure-NI approach-NOI approach, MM approach, traditional approach, determination of optimal debt-equity mix.

Unit 4

- Capital budgeting: Meaning-features, role of capital budgeting, techniques of capital budgeting-payback period, average rate of return, net present value, profitability index, internal rate of return, discounted pay back method.

Unit 5

-Dividend decisions-meaning, Dividend decisions, Dividend policies-objectives of dividend policy-determinants of dividend policy-dividend relevance- Walter's model, Gordon model-Dividend irrelevance-MM hypothesis.

BOOKS FOR REFERENCE

1. **Financial Management** I.M.Pandey.
2. **Financial Management** Ravi Kishore
3. **Financial Management** Dr.V.R.Palanivelu
4. **Financial Management** Kulkarni
5. **Financial Management** Tulsian P C

5.INTERNATIONAL BUSINESS

Unit 1

International Business: Meaning and Scope – Theories of International trade: classical and modern theories – protectionism vs. free trade – Trade barriers - Tariff and Non-tariff barriers – Terms of trade - Balance of payment – disequilibrium and corrective measures.

Unit 2:

International Business Analysis: Internal and External environment analysis – Modes of Entry - exportin – Licensing – franchising – contract manufacturing – Management contracts, turnkey projects – Foreign Direct Investments: Greenfield Investments – Mergers & Acquisitions – joint ventures – FDIs in emerging markets: recent trends.

Unit 3

Stages of Internationalization: International, Multinational, Global and Transnational corporations – strategic orientations – Growth of MNCs - contributing factors – merits and demerits of MNC – transfer o technology – regulation of MNCs – MNCs in India.

Unit 4

International Traded Agreements: Bilateral, Plurilateral and Multilateral agreements – GATT and WTO - WTO agreements - TRIPs, TRIMs, GATS and AoA – Trade Facilitation Issues – Environmental issues – Ind and WTO

Unit 5

Regional Economic Integrations: Meaning and rationale – Forms of integrations – EU, NAFTA, ASEAN, SAFTA, APEC and other groupings – International Financial Institutions - IMF, World Bank and ADB – functions and role in economic development.

References: 1. Francis Cherunilam, International Business: Text and Cases, PHI, New Delhi

. 2. Shyam Shukla, International Business, Excel Books, New Delhi

3. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi.

4. P.Subba Rao, International Business, Himalaya Publishing House, Mumbai.

6. Small Business Management & Entrepreneurship

Unit 1

Small Business – Definition and Characteristics, Small, Ancillary, Tiny sector, Village industries – Role of Small Scale business in India's economic development.

Unit 2

Management problems of Small Scale Industry – Production – Finance – Personnel – Marketing. A study of sickness in small scale sectors.

Unit 3

Role of Central & State Governments in promoting Small Scale Industry – Financial and fiscal Incentives. Institutional Framework for Small Scale Industry – SIDBI – NISIET – SISI – DICs – NSIC – SSICs and commercial banks. Government policy towards small scale sector in the context of economic liberalization.

Unit 4 :

Concept of Entrepreneurship, Characteristics, Role and Traits of entrepreneurs, Factors influencing entrepreneurship, Classification of Entrepreneurial types --Success factors for entrepreneurs.

Unit 5

Evolution of entrepreneurship in India, a study of business houses – Tatas, Birlas, Thapars, Singhanias, etc. The new generation entrepreneurs –Developing entrepreneurs, Rewards & Hazards in entrepreneurship. Emergence of Women in Small Business. Women entrepreneurs in India - Case studies.

References:

6. Small Business Management & Entrepreneurship : Renu Arora
7. Small Business Management & Entrepreneurship : Vasant Desai
8. Small Business Management & Entrepreneurship : C.B. Gupta & K.L. Srinivasan
9. Entrepreneurship & Small Business : S.P. Singh
10. Business Maharajas : Gita piramal

SEMESTER V

1.ACCOUNTING FOR MANAGEMENT

Unit 1

Management Accounting – Nature, Scope, definition and objectives of Management Accounting and Financial Accounting – Differences between Cost Accounting and Management Accounting – Limitations of Management Accounting.

Unit 2

Marginal Costing – Basic Concepts, Definition, assumptions – Distinguish between Marginal Costing and Absorption Costing – Contribution, P/V ratio, BEP Margin & Safety, Graphical Analysis.

Unit 3

Relevant Costs – Distribution between Incremental Cost and Opportunity Cost. Simple problems on relevant costs in decision making.

Unit 4

Budget and Budgetary Control – Definition, Objectives, Basic Concepts, Key Factors, Types of Budgets- Functional and Behavioral, Zero based Budgeting (Theory only) – Problems on Flexible Budget. Production and Sales Budget.

Unit 5

Standard Costing – Definition, Difference between Standard Costing and Budgetary Control – Advantages – Variance Analysis – Simple Problems on Material and Labour Variances.

References:

1. Management Accountancy - Sharma and Gupta
 2. Management Accountancy - S.N. Maheshwari
 3. Management Accountancy - Khan and Jain
- Management Accountancy - Ravi M. Kishore

2. Entrepreneurship Development

Unit 1

Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship, Characteristics of successful entrepreneur, Functions, Role of entrepreneur in economic development, women entrepreneur, Rural entrepreneur, Agricultural entrepreneur-meaning and challenges.

Unit 2

Entrepreneurship development program(EDP), meaning, objective, importance, institutions doing EDP in India, DIC, CEDOCK, SSI, NSIC, EDII, AWAKE, KVIC,RUDSET, Industrial estate-Meaning and importance.

Unit 3

Financing of small business in India, institutional and non-institutional assistance-SFCs, banks, SIDBI, NBFC-meaning and schemes; venture capital, bills discounting, factoring, state and central government subsidies and incentives for SSI(existing)-recent industrial policy(2011), PM MUDRA yojana- meaning, objectives, procedures for obtaining loan under MUDRA.

Unit 4

Setting up of new business, forms for small business- small proprietorship, partnership, private company, cooperative society-meaning and nature, project formulation, project report-meaning, importance, general format of project report, project appraisal.

Unit 5

Business ethics-meaning, ethics in business, importance, various social responsibility of an entrepreneur towards customers, suppliers, government and society, self-employment- recent trends in the areas of self-employment-event management-meaning and areas of business in event management(party organizing , catering, wedding plan and corporate event plan)

BOOKS FOR REFERENCE

1. Entrepreneurship And Small Business Management- C B Gupta And S S Khanka
2. Entrepreneurship Development – C B Gupta And Srinivasan
3. Entrepreneurship development development –Shankaraiah
4. Entrepreneurship development-S S Khanka
5. Management of small scale business and entrepreneurship- Vasantha Desai

3.HUMAN RESOURCE MANAGEMENT

Unit 1

Comparison of the Concept and Scope of PM, HRM and HRD, Role of HR managers, Structure of the HR department, HR policies, Objectives of HR function.

Unit 2

Manpower planning process, job Analysis, job Description, job specification, succession planning and career planning.

Unit 3

Recruitment and Selection - Sources of recruitment, selection process, methods of selection, types of tests and interviews.

Unit 4

Training and Development- Identification of Training Needs, Training & Development Methods, Management Development, Training evaluation and training effectiveness.

Unit 5

Performance appraisal and Compensation - Methods of Appraisal, Potential appraisal, Job evaluation Methods. Objectives of Compensation, factors influencing compensation and Incentive Methods.

References:

1. Human Resource Management- –T.V. Rao

2. Human Resource Management- -V.S.P. Rao
3. Human Resource Management- Gary Dessler
4. Human Resource Management- K.S. Ashwathappa

4.PRINCIPLES OF MARKETING

Unit1

Introduction, Meaning and Definition of Market, Marketing- Marketing Concepts, Marketing Mix, Marketing environment, Functions of Marketing.

Unit 2

Product Concept- Meaning of a Product, Product Plan/Strategy-Product life cycle and Marketing strategy -Diffusion (Adoption) of Innovations- New Product idea- New Product Strategy Development -Causes for Failure of a new product.

Unit 3

Product Related Strategy -Branding-Brand Strategy policy-what is a brand?- Importance of Branding- types of brands - Packing and Packaging and Labeling - Functions of packaging.

Unit 4

Channels of Distribution - Middlemen and Distribution- Selection of the type of Channel - Retailing -Nature and Importance -Non-store retailing-Wholesaling and Physical Distribution-Nature and Importance of Wholesaling and Physical Distribution

Unit 5

Advertising and Publicity- Meaning- Definition- Importance- -Social and Economic effects of advertising, Advertising Media -Advertising Agency-Advertising Copy and Layout

Books for Reference:

Marketing Management	---	Philip Kotler
Marketing Management	---	William J. Stanton
Marketing Management	---	S.A. Sherlekar
Sales Management	---	Chunnawalia
Marketing and Salesmanship	---	J.C. Sinha

5.ADVVERTISEMENT AND SALESMANSHIP

Unit 1

Advertising - definition, objectives.

Types of Advertising - Newspaper, Magazines, Journals. Outdoor Ads, Theatre Ads. Radio, TV Advertisement. Product placement

Unit 2

Ad Agencies - Its Types and functions. Ethics in Advertisement. Advertisement Budget

Unit 3

Element of Advertisement - Copy Writing. Advertisement lay out, Proof reading, Typography, Lithography. Use of Symbols, Slogans Caption Catch Phrase.

Unit 4

Salesmanship - Importance of Salesman, Steps in selling- Direct Marketing. Different Salesman - retailer, wholesaler etc. Negotiation

Unit 5

Knowledge, Skills and Qualities required in salesmanship. Training and supervising the salesman.

Motivating the salesman - perks, commission, incentives, remuneration, awards and reward

REFERENCE BOOKS

Dawar S.R : Salesmanship and Advertisement

Cummins. J : Sales Promotion

Birth and Boyd : New patterns in Sales Management Debbie Gilliland
:Marketing

6.INDUSTRIAL RELATIONS

Unit-1

Industrial Relations-Meaning- Requisites- Objectives- Evolution-Functions- Industrial relations perspectives-IR in the emerging socio-economic scenario in India- Causes& Effects of Poor Industrial Relation in India. Trade Unions: Historical Evolution of Trade Unions in India, Role & Functions of Trade union, Essentials for success of Trade Union.

Unit-2

Discipline and Grievance Management: Employee discipline; Causes of indiscipline, essentials of a good disciplinary system, Hot-Stove Rule and kinds of punishment; Grievance procedure: Settlement of grievance in Indian industry; Model grievance procedure, Collective Bargaining- Meaning, Nature, Structure, Functions, Types; Stages and processes, Current Trends in Collective Bargaining in India.

Unit-3

Industrial Disputes & Worker's Participation: Industrial Disputes-Causes, Settlement & Prevention Mechanism, Labor office, Labor Courts and Industrial Tribunals; Conciliation and Mediation. Types of Agreements, and Role of Legal Advisors; Role of Tripartism.; Worker's Participation in Management: Concept, Objectives and Levels. Forms of Worker's Participation in India.

Unit-4

Conflicts and Conflict management - Conflict Management Strategies, Improving group, organizational or team dynamics when conflict occurs- Collaborating, Compromising, Accommodating, Competing, Avoiding, Johari window, Industrial Relations Machinery in India; Forms of industrial conflicts; Labour turnover; workplace practices and cooperation.

Unit-5

Employee Relations and Legislations: Regulations of employee relations- Industrial Disputes Act, 1947 - Regulations of working conditions- Factories Act, 1948, Shops and Establishments Act, 1953 - ESI Act, 1948, Workmen Compensation Act, 1923, Payment of Gratuity Act, 1972. Regulations of wage- Payment of Wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965.

Reference Books:

1. . Arun Monappa : Industrial Relations, McGraw Hill
- . 2. Pattanayak, Biswajeet: Human Resource Management, PHI.
3. Mamoria, Gankar & Mamoria: Dynamics of Industrial Relations, Himalaya Publishing House.
4. C.P. Tripathi, Personnel Management, Sultan Chand .
5. . Verma Pramod -Management of Industrial Relations - Oxford and IBH.

SEMESTER VI

1. RESEARCH METHODOLOGY

Unit -1

Research methodology- meaning. Research, meaning, objectives, significance.

Research process- different steps, criteria for good research. Types of research- descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical and conceptual.

Unit -2

Selection of research problem-sources-technique involved in defining a problem.

Unit -3

Research design-meaning-need ♦ concepts-elements

Sampling design-steps-criteria of selecting a sampling procedure-sampling process

Unit -4

Types of data-primary data -meaning-advantages-disadvantages-methods of collecting primary data-sources. Secondary data- meaning ♦ advantages-disadvantages-sources.

Unit-5

Interpretation-meaning-techniques-of interpretation.

Report writing-significance-types of reports; (technical and popular) steps-layout-oral presentation.

References:-

1. Research Methods for management- Dr S.Shajahan (Jaico Publishing House)
2. Research Methodology. methods and techniques- C.R.Kothari
(New Age International publishers.)
3. Research Methods- Ram Ahuja (Rawat publications)
4. Research Methodology ♦ K.R.Sharma (National Publishing House)

2.E - COMMERCE MANAGEMENT

.Unit 1

Introduction to E- commerce : Meaning and concept – Scope of E-commerce – Features – E commerce V/s traditional Commerce - E- Business & E- commerce – Brief history of E - commerce Benefits and significance of E- commerce – Impacts, challenges & limitations of E-commerce - EDI - Importance - Supply Chain Management & E - commerce – E-commerce applications.

Unit 2

Business Models of E - Commerce: Business to Business (B2B) - Business to customers (B2C) Customers to customers (C2C) – Customers to business (C2B) - Business to Government (B2G) Business to employee (B2E) - E- commerce strategy - Factors Influencing successful E- commerce E-Business infrastructure -Internet - Intranets and Extranets - World Wide Web - Voice over IP (VoIP) - Internet Standards - HTTP Protocol - Audio and Video Standards - Web services - New access devices – Retail Ecommerce – Retailing through internet.

Unit 3

Marketing strategies & E- commerce : Website - Components of website - Concept & designing website for E- commerce - Corporate Website - Portal - Search Engine - Internet advertising Emergence of the internet as a competitive advertising media - Models of internet advertising Weakness in Internet advertising - Mobile Commerce.

Unit 4

Electronic Payment System : Introduction - Online payment systems - Prepaid and post paid payment systems - Types of electronic payment systems - E- cash - E- Cheque - Smart Card - Credit Card - Debit Card - Electronic purse – Electronic Fund Transfer - Security issues on electronic payment system - Solutions to security issues - Biometrics - Types of biometrics.

Unit 5

Legal and Security Issues in E- Commerce: Security issues in E- Commerce - Need for security - Attacking methods – E-commerce security solutions – E-locking techniques – E-locking product – E locking services – Net Scape security solutions – Cyber Laws relating to E-commerce – Relevant provisions of Information Technology Act 2000 – Security overview – Secure electronic record and digital signatures – Certifying authorities – Cyber crimes - Offences and Penalties .

Reference Books:

1. Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.

2. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
3. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison – Wesley, Delhi.
4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
5. Smantha Shurety: E-Business

3. HUMAN RESOURCES PLANNING AND DEVELOPMENT

Unit 1:

Introduction to HR planning—meaning and definition, objectives of HRP, benefits of HRP, problems of HRP, process of HRP, HR demand forecasting techniques- HR supply forecasting skill inventories management inventories, Micro level man power planning and labour market analysis, recruitment and succession planning. Macro level manpower planning and labor market analysis; Organizational HR Planning; Stock taking; Workforce flow mapping; Age and grade distribution mapping.

Unit 2

Job analysis, : meaning and definition; job description and job specifications, steps in job analysis process of job analysis, Types of information for job analysis -method of collecting job data. Impact of behavioural factors on job analysis,

Unit 3 :

Career Management :Introduction, Career management process, Career dynamics, Career management policies;, Tips for successful career planning, Talent management, Succession planning Career planning: meaning and importance- Career planning process ;Organizational responsibility Individual responsibility –; Role of employees ,managers and organisation in career planning

Unit 4 :

HRD climate; work culture; Quality of HRD climate; work culture; Quality of work life(QWL) and management of change; TQM and HRD strategies; HRD in strategic organization

Unit 5:

HR Valuation and accounting : HR Valuation and accounting; Human Resource Accounting Introduction, Definition of Human Resource Accounting, Need, Significance, Objectives for HRA Advantages of HRA , Methods of HRA, Objections to HRA, Controlling Manpower Costs, True Costs of Planning and Recruitment, Human Resource Accounting in India

Reference Books: 1. Bernardin, John H: Human Resource Management, Tata McGraw Hill, New Delhi

2. Arthur M, Career Theory Handbook, Prentice Hall Inc, Englewood Cliff,.

3. Belkaoui, A.R. and Belkaoui, JM. Human Resource Valuation: A Guide to Strategies and

• Techniques, Quorum Books, Greenwood,

4. Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford,

5. Greenhaus, J.H., Career Management, Dryden, New York,

4. MANAGEMENT TRAINING AND DEVELOPMENT

Unit 1

Training process an overview; Training and development; Learning and skill acquisition; Role responsibilities and challenges to training managers- Relationship between HRD and business strategies Skill inventory; Scanning the environment for training areas; Organizational analysis for training.

Unit 2

Organisation and management of training function; Learning process; Learning and Knowledge management; Various tools and models.

Unit 3

Training climate and pedagogy – developing training modules – training methods and techniques facilities: planning and training aids.

Unit 4

Technical training – training for TQM – attitudinal training – training for management change – training for productivity – training for creativity and problem solving – training for leadership and training for trainers Training communication- Training evaluation – evaluation methods – cost benefit analysis.

Unit 5

Management Development (MD): objectives of Management Development; Methods of Management Development; Various models of management development.

Reference Books:

1. Raymond A. Noe and Amitabh Deo Kodwani, Employee Training & development, McGraw Hill
2. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi
3. 3. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot,
4. Reid, M.A., et el., Training Interventions: Managing Employee Development, IPM, London,
5. 5. Rishipal, Training and Development Methods, S Chand

6. B Janaki Ram ,Training and Development Indian Text Edition , Dreamtech Press
7. Rathan Reddy Training, Effective Human resource Development

5.SERVICES MARKETING

Unit 1

Definition of service- nature and characteristics -classification of services- the role of services in the economy- Evolution of services - distinction between goods and services .

Unit 2

Service mission- developing a service mission- customer oriented service marketing -service marketing segmentation -process identifying alternative bases for segmentation -identifying and selection target market- positioning and differentiation of services- levels of positioning and processes.

Unit 3

The service marketing mix -developing marketing mix strategy -service marketing triangle managing demand- expectation and perception of service quality -service encounter -customer retention -CRM -measuring service quality and customer satisfaction -SERVQUAL the Gap Model TQM

Unit 4

Service Marketing planning process- environment- serviceCape- resource allocation and Monitoring -distribution- pricing of services- process, types- promotion of services advertisement, persona selling, direct marketing, sales promotion publicity and public relation -service product development and management

Unit 5

Marketing information system MKIS and marketing research -application of services marketing in various industries- financial services, healthcare, hospitality IT public utilities -recent trends in service marketing- government regulations and policies.

References:

- 1.Services Marketing Concepts Planning & Interpretation-C Bhattacharjee
- 2.Services Marketing Concepts & Practices -Rajneek Kapoor, Justin Paul & Biplan Halder
- 3.Services Marketing Text and Cases - Harsh V.Verma

6.RETAIL MARKETING

Unit - 1

An overview of Retailing - Types of stores - Product Retailing vs. Service Retailing - Non store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

Unit - 2

Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout Interior store design and layout - Interior design elements.

Unit - 3

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies

Unit - 4

Communicating with the retail customer - Retail promotion mix Advertising - Sales promotion Publicity - Retail selling process - Retail database- In-store customer service.

Unit - 5

Globalization and changing retail formats - Online retailing - International Retailing - Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk 'shopping arcades')

References :

- 1.Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.2010 Fernie,
- 2.PRINCIPLES OF RETAILING, Elsevier Publishing, 2010 Giridhar Joshi,
3. INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.2009 Ron Hasty and James Reardon,
- 4.RETAIL MANAGEMENT. McGrawHill Publication, International Edition. Swapna Pradhan,
5. RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-Hill PublishingCo, New Delhi, 2008

UNIVERSAL INSTITUTE FOR PRIVATE TRAINING, KUWAIT
BA INTERIOR DESIGN
 Under Choice Based Credits System
 (With effect from the academic year 2020-2021)
Proposed CBCS Regulations for 3-Year Semester Course Leading to
(BA (INTERIOR DESIGN))
Regulations - 2020

NOTE:

1. These regulations are applicable to students taking admission to I semester BA (INTERIOR DESIGN) from the academic year 2020-21
2. The duration of the course shall be 3 years consisting of 06 semesters.
3. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.

1.0 NAME OF THE COURSE AND DURATION OF THE COURSE.

Bachelor of Interior Design (BA Interior Design)

The duration of the Bachelor of Interior Design (BA Interior Design) course shall be of 03 years of 6 semesters. A candidate shall complete his/her degree within 06 academic years from the date of admission to the course

2.0 ELIGIBILITY FOR ADMISSION

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline are eligible for admission.

3.0 SCHEME OF INSTRUCTIONS:

In the first four semesters, there shall be 19 subjects from Discipline Specific Courses and 10 subjects from Ability Enhancement Compulsory Courses. In the last two semesters, there shall be 6 subjects each Discipline Specific Elective. For each subject, there shall be lecture classes, tutorials/practicals. The credits for each subject vary between 3 and 5 per subject per week as prescribed in the curriculum.

Credits Matrix :

Course		Total credits
Discipline Specific Course	19 Papers	84
Discipline Specific Elective	06 Papers X 5 Credits	30
Ability Enhancement Compulsory Courses	10 Papers X 3 Credits	30
TOTAL (36 Papers)		144

4.0 SCHEME OF EXAMINATION AND EVALUATION:

There shall be university examination at the end of each semester for maximum marks of 70 for Theory examination and the Internal Assessment will be for 30 marks.

All papers of this course except papers that are common to all other graduate courses of the University of Mysore, shall be set/valued/reviewed by BOE for a maximum of 70 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions.	2*15=30
Part- B : Answer any two out of four questions.	2*10=20
Part- C : Answer any four out of six questions.	4*05=20
TOTAL	<u>70</u>

Evaluation of each subject is divided into internal assessment (IA) and end term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated as C2 The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practical's.

The breakup of marks will be as follows:

- a. C1 (Covering the first half of the syllabus) – 15 Marks
- b. C2 (Covering the second half of the syllabus) - 15 Marks
- c. C3 (Covering entire syllabus) – 70 Marks

Total –100 Marks

Term end examination (C3) will be of 3 hours duration for each subject.

Scheme of Assessment

Course Type	C1	C2	C3		Total
	Marks	Marks	Marks	Duration (Hrs)	
AECC	15	15	70	3	100
DSE	15	15	70	3	100
DSC	15	15	70	3	100

Courses in the programme are of three types: Ability Enhancement Compulsory Courses, Discipline Specific Elective and Discipline Specific Course

5.0 ATTENDANCE:

- ◆ Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures during each semester)
- ◆ A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination of the concerned semester.
- ◆ A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the University.

6.0 MEDIUM OF INSTRUCTION:

The medium of instruction shall be English.

7.0 APPEARANCE FOR THE EXAMINATION:

A candidate shall apply for all the papers of a semester when he appears for examination of each semester for the first time.

8.0 BOARD OF EXAMINERS, VALUATION:

- ◆ There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- ◆ There will be single valuation for all the papers.

9.0 DECLARATION OF RESULT:

- ◆ Minimum for a pass in each paper shall be 35%, and for all the papers in the semester average shall be 40%. However, a candidate has to score minimum of 35% of theory component of semester end examination i.e. 25(rounded off) marks out of 70 marks.
- ◆ There shall be no minimum marks for C1 and C2.
- ◆ Classification of successful candidates and Gradation of results shall be as per the University regulations as shown below;

Letter grade	Grade point
O (Outstanding)	10
A+(Excellent)	9
A (Very Good)	8
B+(Good)	7

B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

10.0 PROVISION FOR REPEATERS:

- ◆ A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester/s.
- ◆ The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.
- ◆ **PROVISION FOR RE-ADMISSION:**
- ◆ Such of those candidates who have discontinued the course/failed to take admission to the next semester, shall get admitted to the concerned semester in the immediate next academic year only. This provision is available to a student only two times in the entire duration of the course.
- ◆ **Any other issue not envisaged above** shall be resolved by the Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- ◆ Wherever the regulation is silent, the provisions of University regulations shall be applicable.

SI No.	Subject	COURSES	Credits	L:T:P Pattern
I Semester				
1.1	Kannada-I/Sanskrit/Urdu/Tamil/ Telugu//Marathi/Hindi	AECC	3	2:1:0
1.2	English-I	AECC	3	2:1:0
1.3	Theory of interior design	DSC-1	5	4:1:0
1.4	Material and Construction-I	DSC-2	4	3:1:0
1.5	Computer aided design software-AutoCAD	DSC-3	4	3:1:0
1.6	Design Studio-I	AECC	2	2:0:0
II Semester			21	

2.1	Kannada-2/Sanskrit/Urdu/Tamil/Telugu/Marathi/Hindi	AECC	3	2:1:0
2.2	English-2	AECC	3	2:1:0
2.3	History of interior design	DSC-4	4	3:1:0
2.4	Computer aided design software-sketch up and photoshop	DSC-5	4	3:1:0
2.5	Material and Construction-2	DSC-6	5	4:1:0
2.6	Design Studio-2	AECC	2	2:0:0
III Semester			21	
3.1	Kannada-3/Sanskrit/Urdu/Tamil/Telugu/ /Marathi/Hindi	AECC	3	2:1:0
3.2	English – 3	AECC	3	2:1:0
3.3	Interior services-1	DSC-7	3	2:1:0
3.4	Revit Architecture	DSC-8	5	4:1:0
3.5	Material And Construction-3	DSC-9	4	3:1:0
3.6	Design Studio-3	AECC	4	3:1:0
IV Semester			22	
4.1	Kannad-4/Sanskrit/Urdu/Tamil/Telugu//Marathi/Hindi	AECC	3	2:1:0
4.2	English – 4	AECC	3	2:1:0
4.3	Building Services -2- Fire & Life Safety	DSC-10	4	3:1:0
4.4	Light & color in interior	DSC-11	5	4:1:0
4.5	Revit MEP	DSC-12	5	4:1:0
4.6	Design Studio-4	DSC-13	4	3:1:0
V Semester			24	
5.1	Estimation and costing	DSC-14	5	4:1:0
5.2	Contemporary interior design	DSC-15	5	4:1:0
5.3	Design Contextual studio	DSC-16	4	3:1:0
5.4	Computer graphics- Lumion	DSC-17	4	3:1:0
5.5	Interior landscape design	DSE-1	5	4:1:0
5.6	Design Studio - 5	DSE-2	5	4:1:0
			28	

VI Semester				
6.1	Project Management	DSC-18	4	3:1:0
6.2	Interior Design Codes	DSC-19	4	3:1:0

6.3	Interior Services-3 - Acoustics	DSE-3	5	4:1:0
6.4	Parameters of interior design and components	DSE-4	5	4:1:0
6.5	Building information modelling-Navisworks	DSE-5	5	4:1:0
6.6	Design Studio - 6	DSE-6	5	4:1:0
			28	

Total: 144 credits

DSC = Discipline Specific Course

DSE = Discipline Specific Elective

AECC = Ability Enhancement Compulsory Courses

* Any one of the languages from

Kannada/Sanskrit/Urdu/Tamil/Telugu//Marathi//Hindi/French/German/Persian/Arabic

SEMESTER I

1.LANGUAGE

2. ENGLISH

3. THEORY OF INTERIOR DESIGN

UNIT - I DESIGN VOCABULARY

Form - point, line, volume, shape, texture & color - in relation to light, pattern etc. and application of the same in designing interiors.

UNIT - II DESIGN PRINCIPLES

Ratio; proportions - scale; balance - symmetrical, radial, harmony; unity; variety; rhythm; emphasis.

UNIT - III ANTHROPOMETRICS

Definition, theory of standard dimension based on human figures for activities, functions, circulation, furniture design, spatial requirements etc. Study of Ergonomics. Design of furniture for various spaces.

UNIT - IV DESIGN CONTROL

Design process - analysis, synthesis, design evaluation; design criteria - function and purpose, utility and economy, form and style; human factors - human dimensions, distance zones, activity relationships; fitting the space - plan arrangements, function, aesthetics.

UNIT - V SPATIAL QUALITIES

Space - definition; Interior space - spatial qualities; form, scale, outlook; structuring space with interior design elements; spatial form; spatial dimension - square, rectangle, curvilinear spaces, height of space; spatial transitions - openings within wall planes, doorways, windows, stairways.

4. MATERIAL AND CONSTRUCTION-1

UNIT - I INTRODUCTION TO MATERIALS

Wood - Soft and hardwood, plywood, laminated wood and particle boards - properties, manufacture & uses.

Synthetic materials - Different types of glass, their properties, manufacturing processes and uses.

Plastics - injection molding & other manufacturing methods, etc.

Fabrics - textile, jute, leather etc. different types and their uses.

UNIT - II BUILDING COMPONENTS

Foundation - brick footing, stone footing & RCC column footing

Concrete flooring, plinth beam & floor finish

Superstructure - brickwork with sill, lintel, windows & sunshade

Flat RCC roof with weathering course, parapet & coping.

5. Computer aided design software – AutoCAD

UNIT - I: GETTING STARTED

Opening and Creating Drawings, Exploring the AutoCAD interface, Zooming and Panning, Lines ,Circles ,Rectangles , Creating Simple Drawings, Using Object Snap Tracking to extrapolate a projected top view , Using Modify tools to arrange an office layout, Object Snaps and Tracking

UNIT - II: MODIFYING COMMANDS

Move, Copy ,Rotate ,Mirror ,Scale ,Using the reference option with the Scale Tool , Layers , Polylines , Arcs ,Polygons ,Ellipses ,The Properties Palette, Quick Select ,Select Similar ,Measure Trim and Extend, Fillet and Chamfer ,Polyline Edit and Spline , Offset and Explode , Join The Insert Block Command , The Multiline Text Tool ,The Single Line Text Tool Editing Text, The Hatch Command, Adding Dimensions, Preparing to Print.

6. DESIGN STUDIO-1

UNIT - I

Designs involving various elements such as point, line shape, colour and texture - applies to compositions such as mural design, fabric design, mosaics, stained glass, engraving, block printing, collage etc - involving all the principles of composition.

SEMESTER II

1.LANGUAGE

2.ENGLISH

3.HISTORY OF INTERIOR DESIGN-2

UNIT - I RECENT DIRECTIONS

Design movements such as Late Modernism, High Technology, Post Modernism, and De Constructivism and Minimalism.

UNIT - II NON-EUROPEAN TRADITIONS

Interiors in China, Japan & the Islamic World - Influences of Pre Columbian-American art & culture, African influences in interiors.

UNIT - III SCANDINAVIAN TRADITIONS

Interior Design in Sweden, Finland, Norway. Contributions of Architects such as Aalvar Alto, etc.

4.COMPUTER AIDED DESIGN SOFTWARE – SKETCHUP AND PHOTOSHOP

UNIT - I SKETCH UP USER INTERFACE

How to get around inside SketchUp, Zoom, pan, rotate. Understanding the xyz axis. Selecting toolbars applying templates. Drawing and using pencils tools., Drawing basic geometric shapes, drawing with measurements, drawing circles and arcs. Moving and move copy, rotating objects, Rotate/Copy, scale fractional and relative.

UNIT - II MODELLING

Making components, making groups, comparisons and benefits, saving components, Re- loading components, creating a digital warehouse. Modelling techniques, using push pull, using follow me, intersecting geometry. Copy and offset faces, edges and polygons how to use polygons in 2D drawings

UNIT - III MATERIALS

Paint bucket,, materials editor, textures and bitmaps, Getting to understand the materials editor, Create new scenes, create new styles, saving scene and styles and rendering.

UNIT - IV INTRODUCTION TO PHOTOSHOP

Vector vs. bitmap graphics image resolution, Interface- tools/control panel/panels, Preferences -

units/increment/guides/undo's. Paint tools - paintbrush/Pencil/Erase, patterns, Gradients -

Linear/radial/angled Selection tools - marquee/lasso/magic wand/quick selection/modifying selections, Colour

range - making selections based on color. Introduction/layer concepts creating, modifying and controlling,

Transparency - opacity and blend modes, layer styles - layer specific styles such as patterns/gradients/fills, layer

groups - organizing layers

Colour theory- RGB/CMYK, swatches eyedropper Tool, Saving your work File Formats - benefits and uses of formats: PSD/TIF/JPG.

Transforming - scale/rotate/skew/distort/perspective/warping/image and canvas size/ crop tools/content aware scaling.

Auto adjustments - tone/color/contrast, Histograms - Understanding Information Colour balance/Replace colour/hue/saturation/level - adjusting tonal balance/black and white.

5.MATERIAL AND CONSTRUCTION-2

UNIT - I WALLS - TYPES OF MASONRY

Different types - stone walls - random rubble, coursed rubble, square rubble, polygonal rubble & Ashlar etc.

Brick masonry - types of bonds - single & double Flemish bond, header bond, stretcher bond, rat trap bond, ornamental bonding.

UNIT - II FLOORS

Floor coverings - softwood, hardwood - resilient flooring - linoleum, asphalt tile, vinyl, rubber, cork tiles - terrazzo, marble & granite - properties, uses & laying.

Floor tiles - ceramic glazed, mosaic and cement tiles - properties, uses and laying, details for physically handicapped.

UNIT - III FALSE CEILING

Construction of various kinds of false ceiling such as thermacol, plaster of Paris, gyp board, metal sheets, glass and wood. Construction of domes, vaults & other special ceilings.

UNIT - IV WALL PANELING

Paneling - using wooden planks, laminated plywood, cork sheets, fiber glass wool & fabric for sound insulation and wall paneling for thermal insulation.

UNIT - V FINISHES

Paneling - enamels, distempers, plastic emulsions, cement-based paints - properties, uses and applications - painting on different surfaces - defects in painting, clear coatings & stains - varnishes, lacquer, shellac, wax polish & stains - properties, uses and applications. special purpose paints - bituminous, luminous, fire retardant and resisting paints - properties, uses and applications.

6.DESIGN STUDIO-2

UNIT - I KITCHENS

Work triangle, planning for activity - anthropometrics - types of kitchen - modular kitchens. Materials used in counters, shelves, worktops, washing areas & their comparative study. Lighting & color scheme - natural & artificial light.

UNIT - II TOILETS

Anthropometry - various types of sanitary ware and their use - types of layouts - concepts in modern day toilet interiors - materials & finishes - color, texture & pattern.

UNIT - III BEDROOMS & LIVING ROOMS

Concepts in bedroom & living room interiors - various layout of these spaces - the use of furniture and accessories to create a certain type of ambience - materials & finishes - lighting, colour & texture.

UNIT - IV RESIDENCE

Holistic concepts in residential interiors - ability to integrate various individual spaces into one theme - treatment of patios, courtyards, verandahs & other semi sheltered spaces - integration of built form and open spaces.

SEMESTER III

1.

Language

2.English

3.INTERIOR

SERVICES-1

UNIT - I WATER SUPPLY IN BUILDINGS

Standard of portable water and methods of removal of impurities, consumption or demand of water for domestic purposes, services connection from mains, house - service design, tube well, pumping of water, types of pumps, cisterns for storage

UNIT - II BUILDING DRAINAGE

Layout, principles of drainage, trap type, materials and functions, inspection chambers, design of septic tanks and soak pits, ventilation of house drains. Anti - Syphonage or vent pipes, one and two pipe systems. Sinks, bath tub, water closets, flushing cisterns, urinals, wash basins, bidet, shower panel etc.

UNIT - III PLUMBING

Common hand tools used for plumbing and their description and uses, joints for various types of pipes, sanitary fitting standards for public conveniences.
Different types of pipes and accessories for water supply, controlling fixtures like valves, taps, etc. Fittings and choice of materials for piping: cast iron, steel, wrought iron, galvanized lead, copper, cement concrete and asbestos pipes, PVC pipes.
Sizes of pipes and taps for house drainage, testing drainage pipes for leakage - smoke test, water test etc, CL pipes for soil disposal and rain water drainage, wrought iron, steel and brass pipes.
Rain water disposal drainage pipes spouts, sizes of rainwater pipes.

4. REVIT ARCHITECTURE

UNIT - I USER INTERFACE User Interface, Navigation & Views, Element Selection & Manipulation, Visibility Control & Categorization

UNIT - II MODELLING

Model Development Methodology Floors, Roofs & Ceilings Window, Door & Component Use, System Family Editing, Basic Schedules and Legend, Geometry Formation and In -Place, Families, Massing Tools and the Building Maker, Stairs Ramps and Railings - Basic Curtain Walls, Room Data and Colour -Fill., 2D Draughting and Annotation,

5.MATERIAL CONSTRUCTION-3

UNIT - I DOORS

Types including, openable, sliding, folding pivoted lodged and braced, paneled doors, glazed doors,

joinery details for doors.

UNIT - II PARTITIONS

Details of fixed, sliding and sliding and folding partitions with wood, steel and aluminium frames & panels in glass, particle board, MDF, gybboard and plywood.

UNIT - III TIMBER WINDOWS

Types - casement, fixed, horizontal sliding, vertical sliding, pivoted and top hung types
Ventilators - top hung, bottom hung, pivoted, louvered, fixed types.
Joinery details for windows, ventilators.

UNIT - IV WINDOWS IN STEEL AND ALUMINIUM

Details of sliding and openable windows in aluminum and steel frames with glazed panels.

UNIT - V STAIRCASE 15

Types according to profile - straight flight, doglegged, quarter turn, half turn, bifurcated, spiral & helical.
Types based on materials (Timber, wood, steel, synthetic materials).
Details of handrails & balusters.
Designing and detailing for physically handicapped

6.DESIGN STUDIO-3

UNIT - I SHOPS

Planning for retail activity - anthropometrics - types of shop layouts modular units.
Materials used in counters, shelves, worktops, their comparative study.

SEMESTER -IV

1.Language

2.English

3. Building Services -2- Fire & Life Safety

UNIT - I BASIC CONCEPTS AND SYSTEM COMPONENTS IN AIR CONDITIONING

Vapor compression cycle - compressors - evaporators - refrigerant control devices - electric motors - air handling units - cooling towers.

UNIT - II AIR-CONDITIONING SYSTEM AND APPLICATIONS

Window type and packaged air conditioners - chilled water plants - fan coiled systems - water piping - cooling load - air conditioning systems for different types of buildings - duct lay out etc.

UNIT - III FIRE SAFETY

Mechanism of fire spread in building and prevention - fire safety standards - concepts in fire protection - firefighting installation and requirements - heat sensitive detectors - smoke detectors - automatic water sprinkler system - foam systems.

UNIT - IV ELECTRICAL SYSTEMS

Single / Three phase supply - protective devices in electrical installation - ISI specifications - types of wires, wiring systems and their choice - planning electrical wiring for building interiors - main and distribution boards - typical electrical layout for interiors.

4. LIGHT AND COLOR IN INTERIOR

UNIT - I INTRODUCTION TO DAY LIGHTING

Nature of light - wavelength, photometric quantities - intensity, flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

UNIT - II ARTIFICIAL LIGHTING

Electric lamps - incandescent, fluorescent, sodium vapor, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guidelines for lighting design, glare in artificial lighting.

UNIT - III EFFECT OF COLOUR IN LIGHTING

Colour, color schemes - monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of colour in different areas, colour temperature, psychological effects of colour in interiors, factors affecting colour, prang theory - colour wheel, Munsell system and Oswald system.

UNIT - IV LUMINAIRES & FIXTURES

Definition, different luminaires for lighting, lighting control system - benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.

Lighting accessories - switches, sockets, fused connection units, lamp holders, ceiling roses etc.

5.REVIT MEP

- Introduction to BIM Seminar
- UI Tour, Project Navigation and View Creation
- Element Selection and Manipulation
- Visibility Control and Categorization
- Model Development Methodology
- Establishing a Project
- Introduction to Building Elements
- Equipment, Fixtures and Fittings
- Introducing Systems
- Basic Schedules and Legends
- Geometry Formation and In-Place Families
- Mechanical Systems
- Electrical Systems and Circuits
- Plumbing Systems
- Spaces, Zones, Areas and Volumes
- 2D Draughting and Annotation
- Sheet Compilation and Publication
- Basic Subdivision and Collaboration
- Introduction to the Principles of Family Editing

6.DESIGN STUDIO-4

UNIT - I CORPORATE OFFICE

Interior designing for multi functional, space planning, design and detailing of various work spaces, interactions zones.

SEMESTER V

1.ESTIMATION AND COSTING

UNIT - I INTRODUCTION TO ESTIMATION

Estimation - definition, purpose, types of estimate, and procedure for estimating the cost of work in order to implement an interior design project or to make products related to interior design like furniture.

UNIT - II RATE ANALYSIS & ESTIMATION FORMAT

Rate analysis - definition, method of preparation, quantity & labour estimate for woodwork, steelwork, aluminium work, glass & its for different, thickness & sections, finishing (enamel paint, duco paints, melamine, DU coats, hand polishing, veneering and laminating) for walls & ceilings. Electrical & plumbing products, wiring, ducting etc., and laying of tiles & wall paneling in the estimate format of the project.

UNIT - III DETAILED ESTIMATE

Detailed Estimate - data required, factors to be considered, methodology of preparation, abstract of estimate, contingencies, labour charges, bill of quantities, different methods of estimate for interior design works, methods of measurement of works.

2. CONTEMPORARY INTERIOR DESIGN

UNIT - I EARLY PIONEERS

Art nouveau, the post industrial era works of Charles Renee Mackintosh, Antonio Gaudi, Gerrit Rietveld and their expressionist interior design.

UNIT - II BAUHAUS AND POST WAR MODERNISTS

Walter Gropius / Bauhaus, De Stijl, Mies Van Der Rohe, Art Deco, Postwar Modernism.

UNIT - III MODERNISM

Interiors of Le Corbusier, Frank Lloyd Wright, Louis Khan, Kenzo Tanga and Oscar Niemeyer

UNIT - IV INTERNATIONAL STYLE

The works of Alvar Alto, Phillip Johnson, Charles and Ray Eames, Eero Saarinen, Eero Arnio, Arne Jacobsen.

UNIT - V POST MODERNISM AND MINIMALISM

Interiors of Zaha Hadid, Santiago Calatrava, Frank Gehry and Peter Eisenmann

3. DESIGN CONTEXTUAL STUDIO

UNIT - I ENTERTAINMENT SPACES

Study of interiors for entertainment buildings such as clubs, multiplex and amusement parks -

schemes for video games parlour, food court areas and exclusive indoor game areas of clubs.

UNIT - II EDUCATIONAL SPACES

Study of interiors for class rooms, seminar halls and AV halls - schemes for library, smart class rooms and discussion areas.

4.COMPUTER GRAPHICS - LUMION

UNIT - I INTRODUCTION

An overview of GUI, types of modelling, transforming objects, compound objects, modifiers & modifier stack.

UNIT - II TEXTURE MAPPING AND RENDERING

Using material editor, material browser, mapping textures.
Lighting, cameras and render effects, environment mapping, fogs and atmospheres.

5.INTERIOR LANDSCAPE DESIGN

UNIT - I INTERIOR LANDSCAPING

Definition, classification of plants, indoor plants and their functions, layout & components, Floriculture - commercial, ornamental, selection of plants & pest control.

UNIT - II PHYSICAL REQUIREMENTS OF PLANTS

Physical requirements of plants - light, temperature, water, planting medium, soil separator, weight of plants, acclimatization & maintenance.
Techniques to meet physical requirements.

UNIT - III INTERIOR LANDSCAPING ELEMENTS & PRINCIPLES

Various interior landscaping elements - water bodies - pools, fountains, cascades plants, rocks, artifacts, paving & lighting, design guidelines -plant texture & colour, plant height plant spacing.

6. Design studio-5

UNIT - I HEALTH CARE INTERIORS

The design of health care spaces, such as hospitals, consulting, treatment rooms, Diagnostic facilities - study of special acoustics and functional materials and furniture detailing.

SEMESTER VI

1. PROJECT MANAGEMENT

UNIT - I INTRODUCTION

Project planning and project scheduling and project controlling, role of decision in project management, method of planning and programming, human aspects of project management, work breakdown structure, life cycle of a project, disadvantages of traditional management system.

UNIT - II CRITICAL PATH METHOD AND PERT ANALYSIS

CPM network analysis & PERT time estimates, time computation & network analysis.

2. INTERIOR DESIGN CODES

UNIT - I FIRE SAFETY CODES

Fire - combustibility - NBS - fire resistant rating of materials - fire fighting requirements - wet riser, dry riser, fire zones, fire escape stair case, fire alarms, smoke detectors and fire lifts.

UNIT - II CODES FOR LIGHTING

Measurement of illumination and luminous intensity - day light factor - sky luminance - ERC, IRC - light output ratio - recommended illumination levels for various spaces such as library, class room, garment factory, etc. Energy conservation in lighting.

UNIT - III CODES FOR BARRIER FREE ENVIRONMENT

Requirement of toilets, corridors, etc. for handicapped persons - wheel chair clearances - ramps for handicapped, etc. according to ISO 9001 standards.

3. INTERIOR SERVICES-3 - Acoustics

UNIT - I INTRODUCTION TO ACOUSTICS

Definition, theory of sound generation, transmission – reception of sound – Terms related to acoustics – sound waves, frequency, intensity, wavelength – measurement of sound.

UNIT - II ROOM ACOUSTICS

Characteristics of speech – making of sound – human ear characteristics – behavior of sound in enclosed spaces – reverberation, RT, optimum reverberation, simple exercise using Sabine's formula.

UNIT - III SOUND ABSORPTION, INSULATION, SOUND REINFORCEMENT

Sound absorption, absorption co-efficient and their measurements – sound absorbing materials – sound insulation – materials – sound amplification and sound reinforcement.

4. PARAMETERS OF INTERIOR DESIGN AND COMPONENTS

UNIT – I EVOLUTION OF INTERIOR DESIGN AND COMPONENTS

Factors influencing the designs namely social, cultural, economic considerations and technological advancements

UNIT – II CONTEMPORARY INTERIOR DESIGN AND COMPONENTS

Factors of influence such as economy, technology, materials, time factor, tastes and aspirations of people, levels of luxury and comfort, ergonomics and functional efficiency of spaces, lighting and acoustics.

UNIT - III

Innovative use of technology in the planning and design of interiors spaces and components.
Application of sustainable and green materials for the interior spaces.

UNIT – IV PARAMETERS OF INTERIOR DESIGN

Spatial planning – optimum utilisation of interior spaces, design of the components. Parameters of design of interiors and components in different functional spaces, namely residential, commercial, recreational, institutional, hospitality and health sectors.

5. BUILDING INFORMATION MODELLING (BIM)-NAVISWORKS

Introduction to BIM Seminar - Navisworks in a Nutshell- Introducing Navisworks as a BIM tool- UI Tour- Compiling and managing a project- Exploring the model- Reviewing, redlining, links and Switch Back- Viewpoint creation, sectioning and animation- Animation and Interactivity- Autodesk

Rendering - Simulation and the TimeLiner- Interference management- Clash Detective- Material Takeoff- Quantification

6. DESIGN STUDIO-6

UNIT - I AUDITORIUM

Spatial and environmental standards for various auditorium - performing arts, cinema, convention centre.

Detail schematics of wall paneling, false ceiling and carpeting to satisfy acoustic requirements.

Lighting study to develop ideas for foyer, auditorium and stage requirements.

UNIT - II FIVE STAR HOTELS

Spatial and service standards for five star hotels - integration of interior design schemes for rooms, restaurants, bars, health clubs, shopping arcade and other guest areas with the general theme of the hotel.

Special ideas for suites and banquet halls - contemporary interior schemes to integrate new concepts in lighting and materials.

