



## CENTRAL UNIVERSITY OF JAMMU

Rahya-Suchani (Bagla), District Samba-181143, Jammu (J&K)  
[www.cujammu.ac.in](http://www.cujammu.ac.in), Tel. 01923-249658

**MINUTES OF THE 8<sup>TH</sup> MEETING OF THE ACADEMIC COUNCIL HELD ON 26<sup>TH</sup> AUGUST, 2017 AT 11:30 AM in the Committee Room, Academic Block of Central University of Jammu, Rahya-Suchani (Bagla), District Samba, Jammu.**

**1. The following members were present:**

- a. **Prof. Ashok Aima**  
Vice-Chancellor  
Central University of Jammu
- b. **Prof. Mohammad Miyan,**  
(Former Vice-Chancellor, MANUU)  
D-194, Defence Colony,  
New Delhi – 110024.
- c. **Prof. Varun Sahni,**  
Vice-Chancellor,  
Goa University, Goa.
- d. **Prof. Devanand**  
Dean, School of Basic and Applied Sciences &  
Dean, School of Knowledge Management, Information and Media Studies  
Head, Deptt. of Computer Science & IT  
Head, Deptt. of Mathematics,  
Central University of Jammu.
- e. **Prof. Lokesh Kumar Verma**  
Dean, School of Educational Studies &  
Dean, School of Humanities and Social Sciences &  
Head, Deptt of Educational Studies &  
Head, Deptt. of Social Work,  
Central University of Jammu.
- f. **Prof. Deepsheekha Kotwal**  
Dean, School of Languages;  
Head, Deptt. of English &  
Head, Deptt. of Economics,  
Central University of Jammu.
- g. **Prof. Narinder Kumar Tripathi**  
Dean, School of Life Sciences,  
Head, Deptt. of Animal Sciences and Wildlife,  
Central University of Jammu.

- h. **Dr. Mallika Joseph**  
Head, Deptt. of National Security Studies;  
Head, Deptt. of Public Policy and Public Administration;  
Central University of Jammu.
- i. **Dr. Jaya Bhasin**  
Head, Deptt. of HRM & OB; and  
Head, Deptt. of TTM,  
Central University of Jammu.
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- j. **Prof. S.K. Khosa**  
I/c Librarian,  
Central University of Jammu.
- k. **Dr. Anil Kr. Thakur**  
Associate Professor  
Deptt. of Nano Sciences and Materials,  
Central University of Jammu.
- l. **Dr. Neena Gupta Vij**  
Assistant Professor,  
Deptt. of English,  
Central University of Jammu.
- m. **Dr. Bhavna Arora**  
Assistant Professor,  
Deptt. of Computer Science & Information Technology,  
Central University of Jammu.
- n. **Dr. Ravi Kumar**  
Registrar  
Central University of Jammu.

**2. The following attended the meeting as Special Invitees.**

- a. **Dr. Raj Nehru**  
Vice-Chancellor  
Skill University, Gurgaon.
- b. **Prof. Govind Singh**  
Head, Dept. of Mass Communication and New Media,  
Central University of Jammu.
- c. **Prof. G.M. Khawaja**  
Centre for Comparative Religions & Civilizations,  
Central University of Jammu.

[2]  


- d. **Dr. Gaurav Sehgal**  
Head, Dept. of Marketing and Supply Chain Management,  
Central University of Jammu.

3. The following persons could not attend the meeting and were granted Leave of Absence:

- a. **Prof. Jairup Singh,**  
(Former Vice-Chancellor,  
Central University of Punjab, Bhatinda)  
City Campus, Mansa Road,  
Bathinda, Punjab-151001
- b. **Prof. Ashok K. Ganguly, FASC, FNASC, FRSC,**  
Institute of Nano Science and Technology,  
Habitat Centre, Phase – 10,  
Sector-64,  
Mohali -160062, Punjab.
- c. **Prof. Aditya Bhattacharya,**  
Delhi School of Economics,  
University of Delhi.
- d. **Prof. T.V. Rao,**  
IIM Ahmedabad,  
Vastrapur, Ahmedabad,  
Gujarat-380015.
- e. **Prof. Subhashis Banerjee**  
Computer Science and Engineering,  
Indian Institute of Technology, Delhi,  
Hauz Khas, New Delhi.
- f. **Prof. Sunaina Singh**  
Vice-Chancellor,  
Nalanda University, Rajgir,  
District Nalanda, Bihar, India,  
Pin- 803116.
- g. **Shri S.Y. Siddiqui,**  
Chief Mentor,  
Maruti Suzuki India Ltd.  
A-10, Sanskrit Bhawan, 3rd Floor,  
Aruna Asaf Ali Road, Qutub Institutional Area,  
New Delhi – 110067.



- h. **MD and CEO**  
National Skill Development Corporation of India,  
Block A, Clarion Collection  
Shaheed Jeet Singh Marg,  
New Delhi - 110016.

### Introductory

4. The Vice-Chancellor extended a very warm welcome to Prof. Mohd. Miyan, Prof. Varun Sahni and all other members of the Academic Council. The Vice-Chancellor also welcomed Dr. Raj Nehru who attended the meeting as a special invitee. The Vice-Chancellor expressed sincere thankfulness to them for sparing their valuable time to attend the 8<sup>th</sup> meeting of the Academic Council.
5. The Vice-Chancellor presented details of the academic, research, infrastructure and developmental initiatives undertaken by the University during the period through a detailed power point presentation. He informed the house that out of 13 approved Schools, 08 are functional; out of 82 approved Departments, 21 are functional. He also informed about the newly started 02 Centres, 12 Research Programmes, 04 Integrated programmes, 02 B. Voc. Programmes, and 02 Certificate/Diploma courses.
6. The Vice-Chancellor apprised the members that out of 158 sanctioned faculty positions, 112 no. have been appointed (regular, deputation, contractual and tenure basis). He apprised the house that interviews for 20 faculty positions (Professors/Associate Professors/ Assistant Professors) were held from 6<sup>th</sup>-14<sup>th</sup> June, 2017 and appointments of recommended candidates by the Selection Committee shall be made after approval by the Executive Council meeting scheduled to be held on 11<sup>th</sup> September, 2017. He also

informed that prior to 17<sup>th</sup> April, 2015, only 56% of faculty was recruited with Ph.D./Research Experience which has been achieved 100% after 17<sup>th</sup> April, 2015.

7. The Vice-Chancellor informed that the admission process for the session 2017-18 has been concluded for Under Graduate and Post Graduate programs. This year Central University of Rajasthan was again the nodal agency for conducting Central Universities Common Entrance Test (CUCET 2017). The process for online application forms was started from 14<sup>th</sup> March, 2017 to 19<sup>th</sup> April, 2017. The entrance test was conducted through offline mode on 17<sup>th</sup> & 18<sup>th</sup> May, 2017 at different examination centres at Jammu, Udhampur and Kathua. The Vice-Chancellor informed the members that for the current session 2017-18, a total number of 23500 applications were received from pan India candidates which was a threefold increase since 2015-16.
8. The Vice-Chancellor apprised the members of newly created amenities and facilities. Such facilities include E-Journals, print Journals, E-resources, full text E-Journals, full text databases, fully automated library, computer labs with Wi-Fi, reprographic services; sports facilities (indoor/outdoor games), gymnasium, banks and ATMs, Wi-Fi enabled campus, free transportation services for students/scholars, two language labs (English and French), etc. The Vice-Chancellor apprised the house that the University enrolled a total of 65 JRF/NET/SET qualified candidates in various Departments (29 in Educational Studies; 12 in TTM, HRM & OB; 07 in Economics; 10 in EVS; 03 in English; 01 in Mathematics; 01 MCNM; and 02 PPPA).



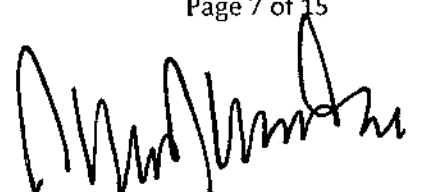
9. The Vice-Chancellor apprised the house that the University has signed 03 MoUs at International level; and 17 MoUs at National level which includes recent MoUs signed with Hangyang University, Seoul, Korea and Vishwakarma Skill University, Haryana.
10. The Vice-Chancellor highlighted the details of conferences/workshops/ seminars/meets/lectures held in the University and informed the house that most of the events are externally funded by various organisations/agencies (2366.934 Lakhs for Resource Mobilization for Academic Activities). Prof. Varun Sahni and Prof. Mohd. Miyan appreciated the efforts of the Vice-Chancellor. The Vice-Chancellor also apprised the members about the various major and minor projects and grants sanctioned by the UGC to the faculty members of the University.
11. Prof. Mohd. Miyan enquired about hostel facilities for Boys and Girls. The Vice-Chancellor informed that separate Boys and Girls hostels have been hired in rented buildings at Sainik Colony, Jammu, near TAB. The Vice-Chancellor also informed that due to increasing number of girl students hailing from far-flung areas of Jammu and Kashmir region, it becomes difficult to provide accommodation to such girl students. Prof. Mohd. Miyan informed that UGC has funding scheme for construction of Women's Hostel and assured that he would explore this scheme with the UGC and would inform the Vice-Chancellor.
12. The Vice-Chancellor apprised the members about Friday Clubs, where students make presentations on the topics & fields outside their curriculum. This helps the students to have sufficient knowledge & exposure as most of the students are from rural areas. Special

emphasis is being laid on their language skills (English) to make them confident in the urban and corporate society.

13. The Vice-Chancellor apprised the members that Department of Mathematics has been able to get FIST in less than one year and appreciated the efforts of the new faculty. Prof. Varun Sahni also appreciated the efforts of the faculty for this remarkable achievement and suggested to encourage the faculty of Social Sciences and Humanities also for similar endeavours.

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14. The Vice-Chancellor apprised the members that the University has devised measures to promote and encourage research among faculty members and research scholars and students. Some of such measures include, Best Teacher Award – Rs.1.00 Lakh; Best Innovative idea by University student - Rs.25000.00; Best Innovative idea by female entrepreneur/student of the region- Rs.25000.00; Minor Research Project – Rs.2.00 Lakh (for each Deptt.); Best Researcher award – Rs. 1.00 Lakh; Financial support for participation in National Rs 10000/-; and International Conferences Rs 35000/-.
15. The Vice-Chancellor apprised that a number of faculty members have been selected for prestigious fellowships: Dr. Anita Singh, for Raman Fellowship (2016); and Dr. Shweta Yadav for Fulbright-Kalam Climate Fellowship (October, 2016); Mr. Narinder Kumar, for Hungarian Fellowship (2015); Dr. J. Jeganathan, was awarded Visiting Fellow to Fudan University, China in 2016.
16. The Vice-Chancellor highlighted some of the major proposals under consideration such as:



- a) DPR under Green Campus Initiative has been submitted for establishing Solar Energy Park on the Campus, M/O Renewable Energy, September 2016
  - b) Proposal submitted/underway for Jammu & Kashmir Centre of Excellence in Good Governance and Policy Studies M/O Personnel, Public Grievances and Pensions, GOI
  - c) FIST: DPRs of EVS and Computer Science for grants under FIST Programme has been submitted to DST in June 2017.
17. The members were appreciative of the University in making Kendriya Vidyalaya of the University functional with its inauguration by Sh. N.N. Vohra, Hon'ble Governor of J&K State, and Chancellor of the University on 26<sup>th</sup> April, 2017. The admissions for the academic session 2017-18 for classes 1<sup>st</sup> to 5<sup>th</sup> have been done in the months of June & July 2017 and the class work has already been started.
18. The Vice-Chancellor apprised the members about the achievements of the University Incubation Centre (UIC). He informed that 01 IP was held on 31<sup>st</sup> March, 2017. UIC also started Innovation lecture series from 20<sup>th</sup> January, 2017 onwards, 08 incubates have been identified for incubation support. Dr. Raj Nehru enquired about these 08 incubates and their innovations.
19. Prof. Varun Sahni suggested that the pattern of 2+1 year is sufficient for incubation and innovation. He also suggested that a specific person be designated for Incubation and Innovation.
20. The Vice-Chancellor also apprised the members that NAAC team is scheduled to visit the University from 21<sup>st</sup> Sept. 2017 to 23<sup>rd</sup> Sept. 2017.



21. The Vice-Chancellor informed the members about the Digital Initiatives of the University such as Biometric Attendance, File Tracking System, Official e-mail id for employees, Intranet server set-up, Student Smart Cards, etc.
22. The Vice-Chancellor apprised the members that Ministry of Human Resource Development had sanctioned special packages for provision of water and electricity in the campus.

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23. The Vice-Chancellor informed the members that the University had submitted a proposal for establishment of AYUSH 100 bed hospital in the campus.
24. The Vice-Chancellor highlighted the outreach activities, Some of them are:
  - a) General Orientation Course conducted for 185 newly appointed Astd. Prof in Higher Education Department - Jan and Mar 2017.
  - b) Community College conducted Training Programme for the Officers of Department of Horticulture Marketing and Planning, Jammu - 18<sup>th</sup>-19<sup>th</sup> March, 2017.
  - c) Community College conducted placement drive for students of Computer Electronics, IT Engg. of Colleges of BGSBU, IUST, UOK, JU , MIET in collaboration with industry Partner Planet Ganges. 20 students were shortlisted after online assessment -February 2017.
  - d) Campus Employability Programme has been initiated by Community College in collaboration with NASSCOM Foundation, New Delhi for Final Year College and University students in January, 2017.



- e) School of Education, organised a workshop on "Enhancing Life Skills & Leadership Among Students: Context & Practices" at Government Higher Secondary School Rahya (adopted School) for middle school teachers working in Tehsil Vijaypur on 21<sup>st</sup> December, 2016.
- f) Yoga Centre conducted Yoga Classes for Civil Society, Students and Faculty Members in May, 2017.

25. Thereafter, the Agenda items were taken up for discussion and the following observations/decisions were taken:

### **Agenda Items**

#### **AC-08/Item No. - 01**

To peruse report of the Vice-Chancellor about the developmental activities in the University since the last meeting of the Academic Council held on 30<sup>th</sup> November, 2016.

Resolved to adopt the VC's report regarding the developmental activities in the University since the last meeting of the Academic Council (held on 30<sup>th</sup> November, 2016), as given in Agenda Item, and same be placed on record.

#### **AC-08/Item No. - 02**

To consider confirmation of minutes of the 7th meeting of the Academic Council held on 30th November, 2016.

Prof. Devanand and Dr. Neena Vij informed that they had forwarded their comments/observations with regard to points under the Minutes but were not included.

Resolved that the comments/observations made by Prof. Devanand and Dr. Neena Vij be recorded.

#### **AC-08/Item No. - 03**

To consider the "Action Taken Report" in pursuance of the decisions taken in the Academic Council meeting held on 30th November, 2016.

Resolved that the action taken report in respect of the Minutes of the 7<sup>th</sup> Meeting of the Academic Council held on 30<sup>th</sup> November 2016, be recorded.

**AC-08/Item No. - 04**

**To confirm action taken by the Vice-Chancellor in having authorized adoption of the syllabi & courses of study of Master's Degree Programmes in anticipation of approval of the Academic Council.**

Resolved and approved to adopt the syllabi & courses of study of Master's Degree Programmes.

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**AC-08/Item No. - 05**

**To confirm action taken by the Vice-Chancellor in having authorized adoption of the syllabi & courses of study of Ph.D in anticipation of approval of the Competent Authority.**

Resolved to adopt the syllabi & courses of study of Ph.D in anticipation of approval of the Academic Council.

**AC-08/Item No. - 06**

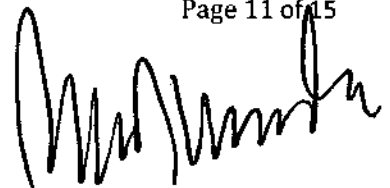
**To confirm action taken by the Vice-Chancellor, in anticipation of approval of the Academic Council, in having authorized the declaration of results of M.Phil. Scholars for award of M.Phil. degree.**

Resolved that the action taken by the Vice-Chancellor in anticipation of approval of the Academic Council in having authorized the declaration of results of M.Phil. Scholars for award of M.Phil. degree be confirmed.

**AC-08/Item No. - 07**

**To confirm action taken by the Vice-Chancellor, in anticipation of approval of the Academic Council, in having authorized the declaration of results of Ph.D Scholars for award of Ph.D degree**

Resolved that the action taken by the Vice-Chancellor in anticipation of approval of the Academic Council in having authorized the declaration of results of Ph.D. scholars for award of Ph.D. degree be confirmed.



**AC-08/Item No. - 08**

To confirm starting the joint Master programme in Nano Sciences and Materials between Central University of Jammu, India and Ecole Nationale Superieure de Chimie, de Biologie et de Physique (ENSCBP), University de Bordeaux 1, France:

Resolved to start the joint Master programme in Nano Sciences and Materials between Central University of Jammu, India and Ecole Nationale Superieure de Chimie, de Biologie et de Physique (ENSCBP), University de Bordeaux 1, France, be confirmed and recommended to the Executive Council for consideration.

**AC-08/Item No. - 09**

To establish a Cell for enriching Dogri Language under Department of Hindi and Other Indian Languages.

Resolved to establish a Cell for enriching Dogri Language under Department of Hindi and Other Indian Languages. The same be approved and recommended to the Executive Council for consideration.

**Supplementary Agenda Items**

**AC-08/ Supplementary Item No. - 01**


To establish Department of Devanagri Lipi under School of Languages.

Resolved to establish Centre of Devanagri Lipi under School of Languages and the same be approved and recommended to the Executive Council for consideration.

**AC-08/ Supplementary Item No. - 02**

To confirm action taken by the Vice-Chancellor in having authorized adoption of the syllabi & courses of study of Master's Degree Programmes in anticipation of approval of the Competent Authority.

Resolved that the action taken by the Vice-Chancellor in having authorized adoption of the syllabi & courses of study of Master's Degree Programmes in anticipation of approval of the Academic Council, be confirmed.



**AC-08/ Supplementary Item No. - 03**

**To consider the revised guidelines for scrutiny of application forms for the post of Professor/Associate Professor.**

Resolved that the revised guidelines for scrutiny of application forms for the post of Professor/Associate Professor, be approved and recommended to the Executive Council for consideration.

**AC-08/ Supplementary Item No. - 04**

**To consider the change in the name of the degree certificate from MA/M.Sc Applied Mathematics from MA/M.Sc Mathematics.**

Resolved to change the name of the degree certificate from MA/M.Sc Applied Mathematics to MA/M.Sc Mathematics, be confirmed and recommended to the Executive Council for consideration.

Further resolved that the benefit will also be given to previous pass out students.

**AC-08/ Supplementary Item No. - 05**

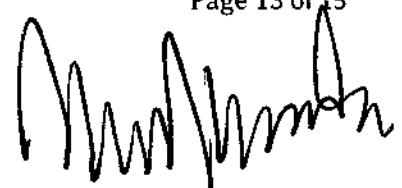
**To consider review of Ordinance to Ph.D programme in view of latest UGC guidelines.**

Resolved to conduct Entrance Test for candidates desirous of seeking admission to Ph.D. course without granting exemption to any candidate irrespective of having qualified JRF/NET/M.Phil./Teacher Fellowship, etc. in view of revised UGC guidelines, 2016 and recommended to the Executive Council for consideration.

**AC-08/ Supplementary Item No. - 06**

**To consider the change in the name of the degree certificate of MBA Human Resource Management, MBA Supply Chain Management and MA National Security Studies.**

Resolved to adopt the name of the degree certificate of MBA Human Resource Management, MBA Supply Chain Management as per approval of the AICTE.



| S.No. | Existing name of the Department and programme in the Central University of Jammu |                                 | Proposed name of the Department and programmes as approved by the AICTE |                                 |
|-------|--|---------------------------------|---|---------------------------------|
|       | Name of the Department   | Programme                       | Name of the Department  | Programme                       |
| 1.    | Human Resource Management & OB   | MBA (Human Resource Management) | Human Resource Management   | MBA (Human Resource Management) |
| 2.    | Marketing & Supply Chain Management  | MBA (Supply Chain Management)   | Marketing Management  | MBA (Marketing Management)      |

Also, resolved to change the name of the degree certificate from MA National Security Studies to M.A. in Defence and Strategic Studies as per UGC nomenclature and recommended to the Executive Council for consideration.

#### TABLE ITEMS

##### AC-08/Table Item No.-1

**Creating provisions of holding examination for candidates failing in End semester.**

The item was deferred.

##### AC-08/Table Item No.-2

**Adopting uniform criteria for assigning weightages for determining API Score for category I and II**

Resolved to authorise the Vice-Chancellor for constituting a committee to formulate uniform criteria for assigning weights to different academic activities enlisted under UGC guidelines 2016 for Career Advancement Scheme for Category I & II.

##### AC-08/Table Item No.-3

**Starting Certificate online courses in Indian Portage To Early Child Care and Development.**

Resolved to start certificate online courses in Indian Portage to Early Child Care and Development and the same was approved.

**AC-08/Table Item No.-4**

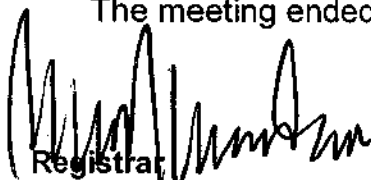
To confirm the action taken by the Vice-Chancellor in approving the books/chapters in books published by International/National/local publishers having ISSN/ISBN number.

Resolved that the action taken by the Vice-Chancellor in approving the books/chapters in books published by International/National/local publishers having ISSN/ISBN number be confirmed.

**Other Suggestions**

- Prof. Varun Sahni presented his suggestions regarding University Convocation. He was of the view that the University is yet to hold its first Convocation, therefore, the dress code/robes should be designed keeping in view the culture of Jammu and weather conditions. The Vice-Chancellor assured that a committee will be constituted shortly to recommend/finalize the Convocation robes.
- Prof. G.M. Khawaja submitted the request on behalf of the CCRC that they be allowed to start IDC Course in third & fourth semester for the students. It was unanimously agreed to permit the CCRC to start the IDC Course. The other issue raised was relating admission to Ph.D course. It was resolved to start Ph.d Course in CCRC as per the provisions of Ordinances.
- The Vice-Chancellor informed that the first meeting of the Planning Board has been scheduled to be held on 28<sup>th</sup> Sept. 2017. The Vice-Chancellor requested the members to make suggestions for new programmes to be launched in the light of Schedule-I of the Ordinance approved by the Executive Council, which is enclosed for reference. The members informed that they will send their views soon.
- The Vice-Chancellor proposed the next meeting of the Academic Council for 20<sup>th</sup> January, 2018. The members agreed to hold the meeting on the date suggested by the Vice-Chancellor.

The meeting ended with a vote of thanks to the Chair.



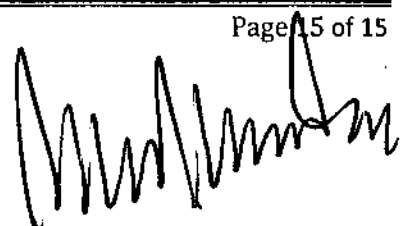
Registrar

Central University of Jammu



Vice-Chancellor

Central University of Jammu





**CENTRAL UNIVERSITY OF JAMMU**  
**Community-University-Engagement (CUE)**  
 Raya-Suchani (Bagla), Distt. Samba, Jammu-181143 (J & K)



No. No.CUJ/NSSU/NCRI/Curriculum/2017/ 80

Date: 07.12.2017

To,

**The Registrar**  
 Central University of Jammu

**Sub:** Agenda for 9<sup>th</sup> Academic Council Meeting: Regd.

**Ref.:** MoU signed with National Council of Rural Institutes (NCRI), Hyderabad

Sir,

This is to kindly submit to you the following agenda for consideration and approval of the 9<sup>th</sup> Academic Council meeting scheduled for 20 January 2018:

- 1. Proposal to introduce four inter-disciplinary courses on Rural Community Engagement** under existing CBCS at PG level. The proposed model curriculum based on four focused themes (Rural Engagement in Teachers Education, Rural Communication, Rural Engagement and Rural Social Work) was discussed in threadbare during two days workshop on Transacting Students' Engagement for Rural Community Development held on 26-27 April 2017. The workshop identified four departments such as Department of Mass Communication and New Media, Department of Education, Department of Economics and the Department of Social Work to introduce the courses.
- 2. Proposal to create Community University Engagement Club (CUE Club)** under National Service Scheme (NSS) in order to provide broader platform to the students and faculty members of the University for fostering community-university partnership without any additional financial liability to the university.

Yours Sincerely,

*[Handwritten Signature]*  
 7/12/17

**Dr. J. Jeganaathan**

Community Engagement Officer, CUJ-NCRI

**Encl.:**

1. Copy of the curricula proposed by the NCRI
2. Copy of the NCRI workshop Report

**Copy for information to:-**

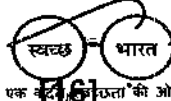
1. P.S. to Vice Chancellor
2. P.S. to Chairman NCRI, Hyderabad

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***Common Core Curriculum for Rural Engagement***

***National Council of Rural Institutes***

***Department of Higher Education***

***Ministry of Human Resource Development***

***Government of India***

## **Common Core Curriculum for Rural Engagement**

### ***Introduction***

University education has been adopting several strategies for focusing on the development of the spirit of Community Service. There is no particular curriculum for inculcating this spirit among the students. Hence it is felt that it is the need of the hour that a Rural Community Engagement curriculum be developed which can be offered as a compulsory course to all the students. It has been discussed that in order to bridge the gap between the expectations and actual practices, there is a need to integrate the two important aspects viz., Living and Learning.

There is an impending need for the engagement of the enthusiastic young generation in course of their education about their local community issues, challenges prevalent more so, in the rural community. There is a huge gap between the textual knowledge and evolving contextual practices, especially in rural India. Rural India which is prone to various natural disasters like the floods, landslides, droughts and cyclones has to build disaster resilience. Disaster resilience is the community's ability to anticipate, and wherever possible, prevent or minimize the potential damage on account of a disaster. It covers community coping capacity, to maintenance of certain basic functions and structures under all climatic conditions, and to recover and adapt to the changes that occur as a result. Community engagement tries to aid this requirement of the society. A draft curriculum has been developed as a part of group discussion held by group of faculty members from across universities in Telangana.

### ***Characteristics***

The following core characteristics form the basic frame work of the community based learning model which are prime factors that are considered while developing the curriculum.

**Meaningful Content:** in Community Engagement, learning occurs in relevant places where challenges are experienced. It focuses on issues that involve students through direct engagement with the communities for addressing and responding to these challenges.

**Voice and Choice:** In Community Engagement, learning tasks are active processes and they allow students to take an active role in the decision making process while performing these tasks.

**Personal and Public Purpose:** In Community Engagement process, the learning goals connect personal achievement to public purpose through community engagement.

**Assessment and Feedback:** In transacting Community Engagement Course, there is an administration of ongoing assessment supported by mentoring that gives students the opportunity to learn from their successes and failures. It also gives an insight into their prevailing standards and the understanding the gap between the current and expected standards.

**Resources and Relationships:** Community partnerships increase the community resources and community relationships which are utilized by students during learning and action, making it an interactive real time learning.

### ***Curriculum Design***

- Objectives
- Module Development
- Methodology
- Assessment
- Outcomes

## **Objectives**

The following Objectives have been framed for the proposed curriculum.

1. To promote participative preparation of local Rural Resilience Index, Hazard Resilience Index and Hazard Risk Analysis using PRA techniques
2. To orient the students into handling susceptibility of rural communities to impending emergencies arising out of natural and manmade disasters, climate variability and motivating them into assuming eco responsibility
3. To orient students on Village Development Plans incorporating the aspects of the Village Disaster Management Plan
4. To provide practical opportunities for students for participation in rural community mobilization, service engagement and empowerment activities along with trained resident community volunteers
5. To promote preparation of strategies for building resilience and community responding system in nutrition including water, food safety and healthcare
6. To promote preparation and implementation of community resilience development plan for identified, mutually agreed and prioritized aspects for channelizing financial and physical support from Corporate Social Responsibility grants

## **Rationale**

Community engagement can be a big game changer for rural communities. Though traditional extension and outreach programs are desperately trying to bring in the desired outcomes, are just not sufficient to heal the rift between higher education and public life. What is required is an approach that extends beyond service and outreach to actual 'engagement'. By this, we mean that there is a need to move from a model of 'public service' where universities do things for 'passive & needy public', to one of 'public work that taps, engages and develops the civic agency, talents and capacities of everyone, inside and outside the academy'. Therefore, the requirement of today is an 'engaged model of university outreach' which is far more collaborative than the customary conventional approach. Hence, higher education which is generally organized into highly specialized disciplines requires a paradigm shift towards a more systemic perspective, emphasizing collaboration, cooperation and partnership (UNESCO Chair, 2015). There is an urgent need to promote rural community-student engagement through the Rural Camp, Village Visit, Village Study, Inputs for instilling Disaster Risk Reduction, Climate Change Adaptation and Eco Responsibility.

The various forms of community engagement are: (PRIA, 2014):

1. *Linking 'formal' learning and the local community*
2. *Researching with the community*
3. *Sharing knowledge with the community*
4. *Designing new curriculum and courses*
5. *Involving local practitioners as 'trainers'*
6. *Social Innovation by students*

## **Proposed Model of Curriculum**

The curriculum is for two consequent semesters. It is interdisciplinary in nature and more practice oriented.

| S.N. | Module Title                                     | Module Content   | Teaching Learning Methodology                              | Number of Classes |
|------|--|--|--|-------------------|
| I    |  |  |  |                   |
| 1.   | Rural society                                    | Dynamics of Rural Society : Social, Economic, political and cultural   | Group discussion   | 4                 |
| 2.   | Change   | Community Goal Setting: Inner Engineering  | Group Exercise   | 4                 |
| 3.   | Participatory Learning, Social Mapping           | Approaches and Methods, Community Project Proposal and Project Management, Concept and Steps, Thematic Maps          | Field Visit, Participation                                 | 12                |
| 4.   | Village Development and Disaster Management Plan | Village Development Plan including aspects and process of preparation of Village Disaster Management Plan            | Case Study, Interview, Participation, Field Visit          | 6                 |
| II   | Resource Mapping                                 | Natural and Human Resource Mapping and Management  | Demonstration, Interview, Field Visit, Mapping             | 6                 |
|      |  | Adoption of School/ Street/Health Centre   | Case Study, Field Visit, Survey                            | 6                 |
| 6.   | Close to Community                               | Awareness : Health & Hygiene/ Rights / Policies & Programmes/ Corruption   | Lecture, Preparation of Awareness Programme, Aids coaching | 6                 |
| 7.   | Disaster Management                              | Disaster Preparedness- Risk Reduction, Role and Responsibilities, Rehabilitation: Physical and Psychological aspects | Lecture, Demonstration, Training                           | 4                 |
| 8.   | Professional Intervention                        | Partnership with public, Private and non-governmental organizations  | Field Visit, mentoring, facilitation                       | 6                 |

## **Practicum details**

Every Saturday or continuously for a week, students are engaged in the rural community to take up the following activities for developing field perspective on rural resource management, issue-based work and complex emergencies. The students are required to engage in an on-going DRR/response programmes in the respective locations.

1. Interactive Awareness programs with community experts and village leaders with PRA.
2. Interactive community exercise with community experts and village leaders on Village Development Planning.
3. Involving students in the literacy programmes of selected village.
4. Conducting training programmes with Self Help Groups and government officials for training in different vocations and developing skills.
5. Conducting information collection, collation and use(Data Management) workshops with the help of school resources of the selected villages and Self Help Groups.
6. Identifying the committees and establishing the committees with the help of village level officers.
7. Establishing village networks with the help of village level officers and district officials.
8. Conducting / facilitating health camps and campaigns.
9. Reporting the health concerns of the villagers, drainage system of the village and health habits of the villagers to the concerned authorities and facilitating address of these concerns.
10. Organizing orientation on preparing a system for community plantation management and community water management.
11. Creating awareness about the climatic change hazards in the villagers and inputs on how to address the same.
12. Organizing awareness programmes relating to water, soil fertility management, energy management.

## **Assessment**

This is a two credit add on course, with one theory class and one practical class of two hours per week for one semester which is equal to 18 hours of theoretical input and 36 hours of practical input. Four credits for two semesters. It can be either offered as an elective of 2/5 credits in one semester. Focus will be on engaging in study and capacity building for promoting the rural community resilience to disaster risks and climate change and assumption of eco responsibility. The emphasis is more on the practical orientation of the student.

## **Outcomes**

After completion of the course the student will be able to

- Understand the social, economic, political and cultural framework of the rural society
- Address the challenges with suitable responses for the identified rural issues
- Engage in the management of the rural community

## **Career Options**

- Career in Community development
- Career with links in the Rural India including entrepreneurship and facility management
- Career as a rural nodal officer for Rural development Programmes

***Curriculum for Rural Communication Course***

***National Council of Rural Institutes***

***Department of Higher Education***

***Ministry of Human Resource Development***

***Government of India***

## ***Curriculum for Rural Communication Course***

### ***Introduction***

Students of communication/mass communication need a broader introduction to the socio-political and economic realities of rural India, in all its complexities, where they are provided inputs on the contemporary rural issues. Issues of rural society must be integrated across as many courses as possible, so that content related to Rural India is not ghettoized.

The core objectives of mass communication are to Inform people, Build public opinion, Persuade, Circulate government policies, Disseminate health and education programmes, Provide pleasure and entertainment, Establish social contact and linkage, Help in facing disaster and calamity, Highlight diplomatic role and Promote political ideologies. All these objectives are integrated to make the course curriculum a holistic one that enables the facilitation of rural engagement thereby subsequently paving a way for the progress of the rural communities involved as an outcome of the same.

There needs to be a reasonable balance between theory and practice in the communication curriculum, not for preparing grand theorists or abstract empiricists but for the real time implementation of the learnt curriculum. It has to provide possibilities for operationalizing the theory and concepts learnt by way of tangible communication products – a project report, a newspaper (even a e-newspaper), a radio show (Internet Radio), a short video documentary, a magazine, an internship (with a report attached to it). We have to ensure that everything gets proper weightage and credited.

### ***Characteristics***

The following core characteristics which form the basic framework of the community based learning model as proposed by which were prime factors considered while developing the curriculum.

1. Large number of heterogenous, scattered and unknown audience
2. Common message through the use of mechanical and electronic media
3. Rapid and continuous dissemination
4. Use of modern technology
5. Direct feedback not available
6. Influence society and in turn be influenced by the society

### ***Curriculum Design***

- Objectives
- Module Development
- Methodology
- Assessment
- Outcomes

### ***Objectives***

The following Objectives have been framed for the proposed curriculum.

## Proposed Model of Curriculum

The curriculum is for one semester with 4 credits with 2 credits for theory and 2 credits for field work. One day of field work would be equal to 6 classes.

|    | Topic   | Contents  | Teaching Learning Methodology                                       | Unit Credit |
|----|---|---|---|-------------|
| 1. | <b>Rural Community, Community Media, Participative Communication, and Communication Needs, Engagement</b> | Theories & concepts of Community Media Hebarthas, Paulo Freire, Ronald Robertson, Participative Communication, Civil Society and Public Sphere Theories, Communication Rights, Communicating Socio Economic Cultural Aspects, Folklore, Artisans, Agrarian Systems and Dynamics, Local Governance and Communicating Political Issues Regional and Local Factors influencing communication. Inclusion and participation and Rural Community Engagement | Lecture, Demonstration, Participation, Field visit, Case Studies    | 4+12        |
| 2. | <b>Documenting and Communicating Rural Social Change and Facilitating Community</b>                       | Documentation and Communication a. story of a village, b. change and change in media, c. local culture and life traditions, d. Crisis and Emergency Communication, and e. Transformation, Access to Media and Communication Channels, g. Path breaking initiatives in Education and Health h. climate change and disaster management and Village Development Planning, Conceptualising Community, Facilitating and Civil Society                      | Lecture, Group discussion, Field Visit, Case Studies                | 4+12        |
| 3. | <b>Documenting Communicating Reforms, Policies and Programmes for Rural Communities</b>                   | Approach Documenting Message and Media for Government Policies and Programmes, Agriculture, Infrastructure, Public Health, Self Help Groups, Education, Political, Grievance redressal, Conceptualizing Community Media, Rethinking, Public Sphere, Orienting Community   | Case Studies, Penetration, Participation, Field visit, Case Studies | 8+12        |
| 4. | <b>Communicating Rural Transformation aspects</b>   | Wage and Self Employment, Industry, Rural and Alternative Livelihoods, Identifying Community Challenges, Natural Resource Management, Disaster Preparedness and Human rights.   | Observation, Interview, Participation, Field visits                 | 8+12        |
| 5. | <b>Rural Communication, PRA and Research</b>  | Ethnographic Research, Reporting Skills, Writing skills - News reporting, Feature documentation, Photo Journalism, Copy Editing, Media tools: Case study, Interview, FGD, Lay-out, Niche reporting, video recording, radio programming, Video editing, Script writing, qualitative, quantitative, Mixed methods, policy, action research, Participative Rural Appraisal, Group Project Work on Community Media Production                             | Case Studies, Interview, Field Mapping, practice sessions           | 8+24        |



1. Bring awareness among the students about the dynamics of rural communication.
2. Develop community based Learning for communicating socially relevant messages.
3. Help students to identify and accordingly respond to community -communication needs.
4. Give insights of broader social issues and its impact on the rural communication.
5. Value and inculcate multiple perspectives of problem solving through communication.
6. Foster students' intellectual capacities and development as responsible communicators.

### *Rationale*

Community engagement can be a big game changer for rural communities. Though traditional extension and outreach programs are desperately trying to bring in the desired outcomes, are just not sufficient to heal the rift between higher education and public life. What is required is an approach that extends beyond service and outreach to actual 'engagement'. By this, we mean that there is a need to move from a model of 'public service' where universities do things for 'passive & needy public', to one of 'public work that taps, engages and develops the civic agency, talents and capacities of everyone, inside and outside the academy'. Therefore, the requirement of today is an 'engaged model of university outreach' which is far more collaborative than the customary conventional approach. Hence, higher education which is generally organized into highly specialized disciplines requires a paradigm shift towards a more systemic perspective, emphasizing collaboration, cooperation and partnership (UNESCO Chair, 2015).

The various forms of community engagement are: (PRIA, 2014):

1. *Linking 'formal' learning and the local community*
2. *Researching with the community*
3. *Sharing knowledge with the community*
4. *Designing new curriculum and courses*
5. *Involving local practitioners as teachers*
6. *Social Innovation by students*

### **Practicum details**

Every Saturday or continuously for a week, students are engaged in addressing the rural community communication needs to take up the following activities:

1. Village case studies and documentation
2. Documentation of concerns of key players in the rural community
3. Communication, interaction and documentation work involving various interest groups
4. Community newspaper/e-newspaper on rural community concerns.
5. Specialized reporting and documentation training on certain aspects such as social and developmental concerns, agriculture and non agricultural livelihoods and village governance.
6. Internships with CSOs/Newspapers/Radio-TV channels and village/rural administration
7. Participative Rural Appraisal
8. Study and Documentation of Village Development Plan and Reporting on it

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### **Assessment**

The curriculum is for one semester with six credits with a ratio of 60:40 in theory and field work. The emphasis is more on the practical orientation of the student.

### **Outcomes**

After completion of the course the student will be able to

- Understand the social, economic, political and cultural framework of the rural communication
- Address the challenges with suitable responses for the identified rural communication
- Engage in the management of the rural communication

### **Career Options:**

A career in the Rural Community media networks and documentation work

A career in the state media networks

A career as a rural nodal networking officer for rural and development communication and documentation programmes

Library Genesis

*Curriculum for Rural Engagement Course in Teacher Education*

***National Council of Rural Institutes***  
*Department of Higher Education*  
*Ministry of Human Resource Development*  
*Government of India*

## *Curriculum for Rural Engagement Course in Teacher Education*

### *Introduction*

The proposed curriculum has been developed as a part of group discussions held with Teacher Educators from across nine Telangana State Universities. The teachers increasingly work in rural schools in the current scenario. They need to be groomed to handle the rural communities which send their wards to the schools. Hence curriculum inputs designed to equip trainee teachers or students of teacher education programmes to engage with the rural communities forms an important input in teacher education curriculum. This could be offered as a compulsory practical course to all the students in order to bridge the gap between the expectations and actual practices of teachers in rural settings. It is felt important, in the context of National Curricular Framework for Teacher Education 2005 as well as National Curriculum Framework 2005, focusing on construction of knowledge, there is a need to integrate the two important aspects viz., living and learning.

Unlike the other forms of education, teacher education has a variety of objectives that makes it a unique and a practicing profession to be pursued with intensive involvement with local communities apart from the students. Imparting adequate knowledge on the subject matter, equipping the prospective teachers with pedagogic skills, enabling the teacher to acquire understanding of child psychology, developing proper attitudes towards teaching, enabling teachers to make use of proper instructional facilities, enabling the teachers to understand the significance of individual child differences and take appropriate steps for their optimum development and development of children's ability to provide satisfaction to the parents are some of the major objectives of teacher education. This is facilitated by community engagement and orientation in community engagement.

### *Characteristics*

The following core characteristics form the basic framework of the community based learning model. They are prime factors which are considered while developing the curriculum for rural engagement of students of teacher education.

1. Mutual respect for teacher, student and community
2. Creating a sense of community belongingness in the class room
3. Ability of being warm, accessible, enthusiastic and caring
4. Setting up a higher standard than the usual in community engagement
5. Perennial love for learning the context
6. Ability of being a skilled leader in engaging with the community
7. Ability to shift gears as per the community response
8. Collaboration with the counterparts on a continuous basis
9. Ability to maintain professional decorum

### *Curriculum Design*

- Objectives
- Module Development
- Methodology
- Assessment
- Outcomes

## ***Objectives***

The following objectives have been framed for the proposed curriculum for teacher education.

1. Understand the concept of community engagement in teacher education
2. Explain the community engagement aspects of Indian Constitution
3. Know the school education programmes and policies of Telangana State which have community engagement aspects
4. Discriminate traditional from constructivist approaches of community engagement
5. Train in usage of dialogic method of community engagement
6. Train in usage of organic intellectual approach for community engagement
7. Experiential learning of best practices in community engagement
8. Participate effectively in the community service

## ***Core Competency Development***

**Community engagement** - Students develop an intellectual understanding of the civic engagement field. Experience, coupled with critical reflection, provides opportunities for transforming our perspectives.

**Community-based research** - Students learn to analyze community and organizational problems and needs, and to develop creative solutions. Respect. Meeting people where they are. We are all learners. We all have the capacity for greatness.

**Social justice** - Students learn about social justice issues from local and global perspectives and develop a nuanced understanding of the history and political and cultural contexts of these issues. Educating ourselves and our community in order to understand power, privilege, and oppression and to collectively envision and build a more equitable and just society.

**Appreciation of diversity and capacity to work with diverse constituents** - Students consider their own and others' social and cultural group identities. Students develop interpersonal and intercultural competencies to work effectively with people from a broad range of backgrounds. All people, including students, faculty, staff, and community members, have a wide range of social identities. Welcoming people of diverse backgrounds and perspectives prepares us for global citizenship.

**Leadership** - Students hone their skills in facilitating and working within teams. They learn and practice networking, conflict resolution, consensus-building, and negotiation skills, facilitating relationships and supporting community-building processes

**Experience:** Experience, coupled with critical reflection, provides opportunities for transforming our perspectives. The Community Engagement Program is one step along the journey of lifelong learning.

**Dialogue:** Learning occurs through the exchange of ideas, active listening, and challenging assumptions.

**Assets-Based Perspective:** Actively seeking the strengths in people and in communities and working to develop those strengths. Pursuing positive changes in ourselves, our institutions, and our communities.

## Rationale

Community engagement of teacher educator is essential as the students of teacher education are to be equipped with required skills to engage meaningfully for learning skills required professional teacher education. They lack empathy and compassion and end up being indifferent. Hence, this course would make the B Ed education contextual and effective with the community setting with social relationships taken into consideration. The teachers transacting the curriculum need to contextualise the subject matter and empathise with the learning context of students in their community.

## Proposed Model of Curriculum

This is designed as a two credit course of one semester and comprises of one credit for theory and one credit for practicum with fifty marks.

| Unit | Topic   | Content   | Learning Methodology                             | Number of Classes |
|------|---|---|--|-------------------|
| I    | <b>Conceptual foundations of community engagement</b> | Present context of community engagement of students in rural Telangana  | Lecture, Demonstration, field visit              | 2                 |
|      | 1. Indian Constitution                                | Diversity and Social Justice, Realisation of Democracy, Socialism, Secularism and Panchayat Raj System and Rural Setting  | Group Discussion                                 | 2                 |
|      | 2. Community Engagement                               | Theory of Community Engagement School, Family and Community Partnership, Government Programmes for Education Development Literacy, Gender and Generations in Learning | Observation, Participation, Field visit          | 2                 |
|      | 3. Learning Groups and Empowerment                    | Establishing village education committees and taking help of self help groups in education  | Observation, Interview, Participation            | 2                 |
| II   | Traditional and Constructivist Approaches             | Different approaches  | Demonstrative, Lecture, Interview, Field Mapping | 2                 |

|    |  |  |  |          |
|----|--|--|--|----------|
| 1. | Paulo Freire<br>Dialogic<br>Method             | Praxis, Characteristics,<br>advantages and<br>disadvantages of the Paulo<br>Freire dialogic method of<br>changing social relations.                              | Demonstration<br>and Practice                        | 2        |
| 2. | Gramsci<br>Organic<br>Intellectual<br>Approach | Characteristics, advantages<br>and disadvantages of the<br>Gramsci Organic<br>Intellectual Approach for<br>Practicing Community<br>Engagement & Social<br>Change | Field Visit  | 2        |
| 3. | Best practices<br>in Community<br>Engagement   | Engaged Transaction of<br>Rural Teachers in State,<br>National and International<br>levels, Teachers as<br>Community Resource<br>Persons                         | Case Studies   | 4        |
| 4. | Practicum                                      | Community Project and<br>Participatory Rural<br>Appraisal and Action<br>Research with Community<br>Organisation<br>On Field Learning                             | Field Visit<br>Coaching<br>Mentoring<br>Facilitation | 36 hours |

### Practicum details

Every Saturday for six Saturdays or continuously for a week, students are engaged in the rural community to take up the following activities

1. Study of special distribution of various social and occupational groups in the village
2. Application of Participatory Rural Appraisal techniques of resource mapping and social mapping
3. Awareness program involving school community, development specialists and villagers in developing Village Development Plan.
4. Involving high school students in the education programmes of selected villages.
5. Conducting capacity building programmes with self help groups and government officials for different vocations and developing necessary locally relevant learning skills.
6. Conducting field visit and field interaction with the help of school resources of the village and Self Help Groups and Village Resources for the students.
7. Orienting school education committee members in the village with the help of village level officers.
8. Conducting / facilitating school-community health camps
9. Reporting the health concerns of the school-village, drainage system of the school-village and health habits of the school students-villagers to the concerned authorities.
10. Organizing Vanamahotsavam with school-community participation a fest for creating awareness of trees and planting of saplings.



**CENTRE FOR COMPARATIVE RELIGIONS AND CIVILIZATIONS**  
**CENTRAL UNIVERSITY OF JAMMU**  
**RAHYA - SUCHANI ( BAGLA), SAMBA DISTRICT, JAMMU,**  
**J & K - 181143**

Ref. No. CUJ/CCRC/2017/97

09<sup>th</sup> November 2017

To

The Registrar

Central University of Jammu

**Sub: For the Notification of Offering IDC and Commencement of Ph. D. Programme**

Dear Sir,

The Board of Studies (BoS) meeting of the Centre for Comparative Religions and Civilizations, Central University of Jammu was held on Friday, 03<sup>rd</sup> November 2017 at 10:30 AM in the Committee Room, Temporary Academic Block (TAB), Central University of Jammu, Sainik Colony.

As per the recommendation of the Board of Studies, the Centre request you to notify the following IDC subjects to be offered from the current session (2017-18) and the commencement of Ph. D. programme from the next session (2018-19):

1. Comparative Religion
2. Ethics

Kindly find enclosed herewith, the Minutes of the Meeting of Board of Studies along with Annexures and attendance.

Thanking You.

Yours Faithfully,

Prof. Malika Joseph

Director

Centre for Comparative Religions & Civilizations

Encl:

1. The Minutes of the Meeting of Board of Studies
2. Annexures (I to VI)
3. Attendance of the Meeting of Board of Studies

Copy To:

1. The Honourable Vice Chancellor for kind information.
2. The Academic Co-ordinator.

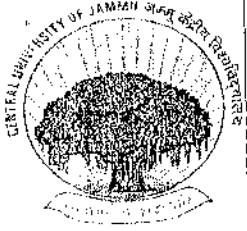
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**CENTRE FOR COMPARATIVE RELIGIONS AND  
CIVILIZATIONS  
CENTRAL UNIVERSITY OF JAMMU**

**MINUTES OF THE MEETING OF BOARD OF STUDIES (BoS)**

The Board of Studies (BoS) meeting of the Centre for Comparative Religions and Civilizations, Central University of Jammu was held on Friday, 03<sup>rd</sup> November 2017 at 10:30 AM in the Committee Room, Temporary Academic Block (TAB), Central University of Jammu, Sainik Colony.

The following members were present:

- |                                       |                            |
|---------------------------------------|----------------------------|
| 1. Prof. Mallika Joseph               | Chairperson , Director i/c |
| 2. Prof. G. M. Khawaja (M. H. Zaffar) | Member                     |
| 3. Dr. Murugesan Arumugam             | Member                     |
| 4. Mr. Ajay Kumar Singh               | Member                     |
| 5. Prof. Govind Singh                 | Member                     |
| 6. Prof. G. Patrick                   | Member (Subject Expert)    |
| 7. Prof. Siddharth Singh              | Member (Subject Expert)    |
| 8. Dr. Maroof Shah                    | Member (Subject Expert)    |

The meeting began with a formal welcome note by the Chair and the agenda for the meeting were presented for their consideration and recommendation to the relevant authorities for their approval.

The following agendas were considered:

**Vision, Mission and Objectives:**

1. The Board considered and recommended the approval of the Vision, Mission and Objectives of the Centre as enclosed in Annexure - I.

Interdisciplinary Course (IDC)

2. Considered and recommended for approval the following two Inter Disciplinary Courses (IDC) to be offered by the Centre for the Academic Year 2017 - 18, 2018 - 19 and 2019 -20. The members also considered and recommended for approval the course matrix and syllabi for the IDC papers as per Annexure - II and Annexure - III.

- Comparative Religion
- Ethics

Ph. D. Programme

3. Considered and recommended for approval Ph. D. Programme as per the stipulated ordinances of the University.

4. Considered and recommended for approval the course matrix and syllabi for Ph. D. Programme for the Academic Year 2018 - 19, 2019 - 20 and 2020 -21 as per Annexure-IV and Annexure -V.

Qualifications and Allied Subjects for Recruitment of Faculty

5. Considered and recommended for approval the Qualifications and Allied Subjects for the recruitment of Professors, Associate Professors and Assistant Professors for the Centre as per Annexure -VI.

Commencement of Masters Programme

6. Considered and recommended for approval commencement of M. A. Programme in Comparative Religion and Civilization.


The members considered it very relevant to introduce Masters Programme in Comparative Religions and Civilizations for the following reasons:


- a) Quality centers for research also require facilities for teaching as a positive feedback.

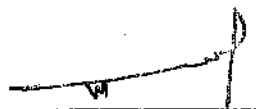
- b) The young generation today needs to be taught in an academic manner the importance of rich diverse religious and cultural heritage.
- c) Most of the leading universities abroad offer masters program in religion/comparative religion.
- d) Future globalized world calls for trend in human recourse in religious and civilizational dialogue
- e) It would help in creating and disseminating more critical attitude towards violent exclusivist /fundamentalist elements in our society.
- f) UGC conducts NET/JRF in comparative religion and by qualifying the same students can get jobs.

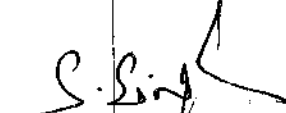
The members also recommended that the syllabus for the Masters Programme include some of the following themes /subjects.


- Introduction to the Study of Religions and Civilizations
- Hinduism
- Buddhism
- Jainism
- Kashmir Shaivism
- Christianity
- Islam
- Sikhism
- Judaism
- Preliminary Sanskrit/Pali (or) Persian/Arabic (or) Greek
- Study of Holy Scriptures (Part 1 & 2)
- Major Civilizations in the World (Part 1 & 2)
- Philosophy of Religion
- Sociology of Religion
- Psychology of Religion
- Religion and Modernity
- Research Methods for Religious Studies
- Interreligious Dialogue

  
 Prof. G. M. Khawaja

  
 Prof. Malika Joseph

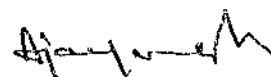
  
 Prof. Govind Singh

  
 Prof. Siddharth Singh

  
 Prof. Maroof Shah

  
 Prof. G. Patrick

  
 Dr. Murugesn Arumugam  
 02/11/17

  
 Mr. Ajay Kumar Singh

**Vision**

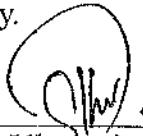
To be an advanced centre for research and systematic study of multi-religious and multi-cultural ethos of India by adopting the comparative, inter-disciplinary, scientific, dialogical, critical and analytical methods. Part of the vision is to transform the society by promoting communal harmony, mutual appreciation and the spirit of tolerance in the context of pluralism.

**Mission**

To describe and interpret the worldviews and practices of religious traditions in a non-sectarian, academic manner for the benefit of students, and the people at large. To examine the spiritual quest of humankind, especially as it has manifested itself in the world's living religions. The Centre is to be a celebration of the multi-cultural and multi-religious ethos of India.

**Objectives**

- To study and research various Religions and Civilizations of the world.
- To compare various Religions and Civilizations and make the students aware of the points of convergence of different Religions and Civilizations.
- To differentiate between the formal structures of religions (something temporal) and spirit of various religious traditions, (something non-temporal).
- Conducting research to bring out the salient features of different religious traditions, and value systems.
- To offer various study programmes to chart out the paths for co-existence of humanity.





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 Prof. G. M. Khawaja



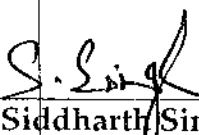

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 Prof. Mallika Joseph




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 Prof. Govind Singh



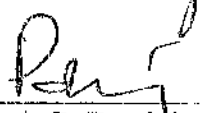

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 Prof. Siddharth Singh



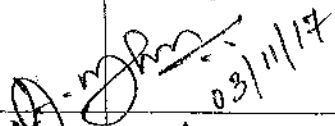

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 Prof. Maroof Shah



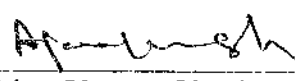

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 Prof. G. Patrick




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 Dr. Murugesn Arumugam




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 Mr. Ajay Kumar Singh

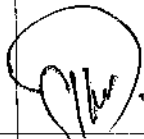
# ANNEXURE II

## Course Matrix for Inter Dicipinary Course (IDC)

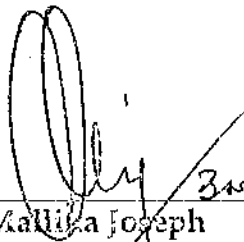
| COURSE CODE | TITLE<br>CORE COURSES            | COURSE<br>TYPE | CREDITS | CIA | MSE | ESE | TOTAL |
|-------------|----------------------------------|----------------|---------|-----|-----|-----|-------|
|             | ELECTIVE (INTER<br>DISCIPLINARY) |                |         |     |     |     |       |
|             | COMPARATIVE RELIGION             | IDC            | 4       | 25  | 25  | 50  | 100   |

| COURSE CODE | TITLE<br>CORE COURSES            | COURSE<br>TYPE | CREDITS | CIA | MSE | ESE | TOTAL |
|-------------|----------------------------------|----------------|---------|-----|-----|-----|-------|
|             | ELECTIVE (INTER<br>DISCIPLINARY) |                |         |     |     |     |       |
|             | ETHICS                           | IDC            | 4       | 25  | 25  | 50  | 100   |

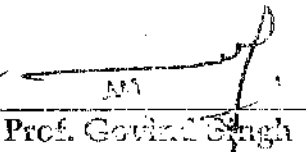
CIA: Continuous Internal Assessment  
MSE: Mid Semester Examination  
ESE: End Semester Examination



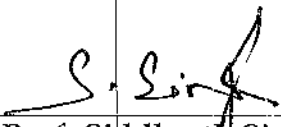
Prof. G. M. Khawaja



Prof. Mallika Joseph



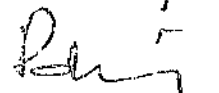
Prof. Govind Singh



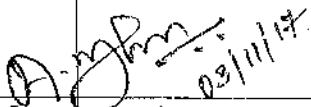
Prof. Siddhant Singh



Prof. Maroof Shah

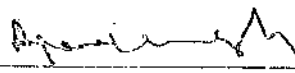


Prof. G. Patrick



03/11/17

Dr. Murugesn Arumugam



Mr. Ajay Kumar Singh

Syllabi for Inter Disciplinary Course (IDC)**IDC PAPER 1: Comparative Religion**Objective

- To introduce students variety of religious traditions existing in the country
- To help students to understand and appreciate the vision and values of other religious traditions.
- To help the students to understand and interpret the role of religion in influencing human spirituality and behavior in society

**Unit I – Introduction to the Study of Religion**

1. Concept of Religion and Wisdom Tradition
2. Origin and Development of Religion and Introduction to World Religion
3. Different Approaches to the study of Comparative Religion

**Unit II Hinduism**

1. Basic Ideas and Features of Hinduism (Critical Introduction)
2. Diachronic account of *Sanatana Dharma*
3. Various Traditions of Hinduism

**Unit III – Buddhism and Jainism**

1. Mahavira and Buddha: The Historical and Religious Context
2. Basic Ideas and Features of Jainism and Buddhism (Critical Introduction)
3. Various Traditions of Jainism and Buddhism

**Unit IV – Christianity and Islam**

1. The Basic Ideas and Features of Christianity (Critical Introduction)
2. The Basic Ideas and Features of Islam (Critical Introduction)
3. Denominations of Christianity and Islam

**Unit V – Bhakti Traditions, Sikhism, Kashmir Saivism and Folk Religions**

1. Bhakti Traditions in South, North India and Folk Religious Traditions.
2. The Basic Ideas and Features of Sikhism (Critical Introduction)
3. The Basic Ideas and Features of Kashmir Saivism (Critical Introduction)

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Varma, V.P. *Early Buddhism and Its Origin*. New Delhi: MotilalBanarsidass, 1973.

199 S. Singh  
A. Singh  
2/11/14

## **IDC PAPER 2: Ethics**

### **Objective**

- To introduce students moral philosophy as it studies the principles or standards of human conduct.
- To help students to understand the basic concepts, terms, and theories.
- To Provide them an ethical analysis of current trends, changes, and issues.

### **Unit I - Introduction to Ethics**

1. Nature and Scope of Ethics
2. Challenges and Importance of Ethics
3. Ethics in the History of Various Civilization

### **Unit II - Ethical Foundations**

1. Human Values and Virtues
2. Human Rights, Duties
3. Gandhian Ethics

### **Unit III - Applied Ethics**

1. Environmental Ethics
2. Medical Ethics
3. Media Ethics

### **Unit IV - Current Ethical Debates**

1. Natural Moral Law
2. Deontology and Teleology
3. Discourse Ethics

### **Unit V - Religious Ethics**

1. Buddhism and Jainism
2. Hinduism and Confucianism
3. Abrahamic Religious Traditions

[40]



**References**

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Prof. G. M. Khawaja

Prof. Mallika Joseph

Prof. Govind Singh

Prof. Siddhath Singh

Prof. Maroof Shah

Prof. G. Patrick

Dr. Murugesn Arumugam

Mr. Ajay Kumar Singh



51. Resolved that the Annual Report of the Central University of Jammu for the Financial Year 2016-17, be approved and the copies of the Annual Report be placed before the Court of the University during next meeting.

52. Resolved further that the requisite number of copies of the Annual Report 2016-2017 be submitted to the Central Government to be laid before both the Houses of Parliament.

53. EC-13 / Item No. 13: To report the minutes of the 13<sup>th</sup> meeting of the Finance Committee.

54. Resolved that the minutes of the 13<sup>th</sup> meeting of the Finance Committee, be confirmed.

55. EC-13 / Item No. 14: To confirm the Action Taken by the Vice Chancellor having approved the Annual Accounts for the Financial Year 2016-17.

56. Resolved that the action taken by the Vice Chancellor having approved the Annual Accounts for the Financial Year 2016-17, be confirmed and the copies of the Annual Accounts be placed before the Court of the University during next meeting.

57. The house authorised the Vice Chancellor to approve the Annual Accounts for the Financial year 2016-17 on receipt of Separate Audit Report (SAR) from AG Office.

58. Resolved further that requisite number of copies of the Annual Accounts be submitted to the Central Government to be laid before both the Houses of Parliament

59. EC-13 / Item No. 15: To confirm the recommendation of the Academic Council to start the joint Master programme in Nano Sciences and Materials between Central University of Jammu, India and Ecole Nationale Superieure de Chimie, de Biologie et de Physique (ENSCBP), University de Bordeaux 1, France.

60. Resolved that the matter may be referred back to Academic Council, as around 20 Universities have closed such courses collaborations.

61. Further, EC nominated Prof. K.L. Chopra to attend the Academic Council meeting to represent the Executive Council view for the above course collaboration.

62. EC-13 / Item No. 16: To confirm the recommendation of the Academic Council to establish a Cell for enriching Dogri Language under Department of Hindi and Other Indian Languages.

*Joint Master Degree Programme between Department of Nano Sciences and Materials, Central University of Jammu, India and École nationale supérieure de chimie et de physique de Bordeaux, University of Bordeaux I, Bordeaux, France*

The École nationale supérieure de chimie et de physique de Bordeaux (ENSCBP), University of Bordeaux I has been contacted by Department of Nano Sciences and Materials, Central University of Jammu, India to start a joint master degree.

The first two semesters (I & II) all students will be taught at Department of Nano Sciences and Materials, Central University of Jammu, India and last two semesters (III & IV) at ENSCBP, University of Bordeaux I, France. The Central University of Jammu, India will award the master degree based on their two years performance.

The University of Bordeaux I will also award them a master degree based on their performance at ENSCBP, Bordeaux, France. The University of Bordeaux I will also teach in English.

The syllabi for semester (I & II) are mentioned in ANNEXURE-1 and the syllabi for semesters (III & IV) are mentioned in ANNEXURE-2. The University of Bordeaux I has promised to offer courses without any course fee and consent letter is attached in ANNEXURE-3.

-46-  
Endorsed by  
Dr. Anshu Kumar  
31/05/2017  
SKM  
31/05/2017  
Prof. Head  
Dept. of Nano Sciences and Materials  
Central University of Jammu  
Jammu

000203

Annexure-1

Course module at Department of Nano Sciences and Materials, Central University of Jammu, India

Semester-I

| Courses  | Taught (hours)    |
|--|-------------------|
| Crystal Structures and Properties of Materials | 50-60/4 Credits   |
| Quantum Mechanics                              | 50-60/4 Credits   |
| Computer Programming & Numerical Analysis      | 50-60/4 Credits   |
| Polymer Science                                | 50-60/4 Credits   |
| Laboratory-I                                   | 100-120/4 Credits |
| Molecular Biology                              | 25-30/ 2-Credits  |

Semester-II

| Courses                                       | Taught (hours)    |
|---|-------------------|
| Thermal Behaviour of Materials                | 50-60/4 Credits   |
| Nano-materials                                | 50-60/4 Credits   |
| Experimental Techniques in Material Science-I | 50-60/4 Credits   |
| Semiconductor Devices                         | 50-60/4 Credits   |
| Laboratory-II                                 | 100-120/4 Credits |
| Environmental Science                         | 50-60/4 Credits   |
| Fundamentals of Computer                      | 50-60/4 Credits   |

Dr. Arshad Khan  
31/05/2017

Dr. Arshad Khan / Head  
Dept. of Nano Sciences and Materials  
Central University of Jammu  
Jammu

Annexure-3

Wantz Guillaume <Guillaume.Wantz@enscbp.fr>  
M: Vignau Laurence <Laurence.Vignau@enscbp.fr>  
Cc: Anil Thakur <skthakur74@gmail.com>

Mon, Apr 3, 2017 at 5:33 PM

Dear Anil,

Thanks a lot.  
This is a great opportunity that we at ENSCBP will be happy to start !  
I am the Head of International Office at ENSCBP now. So the MOU should be sent to me !  
Also Mr. Breton (cc) is the officer of the service and will help us

Your proposition of schedule is PERFECT ! for us !!! Since the M2 here is taught in english !  
Also if we have an agreement then, student will not to pay tuition in Bordeaux (only at host Univ in India)

Wonderful Anil,  
I look forward to start this program.  
We can host students anytime starting Sept 2017.

*Anil Thakur*  
31/07/2017  
HOD / Head  
Dept. of Home Sciences and Management  
Central University of Jammu  
Jammu

- 49 -

000206

Annexure-3.

Mon, Apr 3, 2017 at 5:33 PM

Wantz Guillaume <Guillaume.Wantz@enscbp.fr>  
To: Vignau Laurence <Laurence.Vignau@enscbp.fr>  
Cc: Anil Thakur <akthakur74@gmail.com>

Dear Anil,

Thanks a lot.  
This is a great opportunity that we at ENSCBP will be happy to start!  
I am the Head of International Office at ENSCBP now. So the MoU should be sent to me!  
Also Mr. Breton (cc) is the officer of the service and will help us

Your proposition of schedule is PERFECT! for us!!! Since the M2 here is taught in english!  
Also if we have an agreement then, student will not to pay tuition in Bordeaux (only at host Univ in India).

Wonderful Anil,  
I look forward to start this program.  
We can host students anytime starting Sept 2017.

*A. Thakur*  
31/04/2017  
Prof/Head  
Dept of Nano Sciences and Materials  
Central University of Jammu  
Jammu

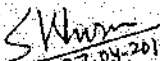
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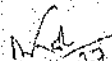
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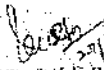
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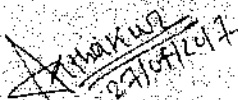
Item No.4: Joint Master Degree Programme between Department of Nano Science and Materials, Central University of Jammu, India and École nationale supérieure de chimie et de physique de Bordeaux, University of Bordeaux I, Bordeaux, France.

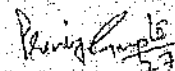
The members of the Board of Studies have discussed the programme. They all were excited and approved for immediate implementation. The matter shall be discussed and taken up with the UGC before taking further action.

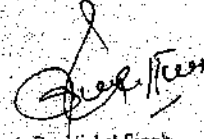
  
27.04.2017  
1. Prof. S.K. Khosa

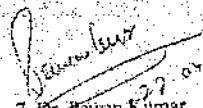
  
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2. Prof. Akashdeep

  
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3. Prof. K.K. Banzai

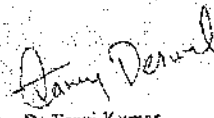
  
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4. Dr. Anil Kumar Thakur

  
27/04/2017  
5. Dr. Princy Gupta

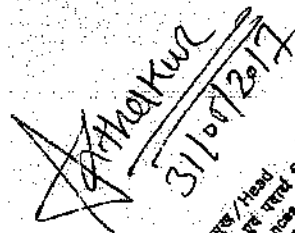
  
6. Dr. Vishal Singh

  
27.04.2017  
7. Dr. Pawan Kumar

8. Dr. Pragati Kurnar

  
9. Dr. Tanuj Kumar

The meeting ended with a vote of thanks to the chair.

  
31/04/2017

Prof. / Head  
Dept. of Nano Science and Materials  
390027B  
Central University of Jammu  
Jammu



Anil Thakur <akthakur74@gmail.com>

# Request for starting joint master programme

3 messages

Mon, Apr 3, 2017 at 2:32 PM

Anil Thakur <akthakur74@gmail.com>  
To: Lionel HIRSCH <lionel.hirsch@ims-bordeaux.fr>, Laurence VIGNAU  
<laurence.vignau@ims-bordeaux.fr>  
Cc: Laurence Vignau <lvignau@enscbp.fr>

Dear Lionel and Prof. Laurence,

As you are aware, I have joined Department of Nano Sciences and Materials, Central University of Jammu. We are planning to start 2- years master in Nano Sciences and Materials. I have been directed by the Head of Département to explore the possibilities of joint master program with ENSCBP, University of Bordeaux 1. I know, there are many joint master programs are running with University of Bordeaux 1 and international universities.

The first two semester students will be taught in Central University of Jammu, India and last two semester in ENSCBP, Bordeaux, France. The students will pay the fee of University of Bordeaux 1 for 1 year.

Please, tell me whom to contact for this memorandum of understanding (MOU).

With kind regards,

Yours sincerely,

Anil

Dr. ANIL K THAKUR (Associate Professor)  
Department of Nanoscience and Materials  
Central University of Jammu  
TAB-Sainik Colony, Jammu 180011  
India  
Mob. No.- +91 (0)8527856101

Vignau Laurence <Laurence.Vignau@enscbp.fr>  
To: Wantz Guillaume <Guillaume.Wantz@enscbp.fr>  
Cc: Anil Thakur <akthakur74@gmail.com>

Mon, Apr 3, 2017 at 5:19 PM

Guillaume,

Anil sent us this email concerning a joint Master program with the University of Jammu and ENSCBP. As you are the head of the International relationships maybe you can help us with this ?

heers

Laurence

De : Anil Tha

Envoyé : lun

A : Lionel HIR

Cc : Vignau L

Objet : Requ

(Quoted te:

Wantz Gu

To: Vignau

Cc: Anil T

Dear An

Thanks

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Course modules

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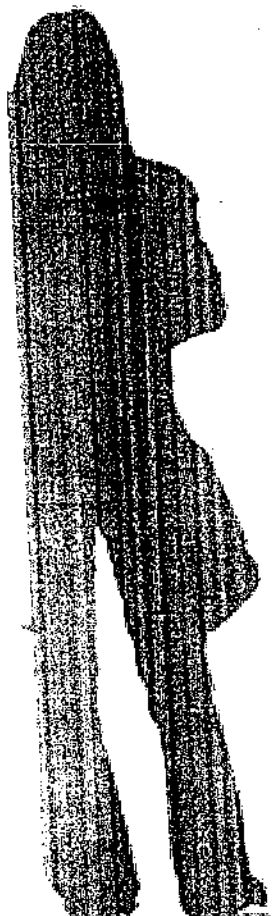


# MASTER OF SCIENCE



Three programs:

- Applied Formulation of Polymers and Colloids
- Inorganic Materials Design and Processing
- Micro- and Nanotechnology



## BORDEAUX INP

Bordeaux INP is an Institution of Higher Education composed of 8 graduate schools of engineering:

- ENSC, Cognitics
- ENSCBP, Chemistry-Physics and Food Science
- ENSEGI0, Environment and Geological Resources
- ENSEIRB-MATMECA, Electronics, Computer Science, Telecommunication, Mathematics and Mechanics
- ENSTBB, Biotechnology
- Bordeaux Sciences Agro, Agronomic Sciences
- ENSGTI, Chemical Engineering
- ISA BTP, Building, Public Works

The Master of Science, delivered by Bordeaux INP, is fully in English and has been established by ENSCBP as an answer to the rapid evolution of today's needs in industry and academics, allowing the students to adapt efficiently to the most recent technological innovations. It is based on the well-established know-how of ENSCBP and its partner laboratories concerning topics at the Interface between Chemistry, Physics and Biology.

[www.enscbp.fr](http://www.enscbp.fr)

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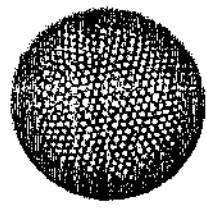
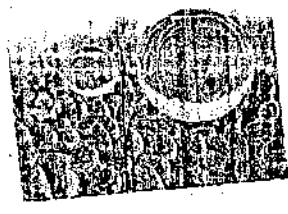
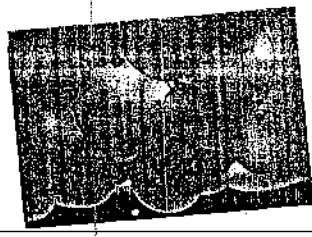
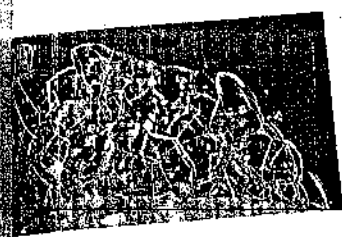
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# Master of Science



October to November

Each student starts with a 3 months internship in the laboratory of the academic partner.

December

One month opening module to choose among :  
 - Innovation  
 - Geoeconomy  
 - Marketing and Purchasing  
 - Wine and Marketing  
 - Aromas, flavours...

January to March

Three months courses following 1 of the 3 programs of the Master of Science

April to August

Five months internship in relation with the chosen program of the Master of Science

Colloids  
Engineering

## Applied Formulation of Polymers and Colloids

From January to March, three month courses in Macromolecular Engineering and Formulation including experimental training and a personal project in cooperation with an industrial partner.

### COURSES

with the participation of industrial partners : Arkema, BASF, Dow Corning, L'Oréal, Michelin...

#### MODULE 1 67h

FORMULATION: BASIC CONCEPT AND TOOLS

Formulation principles and applications  
 Polymers and Surfactants in solution  
 Polymers and Surfactants at interfaces  
 Sustainable chemistry, Eco-design  
 Applications in Cosmetics, Detergency, Building Materials

#### MODULE 2 71h

NANO AND MESO ORGANIZATION IN SOFT MATTER

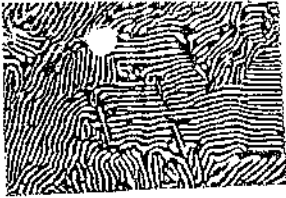
Controlled polymerizations  
 Self-assembly  
 Gels and Particles  
 Foams and Emulsions  
 Hybrid materials and Nanocomposites  
 Applications in Coatings, Nanomedicine, Biomaterials

#### MODULE 3 72h

CHARACTERIZATION OF FORMULATED SYSTEMS

Imaging techniques  
 Spectroscopy  
 Chromatography  
 Rheology  
 Wave Scattering  
 Applications in Polymer materials, Adhesives, Paints

000213



## Inorganic Materials Design and Processing

From January to March, three month courses in materials design and processing including practical case studies in laboratories and projects in cooperation with industrial partners.

ordeat  
NSCBP

### COURSES

with the participation of industrial partners : Arcelor Mittal, Areva, EADS, Renault, Snecma...

#### MODULE 1 78h

FROM MATERIALS SELECTION TO MATERIALS DESIGN

- Materials (Engineering alloys, composite materials, functional materials)
- Materials selection (material property charts, selection strategy, life-cycles of materials, GSS software)
- Materials by design

#### MODULE 2 66h

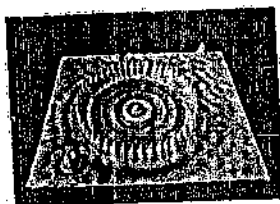
FROM MICROSTRUCTURE MODELLING TO MICROSTRUCTURE CHARACTERIZATION

- Microstructure reformation
- Phase diagram, computational thermodynamics, phase transformation modelling
- Microstructural characterisation of materials
- Non-destructive testing of structure

#### MODULE 3 72h

MATERIALS PROCESSING

- Shaping processes
- Surface treatment processes
- Numerical simulation of processes



## Micro- and Nanotechnology

From January to March, three month courses in micro- and nanotechnology including different laboratory courses (AFM, STM, Microfluidics...), a one week hands-on training in clean room conditions and a personal project in cooperation with an industrial partner.

### COURSES

with the participation of industrial partners : Arkema, BASF, Merck, Rhodia, Thalès...

#### MODULE 1 75h

FABRICATION TECHNIQUES AND CHARACTERISATION

- Near field scanning techniques
- Characterisation techniques
- High resolution spectroscopy
- Nano- and microfabrication techniques
- Materials and thin films
- Engineering of surfaces and interfaces
- Nanotechnologies

#### MODULE 2 60h

NANO-OBJECTS & AUTO-ORGANISATION

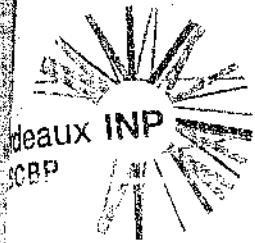
- Inorganic, polymer and metal nanoparticles
- Nanotubes and nanobres
- Nanostructured materials and applications
- Toxicology of nanomaterials and nanotechnologies

#### MODULE 3 70h

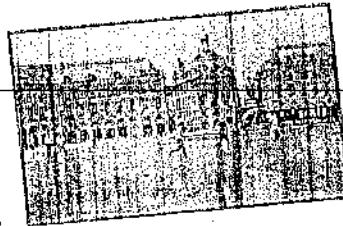
APPLICATIONS

- Micro- and nanofluidics
- Analytical nanosystems
- Sensors and microsystems
- Nanophotonics
- Organic electronics
- Lab course on microfabrication and clean room technology





# Graduate School of Chemistry Biology and Physics



## Programs

### 5 Engineering training programs (Master) :

- Chemistry-Physics
- Food Science
- Materials Engineering (apprenticeship)
- Structural Analysis of Composite Materials (apprenticeship)
- Food production (apprenticeship)

- 1 Master's level degree  
Eco-Design and Risk Management

### - Master of Science 3 programs in English

- Applied Formulation of Polymers and Colloids
- Inorganic Materials Design and Processing
- Micro- and Nanotechnology

## 2 industrial Chairs (ENSCBP - Arkema - Région Aquitaine)

- Dr. Georges Hudziakowski « Advanced functional materials for information and communication technology and for energy »
- Dr Patrice Gaillard « Nanostructured materials based on carbon nanotubes or block.co-polymers »

## International

- 70% graduate students with international experience
- 10% foreign students

## Research

- 8 laboratories
- 64 academics and researchers
- 100 PhD, post-docs
- Carnot Institute:
- LISA (Lipids for Industry and Health)

## & Technology Transfer

- 2 dedicated buildings :  
ChemInnov, Agir



For more information  
[www.enscbp.fr](http://www.enscbp.fr)

Office of International Relations  
+33(0)5 40 00 66 34  
[international@enscbp.fr](mailto:international@enscbp.fr)



COMMUNAUTÉ  
D'UNIVERSITÉS  
ET ÉTABLISSEMENTS  
D'AQUITAINE

000215



# जम्मू केंद्रीय विश्वविद्यालय

## Central University of Jammu

बागला (राया-सूचानी), जिला सांबा-181143, जम्मू (जम्मू एवं कश्मीर)  
Bagla (Rahya-Suchani), District: Samba - 181143, Jammu (J&K)

### STATUTE - 22 (ADDITION)

**Terms and condition Of service and code of conduct of teachers, etc.**  
(The Central Universities Act 2009; Section 26 (d))

22. (1) All the teachers and other academic staff of the University shall, in the absence of any agreement to the contrary, be governed by the terms and conditions of service and code of conduct as are specified in the Statutes, the Ordinances and the Regulations.
- (2) The emoluments of members of **the academic** staff shall be such as may be prescribed by the Ordinances.
- (3) Every teacher **and** members of the academic staff of the University shall be appointed on a written contract, the form of with shall be prescribed by the Ordinances.
- (4) A copy of **every contract** referred to in clause (3) shall be deposited with the Registrar.
- (5) The age of superannuation of teachers is 65 years.



## Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&amp;K)

No. 4-12/CUJ/Reg/2016/ 546

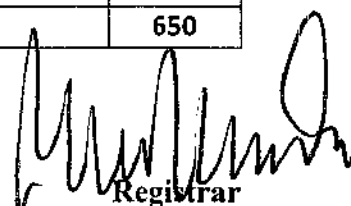
Date 24/07/17

**NOTIFICATION**

It is hereby notified that on the recommendations of the Board of Studies, Department of Zoology, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 3<sup>rd</sup> semester for Integrated M.Sc. in Zoology effective from the Academic year 2017-18. The approved Course Scheme and syllabus are as under:

**Semester-3<sup>rd</sup>**

| Course Code                     | Course Title                                | Credit    | CIA  | MSE  | ESE | Total Marks |
|---------------------------------|---|-----------|------|------|-----|-------------|
| <b>CORE COURSES</b>             |   |           |      |      |     |             |
| ICZOL3C001T                     | Animal Diversity-III                        | 4         | 25   | 25   | 50  | 100         |
| ICZOL3C002T                     | Biosystematics and Animal Phylogeny         | 4         | 25   | 25   | 50  | 100         |
| ICZOL3C003T                     | Evolution and Animal Behaviour              | 4         | 25   | 25   | 50  | 100         |
| ICZOL3C004L                     | Animal Diversity Lab-III                    | 2         | 12.5 | 12.5 | 50  | 50          |
| ICZOL3C005L                     | Biosystematics and Animal Phylogeny Lab-III | 2         | 12.5 | 12.5 | 50  | 50          |
| ICZOL3C006L                     | Evolution and Animal Behaviour Lab-III      | 2         | 12.5 | 12.5 | 50  | 50          |
| <b>FOUNDATION COURSE</b>        |   |           |      |      |     |             |
| ICZOL3F001T                     | English                                     | 4         | 25   | 25   | 50  | 100         |
| <b>INTERDISCIPLINARY COURSE</b> |   |           |      |      |     |             |
| ICZOL3I001T                     | Molecular Biology                           | 4         | 25   | 25   | 50  | 100         |
| <b>Total</b>                    |   | <b>26</b> |      |      |     | <b>650</b>  |

  
Registrar

To:  
Head, Department of Zoology

Copy to:  
I/c. Controller of Examinations

### Semester-III

### ANIMAL DIVERSITY III (Chordata) ICZOL3COOIT

**Objective:** To make the students to understand the origin, salient features, classifications, organizations, and structure of protochordates and chordates, origin and evolution of various classes of chordates and comparative anatomy of systems in chordates.

**UNIT I** Origin and salient features of chordates- protochordates -classification upto orders, interrelationships, structural organisations of cephalochordates, hemichordates, urochordates.

**UNIT II** Agnatha - salient features-Type study- Affinities Fishes-classification upto orders; type study shark, scolidon and care, mullet-parental care, respiratory organs, migration

**UNIT III** Amphibians-Origin and evolution of land vertebrates, classification upto orders, parental care. Brief account on urodeles and limbless, amphibians.Reptiles-Classification upto orders, extinct reptiles, poisonous snakes of India.

**UNIT IV** Birds-salient features- classification upto orders-Type study-Pigeon-flightless birds - adaptive radiation-bird migration, principles of bird flight, origin of birds. Mammals-Origin, classification upto orders and salient features-aquatic mammals, flying mammals-Primates-brief account of monotremes, marsupials - Dentition in mammals.

**UNIT V** Comparative anatomy of systems (e.g, Kidney, heart, Integument)

#### **PRACTICALS:**

1. Slides and specimens from representative types
2. Culturable Carp Mullet -dissections
3. Museum specimens
4. Amphibia-dissections and museum specimens..
5. Reptiles-dissections and museum specimens
6. Aves-feathers, Beak, Claws and museum specimens
7. Mammals Museum specimens

#### **TEXT BOOKS:**

1. M .Ekambaranatha Ayyar. 1973A Manual of Zoology Part II .Chordata S. Viswanathan Printers and publishers, Pvt.Ltd.,Madras.
2. Jordan.E.L and P.S.Verma, 1989. Chordate Zoology and Elements of Animal Physiology, S.Chand & Co., Ltd., New Delhi.
3. Jordan E.L and P.S.Varma, 1985. Invertebrate Zoology, S.Chand & Co., New Delhi
4. Young.J.Z, 1988. The Life of Vertebrates. Oxford at the clarendon press,London
5. Adam Sedgwick, 1960. A students Text Book of Zoology Vol.III. General Book Depot, Allahabad.
6. Hyman.L.H, 1947. Comparative Vertebrate Anatomy. University of Chicago Press New York, Chicago.
7. Edwin H Colbert, 1969. Evolution of Vertebrate. Wiley Easten University, Ansari road, New Delhi

## **BIOSYSTEMATICS AND ANIMAL PHYLOGENY**

**Objective:** To make the students to learn the basic concept of biology, diversity, conventional diversity, species concept, hierarchy of animals status of minor phyla forms, origin and phylogeny of various phyla of invertebrates.

**UNIT I** Definition and basic concepts-Importance of biological diversity, biological diversity and future changes-conservation of diversity (Ex.situ Conservation and In-situ conservation) Biodiversity policy and priority setting.

**UNIT II** Species concept-different species concept-species diversity and ecosystem stability. Taxonomic characteristics-Kinds-Isolation, reproductive isolation-biological mechanism of genetic incompatibility.

**UNIT III** Salient features and affinities of minor phyla, Mesozoa, Phoronida, Chaetognatha and Echiuroidea.

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**UNIT IV** Origin and phylogeny of Metazoa, Porifera, Colenterata, Bilateria

**UNIT V** Origin and Phylogeny of Arthropoda, Mollusca, and Echinodermata, comparative study of larval forms-phylogenetic relationships.

### **PRACTICALS:**

Museum specimens for different groups of animals

1. Identification of minor phyla adult forms.
  - a. Salinella
  - b. Phoronis
  - c. Sagitta
  - d. Echiurus
2. Study of phylogenetic significance on
  - a. Volvox
  - b. Simple sponge
  - c. Hydrozoa
  - d. Trematods/cestods
  - e. Limulus
  - f. Peripatus
  - g. Chiton
  - h. Blastoid (fossil)
3. Comparative study of larval forms to illustrate phylogenetic relationships
  - a. Trochophore larva
  - b. Bipinnaria larva
  - c. Auricularia larva
  - d. Ophiopluteus larva
  - e. Pilidium larva
  - f. Mullers larva
  - g. Diplurula larva
4. Identification of molluscan forms
  - a. Rocky form
  - b. Pelagic form
  - c. Muddy form
  - d. Sandy form

### **TEXT BOOKS:**

1. Wilson, E.D., Biodiversity. Academic Press, Washington.
2. Wilson, E.D., The Diversity of life, W.W. Northern and Co.,
3. Asthana D.K and Meera Asthana, 2001. **[56]** Environment. Problem and Solution S.Chand



& Co., Ltd . New Delhi.

4. Kumar.U., Biodiversity. Principles and conservation
5. Kotpal,R.L, 1976. A Text Book of Minor Phyla. Rastogi Pub.Meerut
6. Devasahayam,J.K and Inbamani,N, 1991. Animal Phylogeny, R.V.Pub.Virudhunagar
7. Kato,M. The Biology of Bio-diversity, Springer Verlag.

## EVOLUTION AND ANIMAL BEHAVIOUR

TCZOL3C003T

**Objective:** To make the students to learn the concepts of evolution –polymorphism, polyploidy and animal behaviour

### EVOLUTION

- UNIT I** Concept of evolution –origin of life- geological time scale-formation and dating of fossils
- UNIT II** Theories of organic evolution: Darwinism and Neo - Darwinism; Lamarckism and Neo-Lamarckism; DeVries theory of mutation
- UNIT III** Polymorphism-polyploidy-isolation and speciation-mimicry
- UNIT IV** Hardy-Weinberg Law of genetic equilibrium-Genetic drift-evolution of horse and man.

### ANIMAL BEHAVIOUR

- UNIT V** Concept of ethology-motivation-fixed action pattern-kinds of learning imprinting-reproductive behaviour-aggressive behaviour-social organisation-advantages of sociality-the evolution of sociality.

### PRACTICALS

1. Gene frequencies calculation for human autosomal traits and multiple alleles
2. Study of fossils
3. Mimicry
4. Polymorphism
5. Animal adaptation
6. Genetic drift
7. Analogy and homology

### TEXT BOOKS:

1. Stebbins,G.L, 1979. Process of Organic Evolution. Prentice Hall of India, New Delhi
2. Veer Bala Rastogi, 1980. Organic evolution. Kadar Nath, Ram Nath, Meerut
3. Edward.D, Dodson, 1960. Evolution-process and product. Affiliated East West Press Ltd., New Delhi
4. Verma,P.S and Agarwal,V.K, 1998. Principles of evolution. S.Chand and Company Ltd., New Delhi
5. Reha Mathur, 1994. Animal Behaviour. Rastogi and Company Meerut
6. Aubrey Manning, 1967. An Introduction to animal behaviour. Addison-Wesley Publishing Company, London


**Central University of Jammu**

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&amp;K)

No. 4-8/CUJ/Reg/2016/ 545

Date: 24 Oct 17

**NOTIFICATION**

It is hereby notified that on the recommendations of the Board of Studies, Department of Botany, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 3<sup>rd</sup> semester for Integrated M.Sc. in Botany effective from the Academic year 2017-18. The approved Course Scheme and syllabus are as under:

**Semester-3<sup>rd</sup>**

| Course Code                     | Course Title               | Credit    | CIA  | MSE  | ESE | Total Marks |
|---------------------------------|----------------------------|-----------|------|------|-----|-------------|
| <b>CORE COURSES</b>             |                            |           |      |      |     |             |
| ICBOT3C001T                     | Mycology and Lichens       | 4         | 25   | 25   | 50  | 100         |
| ICBOT3C002T                     | Bryology and Pteridology   | 4         | 25   | 25   | 50  | 100         |
| ICBOT3C003T                     | Microbiology and Pathology | 4         | 25   | 25   | 50  | 100         |
| ICBOT3C004L                     | Lab based on ICBOT3C001T   | 2         | 12.5 | 12.5 | 50  | 50          |
| ICBOT3C005L                     | Lab based on ICBOT3C002T   | 2         | 12.5 | 12.5 | 50  | 50          |
| ICBOT3C006L                     | Lab based on ICBOT3C003T   | 2         | 12.5 | 12.5 | 50  | 50          |
| <b>FOUNDATION COURSE</b>        |                            |           |      |      |     |             |
| ICBOT3F001T                     | English                    | 4         | 25   | 25   | 50  | 100         |
| <b>INTERDISCIPLINARY COURSE</b> |                            |           |      |      |     |             |
| ICBOT3I001T                     | Molecular Biology          | 4         | 25   | 25   | 50  | 100         |
| <b>Total</b>                    |                            | <b>26</b> |      |      |     | <b>650</b>  |

  
 Registrar

**To:**  
 Head, Department of Botany

**Copy to:**  
 I/c. Controller of Examinations

**THEORY**

**Unit-1** Introduction, classification with reference to Alexopoulos and Mims (1979), Range of thallus structure, reproduction, life history and evolution of the following classes of fungi. Myxomycetes –Stemonitis; Chytridiomycetes -Synchytrium.

**Unit-II** Oomycetes-Pythium, Phytophthora, Albugo, Peronospora. Plasmodiophoromycetes: Plasmodiophora. Zygomycetes : Pilobolus, Rhizopus, Mucor.

**Unit-3** Ascomycetes : Yeast, Taphrina, Emericella, Claviceps, Peziza, Morchella Venturia. Basidiomycetes: Puccinia, Ustilago, Agaricus, Lycoperdon, Cyathus. Deuteromycetes: Alternaria, Aspergillus, Penicillium, Cercospora, Fusarium, Colletotrichum.

**Unit-4** Heterothallism, Parasexual cycle, Nutrition, spore dispersal and factors affecting spore germination. Ecology of fungi- soil fungi, sugar fungi, cellulose and lignin degrading fungi, economic importance of fungi. Mycorrhizae and their role.

**Unit-5** Classification, structure, nutrition, reproduction and economic importance of lichens (Parmelia, Usnea, Cladonia).

**IBOL241**

**Practicals**

2 Credits: (0-0-4)

Stemonitis, Synchytrium, Saprolegnia, Pythium, Phytophthora, Albugo, Peronospora, Sclerospora. Plasmodiophora, Pilobolus, Rhizopus, Mucor, Yeast, Taphrina, Aspergillus, Penicillium, Claviceps, Peziza, Morchella, Puccinia, Ustilago, Polyporus, Coprinus, Geastrum, Lycoperdon, Alternaria. Cercospora, Fusarium, Colletotrichum, Parmelia, Usnea, Cladonia.

- ❖ The Department reserves the right to add or delete any practical in any semester during the course of running the semester.

**Reference:-**

1. Hale, M.E. and Dodge. Biology of Lichens, 1961.
2. Alexopoulos, C.I. and C.W. Mims. 1979, 3rd Ed. Willey Easter Ltd., New Delhi.
3. Gray, W.D. The biology of lichens.
4. John Webster. Introduction to fungi. 1980.
5. Cochrane, W. Physiology of fungi.
6. Carlile, M.J. 2001. The Fungi (2nd ed) Academic Press.
7. Sumbali G. 2010. The Fungi (2nd ed) Narosa publishers.
8. Aneja K.R. and R.S. Mehrotra 2015. An introduction to Mycology New Age International Publishers
9. Sharma P.D. 2005. Fungi and allied organisms Alpha Science Intl Ltd.
10. Dube H.C. 2013. An introduction to fungi. Scientific publishers, India.

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~~IBOL242~~ **BRYOLOGY AND PTERIDOLOGY** ICBOT30002T

**THEORY**

**4 Credits: (3-1-0)**

**Bryology:**

**Unit-1** Introduction and classification of Bryophytes with special reference to Watsons scheme. Life cycle and alternation of generation -two theories . Origin and evolution of Bryophytes.

**Unit-II** Range of variation in structure of major groups of gametophytes of bryophytes. Range of structure and evolution of sporophytes of Bryophytes. Asexual and sexual reproduction in Bryophytes. Fossil bryophytes. Economic importance of bryophytes.

**Unit-III** Pteridology Classification of pteridophytes (Reiners). Origin of pteridophytes. Range of structure, reproduction and evolution of gametophytes of Rhyniales, Psilotales, Lycopodiales

**Unit-4** Range of structure , reproduction and evolution of gametophytes of Lepidodendrales, Selaginellales, Calamitales, Equisetales, Ophioglossales, Marattiales, Osmundales, Filicales and Salviniiales.

**Unit-5** Stelar evolution , Soral evolution. Heterospory and seed habit. Apogamy, Apospory. Ecology of pteridophytes. Economic importance of pteridophytes.

**IBOL242**

**Practicals**

**2 Credits: (0-0-4)**

Bryology: Riccia, Targionia, Dumortiera, Reboulia, Marchantia, Riccardia, Porella, Anthoceros, Sphagnum, Funaria, Polytrichum.

Pteridology: Rhynia, Horneophyton, Asteroxylon, Psilotum, Lepidodendron, Lepidocarpon, Sphenophyllum, Calamites, Angiopteris, Osmunda, Lygodium, Gleichenia, Alsophila, Adiantum, Salvinia, Azolla.

- ❖ The Department reserves the right to add or delete any practical in any semester during the course of running the semester.

**Reference:-**

### Bryology:

1. Bower, F.O. 1905. Origin of Land flora.
2. Bower, F.O. 1935. Primitive land plants.
3. Cavers, F.T. 1965. The interrelationship of Bryophytes.
4. Dutta, A.C. 1995. Botany for degree students Oxford university press.
5. Gilbert, M. Smith. 1984. Cryptogamic Botany Vol. II TATA Mc Graw Hill publ.
6. Kashyap, S.R. The liverworts of western Himalayas and Punjab Plain, Vol. I & II.
7. Parihar, N.S. 1985. An Introduction to Embryophyta Vol. I Bryophyta.
8. Watson, E.V. 1974. The structure and life of Bryophytes - B.I. Publication

### Pteridology:

1. Arnold, C.A. 1947. An Introduction to Palaeobotany.
2. Foster, A.S. and Gifford, E.M. 1959: Comparative Morphology of vascular plants.
3. Parihar, N.S. 1991. An Introduction to Embryophyta - Pteridophyta.
4. Rashid, A. 1979. In Introduction to pteridophyta.
5. Sporne, K.R. 1968. The Morphology of Pteridophytes.
6. Walton, J. 1940. Introduction to the study of fossil plants.

## ICBOT3C003T ~~150235~~: MICROBIOLOGY AND PLANT PATHOLOGY

### THEORY

4 Credits: (3-1-0)

#### Microbiology:-

**Unit-I** Scope-history, Bacteria-morphology and fine structure of cell-classification of bacteria according to Bergeys manual (9th ed.), bacterial photosynthesis. Chemosynthetic bacteria- Aerobic and Anaerobic respiration. Bacterial recombination-Transformation, transduction and conjugation - plasmids.

**Unit-II** Nitrogen fixation -symbiotic and asymbiotic -methods of culturing bacteria -sterilization-kinds of media and preparation techniques - Isolation of microorganisms from environment and infected plants - pure culture - maintenance and preservation -Inoculation of Bacteria -microbial staining methods - (stains and dyes) - Gram, flagellar and other types of staining. Estimation of microorganism in soil, air and water - serial dilution technique.

**Unit-III** Morphology of viruses - (size, shape and structure, nucleic acid and coat structure) Classification of virus ,transmission of viruses - virus - relationship, Isolation and purification of viruses, General account of mycoplasma and spiroplasma vector bacteriophages - satellite viruses, viroids.

### PLANT PATHOLOGY

**Unit-IV** History-Koch's postulates, classification of plant diseases on the basis of causative organisms and symptoms. Host parasite interaction - Histological, pathological and biochemical

aspects - Defence mechanism in host, metabolic changes in diseased plants. Mechanisms of infection by pathogens and host resistance to invasion- Role of Enzymes and Toxins in pathogenesis-mycotoxins, Aflatoxins.

**Unit-V** Etiology, symptoms, causative agents and dissemination of following diseases in crop plants. Little leaf of Brinjal, Tobacco mosaic, bacterial blight of paddy and early and late blight of potato. Leaf spot of cotton and turmeric, Tikka disease of groundnut. Blast of Paddy, Red rot of sugarcane, Damping off of seedlings, Root rot, citrus canker, smut of maize, soft rot in vegetables - principles and methods of plant disease control, Regulatory methods, cultural methods, biological methods and chemical methods of control, breeding for disease resistance.

**IBOL242**

**Practicals**

**2 Credits: (0-0-4)**

Staining of micro organisms: simple staining. Gram staining -spore and acid fast staining, preparation of culture media -synthetic and Non-synthetic. Isolation of microorganisms. Aerobic and anaerobic forms and soil microbes, purification technique of microorganisms. Serial dilution technique Hanging Drop method, Isolation of bacteriophage. Verification of Koch's postulates. Identification of Bacterial, fungal and viral plant diseases included in theory syllabus.

- ❖ The Department reserves the right to add or delete any practical in any semester during the course of running the semester.

**Text Books:**

1. Mehrotra, R.S. 1995. Plant Pathology
2. Singh R.S. 1969. Plant diseases.
3. Sharma P.D. 2006. Plant Pathology. Narosa Publishing House Ltd
4. Singh R.S. 1984. Principles of Plant Pathology. Oxford & IBH Publishing House.
5. Richard & strange 2003. Introduction to Plant Pathology. John Wiley & Sons Ltd.
6. Agrios (2005). Plant Pathology 4th Edition Academic Press.
7. Mehrotra R.S. and Sumbali G (2009). Principles of Microbiology. Tata Mc Graw-Hill Edu Pvt Ltd.

**Reference Books:**

1. Edward Alcamo, 1983. Fundamentals of Microbiology.
2. Pelczar, M.J.E.C.S. Chan and N.R. Krieg 1993. Microbiology.
3. Rangaswami, G. 1988. Disease of crop plants in India.
4. Aneja K.K. 1996. Experiments in Microbiology, Plant pathology, tissue culture and mushroom cultivation.
5. Gunasekaran, P., 1995. Laboratory Manual in Microbiology. New Age International P Ltd.,



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

No: Cuj/DCE/16/570

9 November, 2017

## NOTIFICATION

It is hereby notified that Vice Chancellor has approved the recommendations of the Board of Studies, Department of Chemistry and Chemical Sciences, the Vice Chancellor, in anticipation of the approval of the Academic Council, to this Course Scheme and Syllabus of I and II semesters w.e.f Academic Year 2017-18. The approved Course Scheme and syllabus are as under:

### Semester I

| Course Code                 | Course Title                    | Credit    | CIA | MSE | ESE | Total Marks |
|-----------------------------|---------------------------------|-----------|-----|-----|-----|-------------|
| ICCHM1C003T                 | Chemistry-I                     | 4         | 25  | 25  | 50  | 100         |
| ICCHM1C004L                 | Chemistry Lab-I                 | 4         | 25  | 25  | 50  | 100         |
| ICPHY1C001T                 | Physics-I                       | 4         | 25  | 25  | 50  | 100         |
| ICBOT1C001T                 | Botany-I                        |           |     |     |     |             |
| ICAMT1C001T                 | Mathematics-I                   | 4         | 25  | 25  | 50  | 100         |
| ICZOL1C001T                 | Zoology-I                       |           |     |     |     |             |
| ICPHY1C002L                 | Physics Lab-I                   |           |     |     |     |             |
| ICBOT1C002L/<br>ICZOL1C002L | Botany Lab-I      Zoology Lab-I | 4         | 25  | 25  | 50  | 100         |
| ICECL1F001T                 | English                         | 4         | 25  | 25  | 50  | 100         |
| <b>Total</b>                |                                 | <b>24</b> |     |     |     | <b>600</b>  |

### Semester II

| Course Code                 | Course Title                      | Credit    | CIA | MSE | ESE | Total Marks |
|-----------------------------|-----------------------------------|-----------|-----|-----|-----|-------------|
| ICCHM2C003T                 | Chemistry-II                      | 4         | 25  | 25  | 50  | 100         |
| ICCHM2C004L                 | Chemistry Lab-II                  | 4         | 25  | 25  | 50  | 100         |
| ICPHY2C001T                 | Physics-II                        | 4         | 25  | 25  | 50  | 100         |
| ICBOT2C001T                 | Botany-II                         |           |     |     |     |             |
| ICAMT2C001T                 | Mathematics-II                    | 4         | 25  | 25  | 50  | 100         |
| ICZOL2C001T                 | Zoology-II                        |           |     |     |     |             |
| ICPHY2C002L                 | Physics Lab-II                    |           |     |     |     |             |
| ICBOT2C002L/<br>ICZOL2C002L | Botany Lab-II      Zoology Lab-II | 4         | 25  | 25  | 50  | 100         |
| ICEVS2C001T                 | Environmental Science             | 4         | 25  | 25  | 50  | 100         |
| ICICT2C001T                 | Introduction to Computers         | 4         | 25  | 25  | 50  | 100         |
| <b>Total</b>                |                                   | <b>28</b> |     |     |     | <b>700</b>  |

Note: The earlier notification No. Cuj/DCE/16/560 dated 03.11.2017, stands withdrawn in toto.

Deputy Registrar  
(Admin-HRW)

Encl: Syllabus of I and II Semesters

To: Head, Department of Physics and Astronomical Sciences

Copy to:

1. OSD (Exam)

[63]

2. Head { Department of Physics  
Department of Botany  
Department of Zoology }

To note change of Chemistry courses  
w.e.f. Academic Year 2017-18

## Full Details of the syllabus

### Semester - I

THEORY

CHEMISTRY-I

ICCHM1C003T

4 Credits: (3-1-0)

|   | 12Hrs  |
|---|--------|
| <b>Unit I: Atomic Structure and Periodic Properties</b>   | 12Hrs  |
| Idea of de Broglie matter waves, Heisenberg's uncertainty principle, Schrödinger wave equation, significance of wave functions, radial and angular wave functions and distribution curves, Atomic orbitals, Shape of s, p, d orbitals and their characteristics. Quantum numbers, Aufbau and Pauli's exclusion principles, Hund's multiplicity rule, Electronic configuration of elements, effective nuclear charge and shielding effect, Hydrogen atom: energy of orbitals, atomic spectra, P-fund, bracket series. Atomic and Ionic radii, ionization energy, electron affinity and electronegativity – definition, methods of determination, trends in periodic table and applications in predicting and explaining the chemical behavior.   |        |
| <b>Unit II: Chemical Bonding</b>  | 12Hrs  |
| Covalent Bond – Valence bond theory and its limitations, various types of hybridization and shapes of simple inorganic molecules and ions. Valence shell electron pair repulsion (VSEPR) theory and its application to $\text{NH}_3$ , $\text{H}_3\text{O}^+$ , $\text{SF}_4$ , $\text{ClF}_3$ , $\text{ICl}_2$ and $\text{H}_2\text{O}$ . MO theory, homonuclear and heteronuclear (CO and NO) diatomic molecules, multicenter bonding in electron deficient molecules, bond strength and bond energy, calculation of percentage of ionic character from dipole moment and electronegativity difference.   |        |
| <b>Unit III: Gaseous and Liquid States of Matter</b>  | 12 Hrs |
| Postulates of kinetic theory of gases, Kinetic equation for gases, Gas laws from kinetic equation, Relation between kinetic energy and temperature, Thermal motion of molecules, Maxwell distribution of molecular velocities and kinetic energies, Effect of temperature, Most probable velocity, Average velocity and Root mean square velocity, Evaluation of these velocities using Maxwell equation, Collision diameter, Collision cross section, Collision number, Collision frequency and Mean free path, Degrees of freedom of gaseous molecule: Translational, Rotational and Vibrational, Deviation from ideal behavior, Equation of state for real gases (van der Waals equation), Virial equation of state, Critical phenomenon, Critical constants, Law of corresponding states. Structure of liquid, Surface tension and viscosity, Numericals. |        |
| <b>Unit IV: Introductory Organic Chemistry</b>  | 12 Hrs |
| IUPAC nomenclature: Alkanes, alkenes, alkynes, cycloalkanes, cycloalkenes, cycloalkynes, halogen compounds, alcohols, ethers, aldehydes, ketones, carboxylic acids, nitro compounds. Hybridization and Geometry of Molecules: methane, ethane, ethylene, acetylene. Electronic Effects: Inductive, resonance, hyper conjugation and steric effect. Cleavage of bonds: homolytic and heterolytic C-C bond fission. Reaction Intermediates and their stability: carbocations, carbanions and free radicals.   |        |



12 Hrs

### Unit V: Basic Organic Synthesis and Principles

Alkanes: preparation by reduction of alkyl halides, Wurtz reaction and Kolbe's electrolytic methods with mechanism;

Alkenes: preparation by dehydration of alcohols, dehydrohalogenation of alkylhalides, dehalogenation of vic-dihalides and by Kolbe's electrolytic method.

Alkynes: Preparation by dehydrohalogenation of vic-dihalides and gem-dihalides, dehalogenation of tetrahalides and Kolbe's electrolytic method.

Reactions: addition reactions with hydrogen, halogens, hydrogen halide (Markownikoff's rule, peroxide effect), hydroboration, ozonolysis, hydroxylation with  $\text{KMnO}_4$ , allylic substitution by NBS.

#### Books Recommended:

1. Organic Chemistry, Morrison and Boyd, Prentice Hall, 6th Edition, 2007.
2. Advanced Organic Chemistry, Bahl, B S, Bahl A. 21<sup>st</sup> Edition, 2012.
3. Physical Chemistry by P. W. Atkins, 10th Ed. Oxford, 2015.
4. Basic Inorganic Chemistry by F. A. Cotton & Wilkinson, John Wiley, Ed 3<sup>rd</sup>, 1995.
5. Inorganic Chemistry by J. E. Huhey, Harpes & Row. Ed 4<sup>th</sup>, 2006.
6. A Text Book of Physical Chemistry by S. Glasstone, McMillan.
7. Principles of Physical Chemistry by Puri, Sharma and Pathania, Vishal Publishing.
8. A Text Book of Physical Chemistry: Vol. 1 by K. L. Kapoor, McMillan.

### ICCHM10004L: CHEMISTRY LAB-I

#### PRACTICAL

4 Credits: (0-0-8)

1. Demonstration & concept of good lab practices including safety, glassware handling, chemical nature understanding, chemical handling, chemical/glassware waste management, Error Analysis, notebook maintenance.

2. Calibration and handling of balances, pipettes and burettes, basic principles & experiments related to sample & reagent preparation: practical concept of Molarity, Molality, Normality, equivalence, weight %, vol.%, Preparation of standard solutions, Dilution 0.1 M to 0.001 M solutions.

3. Standard acid base titration

4. Calibration of Thermometer (any two)

a. 80-82 °C (Naphthalene), 113.5-114 °C (Acetanilide)

b. 132.5-133 (Urea), 100 °C (Distilled Water)

5. Determination of Melting Point (at-least four):

Naphthalene 80-82 °C, Benzoic Acid 121.5-122 °C, Urea 132.5-133 °C, Succinic Acid 184.5-185 °C, Cinnamic Acid 132.5-133 °C, Salicylic Acid 157.5-158 °C, Acetanilide 113.5-114 °C, m-Dinitrobenzene 90 °C, p-Dichlorobenzene 52 °C, Aspirin 135 °C.

6. Crystallization

a. Phthalic acid from hot water (using fluted filter paper and stemless funnel)

b. Acetanilide from boiling water

c. Naphthalene from ethanol

d. Benzoic acid from water

7. Macro analysis (qualitative) of cations and anions (known samples)

**Books Recommended:**

1. Vogels Textbook of Practical Organic Chemistry, 5<sup>th</sup> Edition, 1989.
2. Experiments in General chemistry, C. N. R. Rao and U. C. Agarwal Fourth Edition 1973.
3. Vogel's Inorganic Practical Chemistry, 7<sup>th</sup> Ed., 1996.
4. Vogel's Textbook of Practical Organic Chemistry, 5<sup>th</sup> Ed.

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Semester--II

: CHEMISTRY-II

ICCHM2C003T

4 Credits: (3-1-0)

**THEORY:****Unit-I: Thermodynamics- I**

12Hrs

Thermodynamic terms, State and path functions and their differentials, Thermodynamic process, Concept of heat and work, First Law of thermodynamics, Energy and enthalpy, Heat capacity, Heat capacities at constant volume and pressure and their relationship. Joule's law, Joule-Thomson coefficient and inversion temperature, Calculation of  $w$ ,  $q$ ,  $dU$  &  $dH$  for the expansion of ideal gases under isothermal and adiabatic condition for reversible process, Zeroth law of thermodynamics. Thermochemistry: Exothermic and Endothermic reactions; Standard enthalpy changes, Types of enthalpy changes: Formation, Combustion, Neutralization, Hydration; Kirchoff's equation, bond energy, Numericals.

**Unit-II: Thermodynamics- II**

12Hrs

Second law of thermodynamics. Heat Engine. Carnot cycle and its efficiency. Concept of entropy. Physical significance of entropy. Entropy change in an ideal gas. Entropy as a function of temperature, volume and pressure. Entropy change of universe. Combined statement of first and second laws of thermodynamics. Entropy change for isolated systems, thermodynamic relations based on 2<sup>nd</sup> law : energy as a function of temperature and volume, enthalpy as a function of temperature and pressure.

**Unit III: Chemical Bonding-II**

12 Hrs

Ionic Solids, Ionic Structures, radius ratio effect and coordination number, limitations of radius ratio rule, lattice defects, semiconductors, lattice energy and Born - Haber cycle, solvation energy and solubility of ionic solids, polarizing power and polarizability of ions, Fajan's rule. Metallic bond - free electrons, Valence bond and band theories, weak interactions - hydrogen bonding and Van der Waals forces

**Unit IV: Aromaticity, Substitution and Elimination reactions**

12 Hrs

Aromatic hydrocarbons and aromaticity, resonance in benzene, Huckel's  $(4n+2)$  rule and its simple applications. Acidic character of phenols - explanation on the basis of resonance stabilization. Electrophilic substitution reactions in aromatic compounds. General mechanisms of nitration, halogenation, sulphonation, Friedel-Craft's acylation and alkylation, ortho/para/meta directive influence of substituents (with examples).

$SN^1$  and  $SN^2$  reaction mechanism: effects of structure, substrate, solvent, nucleophile and leaving groups. Mechanisms of  $E1$  and  $E2$  reactions, Hoffmann and Sayetzeff srules, cis and trans eliminations, Elimination Vs substitution.

**Unit V: Stereochemistry-I**

12 Hrs

Stereochemistry: Concept of Isomerism, Classification of Stereoisomers, Optical isomerism, Chirality & Elements of symmetry, Wedge formula, Fischer projection, Newmann projection. Relative and absolute configurations, sequence rules, D & L, R & S systems of nomenclature. Understanding of Enantiomerism, diastereoisomerism, mesoform. Erythro and threo nomenclature, Conformational understanding with an example of ethane, n-butane and Cyclohexane.

**Books Recommended:**

1. Fundamentals of Organic Chemistry by Solomons, John Wiley, 5<sup>th</sup> Edition 1998.
2. Introduction to Organic Chemistry, Streitwieser, Heathcock and Kosover, Macmillan, 4<sup>th</sup> Edition, 1992.
3. Physical Chemistry Vol. 2, by K. L. Kapoor, McMillan, 5th Ed. 2014.
4. Chemical Thermodynamics by R. P. Rastogi and R. R. Mishra, 6th Ed. 2009.
5. Concise Inorganic Chemistry by J D Lee, Amazon. John Wiley & Sons. Ed 5<sup>th</sup>, 1996.
6. Comprehensive Co-ordination Chemistry by G. Wilkinson, R. D. Gillars & J. A. Meeleverty, Pergamon 1987.
7. Chemistry of the Elements by N. N. Greenwood & Earnshaw, Pergamon
8. A Text Book of Physical Chemistry by S. Glasstone, McMillan.
9. Physical Chemistry by P. W. Atkins, Oxford

**PRACTICAL**

∴ CHEMISTRY LAB-II  
I CCHM2COO4L

4 Credits: (0-0-8)

**1. Volumetric analysis**

- (a) Determination of acetic acid in commercial vinegar using NaOH
- (b) Estimation of calcium content in chalk as calcium oxalate by permanganometry.
- (c) Estimation of hardness of water by EDTA.
- (d) Estimation of copper using thiosulphate

**2. Synthesis and analysis**

- (a) Preparation of Ni-DMG complex,  $[\text{Ni}(\text{DMG})_2]$
- (b) Gravimetric analysis of Ni as Ni-DMG complex
- (c) Qualitative inorganic analysis of mixtures containing not more than 4 radicals from the following:  
**Cation Radicals:**  $\text{Na}^+$ ,  $\text{K}^+$ ,  $\text{Ca}^{+2}$ ,  $\text{Sr}^{+2}$ ,  $\text{Ba}^{+2}$ ,  $\text{Al}^{+3}$ ,  $\text{Cr}^{+3}$ ,  $\text{Mn}^{+2}$ ,  $\text{Fe}^{+3}$ ,  $\text{Co}^{+3}$ ,  $\text{Ni}^{+3}$ ,  $\text{Cu}^{+3}$ ,  $\text{Zn}^{+2}$ .  
**Anion Radicals:**  $\text{F}^-$ ,  $\text{Cl}^-$ ,  $\text{Br}^-$ ,  $\text{I}^-$ ,  $\text{SCN}^-$ ,  $\text{S}^{2-}$ ,  $\text{SO}_4^{2-}$ ,  $\text{S}_2\text{O}_3^{2-}$ ,  $\text{NO}_3^-$ ,  $\text{NO}_2^-$ ,  $\text{BO}_3^{3-}$ ,  
**Experiment A:** Preliminary Tests for acid and basic radicals in given samples.  
**Experiment B:** Wet tests for Acid and Basic radicals in given samples.  
**Experiment C:** Confirmatory tests.

**Books Recommended:**

1. G. Svehla: Vogel's Qualitative Inorganic Analysis, 7th Ed, 1996
2. J. Mendham, R. C. Denny, J. D. Barnes, M. J. K. Thomas: Vogel's Text Book of Quantitative Chemical Analysis, Prentice Hall, 6th Ed.
3. Vogel's Textbook of Quantitative Chemistry, 5th Ed. 1989
4. Synthesis & characterization of Inorganic Compounds by W. L. Jolly, Prentice Hall. Vol - 83 (6). 1971.

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# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

No. CUJ/DCHE/2016/565

Date: 28 Sep 17

## NOTIFICATION

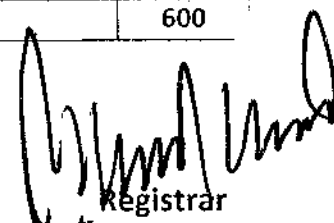
It is hereby notified that on the recommendations of the Board of Studies, Department of Chemistry and Chemical Sciences, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 3<sup>rd</sup> and 4<sup>th</sup> semester for Integrated M.Sc. in Chemistry and Chemical Sciences effective from the Academic year 2017-18. The approved Course Scheme and syllabus are as under:

### Semester-3<sup>rd</sup>

| Course Code                     | Course Title         | Credit    | CIA | MSE | ESE | Total Marks |
|---------------------------------|----------------------|-----------|-----|-----|-----|-------------|
| <b>CORE COURSES</b>             |                      |           |     |     |     |             |
| ICCHM3C001T                     | Chemistry –III       | 4         | 25  | 25  | 50  | 100         |
| ICCHM3C002T                     | Chemistry-IV         | 4         | 25  | 25  | 50  | 100         |
| ICCHM3C003P                     | Chemistry Lab-III    | 4         | 25  | 25  | 50  | 100         |
| ICCHM3C004P                     | Chemistry Lab-IV     | 4         | 25  | 25  | 50  | 100         |
| ICAMT3C005T                     | Mathematics          | 4         | 25  | 25  | 50  | 100         |
| <b>INTERDISCIPLINARY COURSE</b> |                      |           |     |     |     |             |
| ICCHM3I001T                     | Molecular Biology    | 4         | 25  | 25  | 50  | 100         |
| <b>FOUNDATION COURSES</b>       |                      |           |     |     |     |             |
| ICCHM3F001T                     | Communication Skills | 4         | 25  | 25  | 50  | 100         |
| <b>Total</b>                    |                      | <b>28</b> |     |     |     | <b>700</b>  |

### Semester-4<sup>th</sup>

| Course Code               | Course Title              | Credit    | CIA | MSE | ESE | Total Marks |
|---------------------------|---------------------------|-----------|-----|-----|-----|-------------|
| <b>CORE COURSES</b>       |                           |           |     |     |     |             |
| ICCHM4C001T               | Inorganic Chemistry-I     | 4         | 25  | 25  | 50  | 100         |
| ICCHM4C002T               | Organic Chemistry-I       | 4         | 25  | 25  | 50  | 100         |
| ICCHM4C003T               | Physical Chemistry-I      | 4         | 25  | 25  | 50  | 100         |
| ICCHM4C004P               | Inorganic Chemistry Lab-1 | 4         | 25  | 25  | 50  | 100         |
| ICCHM4C005P               | Organic Chemistry Lab-I   | 4         | 25  | 25  | 50  | 100         |
| <b>FOUNDATION COURSES</b> |                           |           |     |     |     |             |
| ICCHM4F001T               | Management                | 4         | 25  | 25  | 50  | 100         |
| <b>Total</b>              |                           | <b>24</b> |     |     |     | <b>600</b>  |

  
Registrar

Encl: Syllabus of 3<sup>rd</sup> & 4<sup>th</sup> semester

To:

Head, Dept. of Chemistry

Copy to:

I/c Controller of Examinations

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## Semester-III

### ICCHM3C001T: CHEMISTRY-III

4 Credits: (3-1-0)

#### **THEORY**

14 Hrs

##### **Unit I: Hydroxy and Carbonyl Compounds**

Preparation of monohydric alcohols from carbonyl compounds using Grignard reagents, Methods to distinguish between Primary, secondary and tertiary alcohols (Lucas, Victor Meyer's and oxidation method) Preparation of aldehydes and ketones by Rosenmund's reduction, Oppenauer oxidation. Reactions of aldehydes and ketones (Reduction using  $\text{LiAlH}_4$ , Clemensen and Wolf-Kishner reduction, reaction with alcohols) Mechanism of Aldol condensation, Cannizzaro's reaction, Reimer - Tiemann reaction, Perkin's reaction, Benzoin condensation.

##### **Unit II: Carboxylic Acids and its derivatives-I**

12Hrs

Acidity of Carboxylic Acids, Effects of Substituent's on Acid Strength. Preparation and reactions of carboxylic acids. Hell-Volhard-Zelinsky reaction. Synthesis of acid chlorides, esters and amides. Reduction of carboxylic acids. Mechanism of decarboxylation, effect of heat and dehydrating agents, Mechanisms of esterification and hydrolysis (acidic and basic).

##### **Unit III: Carbohydrates**

10 Hrs

Classifications and nomenclature of monosaccharides, Mechanism of osazone formation, Interconversion of glucose into mannose, fructose, formation of glycosides, Cyclic structure of D(+)-glucose, Mechanism of mutarotation. Determination of ring size of monosaccharides, Cyanohydrin formation and chain extension, Kiliani-Fischer synthesis, Epimerization.  $\alpha, \beta$ -glycosidic linkage in sugars. Assigning absolute configurations of stereo centers present in sugars like Glucose, Fructose.

##### **Unit IV: Chemical Kinetics-I**

12 Hrs

Introduction to chemical kinetics, order and molecularity of chemical reaction. Rate expression for first order, second order and third order reaction, Half life, Methods for determining order of reaction, Effect of temperature and catalyst on rate of reaction, Arrhenius equation, Concept of activation energy, Simple collision theory based on hard sphere model, Expression of the rate constant based on equilibrium constant and thermodynamic aspects, Numericals.

##### **Unit V: Nuclear Chemistry**

12 Hrs

Introduction to radioactivity. Basics of different nuclear models (shell model, liquid drop model, fermi gas model, collective model). Characteristics of radioactive decay, disintegration and nature of radiation, decay kinetics, types of decay,  $\alpha$ ,  $\beta$ ,  $\gamma$ - emissions. Different radioactive series (natural and artificial), group displacement law, units and measurements of radioactivity. Isotope, isotone, isobar and nuclear isomer. Separation of isotopes, applications of isotopes in medicine, chemical reaction pathways and dating techniques. Mass defect and binding energy. Nuclear fission and fusion; Nuclear Reactors: Classification of reactors, reactor power, and application of radioactivity, nuclear waste Management.

#### **Books Recommended:**

1. Chemistry of the Elements by N. N. Greenwood & Earnshaw, Pergamon.
2. Metalo-organic Chemistry by A. J. Pearson, Wiley 20<sup>th</sup> Edition, 1986.

3. Organic Chemistry, Morrison and Boyd, Prentice Hall. 6th Edition, 2007.
4. Organic Chemistry by Finar, 6<sup>th</sup> Edition, 2002.
5. Fundamentals of Organic Chemistry Solomons, John Wiley. 5<sup>th</sup> Edition 1998.
6. The Elements of Physical Chemistry by P. W. Atkins, Oxford, 10th Ed. 2014.
7. Organic chemistry by Stanley H. Pine 4<sup>th</sup> Edition, 1982.
8. The Essential Theories of Nuclear Chemistry by H. J. Arnikar, 4<sup>th</sup> Ed. New Age International, 1995.
9. Chemical Kinetics by K. J. Laidler, 3<sup>rd</sup> Ed. Pearson, 2003.
10. Physical Chemistry through problems: S. K. Dogra & S. Dogra, Wiley Eastern Ltd.

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### ICCHM3C002T: CHEMISTRY-IV

4 Credits: (3-1-0)

#### THEORY

12 Hrs

##### Unit I: Thermodynamics-III

Third law, Nernst Heat theorem, Statement and concept of residual entropy, Evaluation of absolute entropy from heat capacity data, Gibbs and Helmholtz functions,  $G$  &  $A$  functions as thermodynamic quantities,  $A$  &  $G$  as criteria for thermodynamic equilibrium and spontaneity, Their advantage over entropy change, Variation of  $G$  &  $A$  with  $P$ ,  $V$  &  $T$ . Temperature dependence of free energy: Gibbs-Duhem, Gibbs-Margules equation, Clausius-Clapeyron equation and its applications.

12 hrs

##### Unit II: Chemistry of s- and p- block elements

Comparative study, diagonal relationships, salient features of hydrides, solvation and complexation tendencies including their function in biosystems, an introduction to alkyls and aryls. Chemical properties of groups (13-17 elements), compounds like hydrides, oxides, oxyacids and halides.

**Chemistry of Noble Gases** : Chemical properties of the noble gases, chemistry of xenon, structure and bonding in xenon compounds (oxides and fluorides).

8 hrs

##### Unit III: Coordination Chemistry-I

Werner's coordination theory and its experimental verification, effective atomic number concept, chelates, nomenclature of coordination compounds, isomerism in coordination compounds.

16 hrs

##### Unit IV: Coordination Chemistry-II

Metal - ligand bonding in Transition Metal Complexes - Valence bond theory and its applications to transition metal complexes. Limitations of valence bond theory, electroneutrality principle, an elementary idea of crystal field theory, crystal field splitting in octahedral, tetrahedral and square planar complexes, crystal field stabilization energy (CFSE), measurement of ( $10 Dq$  ( $\Delta_o$ )) in weak field and strong field complexes, pairing energy, effects of CFSE on hydration energy, factors affecting the crystal - field parameter.

12 Hrs

##### Unit IV: Electrochemistry-I

Conductance and Ionisation: Review of electrolytes, Arrhenius theory of electrolytic dissociation, conductance and its variation with dilution, ionic mobility, Kohlrausch law and its applications.

Migration of Ions: Transport number and its relation with concentration and ionic mobility, Experimental procedures for measuring transport numbers (Hittorf's rule, Moving boundary method), Abnormal transport numbers, Walden's rule,

Applications of conductance measurements: Determination of degree of dissociation of weak electrolytes, ionic product of water, solubility and solubility product of sparingly soluble salts, Conductometric titrations.

**Books Recommended:**

1. Physical Chemistry by P. W. Atkins, 10th Ed. Oxford.
2. Chemical Thermodynamics by R. P. Rastogi and R. R. Mishra, 6th Ed. 2009.
3. An Introduction of Electrochemistry by S. Gladstone, McMillan
4. Organic Chemistry, Morrison and Boyd, Prentice Hall. 6th Edition, 2007.
5. Concise Inorganic Chemistry by J D'Lee, Amazon. Ed 5<sup>th</sup>, 1998.
6. Comprehensive Co-ordination Chemistry by G. Wilkinson, R. D. Gillars & J. A. McCleverty, Pergamon.
7. Chemistry of the Elements by N. N. Greenwood & Earnshaw, Pergamon. Ed 2<sup>nd</sup>, 1997.

**ICCHM3C003P: CHEMISTRY LAB-III**

**4 Credits: (0-0-8)**

**PRACTICAL**

1. Mixed melting point determination a. Urea-Cinnamic acid mixture of various compositions (1:4, 1:1, 4:1)
2. Crystallization after decolorisation using Charcoal
  - a. Decolorisation of brown sugar (sucrose) with animal charcoal using gravity filtration.
  - b. Crystallization after decolorisation of impure naphthalene (100 g of naphthalene mixed with 0.3 g Congo Red using 1 g decolorizing charcoal) from ethanol
3. Sublimation (Simple and Vacuum)  
Camphor, Naphthalene, Phthalic Acid and Succinic Acid
4. Qualitative Analysis a. Element detection and Functional group determination (phenolic, carboxylic, carbonyl, esters, carbohydrates, amines, amides, nitro and aniline) in simple organic compounds and mixture analysis.
5. Thin Layer Chromatography: Determination of R<sub>f</sub> values and identification of organic compounds.
  - a. Separation of green leaf pigments (spinach leaves may be used).
  - b. Preparation of 2,4-dinitrophenylhydrazones of acetone, 2-butanone, hexan-2- and 3-one.
  - c. Separation of mixture of dyes using cyclohexane and ethyl acetate (8.5: 1.5)
6. One step organic synthesis:
  - a. R<sub>f</sub> determination, crystallization, melting point determination.
  - b. UV and IR spectroscopic analysis.

**Books Recommended:**

1. Vogels Textbook of Practical Organic Chemistry, 5<sup>th</sup> Edition, 1989.
2. Experiments in General chemistry, C. N. R. Rao and U. C. Agarwal Fourth Edition 1973.
3. Experimental Organic Chemistry by P R Singh, D S gupta, K S Bajpai, Tata McGraw Hill , Vol 1 and Vol 2, 1980.
4. Laboratory Manual in Organic Chemistry, R. K. Bansal, Wiley. 2009.

**ICCHM3C004P: CHEMISTRY LAB-IV**

**4 Credits: (0-0-8)**

**PRACTICAL**

1. To determine the cell constant of a conductivity cell.
2. To determine the molar conductivity of weak mono – basic acid over a given range of concentration.

- ( 0 )
3. To determine pKa value of the given organic acid by pH measurement.
  4. Determine  $\lambda_{\text{max}}$  for  $\text{KMnO}_4$  by colorimetric measurements
  5. Determine the surface tension of a liquid by stalagmometer method
  6. Determine the Viscosity of a given liquid by Oswald's Viscometer.
  7. To study the distribution of benzoic acid between benzene and water at room temperature and hence show the molecular state of benzoic acid in benzene.
  8. Determine the heat of neutralization of HCl by NaOH.
  9. Study the hydrolysis of an ester in presence of HCl.

**Books Recommended:**

1. Findley's Practical Physical Chemistry, B. P. Levitt, Longman.
2. Advanced Practical Physical chemistry by J.B. Yadav, Goel Publishing
3. Practical Physical chemistry by B. Viswanathan and P. S. Raghavan, Viva Books Pvt. Ltd.

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**Semester IV**

**ICCHM4C001T: INORGANIC CHEMISTRY-I**

**4 Credits: (3-1-0)**

**THEORY**

**12 hrs**

**Unit I: Chemistry of d-block elements**

General Characteristic properties of d-block elements. Properties of the elements of the first transition series, relative stability of their oxidation states with special reference to their binary compounds (oxides, halides and sulphides). Coordination number and geometry, complex formation

**12 hrs**

**Unit II: Chemistry of Transition Elements**

Chemistry of elements of Second and Third Transition Series - General characteristics, comparative treatment with 3d- analogues with special reference to electronic configuration, ionic radii, colour, variable valency, ability to form complexes, magnetic and catalytic properties, Difference between the first, second and third transition series. Chemistry of Ti, V, Cr Mn, Fe and Co in various oxidation states (excluding their metallurgy)

**8 hrs**

**Unit III: Multielectron Systems**

Quantum numbers and vectors, mutual inclination of electron orbits and resultant vectors, Russell-Saunders coupling, J-J coupling, ground states term symbols, microstates and derivation of Russell-Saunders terms:  $p^2$ ,  $d^2$  and  $pd$  configuration.

**12 hrs**

**Unit IV: Acids and Bases**

Arrhenius. Bronsted-Lowry, Lux-Flood, solvent system and Lewis concept of acids and bases. Hard and Soft Acids and Bases (HSAB): Classification of acids and bases as hard and soft. Pearson's HSAB concept, acid base strength and hardness and softness, symbiosis, theoretical basis of hardness and softness.

**16 hrs**

**Unit V: Chemistry of Non-Aqueous Solvents**



Physical properties of a solvent, types of solvents and their general characteristics, reactions in non-aqueous solvents with reference to liquid  $\text{NH}_3$ ,  $\text{H}_2\text{SO}_4$ , liquid  $\text{HF}$ ,  $\text{HSO}_3\text{F}$ , liquid  $\text{SO}_2$ ,  $\text{N}_2\text{O}_4$ ,  $\text{PCl}_5$ ,  $\text{BrF}_3$ , super acids, ionic liquid: molten salts solvent systems, ionic liquid at ambient temperature: supercritical fluids: properties of supercritical fluids and their uses as solvents.

**Books Recommended:**

1. Basic Inorganic Chemistry by F. A. Cotton & Wilkinson, John Wiley. Ed 6<sup>th</sup>
2. Inorganic Chemistry by J. E. Huheey, Harpes & Row. Ed 4<sup>th</sup>, 2006.
3. Comprehensive Co-ordination Chemistry by G. Wilkinson, R. D. Gillars & J. A. McCleverty, Pergamon. 1987
4. Concise Inorganic Chemistry by J D Lee. Ed 5<sup>th</sup>, 1998.
5. Chemistry of the Elements by N. N. Greenwood & Earnshaw, Pergamon. Ed 2<sup>nd</sup>, 1997.
6. Inorganic Chemistry: principles of structure and reactivity by J.E.Huheey, E.A.Keiter, R.L.Keiter. Ed 4<sup>th</sup> 1993.

**ICCHM4002T: ORGANIC CHEMISTRY-I**

4 Credits: (3-1-0)

**THEORY**

**Unit I: Alkanes and Cycloalkanes** 12 Hrs

Corey House reactions and decarboxylation of carboxylic acids, Mechanism of free radical halogenation of alkanes, Cycloalkanes: Nomenclature, methods of preparations, chemical reactions, Bayer's strain theory and its limitations, Ring strain in cyclopropane and cyclobutanes, Theory of strain in rings. The case of cyclopropane ring: banana bonds.

**Unit II: Alkenes, Cycloalkenes, Dienes and Alkynes** 12 Hrs

Regio-selectivity: Saytzeff rule, Hoffmann elimination, physical properties and relative stabilities of alkenes. Chemical reactions of alkenes: hydroboration-oxidation, oxymercuration-reduction, Epoxidation, hydration, polymerization of alkenes, Substitution at the allylic and vinylic positions of alkenes. Cycloalkenes: conformation, synthesis, and chemical reactions. Dienes: nomenclature, isolated, conjugated and cumulated dienes: structure, method of formation, polymerization, chemical reaction-1,2 and 1,4 additions, diels-alder reaction. Alkynes: hydroboration-oxidation, metal-ammonia reductions, oxidation and polymerization.

**Unit III: Alkyl and Aryl Compounds** 12 Hrs

Methods of formation alkyl halide, Mechanisms of nucleophilic substitution reactions of alkyl halides, substitution at the allylic and vinylic positions of alkenes, Mechanisms of elimination reactions of alkyl halides.

The aryl group, Aromatic nucleus and side chain, Side chain reactions of benzene derivatives, Birch reduction, Methods of formation and chemical reactions of alkylbenzenes, alkynylbenzenes and biphenyl. Methods of formation of aryl halides, nuclear and side chain reactions. The addition-elimination and the elimination-addition, mechanisms of nucleophilic aromatic substitution reactions.

**Unit IV: Alcohols** 12 Hrs

Monohydric alcohols: methods of formation (Grignard reagent), reduction of aldehydes, ketones, carboxylic acids and esters. Hydrogen bonding, Acidic nature, Reactions of alcohols. Dihydric alcohols: methods of formation, chemical reactions of vicinal glycols, oxidative cleavage [ $\text{Pb}(\text{OAc})_4$  and  $\text{HIO}_4$ ]

107

and pinacol-pinacolone rearrangement. Trihydric alcohols: methods of formation, chemical reactions of glycerol.

#### Unit V: Phenols

12 Hrs

Nomenclature, structure and bonding, Preparation of phenols, physical properties and acidic character. Comparative acidic strengths of alcohols and phenols, resonance stabilization of phenoxide ion, Reactions of phenols - electrophilic aromatic substitution, acylation and carboxylation, Mechanisms of Fries rearrangement, Claisen rearrangement, Gatterman synthesis, Hauben-Hoesch, Lederer-Manasse and Reimer-Tiemann reaction.

#### Books Recommended:

1. Organic Chemistry by I. L. Finar, Vol. I & II, Longman Ltd., New Delhi. 5th Edition 1975.
2. Organic Chemistry, Morrison and Boyd, Prentice Hall. 6th Edition, 2007.
3. Advanced Organic Chemistry by Jerry March, Wiley, Fifth Edition, 2007.
4. Introduction to Organic Chemistry, Streitwieser, Heathcock and Kosover, Macmillan.
5. A Guide Book to Mechanism in Organic Chemistry by P. Sykes, Orient Longman Ltd, 6<sup>th</sup> Edition, 1986.
6. Fundamentals of Organic Chemistry Solomons, John Wiley. 5<sup>th</sup> Edition 1998.

### ICCHM4C003T: PHYSICAL CHEMISTRY-I

4 Credits: (3-1-0)

#### THEORY

10 Hrs

##### Unit-I: Chemical Equilibrium

Dynamic nature of Chemical equilibrium, Attainment and characteristics of chemical equilibrium, Law of mass action and its thermodynamic derivation, Relation between  $K_p$ ,  $K_c$  and  $K_x$ , Thermodynamic relations for chemical affinity, Homogeneous equilibria, Temperature dependence of equilibrium constant and integrated form of van't Hoff equation, Pressure dependence of equilibrium constant ( $K_p$ ,  $K_c$  and  $K_x$ ), Heterogeneous equilibria, Le Chatelier's principle, Thermodynamic treatment of Le Chatelier's principle.

##### Unit II: Phase Equilibria

12 Hrs

Statement and meaning of the terms - phase, component and degree of freedom, Conditions for equilibrium between phases, Thermodynamic derivation of Gibbs Phase Rule, Phase equilibria of one component system: Water, Carbon dioxide and sulphur systems; Phase equilibria of two component systems: Simple eutectic systems like Pb-Ag system, Solid solutions - compound formation with congruent m.pt. Mg- Zn and  $FeCl_3-H_2O$  system, Compound formation with incongruent m.pt., Liquid-liquid mixtures: ideal liquid mixtures, Raoult's and Henry's Law, Non Ideal systems, azeotropes, HCl-Water and ethanol-water systems. Partially miscible liquids: Phenol-water system.

##### Unit III: Catalysis

11 Hrs

Characteristic of catalytic reactions. Homogeneous catalysis. Acid Base catalysis and its kinetics. Enzyme catalysis and its mechanism. Effect of temperature on enzyme catalysis. Heterogeneous catalysis. Surface reactions. Kinetics of surface reactions. Unimolecular surface reactions. Bimolecular surface reactions. Effect of temperature on heterogeneous reactions: unimolecular and bimolecular.

##### Unit IV: Electrochemistry II

15 Hrs

E.M.F. and potential, Nernst equation, derivation of cell E.M.F. and single electrode potential

100

Reference electrode: Standard hydrogen electrode, Ag/AgCl and calomel electrode  
Electrolytic and Galvanic cells: reversible and irreversible cells, Calculation of thermodynamic quantities of cell reactions ( $\Delta G$ ,  $\Delta H$  and  $K$ )  
Formal Potential and its application: Effect of pH; Concentration cell with and without transport, liquid junction potential, application of concentration cells, solubility product and activity coefficient.  
potentiometric titrations, definition of pH and pka, determination of pH using Hydrogen, quinhydrone and glass electrodes by potentiometric methods. Polarization, Overvoltage.  
Application of Electrochemical Cells: Dry cells, Lead Batteries, Fuel cells

**12 Hours**

### **Unit V: Solid State Chemistry**

Crystal structures, close packing, body centered and primitive structures. Symmetry in crystals, crystallographic point groups, space groups, lattices, one and two dimensional unit cells, translational symmetry elements, Three dimensional unit cells, Miller & Weiss indices, interplanar spacings, packing diagrams. Bragg's law. Structures of Important Ionic Solids: Ionic Radii, ionic solids with formula MX (CsCl, NaCl, Zinc Blende and Wurtzite Structures), MX<sub>2</sub> (Fluorite and Antifluorite Structures). Crystal Defects.

#### **Books Recommended:**

1. The Elements of Physical Chemistry, P. W. Atkins, Oxford, 10<sup>th</sup> Ed. (2016).
2. Physical Chemistry through problems: S. K. Dogra & S. Dogra, Wiley Eastern Ltd.
3. Chemical Thermodynamics by R. P. Rastogi and R. R. Mishra, 6th Ed. 2009.
4. A Text Book of Physical Chemistry: Vol. 3 by K. L. Kapoor, 5th Ed. McMillan, 2014.
5. An Introduction to Electrochemistry by S. Glasstone, East-West Press (Pvt.) Ltd. (2006)
6. Solid State Chemistry by A. R. West Wiley Student Ed., (2003) (Indian Ed.).
7. C. N. R. Rao and J. Gopalakrishnan, "New Directions in Solid State Chemistry" 2nd Ed., Cambridge University Press (1987).

### **ICCHM4C004p: INORGANIC CHEMISTRY LAB-I**

**4 Credits: (0-0-8)**

#### **PRACTICALS**

1. Volumetric analysis.
  - (a) Determination of alkali content in antacid tablet using HCl.
  - (b) Estimation of ferrous and ferric by dichromate method.
  - (c) Complexometry (EDTA): CaCO<sub>3</sub> and MgCO<sub>3</sub> in mixture / Mg<sup>2+</sup> and Zn<sup>2+</sup> in mixture.
2. Gravimetric analysis:  
Analysis of Cu as CuSCN
3. Synthesis and analysis
  - (a) Preparation of copper tetraammine complex, [Cu(NH<sub>3</sub>)<sub>4</sub>]SO<sub>4</sub>
  - (b) Preparation of cis and trans- bisoxalatodiaquachromate(II) ion
  - (c) Preparation of sodium trioxalato ferrate (III), Na<sub>3</sub>[Fe(C<sub>2</sub>O<sub>4</sub>)<sub>3</sub>] and determination of its composition by permanganometry
4. Ion Exchange Method.  
Separation and estimation of Mg(II) and Zn(II)
5. Solvent extraction  
Separation and estimation of Mg(II) and Fe(II)

**Books Recommended:**

1. Vogel's Textbook of Quantitative Chemistry, G. H. Jeffry, J. Bassett, J. Mendham and R. C. Denny, 5th Ed, 1989
2. Synthesis & characterization of Inorganic Compounds by W. L. Jolly, Prentice Hall. Vol – 83 (6), 1971.
3. Vogel's Text book of Macro & Semimicro Qualitative Analysis by A. I. Vogel and G. Svehla. Longman, 5th Ed. 1979

**ICCHM4C005P: ORGANIC CHEMISTRY LAB-II**

**4 Credits: (0-0-8)**

**PRACTICALS**

1. Steam Distillation
  - i. Naphthalene from its suspension in water
  - ii. Clove oil from cloves
  - iii. Separation of o- and p-nitrophenols
2. Column chromatography
  - i. Separation of fluorescein and methylene blue
  - ii. Separation of leaf pigments from spinach leaves
  - iii. Resolution of racemic mixture of mandelic acid
3. Qualitative Analysis
  - i. Analysis of an organic mixture containing two solid components using water, NaHCO<sub>3</sub>, NaOH for separation and preparation of suitable derivatives.
4. Synthesis of Organic Compounds
  - i. Acetylation of salicylic acid, aniline, glucose and hydroquinone. Benzoylation of aniline and phenol
  - ii. Aliphatic electrophilic substitution: Preparation of iodoform from ethanol and acetone
  - iii. Aromatic electrophilic substitution
    - a. Nitration: Preparation of m-dinitrobenzene, Preparation of p-nitroacetanilide
    - b. Halogenation: Preparation of p-bromoacetanilide, Preparation of 2,4,6-tribromophenol
  - iv. Diazotization/Coupling: Preparation of methyl orange and methyl red
  - v. Oxidation: Preparation of benzoic acid from toluene
  - vi. Reduction: Preparation of aniline from nitrobenzene, Preparation of m-nitroaniline from m-dinitrobenzene.
5. Multi-step organic synthesis:
  - i. Rf determination, crystallization, melting point determination.
  - ii. Characterization understanding through UV, IR and NMR spectroscopic analysis.

**Books Recommended:**

1. Vogel's Textbook of Practical Organic Chemistry, 5<sup>th</sup> Edition, 1989
2. Experiments in General chemistry, C. N. R. Rao and U. C. Agarwal Fourth Edition 1973
3. Experimental Organic Chemistry by P R Singh, D S gupta, K S Bajpai, Tata McGraw Hill , Vol 1 and Vol 2, 1980
4. Laboratory Manual in Organic Chemistry, R. K. Bansal, Wiley. 2009.

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# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&amp;K)


No: Cuj/Acad/Phy/2016/561

3/November, 2017

## NOTIFICATION

It is hereby notified for the information of all concerned that, on the recommendations of the Board of Studies, Department of Physics and Astronomical Sciences, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of III semester w.e.f Academic Year 2017-18. The approved Course Scheme and syllabus are as under:

| Proposed Course Code     | Course Title                       | Credit    | MSA | CIA | ESE | Total      |
|--------------------------|------------------------------------|-----------|-----|-----|-----|------------|
| <b>COURSE/ELECTIVE</b>   |                                    |           |     |     |     |            |
| ICPHY3C001T              | Physics-III                        | 4         | 25  | 25  | 50  | 100        |
| ICPHY3C002T              | Electronics                        | 4         | 25  | 25  | 50  | 100        |
| ICPHY3C003L              | General Physics Lab-III            | 4         | 25  | 25  | 50  | 100        |
| ICPHY3C004L              | Electronics Lab                    | 4         | 25  | 25  | 50  | 100        |
| ICPHY3E001T              | Basics of Astronomy & Astrophysics | 4         | 25  | 25  | 50  | 100        |
| <b>INTERDISCIPLINARY</b> |                                    |           |     |     |     |            |
| ICPHY3I001T              | Mathematics-III                    | 4         | 25  | 25  | 50  | 100        |
| <b>FOUNDATION COURSE</b> |                                    |           |     |     |     |            |
| ICPH3F001T               | Spoken English                     | 4         | 25  | 25  | 50  | 100        |
|                          | <b>Total</b>                       | <b>28</b> |     |     |     | <b>700</b> |

  
Deputy Registrar  
(Admin-HRW)  
3/11/17

Encl: Syllabus of III Semester

To:

Head, Department of Physics and Astronomical Sciences

Copy to:

[77]

1. OSD (Exam)

## Physics-III

## THEORY

4 Credits (3-1-0)

## Unit I

SHM :- Simple Harmonic Oscillations. Differential Equation of SHM and its Solution. Amplitude, Frequency, Time Period and Phase. Velocity and Acceleration. Kinetic, Potential and Total Energy and their Time Averages Values. Reference Circle. Rotating Vector Representation of SHM. Free oscillations of Systems with One Degree of Freedom (1) Mass-Spring system, (2) Simple Pendulum, (3) Torsional Pendulum, (4) Oscillations in a U-Tube, (5) Compound Pendulum: Centres of Percussion and Oscillations, and (6) Bar Pendulum

## Unit II

Superposition of Two Collinear Harmonic Oscillations :- Linearity and Superposition Principle. (1) Oscillations having Equal Frequencies and (2) Oscillations having Different Frequencies (Beats) Superposition of N Collinear Harmonic Oscillations with (1) Equal Phase Differences and (2) Equal Frequency Differences. Superposition of Two Perpendicular Harmonic Oscillations :- Superposition of Two Mutually Perpendicular Simple Harmonic Motions with Frequency Ratios 1:1 and 1:2 using Graphical and Analytical Methods. Lissajous Figures and their uses.

## Unit-III

System with Two Degrees of Freedom: Coupled Oscillations. Normal Coordinates and Normal Modes. Energy Relation and Energy Transfer. Normal Modes of N Coupled Oscillators. Free Oscillations. Damped Oscillations: Coefficient, Log Decrement. Forced Oscillations: Transient and Steady States, Amplitude, Phase, Resonance, Sharpness of Resonance, Power Dissipation and Quality Factor. Helmholtz Resonator.

## Unit-IV

Wave Motion :- Plane and Spherical Waves. Longitudinal and Transverse Waves. Plane Progressive (Travelling) Waves. Wave Equation. Particle and Wave Velocities. Differential Equation. Pressure of a Longitudinal Wave. Energy Transport. Intensity of Wave. Water Waves Ripple and Gravity Waves. Velocity of Waves: Velocity of Transverse Vibrations of Stretched Strings. Velocity of Longitudinal Waves in a Fluid in a Pipe. Newton Formula for Velocity of Sound. Laplace's Correction.

## Unit-V

Superposition of Two Harmonic Waves :- Standing (Stationary) Waves in a String : Fixed and Free Ends. Analytical Treatment, Phase and Group Velocities. Changes w.r.t Position and Time. Energy of Vibrating String .Transfer of Energy. Normal Modes of Stretched Strings. Plucked and Struck Strings. Melde's Experiment. Longitudinal Standing Waves and Normal Modes. Open and Closed Pipes. Superposition of N Harmonic waves.

**Suggested Books :**

1. Vibrations and Waves by A.P. French.( CBS Pub. & Dist., 1987).
2. The Physics of Waves and Oscillations by N.K.Bajaj (Tata McGraw-Hill,1988)
3. Fundamentals of Waves & Oscillations By Uno Ingard (Cambridge University Press, 1988).
4. An Introduction to Mechanics by Daniel Kleppner, Robert J. Kolenkow (McGraw-Hill, 1973).
5. Waves: BERKELLY PHYSICS COURSE (SIE) by Franks Crawford (Tata McGrawHill, 2007).

**Mathematical-III****Theory****4 Credits (3-1-0)****Unit-I****Vector Calculus**

Vector Differentiation :- Scalar and Vector Fields: Ordinary and Partial Derivative of a Vector w.r.t. Coordinates. Space Curves. Unit Tangent Vector and Unit Normal Vector (without Frenet – Serret Formulae). Directional Derivatives and Normal Derivative . Gradient of a Scalar Fields and its Geometrical Interpretation . Gradient of a Scalar Field and its Geometrical Interpretation . Divergence and Curl of a Vector Field . Del and Laplacian Operators. Vector Identities. Vector Integration:-Ordinary Integral of Vectors . Line, Surface and Volume Integral, Gauss' Divergence Theorem, Green's Theorem and Stokes Theorem(Statements only).

**Unit-II****Multiple Integrals**

Double and Triple Integrals: Change of Order of Integration. Change of Variables and Jacobian . Applications of Multiple Integrals : (1) Area Enclosed by Plane Curves, (2) Area of a Curved Surface, (3) Volumes of Solids.

**Unit-III****Orthogonal Curvilinear Coordinates**

Orthogonal Curvilinear Coordinates. Derivation of Gradient, Divergence, Curl and Laplacian in Cartesian, Spherical and Cylindrical Coordinate Systems.

**Some Special Integrals**

Beta and Gamma Functions and Relation between them. Expression of Integrals in terms of Gamma Functions. Error Function ( Probability Integral)

**Theory of Errors**

Systematic and Random Errors. Propagation of Errors. Normal Law of Errors. Standard and probable Error.

**Unit-IV****Fourier Series**



Fourier Series. Dirichlet Conditions (Statement only) .Kronecker's Method for Computation of Fourier Coefficients. Even and Odd Functions. Orthogonality of Sine and Cosine Functions .Sine and Cosine Series.

#### Unit-V

Applications : Square Wave, Triangular Wave, Output of Full Wave Rectifier and other Simple Functions. Summing of Infinite Series Term -by-Term Differentiation and Integration of a Fourier Series.

#### Suggested Books:

1. Schaum's Outline of Vector Analysis, 2<sup>nd</sup> Edn. By Murray Spiegel, Seymour Lipschutz (McGraw- Hill, 2009).
2. Vector Analysis and Cartesian Tensors, 3ed By D.E.Bourne, PC Kendall (Chapman & Hall, 1992).
3. Schaum's Outline of Theory and Problems of Fourier Analysis By Murray R. Spjiegel (Mc Graw- Hill, 1974).
4. Advanced Engineering Mathematics by Erwin Kreyszig (Wiley Eastern Limited, 1985).
5. Introduction to Mathematical Physics by Charlie Harper .(P.H.I., 1995).
6. Higher Engineering Mathematics by B S Grewal , Khanna Publishers (2000).

**Electronics****Theory****4 Credits (3-1-0)****Unit-I**

Digital and Analog Circuits, Binary Numbers, System, octal no system, Hexadecimal number system, Number conversions and arithmetic, Binary codes, BCD Code, X5-3, Gray code and ASCLL code. AND, OR, NOT Gates( Realization using diodes & Transistors), NAND, NOR, XOR 4X- NOR Gates.

**Unit-II**

Logic operations, AND, OR, NOT, NAND, NOR, XOR ,XNOR Operations Axioms & Laws of Boolean algebra, De-Morgan's Theorem, Simplification using Boolean Algebra Standard Forms:- SOP, DOS and their Conversions K-maps; 2 Variable, 3 Variables, 4 Variables SOP & DOS minimization using K-maps.

**Unit-III**

Half Adder, Full Adder, Half Subtractor, Full Subtractor, Parallel Binary adder/ subtractor, Look Ahead Adder Decoders, Encoders, Comparators( upto 4 bet), Code convertors : BCD to Binary, Binary to Grey, Grey & Binary; Multiplexers and Multiplenerstree; Demultiplexers and Demultiplexer tree; Generation of logic expressions using MUX De- MUX. Parity generators and checkers

**Unit-IV**

Flip flops : SR, D, JK, T & Master Slave ; Conversion of Flip flops; Applications of FFs: Parallel data storage, Serial data storage, serial to parallel and Parallel to serial conversion, Counting and Frequency division, SISO, PISO, SIPO, PIPO, Bidirectional Shift registers, Asynchronous counters; Ripple Counter ups/down using Negative/ Positive edge triggered flip flops

**Unit-V**

4 Bit up/ down synchronous counters; Design of Synchronous Counters, Ring Counter and Johnson Counter, Digital to Ana-log Conversions; R-RR Ladder type DAC, weighted type DAC, A/D Convertors: Counter type, Dual slope, Successive Approximation type A/D Convertors.

**Reference books for Digital Electronics**

1. Digital Design by M.Mom's Mano Pearson Education.
  2. Digital Principles & Applications by A.P Malvino & Leach D.P Tata Mc GrawHill
  3. Digital Fundamentals by T.L. Floyd & R.P Jain Pearson Education.
  4. Fundamentals of Digital Circuits by A. Anand Kumar Prentice Hall of India ( PHI)
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**General Physics Lab III****Practical****4 Credits (0-0-8)****1. Mechanical Equivalent of Heat**

- (i) To determine J by Calendar and Barne 's constant flow method.

**2. Thermal conductivity**

- (i) To determine the Coefficient of Thermal Conductivity of Copper by Searle's Apparatus.
- (ii) To determine the Coefficient of Thermal Conductivity of Copper by Angstorm's Method.
- (iii) To determine the Coefficient of thermal Conductivity of a bad conductor by Lee and Charlton's disc method.

**3. Resistance temperature Devices**

- (i) To determine the Temperature Coefficient of Resistance by Platinum Resistance Thermometer (PRT) Assume.
- (ii) To calibrate a Resistance Temperature Device (RTD) to measure temperature in a specified range using Null Method / Off- Balance Bridge with Galvanometer based Measurement.

**4. Thermocouples**

- (i) To study the variation of Thermo- Emf of a Thermometer with Difference of Temperature of its Two Junctions.
- (ii) To Calibrate a Thermometer to measure Temperature in a Specified Range using (1) Null Method (2) Direct Measurement using an Op-Amp Difference Amplifier and to determine Neutral Temperature.

**Text and References Books**

1. BSc Practical Physics Geeta Sanon, , 1<sup>st</sup> Edn. (2007), R.Chand & Co.
2. Advanced Practical Physics B.L. Worsnop and H.T. Flint, , Asia Publishing House, New Delhi
3. A Text Book of Practical Physics by Indu Prakash and Ramakrishna, , Kitaab Mahal , New Delhi.

4. A Laboratory Manual of Physics of Physics for Undergraduate Classes by D.P Khandelwal, ,  
Vani publilcation House, New Delhi.

5. Practical Physics by Nelson and Jon Ognorn,

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**Electronics Lab****Practical****4(Credits (0-0-8))****1. Combinational Logic**

- (i) To verify and design AND, OR, NOT and XOR gates using NAND gates.
  - (ii) To design a combinational logic system for a specified Truth Table.
  - (iii) To convert a Boolean Expression into Logic Gate Circuit and assemble it using logic gate ICs.
- 

- (iv) To minimize a given Logic Circuit.

**2 Decoders**

- (i) To study TTL ICs of (a) Binary Decoder, (b) 7- segment Decoder, and (c) Schmitt Trigger.
- (ii) To design a Seven- Segment Display driver.

**3. Arithmetic and Logic Units (ALU)**

- (i) Half Adder, Full Adder and 4- bit Binary Adder.
- (ii) Half Subtractor, Full Subtractor, Adder- Subtractor using Full Adder I.C.

**4. Flip- Flops, Counters and Shift Registers**

- (i) To build Flip- Flop Circuits using elementary gates ( RS, Clocked RS, D- type, and JK Flip- Flop).
- (ii) To build 4- Bit Counter using D- type /JK Flip- Flop.
- (iii) To make a shift Register from D- type / JK Flip- Flop.
- (iv) Serial and Parallel shifting of data.

**5. Analog/ Digital Conversion**

- (i) To design an analog to digital converter of given specifications.
- (ii) To design a digital to analog converter of given specifications.

**6. Op- Amp**

1. To design an Inverting Amplifier of given gain using Op-amp 741 to study its Frequency Response.

2. To design an Non- Inverting Amplifier of given gain using Op-amp 741 to study its Frequency Response.

3. To design and study a precision Differential Amplifier of given I/O specification using Op- amp 741.

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#### 7. Timer

(i) To design an Astable Multivibrator of given specifications using 555 Timer.

(ii) To design a Monostable Multivibrator of given specifications using 555 Timer and to measure the pulse- width of its output.

**Basics of Astronomy & Astrophysics**

Theory

4 Credits (3-1-0)

**Unit-I**

**Introduction to Astronomy:** Identification of some individual stars, A sense of scale and time, The Earth's rotation and other motions, Contents of the Universe, Artificial Satellites. **Observational Astronomy:** Optical & Radio Telescopes; **Photometric Concepts:** Intensity, Flux Density, Luminosity; **Radiation Mechanism;** **Celestial Mechanics:** Kepler's Laws.

**Unit-II**

**The celestial sphere and the coordinate:** Geometry of the sphere, the alt-azimuth coordinate system, The equatorial coordinate system, The ecliptic coordinate system, The galactic coordinate system, Perturbations of Coordinates, Constellations, Sidereal time & Solar time, Astronomical Time Systems, Calendars.

**Unit-III**

**Stars:** Ordinary star, Binary star, Variable star, Star cluster, Stellar evolution-formation and structure of star: Nebulae and supernovae remnants, Pulsars, White Dwarfs, Neutron stars and Black holes.

**Unit-IV**

**The Sun and Solar system:** Basic structure of the Sun, Atmosphere & Solar Activity, Origin of the Solar system, The planets and their origins, The Moon, Comets, meteors and asteroids.

**Unit-V**

**Cosmology:** Cosmological Observation & Principle, The Big Bang theory, The origin and evolution of galaxies, Dynamics of Galaxies, Clusters of galaxies, The milky way galaxy; Quasars, The future of the Universe.

**References:**

1. Hannu Karttunen, Pekka Kroger, Heikki Oja, Markku Poutanen, Karl J. Donner, *Fundamental Astronomy* (5th Edition), Springer (2007).
2. Stacey E. Palen, *Theory & Problems of Astronomy*, Schaum's Outline Series, McGraw-Hill, (2002).
3. George L. Hosmer, *Practical Astronomy* (2nd Edition), Jhon Wiley & Sons.





# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&amp;K)

No: 11-1/CUI/Reg/B.Voc./2015/03

Date: 1<sup>st</sup> Jan 2018

## NOTIFICATION 01 of 2018

**Ref:** 1. 11-1/CUI/Reg/B.Voc./2015/1153-57, dated 02.02.2016

2. 11-1/CUI/Reg/B.Voc./2015/1742-a, dated 18.10.2016

It is hereby notified that on the recommendations of the Board of Studies, Department of B. Vocational programme (Retail Management), the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 1<sup>st</sup> to 6<sup>th</sup> semester for B. Vocational programme for the batch 2015-16. The approved Course Scheme and syllabus are as under:

### Semester-1<sup>st</sup>

| Course Code  | Course Name                       | Credit    | Maximum Marks |
|--------------|-----------------------------------|-----------|---------------|
| UGBVR1S001T  | Fundamentals of Retail Management | 4         | 100           |
| UGBVR1S002T  | Computer Fundamentals             | 4         | 100           |
| UGBVR1S003T  | Business Communication-I          | 4         | 100           |
| UGBVR1S004T  | Functional English for Executives | 4         | 100           |
| UGBVR1S005P  | Project on Traditional Outlets    | 2         | 50            |
| UGBVR1G006T  | Marketing Management-I            | 4         | 100           |
| UGBVR1G007T  | Principles of Management          | 4         | 100           |
| UGBVR1G008T  | Principles of Micro-Economics     | 4         | 100           |
| <b>TOTAL</b> |                                   | <b>30</b> | <b>750</b>    |

### Semester-2<sup>nd</sup>

| Course Code  | Course Name                  | Credit    | Maximum Marks |
|--------------|------------------------------|-----------|---------------|
| UGBVR2S001T  | Retail Operations Management | 4         | 100           |
| UGBVR2S002T  | Retail Business Environment  | 4         | 100           |
| UGBVR2S003T  | IT for Retail                | 4         | 100           |
| UGBVR2S004T  | Business Communication-II    | 4         | 100           |
| UGBVR2S005I  | Summer Internship            | 4         | 100           |
| UGBVR2G006T  | Accounting for Managers      | 4         | 100           |
| UGBVR2G007T  | Marketing Management-II      | 4         | 100           |
| UGBVR2G008T  | Business Ethics              | 4         | 100           |
| <b>TOTAL</b> |                              | <b>32</b> | <b>800</b>    |

### Semester-3<sup>rd</sup>

| Course Code  | Course Name                            | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR3S001T  | Retail Stores and Warehouse Management | 4         | 100           |
| UGBVR3S002T  | Logistics and Inventory management     | 4         | 100           |
| UGBVR3S003T  | E-Business                             | 4         | 100           |
| UGBVR3S004T  | Interpersonal Skills                   | 4         | 100           |
| UGBVR3S005T  | Tally-Basic Level                      | 2         | 50            |
| UGBVR3G006T  | Business Statistics                    | 4         | 100           |
| UGBVR3G007T  | Legal Aspects of Business              | 4         | 100           |
| UGBVR3G008T  | Consumer Behaviour                     | 4         | 100           |
| <b>TOTAL</b> |  | <b>30</b> | <b>750</b>    |

*NHC at*



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

## Semester-4<sup>th</sup>

| Course Code  | Course Name                       | Credit    | Maximum Marks |
|--------------|-----------------------------------|-----------|---------------|
| UGBVR4S006T  | Understanding Leadership          | 6         | 100           |
| UGBVR4S007T  | Team & Organizational Dynamics-II | 4         | 100           |
| UGBVR4G009T  | Personality Development           | 6         | 100           |
| UGBVR4G010T  | Project Management                | 6         | 100           |
| UGBVR4S008I  | Internship                        | 10        | 30            |
| <b>TOTAL</b> |                                   | <b>32</b> | <b>430</b>    |

## Semester-5<sup>th</sup>

| Course Code  | Course Name                              | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR5S001T  | Retail Store Operations-II               | 6         | 100           |
| UGBVR5S002T  | Safety & Security in Retailing           | 4         | 100           |
| UGBVR5G001T  | Leadership & Effective Communication     | 6         | 100           |
| UGBVR5G002T  | Business Strategy & Financial Management | 6         | 100           |
| UGBVR5S003I  | Internship                               | 4         | 30            |
| <b>TOTAL</b> |  | <b>26</b> | <b>430</b>    |

## Semester-6<sup>th</sup>

| Course Code  | Course Name                                | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR6S001T  | People, Process & profitability Management | 7         | 100           |
| UGBVR6G001T  | Retail Marketing Management                | 6         | 100           |
| UGBVR6G002T  | Business Ethics & Corporate Responsibility | 6         | 100           |
| UGBVR6S002I  | Internship                                 | 15        | 30            |
| <b>TOTAL</b> |  | <b>34</b> | <b>330</b>    |

Further, syllabus earlier notified vide notification no. 11-1/CUJ/Reg/B.Voc./2015/1153-57, dated 02.02.2016 and 11-1/CUJ/Reg/B.Voc./2015/1742-a, dated 18.10.2016 shall stand withdrawn ab initio.

*[Signature]*  
Deputy Registrar  
(Admin-HR)

**Encl:**

Approved copy of syllabus

**To:**

Head, Department of B. Vocational programme

**Copy to:**

OSD (Examination)



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba -- 181143, Jammu (J&K)

No: 11-1/CUJ/Reg/B.Voc./2015/64

Date: 1<sup>st</sup> Jan 2018

## NOTIFICATION 02.01.2018

Ref: 11-1/CUJ/Reg/B.Voc./2015/1738, dated 18.10.2016

It is hereby notified that on the recommendations of the Board of Studies, Department of B. Vocational programme (Retail Management), the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 1<sup>st</sup> to 6<sup>th</sup> semester for B. Vocational programme for the batch 2016-17. The approved Course Scheme and syllabus are as under:

### Semester-1<sup>st</sup>

| Course Code  | Course Name                       | Credit    | Maximum Marks |
|--------------|-----------------------------------|-----------|---------------|
| UGBVR1S001T  | Fundamentals of Retail Management | 4         | 100           |
| UGBVR1S002T  | Computer Fundamentals             | 4         | 100           |
| UGBVR1S003T  | Business Communication-I          | 4         | 100           |
| UGBVR1S004T  | Functional English for Executives | 4         | 100           |
| UGBVR1S005P  | Project on Traditional Outlets    | 2         | 50            |
| UGBVR1G006T  | Marketing Management-I            | 4         | 100           |
| UGBVR1G007T  | Principles of Management          | 4         | 100           |
| UGBVR1G008T  | Principles of Micro-Economics     | 4         | 100           |
| <b>TOTAL</b> |                                   | <b>30</b> | <b>750</b>    |

### Semester-2<sup>nd</sup>

| Course Code  | Course Name                  | Credit    | Maximum Marks |
|--------------|------------------------------|-----------|---------------|
| UGBVR2S001T  | Retail Operations Management | 4         | 100           |
| UGBVR2S002T  | Retail Business Environment  | 4         | 100           |
| UGBVR2S003T  | IT for Retail                | 4         | 100           |
| UGBVR2S004T  | Business Communication-II    | 4         | 100           |
| UGBVR2S005I  | Summer Internship            | 4         | 100           |
| UGBVR2G006T  | Accounting for Managers      | 4         | 100           |
| UGBVR2G007T  | Marketing Management-II      | 4         | 100           |
| UGBVR2G008T  | Business Ethics              | 4         | 100           |
| <b>TOTAL</b> |                              | <b>32</b> | <b>800</b>    |

### Semester-3<sup>rd</sup>

| Course Code  | Course Name                              | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR3S006T  | Retail Store Operations-I                | 7         | 100           |
| UGBVR3S007T  | Customer Experience management           | 5         | 100           |
| UGBVR3G009T  | Planning & Organising                    | 6         | 100           |
| UGBVR3G010T  | Financial Management & Retail Accounting | 6         | 100           |
| UGBVR3S008I  | Internship                               | 4         | 30            |
| <b>TOTAL</b> |  | <b>28</b> | <b>430</b>    |

*Signature*



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

## Semester-4<sup>th</sup>

| Course Code  | Course Name                       | Credit    | Maximum Marks |
|--------------|-----------------------------------|-----------|---------------|
| UGBVR4S006T  | Understanding Leadership          | 6         | 100           |
| UGBVR4S007T  | Team & Organizational Dynamics-II | 4         | 100           |
| UGBVR4G009T  | Personality Development           | 6         | 100           |
| UGBVR4G010T  | Project Management                | 6         | 100           |
| UGBVR4S008I  | Internship                        | 10        | 30            |
| <b>TOTAL</b> |                                   | <b>32</b> | <b>430</b>    |

## Semester-5<sup>th</sup>

| Course Code  | Course Name                              | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR5S001T  | Retail Store Operations-II               | 6         | 100           |
| UGBVR5S002T  | Safety & Security In Retailing           | 4         | 100           |
| UGBVR5G001T  | Leadership & Effective Communication     | 6         | 100           |
| UGBVR5G002T  | Business Strategy & Financial Management | 6         | 100           |
| UGBVR5S003I  | Internship                               | 4         | 30            |
| <b>TOTAL</b> |  | <b>26</b> | <b>430</b>    |

## Semester-6<sup>th</sup>

| Course Code  | Course Name                                | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR6S001T  | People, Process & profitability Management | 7         | 100           |
| UGBVR6G001T  | Retail Marketing Management                | 6         | 100           |
| UGBVR6G002T  | Business Ethics & Corporate Responsibility | 6         | 100           |
| UGBVR6S002I  | Internship                                 | 15        | 30            |
| <b>TOTAL</b> |  | <b>34</b> | <b>330</b>    |

Further, syllabus earlier notified vide notification no: 11-1/CUI/Reg/B.Boc./2015/1738, dated 18.10.2016 shall stand withdrawn ab initio.

  
Deputy Registrar  
(Admin-HR)

**Encl:**

Approved copy of syllabus

**To:**

Head, Department of B. Vocational programme

**Copy to:**

OSD (Examination)



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba -- 181143, Jammu (J&K)

No: 11-1/CUJ/Reg/B.Voc./2015 | 0.5

Date: 1<sup>st</sup> Jan, 2018

## NOTIFICATION 03.01.2018

It is hereby notified that on the recommendations of the Board of Studies, Department of B. Vocational programme (Retail Management), the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 1<sup>st</sup> to 6<sup>th</sup> semester for B. Vocational programme for the batch 2017-18. The approved Course Scheme and syllabus are as under:

### Semester 1<sup>st</sup>

| Course Code  | Course Name                      | Credit    | Maximum Marks |
|--------------|----------------------------------|-----------|---------------|
| UGBVR1S006T  | Introduction to Retailing        | 3         | 100           |
| UGBVR1S007T  | Consumer Behaviour in Retail     | 4         | 100           |
| UGBVR1S008T  | Customer Relationship Management | 4         | 100           |
| UGBVR1G009T  | Business Communication-I         | 6         | 100           |
| UGBVR1G010T  | Fundamentals in Accounting-I     | 6         | 100           |
| UGBVR1S009I  | Internship                       | 7         | 30            |
| <b>TOTAL</b> |                                  | <b>30</b> | <b>530</b>    |

### Semester 2<sup>nd</sup>

| Course Code  | Course Name                          | Credit    | Maximum Marks |
|--------------|--------------------------------------|-----------|---------------|
| UGBVR2S006T  | Store Display & Visual Merchandising | 4         | 100           |
| UGBVR2S007T  | Retail Sales Management              | 5         | 100           |
| UGBVR2S008T  | Organization & Team Dynamics-I       | 2         | 100           |
| UGBVR2G009T  | Business Communication-II            | 6         | 100           |
| UGBVR2G010T  | Fundamentals in Accounting-II        | 6         | 100           |
| UGBVR2S009I  | Internship                           | 7         | 30            |
| <b>TOTAL</b> |                                      | <b>30</b> | <b>530</b>    |

### Semester 3<sup>rd</sup>

| Course Code  | Course Name                              | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR3S006T  | Retail Store Operations-I                | 7         | 100           |
| UGBVR3S007T  | Customer Experience management           | 5         | 100           |
| UGBVR3G009T  | Planning & Organising                    | 6         | 100           |
| UGBVR3G010T  | Financial Management & Retail Accounting | 6         | 100           |
| UGBVR3S008I  | Internship                               | 4         | 30            |
| <b>TOTAL</b> |  | <b>28</b> | <b>430</b>    |

### Semester 4<sup>th</sup>

| Course Code  | Course Name                       | Credit    | Maximum Marks |
|--------------|-----------------------------------|-----------|---------------|
| UGBVR4S006T  | Understanding Leadership          | 6         | 100           |
| UGBVR4S007T  | Team & Organizational Dynamics-II | 4         | 100           |
| UGBVR4G009T  | Personality Development           | 6         | 100           |
| UGBVR4G010T  | Project Management                | 6         | 100           |
| UGBVR4S008I  | Internship                        | 10        | 30            |
| <b>TOTAL</b> |                                   | <b>32</b> | <b>430</b>    |

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# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

## Semester 5<sup>th</sup>

| Course Code  | Course Name                              | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR5S001T  | Retail Store Operations-II               | 6         | 100           |
| UGBVR5S002T  | Safety & Security In Retailing           | 4         | 100           |
| UGBVR5G001T  | Leadership & Effective Communication     | 6         | 100           |
| UGBVR5G002T  | Business Strategy & Financial Management | 6         | 100           |
| UGBVR5S003I  | Internship                               | 4         | 30            |
| <b>TOTAL</b> |  | <b>26</b> | <b>430</b>    |

## Semester 6<sup>th</sup>

| Course Code  | Course Name                                | Credit    | Maximum Marks |
|--------------|--|-----------|---------------|
| UGBVR6S001T  | People, Process & profitability Management | 7         | 100           |
| UGBVR6G001T  | Retail Marketing Management                | 6         | 100           |
| UGBVR6G002T  | Business Ethics & Corporate Responsibility | 6         | 100           |
| UGBVR6S002I  | Internship                                 | 15        | 30            |
| <b>TOTAL</b> |  | <b>34</b> | <b>330</b>    |

*Abil* 01/01/18  
Deputy Registrar  
(Admin-HR)

**Encl:**

Approved copy of syllabus

**To:**

Head, Department of B. Vocational programme

**Copy to:**

OSD (Examination)

Course Code: UGBVR5G002T

Course Title: Business Strategy and Financial Management

Credit: 6

Maximum Marks: 100

**Unit 1 Introduction to Strategic management**

Introduction, nature, scope, strategic intent: vision, mission, goals and objectives. Analysis of business environment, SWOT analysis

**Unit 2 Strategic Analysis**

Michel Porter's 5 forces model, techniques of strategic analysis (BCG, GE 97 matrix), Strategy implementation

**Unit 3 Introduction to financial management**

Nature and scope of financial management, objective of financial management; profit maximization vs. wealth maximization, limitations of profit maximization, time value of money, sources of finance

**Unit 4 Retail accounting and pricing concepts**

Introduction to retail accounting, importance of retail accounting, concept of cost and price, classification of various types of costs, pricing strategies,

**Unit 5 Financial Accounting**

Financial accounting concepts and conventions, golden rules of financial accounting, preparation of journal, ledger and trial balance. Errors in trial balance, preparation of trading account, P&T account, P&T appropriation account and balance sheet

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**B.Voc Retail Management**

**Semester 6<sup>th</sup>**

**Course code: UGBVR6S001T**

**Course Title: People, Process and profitability management**

**Credit: 7**

**Maximum Marks: 100**

**Unit 1 Recruitment and Selection**

Understand the meaning and significance of Recruitment, Explain the objectives of Recruitment in driving Store Operations. Understand the elements of manpower planning. Describe the process of recruitment and selection. Explain the sources of recruitment. Explain the parameters for fair and objective Recruitment and Selection. Describe the skills required for to conduct effective recruitment and selection. Describe various interviewing techniques used during the Recruitment process

**Unit 2 Creating positive work environment**

Understand meaning of Organizational Culture. Explain the significance of Organizational Culture in driving business performance. Describe the elements in managing work culture. Explain steps that managers can take to improve work culture. Describe ways for effectively driving Change Management. Explain the role of Performance Management in creating a strong work culture

**Unit 3 Training & development of store team**

Define Training and Development. Understand the role and significance of training and Development in Store Operations. Describe the benefits of Training and Development. Explain the steps involved in Training & Development of Team Members. Explain the Skills required for effective Training delivery. Describe methods for Team Development

**Unit 4 Managing Sales and service**

Store Upkeep, Equipment Maintenance Employee Hygiene, Identification of key repeat customers and generating footfall and building relationships with customers. Identify and implement steps to advance sales operations and augment customer service. Analysis of overall store profitability and monitoring the same against targets.

**Unit 5 People, Process and Profitability Management**

Develop Retail Store Strategy to increase Market share and Profitability, Technology in Retail, Customer Relationship Management, Manpower planning and Training Monitor smooth operation of equipment's and proper maintenance of store Draft a plan for achieving targets.



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Syllabus B.Voc Retail management

Semester 1<sup>st</sup>

Course name: Introduction to Retailing

Course code: UGBVR15006T

Credit :3

Max Marks: 100

Unit-1 Introduction to Retail and Retail Store Operations

Define Retailing, Understand the Evolution of Retail, Understanding the overview of Retail Industry in India, Explain Organized and Unorganized Retail Sector, Define Types of Retail Formats, Explain Pre-Store Opening, Store Opening and Closing, Understand Loss Prevention & Shrinkage, Understand Store Merchandise Handling, Explain Basics of Visual Merchandising.

Unit-2 Process Credit Applications for Purchases

Overview and Need of credit facility, Characteristics and conditions of credit facility, Legal and Company Criteria for providing credit facilities, Legal and company processes for credit checks and authorization, Prompt solutions to problems in processing credit application forms

Unit-3 Team and Organizational Dynamics

Job responsibilities of a sales associate, Skills of competent sales associate, work effectively in your team, supporting the team in working effectively communication etiquette, Employee's responsibilities toward team, developing effective work habits, work effectively in your organization, working in a organization across team, demonstrating problem solving skills, Evaluating the progress of organizational coordination and health and safety agreement.

Unit-4 Security Risks and their types.

Help keep the store secure, role, authority, responsibility of employees in handling security risks, policies and procedures of an organization for handling security risks, security risk reporting, following company security policy and procedures

Unit-5 Health, Safety and Security.

Maintain health and safety, plan and procedures, reporting health and safety concerns, company policy toward health and safety, first aid and medical emergency plan, following emergency and evacuation plan, making work environment safe.

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998

Course Code: UGBVR150071  
Credit: 4

Course Name: Consumer Behaviour in Retail  
Max Marks:100

Unit 1  
**Customer Buying Behaviour and Retail Sales**

Basics of Consumer Shopping Behaviour: Understanding the Basics of Consumer Shopping Behaviour, Product and Services, Product Descriptions & Retail Selling Techniques, Role of Demonstration in Promoting and Selling Products, Preparation of Demonstration Area, Need of explaining the Features and Benefits of Products during a Product Demonstration, Logical Sequencing Steps involved in Product Demonstration

Unit-2  
**Help customer choose right products.**

Product Features and Benefits to Customers to Promote Sales and Goodwill, Sales and goodwill promotion, Retailers role in helping Customers Choose Products, Handling Customer Queries and objections, Need of encouraging customers to ask questions, Concept of Up-selling and Cross-selling, ways of pitching for up-selling and cross-selling.

Unit-3  
**Product, Feature and Benefits**

Sales Closing, Techniques of Closing Sales and Bill Payment, Consumers Rights related to Returning of Unsatisfactory Goods, Security and safety of products during sales process, Collection and Interpretation of Customer Responses and Acknowledging Customer Buying Decision

Unit-4  
**Product Demonstration**

Specialist Products, Features and Benefits, Advantages of specialist products over other products, Displaying Products of Customer's Interest: need of determining product features and benefits according to a customer's interest, ways of attracting different types of customers, Product Information and Response to Customer Queries, Demonstration of Specialist Products, Safety and Security of Store during Demonstration.

Unit-5  
**Maximize sales of goods and services**

Maximizing sales of goods & services, Need for increasing sales and promotions, Impact of seasonal trends on sales, techniques to encourage buying of promoted product in future, Product promotions, Evaluation of Promotion Result

**Practical-(Retail Lab)**

**Understanding consumer buying behavior and retail sales.**  
Demonstrate products to customers. Help customers choose right products. Provide specialist support to customers to facilitate purchase. Help in maximizing product sales and participate in product promotions.

**Suggested Readings:**

- Das Gopal, Retail sales promotion and consumer behavior: An Indian perspective
- Michael Levv and Barton Weitz , Retailing Management, McGraw Hills
- Schiffman, Consumer Behaviour, Paperback

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Course Code: UGBVRTS008F  
Credit: 4

Course Name: Customer Relationship Management  
Maximum Marks:100

Unit-1

**Create positive image of self and organization in customer's mind**

Establishing Organizational Image, Developing Basic Etiquettes, Appropriate Customer Handling, Explaining and Interpreting Complex Information to Customers, Building Relationships with Internal and External Customers, Creating and Analyzing Database

Unit-2

**Monitor and Solve Service Concerns**

Understanding Customer Service Problems: Organizational Procedure and System, Solving Customer Service Problems, Informing and Analyzing Actions Taken, Resolving Repeated Customer Service Problems, (Monitoring Changes and Analyzing the Impact of Successfully Resolved Customer Service Problems

Unit-3

**Promote Continuous Improvement in Services and Improve Customer Relationships**

Collecting, Analyzing and Presenting Customer Feedback, Improving Customer Service, Implementing Changes in Customer Service Standards, Reviewing Implemented Changes in Customer Service Standards, Improving Relationship and Communication with Customers, Maintaining Balance between Customer and Organizational Needs, Meeting and Exceeding Customer Expectations

Unit-4

**Sales and Post Sales Service Support**

Preparing for Customer Visits, Providing Personalized Service to Customers, Meeting Company's Customer Service Standards, Company Procedure for Maintaining Client Records, Developing Relationships with Customers

Unit-5

**Resolve Customer Concerns and Organize the Delivery of Reliable Services**

Identifying Customer Service Problems, Determining Solutions Solution for Customer Service Issues, Communicating Solution Options to Customers, Taking Actions to Resolve Customer Service Problems, Dealing with Repeated Problems and No-Solution Situations, Planning Customer Service Delivery, Organizing Reliable Customer Service, Following Organizational Procedures for Customer Service Delivery, Maintaining and Controlling Customer Service Delivery, Using Recording Systems to Maintain Reliable Customer Service

**Practical-(Retail Lab).**

Customer Service and Customer Relationship Management. Establish effective rapport with customers, respond appropriately to customers, communicate information to customers, solve immediate customer service problems, and identify repeated customer service problems and options for solving them. Identify appropriate actions that can be taken to avoid the repetition of customer service problems. Plan improvements in customer service based on customer feedback. Provide personalized sales and post sales service support. Review effectiveness of customer service delivery and suggest process improvements.

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Course Code: UGBVR150091  
Credit: 7

Course Name: Internship  
Maximum Marks: 30

Students will have to undergo internship at an organised retail outlet for 6 weeks. The trainee student will prepare a detailed project report for the period spent in the retail store which will be evaluated by department faculty members and sector skill council. A format has to be filled by the supervisor which is provided by the sector skill council on the completion of the internship.

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Course Code: UGBVRTG009T

Course Title: Business Communication-I

Credit: 6

Maximum Marks:100

**Unit-1 Introduction To Business Communication .**

Meaning, Nature and Scope of Communication, Process of Communication, Attributes of Sender, Factors affecting Communication, Basic forms of communication, Barriers to Effective Communication Overcoming the Barriers, Non Verbal Communication, Body Language, focus on English skills – Vocabulary, Grammar, Phonetics with special reference to retail industry, Presentation skills – speeches, meetings and interviews, guidelines for effective written communication – letters, advertisement and public relations as communication tools, Qualities of an effective communicator.

**Unit-2 Business Report**

Business Report, Purpose, types and components, framework of business report presentation of report, Brochure, Issuing Notice Agenda of Meeting, and Recording of Minutes of Meeting, Business Report Presentation.

**Unit-3 Personality Development**

Introduction, Concept of Personality Consciousness, Personality Patterns, Personality Syndrome, Symbol of Self, Clothing Names and Nick Names, Speech, Age, Success, Reputation, Molding and Personality Pattern, Persistence and Change.

**Unit-4 Grooming**

Learning objective, Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language impression management, Social grace Etiquette and body language, making a great first Impression, body language, Etiquette for dressing, the do's and don'ts in conversation, appearance, voice, perceptions, dress and grooming, courtesy, conversations and small talk at official gathering, Job Interview - Purpose, Types, Interview Skills – Before, During and After the Interview, Interview Dressing, mock interviews – Following up an Application, accepting an Interview Invitation, following up an Interview, Accepting Employment, Resigning from a job.

**Unit-5 Leadership Styles**

Meaning, Significance, Leadership Style, Leader and Team Player, Management of Conflicts, Profile of Great and Successful Personalities, Role of Career Planning in Personality Development, How to Face Personal Interviews and Group Discussion.

**Suggested Readings:**

1. Personality Development; Hurlock Elizabeth B, Tata McGraw Hill, New Delhi.
2. Basic Managerial Skill for all; McGrath L.H PHH New Delhi.
3. Communication Skills in English by D.G. Saxena & Kuntal Tamang.
4. English for Effective Communication, Oxford University Press, 2013.
5. English pronunciation in use, New Delhi: CUP, 2007.  
Author: Marks Jonathan.
6. Study Speaking, New Delhi: CUP, 2008.  
Author: Kenneth Anderson - Foxlynch, Joan Maclean

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394  
Course Code: UGBVR1G010T  
Credit: 6

Course Title: Fundamentals in Accounting-I  
Maximum Marks: 100

### Unit-1 Basics of Accounting

Meaning of book keeping and accounting, difference between book keeping and accounting, objectives, advantages and limitations of accounting cycle, Basis of Accounting, GAPPs--Concepts and Conventions of accounting, Branches of accounting, basic terms: Capital, Income, Expenditure, Expenses, Assets, Liabilities

### Unit-2 Journal, Ledger and Trial Balance

Double Entry System- meaning, advantages and disadvantages; Types of accounts; Journal and rules of journalizing; accounting equation; subsidiaries book; Petty cash book; Cash book- single, double and triple column; ledger accounts and trial balance- methods of preparation of trial balance; Errors and their types

### Unit-3 Fundamentals In Technology Computer Skills

Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers, Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software Input/output devices, internet and web surfing etc.

### Unit-4 Introduction To MS Office

Introduction to MS-Office and its integrated nature. MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs, Tables - creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document. Mail merge: creating main document and data source. Adding and removing fields from data source

### Unit-5 Presentation Software

Power Point (Presentation software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard

### Suggested Readings:

(Unit - 01 and Unit - 02)

1. Introduction to Accounting.  
Author: I. S. Grewal- S Chand & Company.
2. Book Keeping and Accounting.  
Author: R.L. Gupta- Sultan Chand and sons.
3. Financial Accounting- Jain and Narang, Kalayani Publication.
4. Financial Accounting- R S Singal, V K Publication.
5. Financial Accounting- Hanif and Mukherji, Tata McGraw Hill.

(Unit - 03, Unit - 04 and Unit - 05)

6. Carroll W. Frenzel John C. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
7. Henry C. Lucas, Jr, Information Technology - Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2005.

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Syllabus B.Voc Retail management

Semester 2<sup>nd</sup>

Course Code:UGBVR2S006T

Course Title: Store Display and Visual Merchandising

Credit: 4

Maximum Marks: 100

Unit-1 Organize The Display of Product at The Store

Prepare product for display, Label product displays, Arrange and maintain products for display, Insure health, safety and hygiene requirements of display, Arrange and replace products to maintain display presentation, Define reposition products to maintain display presentation, Know about regular monitoring of displays.

Unit-2 Plan Visual Merchandise

Explain the meaning of visual merchandising, Describe the elements of a visual design brief, Identify the display requirements before framing visual design brief, Analyze effective ways to improve visual effects, Learn about the company policies on Visual Design.

Unit-3 Improving Store Visual appeal

Describe the role of a visual merchandiser in improving the visual appeal of the Store, List factors that can help retailers to identify the right candidate, Give an example of something a visual merchandiser can create in a store's window, Examine the job description of a visual merchandiser

Unit-4 Elements of Display and Potential Places for Product Display

Analyze concepts related to elements of display, Learn about potential places for product display, Illustrate how you manage color and space to display products.

Unit-5 Role of Props, Equipment and Materials in Display, Updating Stock Records for Merchandise Display

Analyze the role of props in display, Examine the prototypes in display, Understand which tools are used for displaying jewelry and apparels at the retail stores, Discuss the process of updating stock records, Collect the information for store inventory, Know how to choose the right suppliers, Illustrate tracking delivery of merchandise, props, and equipment

Practical (Retail-Lab)

Store Display and Visual Merchandising.

Prepare to display products, Label displays of products, Arrange and maintain products for display, Interpret design briefs for retail displays, Identify merchandise and props to be featured in retail displays.

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293  
Course Code: UGBVR250071  
Credit:5

Course Title: Retail Sales Management  
Maximum Marks: 100

#### Unit-1 Sales Management.

Product and Service Knowledge, Retail Markets - competitions and best practices, maintain the availability of goods for sale to customers, display requirements and types of merchandize, informing staff about dressing techniques and role of lighting, Evaluating Visual Effects of Displays and Suggesting Changes, Monitoring and Informing Price Changes in Products, Identifying, and Removing Unwanted Materials

#### Unit-2 Processing the Sales Products

Providing Product Insights to Customers, Point of Sale (POS) Procedures, Modes of Payment Available to Customers, Arranging Products for Sale

#### Unit-3 Allocate & Check Work in Team and Establish and Satisfy Customer Needs

Brief Team Members about Work Requirements and Standards, Allocate Work Based on Skill and Knowledge, Plan Work to Make Optimum Use of Resources, Seeking Clarifications with Senior Authority, Performance Appraisal of Team Members, Providing Information to Customers, Role of Product demonstration in Driving Sales, Assisting Customers to Choose Products, Gather and Analyze Customer Responses, Sales Closure and Billing, against Customer Purchases, Developing, and Continuing Good Rapport with Clients

#### Unit-4 Monitor and Solve Customer Service Problems

Organizational Procedures and Systems for Handling Techniques, Solving Customer service Issues by Coordinating with others, Reassuring and Negotiating with Customers, Identifying Repeated Customer Service Problems, Impact of Successful Problem Resolution on Customer Loyalty

#### Unit-5 Communicate Effectively with Stakeholders

Role and Significance of Communication in an Organization, Following Organizational Standards during Communication, Check Proper Functioning of Communication Equipment, Importance of Body Language and Feedback in Communication, Role of Communication in Resolving Conflicts and Seeking, Communicating with Customers in Respectful Manner, Effective After Sales Service & Customer feedback management

#### Practical (Retail-Lab)

##### Customer Experience Management

Help customers identify the products for purchase. Provide information on variants of products and help customers make buying decisions. Enable customers to make appropriate product choices. Ensure that customers fulfil their purchase process smoothly from start to billing. Apply the elements of effective Communication while interacting with Customers and other stakeholders.



Course Code: UCBVR25008T  
Credit: 2

Course Title: Organization and Team Dynamics-I  
Maximum Marks: 100

**Unit-1 Organization and Team Dynamics.**

Company Vision, Mission, Values, Understanding Company Policies and Procedures, Job Role of Team Leader and skill sets of a competent Team Leader

**Unit-2 Work Effectively in a Retail Team**

Effective Communication and Teamwork, Developing Healthy Relationship with Colleagues, Plan and Organize Work Routine, collaborating with Colleagues to Achieve Targets, Following Personal Hygiene and Report Misbehaviour to Manager, Maintain Balance between Work and Personal Priorities

**Unit-3 Work Effectively in Organization**

Achieving Organizational Goals through Teamwork, Follow Organizational Guidelines and Work Related Instructions, overview of organizational behavior policies for customer, colleagues and seniors. Explain key behavioral guidelines to be followed while interacting with colleagues. Make a list of some guidelines that should be followed while interacting with senior members in the organization

**Unit-4 Understanding Job Responsibility**

Understanding and working within job Responsibility, Setting Realistic Targets and Flexible Work Plans, Being Open to Feedback

**Unit-5 Help Maintain Healthy and Safety**

Health, Safety, and Security Plans and Procedures, Lifting and Handling Goods Safely, Understanding Hazards, Reporting Safety Concerns, and Emergency Medical Plan, Evacuation Plan and Measures to Enhance Employee Health

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Course Code: UGBVR250091  
Credit: 7

Course Title: Internship  
Maximum Marks: 30

Students will have to undergo internship at an organised retail outlet for 6 weeks. The trainee student will prepare a detailed project report for the period spent in the retail store which will be evaluated by department faculty members and sector skill council. A format has to be filled by the supervisor which is provided by the sector skill council on the completion of the internship.

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Course Code: UCBVR2G009T

Course Title: Business Communication-II

Credit: 6

Maximum Marks: 100

**Unit-1 Introducing Business Communication**

Meaning, Objective and principal of communication. Formal and informal communication, listening: process, barriers, reading skill and speaking skill, strategies for effective communication. Role of communication skills in business. Self-development and communication, development of positive personal attitude, effective communication and its key aspects, body language, assertiveness, problem solving, conflict, decision making skills, positive motivation and creative thinking.

**Unit-2 Personality and Personality Traits.**

Introduction to Personality - Basic of Personality, Human growth and Behavior. Theories in Personalities, Motivation techniques in personality development - self confidence. Mnemonics, goal setting, time management and effective planning, Stress Management, Meditation and Concentration Techniques, Self hypnosis, self acceptance and self growth. SWOT Analysis.

**Unit-3 Personality Development.**

Healthy personalities, Developing self awareness, managing personal stress, solving problems analytically and creatively, grooming, appearance, dress sense, personal hygiene, etiquettes, body language, time management, public speaking.

**Unit-4 Planning, Organizing**

Map: set up your project management plan, what are my goals? What end result am I trying to accomplish? What is my deadline? Who will I need to include in this project? What supplies / resources will I need to get this done? Organize: keep your project paper work organized. Implement: put your project management plan into action. Recognize: pay attention to progress with your project management plan. Complete: make sure you are meeting your project management plan deadlines.

**Unit-5 Problem Solving**

Define the problem, look at potential causes for the problem, identify alternatives for approaching to resolve the problem, select and option to resolve the problem, plan the implementation of best alternative, monitor implementation plan, verify the problem has been resolved or not. Rational V/s Organic approach for problem solving.

**Suggested Readings:**

Rajendra Pal Koraillil, "Essentials of Business Communication", Sultan Chand & Sons, New Delhi, 2006.

Dr Raj Kumar Singh and Girishbala Mohanty, "Industrial Psychology", Kalayani Publication, New Delhi.

Ramesh, MS, & C C Pattanshetti, "Business Communication", R.Chand&Co, New Delhi, 2003.

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Course Code: UGBVR2G010T  
Credit:6

Course Title: Fundamentals in accounting-II  
Maximum Marks: 100

### Unit-1 Fundamentals in Accounting

Indian Accounting Standards with International Accounting Standards (IFRS)  
Bank reconciliation statement-problems, preparation of final accounts, Profit & Loss Account and Balance Sheet with simple adjustments Depreciation Accounting--meaning, causes, objectives, methods of charging depreciation - straight line and diminishing balance methods and their comparison

### Unit-2 Financial Statement Analysis

Financial statement analysis- techniques. Preparation of cost sheets, Cost sheet formats. Preparation of cost sheets; (Historical Cost sheets and estimated cost sheets). Fundamental of management accounting - Marginal costing and break even analysis - basic knowledge

### Unit-3 Data Processing.

Data Processing: Types, Data processing cycle, Computer in Business

### Unit-4 Types of Computers and Communication

Personal Computers: PC & Types of Computers, Primary & Secondary storage device, other peripherals used with PC, Computer languages. Data Communication & Networks: Introduction of Communication, Communication Medias, Communication Modes, Networks, Goals of Networks, Types of Networks, Client/Server Computing, Network Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers, Ethernet.

### Unit-5 Introduction to Operating System

Introduction to Operating System: Types of Software's, Types of O.S., Concept of MS-DOS : Internal & External Commands : Path, prompt, mkdir, rmdir, time, ver, volcho, chkdsk, diskcopy, label, scandisk, replace, format, fdisk. Windows - Windows explorer, print manager, control panel, paint brush. Dialog box: text box, check box, slide boxes. Desktop Spreadsheet Software: Introduction of spreadsheet software, creating Range, formulas, Functions, databases functions in spreadsheet, Graphs on Spreadsheet, data validation Application of MS-Excel in Business.

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**B. Voc (Retail management)**  
Semester-3<sup>rd</sup>

Course code: UC/BVR350061  
Credit : 7

Course Title: Retail Store Operations-I  
Maximum Marks: 100

**Unit-1 Sales Inventory and Merchandise management**

Understanding Inventory Management, inventory functions, reasons for carrying inventory, inventory related costs, inventory control techniques, EOQ, MRP, JIT, merchandise management, pricing policies, developing sales strategy and campaigns

**Unit-2 Visual Merchandising**

Explain different aspects of a visual display, Use different types of display techniques, Understand different requirements of display, Understand how to make display meaningful, Use variation in display, Explain the elements of display, Understand factors that affect visual display, Identify colour, size and other attributes of the product that match the display, Arrange different types of display, Understand potential places for product display, Arrange products in window display, Manage shelf according to the product, Explain the importance of product display, Understand and explain elements of planogram

**Unit-3 Merchandise Handling**

Use of different props in a retail store, Arrange fixtures in a proper manner, Arrange and display products in fixtures, Use different promotional tools for marketing, Dress mannequins in a proper way, Explain the meaning of inventory, Understand how to manage inventory in the store, Define different types of inventory management techniques, Use of computer software in inventory management, Understand benefits of good inventory management system

**Unit-4 Monitor and manage store performance**

Planning Department Objectives, Monitoring Department Performance, Effective Communication, Encouraging Teamwork, Explain the importance of teamwork Understand how to be an effective team player, Explain impact of personal work objectives on achievement of team objectives Importance of empowering team to take lead in their area of work Benefits and ways of encouraging creativity and innovation with a team, Ways to effectively handle conflicts amongst team members

**Unit-5 Manage a Budget**

Preparation of budget, Understanding Annual Business plan cycle, proposing a realistic budget, reviewing the budget

**Practical (Retail Store operations management)**

Evaluate whether the place you plan to put the display is likely to fulfil the design brief, Create new and effective ways of improving the visual effect of displays, Check that the quality of the products and customer service are maintained, Make recommendations to improve retail operations, Identify procedures to create a Budget

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Course Code: UGBVR3S007T

Course Title: Customer experience Management

Credit : 5

maximum Marks: 100.

### Unit-1 Identifying customer needs

Identifying Customers' Needs: . Explain customers' need Discuss the process of customers' need identification Deal with the customers according to their requirements Understand what customers want to compare with other retail stores. Customer's Buying Decision: Understand the customers' buying behaviour. Effect customers' buying decision, Manage store to attract customers. Find out signals of repeat purchase Providing Information and Advice to Customers , Explain information that a customer wants , Demonstrate how to welcome customer in a retail store. Define how to please a customer, Learn how to advise customer regarding products

### Unit-2 Maintaining Store and personal Hygiene

Maintenance of Store and Personal Hygiene: Understand significance of proper maintenance of store, Understand methods of using cleaning equipment, Recognise the importance of clean store Perpetuate personal hygiene at work. Customer Response: Handle customers' objection . Demonstrate response-handling techniques, Take action to resolve customer's dissatisfaction, Develop good listening habits

### Unit-3 Communicating Effectively with stakeholders

Communicate effectively with stakeholders: Describe stakeholders Discuss how to maintain relationship with stakeholders Focus on emotional intelligence Explain the do's and don'ts of relationship with stakeholders. . Elaborate on how to create culture for healthy Communication Describe how to evaluate your own ability Discuss the importance of appreciation Create formal feedback mechanism. Communication Guidelines: Elaborate on how to create culture for healthy communication Describe how to evaluate your own ability Discuss the importance of appreciation Create formal feedback mechanism Organisation Policies for Communication: Define communication. Explain different channels of communication. Describe different policies of organisation to be followed for communication. Explain joint working

### Unit-4 Identifying Clients

Identification of New Clients : Discuss ways of identifying new relevant clients , Illustrate how to build strong relationships with new Clients, Define the importance of customer profiling Discuss techniques of approaching Potential Clients Understand Identification of Target markets and Customer . Understand company policies and procedures for building the client base. Illustrate parameters to measure customer service level

### Unit-5 Customer loyalty and customer service

. Describe customer loyalty and its benefits to the organisation Discuss benefits and method for creating loyalty schemes, Understanding the need and importance of effective customer service . Explain techniques to approach existing customers, Understand why client confidentiality is important to business relationship Discuss relevant aspects of the data protection laws and company policy to do client confidentiality. Review current performance with agreed plans and correct course of deviations Report performance progress of self and team to manager with clear, accurate and timely data reports . Customer Experience Innovation

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Course Code: UGBVR3S008I

Course Title: Internship

Credit:4

Maximum Marks:30

Students will have to undergo internship at an organised retail outlet for 4 weeks. The trainee student will prepare a detailed project report for the period spent in the retail store which will be evaluated by department faculty members and sector skill council. A format has to be filled by the supervisor which is provided by the sector skill council on the completion of the internship.

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Course Code: UGBVR3G009T

Course Title: Planning and Organising

Credit: 6

Maximum Marks: 100

### Unit-1 Planning

Basic concept of Planning, Nature and purpose of Planning, Elements of Planning Process, Principles of Planning, Advantages and Limitations of Planning

### Unit-2 Organising

Basic concept of Organising, Nature and purpose of Organising, Impact of Organising in the area of work, Planning and Organising in a role of a Leader, Concept of Leadership, Styles of Leadership, Leadership Theories

### Unit-3 Basics of Decision Making

Understand Decision Making Process and Situations for decision making, Identify individual, group and organizational decision making processes, Explain factors that impact decision making, Understand how to implement decisions

### Unit-4 Decision making under conditions of Uncertainty

Decision Theory, Decision making under conditions of Uncertainty, Decision making using Laplace Criteria, Decision making using Maximin/Minimax Criteria, Decision making using Maximax/Minimin Criteria, Decision making using Hurwicz Criteria, Decision making using Savage Criteria

### Unit-5 Decision making under conditions of Risk

Decision making under conditions of Risk, Decision making using Maximum Likelihood Principle, Decision making using Expectation Principle, Concept of Expected Payoff of Perfect Information

### Suggested Readings:

- Vohra N.D., Quantative Techniques in Management, McGraw Hill.
- Sharma, J.K., Operations Research, MACIN Publishers.
- Koontz & O'Donnel, Principles of Management, Mc Graw Hill.
- Joseph L. Massie, Essentials of Management, Prentice Hall of India.
- P.C. Tripathi, P.N. Reddy, Principles of Management, Mc Graw Hill.
- Ramaswamy, E., Principles of Management, Himalaya Publisher.
- Stephen P. Robbins, Organizational Behaviour, Pearson Publishe



Course Code: UGBVR3G010T

Course Title: Financial Management and Retail accounting

Credit: 6

Maximum Marks: 100

**Unit-1 Introduction**

Concept, scope, classification and organization of finance function. Objectives of Financial Management- Profit maximisation vs. Wealth maximization. Time value of money. Cost of capital- Cost of Equity, Preference Shares, Debt and weighted average cost of capital

**Unit-2 Capital Budgeting**

Concept of budget. Types of budget, Significance of budget in retailing, Zero base budgeting, Nature and concept of Capital Budgeting. Techniques of Capital Budgeting Traditional techniques (ARR & Payback

**Unit-3 Capital Budgeting Working Capital Management**

Techniques of Capital Budgeting: Discounted payback, Net Present Value, Profitability Index Working Capital Management: Concept of working capital, Factors affecting working capital requirement

**Unit-4 Cost accounting Concepts**

Concept of cost, Need and scope of cost accounting, Classification of Costs on basis of nature, functionality, variability, direct & indirect. Cost sheet preparation.

**Unit-5 Costing**

Concept of Standard costing, marginal costing & absorption costing, Retail accounting, Concept of inventory, types of inventory, inventory management, Inventory accounting

**Suggested Readings:**

Financial Management, I.M. Pandey Vikas Publishing House

Financial Management, Text Problems and Cases, M.Y. Khan & P.K. Jain Tata Mc Graw Hill

Financial Management and Policy, Van Horne, Prentice Hall India

Financial Management Theory and Practice. Parsana Chandra Tata Mc Graw Hill Pvt. Ltd

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## B.Voc Retail Management

Semester-4<sup>th</sup>

Course Code: UGBVR4S006T

Course Title: Understanding Leadership

Credit: 6

maximum Marks : 100

### Unit-1 Provide leadership for your team

Effective team communication, motivating and monitoring team, role of leadership in team management, effective team communication, importance of effective team communication, ways to overcome communication gaps, role of feedback in team communication, importance of leadership in driving performance, Different styles of leadership

### Unit-2 Build and Manage Store Team

Selecting team and setting standards for team, Describe selection process, understand the concept of team dynamics, open communication, importance of open communication, understand relationship build through communication, understand ways to manage and resolve conflict, importance of feedback, techniques of feedback

### Unit-3 Application of Leadership Principles

Set performance objectives for the team members, use effective communication strategies to improve team building, Demonstrate Different ways to Motivate and Encourage the Team Members During challenging times, Hiring process for recruitment, Set behavioural standards for team Members, Review performance of team members, Demonstrate techniques of providing feedback to team members.

### Unit-4 Allocate and Check work in team

Allocating work within the team, Explain the Meaning of allocation of work, Describe various Parameters for effective work allocation, Explain setting of performance standards for work allocation, Encourage team to build a two-way communication, Regular monitoring of team and encouraging improvements in the quality of work, Ways to check and progress of quality of work of team members, Explain Techniques for providing Prompt and Constructive feedback to the team

### Unit-5 Monitoring Team Performance

Define performance management, and elements of performance Management, Explain the need and importance of performance monitoring, Describe different steps to monitor performance of the team, Explain the different variants of performance appraisal, Importance of feedback in performance management.

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Course code: UGBVR4S007T

Course title: Team & Organizational Dynamics-II

Credit: 4

Maximum Marks: 100

**Unit-1 Understanding and Monitoring Work Allocation**

Meaning of allocation of work, Parameters for effective work allocation, Setting of performance standards for work allocation, Two-way communication in team Monitoring work progress and quality of the work of team members, Techniques for providing prompt and constructive feedback to the team. Ways to encourage team to towards timely completion of work, Handling team conflict

**Unit-2 Monitoring Team Performance**

Performance Management, Elements of Performance Management, Need and importance of Performance Monitoring, Steps to monitor performance of the team, Methods of performance appraisal. Importance of feedback in Performance management

**Unit-3 Effective Communication and Teamwork**

Planning and Organise work activities. Step to organise work routine, Ways to prioritise tasks for timely delivery, Effective communication and its benefits, Characteristics and effects of effective communication, Effective communication for effective teamwork

**Unit-4 Work-life Balance**

Understanding work-life balance, Steps to a work-life balance, developing healthy relationship with colleagues. Measures to develop healthy relationship with all co-workers, Characteristics of good, healthy working relationships

**Unit-5 Achieving Organisational Goals through Teamwork**

Achieve organisational goals through, Equal Division of Work, Overview of realistic targets, Challenges to set realistic targets, Ways to improve teamwork in the organisation, Organisational behaviour policies for customer, colleagues and seniors, Guidelines while interacting with colleagues and senior members in the organisation

**Suggested Readings:**

- Levi, D. (2015). Group dynamics for teams. Sage Publications.
- Williams, S. (2014). Group dynamics for teams.
- Stewart, G. L. M., & Sims, C. C. (1999). Team work and group dynamics (No. 658.4036 S8).
- Forsyth, D. R. (2009). Group dynamics. Cengage Learning.
- Schaufeld, J. (2014). Organizational Dynamics. In Commercializing Innovation (pp. 117-127) Apress.

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Course Code: UGBVR4S008I

Course title: Internship

Credit : 10

Maximum marks: 30

Students will have to undergo internship at an organised retail outlet for 3 weeks. The trainee student will prepare a detailed project report for the period spent in the retail store which will be evaluated by department faculty members and sector skill council. A format has to be filled by the supervisor which is provided by the sector skill council on the completion of the internship.

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Course Code: UG BVR4G009T

Course Title: *Dr* Personality Development

Credit: 6

Maximum Marks: 100

Unit-1 Psychology and success

Psychology and Success: Defining success & psychology; Relation between psychology and success; achieving success via right psychology. Self-awareness: Meaning & Importance of self-awareness; Stages of self-awareness; Techniques of improving one's level of self-awareness

Unit-2 Goals and obstacles

Goals and Obstacles: Meaning and types of goals; Meaning of obstacles in various facets of life; Obstacles in achieving goals. Self-Esteem: Meaning and essence of self-esteem; Types of self-esteem; Measurement of self-esteem; improving one's self-esteem

Unit-3 Positive Thinking

Positive Thinking: Concept; Benefits of positive thinking; Application of positive thinking in real life Self-Motivation: Concept; Techniques of self-motivation; Practical ways of remaining self-motivated. Managing your resources: Concept; Common types of resource management; Benefits of resource management.

Unit-4 Negotiation

Negotiation: Meaning & nature of negotiation; Types of negotiation; Skills required for effective negotiation; Factors affecting negotiation & its role in sales; Powerful negotiation strategies & tactics; stages in negotiation process

Unit-5 Analytical Skill Development

Analytical Skill Development: Meaning & importance of analytical skills in business scenario; Incubating analytical skills; Approaches in building analytical thinking patterns. Application of analytical skills in decision making

Suggested Reading:

personality Development & Communication by S.S. Narula (Taxmann publications)

The Power of Positive Thinking by Norman Vincent Peale.

Personality Development by Elizabeth B. Hurlock.

Thinker's Guide to Analytic Thinking (Kindle Edition) by Linda Elder, Richard Paul

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Course Code: UGBVR4G010T

Course Title: project management

Credit:6

Maximum marks: 100

**Unit 1 Introduction to Projects**

Project management, Project manager and his responsibilities, project management as a profession, selection of a project manager, fitting objects into parent organisation project management team, project model, phases of project management, project environment, the 7's of project management

**Unit-2 Project analysis and selection**

Project initiation and resource allocation, market analysis and demand analysis, technical analysis

**Unit-3 Project planning**

Time Planning, contents of a project plan, planning process, work breakdown structure, process mapping

**Unit-4 Project Budgeting**

Financial projections, time value of money, cost of capital, appraisal criteria, risk analysis in capital investment decisions

**Unit-5 Environmental appraisal of projects**

Meaning of environment and pollution, pollution created by different companies, pollution created by different industries, methods of preventing pollution, environmental regulations in India, Environmental impact assessment

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**B.Voc Retail management**

**Semester-5<sup>th</sup>**

Course Code: UGFVR5S0017

Course Title: Retail store operations-II

Credit : 6

maximum Marks: 100

**Unit 1 Retail store operations and sales**

Management of retail store operations, store opening and closing, billing procedures, maintaining store safety and security, preventing pilferage in stores.

**Unit 2 Stock Control**

Stock Control and Stock level as per market trends and consumption, Monitoring of receipts and dispatch of goods, Maintenance of stock records, Stock Take Process

**Unit 3 Visual Merchandising**

Display of Goods in Store to enhance profitability and Cost optimization, Explain the need and importance of Visual Merchandising standards and guidelines, Explain role of effective display of goods in enhancing store profitability and optimization of costs, Understand retail processes like stock rotation, adjacency principles, product display norms etc., Develop effective relationship with vendor to ensure optimized space allocation and arrive at profitable revenue understanding as against space allocation

**Unit 4 Implementation of promotions and special events**

Plan and ensure implementation of in-store promotions, Assess, record and report promotion effectiveness data. Determine staff requirements and ensure sufficient manpower availability to drive in-store promotions

**Unit 5 Price Benchmarking and Market Study**

Know and understand all policies related to collection of market data. Explain techniques of collection of market information to team members and train them in critical activities involving market study. Explain ways for collection of relevant data and analysis of the same to identify product line performance reporting of all analysis data to head office on the basis of collected market data

**Practical (Retail Lab)**

Compute stock levels, Monitor receipt and dispatch of goods, Maintain stock records, Undertake the stock take process

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Course Code: UGBVR55002T

Course Title: safety and Security in retailing

Credit: 4

Maximum Marks: 100

#### Unit 1 Process and policy adherence

Explain the need and importance of team's understanding on store policies. Describe ways to train and orient the team on Store policies and relevant legal & statutory compliances, describe the importance of Store Audits in ensuring process efficiencies, Describe ways to conduct Store Audits. Understand aspects of legal, statutory compliances and regulations for the store environment.

#### Unit 2 Management of Data and Information

Explain the need and importance of team's understanding on record keeping, Describe methods of accurate and error-free collection, preservation and transmission of data to the team. Explain the role of Audit in Data and Information management, Describe ways to conduct audit checks to ensure quality of data

#### Unit 3 Create awareness of safety norms and policies

Discuss the importance of reporting health and safety issues Explain health, safety, and security plans and procedures to team members Give an overview team member about key regulations and obligations for employers Orient team members about threat to workers and workplace

#### Unit 4 Train the team on handling of goods

Explain common company guidelines for lifting and handling equipment to team members. Describe the actual meaning of hazards and explain to team members techniques for handling hazardous substances. Explain to team members mechanism for report the health and safety concerns to the authorized person

#### Unit 5 Implementation of store security procedures to minimize thefts and losses

Understand the need and importance of complying to store security procedures. Understand the causes of store theft and losses and orient the team members on the subject. Describe ways of ensuring the security and safety of the store and train the team on the subject. Understand the importance of availability of trained staff in case of an emergency. Explain the ways of handling emergencies and train the team on the subject. Understand implementation of security measures in case of emergencies. Understand the importance and steps of conducting safety and security audits and checks. Ensure implementation of security procedures with respect to monetary transactions



Course code: UGBVR5S0031

Course Title: Internship

Credit: 4

Maximum Marks: 30

Students will have to undergo internship at an organised retail outlet for 6 weeks. The trainee student will prepare a detailed project report for the period spent in the retail store which will be evaluated by department faculty members and sector skill council. A format has to be filled by the supervisor which is provided by the sector skill council on the completion of the internship.

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Course Code: UGBVR5G001T

Course Title: leadership and Effective Communication

Credit : 6

Maximum Marks: 100

**Unit 1 Introduction to leadership**

Basics of leadership, leadership theories: trait, greatman, contingency, situational, styles of leadership: democratic, autocratic, freerein, valus, principles and ethical boundaries

**Unit 2 Effective communication**

interacting in teams and goals, empowering others to lead, optimising leadership effectiveness

**Unit 3 introduction to HRM**

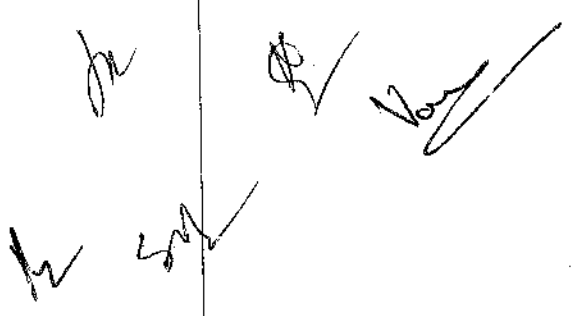
Concept, nature, functions and significance of HRM, Evolution of HRM, Need and importance of HRM, Indian Scenario of HRM, challenges faced by HRM

**Unit 4 HRM in Retailing**

Strategic objective of HRM in Retailing, Factors influencing designing of organisational structure, Human resource aspects in retailing, HR functions in Retailing: Job analysis and design, Task analysis, Training and development, Compensation and benefits

**Unit 5 Labour Relations**

Objectives, nature, scope, preventive and settlement machinery, functions, classification and problems, collective bargaining



Course Code: UGBVR6S002I

Course Title: Internship

Credit: 15

maximum Marks: 30

Students will have to undergo internship at an organised retail outlet for 16 weeks. The trainee student will prepare a detailed project report for the period spent in the retail store which will be evaluated by department faculty members and sector skill council. A format has to be filled by the supervisor which is provided by the sector skill council on the completion of the internship.

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Course Code: UGBVR6G001T

Course Code: Retail marketing management

Credit:6

Maximum Marks: 100

**Unit 1 Introduction to retail marketing**

Retailing and marketing, need for a strategic approach, development of marketing, concept of marketing, marketing management tasks, adoption of marketing, marketing environment of a company, marketing orientation

**Unit 2 Consumer Behaviour in retail Operations**

Consumer behaviour in retail context, behaviourist vs cognitivist approach, main theories of consumer behaviour, buying decision process and its implication in retail, maslow's need hierarchy model, demographic factors, socio economic categories

**Unit 3 Retail marketing Mix**

Marketing mix, marketing mix of services, target markets, the retail product, breakdown of retailing as a product, store layout

**Unit 4 Retail communication and promotion**

Setting objectives, communication effects, advertising, sales promotion, relationship marketing and loyalty schemes, personal selling, public relations, characterises of promotion

**Unit 5 Retail distribution and Supply chain management**

Channels and channel flows, the supply channel, growth of channel relationships and partnerships, distribution logistics and stock control, retail logistics, computerised Replenishment systems, corporate replenishment policies, internet and direct distribution systems

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Course Code: UGBVR6G002T

Course Title: Business ethics and Corporate responsibility

Credit: 6

Maximum Marks: 100

**Unit 1 Introduction**

Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business, Ethical dilemmas in business Ethical principles in business: Utilitarianism, weighing social cost and benefits

**Unit 2 Corporate governance**

concept, Need to improve corporate governance standards, Features of good governance, Corporate governance abuses, Role played by regulators to improve corporate governance, Different Approaches to Corporate Governance, Leadership and Corporate Governance, Different models of Corporate Governance

**Unit 3 Moral issues in business**

importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and marketing Whistle blowing: Kinds of whistle blowing

**Unit 4 Corporate Ethical issues**

Manipulation and coercion, Allocation of moral responsibility in advertising Trade secrets, corporate disclosure, insider trading: Trade secrets, corporate disclosure, insider trading Accounting, finance, corporate takeovers: Accounting finance and banking, corporate restructuring and takeovers

**Unit 5 Corporate social responsibility**

Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility Voluntary responsibility Vs. Legal requirements, Profit maximization vs. social responsibility Socially Responsive Management: Strategies of response

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# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

No. 4-4/Eco/CUI/Reg/2013/ 512

Date: 6/3/2017

## NOTIFICATION

It is hereby notified that on the recommendations of the Board of Studies, Department of Economics, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 1<sup>st</sup> to 4<sup>th</sup> semester for M.Sc. in Economics effective from the Academic year 2017-18. The approved Course Scheme and syllabus are as under:

### Semester-1<sup>st</sup>

| Course Code                      | Course Title                | Credit    | CIA | MSE | ESE | Total Marks |
|----------------------------------|-----------------------------|-----------|-----|-----|-----|-------------|
| <b>CORE COURSES</b>              |                             |           |     |     |     |             |
| PGECO1C001T                      | Microeconomic Theory        | 4         | 25  | 25  | 50  | 100         |
| PGECO1C002T                      | Mathematics for Economics   | 4         | 25  | 25  | 50  | 100         |
| PGECO1C004T                      | Macroeconomic Theory        | 4         | 25  | 25  | 50  | 100         |
| <b>ELECTIVE COURSE (Any one)</b> |                             |           |     |     |     |             |
| PGECO1E005T                      | Economic History of India   | 4         | 25  | 25  | 50  | 100         |
| PGECO1E006T                      | Agricultural Economics      | 4         | 25  | 25  | 50  | 100         |
| <b>FOUNDATION COURSES</b>        |                             |           |     |     |     |             |
| PGECO1F007T                      | Classical Political Economy | 4         | 25  | 25  | 50  | 100         |
| <b>Total</b>                     |                             | <b>20</b> |     |     |     | <b>500</b>  |

### Semester-2<sup>nd</sup>

| Course Title                     | Credit                                    | CIA       | MSE | ESE | Total Marks |            |
|----------------------------------|---|-----------|-----|-----|-------------|------------|
| <b>CORE COURSES</b>              |   |           |     |     |             |            |
| PGECO2C001T                      | Microeconomic Theory and its applications | 4         | 25  | 25  | 50          | 100        |
| PGECO2C004T                      | Development Issues and Indian Economy     | 4         | 25  | 25  | 50          | 100        |
| PGECO2C005T                      | Public Economics                          | 4         | 25  | 25  | 50          | 100        |
| <b>ELECTIVE COURSE (ANY ONE)</b> |   |           |     |     |             |            |
| PGECO2E005T                      | Financial Institutions and Markets        | 4         | 25  | 25  | 50          | 100        |
| PGECO2E006T                      | Environmental Economics                   | 4         | 25  | 25  | 50          | 100        |
| <b>FOUNDATION COURSE</b>         |   |           |     |     |             |            |
| PGECO2F007T                      | Statistical Methods                       | 4         | 25  | 25  | 50          | 100        |
| <b>Total</b>                     |   | <b>20</b> |     |     |             | <b>500</b> |

### Semester-3<sup>rd</sup>

| Course Title                     | Credit   | CIA | MSE | ESE | Total Marks |     |
|----------------------------------|--|-----|-----|-----|-------------|-----|
| <b>CORE COURSES</b>              |  |     |     |     |             |     |
| PGECO3C002T                      | Theory and Issues in International Economics   | 4   | 25  | 25  | 50          | 100 |
| PGECO3C004T                      | Research Methodology and Computer Applications | 4   | 25  | 25  | 50          | 100 |
| PGECO3C001T                      | Econometrics                                   | 4   | 25  | 25  | 50          | 100 |
| <b>ELECTIVE COURSE (ANY ONE)</b> |  |     |     |     |             |     |
| PGECO2E006T                      | Natural Resource Economics                     | 4   | 25  | 25  | 50          | 100 |
| PGECO2E008T                      | Human Development [126]                        | 4   | 25  | 25  | 50          | 100 |



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

| INTERDISCIPLINARY COURSE |  |           |    |    |    |            |  |
|--------------------------|--|-----------|----|----|----|------------|--|
| PGECO2F010T              | Indian Economy: Some Contemporary Issues | 4         | 25 | 25 | 50 | 100        |  |
| <b>Total</b>             |  | <b>20</b> |    |    |    | <b>500</b> |  |

## Semester 4<sup>th</sup>

| Course Title                     | Credit                     | CIA       | MSE | ESE | Total Marks |
|----------------------------------|----------------------------|-----------|-----|-----|-------------|
| <b>CORE COURSES</b>              |                            |           |     |     |             |
| PGECO4C002D                      | Dissertation               | 8         |     |     | 200         |
| PGECO4C003T                      | Theory of Cycle and Growth | 4         | 25  | 25  | 100         |
| <b>ELECTIVE COURSE (ANY ONE)</b> |                            |           |     |     |             |
| PGECO4E003T                      | Health Economics           | 4         | 25  | 25  | 100         |
| PGECO4E008T                      | Economics of Education     | 4         | 25  | 25  | 100         |
| <b>INTERDISCIPLINARY COURSE</b>  |                            |           |     |     |             |
| PGECO4I011T                      | Money, Banking and Finance | 4         | 25  | 25  | 100         |
| <b>Total</b>                     |                            | <b>20</b> |     |     | <b>500</b>  |

  
Registrar

23/04/17

Encl: Syllabus of 1<sup>st</sup> to 4<sup>th</sup> semester

To:  
Head, Dept. of Economics

Copy to:  
I/c Controller of Examinations

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**ANNEXURE II-v**

**Course Title: Theory and Issues in International Economics**

*Objective: The broad objective of the course is to provide on the one hand theoretical understanding of discipline of international economics and the other hand make students familiar with the major economic issues at global and regional level.*

**UNIT – I Theory of International Trade**

Basis for International Trade-Absolute Advantage, Comparative Advantage and Opportunity Cost Theory, Heckscher-Ohlin Theory and its Empirical Tests, Stolper-Samuelson Theorem, Rybczynski Theorem, Measurement of Gains from Trade, Trade as Engine of Growth, Theory of Immiserizing Growth Prebisch, Singer and Myrdal hypothesis, Imperfect Competition and International Trade. The East Asian Miracle and Export Led Growth.

**UNIT –II Trade Interventions**

The Political Economy of Protectionism, Partial and General Equilibrium of Tariff in a Small country and in a large country; Theories of Optimum tariff; Effective and Optimum Rates of Tariffs – their Measurement, Impact and Welfare Implications; Non- Tariff Trade Barriers and the New Protectionism; The Quotas; Economic Effects of Tariffs and Quotas on various Macroeconomic Variables.

**UNIT- III Balance of Payment and Exchange Rate**

Balance of Payments: Current and Capital Account, Equilibrium and Disequilibrium in the Balance of Payments; Foreign Exchange Markets and Exchange Rate Determination; Operation and Evolution of the Bretton Woods System; Collapse of Bretton Woods System; Operation and Evaluation of the Present Monetary System. Adjustment Process: Fixed Exchange and Flexible Exchange Rates; Expenditure Changing and Exchange Switching Policies; Policy for Achieving Simultaneous Internal and External Equilibrium.

**UNIT – IV International Monetary System and Economic Integration**

International Monetary Fund (IMF) and World Bank; Functions and Working, IMF and World Bank from the point of view of developing countries and India. World Trade Organization (WTO): functions, Role, WTO and developing countries.

Economic Integration: Custom Union and Free Trade Areas; Static and Dynamic benefits from Custom Union; Regional Groupings in Globalization --- European Union, ASEAN, BRICS and SAARC.

**UNIT- V Contemporary Issues in International Economics**



ANNEXURE II-iv

Course Title: (Indian Economy- Some Contemporary Issues)

Objective: To introduce the students of the disciplines other than Economics to the basic issues in Indian economy so that they are in a position to assess the position of Indian economy in terms of various successes and failures.

Unit I: Growth Performance of Indian Economy

Growth in income and per capita income under various Plans. Sectoral composition of growth. Growth performance of various states. Growth and redistribution in India.

Unit II: Poverty and Income Inequality in India

Incidence of Poverty and income inequality in India. Rural Poverty. An analysis of Anti Poverty measures with particular reference to MGNREGA. Income Poverty and Human Poverty in India.

Unit III: Agricultural Sector and Plight of Farmers

Trends in production and productivity of agriculture sector. Cost and Pricing of agricultural produce. Farmers' distress and incidence of suicides in India. Food Security in India.

Unit IV: Indian Industry with special reference to manufacturing sector

Industrial Policy of India----- Resolutions of 1948, 1956, 1991. Trends in industrial output and growth. Poor performance of manufacturing. Made in India initiative and Start up ventures.

Unit V: India's Foreign Trade

Recent changes in composition and direction of India's foreign trade. Balance of payment position and exchange rate. India's trade relationship with US, European Union, China, ASEAN and SAARC countries.

Basic Reading List

1. Datt and Sundharam (2016). Indian Economy, S Chand
2. Drez J. & A. Sen (2002) , Indian Development and Participation, Oxford University Press.
3. Kapila, Uma (2016). Indian Economy since Independence, Aoademic Foundation
4. Misra and Puri(2016), Indian Economy, Himalaya Publishing House
5. Ghate Chetan Ed.(2012),The Oxford handbook of Indian Economy, Oxford University Press
6. Govt of India(2017), Economic Survey

225

This unit comprises the application of tools mentioned in Unit III and Unit IV. By using data students have to submit a project on specific problems.

Suggested Readings

1. Kothari, C.R., 2nd revised edition (2004). *Research Methodology-Methods and Techniques*, New Age International.
  2. Raiyani, J. (2012) *Research Methodology-Theory and Techniques*, New Century Publications
  3. Kumar, Ranjit.(2011) *Research Methodology*, Sage Publications
  4. Bryman, Alan.(2012) *Social Research Methods*, OUP
  5. Daniel P Sam and Aroma G Sam. (2011) *Research Methodology*, Kalpaz Publications.
  6. Nachmias, D., and Nachmias C. (2014) *Research Methods in Social Sciences*, St. Martin's Press, New York
  7. Krishnaswami, O R., and Ranganatham M.(2014) *Methodology of Research in Social Sciences*, Himalaya Publishing House
  8. Gupta, S. P. *Statistical Methods*. (2014) Sultan Chand & Sons, New Delhi
  9. Das, N. G. *Statistical Methods*, (2009) Tata Mc-Graw Hill
  10. Gujarati, D.N. *Basic Econometrics*, 4th Edition (2004). Tata McGraw-Hill Publishing Company Ltd, New Delhi.
  11. Koutsoyiannis, A. (2003) *Theory of Econometrics*, 2nd Edition. Palgrave, New York
  12. Dougherty, C. (2011) *Introduction to Econometrics*, 4th Edition. Oxford University Press, New York.
  13. Wooldridge, J. M. (2013) *Introductory Econometrics: A Modern Approach*, 5<sup>th</sup> Edition. Cengage Learning India Private Limited.
  14. Pandya K, Bulsari S and Sinha S. (2014) *Spss in Simple Steps*, Dreamtech Press. New Delhi.
  15. Cunningham, J B and Aldrich J O (2012), *Using SPSS: An Interactive Hands-On Approach*, Sage Publications India Pvt Ltd.
- .....

**ANNEXURE II-iii**

**Course Title: Research Methodology and Computer Applications in Economics**

**Objective:** *The objective of this course is to develop an understanding of the basic statistical tools that are widely used in empirical work in economics. The focus is on conceptual understanding and 'hands on' applications using economic data drawn from real-world examples, rather than on formal theoretical proofs. It is intended to improve the student's analytical skills and ability to solve problems.*

**Unit – I: Introduction to Research**

Meaning and Objectives of Research; Research in Social Science with Special Reference to Economics; Reasoning approaches in Research; Classification of research; Review of Literature; Selection of a Problem for Research; Formulation of the Selected Problem; Ethic in Social Science Research

**Unit - II: Research Design and Questionnaire Design**

Meaning of Research Design and its Approaches; Research Design Process: Research approach selection. Measurement technique selection, Sample Design Selection; Questionnaire Design and its objectives. Questionnaire Design Process, Pilot testing of the Questionnaire; Data Processing: Fieldwork validation, Data Editing, Coding, Classification and Tabulation of Data.

**Unit-III: Data Analysis using MS Excel and SPSS**

Data Entry in Excel, Diagrammatic Representation of Data, Formula Use in Excel (Single and Multiple Cells), Matrix Inversion, and Descriptive statistics, Simple and Multiple Correlation, Linear Regression Model: Estimation of Parameters, and their significance in excel.

Introduction to SPSS, Handling Data in SPSS, Level of Measurement, Sorting, Selecting and Splitting Data, Recoding Variable into Groups, Selecting Cases, Merging Files, Computing with Data, Preparation of Graphs and Charts with SPSS, Preparation of Tables: Crosstabs, Custom tables.

**Unit-IV: Statistical Analysis and Data Interpretation (Using SPSS)**

Descriptive Statistics, Hypothesis Testing-Parametric and Non parametric tests: Z test, t test, F test and Chi square test. Sign Test, The Wilcoxon Rank Sum Test, The Kruskal-Wallis test, Analysis of Variance (ANOVA) and Analysis of Co-variance (ANOCOVA), Linear Regression Model- Estimation of Parameters and Tests of Significance.

**Unit-V: Application of Statistical Tools**

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in India. Methodologies for Calculating the Stock Index- BSE, NSE; Investment in Mutual Funds and Capital Markets.

### Basic Reading List

1. Bhole, L.M. and Jitendra Mahakud (2012), Financial Institutions and Markets, Tata McGraw Hill Company Ltd New Delhi.
2. Edminster, R.O. (1986), Financial Institutions, Markets and Management, McGraw Hill, New York.
3. Mishkin, S. Frederic and Stanley G. Eakins (2016); Financial Markets and Institutions, Pearson, New York
4. Goldsmith, R.W. (1969), Financial Structure and Development, Yale, London.
5. Bhole, LM. (2000), Indian Financial System, Chugh Publications, Allahabad.
6. Khan, M.Y. (2009), Indian Financial Systems, Tata McGraw Hill, New Delhi.
7. Gupta, S.B. (2013), Monetary Economics, S. Chand & Company New Delhi.
8. Pathak Bharati (2015), Indian Financial System, Pearson, New Delhi.
9. Harker, P.T. and S.A. Zenios (2000) (Ed.) Performance of Financial Institutions, Cambridge University Press, Cambridge.
10. Johanson, H.J. (1993), Financial Institutions and Markets, McGraw Hill, New York.
11. Ohlson, J.A. (1987), The Theory of Financial Markets and Institutions, North Holland, Amsterdam.
12. Robinson, R.I. and D. Wrightman (1981), Financial Markets, McGraw Hill, London.
13. Smith, P.R (1978), Money and Financial Intermediation: The Theory and Structure of Financial System, Prentice Hall, Englewood-Cliffs, New Jersey.
14. Hanson, J.A. and S. Kathuria (Eds.) (1999), India: A Financial Sector for the Twenty-first Century. Oxford University Press, New Delhi.

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**ANNEXURE:II-ii**  
**COURSE TITLE: FINANCIAL INSTITUTIONS & MARKETS**

*Objectives: The main objective of the Course is to provide a comprehensive understanding of the nature and functions of various types of financial institutions and markets and to comprehend their role in business environment with special reference to India.*

**UNIT I: Evolution of Financial System**

Evolution of Financial System: Markets, Institutions; Functions of the Financial Sector- Indicators of Financial Development, Equilibrium in Financial Markets, the Role of Financial Structures: A Critical Overview. The Emergence and Growth of Financial Structures. Theories of the Impact of Financial Development on Saving and Investment: Prior Saving Theory, Credit Creation Theory, Financial Regulation Theory, Financial Liberalization Theory.

**UNIT II: Security Analysis**

Criteria to Evaluate Assets: Risk and Financial Assets, Types of Risk, Return on Assets, Risk - Return Trade off- Valuation of Securities Valuation of Preference Shares. Capital Asset Pricing Model (CAPM), Arbitrage Pricing Model(APT), Fama and French three Factor Model.

**UNIT III: Banking and Non-Bank Financial Intermediaries**

The Functions and Working of Commercial and Central Bank with reference to Credit Creation. The Aims and Objectives of the Monetary Policy in developed and developing countries. Development Banks, Investment Banking and Merchant Banking.

Financial Intermediation; Classification of Financial Intermediaries. Functions of Non -Bank Financial intermediaries- LIC, GIC, Mutual Funds; Provident and Pension Funds; Regulation of Financial System.

**UNIT IV: Indian Financial Institutions**

The Evolution of Indian Financial System; Markets, Institutions, Instruments and the Regulatory Framework, Indian financial system in the Post Reform Period. The Transformation of Banking - New Institutions, Instruments and Markets, The Consequences of Liberalization, The New Structure of Finance, Changing Structure of Intermediation Credit, Credit Risk and Credit Transfer, Role for Stock Market.

**UNIT V: Financial Regulations in India**

Reserve Bank of India as a Financial Regulator and Financial Authority . Regulation and Supervision of Banking System - Basel Norms - Early Warning Signals of Credit Deterioration and Failure in Banks; Instruments and the Regulatory Framework.Regulation of Non-Bank Financial Intermediaries; Regulation of Capital Market. Financial Sector Reforms

17. Saini, G. R. (1979) : Farm Size, Resource, Use Efficiency and Income Distribution. New Delhi, Publishers, New Delhi.
18. Bhardwaj, K. (1978): Economic Analysis of the Process of Production, *Political Weekly*, Vol. 13, Issue No. 43-44.
19. Rao, C. H. H. (1975) : Technological Change and Distribution of Capital in Indian Agriculture, Asia Publication House, Delhi.
20. Bhardwaj, Krishna ( 1974): Production Conditions in Indian Agriculture: A Study based on Farm Management Surveys ( Department of Applied Economics Occasional Paper No. 10, Cambridge University Press.
21. Fox, K.A. and Johnson, D.C. (Ed.) (1970) : Readings in Economics of Agriculture, Oxford University Press.
22. The Indian Society of Agricultural Economics (1950): Readings in Agricultural Economics, Nature and Scope.
23. Sen, Abhijit and M S Bhatia (2004): Cost of Cultivation and Farm Income, State of the Indian Farmer: A Millennium Study, Vol 14, Government of India, Academic Foundation, New Delhi.

4

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sector; An overall review of the progress of institutional finance in rural India since independence.

#### UNIT-V

#### **Agricultural Problems and Policy Analysis**

Situation of Farmers in India; Agriculture and Foreign Trade: Export Competitiveness Measures; Current Status of India's Agricultural Foreign Trade; Agriculture and WTO: Measures taken by India to increase exports of agricultural commodities; Policy on Agrarian Reforms; Agricultural Price Policy, Role of CACP, state intervention; Concept of Minimum Support Price and Procurement Price.

#### Reading List:

1. FAO (2017): The Future of Food and Agriculture: trends and Challenges, Food and Agriculture Organization of the United Nations, Rome.
2. FAO (2016): The State of Food and Agriculture, Climate Change Agriculture and Food Security, Food and Agriculture Organization of the United Nations, Rome.
3. Ministry of Agriculture and Farmers' Welfare (2016): State of Indian Agriculture 2015-2016, Department of Agriculture, Cooperation & Farmers Welfare Directorate of Economics and Statistics New Delhi
4. Agricultural Statistics at a Glance (2015): Directorate of Economics and Statistics, Ministry of Agriculture, Government of India, New Delhi.
5. Debertin, D. L., (2012): Agricultural Production Economics 2nd Edn, Macmillan Publishing Company, New Jersey, USA
6. FAO (2011): The State of Food and Agriculture, Women in Agriculture, Closing the gender gap for development, Food and Agriculture Organization of the United Nations, Rome.
7. Krishna, K. L. & Kapila, Uma (2009): Readings in Indian Agriculture and Industry, Academic Foundation, New Delhi.
8. Bhalla, G. S. and Gurnail Singh (2001) : Indian Agriculture : Four Decades of Development, Sage Publications, New Delhi.
9. Gulati, A. and T. Kelly (1999) : Trade Liberalisation and Indian Agriculture, Oxford University Press, New Delhi.
10. Mahendra, Dev S. (1998): Regional Variations in Agricultural Performance in the Last Two Decades, *Indian Journal of Agricultural Economics*, Vol 53(1), January-March
11. Reddy, Subba S. and R. Raghu Ram (1996): Agricultural Finance and Management, Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi.
12. Bhalla, G.S. (1994) : Economic Liberalisation and Indian Agriculture, Institute for Studies in Industrial Development, New Delhi.
13. Acharya and Agrawal (1992): Agricultural Marketing in India, oxford and IBH Publishing Co. Pvt. Ltd.
14. Haque, T. and Sirohi, A.S. (1986) : Agrarian Reforms and Institutional Changes in India, Concept Publishing Company, Delhi.
15. Bhardwaj, K. (1987): Analytics of Agriculture-Industry Relation, *Economic and Political Weekly*, Vol. 22, Issue No. 19-20-21
16. Ghatak, S and K. Ingersent (1984): Agriculture and Economic Development, Select Book Service Syndicate, New Delhi.



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

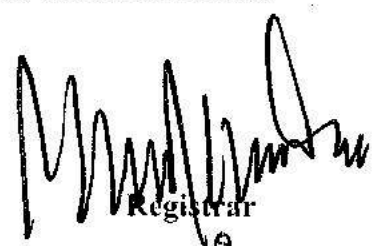
No: 4-7/MCA/CUJ/REG/2013/ 497

Date: 14 Sep 17

## NOTIFICATION

The detailed course scheme of 3<sup>rd</sup> to 6<sup>th</sup> semester of Department of Computer Science and IT has already been notified vide notification no: 4-7/MCA/CUJ/REG/2013/1708. dated: 23.09.2016 along with syllabus of 3<sup>rd</sup> and 4<sup>th</sup> semester.

Further on the recommendations of the Head, Department of CSIT, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved syllabi of 5<sup>th</sup> semester notified against above mentioned notification to be continued for the Academic Session 2017-18

  
Registrar

Encl: As above

Head, CSIT



**COURSE TITLE:** Compiler Design

**COURSE No.:** PGCSA500

**Internal Assessment=25 Mid-term Exam.=25 End -Term Exam. = 50 Total Marks= 100**

**DURATION OF EXAM: 3 HOURS**

**Lectures: 4 hours per week**

### **Unit I INTRODUCTION TO COMPILERS**

Translators-Compilation - The Phases of Compiler -Errors Encountered in Different Phases - The Grouping of Phases-, Bootstrapping & Compiler Construction Tools, Programming Language basics.

### **UNIT II LEXICAL ANALYSIS**

Need and Role of Lexical Analyzer- Lexical Errors, Expressing Tokens by Regular Expressions- Finite Automata: Nondeterministic Finite Automata, Deterministic Finite Automata, Converting Regular Expression to DFA- Minimization of DFA, Language for Specifying Lexical Analyzers- LEX- design of Lexical analyzer for a sample Language.

### **UNIT III SYNTAX ANALYSIS**

Need and Role of the Parser- Derivation and Parse tree, Context Free Grammars- Ambiguity, Capabilities of CFG, Top-Down parsers with backtracking, Recursive Descent Parsers, Predictive Parsers, Nonrecursive Predictive Parsers, Bottom-up Parsers, Shift Reduce Parser-LR Parser-LR(0), Construction of SLR Parsing Operator Precedence Parsers, LR parsers. YACC, Syntax Directed Definitions, Type checking

### **UNIT IV SYNTAX DIRECTED TRANSLATION & RUN TIME ENVIRONMENT**

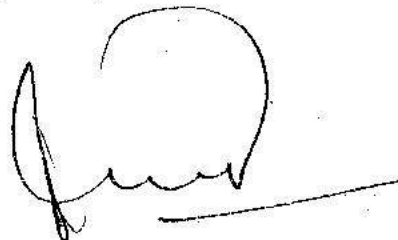
Run Time Memory Management: Static and Dynamic storage allocation, stack based memory allocation schemes, Symbol Table management Error Detection and Recovery: Lexical phase errors, Syntactic phase errors, Semantic errors. Intermediate Code Generation: Different Intermediate forms: three address code, Quadruples & Triples.

### **UNIT V**

Code Optimization & Generation Sources of optimization, Local optimization, Loop optimization, Peephole optimization. Issues in the design of Code Generator, Basic Blocks and Flow Graphs, Transformations on Basic Blocks, DAG, Code Generation Algorithm, Register Allocation and Assignment.

### **REFERENCES**

- 1 Alfred V Aho , Jeffrey D. Ullman: "Principles of Compiler Design", Narosa Publ. House.
2. A.V. Aho, R. Sethi and J.D Ullman: "Compiler: principle, Techniques and Tools", Addison Wesley.
3. Tremblay and Sorenson: "The theory and Practice of Compiler Writing" - McGraw Hill.
4. Tremblay and Sorenson: "An Implementation Guide to Compiler Writing" - McGraw Hill.
5. London: "Compiler Construction" - Thomson Learning
6. H.C. Holub: "Compiler Design in C", Prentice Hall.



**COURSE TITLE:** Artificial Intelligence

**COURSE No.:** PGCSA SC002T

**Internal Assessment=25 Mid-term Exam.=25 End -Term Exam, = 50 Total Marks= 100**

**DURATION OF EXAM: 3 HOURS**

**Lectures: 4 hours per week**

**UNIT I:**

Introduction, Agents, Types of Agents, State Space Search: Generate and Test, Depth First Search, Breadth First Search, Comparison of BFS and DFS, Depth First Iterative Deepening (DFID), Heuristic Search: Heuristic Function, Best First Search, Hill Climbing, Solution Space Search, Beam Search.

**UNIT II:**

Randomized Search: Simulated Annealing, Genetic Algorithms, Ant Colony Optimization. Finding Optimal Paths: Branch and Bound, A\* Algorithm, Admissibility of A\*, A\* Monotone Property, Iterative Deeping A\*, Recursive Best First Search, Pruning the Open and Closed Lists.

**UNIT III:**

Problem Decomposition: Goal Trees, AO\*, Rule Based Expert Systems: Introduction, Working Memory, Rules, Inference Engines, Forward Channing, Backward Channing, Game Playing: Prisoner's Dilemma, Game Trees, Minimax Algorithm, AlphaBeta Algorithm.

**UNIT IV:**

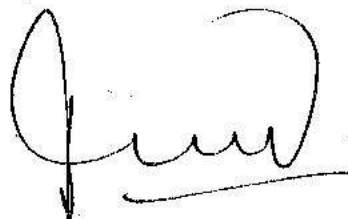
Knowledge Based Systems: Propositional Logic, Rules of Inference, Resolution refutation for PL, First Order Logic (FOL), Reasoning in FOL, Backward Chaining, Resolution method for FOL.

**UNIT V:**

Learning: Supervised Learning - Regression - Univariate and Multivariate, Decision Boundary, Linear Classification with Logistic Regression, Unsupervised Learning: K-nearest neighbour, Case Study: Predicting House Prices

**REFERENCES:**

- [1] A First Course in Artificial Intelligence, Deepak Khemani
- [2] Artificial Intelligence: A Modern Approach Textbook, Third Edition, Norvig and Stuart J. Russell
- [3] Artificial Intelligence, Pearson; Third edition, Patrick Winston



**COURSE TITLE:** Computer Graphics

**COURSE No.:** PGCSA5003T

**Internal Assessment=25 Mid-term Exam.=25 End -Term Exam. = 50 Total Marks= 100.**

**DURATION OF EXAM: 3 HOURS**

**Lectures: 4 hours per week**

**UNIT -I**

Introduction to Computer Graphics: Basics of Computer Graphics, Applications of computer graphics, Bitmap and Vector- Based Graphics, Random and Raster scan systems, Graphics input and output devices, Graphics software and standards, color models.

**UNIT-II**

Concept of Graphic Primitives: Coordinate system overview, points, lines, circles and ellipses as primitives. Line generation algorithms (DDA and Bresenham's), Circle and its properties, generation of circle (Bresenham's Method , midpoint algorithms), Point and Line clipping((cohen-sutherland, Liang-Barsky algorithms).

**UNIT-III**

Two-Dimensional transformations: Basic Transformations-Translation, Rotation, Scaling, Reflection, Shear Transformations, Combined Transformation, rotation about an Arbitrary point, inverse transformations

Three-dimensional transformations: Translation, rotation, scaling, rotation about an Arbitrary axis, reflection

**UNIT-IV**

Viewing Transformations: Introduction, objectives of viewing transformation. World Coordinates and Viewing Coordinates. Concept of projections: parallel projection, orthographic and oblique projections, isometric projections, perspective projections-concept of vanishing points, single point, perspective transformation, window-to-viewport transformations.

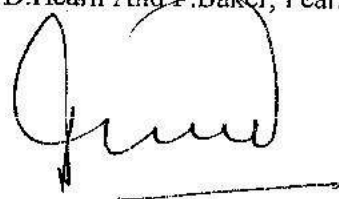
**UNIT-V**

Concept of visible surface detection, Methods of visible surface detection (depth buffer, scan line, area sub division).

Introduction to polygons and curves: Polygon representation methods -polygon surfaces, polygon tables, plain equation, polygon meshes. Hermite and Bezier curves and their properties. B-Spline Curves, Fractals and its applications.

**REFERENCES**

1. Hearn, D., Baker, and P.M.: Computer Graphics, Prentice-Hall.
2. A.P Godse "Computer Graphics", Technical Publication.
3. Rogers, D.F.: Procedural Elements for Computer Graphics, McGraw-Hill, 1985.
4. Harrington, S.: Computer Graphics: A Programming Approach, TataMcGraw- Hill, 1983.
5. Foley, J.D., Van Dam, A.: Fundamentals of Interactive Computer Graphics, Addison Wesley, 1982.
6. Zhingang Xiang, Roy Plastock, Computer Graphics, Schaum's Outlines
7. Tosijasu, L.K.: Computer Graphics, Springer Verlag, 1983.
8. Rogers, D.F: McGraw Hill: Mathematical Elements of Computer Graphics,
9. Newman, W., Sproul, R.F.: Principles of Interactive Computer Graphics, McGraw-Hill, 1980.
10. Computer Graphics C Version, D.Hearn And P.Baker, Pearson Education



### UNIT-I

**Overview:** Data models, Database schema, Three-level Schema architecture, Data Independence. Database languages; DDL, DML, DCL.

**Database design concepts:** The ER model revisited, Enhanced ER model: Subclasses, Super classes, Inheritance, Specialization and Generalization, Constraints, Relational model concepts, Relational database design: Functional Dependencies, Normalization.

### UNIT-II

**Relational Model :** Relational Algebra, Relational Calculus

**Transaction Processing & Concurrency control:** Transactions concept, ACID Properties, concurrent execution problems, isolation, testing for Serializability, Concurrency control

**Techniques:** lock based, time-stamp based, validation based protocols, multi-version schemes, deadlock handling. Database security, Database recovery, Backup techniques.

### UNIT-III

**Database technologies:** Parallel databases, Distributed Database, Client-Server Architecture

Object oriented databases, Active database concepts, temporal database concepts, spatial databases, Deductive databases.

Data warehouse-overview, need and characteristics, data marts, multidimensional data

### UNIT-IV


**Advance trends in Database:** Mobile databases, Multimedia Databases, Geographic information systems (GIS); XML and Internet Databases: Structured, Semi-structured and Unstructured Data, Big data overview

### UNIT V

**Database development tools:** Introduction to query languages, Database queries using DDL,DML ,DCL, Procedural Language / SQL, views ,sequences, index, synonyms, Procedures and functions, triggers

### REFERENCES

- 1) Elmasri and Navathe, " Fundamentals of Database Systems", [5e], Pearson Education.
- 2) Korth, Silberchatz, Sudarshan , "Database System Concepts",[5e], McGraw-Hill.
- 3) Raghuram Ramakrishnan, Johannes Gehrke, "Database Management Systems", McGraw-Hill.
- 4) Shaum's Outlines, "Relational Data Base systems", McGraw-Hill.
- 5) Peter Rob and Coronel, "Database Systems, Design, Implementation and Management", Thomson Learning
- 6) C.J.Date, Longman, "Introduction to Database Systems", Pearson Education.
- 7) Chris Eaton, Dirk deRoos et al., "Understanding Big data ", McGraw Hill, 2012.
- 8) Introduction to PL/SQL ,Ivan Bayross



**COURSE TITLE: NETWORK SECURITY**

**Internal Assessment=25 Mid-term Exam.=25 End -Term Exam. = 50 Total Marks= 100**

**DURATION OF EXAM: 3 HOURS**

**Lectures: 4 hours per week**

**C.No - PGCSASE002T**

**UNIT-1**

Fundamentals of Network Security: Need, Security levels, OSI security architecture, Security Attacks, Security services: Authentication, Access Control, Confidentiality, Integrity, Availability, Non-repudiation; Entity Authentication  
Threats & Vulnerabilities : Unauthorized Access, Impersonation, Denial of Services, Malicious Software, Trap Doors, Logic Bomb, Trojan Horses, Viruses & Worms, Security Strategies & Processes, Importance of Security Policies and Audits.

**UNIT-2**

Cryptography: Introduction, Cryptographic principles, Classical encryption techniques, cipher types, substitution ciphers, Transposition ciphers, one time pads. Traditional ciphers, simple modern ciphers, Modern round ciphers.  
Symmetric Key Cryptography: DES, AES, Cipher modes. Asymmetric key Cryptography: RSA, Diffie-Hellman

**UNIT-3**

Authentication: Introduction, Authentication based on a shared- secret key, Digital Signatures, Message authentication, MAC, Entity Authentication-Passwords, challenge response, password and address based, authentication using Kerberos.  
Hash functions – Hash function criteria, Security of hash functions, Hash functions based on block ciphers, Hash algorithm-SHA-1, MD5

**UNIT-4**

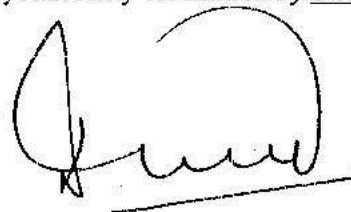
System Security : Intruder Behaviour Patterns, Intrusion Techniques, Intrusion detection System/Intrusion Prevention System, Logs and Audit Records, Statistical Anomaly, Rule based, Distributed, Honeypots, ID exchange format.  
Firewalls: Characteristics and Types of Firewalls-Packet Filtering Firewall, Stateful Inspection Firewalls, Application-Level Gateway, Circuit-Level Gateway. Firewall Basing- Bastion Host, Host-Based Firewalls, Personal Firewall. Firewall Location and Configurations- DMZ Networks, Virtual Private Networks, Distributed Firewalls

**UNIT-5**

Web Security: Threats, Secure Naming, IPSec, SSL/TLS, HTTPS, SSH, Security features, Server privileges, Email Security: PGP, PEM, S/MIME. Public Key Infrastructure, Digital Certificates, Certificate Authorities.  
Legal and Ethical aspects: cybercrime and its types, Intellectual Property, Privacy, Ethical Issues, Copyright

**REFERENCES**

1. Computer Networks, Andrew S.Tanenbaum, Fourth Edition, Pearson Publishing
2. Data Communications and Networking, Behrouz A Forouzan, Fourth Edition, McGrawHill
3. Network Security Essentials, William Stallings, Prentice-Hall
4. Network Security Essentials Applications and Standards, 5/E, William Stallings
5. Network Security: The Complete Reference, Roberta Bragg, Mark Rhoades-Ousley, Keith Strassberg, McGraw Hill
6. William Stallings, "Cryptography and Network Security: Principals and Practice", Pearson Education.
7. Behrouz A. Frouzan: Cryptography and Network Security, TMH
8. Introduction to Computer Networks and Cybersecurity 1st Edition by Chwan-Hwa (John) Wu (Author), J. David Irwin



M.Sc. (Computer Science)-MCA

**COURSE TITLE:** Soft Computing

**COURSE No.:**

**Internal Assessment=25 Mid-term Exam.=25 End -Term Exam. = 50 Total Marks= 100**

**DURATION OF EXAM: 3 HOURS**

**Lectures: 4 hours per week**

C. no - P4CSASE002T

**UNIT-I**

Soft Computing: Definition, Soft computing Techniques, Soft Vs hard computing, Applications of Soft Computing,

Basic concepts of neuro-computing: Artificial Neural Network (ANN) and their biological roots, Models of Neurons, Threshold Functions, ANN architecture, Feed forward Neural Networks, Linear separability, X-OR problem and solution. Perceptron, Applications of Artificial Neural Networks-Pattern Mapping, Pattern Recognition, Pattern Classification, Pattern Clustering, Learning rules, Learning Paradigms.

**UNIT-II**

Back propagation Networks : (BPN) Architecture of feed forward network, single layer ANN, multilayer Perceptron, back propagation learning, back propagation algorithm, Competitive learning networks, Associative Memories, Hopfield Networks, Kohonen's self organizing networks, Simulated Annealing, The Boltzmann machine, ART, RBF

**UNIT-III**

Introduction to Fuzzy Logic: Classical and Fuzzy Sets: Overview of Classical Sets, Membership Function, Fuzzy rule generation. Operations on Fuzzy Sets: Compliment, Intersections, Unions, Combinations of operations, Aggregation Operations, Fuzzy Arithmetic: Fuzzy Numbers, Linguistic Variables, Arithmetic Operations on Intervals & Numbers, Lattice of Fuzzy Numbers, Fuzzy Equations. Fuzzy Logic: FIS working.

**UNIT-IV**

Genetic algorithms(GA), Evolution strategies(Ess), Evolutionary programming(EP), Genetic Programming(GP), Selecting, crossover, mutation, schema analysis, analysis of selection algorithms; convergence; Markov & other stochastic models.

**UNIT-V:** Computer Implementation of Genetic Algorithm: Reproduction, Crossover, and mutation, Mapping objective functions to fitness form, Fitness scaling, Different types of encodings - Binary Encoding, Octal Encoding, Hexadecimal Encoding, Permutation Encoding, Value Encoding, Tree Encoding etc.

**REFERENCES**

1. S. N. Sivanandam & S. N. Deepa, Principles of Soft Computing, Wiley - India, 2016.
2. Jang, Sun, Mizutani, Neuro-Fuzzy and Soft computing, Pearson.
3. Haykin, Neural networks: a comprehensive foundation, Pearson.
4. Mitchell M., An Introduction to Genetic Algorithms, Prentice-Hall, 1998.
5. Goldberg D. E., Genetic Algorithms in Search, Optimization, and Machine Learning, Addison-Wesley, 1989.
6. Klir G.J. & Yuan B., Fuzzy Sets & Fuzzy Logic, PHI.



जम्मू कश्मीर विश्वविद्यालय

Central University of Jammu

राधा-सुचानी (बागला), जिला सांबा-181143 जम्मू (जम्मू एवं कश्मीर)

Rahya- Suchani (Bagla), District Samba-181143, Jammu (J & K)

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No. 4-5/CUJ/Reg/HRM/2013/564

6<sup>th</sup> November, 2017

**NOTIFICATION**

**Sub:** Course Scheme and Syllabus Notification of all semesters of MBA (HRM) for Academic Session 2017-18 and 2018-19

It is hereby notified for the information of all concerned that, on the recommendations of the Board of Studies, Department of Human Resource Management & Organizational Behaviour, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the **Course Scheme and Syllabus** of all semesters of **MBA (HRM)** for the Academic Session 2017-18 and 2018-19.

The approved Course Scheme and syllabus are as under:

**Semester - I**

| Course Code              | Course Title                              | Credit    | CIA | MSE | ESE | Max. Marks |
|--------------------------|---|-----------|-----|-----|-----|------------|
| <b>Core courses</b>      |   |           |     |     |     |            |
| PGHRM1C007T              | Organizational Behaviour                  | 4         | 25  | 25  | 50  | 100        |
| PGHRM1C008T              | Human Resource Management                 | 4         | 25  | 25  | 50  | 100        |
| PGHRM1C009T              | Quantitative Techniques                   | 4         | 25  | 25  | 50  | 100        |
| PGHRM1C010T              | Managerial Economics                      | 4         | 25  | 25  | 50  | 100        |
| PGHRM1C011T              | Management Accounting                     | 4         | 25  | 25  | 50  | 100        |
| PGHRM1C012V              | Viva Voce                                 | 2         | -   | -   | -   | 50         |
| <b>Foundation Course</b> |   |           |     |     |     |            |
| PGHRM1F008T              | Communication for Professional Excellence | 4         | 25  | 25  | 50  | 100        |
| <b>Total</b>             |   | <b>26</b> |     |     |     | <b>650</b> |

**Semester - II**

| Course Code              | Course Title                             | Credit    | CIA | MSE | ESE | Max. Marks |
|--------------------------|--|-----------|-----|-----|-----|------------|
| <b>Core Courses</b>      |  |           |     |     |     |            |
| PGHRM2C008T              | Marketing Management                     | 4         | 25  | 25  | 50  | 100        |
| PGHRM2C009T              | Financial Management                     | 4         | 25  | 25  | 50  | 100        |
| PGHRM2C010T              | Research Methodology                     | 4         | 25  | 25  | 50  | 100        |
| PGHRM2C011T              | Operation Management                     | 4         | 25  | 25  | 50  | 100        |
| PGHRM2C012T              | Information Technology Management        | 4         | 25  | 25  | 50  | 100        |
| PGHRM2C013L              | Lab on Information Technology Management | 2         | -   | -   | -   | 50         |
| PGHRM2C014V              | Viva Voce                                | 2         | -   | -   | -   | 50         |
| <b>Foundation Course</b> |  |           |     |     |     |            |
| PGHRM2F009T              | Business Law and Ethics                  | 4         | 25  | 25  | 50  | 100        |
| <b>Total</b>             |  | <b>28</b> |     |     |     | <b>700</b> |


*(Signature)*

## Semester - III

| Course Code   | Course Title                        | Credit    | CIA | MSE | ESE | Max. Marks |
|---|-------------------------------------|-----------|-----|-----|-----|------------|
| <b>Core Courses</b>   |                                     |           |     |     |     |            |
| PGHRM3C005T   | Strategic Management                | 4         | 25  | 25  | 50  | 100        |
| PGHRM3C006T   | Industrial Relations                | 4         | 25  | 25  | 50  | 100        |
| PGHRM3C007Tr  | Summer Training                     | 2         | -   | -   | -   | 50         |
| PGHRM3C008V   | Viva Voce                           | 2         | -   | -   | -   | 50         |
| <b>Elective (Any Four)</b>  |                                     |           |     |     |     |            |
| PGHRM3E013T   | Retail Management                   | 4         | 25  | 25  | 50  | 100        |
| PGHRM3E014T   | Consumer Behaviour                  | 4         | 25  | 25  | 50  | 100        |
| PGHRM3E015T   | Sales Management                    | 4         | 25  | 25  | 50  | 100        |
| PGHRM3E016T   | Organisational Development          | 4         | 25  | 25  | 50  | 100        |
| PGHRM3E017T   | Compensation And Reward Management  | 4         | 25  | 25  | 50  | 100        |
| PGHRM3E018T   | Industrial Psychology               | 4         | 25  | 25  | 50  | 100        |
| PGHRM3E019T   | Competency Mapping and HR Analytics | 4         | 25  | 25  | 50  | 100        |
| <b>Interdisciplinary Courses Offered by the Department to other Departments (Any One)</b> |                                     |           |     |     |     |            |
| PGHRM3I015T   | Entrepreneurship Development        | 4         | 25  | 25  | 50  | 100        |
| PGHRM3I016P   | Project on Business Plan            | 4         | -   | -   | -   | 100        |
| <b>Total</b>  |                                     | <b>32</b> |     |     |     | <b>800</b> |

## Semester - IV

| Course Code   | Course Title                            | Credit    | CIA  | MSE  | ESE | Max. Marks |
|---|---|-----------|------|------|-----|------------|
| <b>Core Courses</b>   |   |           |      |      |     |            |
| PGHRM4C004T   | Entrepreneurship Development            | 4         | 25   | 25   | 50  | 100        |
| PGHRM4C005T   | Labour Laws and Legal Aspects of HR     | 4         | 12.5 | 12.5 | 50  | 100        |
| PGHRM4C006V   | Viva Voce                               | 2         | -    | -    | -   | 50         |
| <b>Elective (Any Four)</b>  |   |           |      |      |     |            |
| PGHRM4E012T   | E-Marketing                             | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E013T   | Advertising Management                  | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E014T   | Brand Management                        | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E015T   | Strategic Human Resource Management     | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E016T   | Personal Growth And Self Management     | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E017T   | Cross Cultural management               | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E018T   | Training And Development                | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E019T   | Human Resource Development              | 4         | 25   | 25   | 50  | 100        |
| PGHRM4E020T   | Team Building & Leadership              | 4         | 25   | 25   | 50  | 100        |
| <b>Interdisciplinary Offered by the Department to other Departments (Any One)</b> |   |           |      |      |     |            |
| PGHRM4I014T   | Soft Skills and Personality Development | 4         | 25   | 25   | 50  | 100        |
| PGHRM4I015P   | Project on Digital Marketing            | 4         | -    | -    | -   | 100        |
| <b>Total</b>  |   | <b>30</b> |      |      |     | <b>750</b> |

  
 Deputy Registrar  
 (Admin - HR)

Encl: Syllabus of all semesters of MBA (HRM)

To:  
Head, Department of HRM&CB



**Syllabus of MBA (Human Resources Management) - 1<sup>st</sup> Semester**  
For the academic year 2017-18, 2018-19

Course No. PGHRMIC003  
Course Title: Organisational Behaviour  
Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective:**

- Providing the students a conceptual framework for understanding, analyzing and predicting behavior
- Helping them to understand OB in Indian context
- Familiarizing about the challenges and opportunity for OB
- Helping the students to gain an understanding of dynamics of complex work situations.

**Unit I: Foundations of Organizational Behavior**

The nature and functions of an organization; meaning and systematic study of O.B; Contribution of behavioural sciences to O.B.; Developing contingency model of O.B; OB in a global perspective; Challenges and opportunities in OB.

**Unit II: Individual Dimensions in Organizational Behavior**

Nature of human behavior; Personality; meaning; theories and determinants; Values, attitudes and job satisfaction; Perception process.

**Unit III: Foundations of Learning and Motivation**

Learning process; Theories of learning; content theories of motivation(brief discussion) ; Process theories of motivation; Reinforcement and motivation; An integrative model of motivation; Motivational techniques for Indian managers.

**Unit IV: Group and Interpersonal Dimensions**

Formation, classification, stages and group dynamics; Group decision making; teams and team work; transactional analysis; conflict management.

**Unit V: Organizational Dimensions**

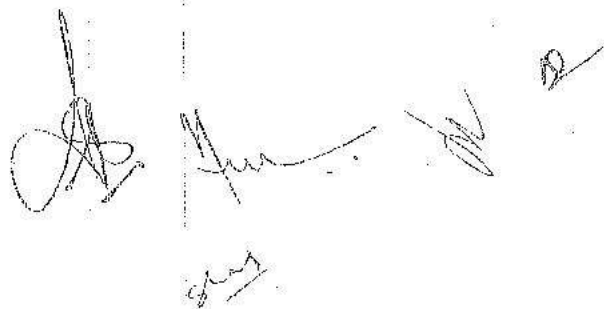
Leadership, Organizational culture; Work Stress; Organizational change; Organizational development.

**Note:**

- Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- Robins, S.P. and Sanghi, S.: Organizational Behavior, ed. xi, Pearson Education, New Delhi.
- Sakaran, U., Organizational Behavior, TMH, N. Delhi.
- Newstrom J W and K Davis: Organizational Behavior: Human Behavior at Work, ed. v, New Delhi: Tata McGraw.
- F. Luthans: Organizational Behavior, ed. vii, PHI, New Delhi.
- L.M. Prasad: Organization Theory and Behavior, APH, New Delhi.
- Mullins L. J.: Management and Organizational Behavior, Pearson- Education, N. Delhi.



**Syllabus of MBA (Human Resources Management) - 1<sup>st</sup> Semester**  
**For the academic year 2017-18, 2018-19**

**Course No. PGHRM1C0037**  
**Course Title: Human Resource Management**  
**Duration of Examination: 3 Hrs**

**Contact Hrs/Week: 4 Hrs**  
**Credit: 04**  
**Maximum Marks: 100**

**Course Objective**

- To familiarize the students with concepts and functions of Human Resource Management
- To help the students in identifying problems related to People Management.
- To acquaint the students with different strategies applied in management of human resources & develop an understanding of contemporary issues in the HRM

**Unit I Introduction to Human Resource Management**

**Human Resource Management: Concept, Nature, Functions and Significance of People Management in an organization; Evolution of HRM, Indian Scenario and HRM, Challenges faced by HRM, Models of HRM: The Harvard Model, The Michigan Model**

**Unit II Manpower Management**

**Human Resource Planning: Steps, Factors; Job Analysis: Job Description & Job Specification; Recruitment: Steps, Sources & Methods of Recruitment, Selection: Stages in Selection Process, Selection Tests, Reliability & Validity in Selection, Induction: Objectives, Procedure and Techniques, Succession Planning, Succession Planning, Job Evaluation: Objectives, Methods: Quantitative & Non Quantitative**

**Unit III Training and Development**

**Training: Purpose & Principles, Training Need Analysis, Methods of Training, Executive Development: Need, Techniques of Management Development, Promotions: Types, Transfers: Purpose, Procedure, Separation: Resignation, Dismissal, Suspension, Retrenchment, Lay-off, Performance Appraisal: Process, Methods-Traditional & Modern, Problems**

**UNIT IV Compensation, Benefits and Employee Welfare**

**Compensation: Objectives, Factors, Components, Benefits, Quality of Work Life, Employee Engagement: Levels, Building Blocks, Employer Branding**

**Unit V Industrial Relations**

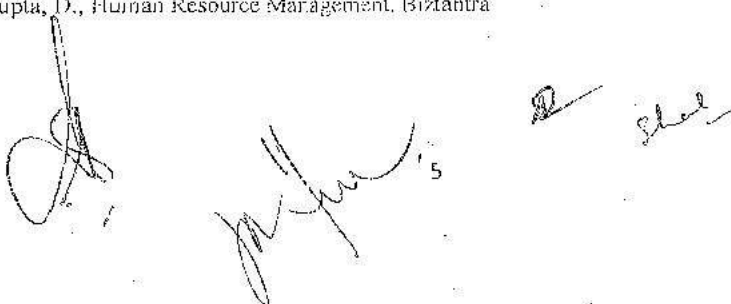
**Industrial Relation: Objectives, Nature, Scope, Preventive & Settlement Machinery, Trade Unions: Objectives, Functions, Classification, Problems, Grievance: Forms, Causes, Collective Bargaining: Process**

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading**

- ❖ Armstrong, M. Armstrong's Handbook of Human Resource Management Practice, Kogan Page
- ❖ Dessler, G., Human Resource Management, Pearson Education, 13<sup>th</sup> Edition
- ❖ DeCenzo, D. A., & Robbins, S. P. (2010). Fundamentals of Human Resource Management, John Wiley & Sons.
- ❖ E. Schuster: Human Resource Management, Concept, Cases and Readings, PHI
- ❖ Fisher, Schoenfeldt and Shaw, Managing Human Resource, Cengage Learning
- ❖ Jata & Nair: Personnel Management & Industrial Relations, S. Chand
- ❖ Manoria, C. B., Rao, V. S. P., Personnel Management, Himalya Publishing House, New Delhi
- ❖ Monoppa & Saiyadain, Personnel Management, Tata McGraw Hill, New Delhi.
- ❖ Pattanayak, B., Human Resource Management. PHI (EEE)
- ❖ Sengupta, D., Human Resource Management. Biztantra



**Syllabus of MBA (Human Resources Management) - 1<sup>st</sup> Semester**  
For the academic year 2017-18, 2018-19

Course No. PCHRMIC0097  
Course Title: Quantitative Techniques  
Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective:**

The objective of this course is to equip the participants with the relevant tools and techniques for applications in solving Managerial Problems. The Focus of this course will be on application of quantitative methods in business situations

**Unit-I**

Management Science: Concept and Importance, Introduction to Descriptive Statistics, Probability Simple decision problems under certainty risk and uncertainty, Criteria for decision under uncertainty, Criteria for decision making under Risk, Decis on trees

**Unit-II**

Linear programming: Formulation of problems, Graphical method, Simplex Duality in linear programming; Sensitivity Analysis, Fundamentals of Calculus, Working with excel.

**Unit-III**

Transportation model; North West Corner Method, Least Cost Method, Vogel's Approximation Method, Stepping Stone method, MODI Method, Application of Transportation Model, Transshipment Problems, Assignment Model: Hungarian Method

**Unit-IV**

Introduction to Project Evaluation and Review Technique and Critical Path Method, Network Construction, Analysis of Critical Path, Time-Cost trade off: Crashing, Analysis Planning and scheduling Project costs, Controlling project costs.

**Unit-V**

Introduction to Game theory, Two person Zero sum Game, Minimax Maximin Strategies, Saddle point and Mixed Strategies, Simulation for business: Monte Carlo Method, Application of Simulation in Business Situations.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Quantitative Techniques in Management, Vohra, N.D, McGraw Hill, Publishing House 3<sup>rd</sup> Edition
- ❖ Operation Research (Quantitative Techniques in Management ), Kapoor, V.K. Sultan Chand Publications 8th Edition
- ❖ Operations Research An Introduction, Taha Hamdy Pearson Publications 8th Edition
- ❖ Introduction to Operations Research, Hiller Frederick & Gerald Lieberman Tata McGraw Hill Publications 8th edition
- ❖ The Management Scientist Anderson , David R Dennis J. Sweeney & Thomas A Williams Cengage publishers 2nd Edition

**Syllabus of MBA (Human Resources Management) - 1<sup>st</sup> Semester**  
**For the academic year 2017-18, 2018-19**

**Course No. PGHRMCO101**  
**Course Title: Managerial Economics**  
**Duration of Examination: 3 Hrs**

**Contact Hrs/Week: 4 Hrs**  
**Credit: 04**  
**Maximum Marks: 100**

**Course Objective**

The objective of this course is to acquaint the participants with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

**UNIT 1**

Managerial Economics: Meaning nature and scope of managerial economics Role of Micro and Macro-Economic Analysis in Formulation of Business Policies Demand Analysis: Demand and Law of Demand, Determinants of demand on demand functions, Change in demand elasticity of demand degrees measurement of price elasticity of demand -total expenditure method proportionate method point elasticity method and Law of Supply.

**UNIT 2**

Markets: meaning characteristics, types of markets perfect and Imperfect , Utility and Indifference curve approaches meaning, Law of Diminishing marginal rate of substitution properties of indifference curve

**UNIT 3**

Price line consumer's equilibrium conditions of consumer's equilibrium income substitution and price effect . Production function, Short run and long run, cost and output analysis; General Theory of price determination, role of time elements in price determination.

**UNIT 4**

National Income, GDP & Other Measures of National Income. Price Indices- CPI/PP1. Aggregate Demand and Supply. Inflation: Concept, Theories and Application. Role of major financial institutions & markets in India

**UNIT 5**

Fiscal and Monetary Policies -Conceptual, Business Fluctuations and Trade Cycles Theories and Its Relevance in Business Decisions. Role of IMF, World Bank in the economic restructuring of countries

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading**

- ❖ Buamol William J & Alan S. Blinder, Microeconomics Principles & Policy, Thomson South Western, 2007
- ❖ Mankiw, N. Gregory, Principles Of Microeconomics ,Cengage Learning ,South Western, 2006
- ❖ Pindyck Robert S, Rubinfeld & Mehta, Microeconomics, Pearson 2006
- ❖ Mankiw, N. Gregory, Economics Principles and Applications ,Cengage Learning 2007
- ❖ Samuelson, Paul A. & William B. Nordhaus, Economics , Tata Mac Graw Hill ,2005
- ❖ Boyes William And Micheal Melvin ,Text Book Of Economics , Biztantra ,2005
- ❖ Samuelson William F & Stephan, G. Marks ,Managerial Economics , Wiley 2008



**Syllabus of MBA (Human Resources Management) - 1<sup>st</sup> Semester**  
For the academic year 2017-18, 2018-19

Course No. PGMHMM10011  
Course Title: Management Accounting  
Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective**

The basic objective of this course is to enable the management students to impart knowledge of accounting concepts and techniques and also to develop skills in utilizing the accounting and financial information in the process of managerial decision-making.

**Unit-I**

**Introduction**

Financial Accounting-Concept, importance and scope. Accounting as an information system. Accounting concepts, conventions and Generally Accepted Accounting Principles (GAAP). Golden Rules for Accounting. Preparation of Journal, Ledger Entries and Trial Balance. Trial Balance Adjustments

**Unit-II**

**Final Accounts**

Concepts and methods of Depreciation including Straight line method, Diminishing balance method, Units of activity and Sum of digits Method Preparation of Final Accounts- Manufacturing Account, Trading & Profit and Loss Account and Balance sheet, Adjustments in final accounts.

**Unit-III**

Management Accounting and Financial Analysis : Management Accounting- Concept, need, importance and scope. Horizontal and vertical analysis of Financial Statements Financial Analysis – Ratio Analysis : Liquidity Ratio Analysis, Profitability Ratio Analysis, Activity Ratio Analysis & Solvency Ratio Analysis; Preparation of Funds Flow statement and Cash Flow statement. Difference between Fund Flow and Cash Flow

**Unit-IV**

**Cost Accounting** -- Concept, need, importance and scope. Preparation of Cost Sheet with element wise classification of various costs. **Budgeting**: Objective, Advantages, Disadvantages, Budgetary Control. Types: Cash Budget, Production Budget, Sales Budget and Zero Based Budgeting.

**Unit-V**

**Marginal and Standard Costing**

**Marginal and absorption costing** -- their difference. Concept & utility of CVP analysis in business decision making. **Standard costing and Variance Analysis** -- Material Variance and Labour Variance. Material & Labour mix Variances.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- ❖ A Textbook of Accounting for Management, Maheshwari S.N, Maheshwari S.K, Sharad K. Maheshwari, Vikas Publication, New Delhi
- ❖ Management Accounting: Text Problems & Cases, M. Y Khan, P. K Jain, McGraw Hill Education (India) Private Limited.
- ❖ J.S. Accounting Principles, Anthony R.N. and Recco, 6<sup>th</sup> ed., Homewood, Illinois, Richard D. Irwin, 1995
- ❖ Accounting for Management Text and Cases, Bhatnacharya, S.K. and Dearden J., New Delhi, Vikas Publication House, 1996.
- ❖ Financial Accounting, Heitger, L.H. and Matulich, Serge, New-York, Mc-Graw Hill, 1990.
- ❖ Management Accounting, Hingorani, N.L. and Ramnathan, A.R., 5<sup>th</sup> ed., New Delhi, Sultan Chand, 1992.
- ❖ Principles of Financial and Management Accounting, Financial and Managerial Accounting, Horngren, Charles, etc., Englewood Cliffs, New Jersey, Prentice Hall Inc., 1994.
- ❖ Financial and Management Accounting, Needles, Belverd, etc., Boston, Houghton Mifflin Company, 1994.

**Syllabus of MBA (Human Resources Management) - 1<sup>st</sup> Semester**  
**For the academic year 2017-18, 2018-19**

Course No: PGMHRM1P0063  
Course Title: Communication for Professional Excellence  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective**

To enable the students become aware of the importance of managerial communication and the need to master it in order to successfully function in their day-to-day work. To introduce them formally and systematically to some of the current practices in industry. To enable them to acquire some of the skills that are routinely needed. To build up their self-confidence by giving them a true picture of themselves as well as of their organization, so that they learn to project their image in all their understandings.

**UNIT-I**

**Introduction to Business Communication:** Organizational Communication, Functions of Communication, Communication Process, Direction of Communication, Barriers of Effective Communication, Cross Cultural Issues in Communication. Nonverbal communication – Role of body language, Kinesic, Proxemic, Haptic and paralinguistic communication, Designing and delivering winning presentations, crisis communication.

**UNIT-II**

**Interpersonal Communication:** Effective listening- Meaning, relevance and scope, listening skills, Barriers to effective listening, Types of conflict (Intrapersonal, intra group and inter group conflicts), Negotiating Business agreements, Communicating effectively in teams, Johari Window,

**UNIT-III**

**Business Correspondence:** Business Letters- Types, Format, and Layout, Winning Tone of Business Letters, Writing Memo and Notice, Agenda and minutes of meetings Business Reports and Proposals: Purpose and Types, Organizing and preparing reports and proposals, Presentation of Reports

**UNIT-IV**

**Employment communication:** Identifying potential career opportunities, planning a targeted Resume Preparing Resumes, Writing employment messages: application forms, Follow-up messages, Thank-you Messages, Job acceptance, Job refusal, Resignations. Job Interview: types of interviews, Preparing for Interviews, Mock interviews

**UNIT-V**

Role of Technology in communication, Social Media communication, Global Business Manners, Business Protocol, Principles of Neuro linguistic programming, Etiquette advantage in communication.

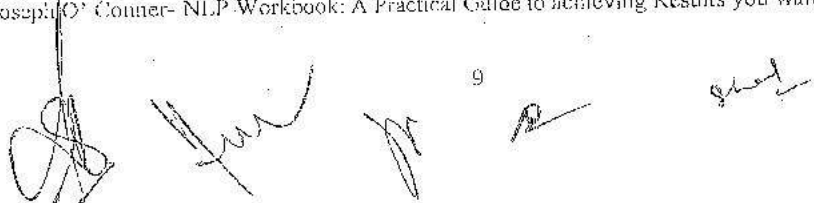
**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching - Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Carol, M. Lehman, Debbie D. Dufrere, Business Communication, Cengage Learning
- ❖ Boyce Courtland L. and Thrill, John V. Business Communication Today, Tata McGraw Hill, New York, Taxman Publications
- ❖ Ghanekar, A. (1996). Communication Skills for Effective Management, Everest Publishing House
- ❖ Lesikar, Raymond V and Peitit, John D. (1994); Business Communication: Theory and Application, Richard D. Irwin Inc. Illinois
- ❖ Ramar, Moenakshi and Sharma S. (2004) Technical Communication: Principles and Practice, Oxford University Press, New Delhi
- ❖ Hurlock, Elizabeth. B., Personality Development, Tata McGraw Hill
- ❖ Pareek, Uday Understanding Organisational Behaviour, Oxford Publication
- ❖ Sahu, R K., Training for Development, Excel Books
- ❖ Remita Reddy, NLP for Dummies
- ❖ Joseph O' Conner- NLP Workbook: A Practical Guide to achieving Results you want

9



**Syllabus of MBA (Human Resources Management) – 2<sup>nd</sup> Semester**  
**For the academic year 2017-18, 2018-19**

Course No. PGHRM2C0087  
Course Title: Marketing Management  
Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective:**

The purpose of this course is to develop understanding of the underlying concepts, strategies and issues involved in the marketing of products and services

- To familiarize with the basic concepts, and techniques of marketing management.
- To understand the behaviour of consumers.
- To create awareness of marketing mix elements.
- To analyse and solve marketing problems in the complex and fast changing business environment.

**Unit I: Marketing Basics**

Marketing and its core concepts; marketing management and its tasks; different philosophies of marketing management; marketing micro environment; marketing macro environment, Marketing Information System and Marketing Research; Emerging trends in marketing, Web Marketing, E-marketing

**Unit II: Major Marketing Concepts and Consumer Behaviour**

Concepts and components of marketing mix; target marketing; market segmentation and positioning; market targeting; consumer buying behaviour; consumer buying decision process.

**Unit III: Managing Products**

Basic concepts of a product; product mix and product line decisions; branding decisions; new product development process; innovation diffusion process.

**Unit IV: PLC and Pricing**

Product life cycle strategies; meaning and significance of price; factors influencing pricing; general pricing approaches; pricing practices and strategies.

**Unit V: Distribution and Communication**

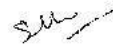
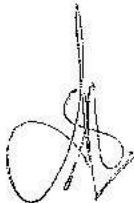
Marketing channels and its functions; designing marketing channel; concepts and elements of promotion mix; basics of international marketing; basics of marketing information system.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading**

- ❖ Enis, B.M. Marketing Classics: A Selection of Influential Articles, New York, McGraw Hill
- ❖ Kotler, Phillip and Armstrong, G. Principles of Marketing, New Delhi, Prentice Hall of India.
- ❖ Kotler, Phillip, Marketing Management: Analysis, Planning, Implementation and Control. New Delhi, Prentice Hall of India
- ❖ Ramaswamy, V.S and Namakumari, S. Marketing Management Planning, Control. New Delhi, MacMillian
- ❖ Stanton, William, J. Fundamentals of Marketing. New York, McGraw Hill.
- ❖ Neelamegham, S. Marketing in India: Cases and Readings. New Delhi, Vikas,



Syllabus of MBA (Human Resources Management) - 2<sup>nd</sup> Semester  
For the academic year 2017-18, 2018-19

Course No. PGMHM2C0097  
Course Title: Financial Management  
Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective.**

The objective of this course is designed to acquaint students about the basics of financial management. This course will help them in developing an understanding about the various aspects of financial decisions and their impact on other functional areas of management.

**Unit-I Introduction**

Concept, scope, classification and organization of Finance function, Financial Decisions, Objectives of Financial, Basics of Risk Return Tradeoff, and Agency Problem. Management- Profit maximization vs. Wealth maximization. Time Value of money.

**Unit-II Investment decision**

Capital Budgeting: Nature and concept of Capital Budgeting, Techniques of Capital Budgeting  
Traditional: Pay Back Period, Accounting Rate of Return, Discounted Cash Flow (DCF): Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI). Cost of capital: Cost of Equity, Cost of Preference Shares, Cost of Debt, Cost of Retained Earnings and weighted average cost of capital.

**Unit-III Sources of Long Term Funding & Financing Decision**

Financing Fixed Assets- (Long Term Sources) Shares, Debentures, financial service leasing, Hire purchase Venture capital Leverage: Financial Leverage (Financial Risk), Operating Leverage (Business Risk), Degree of Operating Financial and Combined leverage Capital Structure - Determinants of capital structure. Approaches to establish Appropriate Capital Structure- EBIT-EPS Approach (Indifference point in Capital Structure) Capital Structure Theories -Net Income Approach, Net Operating Income Approach & Modigliani-Miller Hypothesis.

**Unit-IV Working Capital Management**

Working Capital Management: Concept of working capital, Factors affecting working capital requirement. Computation of average working capital requirements. Financing Current Assets- (Short-term Sources): Public Deposits Financing through Bank (CC limit / OD), LOC and Commercial papers, and Factoring

**Unit-V Management of Earnings and Financial Modeling**

Types of Dividend, Dividend Payment - retention decision: Factors influencing dividend Decision. Impact of issue of Bonus shares, split of share & reverse stock split on company's balance sheet. Dividend Theories - Dividend Theories of Relevance - - Walters Model, & Gordon's Model, Dividend Theories of Irrelevance - - Modigliani-Miller Hypothesis. Financial Modeling- Concept, Scope and Limitations.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-Learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Financial Management, I.M. Pandey, Vikas Publishing House
- ❖ Financial Management, Text Problems and Cases, M.Y. Khan & P.K. Jain Tata Mc Graw Hill
- ❖ Financial Management and Policy, Van Horne, Prentice Hall India
- ❖ Financial Management Theory and Practice, Parvata Chandra Tata Mc Graw Hill Pvt. Ltd.



**Syllabus of MBA (Human Resources Management) – 2<sup>nd</sup> Semester  
For the academic year 2017-18, 2018-19**

**Course No. FGHHRM2C000Y**  
**Course Title: Research Methodology**  
**Duration of Examination: 3 Hrs**

**Contact Hrs/Week: 4 Hrs**  
**Credit: 04**  
**Maximum Marks: 100**

**Course Objective:**

The basic objective of this course is to acquaint the students with the procedure of conducting systematic inquiry in the field of management in general and HR in particular and to equip them with skills and knowledge needed to formulate and undertake the research project in a systematic manner.

**Unit I: Business Research: An Introduction**

Introduction to Basic Concepts; Stages in the Research Process; Problem Definition, Research Objectives, Types of Research; Significance of Business Research in Management Decision Making; Business Research in Practice.

**Unit II: Research Design & Data Collection Technique**

Classification of Research Design; Exploratory, Descriptive & Conclusive Research Designs; Causal Research; Secondary data- Nature, Sources & Advantages; Primary Data- Nature, Types, Means & Issues in Obtaining Primary Data.

**Unit III: Measurement, Attitude Scales & Questionnaire Design**

Concept of Measurement, Scales of Measurement- Their Types & Properties; Measurement of Attitudes & Scaling Procedure; Questionnaire Design and Testing

**Unit IV: Sampling, Hypothesis Testing and Data Preparation**

Sampling Theory, Design and Issues; Central Limit Theorem; Hypothesis Testing- Concept and Procedure; Data Preparation Process

**Unit V: Statistical Analysis Using SPSS & Reporting of Research Findings**

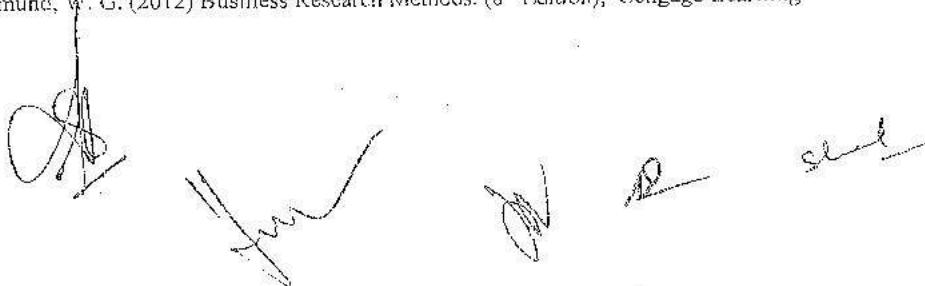
Introduction to SPSS; Analyzing Data Using SPSS---T-test, ANOVA, Correlation & Factor Analysis; Interpretation of Results; Reporting Research Findings

**Note:**

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- ❖ Teaching-Learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Cooper, D. R., & Schindler, P. S. (2012). *Business Research Methods*. (12<sup>th</sup> Edition), New Delhi: Tata McGraw-Hill.
- ❖ Malhotra, N. K. & Dash, S. (2011). *Marketing Research: An Applied Orientation*. (Sixth Edition), New Delhi: Pearson Education.
- ❖ Monipally, Mathukutty M and Pawar, Badrinarayan Shankar (2010). *Academic Writing: A Guide for Management Students and Researchers*. New Delhi, Response (Sage).
- ❖ Zikmund, W. G. (2012) *Business Research Methods*. (8<sup>th</sup> Edition), Cengage Learning



**Syllabus of MBA (Human Resources Management) – 2<sup>nd</sup> Semester**  
For the academic year 2017-18, 2018-19

Course No. FGIHRM2C0117  
Course Title: Operations Management  
Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective**

The objective of the course to impart knowledge to the students about Operations Management and laying the foundation for developing a better understanding of its intra-functional interaction with other areas of management.

**Unit I**  
**Operations Management:** Definition, Functions in organization, Historical evolution, Relationship with other functional areas, OM as a competitive weapon, OM Decisions.

**Operations Strategy:** Definition, Managing Strategy, Competitive Strategy, Richardson, Taylor & Gordon Frameworks for operational strategy, Strategy and Operational Effectiveness.

**Unit II**  
**Product Design:** Typology of products, Product life cycle, Technology lifecycle, The Product Development Process, Product Architecture, New Product Development & Economic cost, Product Development in Services, **Process Design:** Definition, Linking processes, Typology of processes, Process decisions, Flexibility in manufacturing, Process choice, Characteristics of different production systems, Process designs in Services.

**Unit III**  
**Facility Location:** Factors affecting facility planning at Global - Macro & Micro level, Methods for evaluating location based decisions, **Facility Layout:** Basic principles, Types of layouts - Process, Product/Line, Fixed, Group/Cellular, Concept of Line balancing and Assembly line balancing, **Facility Capacity Planning:** Measures of capacity, capacity planning process (when, what, how), Capacity expansion strategies, Service operations & system capacity.

**Unit IV**  
**Quality Management & Control:** Definition Attributes of Quality, Quality Principles, Dimensions of Design & Conformance quality, Philosophies of Quality, PDCA cycle, **Total Quality Management:** Definition, Concepts and Guiding principles for TQM, Customer Satisfaction Management, Quality Function Deployment, Models for TQM, Concept of Quality Circles.

**Unit V**  
**Material Requirement Planning (MRP):** Process, MRP pre-requisites, Planning Factors, Benefits, QFD, Introduction to MRP-II, **Enterprise Resource Planning (ERP):** Concept & Origin of ERP, Characteristics of ERP, Benefits of ERP, ERP Implementation - Methodology, Principles, Guidelines & Causes of failure, Post ERP Implementation, **Supply Chain Management (SCM):** Concept & Origin of SCM, Important elements of SCM. SCOR Model, Stevan's model of Supply Chain Integration.

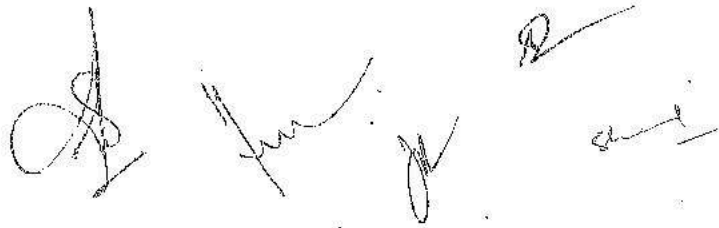
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- ❖ Teaching-Learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Gaither Norman & Frazier Greg (2011), Operations Management, 9<sup>th</sup> Edition, Cengage Learning, India Pvt. Ltd.
- ❖ Singla Rai Ashim (2010), Enterprise Resource Planning, 2<sup>nd</sup> Reprint, Cengage Learning India Pvt. Ltd.
- ❖ Evans & Collier (2007), Operations Management: An Integrated Goods and Services Approach, 1<sup>st</sup> Indian Reprint 2007, Thomson Learning.

- ◆ Krajewski Lee, Ritzman Larry & Malhotra Manoj (2007), 1<sup>st</sup> Reprint 2007, Pearson Prentice Hall.
- ◆ Adam Jr. & Ebert, R.J, Production and Operations Management (2010), 5<sup>th</sup> Edition, Prentice Hall of India Pvt. Ltd.
- ◆ Dr. Banerjee Biswajit, Operations Management and Control (2009), 2<sup>nd</sup> Edition 2009, S. Chand & Company Ltd. New Delhi.



Syllabus of MBA (Human Resources Management) - 2<sup>nd</sup> Semester  
For the academic year 2017-18, 2018-19

Course No. PGIHRM20012T  
Course Title: Information Technology Management  
Duration of Examination: 2 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 50

The objective of this course is to introduce to the students the management issues related to Information Systems and help them identify and evaluate various options in this regard.

**UNIT-I**  
Concept and role of Information Systems, Types of Information Systems, Operations Support Systems, Expert Systems, Knowledge Management Information Systems, Information Systems for Strategic Management, Competitive Strategy concepts and objectives, Strategic role of Information Systems, Integrating Information Systems with Business Strategy.

**UNIT-II**  
Planning for Information Systems: Identification of applications- Structured and unstructured approach; Business planning system and critical success factors; Methods of Identifying applications, Evaluation of applications and value analysis, Risk in information systems

**UNIT-III**  
Resource requirements for information systems: Hardware and Capacity Planning, Software Needs, Procurement Options- Make or Buy Decision, Outsourcing as an option in information systems.

**UNIT-IV**  
Systems Development life cycle: Critical Success factors in customized software, traditional sequential method for systems development, CASE tools and modern process of Systems development, Flexibility Integrity and Control Issues

**UNIT-V**  
Decision Support Systems-An overview: Role of Decision Support Systems in organizations, Modeling in Decision Support, Group Decision Support Systems, Expert Systems: Executive Information systems and their applications.

**Note:**

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- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Laudon Kenneth and Laudon Jane, MIS- A contemporary perspective. Prentice Hall, New York;
- ❖ O' Brien James A., Management Information Systems. Tata McGraw Hill Edition, New Delhi
- ❖ Kumar, M., Business Information Systems. Vikas Publishing House, New Delhi

**Syllabus of MBA (Human Resources Management) – 2<sup>nd</sup> Semester**  
For the academic year 2017-18, 2018-19

Course No: PGHRM2P00  
Course Title: Business Law and Ethics  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective:**

- The purpose of this course is to develop an awareness of the legal aspects of the business and to briefly introduce different business laws in India significant for the managers. To gauge the impact of individual and corporate decisions on human life, society, and the environment
- To examine the ethical climate in which managers have to function and thus build a framework for resolving ethical dilemmas.

**Unit - I**

Legislative Process, Definition, scope and sources of business Law, Kinds of Law, civil, criminal; courts of law; Company – Types, stages in the formation of a company; Contents of Memorandum of Association; Articles of Association

**Unit – II**

Shares – Meaning, and Kinds, Procedure for the issue and allotment, transfer and transmission of Shares; Issue of shares at premium and at discount, Forfeiture of shares. Debentures – meaning and types, difference between shares and Debentures.

**Unit – III**

Contract Act: Nature and classification of Contracts; the sales of good act, essentials of contract of sale; types of negotiable instruments: by statute and by custom or usage. Consumer Protection Act; Scope and Provision; Foreign Exchange Regulation Act (FERA), FEMA

**Unit IV: Other Laws**

Consumer Protection Act, Competition Act, Elements of Company Law, Intellectual Property Rights, MRTP, GST

**Unit V: Business Ethics**

Business Ethics: concept and nature, Ethical Theories; causes of unethical behaviour, Ethical abuses, Work Ethics. Ethics in Practice- Professional Ethics for Functional Managers, Ethics in Global Business, Ethical Dilemma, Ethos in HRM, Corporate Governance and Business Culture, Corporate Social Responsiveness, Emerging Issues.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- ❖ Boatright, J.R.: Ethics and the Conduct of Business, ed. vi, 2006, Pearson Education.
- ❖ Fernando, A.C.: Corporate Governance- Principles, Policies and Practices, ed. i, 2006, Pearson Education.
- ❖ Gulshan, S.K.: Mercantile Law, ed. iii, 2007, Execi Books.
- ❖ Kuchhal, M.C.: Business Law, ed. iv, 2005, Vikas Publishing. S. Veiasquez, M.G.:
- ❖ Business Ethics- Concepts and Cases, ed. vi, 2007, Pearson Education.

**Syllabus of MBA (Human Resources Management) -3<sup>rd</sup> Semester**  
For the academic year 2017-18, 2018-19

Course No: PGHRM3C0057  
Course Title: Strategic Management  
Duration of Exam: 3hrs

Contact Hrs/Week: 4Hrs  
Credits: 04  
Maximum Marks: 100

**Course Objective:**

The objective of this course is to present the students with the concepts and framework of strategic management. The students shall learn how to analyze company's business environment, select a strategy, and construct the organization necessary to put into action.

**Unit I**

Overview of Strategic Management; Concept of Strategy; Process of strategic management; Strategic Decision Making; Roles of a Strategist; Globalization and its Impact; Corporate Strategy and Corporate Governance; Strategic Intent; Vision, Mission, Goals and Objectives; Competitive Advantage

**Unit II**

Environmental appraisal - Concept of Environment, Components of Environment; Environmental Scanning Techniques- ETOF and SWOT Analysis (TOWS); Organizational appraisal - Internal Environment; Strategic Advantage Profile and Methods for Organizational Appraisal; Industry Analysis; Value Chain Analysis; Competition and Competitive dynamics; Concept, Importance and Use of Core Competence

**Unit III**

Corporate Level Strategies- Stability, Expansion, Retrenchment and Combination; Business Level Strategies- Conditions, Risk and Benefits of Cost Leadership, Differentiation and Focus Leadership; Porters' framework of Competitive Strategies; Identification of Critical Success Competitive Positioning

**Unit IV**

Strategic Analysis & Choice- Process of Strategic Choice; Subjective factors in Strategic Choice; Techniques of Strategic Analysis (BCG Matrix, GE Nine Cell, Product Market Evolution, Directional Policy Matrix); Aspects of Strategic Implementation; Resource Allocation; Issues in strategy implementation; Procedural Implementation; Structural Implementation; Behavioural Implementation; Operational Implementation

**Unit V**

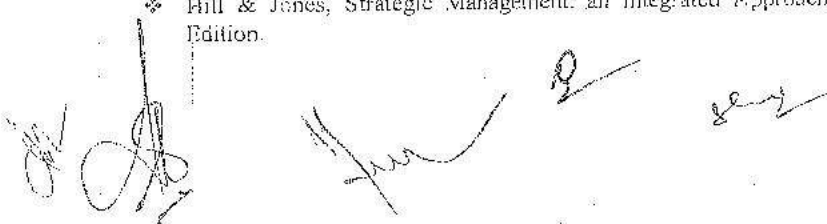
Strategic Evaluation; Organizational System and Techniques of Strategic Evaluation; Strategic Control; Operational Control; Contemporary Issues in Strategic Management - Blue Ocean Strategy, Balanced Score Card, Judo Strategy; Organizational Change and Learning

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- ❖ Pearce, Robinson & Mittal, Strategic Management: Formulation, Implementation and Control, TATA McGraw Hill Special Indian Edition, 10th Edition.
- ❖ Kazmi Azhar, Strategic Management & Business Policy, TATA McGrawHill, 3rd Edition, 2008.
- ❖ Fred David, Strategic Management: Concepts and Cases, Prentice Hall India, 12th Edition.
- ❖ Hill & Jones, Strategic Management: an Integrated Approach, Publisher Biztanara or Cengage, Sixth Edition.



**Syllabus MBA (Human Resource Management)-III Semester**  
**For the academic year 2017-18, 2018-19**

Course No: PCH2M3C006T  
Course Title: Industrial Relations  
Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective:**

Main objective of the course is to provide an understanding of the conceptual framework and operational aspects of issues relating to industrial relations.

**UNIT I**

Understanding Industrial Relations (IR): Meaning, objective, scope and determinants; Dimensions of IR. Interaction among principle parties within social, economic, political contexts; Theories and evolution of IR in India; Framework for successful Industrial Relations programme.

**UNIT II**

Approaches to the study of IR; Industrial Conflicts: Nature, causes and the effect of industrial disputes; Industrial Disputes Act 1947; Machinery to resolve industrial dispute in India (Conciliation, Arbitration, Adjudication); Alternative dispute resolution.

**UNIT-III**

Trade Unions: Objectives, Structure and Strategies; Problems and prospects of Trade Unions; Role of Indian Labour Organization in Trade Union Movement; Recognition of Trade Unions; Trade Union Act, 1926 (Amendment Act, 2001) Factories Act 1948.

**UNIT-IV**

Collective Bargaining: Meaning, objective, approaches, strategies and process; Impact of collective bargaining on management of Industrial Relations; Workers participation and IR; Workers' education and training; Employer's Associations: Function, role and importance; Steering groups and Quality Circles.

**UNIT-V**

Unfair labour practices; Judicial delineation of unfair labour practices; code of discipline in industry; Contract Labour Act, 1970; Child Labour Prohibition and Regulation Act, 1986; Organizational safety and welfare in India; Future of Industrial Relations in India.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-Learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Reading:**

- ❖ Edwin P. Flippo, - Personnel Management - McGraw-Hill International, Edition, 1984
- ❖ David Lewin - Contemporary Issues in Employment Relations, Amazon Publications
- ❖ C.B Manoria, S. Manoria S.V. Ganekar - Dynamics of Industrial Relations - Himalaya Publication House, 2010
- ❖ P. N. Singh, Neeraj Kumar- Employee Relations Management, Pearson, 2011-
- ❖ B. P. Singh-Personnel Management and Industrial Relations, Dhanpat Rai and Co.
- ❖ Dale Yoder- Personnel Management and Industrial Relations Prentice Hall of India
- ❖ Biswajit Pattnayak- Human Resource Management, Prentice Hall of India, 2006

Syllabus MBA (Human Resource Management)-III Semester  
For the academic year 2017-18, 2018-19

Course No: PGHRM3C007T  
Credits: 02

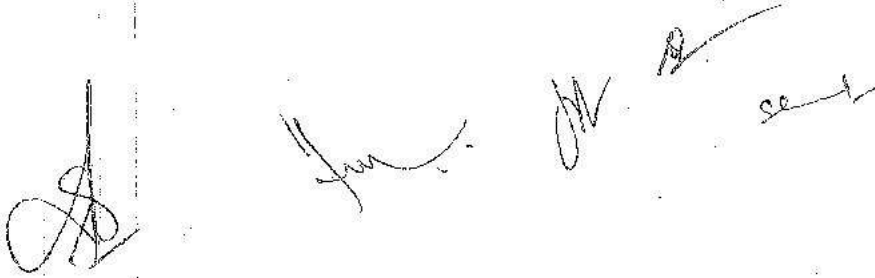
Course Title: Summer Training  
Maximum Marks: 50

**Objective:**

The students shall undergo industrial training with a view to achieving maximum integration between theory and practice. The students shall expose themselves to all important areas of Management with a special emphasis on the HRM functions of the organization.

**Content:**

At the end of second semester, students will have to undergo summer training of 8-10 weeks with an industrial, business or service organization by taking up a project study approved by the department. The performance of the students shall be evaluated on the basis of the feedback given by the company supervising manager, reports submitted, presentation made by them on the study, attendance and Viva-Voce examination conducted by a panel of examiners including practicing managers or as per University Ordinance/Statutes.

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**Syllabus MBA (Human Resource Management)-III Semester  
For the academic year 2017-18, 2018-19**

Course No: PCHRM3301BT  
Course Title: Retail Management  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 04  
Maximum Marks: 100

**Course Objective:**

The course shall enable the students to:

- Stimulate their interest in retail career by discussing opportunity and challenges in the retail industry.
- At the end of the course, the student will understand the world of retailing, marketing decisions in the retail sector, and issues related to retail management.

**Course Objectives**

- To understand the concept, process and management of retail business
- To develop an understanding of the retail strategy and planning process
- To have an understanding of merchandise process
- To focus on the emerging issues in retailing

**Unit I: Nature and Importance of Retailing**

Retailing And Retailers, Place Of Retailing In Marketing Mix, Retailing Economical And Social Importance, Value Added By Retailing Economic Justification, Size Of Retail Market, Operating Expenses And Profits, Retailing in India. Classifying Retail Firms: Firm Of Ownership, Operational Structure, Service And Price Orientation, Merchandise Offering.

**Unit II: Store & Non Store Retailing**

Type of Merchandiser, Single Line Store, General Store, Variety Store, Departmental Store, Supermarket, Superstore, Combination Store, Hypermarket, Discount Store, Warehouse Showroom, Catalogue Store, In Home Retailing, Telephone Retailing, Catalogue Retailing, Direct Response Retailing, Wholesalers-Sponsored, Voluntary Chain, Retailers -Sponsored Cooperative Chain, Manufacturers - Sponsored Franchising System.

**Unit III: Retail Strategy and Planning**

Retail Perspective, International Expansion- Growth Strategy, Understanding the Retail Customer, Store Locations

**Unit IV: Merchandise Management and Retail Decisions**

Target Market Selection, Merchandise, Merchandise Planning and Management, Merchandise Buying, Retail Pricing and Merchandise Performance. Location, Size, Store Image, Design, Layout and Shop Design, In Store Promotion, Credit and Collections, Front Office Management: Personnel-Selection, Recruitment and Motivation.

**Unit V: Creating & Sustaining Value and Trends in Retailing**

Retail Marketing Communication, Servicing the Retail Customer, Supply Chain Management, Growth of Shopping Malls, Factory Outlet, Discount And Discount Malls, Power Retailer, Increasing Power Of Retailer Brand V/S Manufacturer Brand, Green Retailing, e-Tailing, ethical and legal issues in retailing.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- ❖ David Gilbert, Retail Marketing Management, Edition II, Pearson India
- ❖ Robert f. Lusch, Patrick Dunne, Myron Gable, Retail Management, South western Pub. Co. Ohio
- ❖ Pradhan Swapna, Retailing Management Text & Cases, 2000, TMH Publications, New Delhi
- ❖ Witz, Levy Retail Management, Edition III, Pearson Publication

**Syllabus MBA (Human Resource Management)-III Semester**  
**For the academic year 2017-18, 2018-19**

Course No: PGH03E0147  
Course Title: Consumer Behaviour  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective:**

This course is designed to help students to develop insight into consumer psychology and thereby understand how consumers comprehend & act to marketing stimuli.

**Course Objective:**

- To familiarize with the different facets of consumer behaviour.
- To create awareness of the theories of motivation and perception as applied in consumer behaviour.
- To acquaint with the communication and consumer decision making.
- To create awareness about the application of consumer behaviour in special types of markets.

**Unit I: Introduction to Consumer Behaviour**

Meaning and scope of consumer behaviour; level of analysis in consumer behaviour; relationship between consumer behaviour and behavioural sciences; applications of consumer behaviour in different areas of marketing; motivation and consumer behaviour.

**Unit II: Motivation Theories and Perception**

Motivation theories and their application; measurement of motivation and motivation research; meaning and application of perception; application of absolute and differential threshold in consumer behaviour; meaning and nature of personality.

**Unit III: Models of Attitudes**

Theories of personality and their application in consumer behaviour; self-concept and consumer research; attitudes and their characteristics; different models of attitudes; measurement of attitudes.

**Unit IV: Communication and Decision-Making**

Structure and process and communication; audience and source dimensions in consumer communication; medium and source dimensions; consumer decision making views; consumer decision making process.

**Unit V: Markets and Consumer Behaviour**

Meaning, scope and characteristics of organisational markets; industrial markets and its features; types of industrial buying decision process.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- ❖ Leon G. Schiffman and Kestie, L. Kam K.: Consumer Behaviour, PFE, New Delhi. 2. Batra & Kazmi: Consumer Behaviour, Excel Books, New Delhi. 3. Kotler, Keller, Koshy and Jha: Marketing Management. Pearson Education

Syllabus MBA (Human Resource Management) III Semester  
For the academic year 2017-18, 2018-19

Course No: PGIHRM3E0157  
Course Title: Sales Management  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

Course Objectives

- To develop an insight in personal selling
- To analyse the managerial aspects of sales force management
- To create understanding of sales force control systems
- To develop understanding of contemporary issues in sales management

Unit I: Sales and Distribution Strategy  
Marketing Sales and Distribution linkage, Characteristics of sales job, Myths in selling, Dyadic relationship, Diversities in selling situation, Selling theories.

Unit II: Selling Process and Sales Organization  
Prospecting, Pre approach, Approach, Presentation, Objection Handling, Sales Close, Sales Organization Design

Unit III: Sales force Management  
Formulation of Personal Selling Strategies, Recruitment and Selection, Sales force, Training, Sales force Compensation

Unit IV: Sales force control system  
Sales Quota setting, Sales Territory, Sales Budget, Sales Analysis and Audit and evaluating sales person performance

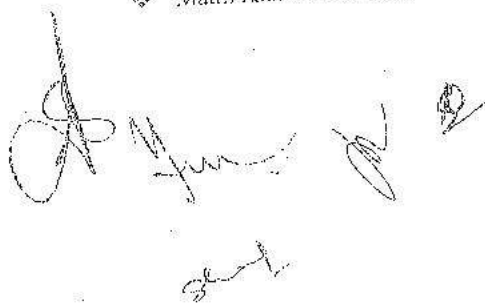
Unit V: Contemporary issues in Sales Management  
Customer relationship management; Behaviour, role perception and satisfaction of sales force, Strategic role of information in sales management and Responsibilities of sales manager and sales persons.

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- ❖ Still Cundiff and Govoni: Sales Management, PHI, New Delhi
- ❖ Johnson and others: Sales Management: McGraw Hill
- ❖ Spiro, Stanton and Rich: Management of Sales Force, Tata McGraw Hill, New Delhi
- ❖ Panda and Sahadev: Sales and Distribution Management: Oxford University Press, Delhi
- ❖ Matin Khan: Sales and Distribution Management, Excel Books,



**Syllabus MBA (Human Resource Management)-III Semester  
For the academic year 2017-18, 2018-19**

**Course No: PGHRM3E016T**  
**Course Title: Organizational Development**  
**Duration of Exam: 3 hrs**

**Contact Hrs/week: 4 hrs**  
**Credits: 04**  
**Maximum Marks: 100**

**Course Objective:**

The purpose of this course is to learn to plan and implement change at the individual, group and organizational level. The course is designed to help the students to develop as potential change agents and OD professionals. The basic aim is to make the students understand the theory and practice the interventions effectively.

**Unit I**

Organisational Change: Concept and Significance, triggers for change, types, focus on individual, role teams, organization. Key roles in managing change: Consultant, internal resource persons, implementation team, chief implementer, role of change agents.

**Unit II**

Levels of Change Knowledge, Attitudinal, Individual Behaviour and Organisational Performance Changes; Organisational Renewal and Challenge of Change: System Approach to Change, Future shock and Change, Cultural Resistance to Change, Planned Organizational Change: Concept and Models.

**Unit III**

Organizational Development: Concept and Assumptions; Historical Development, Process of OD; Issue in Consultant- Client Relationship, Indian Experience of OD in Public and Private Enterprises.

**Unit IV**

OD Interventions: Action research and organization development; Organizational tools; OD intervention: factors affecting choice of OD intervention; Team interventions: Process consultation, Gestalt approach, group team building meeting, role analysis technique, role negotiating technique, force-field analysis, responsibility charting, organization mirror interventions, Third party peace-making, OD: Work-re-design, re-engineering.

**Unit V**

Implementing Change: Steps; Skills for managing change. Role of leadership in managing change. Managing transitions: Introduction, rules stages, process, role of a leader in managing transition, Future of OD & New Perspectives.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ French & Bell, "Organizational Development", Prentice Hall of India, New Delhi.
- ❖ Harvey, D.F. & Brown, D.R., An Experimental approach to organizational Development, prentice Hall of India, New Delhi.
- ❖ R.K. Gupta & Udai Pareek: Training for OD Facilitation, Prentice Hall of India, New Delhi
- ❖ Udai Pareek, "HRD & Organizational Development", Tata McGraw Hill, New Delhi.
- ❖ S. Ramenarayan, T.V. Rao and Kuldeep Singh: Organizational Development.

**Syllabus MEd (Human Resource Management)-III Semester**  
For the academic year 2017-18, 2018-19

Course No. PGMHRM303  
Course Title: Compensation and Reward Management  
Duration of Exam: 3hrs

Contact Hrs/week: 4Hrs  
Credit: 4  
Maximum Marks: 100

**Course Objective**  
To acquaint the students with dynamism of employee compensation packages and process of compensation management with emphasis on its role in achieving competitive advantage. It will also make the students familiar with skills required in formulating a compensation policy as well as planning a suitable package in line with the contemporary issues related to compensation.

**Unit I**  
Employee Compensation: Management, Concept, Process of determining, Economic and behavioral Issues, Wage concepts Minimum Wage, Fair wage, Living Wage Compensation - Introduction, Forms of pay, Significance of Employee Compensation.

**Unit II**  
Pay model, Steps in developing a total compensation strategy internal alignment - determining the structure Job analysis - Job based approach, job analysis procedures, Job evaluation - concept, methods of job evaluation, Person based structures - skill plans, skill analysis, competency analysis, perfect structure.

**Unit III**  
Salary survey: how to design the survey, interpretation of survey results, Employee contribution-Pay for performance plans, specific plans - short term, Team incentive plans, long term incentive plans, Performance appraisal - role & importance in compensation decisions.

**Unit IV**  
Employee benefits - key issues in benefit planning; Components of benefit plan, administering the benefit program Benefit Options Role of union in wage & salary administration-impact of union in wage determination, alternative reward system.

**Unit V**  
International Pay Systems, Legal and taxation issues in Compensation, Compensation of special groups (Executive Directors, scientists and engineers), Payment of Gratuity act 1972, Payment if PF act 1952.

**Note:**

- ❖ Teaching Pedagogy besides classroom-teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading**

- ❖ Milkovich & Newman, Compensation, Tata McGraw Hill Ed. 2008
- ❖ Other Specific Books:  
❖ Bhattacharyya Dipak; Compensation Management, Oxford Higher Education.
- ❖ Mirvis and Armstrong, Reward Management, Kogan Page Publishers, 2007
- ❖ Tom Krattenmaker, Compensation: What's the Big Secret?, Harvard Business Publishing Newsletters, Oct 01, 2002.
- ❖ Karen Dillon, The Coming Battle over Executive Pay, Harvard Business Review, Sep 01, 2009.
- ❖ Jeffrey Pfeffer, Six Dangerous Myths About Pay, Harvard Business Review, May 01, 1998.
- ❖ Less Pain Peter L. Allen, Performance Appraisals with Mere Gain, Harvard Business Publishing Newsletters, Mar 01, 2003.
- ❖ Patricia K. Zingholm, Jay R. Schuster, E-Pay Changes Compensation- Forever (Guest Column), Harvard Business Publishing Newsletters, May 01, 2000
- ❖ Stephen F. O'Byrne, et.al., How Much Should an Executive Make?, HBR, May 22, 2009

Syllabus MBA (Human Resource Management)-III Semester  
For the academic year 2017-18, 2018-19

Course No: PCHRM3E0187  
Course Title: Industrial Psychology  
Duration of Examination: 3 Hrs

Contact Hrs/week: 4Hrs  
Credit: 02  
Maximum Marks: 100

**Course Objective:**

The purpose of this course is to familiarize and equip the students with the applications of psychological principles and techniques to minimize the problems related to work

**Unit I Concept of Industrial Psychology:**

Nature, Scope, Aims and Objectives of Industrial Psychology, History and development of the field of Industrial Psychology, Growth and Development of Industrial Psychology in India, Major problems of Industrial Psychology

**Unit II Testing in Organisations and Job Analysis**

Significance of Psychological Tests in Industries and Organizations, Approaches of Psychological Testing, Psychological Testing-Aptitude, Personality, Interest and achievement Tests, Job Analysis: Concept, Uses, Job Analysis Procedures, Job Psychograph, Composite Job Psychograph.

**Unit III**

Hawthorne Studies- Experiments on illumination, Relay assembly test room, Mass interviewing programme, Bank Wiring Observation Room, Personnel Counseling, implications and Criticism of Hawthorne Studies  
Attitude: Need and Importance of studying attitude in Industry, Consequences of unfavorable attitude, Measurement of attitude

**Unit IV Job Satisfaction, Industrial Morale and Counselling**

Job Satisfaction: Determinants and measurement  
Industrial Morale: Determinants, measurement, Methods of increasing industrial Morale  
Counselling: Types and functions, Counseling with special groups at work like handicapped, aged, women.

**Unit V Men and Machines:**

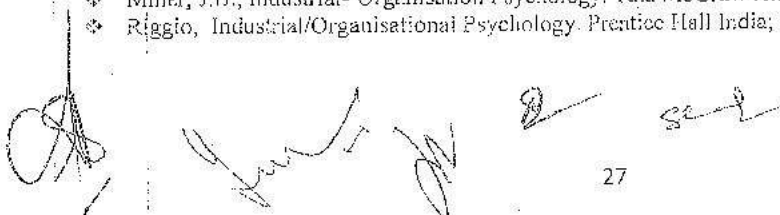
Industrial accident: Causes, Reduction and Prevention of Accident, industrial Fatigue: Nature, Measurement, Causes and Mitigation of Fatigue, Ergonomics: Concept and Importance, Human Engineering: Importance and Problems

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Blam & Naylor, Industrial Psychology, Sage Publications, New delhi
- ❖ Ghosh, P.K., Industrial Psychology, Himalya Publications, New Delhi
- ❖ Schem E.J.C., Organisational Psychology, Prentice Hall Inc.
- ❖ Pjara Kr. Ghosh, Industrial Psychology Management, Anmol Publications Pvt. Ltd.
- ❖ Sharan A.K., Encyclopedia of Industrial Psychology, Anmol Publications Pvt. Ltd.
- ❖ Jucius, J.Michael: Personnel Management. Richard D Irwin Inc: illinois
- ❖ Ghiselli, Edwin E. and Brown C.W. Personnel and Instruct psychology. McGraw Hill Book Co. Inc: New York
- ❖ Dunnette M.D. and Hough, L.M. Handbook of Industrial and Organizational Psychology. Vol. 2 and 3, Jaico Publishing House: Delhi
- ❖ Schultz & Schultz, Psychology and Work Today. Pearson Publishers; 8<sup>th</sup> Ed.
- ❖ Miner, J.B., Industrial- Organisation Psychology. Tata McGraw Hill
- ❖ Riggio, Industrial/Organisational Psychology. Prentice Hall India; 4<sup>th</sup>



**Syllabus MBA (Human Resource Management)-III Semester**  
For the academic year 2017-18, 2018-19

Course No: **PGHRM3101ST**  
Course Title: **Entrepreneurship Development**  
Duration of Examination: **3 Hrs**

Contact Hrs/Week: **4 Hrs**  
Credit: **04**  
Maximum Marks: **100**

**Course Objective**

- To create understanding of the concept and process of entrepreneurship
- To develop a practical understanding of formulating a business proposal
- To understand various functional plans for starting new business

**Unit I**

**Entrepreneurship:** Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.

**Unit II**

**Starting the venture:** generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility; financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

**Unit III**

**Functional plans:** marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan-cash budget, working capital, Performance income statement Performance cash flow, perform balance sheet, break even analysis.

**Unit IV**

**Need for funds, technology and facilities, Acquisition, Allocation and Administration of Funds, Sources of Finance:** Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs

**Unit V**

**Legal issues:** Intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising, Project Identification (Feasibility study), Project Formulation, Preparation of Formal Project Report, Project Appraisal, Social Cost Benefit Analysis.

**Note:**

- Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games
- Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- Baumbach C.M. & Mancuso, J.R., Entrepreneurship and Venture Management,
- Taraporevala, Bombay, 1981.
- Khanka S.S., Entrepreneurial Development, S. Chand & Company, New Delhi, 2001.
- Desai, V., Management of a Small Scale Industry, 3rd ed., Himalaya, Bombay, 1980.
- Taub, R.P. & Taub D.L., Entrepreneurship in India's Small Scale Industries, Manohar, New Delhi, 1989.
- Tewari, V.K., Philip J. & Pandey, A.N., Small Industry Success and Failure Concept, New Delhi, 1981.

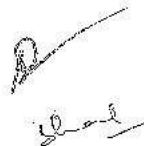
**Syllabus MBA (Human Resource Management)-III Semester  
For the academic year 2017-18, 2018-19**

**Course No:** PGHRM31016P  
**Course Title:** Project on Business Plan  
**Duration of Examination:** 3 Hrs

**Contact Hrs/Week:** 4 Hrs  
**Credit:** 04  
**Maximum Marks:** 100

|                         |   |
|-------------------------|---|
| <b>Course Objective</b> | 3 <sup>rd</sup> Semester students of any department who may be on the job training may opt to undertake Project Work in lieu of the elective course while on the job training (OJT) in a factory, industry or organisation  |
| <b>Course Content</b>   | The guidelines and detailed instructions to complete the PROJECT will be given by the mentors allocated by the Head of Department   |
| <b>Evaluation</b>       | This project report to be evaluated by faculty member of other department nominated by Head and Viva Voce shall be conducted by the concerned faculty as per the distribution of marks given below.<br><br>Distribution of Marks:<br>Viva Voce: 50<br>Report Evaluation: 50<br>Total: 100 |





**Syllabus MBA (Human Resource Management)-IV Semester  
For the academic year 2017-18, 2018-19**

Course No: PCHRM4C00657  
Course Title: Entrepreneurship Development  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective**

- To create understanding of the concept and process of entrepreneurship
- To develop a practical understanding of formulating a business proposal
- To understand various functional plans for starting new business

**Unit I**

**Entrepreneurship:** Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.

**Unit II**

**Starting the venture:** generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

**Unit III**

**Functional Plans:** marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan-cash budget, working capital, Performance income statement Performance cash flow, performance balance sheet, break even analysis

**Unit IV**

Need for funds, technology and facilities, Acquisition, Allocation and Administration of Funds, Sources of Finance: Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs

**Unit V**

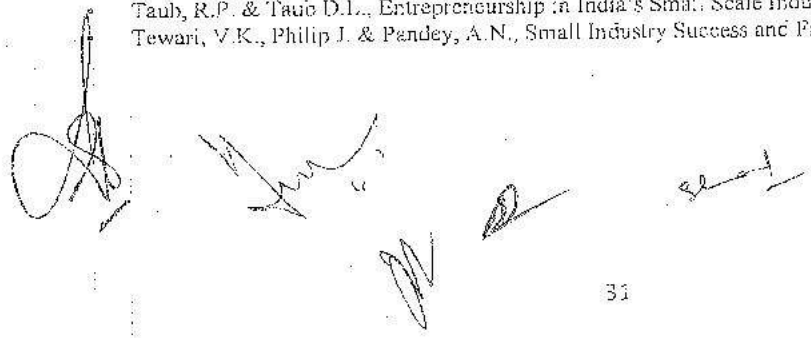
Legal Issues: Intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising. Project Identification (Feasibility study), Project Formulation, Preparation of Formal Project Report, Project Appraisal, Social Cost Benefit Analysis.

**Notes:**

- Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- Baumback C.M. & Mancuso, J.R., Entrepreneurship and Venture Management, Taraporevala, Bombay, 1981.
- Khanka S.S., Entrepreneurial Development, S. Chand & Company, New Delhi, 2001.
- Desai, V., Management of a Small Scale Industry, 3rd ed., Himalaya, Bombay, 1986
- Taulb, R.P. & Taulb D.L., Entrepreneurship in India's Small Scale Industries, Manohar, New Delhi, 1989.
- Tewari, V.K., Philip J. & Pandey, A.N., Small Industry Success and Failure Concept New Delhi, 1983.



Syllabus MBA (Human Resource Management)-IV Semester  
For the academic year 2017-18, 2018-19

Course No: PCHRM4C805T  
Course Title: Labour Laws and Legal Aspects of Human Resource  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective**

The purpose of this course would be to develop an understanding of the labour laws. The specific objectives are as follows:

- To enhance the understanding of the students vis-à-vis application of labour laws related to employment, labour welfare, wages and bonus, specific situations and social security
- To expose the students with the administration of labour laws in India and to equip them with the necessary tools to apply the law to a given set of facts

**Unit I**

**Introduction**

Introduction to labour legislation: Need for studying labour legislation, Principles of labour legislation, brief history of labour legislation in India, Labour Welfare: concept, agencies of labour welfare in India, types of labour welfare services

**Unit II**

**Laws Related to Labour Employment**

Industrial Disputes Act 1947: objective, scope, basic provisions of authorities under this act, Rules governing layoff, strikes, lockouts under ID act 1947, Major provisions of Employment Exchange Act, 1959, Contract Labour Act, 1970

**Unit III Laws related to Compensation**

Major provisions of Payment of Wages Act, 1936; Major provisions of Payment of Minimum Wages Act, 1948; The Payment of Bonus Act, 1965

**Unit IV**

**Laws related to specific situations**

The Bonded system Act, 1976, The Sales Promotion Employee Act, 1976, The Child Labour (Prohibition and Regulation) Act, 1986, Laws Related to Maternity and Leave Rates: Maternity Benefits Act, Paternity, Leave-Types, Rules

**Unit V**

**Social Security Laws and ILO**

Social Security: concept and constituents: social insurance, social assistance and public services; Social security in organised sector in India: Employees State Insurance Act, 1948: objective, scope, coverage, benefits, role of ESI Corporation and ESI Hospitals, Maternity benefit Act, 1961: objective, coverage, benefits, penalties; Social security in the unorganized sector in India: Major provisions of the Unorganised Workers' Social Security Act, 2008; International labour organization (ILO): Scope, objectives, membership structure of ILO.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include cases based on apex court decisions that relate to labour laws
- ❖ Teaching-Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading:**

- ❖ Misra, S. N. Labour And Industrial Laws, Central Law Publications, 27<sup>th</sup> Edition, 2013
- ❖ Padhi, P. K. ; Labour And Industrial Laws; PHI, New Delhi, 4th ed. 2007
- ❖ Srivastava, S. C. Industrial Relations and Labour Laws, Vikas Publishing House Pvt. Ltd, 6<sup>th</sup> Edition, 2012
- ❖ Sarma, A. M., Aspects of Labour Welfare and Social Security, Himalaya Publishing House, 2008
- ❖ Sinha P. R. N, Industrial Relations, Trade Union and Labour Legislation, Pearson Education, 4th impression, 2009
- ❖ Sarma, A.M., Industrial Relations - A conceptual and legal frame work, Himalaya Publication, 2010
- ❖ Saharay, K. K. Industrial and Labour laws of India, Prentice Hall of India Pvt Ltd, 1987

**Syllabus MBA (Human Resource Management)-III Semester  
For the academic year 2017-18, 2018-19**

**Course No: PCHRM4E0127**  
**Course Title: E-Marketing**  
**Duration of Exam: 3hrs**

**Contact Hrs/week: 4hrs**  
**Credits: 4**  
**Maximum Marks: 100**

**Course Objectives**

- To serve as a bridge between the new technology and relevant areas of existing marketing knowledge.
- To acquaint the students with emerging business models, personalization techniques, competition, pricing and new product development in the digital world.
- To create awareness about new product development, brand building and special issues related with e-marketing.

**Unit I: A Framework for Internet Marketing**

Adding Online Power to Marketing Mix; New Paradigms of Online Marketing; Marketing Opportunities on the Internet; Web Business Models

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**Unit II: Online Marketing Tools**

Marketing research Online; Customer Service and Support Online; Competitive research Online; Measuring Results from Online Marketing

**Unit III: The Online Customer**

Online Marketing to Individuals; Online Consumer Behaviour; Demographic Profile of Web Users; Interactive Advertising and its Effectiveness; Building Online Communities

**Unit IV: New Product Development and Brand Building on the Net**

Concept of Internet Time and Its Business Implications; New Product Development on the Net; Brand Building on the Net; Building Web Traffic; Building Relationship with Online Customers

**Unit V: Emerging Issues in Internet Marketing**

Pricing on the Internet; E-tailing; Legal Issues for Marketers; B2B Exchanges and their Business Potential; Recent Advances in E-marketing

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- ❖ Douglas E. Comer: Computer Networks and Internets, Pearson Education.
- ❖ Ward Hanson: Principles of Internet Marketing, South Western.
- ❖ Bjannstein and Levine: Deep Branding on the Internet, Pearson Education.

Syllabus MBA (Human Resource Management)-III Semester  
For the academic year 2017-18, 2018-19

Course No: PCHRM4E0137  
Course Title: Advertising Management  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

Course Objectives

- To understand the process of marketing communications.
- To understand and integrate marketing communications theory and concepts with all elements of the promotional mix.
- To acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns.
- Application of Advertising through the development and implementation of an advertising plan.

Unit I: Field of Advertising Management

The Field of Advertising Management, advertising planning and decision-making. The types and classification of advertising; major institutions involved in advertising; role of advertising and marketing strategy. Organizing for Advertising and Promotion: Advertising agency setup and agency compensation. The role and functions of an integrated advertising marketing communication program. The tools of IMC.

Unit II: Advertising Budgeting and Research

Models of advertising budgeting. Advertising goals and objectives. Approaches in setting advertising objectives. The communications process. Source, Message and Channel Factors. Perspectives and Researches on how advertising works.

Unit III: Creative Strategy

Creative Strategy: Planning and Development; Creative Strategy Implementation and Evaluation

Unit IV: Media Planning and Strategy

Evaluation of Broadcast Media, Evaluation of Print Media, Support Media, the Internet and Interactive Media. Media plan development; market analysis for developing media plan. Developing and implementing media strategies

Unit V: Evaluating Advertising Effectiveness

Measuring the Effectiveness of the advertising Program, International Advertising, Regulation of Advertising, Public Relations, Publicity and Corporate Advertising

Note:

- \* Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games
- \* Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- \* Aaker, David & Myers, John: Advertising Management, Prentice Hall, 2003.
- \* Belch, G. and Belch, M: Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e, Mc-Graw Hill, 2003
- \* Cialdini, Robert B: Influence: The Psychology of Persuasion, 1993.
- \* Ogilvy, David: Confessions of an Advertising Man, Atheneum: New York, 1963.
- \* Ogilvy, David: Ogilvy on Advertising, Random House Vintage Books: New York, 1983.

Syllabus MBA (Human Resource Management)-IV Semester  
For the academic year 2017-18, 2018-19

Course No: ~~F01HRM4E014~~ T  
Course Title: Brand Management  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objectives:**

- To increase understanding of the important issues in planning and evaluating brand strategies.
- To provide the appropriate theories, models, and other tools to make better branding decisions.
- To provide a forum for students to apply these principles.

**Unit I: Introduction to Brand Management**

Brand, Brand vs. Product, Why brands matter, Can anything be branded? Brands and added values. Factors shaping a brand over its life cycle

**Unit II: Brand Equity**

~~Customer-based Brand Equity; Concept of brand equity, Sources of brand equity Benefits of brand equity. Brand Knowledge Structures, Choosing Brand Elements to Build Equity, Brand element choice criteria, Brand element options, Brand element tactics~~

**Unit III: Brand Valuation**

Measuring Sources of Brand Equity; Qualitative research techniques, Quantitative research techniques, Measuring Outcomes of Brand Equity; Comparative methods, Holistic methods, Brand Equity Measurement System; Conducting brand audits, Designing brand tracking studies, Establishing a brand equity management system

**Unit IV: Branding Strategies**

Branding Strategies; Brand-product matrix, Brand hierarchy, Designing brand strategies

**Unit V: Leveraging and Managing Equity**

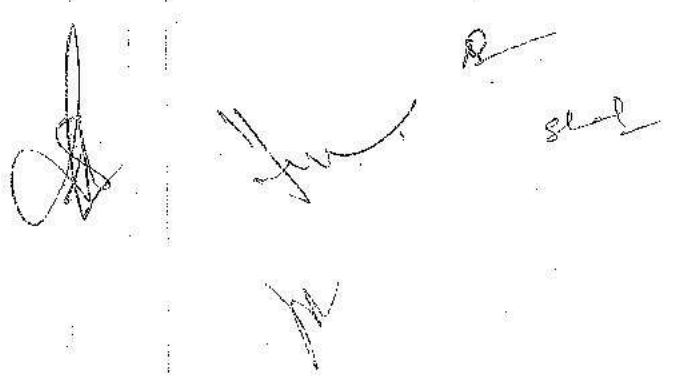
Naming New Brands and Extensions; New products and brand extensions, Advantages of extensions, Disadvantages of extensions, How consumers evaluate extensions. Managing Brands Over Time; Reinforcing brands, Revitalizing brands, Adjustments to brand portfolio

**Note:**

- Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- Keller, Kevin Lane: Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Upper Saddle River, NJ: Prentice Hall.
- Joel Kapferer; Strategic Brand Management, Kogan Page
- Merle C. Crawford: New Product Management, Richard D. Irwin, Homewood, Illinois.
- Aaker, David A: Building Strong Brands, New York: Free Press.

The block contains several handwritten signatures and initials in black ink. On the left, there is a large, stylized signature. In the center, there is a signature that appears to be 'J. Kapferer'. To the right of that, there are initials 'R' and 'slad'. Below the 'J. Kapferer' signature, there are more initials, possibly 'M'.

**Syllabus MBA (Human Resource Management)-IV Semester**  
**For the academic year 2017-18, 2018-19**

Course No: PGM4E045T  
Course Title: Strategic Human Resource Management  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective**

- To understand the integration between corporate strategy and human resource management from a general managerial perspective.
- To understand HR functions as a strategic partner in the formulation and implementation of the company's strategies.
- To understand and identify key HR areas where strategies can be implemented in the long run to improve the overall employee motivation and productivity.

**Unit I: Strategic Human Resource Management (SHRM):** An Overview Definitions, meaning and concept of SHRM, Characteristics of SHRM, Significance and evolution of SHRM, Prerequisites of SHRM, Emerging HR skills and competencies; Models of SHRM: Schools of thought, SHRM themes, The SHRM framework.

**Unit II: The SHRM Context**

The human resource environment: external and internal contextual factors; Impact of technology on HRM and e-HRM; changing practices and emerging trends; Investment perspective to HRM.

**Unit III: SHRM- Strategy Formulation**

Importance of HR to strategy; Role of HRM in strategy formulation; HR planning and strategic planning integration: approaches and steps; Strategic HR planning typologies.

**Unit IV: SHRM-Strategy Implementation**

Application of SHRM: strategy driven role behaviours, culture and subsystems; Workforce utilization and employment practices; Strategic staffing, strategic learning, strategic reward and strategic appraisal & development system.

**Unit V: SHRM-Strategy Evaluation**

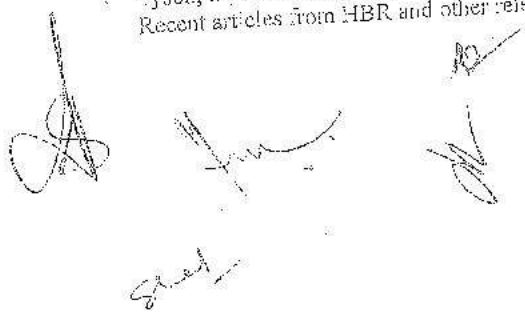
The performance impact of HR practices; Evaluating strategic contributions of HR practices-dimensions of evaluation, approaches and methods of evaluation, trends in evaluation; Employer branding and HR-Marketing integration; Emerging issues and concerns in SHRM.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated experience in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- Greer, C. R.; Strategic Human Resource Management; Pearson Education: New Delhi; 2001
- Chanda, A. and Kabra, S.; HR Strategy; Response Books: New Delhi; 2000
- Tysor, S ; HR Strategy; Pitman Publishing: London; 1995
- Recent articles from HBR and other relevant international and Indian publications



**Syllabus MBA (Human Resource Management)-IV Semester  
For the academic year 2017-18, 2018-19**

**Course No: PGERM4E016T**

**Course Title: Personal Growth and Self management**

**Duration of Exam: 3hrs**

**Contact Hrs/week: 4hrs**

**Credits: 4**

**Maximum Marks: 100**

**Course Objective**

To identify the course participants strengths and weakness as a person and a member of group or organisation using personality typing

**Unit I**

Introduction to Neuro Linguistic Programming (NLP); History and origins of NLP; Foundations of NLP; Presuppositions of NLP- Basic rules, beliefs and understanding; Sensory Acuity; Concept of Internal Maps

**Unit II**

Mirroring and Matching; Rapport Building; Concept of Psycho-geography; NLP Techniques – Anchoring, Pacing and Leading, Reframing and Metaphor

**Unit III**

NLP Modeling; Milton Model; Representational systems and Predicates; Meta Model; Mapping Across-Unresourceful states to Resourceful States; Fears vs. Phobia; Resolving Fears

**Unit IV**

TA and Self Awareness; Concept of script, Winners and Losers, Structural Analysis, Life positions, Transactions, Games and Strokes, Life Scripts, TA Application in Motivation, Leadership and Team work. TA in counseling.

**Unit V**

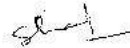
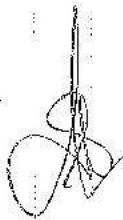
Introduction to Emotional Intelligence; Models of Emotional Intelligence - Ability Model, Mixed Model and Trait Model; Cultural Intelligence - Concept, Dimensions and Importance; Social Intelligence

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include cases based on apex court decisions that relate to labour laws
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

- ❖ Essential Neuro Linguistic Programming: A Teach Yourself Guide by Amanda Vickers, Steve Bavister, Tata McGraw Hills (ISBN: 9780071740005)
- ❖ Selling with NLP, Kerry L.Johnson, Nicholas Brealey Publishing (ISBN: 978-1-85788-047-2)



Syllabus MBA (Human Resource Management)-IV Semester  
For the academic year 2017-18, 2018-19

Course No: PGHBM4E007T  
Course Title: Cross Cultural management  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective**  
To acquaint the students with global aspect of human asset management, various challenges and opportunities in cross cultural organization.

**Unit I**  
Introduction to cross cultural management: dimensions of culture, communication across culture, challenges of cross cultural Management, Globalization

**Unit II**  
Negotiation across cultures, Negotiation framework, Negotiation styles in different countries, Negotiation process, Interpretation, Translation and Mediation

**Unit III**  
Culture Influence on: Motivation, Content theories of motivation and process theories of motivation. Cultivating a Global mindset, developing cross cultural skills

**Unit IV**  
Leadership and global relevance: Leadership theories in other cultures. Leadership style in Europe, South East Asia and in middle east. HRM in Globalizing world

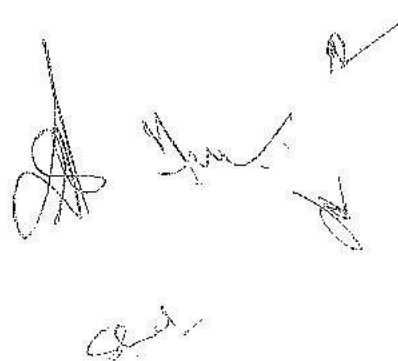
**Unit V**  
Expatriate Management issues, Selection of expatriate, cross cultural training, ethics framework, ethical binding for global managers, Repatriation-Issues and Challenges

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading**

- ❖ Mead R, "International Management cross cultural dimensions, Wiley, 2005
- ❖ Cross cultural Marketing, Robert Ruganibana & Sonny Nwankwo, Thomas Asia Pte. Ltd Singapore
- ❖ Alder N J, International Dimensions of Organizational Behavior, Kent Publishing





**Syllabus MBA (Human Resource Management)-IV Semester**  
For the academic year 2017-18, 2018-19

Course No: PGHRM4R01AT  
Course Title: Training and Development  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective:**

The purpose of this course is to provide an in-depth understanding of the role of training in human resource development and to sensitize and enable the students to efficiently manage the training systems and processes.

**Unit I**

Introduction to Training and Development (Role of Training in Organizational Growth) Introduction to Objectives, Responsibility and Challenges of Training Managers Roles and Responsibilities of a Trainer (Competence of Trainer) Roles and Responsibilities of Trainer (Trainer's Style) Snapshot of Training practices.

**Unit II**

Strategic Training (Models of Organizing Training Department) Needs Assessment (Training Needs Assessment - Introduction) Trends in Training and Development (Learning management systems) Needs Assessment (Importance of Training Needs Assessment) Needs Assessment (Scope of Training Needs Assessment) Program design (Factors Affecting the Training Design)

**Unit III**

Implementation of Training (Logistical Arrangements) Implementation of Training (Physical Arrangements) Tips for Effective Implementation Training Methods & Modules (Team Training, Diversity Training) Training Methods & Modules (Computer Based Training Methodology).

**Unit IV**

Evaluation of Training (Reasons for Evaluating Training) Training Evaluation Process Outcomes Used in the Evaluation of Training Programs, Evaluation Designs Determining Return on Investment.

**Unit V**

Employee Development and Career Management (Model of Career Development) Employee Development and Career Management, Importance of Management Development (Approaches to Employee Development) Contemporary Issues Training and Development: Use of New Technologies for Training Delivery.

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading:**

- ❖ Noe A Raymond, Employee Training and Development, Tata McGraw Hill, 5<sup>th</sup> Edition, 2012
- ❖ Buckley R & Caple, Jim, The Theory & Practice of Training, London, Kogan & Page, 2009
- ❖ Beunet, Roger ed. Improving Training Effectiveness, Aldershot, Gower, 1988
- ❖ Lynton Rolf P. and Pareek Udai, Training for Development, 2nd Edition, New Delhi, Vistaar, 1990.
- ❖ Richard D. Irwin, Homewood Illinois.



**Syllabus MBA (Human Resource Management)-IV Semester**  
For the academic year 2017-18, 2018-19

Course No: POUHRM4E019T  
Course Title: Human Resource Development  
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs  
Credits: 4  
Maximum Marks: 100

**Course Objective**

- To create a conceptual background required to undertake any activity to facilitate and manage the HRD functions in an organization.
- To acquaint the students about different HRD system
- To learn different techniques of developing people through HRD interventions.

**Unit I: HRD- An Overview**  
Need for HRD, meaning, philosophy, goals and tasks; HRD and other functions; status of HRD in the organization; role of chief executives in HRD managers.

**Unit II: Designing HRD Systems**  
Contextual factors and system designing; analysing the role for development; effective recruitment and placement systems; the training systems; training strategy; designing training programmes; training methods; the training climate; trainers style.

**Unit III: Designing HRD System II**  
Performance appraisal in HRD; potential appraisal and career development; performance review and counselling; dual career groups; flexitime and flexi-work; developing the role; job enrichment; QWL and role effectiveness; developing self-rewriting capacity; issues in HRD system designing.

**Unit IV: Strategies and Instruments for HRD Implementation**  
HRD mechanisms, process, outcomes and organisational effectiveness; mapping HRD practice-profile; HRD climate survey; HRD competencies checklist; training effectiveness test; performance, planning and development test; leadership style test; integrated HRD systems intervention strategies.

**Unit V: HRD in the New Economic Environment**  
Role of HRD in the liberalised economy; new environment; corporate strategy and HRD agenda; HRD and TQM; technological change and HRD; HRD for blue collar workers in the new context; HRD in select organisation; HRD Audit, HR Scorecard

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings**

- Khardalval Anil K., Abraham, S.J., Verma K.K., Alternative Approaches and Strategies of HRD, National HRD Network, Rawat Publications, Jaipur,
- Maheshwari, H.L., Dharni, P. Sinha, Management of Change through HRD, National HRD Network, Hyderabad, Tata McGraw Hill, 1991.
- Pareek Udai, Rao, T.U., Designing and Managing Human Resource Systems, Oxford & IBH Publication, New Delhi,
- Pareek, Udai, R.P. Lynton, Training for Development, Vistar Publications, New Delhi, Padaki Eupande.
- Pareek Udai, & Nair R.R., The HRD Response, Network, Bangalore, Tata McGraw Hill,
- Rao, T.V., HRD Missionary HRD Network, Jamshedpur, Tata McGraw Hill, 1990.

**Syllabus MBA (Human Resource Management) IV Semester**  
**For the academic year 2017-18, 2018-19**

**Course No:** PGHRM4E020T  
**Course Title:** Team Building and Leadership  
**Duration of Exam:** 3hrs

**Contact Hrs/week:** 4hrs  
**Credits:** 4  
**Maximum Marks:** 100

**Course Objective**

To discuss with students various aspects of leadership and Team Building and to develop basic understanding about the leadership and help in working as team members. To enhance one's own self-awareness and to be able to understand other to work effectively in Teams

**Unit I**

Introduction to Leadership, Leadership for building effective teams, Corporate Leadership Compare and contrast Management of Leadership. Leadership and Leader Behaviour, Leadership ethics.

**Unit II**

Traits, Motives and Characteristics of Leaders, Leadership Approaches and Models, Leadership Theories, Trait, McGregor Theory, X and Y, SLT Theory, Value Based Leadership, Path Goal Theory, Leadership-Member Exchange theory, Transformation Leadership Theory, Transactional Leadership Theory, Psychodynamic approach to leadership

**Unit III**

Emotional Intelligence and leadership, Authentic leadership, leadership Experience from Indian corporate leaders, Developing powerful persuasion strategies, Spiritual Foundations of leadership, Impression Management and formation.

**Unit IV**

Psychological Understanding for effective teams, Theory and Issues in Psychological testing, Aptitude testing – D.A.T, Personality assessment –Theoretical background, Self report Inventories. The M.M.P.I, Multifactor personality tests –The 16 PF; Projective techniques. The T.A.T, assessment centres.

**Unit V**

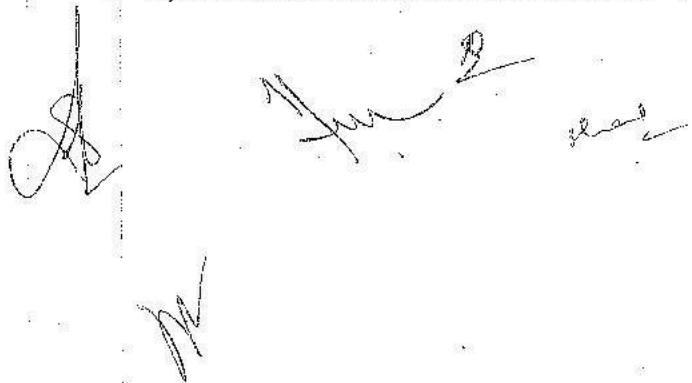
Work teams, dynamics of work teams, Shared vision, Visionary leadership, Team Leadership, Leadership development for effective teams, Team interventions

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested reading**

- ❖ Luthans Fred, Organizational Behavior, McGraw Hill
- ❖ Covey, S, Seven Habits of Highly Effective people
- ❖ Myers, Salma, G Team Building for diverse work groups, Wheeler Publishing



Syllabus MBA (Human Resource Management)-IV Semester  
For the academic year 2017-18, 2018-19

Course No.: PGRM4014T  
Course Title: Soft Skills and Personality Development  
Duration of Exam: 3 Hrs

Contact Hrs/week: 4 Hrs  
Credit: 04  
Maximum Marks: 100

**Course Objective.**

The course shall enable the participants to:

- Enhance holistic development of their personalities and to improve their employability skills.
- Develop interpersonal skills and be an effective goal oriented team player
- Reengineer attitude and understand its influence on behavior
- Empower them such that they are able to handle situations and steer through their personal and professional lives.

**Unit I**

**Personality enhancement:** Concept of personality, Freudian Analysis of personality development, mapping the different personality types. Personality Assessment- MBTI. Professionalism and Business protocols

**Unit II**

**Interpersonal Skills:** effective ways of dealing with people, Types of conflict (intrapersonal, intra group and inter group conflicts), Basic concepts, cues, signals, symbols and secrets of body language, Significance of body language in communication and assertiveness training, listening as a communication skill, Johari window.

**Unit III**

**Soft Skills for employment:** soft skills as a competitive weapon in changing workplace, Time Management, Nurturing creativity, thinking power- seven steps for dealing with doubt  
Traits of positive thinkers and high achievers, Goals and techniques for positive thinking  
Enhancement of concentration through positive thinking, Practicing a positive life style. Team skills, leadership skills

**Unit IV**

**Writing Skills:** Use of corporate structure while writing, Apply a positive tone in business communication, Be crisp while writing, Principles of written communication, Business letters- standard parts, winning tone of business letters, managing social media communication

**Unit V**

**Employment communication:** planning a targeted Resume. Preparing Resumes, Writing employment messages: application forms, Follow-up messages, Thank-you Messages, Job acceptance, Job refusal, Resignations, Job Interview: types of interviews, preparing for Interviews, Mock interviews

**Note:**

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching- Learning Process will involve 20% input from those who demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

**Reference Books and Suggested Readings:**

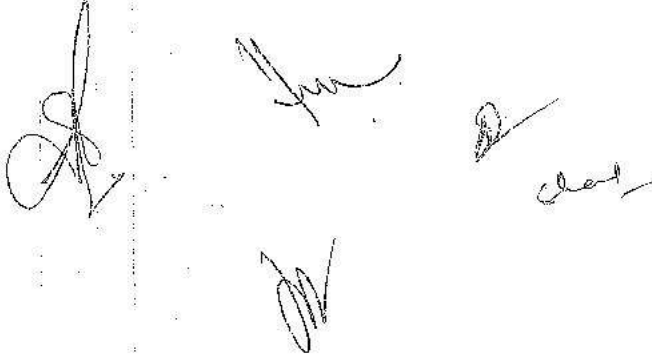
- ❖ Lehman, Duffene & Sinha., BCOM, A south Asian Perspective, Cengage Learning
- ❖ Barun k. Mitra., Personality development and soft skills, Oxford higher education
- ❖ Soft skills Training - A workbook to develop skills for employment, Fredrick H. Wertz.
- ❖ Shaini Verma., Development of Life Skills and Professional practice, Vikas Publishing house Pvt. Ltd.

**Syllabus MBA (Human Resource Management)-IV Semester**  
**For the academic year: 2017-18, 2018-19**

**Course No.:** PGHRM4 TOISP  
**Course Title:** Project on Digital Marketing  
**Maximum Marks:** 100

**Contact Hrs/week:** 4 Hrs  
**Credit:** 04

|                         |  |
|-------------------------|--|
| <b>Course Objective</b> | 4 <sup>th</sup> Semester students of any department who may be on the job training may opt to undertake Project Work in lieu of the elective course while on the job training ( OJT) in a factory, industry or organisation  |
| <b>Course Content</b>   | The guidelines and detailed instructions to complete the PROJECT will be given by the mentors allocated by the Head of Department<br>This project report to be evaluated by faculty member of other department nominated by Head and Viva Voce shall be conducted by the concerned faculty as per the distribution of marks given below. |
| <b>Evaluation</b>       | Distribution of Marks:<br>Viva Voce: 50<br>Report Evaluation: 50   |



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# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

No. 4-8/CUJ/Reg/2016/477

Date: 07.09.2016

## NOTIFICATION

It is hereby notified that on the recommendations of the Board of Studies, Department of Marketing and Supply Chain Management, the Vice Chancellor, in anticipation of the approval of the Academic Council, has approved the Course Scheme and Syllabus of 1<sup>st</sup> to 4<sup>th</sup> semester for MBA programme in Supply Chain Management effective from the Academic year 2017-18. The approved Course Scheme and syllabus are as under:

### Semester-1<sup>st</sup>

| Course Code               | Course Title                                      | Credit    | CIA        | MSE        | ESE        | Total Marks |
|---------------------------|---|-----------|------------|------------|------------|-------------|
| <b>CORE COURSES</b>       |   |           |            |            |            |             |
| PGSCM1C001T               | Management Processes and Organizational Behaviour | 4         | 25         | 25         | 50         | 100         |
| PGSCM1C002T               | Essentials of Marketing Management                | 4         | 25         | 25         | 50         | 100         |
| PGSCM1C003T               | Accounting for Managers with Application Software | 4         | 25         | 25         | 50         | 100         |
| PGSCM1C004T               | Managerial Economics                              | 4         | 25         | 25         | 50         | 100         |
| PGSCM1C005T               | Statistical Analysis for Managers                 | 4         | 25         | 25         | 50         | 100         |
| <b>ELECTIVE COURSES</b>   |   |           |            |            |            |             |
| PGSCM1E001T               | Application tools for Managers                    | 4         | 25         | 25         | 50         | 100         |
| <b>FOUNDATION COURSES</b> |   |           |            |            |            |             |
| PGSCM1F001T               | Communication and Personality Development         | 2         | 12.5       | 12.5       | 25         | 50          |
| <b>Total</b>              |   | <b>26</b> | <b>325</b> | <b>325</b> | <b>325</b> | <b>650</b>  |

### Semester-2<sup>nd</sup>

| Course Title   | Credit                                | CIA       | MSE        | ESE        | Total Marks |
|--|---------------------------------------|-----------|------------|------------|-------------|
| <b>CORE COURSES</b>  |                                       |           |            |            |             |
| PGSCM2C001T  | Human Resource Management             | 4         | 25         | 25         | 100         |
| PGSCM2C003T  | Operations Management                 | 4         | 25         | 25         | 100         |
| PGSCM2C004T  | Marketing Management                  | 4         | 25         | 25         | 100         |
| PGSCM2C005T  | Essentials of Supply Chain Management | 4         | 25         | 25         | 100         |
| PGSCM2C006T  | Research Methods in Business          | 4         | 25         | 25         | 100         |
| <b>ELECTIVE COURSES</b>  |                                       |           |            |            |             |
| PGSCM2E001T  | Financial Management                  | 4         | 25         | 25         | 100         |
| <b>FOUNDATION COURSES</b>  |                                       |           |            |            |             |
| PGSCM2F001T  | Business Environment and Ethics       | 2         | 12.5       | 12.5       | 50          |
| Industrial Training in Marketing/Supply Chain Management for 6-8 weeks during Summer break |                                       |           |            |            |             |
| <b>Total</b>   |                                       | <b>26</b> | <b>325</b> | <b>325</b> | <b>650</b>  |
| An Industry oriented workshop for 36 hours to be conducted during Semester –II.            |                                       |           |            |            |             |
| Students would undergo Industry Oriented Internship at designated Industry for 6-8 weeks.  |                                       |           |            |            |             |



# Central University of Jammu

Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

## Semester-3<sup>rd</sup>

| Course Code   | Course Title                             | Credit    | CIA                    | MSE | ESE                    | Total Marks |
|---|--|-----------|------------------------|-----|------------------------|-------------|
| <b>CORE COURSES</b>   |  |           |                        |     |                        |             |
| PGSCM3C001T   | Decision Science                         | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3C002Tr  | Industrial Training Report cum viva voce | 02        | Internal Evaluation 25 |     | External Evaluation 25 |             |
| <b>ELECTIVE COURSES</b>   |  |           |                        |     |                        |             |
| Choose any three electives from Supply Chain Management (Major) |  |           |                        |     |                        |             |
| PGSCM3E001T   | Management Information System            | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3C002T   | Quality and Total Quality Management     | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E003T   | Knowledge Management                     | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E004T   | Advance Supply Chain Management          | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E005T   | Commercial Law                           | 4         | 25                     | 25  | 50                     | 100         |
| Choose any two electives from Marketing Management (Minor)      |  |           |                        |     |                        |             |
| PGSCM3E006T   | Consumer Behaviour                       | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E007T   | Advertising and Sales Promotion          | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E008T   | Retail Management                        | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E009T   | Industrial Marketing                     | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E010T   | Marketing Research                       | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3E011T   | International Marketing                  | 4         | 25                     | 25  | 50                     | 100         |
| <b>INTERDISCIPLINARY COURSES (Any one)</b>                      |  |           |                        |     |                        |             |
| PGSCM3I001T   | Integrated Marketing Communication       | 4         | 25                     | 25  | 50                     | 100         |
| PGSCM3I002T   | Virtual Marketing                        | 4         | 25                     | 25  | 50                     | 100         |
| <b>Total</b>  |  | <b>30</b> | <b>375</b>             |     | <b>375</b>             | <b>750</b>  |

## Semester-4<sup>th</sup>

| Course Code   | Course Title                          | Credit | CIA | MSE | ESE | Total Marks |
|---|---------------------------------------|--------|-----|-----|-----|-------------|
| <b>CORE COURSES</b>   |                                       |        |     |     |     |             |
| PGSCM4C001T   | Project Management                    | 4      | 25  | 25  | 50  | 100         |
| PGSCM4C002T   | Strategic Management                  | 4      | 25  | 25  | 50  | 100         |
| <b>ELECTIVE COURSES</b>   |                                       |        |     |     |     |             |
| Choose any three electives from Supply Chain Management (Major) |                                       |        |     |     |     |             |
| PGSCM4E001T   | Purchase and Materials Management     | 4      | 25  | 25  | 50  | 100         |
| PGSCM4C002T   | Logistics and Distribution Management | 4      | 25  | 25  | 50  | 100         |
| PGSCM4E003T   | Enterprise Resource Planning          | 4      | 25  | 25  | 50  | 100         |
| PGSCM4E004T   | Business Process Re-engineering       | 4      | 25  | 25  | 50  | 100         |
| PGSCM4E005T   | Export and Import Management          | 4      | 25  | 25  | 50  | 100         |
| Choose any one elective from Marketing Management (Minor)       |                                       |        |     |     |     |             |
| PGSCM4E006T   | Product and Brand Management          | 4      | 25  | 25  | 50  | 100         |
| PGSCM4E007T   | Services Marketing                    | 4      | 25  | 25  | 50  | 100         |
| PGSCM4E008T   | Agriculture and Rural Marketing       | 4      | 25  | 25  | 50  | 100         |
| PGSCM4E009T   | Customer Relationship Management      | 4      | 25  | 25  | 50  | 100         |



# Central University of Jammu

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Rahya-Suchani (Bagla), District: Samba – 181143, Jammu (J&K)

|   | INTERDISCIPLINARY COURSES (Any one) |           |    |            |            |            |
|---|-------------------------------------|-----------|----|------------|------------|------------|
| PGSCM4I001T   | Green Marketing                     | 4         | 25 | 25         | 50         | 100        |
| PGSCM4I002T   | Ethics in Business                  | 4         | 25 | 25         | 50         | 100        |
| Am Industry Oriented Workshop for 36 hours to be conducted during Semester-IV |                                     |           |    |            |            |            |
| <b>Total</b>  |                                     | <b>28</b> |    | <b>350</b> | <b>350</b> | <b>700</b> |

  
Registrar

Encl: Syllabus of 1<sup>st</sup>-4<sup>th</sup> semester

**To:**

Head, Dept. of Supply Chain Management

**Copy to:**

I/c Controller of Examinations



# Syllabus

## MBA (Supply Chain Management)

### Semester – I



Department of Marketing and Supply Chain Management  
Central University of Jammu  
Jammu, J&K State

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

**Semester – I**

|  |   |                                |                 |
|--|---|--------------------------------|-----------------|
| <b>Course Title:</b>                       | <b>Management Processes and Organizational Behavior</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>                        | <b>PGSCM1CO01T</b>                                      | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of University Examination:</b> | <b>3 hrs.</b>   | <b>University Examination:</b> | <b>50 marks</b> |

**Objective:** The objective of this course is to familiarize students with basic management concepts and to enable them to understand, analyze and predict behavior in organizations

**Unit – I**

**Fundamentals of Management:** Importance of Management, Functions of Management, Levels of Management and Managerial Skills, Roles of a Manager

**Evolution of Management Thought:** Scientific Management, Administrative Management, Human Relations Movement, Behavioral, Quantitative, Systems and Contingency Approaches, Corporate Social Responsibility, Social Audit, Ethics

**Unit – II**

**Planning:** Nature, Importance, Forms of Planning, Types of Plans, Steps in Planning

**Organizing:** Process and Principles, **Organizational Structure:** Departmentalization, Chain of Command, Span of Management, Centralization and Decentralization, **Organization Design:** Simple, Bureaucracy, Matrix Structures, New Design Structures: Virtual, Leaner, **Directing:** Principles of Effective Direction, **Controlling:** Steps in Control Process, Control Methods, Characteristics and Costs of Useful Information

**Unit – III**

**Organizational Behavior:** Introduction to OB, Challenges and Opportunities for Organizational Behavior, Developing an Organization Behavior Model, Managing Diversity in Organizations

**Foundations of Individuals Behavior:** Personality, Personality Traits Relevant to OB, **Learning:** Components of Learning Process; Theoretical process of learning- Classical Conditioning; Operant Conditioning, Cognitive and Social Learning Theory.

**Perception and Individual Decision Making:** Nature and importance; Factors influencing perception; Managing the Perception Process, **Attitude:** Nature and Dimensions

**Unit – IV**

**Motivation:** Nature, Determinants, Introduction to theories of motivation; Need Hierarchy theory, Theory-X and Theory-Y, Two Factor Theory, Alderfer's ERG Theory, McClelland's Theory, Victor Vroom's Expectancy Theory, J. Stacy Adams Equity Theory.

**Leadership:** Concept, Leadership Styles, Introduction to Leadership Theories: Trait, Behavioral, Fielder's Contingency Theory, Harsey and Blanchard's Situational Theory

**Unit – V**

**Group Behavior:** Types of Groups, Stages of Group Development, Group Decision Making Processes, Group Decision Making Techniques, Interpersonal Communication, Organizational Communication, **Work Teams:** Types of Work Teams, Team Development, Building Effective Teams

**Conflict Management:** Concept, Sources of Conflict, Types: Veridical Conflict, Contingent Conflict, Displaced Conflict, Misattributed Conflict, Latent Conflict, False Conflict Functional and Dysfunctional Conflict, Conflict Management Styles.

**Suggested Readings:**

- Koontz, Herold and Wehrich, Heinz. Management, McGraw Hill, New York.
- Robins, S.P. and Sanghi, S.: Organizational Behavior, ed. xi, Pearson-Education, New Delhi.
- Robbins, Stephens, P. Organisational Behaviour, Prentice Hall of India, New Delhi.
- Luthans Fred – Organisational Behaviour, Tata McGraw Hill, New Delhi.
- Stoner, James A.F. and Freeman, R. Edward, Management, New Delhi.
- Udai Pareek and Sushama Khanna, Understanding Organizational Behaviour, Oxford University, New Delhi

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

**Semester – I**

|                                 |   |                                |                 |
|---------------------------------|---|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Essentials of Marketing Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM1C002T</b>                        | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                             | <b>University Examination:</b> | <b>50 marks</b> |

**Objective:** The objective of this course is to provide students with the knowledge of Marketing and its related concepts.

**Unit – I**

**Marketing Fundamentals and Environment:** Nature, scope and importance of marketing, marketing process, marketing management philosophies, value chain, creating customer value, satisfaction and loyalty, Environmental scanning, contemporary issues in marketing-CRM, e-marketing, green marketing.

**Marketing Research:** Concept, relevance and role of marketing research, Marketing Research Process.

**Unit – II**

**Market Segmentation:** Concept and importance of marketing segmentation, Bases of marketing segments, Market Segmentation Process, Factors for evaluating Market Segments.

**Targeting and Positioning:** Selection and importance of Target Markets, Concept of Positioning, Elements of Positioning, Concept of Strategic Positioning, and Criteria for successful Positioning.

**Unit – III**

**Consumer Behavior:** concept of consumer behavior, factors influencing consumer behavior, buyer decision process, consumer psychology- industrial behavior vs domestic buyer behavior, customer value and satisfaction.

**Unit – IV**

**Marketing Mix:** Concept of marketing mix, definition of each of the 4Ps, components of each P, extended 7Ps for services, significance of marketing mix in the competitive environment.

**Marketing Planning:** Concept of marketing planning, elements and objectives of market plan, developing marketing plan for variety of goods and services.

**Unit – V**

**Marketing Organization:** concept, Types- functional organization, product focused organization, geographic organization, customer based organization, matrix organization, organization structure for a wide customer orientation.

**Market evaluation and Control:** Process, need and significance of marketing control, marketing audit, social responsibility of marketing organization.

**Suggested Readings:**

- Ramaswami, V.S and Namakumari, S., Marketing Management- Global Perspectives Indian Context – 4<sup>th</sup> Edition- MacMillan
- Baines, P., Fill, Chris and Page, K., Marketing Asian Edition- Oxford University Press adapted by Piyush K. Sinha
- Kotler, Keller, Koshy, Jha Marketing Management- A South Asian Perspectives- 14<sup>th</sup> Edition Pearson
- Malhotra, Naresh K and Dash, Satyabhushan, Marketing Research- An applied Orientation 6<sup>th</sup> Edition- Pearson.
- Grewal, D. & Levy, M. Marketing- 2<sup>nd</sup> Edition Tata McGraw Hill Education Pvt. Ltd.
- Britt and Boyd (ed.), Marketing Management and Administrative Action, Tata McGraw Hill
- P Kotler and Armstrong, Principles of Marketing, Prentice Hall India
- R Sexena, Marketing Management, Tata McGraw Hill.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

**Semester – I**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Accounting for Managers with Application Software</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM1C0031</b>                                       | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>  | <b>University Examination:</b> | <b>50 marks</b> |

**Objective:** The objective of this course is to provide students with the knowledge of managerial and financial accounting fundamentals.

**Unit – I**

**Fundamentals of Accounting:** Terminology of Accounting: Trade, Profession, Business, Owner, Capital, Drawings, Goods, Purchase, Sales, Purchase Return, Sales Return; Terminology of Accounting: Stock, Creditor, Debtor, Liabilities, Assets, Expenses, Revenue, Income, Discount, Bad debts, Transaction, Voucher, Functional areas of Management Accounting and Information needs, Role of Managerial Accountant, Accounting Standards, Accounting Concepts, Accounting Process, Preparation of Simple Trial Balance.

**Unit- II**

**Financial Statement Analysis:** Concept and Limitations of Financial Statement Analysis, Horizontal Analysis, Vertical Analysis, Ratio Analysis.

**Statement of Cash and Fund Flows:** Concept and Activities, Definition of cash and cash equivalents, Non-cash Transactions, Statement of Cash Flow, Accounting Equation, Preparing Statement of Cash and Fund Flows.

**Unit- III**

**Activity Based Costing and Cost- Volume- Profit Analysis:** Unit-, Batch-, Product-, and Facility level Costs, Activity- Based Costing, Benefits and Limitations of ABC, Contribution Margin and its use, Break Even Analysis, Target Profit Analysis, Margin of Safety, Operating Leverage.

**Unit- IV**

**Receivables and Inventory:** Recording of Accounts Receivable (Direct write off method), Retail method of Inventory Costing, Characteristics of Notes Receivables, Theoretical approach to Inventory Costing Methods, Reasons for Inventory Errors.

**Fixed Assets:** Nature of Fixed Assets, Classifying the Cost of Fixed Assets, Theoretical concepts pertaining to: Depreciation Expense- Factors, Straight line method of computing depreciation expense, Comparison of Depreciation methods.

**Unit- V**

**Working with Application Software:** Working in Tally Environment, Tally Menu, Company Creation, Alteration & Delete any Company; Meaning of Group & It's Utility; Ledgers Creation; Create Multiple ledger, Display, Alter & Delete; Inventory Creation; Receipt Voucher's entry; Entry of Purchase voucher; Entry of Purchase Voucher & Payment Voucher; Entry of Sales Voucher & Payment Voucher; Entry of Payment Voucher & Receipt Voucher; Entry of Contra Voucher & Purchase Voucher; Entry of Payment Voucher, Sales Voucher, Receipt Voucher; Entry of Payment Voucher, Receipt Voucher; Tally - What is Day Book, Add Voucher, Remove & Restore any Entry in Tally, etc..

Transaction in Journal Voucher, Create Ledgers during Entry; Use & See Ledgers, Use of Duplicate, Remove & Restore all, etc. options; Transaction of Purchase Return, Create Inventory during Voucher Entry etc.; How to Check Inventory; Debit Note; Transaction of Sales Return; Credit Note; Use of Cash / Bank Books; Use of Group Summary; Use of Journal Register; Trial Balance.

**Suggested Readings:**

- Tulsian P.C., Financial Accounting, Pearson Publication.
  - Maheshwari, Sharad K., Maheshwari Suneel K and Maheshwari S.N., A Textbook of Accounting For Management, Vikas Publications.
  - Dr. Jain, Kapil & Prof. Somani. Rashmi, Accounting for Managers, Dreamtech Press.
  - Khan, M Y & Jain, P K, Management Accounting, Tata McGraw Hill Publication.
  - Tally ERP 9 in Simple Steps, Kogent Learning Solutions Inc., ISBN: 9350040530.
  - Asok K Nadhani, Mastering Tally ERP 9, BPB Publications.
  - Carl S. Warren, James M. Reeve, Jonathan E. Duchac, Financial and Managerial Accounting (12 Edition), South Western, Cengage Learning.
  - Shah. Paresh, Financial Accounting for Management, Oxford University Press.
  - Tally ERP 9, Official Manual, Tally Press.
  - Tally for Beginners - (Accounting with Tally Part-I & II), Tally Press.
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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

Semester – I

|                                 |                             |                                |                 |
|---------------------------------|-----------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Managerial Economics</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCMIC0047</b>          | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>               | <b>University Examination:</b> | <b>50 marks</b> |

**Objective:** The objective of this course is to acquaint the students with concepts and techniques used in economics and enable them to apply this knowledge in business decision making.

**Unit – I**

**Fundamentals of Managerial Economics:** Nature and Scope of Managerial Economics, Objectives of a firm, Managerial Economists Role and Responsibilities, Fundamental Micro-economics, Concepts in Decision Making: Marginal Principle, Choice and Opportunity Costs, Discounting Principle.

**Unit – II**

**Demand Analysis:** Theory, Demand Function, Law of Demand, Individual and Market Demand, Determinants of Demand, Elasticity of Demand: Price, Income and Cross Elasticity, Demand Forecasting, Consumer's Surplus, Indifference Curve Analysis.

**Unit – III**

**Cost Analysis:** Production and Cost Analysis, Production Function, Law of Diminishing Returns, Isoquants, Law of Returns to Scale, Classification of Costs, Average-Marginal Relationships, Long-run and Short-run Cost Functions, Economies of Scale.

**Unit – IV**

**Market Structures:** Spectrum of Market Structures, Price Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly, Price Discrimination.

**Unit – V**

**Macroeconomic Variable:** Circular flow of Economic Activity, National Income, GDP, GNP and NNP, Methods for Measuring National Income, Income Determination: Keynes Views, Inflation: Concept, Causes and Consequences, Demand-Pull and Cost-Push, Business Cycle: Features and Phases, Causes of Business Cycle.

**Suggested Readings:**

- Mankiw.N. Gregory, Principles Of Microeconomics, Cengage Learning
- Dwivedi, D.N., Managerial Economics, Vikas Publishing – 7<sup>th</sup> Edition
- Ahuja, H.L., Managerial Economics, S. Chand Publishing- 8<sup>th</sup> Edition
- Mankiw. N. Gregory, Economics Principles and Applications ,Cengage Learning
- Samuelson. Pual A. & William B. Nordhaus, Economics ,Tata Mac Graw Hill
- Salvatore, Managerial Economics in Global Economy, Thomson Learning, Mumbai.

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Syllabus  
Master's Degree Programme in MBA (Supply Chain Management)  
Core Subject

Semester – I

|                          |                                   |                         |          |
|--------------------------|-----------------------------------|-------------------------|----------|
| Course Title:            | Statistical Analysis for Managers | Credits:                | 04       |
| Course Code:             | PGSCMIC005T                       | Internal Assessment:    | 50 marks |
| Duration of Examination: | 3 hrs.                            | University Examination: | 50 marks |

**Objective:** To provide students with strong understanding of statistical concepts and their applications in management.

**Unit – I**

**Introduction to Statistics:** Definition, Characteristics, Functions, Relevance of Statistics for other areas of study, Types of Statistical Methods, Limitation of Statistics, Statistical Units and their requirements, .

**Classification and Tabulation:** Definition, Characteristics and Objectives of Classification, Rules and Types of Classification, Illustrations on Classification, Definition, Characteristics and Objectives of Tabulation, Rules and Types of Tables, Illustrations on Tabulation.

**Unit – II**

**Collection of Data and Editing of Data:** Definition of Data Collection, Types of Data, Difference between Primary and Secondary Data, Methods of Collecting Primary Data, Methods of Collecting Secondary, Concept of Editing Data, Editing of Primary Data, Editing of Secondary Data, Coding of Data, Guidelines for choosing between primary and Secondary Data.

**Diagrammatic and Graphical Representation:** Definition, Characteristics and Objectives of Diagrammatic Representation, Rules for Diagrammatic Representation, Difference between tabulation and Diagrammatic Representation, Advantages and Disadvantages of Diagrammatic Representation, Types of Diagrams with illustrations, Definition, Characteristics and Rules of a Graph, Difference between Diagrams and Graphs, Layout of a graph, Types of Graphs with Illustrations.

**Unit – III**

**Measures of Central Tendency:** Definition and Characteristics of Central Tendency / Average, Advantages and Disadvantages of Average, Types of Average, Arithmetic Average / Mean: Concept, Methods of Computation, Weighted Arithmetic Average, Mathematical Properties, Advantages and Disadvantages, Median: Concept, Methods of Computation, Properties, Advantages and Disadvantages, Mode: Mode: Concept, Methods of Inspection; Empirical Relation, Advantages and Disadvantages.

**Measures of Dispersion:** Definition, Characteristics, Properties, Advantages and Disadvantages, Types of Measures of Dispersion, Range: Concept, Application, Methods of Computation, Advantages and Disadvantages, Mean Deviation: Concept, Methods of Computation, Advantages and Disadvantages, Standard Deviation: Concept, Methods of Computation, Advantages and Disadvantages,

**Unit – IV**

**Skewness:** Definition, Characteristics and Types of Skewness, Difference between Dispersion and Skewness, Different Measures of Skewness: General Measures, Karl Person's.

**Kurtosis:** Definition, Characteristics of Kurtosis, Importance of Kurtosis, Methods of Kurtosis (without numerical).

**Unit – V**

**Correlation:** Definition, Uses and Types of Correlation, Measures of Simple Correlation: Spearman's Rank Correlation, Concurrent Deviation Method.

**Regression:** Definition, Uses and Types of Regression, Methods of Simple Regression Analysis: Graphical, Algebraic.

**Suggested Readings:**

- Sharma J K, Business Statistics- Pearson Education
- Gupta, S.C., Fundamentals of Statistics- Himalayan Publishing House
- Levin & Lubin, Statistics for Management, Pearson Education
- Dr. Aditham B Rao, Quantitative Techniques in Business, Jaico Publishing House

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective Subject**

**Semester – I**

|                                 |                                       |                                |                 |
|---------------------------------|---------------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Application Tools for Managers</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM1E0017</b>                    | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs</b>                          | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVES:** This course is designed to provide an understanding of basic fundamentals of computers, computer operating system and application of relevant software in managerial decision-making to students.

**Unit - I**

**Introduction to Computers:** Basics of Computers and its operations, Evolution of Computers, Generation of Computers, Characteristics of Computers, Concept of Hardware, Software & Firmware, Concept of bit & byte. **Input-output Devices:** Different input & output devices. **Software/Hardware & its Classification:** Types of Software, Operating System & its types, Translators – Interpreters, Compilers & Assemblers.

**Unit - II**

**Introduction to MS Word:** Concept of word processing, Advantages of word processing, File format difference in Office 2007 and previous versions of Office, File menu, Edit menu, View menu, Insert menu, Format menu, Tools menu, Table menu, Windows menu and Help menu.

**Unit - III**

**Introduction to MS Excel:** Concept of spreadsheets, Application areas of Excel, Use of formula bar, Cell addressing/referencing, File format difference in Office 2007 and previous versions of Office, File menu, Edit menu, View menu, Insert menu, Format menu, Tools menu, Data menu, Windows menu and Help menu.

**Unit - IV**

**Introduction to MS PowerPoint:** General features of PowerPoint, File format difference in Office 2007 and previous versions of Office, File menu, Edit menu, View menu, Insert menu, Format menu, Tools menu, Slide Show menu, Windows menu and Help menu.

**Unit - V**

**Data Communication and Networking:** Introduction to data communication and networking, Data Transmission and equipment (simplex, half duplex & full duplex), Concept of computer virus, Communication Media, Types of topologies, Local Area Network (LAN), Wide Area Network (WAN), Metropolitan Area Network (MAN), Internet & its history, Concept of internet protocols & domain names, Concept of URLs, Concepts of emails, browsers & search engines.

**Suggested Readings:**

- Morley & Parker (2009), Fundamentals of Computers, Cengage Learning India Pvt. Ltd.
- Matthews Carole, Marty & Cronan John (2010), Microsoft Office 2010: Quick Steps, McGraw Hill.
- Kapila Hemant (2009), A Text Book of Windows Based Computer Courses, S. Dinesh & Co., Jalandhar.



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Syllabus  
Master's Degree Programme in MBA (Supply Chain Management)  
Foundation Subject

Semester – I

|                          |   |                         |          |
|--------------------------|---|-------------------------|----------|
| Course Title:            | Communication and Personality Development | Credits:                | 02       |
| Course Code:             | PGSCM1F0017                               | Internal Assessment:    | 25 marks |
| Duration of Examination: | 2 hrs.                                    | University Examination: | 25 marks |

**Objective:** The aim of this course is to prepare the students in such a way that they are able to communicate effectively and efficiently.

**Unit – I**

**Communication Foundations:** Importance and purpose of communication, types of communication, communication process, principles of communication, legal and ethical constraints, potential communication barriers, use of technology in communication.

**Unit – II**

**Written Communication:** Principles of Business Writing, Business Letters, Report writing, Memos, Routine Messages, Agenda, Minutes of Meeting, Press notes, Sales Letters, Enquiries, Orders, Letters of Complaints, Circulars, Letters of Appreciations and Resumes.

**Unit – III**

**Personality Development:** Non-verbal communication, Mock Interviews, Participating in Group Discussions, Telephonic Conversation, Handling Press Conferences, Basic Phonetics, Symbols and Sounds, Dress Etiquettes, Body Etiquettes.

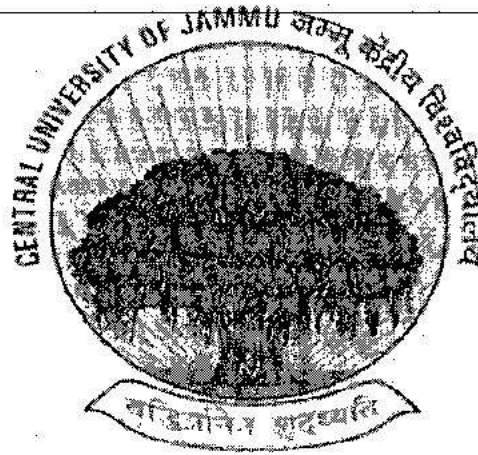
**Suggested Readings:**

- Mallika Nawal, Business Communication, Edition: 1<sup>st</sup> Cengage Learning.
- John M. Penrose Jr., Robert W. Rasberry, Edition: 5<sup>th</sup>, Business Communication for Managers: An Advanced Approach, Cengage Learning.
- Sanjay Kumar & Pushp Lata, Communication Skills, Oxford University Press.
- Meenakshi Raman & Sangeeta Sharma, Technical Communication Principles and Practice, Oxford University Press.

# Syllabus

## MBA (Supply Chain Management)

Semester – II



Department of Marketing and Supply Chain Management  
Central University of Jammu  
Jammu, J&K State

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**  
**Semester – II**

|                                 |                                  |                                |                 |
|---------------------------------|----------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Human Resource Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM2001T</b>                | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                    | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** The objective of this course is to familiarize the students with concepts and functions of human resource management.

**Unit I Introduction to Human Resource Management**

**Human Resource Management:** Concept, Nature, Functions and Significance of People Management in an organization; Evolution of HRM, Indian Scenario and HRM, Challenges faced by HRM, Models of HRM: The Harvard Model, The Michigan Model

**Unit II Manpower Management**

**Human Resource Planning:** Steps, Factors, Integration of Strategy and HRP; **Job Analysis:** Job Description & Job Specification; **Recruitment:** Steps, Sources & Methods of Recruitment, **Selection:** Stages in Selection Process, Selection Tests, Reliability & Validity in Selection, **Induction:** Objectives, Procedure and Techniques, **Succession Planning, Job Evaluation:** Objectives, Methods: Quantitative & Non Quantitative

**Unit III Training and Development**

**Training:** Purpose & Principles, Training Need Analysis, Methods of Training, **Executive Development:** Need, Techniques of Management Development, **Promotions:** Types, **Transfers:** Purpose, Procedure, **Separation:** Resignation, Dismissal, Suspension, Retrenchment, Lay-off, **Performance Appraisal:** Process, Methods-Traditional & Modern, Problems

**UNIT IV Compensation, Benefits and Employee Welfare**

**Compensation:** Objectives, Factors, Components, Benefits, Quality of Work Life, **Employee Engagement:** Levels, Building Blocks, Employer Branding

**Unit V Industrial Relations**

**Industrial Relation:** Objectives, Nature, Scope, Preventive & Settlement Machinery, **Trade Unions:** Objectives, Functions, Classification, Problems, **Grievance:** Forms, Causes, **Collective Bargaining:** Process

**Suggested Readings:**

- Dessler, G. , Human Resource Management, Pearson Education ,13<sup>th</sup> Edition
- DeCenzo, D. A., & Robbins, S. P. (2010). Fundamentals of Human Resource Management, John Wiley & Sons.
- Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall.
- Armstrong, M. Armstrong's Handbook of Human Resource Management Practice, Kogan Page.
- E. Schuster Human Resource Management, Concept, Cases and Readings, PHI.
- Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, New Jersey.
- Fisher, Schoenfeldt and Shaw, Managing Human Resource, Cengage Learning.
- Lata & Nair Personnel Management & Industrial Relations, S. Chand.
- Mamoria, C. B., Rao, V. S. P., Personnel Management, Himalya Publishing House, New Delhi.
- Monoppa & Saiyadain, Personnel Management, Tata McGraw Hill, New Delhi.
- Pattanayak, B., Human Resource Management. PHI (EEE).
- Sengupta, D., Human Resource Management, Biztantra.

**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

**Semester – II**

|                                 |                              |                                |                 |
|---------------------------------|------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Operations Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCMT2003T</b>           | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                | <b>University Examination:</b> | <b>50 marks</b> |

**Objectives:** The objective of the course to impart knowledge to the students about Operations Management and laying the foundation for developing a better understanding of its intra-functional interaction with other areas of management.

**Unit-I**

**Operations Management:** Definition, Functions in organization, Historical evolution, Relationship with other functional areas, OM as a competitive weapon, OM Decisions.

**Operations Strategy:** Definition, Managing Strategy, Competitive Strategy, Richardson, Taylor & Gordon Frameworks for operational strategy, Strategy and Operational Effectiveness.

**Unit-II**

**Product Design:** Typology of products, Product life cycle, Technology lifecycle, The Product Development Process, Product Architecture, New Product Development & Economic cost, Product Development in Services.

**Process Design:** Definition, Linking processes, Typology of processes, Process decisions, Flexibility in manufacturing, Process choice, Characteristics of different production systems, Process designs in Services.

**Unit-III**

**Facility Location:** Factors affecting facility planning at Global – Macro & Micro level, Methods for evaluating location based decisions.

**Facility Layout:** Basic principles, Types of layouts – Process, Product/Line, Fixed, Group/Cellular, Concept of Line balancing and Assembly line balancing.

**Facility Capacity Planning:** Measures of capacity, capacity planning process (when, what, how), Capacity expansion strategies, Service operations & system capacity.

**Unit-IV**

**Quality Management & Control:** Definition Attributes of Quality, Quality Principles, Dimensions of Design & Conformance quality, Philosophies of Quality, PDCA cycle.

**Total Quality Management:** Definition, Concepts and Guiding principles for TQM, Customer Satisfaction Management, Quality Function Deployment, Models for TQM, Concept of Quality Circles.

**Unit-V**

**Material Requirement Planning (MRP):** Process, MRP pre-requisites, Planning Factors, Benefits, QFD, Introduction to MRP-II.

**Enterprise Resource Planning (ERP):** Concept & Origin of ERP, Characteristics of ERP, Benefits of ERP, ERP Implementation - Methodology, Principles, Guidelines & Causes of failure, Post ERP Implementation

**Suggested Readings:**

- Gaither Norman & Frazier Greg (2011), Operations Management, 9<sup>th</sup> Edition, Cengage Learning India Pvt. Ltd.
- Singla Rai Ashim (2010), Enterprise Resource Planning, 2<sup>nd</sup> Reprint, Cengage Learning India Pvt. Ltd..
- Evans & Collier (2007), Operations Management: An Integrated Goods and Services Approach, 1<sup>st</sup> Indian Reprint 2007, Thomson Learning.

- Krajewski Lee, Ritzman Larry & Malhotra Manoj (2007), 1<sup>st</sup> Reprint 2007, Pearson Prentice Hall.
  - Adam Jr. & Ebert, R.J, Production and Operations Management (2010), 5<sup>th</sup> Edition, Prentice Hall of India Pvt. Ltd..
  - Dr. Banerjee Biswajit, Operations Management and Control (2009), 2<sup>nd</sup> Edition 2009, S. Chand & Company Ltd. New Delhi.
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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

**Semester – II**

|                                 |                             |                                |                 |
|---------------------------------|-----------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Marketing Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM 20047</b>          | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>               | <b>University Examination:</b> | <b>50 marks</b> |

**Objective:** The objective of this course is to provide students with the knowledge of Marketing and its related concepts.

**Unit-I**

**Product and Product Mix:** Product concept, meaning, Goods and Services, Product characteristics, product line, Product mix, Business product and Consumer product, Product life cycle, New product development process, Branding and Packaging decisions- purpose and significance, New trends in branding and packaging.

**Unit-II**

**Price and Pricing Strategies:** concept of price, objectives of pricing, factors affecting pricing decisions, Approaches to Pricing-Price and non-price competition, Methods of pricing, New trends in pricing strategies, Legal and Ethical aspects of price strategy.

**Unit-III**

**Distribution and Channel Management:** Concept of Distribution and Marketing Channels, importance, functions of distribution Channels, classification of distribution channels, role of Channel Intermediaries, designing marketing channels, marketing channels and value networks, Channel management decisions- Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Impact of Technology and Internet on distribution.

**Unit-IV**

**Promotion and Personal Selling:** Concept and Role of Marketing- Direct and Internet Marketing, Customer Behavior in Internet Marketing, B2B Exchanges, Promotional mix- Advertising concept, Objectives of Advertising, Types of Advertising, Creative decisions in Advertising, Media decisions in Advertising, Concept of Public Relations and its tools, Sales promotion, Wide Publicity and Personal selling, concept of Personal Selling, Buyers versus Seller Cycle, Personal Selling Skills, Challenges in Personal Selling, Persuading Customers, Marketing Strategy and Personal Selling, Personal Selling Strategies, Selling Process steps, Impact of Technology and Internet on Promotion.

**Unit-V**

**Business Marketing:** Concept of Business Marketing, Business Marketing on Internet, Relationship Marketing and Strategic Alliance, Categories of Business Customers, Business market versus Consumer Market, Types of Business products, Business Buying Behavior, Competing Global Markets and Global market entry decisions, Other Contemporary issues in Marketing Management.

**Suggested Readings:**

- Ramaswami, V.S and Nannakumari, S., Marketing Management- Global Perspectives Indian Context -- 4<sup>th</sup> Edition- MacMillan
- Baines, P., Fill, Chris and Page, K., Marketing Asian Edition- Oxford University Press adapted by Piyush K. Sinha
- Kotler, Keller, Koshy, Jha Marketing Management- A South Asian Perspectives- 14<sup>th</sup> Edition Pearson
- Malhotra, Naresh K and Dash, Satyabhushan, Marketing Research- An applied Orientation 6<sup>th</sup> Edition- Pearson.
- Grewal, D. & Levy, M. Marketing- 2<sup>nd</sup> Edition Tata McGraw Hill Education Pvt. Ltd.
- Britt and Boyd (ed.), Marketing Management and Administrative Action, Tata McGraw Hill
- P Kotler and Armstrong, Principles of Marketing, Prentice Hall India
- R Sexena, Marketing Management, Tata McGraw Hill.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

**Semester – II**

|                                 |                                     |                                |                 |
|---------------------------------|-------------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Research Methods in Business</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGMS2C006T</b>                   | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                       | <b>University Examination:</b> | <b>50 marks</b> |

**Objective:** To equip the scholars with basic understanding of research methods and their application in the research field.

**Unit-I**

**Introduction to Research:** Def, Objective, Classification of Research, Research Process, Application of research in business decision making, Features of a good research study.

**Formulation of Research:** Scientific thought, Defining the Research Problem, Formulation of Research Hypotheses, Review of literature.

**Unit-II**

**Research Design:** Nature, Process, Classification—Exploratory, Descriptive & Experimental, Experiment and Causality, Necessary conditions for making casual inferences, Validity in experiments, Factors affecting Internal & External validity of experiments.

**Data Collection Methods:** Classification, Benefits and Drawbacks of Secondary data, Evaluation of Secondary data, Classification of Secondary data, Difference between Qualitative and Quantitative data methods, Methods of Qualitative research, Focus Group method, Personal Interview method, Projective techniques.

**Unit-III**

**Attitude Measurement & Scales:** Types of measurement scales, Attitude and its three components, Classification of item scales – single item, multiple item, comparative, non-comparative, continuous rating scale, Measurement error and criteria for good measurement.

**Questionnaire Design & Data Processing:** Types of questionnaire, Questionnaire design procedure, Determining type of questions, Criteria for question designing, Questionnaire structure, Physical characteristics of questionnaire, Pilot testing of questionnaire, Administering the questionnaire, Fieldwork validation, Data Editing, Coding, Classification & Tabulation of data.

**Unit-IV**

**Sampling:** Concepts, Sample versus Census, Sampling versus Sampling error, Sampling Design, Probability sampling designs, Non-probability sampling designs, Determination of sample size.

**Hypotheses Testing:** Concepts, Steps in testing of hypotheses, Test concerning Means (small & large samples), Test for difference between two population means (small, large & paired samples), Uni-variate Analysis, Concept of Bivariate and Multivariate Analysis.

**Unit-V**

**Data Analysis and Software:** Introduction to SPSS, Working in SPSS environment, Descriptive Statistics in SPSS and interpretation, Working with Solver in MS-Excel, Descriptive Statistics in Excel and interpretation.

**Report Writing and Referencing:** Importance of Report writing, Types of Research Reports, Report structure, Report Formulation/Writing, Guidelines for effective documentation, Introduction to APA ver.6 and its different styles.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**

**Semester -- II**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Essentials of Supply Chain Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM2C005T</b>                           | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                                | <b>University Examination:</b> | <b>50 marks</b> |

**Objective:** The objective of the course is to acquaint the students with fundamentals of Supply Chain Management and its relevance in today's business scenario.

**Unit-I**

**Basics of Supply Chain Management:** Concept of supply chain, opportunities and challenges of supply chain, evolution of the concept of supply chain management, supply chains and value chains, strategic decisions in supply chain, model for strategy formulation in supply chain management, supply chain management as a management philosophy, supply chain management in the 21st century.

**Unit-II**

**Planning and Sourcing:** Planning and sourcing supply chain operations, components of supply chain management, role of forecasting in supply chain, factors of demand forecasting, inventory management, procurement vendor selection, contract negotiation, consumption management, supply-demand uncertainties, and inventory management practices.

**Unit-III**

**Logistics in Supply Chain Management:** Concept of Logistics and logistics management, role of logistics service providers in supply networks, importance of logistics management, inventory flow, information flow, logical operating arrangements, supply chain synchronization.

**Unit-IV**

**Transportation in Supply Chain Management:** Transportation functionalities, principles and participants, factors affecting transportation decisions, mode of transportation, transportation administration and third party logistics. Concept of cargo, types of cargo.

**Unit-V**

**Information Technology in Supply Chain Management:** Role of information technology in supply chain management, supply chain information system, supply chain benchmarking, benchmarking process and procedure, recent trends in supply chain management, outsourcing supply chain operations, role of e-commerce in supply chain management, green supply chain management, world class supply chain management.

**Suggested Readings:**

- Hugos M. Essentials of Supply Chain Management.
- Mohanty, R. P. and Deshmukh, S.G. Supply Chain Management- Theories and Practices.
- Bowersox, D.J, Closs, D. and Cooper, M.B., Supply Chain Logistics Management- Mc Graw Hill Pvt. Ltd.
- Oakden, R. Leonaite, K. A framework for Supply Chains- Logistics operation with an Asia-Pacific perspective- Tata Mc Graw Hill.



**Suggested Readings:**

- Chawla Deepak (2012), Research Methods – Concepts and Cases, Vikas Publishing House Pvt. Ltd..
  - Kothari C.R. (2012), Research Methodology – Methods and Techniques, Vikas Publishing House Pvt. Ltd..
  - Kumar Ranjeet (2009), Research Methodology - A Step by Step Guide for Researchers, Pearson Education.
  - Flick Uwe (2012), Introducing Research Methodology -- A Beginner's Guide to Doing a Research Project, Sage South Asia Edition.
  - Sharma J K (2012), Business Statistics, Pearson Education.
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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective Subject**  
**Semester – II**

|                                 |                             |                                |                 |
|---------------------------------|-----------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Financial Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM 2E001T</b>         | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs</b>                | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVES:** This course aims at helping students to understand the conceptual framework of financial management and its applications under various environmental constraints.

**Unit - I**

**Financial Management:** Meaning, nature and scope of financial management, Financial goal: profit vs. wealth maximization. Finance functions: investment, financing and dividend decisions, time value of money, compounding and discounting technique.

**Unit - II**

**Working Capital:** Concept of Gross and Net working capital, types of working capital; various approaches to working capital management, factors affecting working capital requirement. Working Capital Management: Management of cash, inventory and receivables. Working Capital Financing: Sources of short term financing, role of commercial banks in providing working capital; commercial papers; factoring and other tools of working capital management.

**Unit - III**

**Cost of Capital:** Meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; weighted cost of capital. Concepts of leverage operating and financial leverage.

**Unit - IV**

**Capital Budgeting:** Nature of investment decisions; investment criteria- Net present value, internal rate of return, profitability index, payback period, Accounting rate of return, NPV and IRR comparison, capital rationing, risk analysis in capital budgeting.

**Unit - V**

**Capital structure:** Concept and approaches of capital structure decisions; Net income approach, Net operating income approach, Traditional and M.M. Hypothesis. Determinants of capital structure. Dividend Decisions-Issues in dividend decisions, relevance and irrelevance theories of dividend, Walter model, Gordon's model, M-M hypothesis, forms of dividend, factors affecting dividend decision.

**Suggested Readings:**

- Chandra Prsanna (2010), Financial Management, Tata Mc Graw Hill, Delhi,
- Hampton John (2010), Financial Decision Making, Prentice Hall, Delhi.
- Pandey I.M. (2010), Vikas Publishing House, Delhi.
- Khan M Y, Jain P.K. (2011), Financial Management, Tata Mc Graw Hill, Delhi.
- Van Horne James C (2001), Financial Management Policy, Prentice Hall, Delhi.
- Van Horne, J.C. and J.M. Wachowicz Jr. (2011), Fundamentals of Financial Management, Prentice Hall, Delhi.
- Bhattacharya Hrisikhas (2003), Working Capital Management-Strategies and Techniques, Prentice Hall, New Delhi.
- Block Stanley B Geoffery A Hilt (2010), Foundations of Financial Management, Richard D., Irwin, Homewood.
- Gupta S.K. and Sharma R.K. (2011), Financial Management, Kalyani Publishers, New Delhi.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Foundation Subject**

**Semester – II**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Business Environment and Ethics</b> | <b>Credits:</b>                | <b>02</b>       |
| <b>Course Code:</b>             | <b>PGSCM 2FO017</b>                    | <b>Internal Assessment:</b>    | <b>25 marks</b> |
| <b>Duration of Examination:</b> | <b>2 hrs.</b>                          | <b>University Examination:</b> | <b>25 marks</b> |

**Objective:** The objective of this course is to develop knowledge base of environmental factors affecting business and to inculcate values of Environmental ethics amongst the students.

**Unit – I**

**Business Environment:** Meaning, concept and importance of business environment, need of environmental studies for Business, Elements of environment -internal and external, Changing dimensions of business environment, Liberalization, Privatization and Globalization. Business cycle, Inflation – Meaning, causes and measures to check inflation.

**Unit – II**

**Environmental Factors:** Significance and elements of Economic Environment, Economic Systems and Business Environment, Economic planning in India, Government policies - Industrial policy, licensing policy, fiscal policy, Monetary policy and EXIM policy, Political, Social, Cultural and Legal Environment of Business.

**Unit – III**

**Business Ethics:** Introduction to Business ethics, nature, characteristics and needs, evolution of Business ethics, Ethical practices in management, Ethical Value System, Corporate Governance, Corporate Social Responsibility (CSR), Opportunities and challenges in Business Ethics, Managing ethics in organizations.

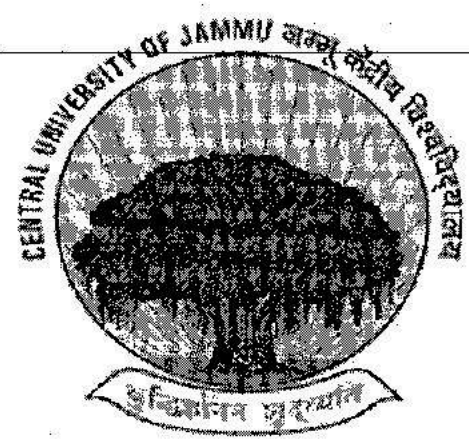
**Suggested Readings:**

- K. Aswathappa, Essentials of Business Environment
- Francis Cherunilam, Business Environment: Text and Cases, Publisher: Himalayan Publishing House
- Saleem Shaikh, Business Environment , Publisher: Pearson Education
- Justin Paul, Business Environment, Publisher: The McGraw Hill Companies
- Saleem Shaikh, Business Environment , Publisher: Pearson Education
- Justin Paul, Business Environment, Publisher: The McGraw Hill Companies

# Syllabus

## MBA (Supply Chain Management)

Semester – III



Department of Marketing and Supply Chain Management  
Central University of Jammu  
Jammu, J&K State

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**  
**Semester – III**

|                                 |                         |                                |                 |
|---------------------------------|-------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Decision Science</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM3001T</b>       | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs</b>            | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To impart to students comprehensive understanding of the application of operations research techniques and tools in business and financial decision making.

**Unit - I**

**Operation Research:** Meaning, Features, Methodology, Types of Models, Tools, Scope and Limitations.  
**Linear Programming:** Introduction to linear programming, Formation of LPP, Graphic method, Simplex method, Duality problem and Conversion of a primal into its dual.

**Unit - II**

**Assignment Problems:** Introduction, Hungarian method, Variations of the assignment problem, Travelling Salesman Problem.  
**Transportation Problems:** Minimization and maximization transportation problems, Transshipment problems.

**Unit - III**

**Game Theory:** Introduction, Two Person sum games, Pure strategies, Mixed strategies (Graphical, Algebraic Methods to be covered).  
**Decision Theory:** Definition, Stages of Decision Making Theory, Components of Decision Making, Concept of Payoff, Utility, Opportunity Loss, Decision Making – Under Certainty, Under Risk, Under Uncertainty, Expected Opportunity Loss, Expected value of Perfect Information, Constructing Decision tree diagrams.

**Unit - IV**

**Queuing Theoretic Model:** Basic components of waiting line process, Basic structure of waiting line processes, Queuing theory assumptions, Single channel-Single phase models.  
**Inventory Control:** Fundamentals of inventory, Inventory costs, Basic EOQ model, Discount model of EOQ, Inventory decisions, ABC classification, VED analysis and introduction to other classifications.

**Unit - V**

**Simulation:** Concept and application, Basic Monte-Carlo approach.  
**Replacement Theory:** Pre-requisites, Failure mechanism of items, Assumptions, Replacement Decisions, Types of Replacement problems, Numerical problems related to Replacement of Items which deteriorates with time only.

**Suggested Readings:**

- Sharma J K, Operations Research, Theory and Applications, 4th Edition, 2010, Macmillan New Delhi.
- Wayne L. Winston, Operations Research: Applications and Algorithms, 4th Edition (5th Indian Reprint 2010), Cengage Learning India Private Limited New Delhi.
- K. Shridhara Bhat, Essentials of Operations Research & Quantitative Techniques, 1st Edition, Himalaya Publishing House, Mumbai.
- Anand Sharma, Operations Research, Reprint 2007, Himalaya Publishing House, Mumbai.
- Kalavathy S, Operations Research, 2nd Edition, 2009, Vikas Publishing House Pvt. Ltd. New Delhi.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**  
**Semester – III**

|                                 |   |                                |                 |
|---------------------------------|---|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Industrial Training Report and Viva voce</b> | <b>Credits:</b>                | <b>02</b>       |
| <b>Course Code:</b>             | <b>PGSCM3COO-2TV</b>                            | <b>Internal Assessment:</b>    | <b>25 marks</b> |
| <b>Duration of Examination:</b> | <b>--</b>                                       | <b>University Examination:</b> | <b>25 marks</b> |

**OBJECTIVE:** To augment the practical approach with theory so that the students get a hands on experience while working with the industry.

**Programme / Training Structure:** As per the Project Study Guidelines issued by the Department.

**Evaluation Pattern:**

|                            |                    |           |
|----------------------------|--------------------|-----------|
| <b>Internal Evaluation</b> | Presentation       | 15        |
|                            | Viva- voce         | 10        |
| <b>External Evaluation</b> | Project Evaluation | 15        |
|                            | Viva- voce         | 10        |
| <b>TOTAL</b>               |                    | <b>50</b> |

**Internal Evaluation:** The Internal Evaluation shall be conducted by the following members: Head of the Department; Faculty-Coordinator Industrial Training and one Faculty member of the Department nominated by the Head of the Department.

**External Evaluation:** The External Evaluation shall be conducted by the following members: Head of the Department; One Subject Expert (Academician or Industrial Professional).

## Syllabus

Master's Degree Programme in MBA (Supply Chain Management)

Elective (Major) Subject

Semester – III

|                          |                               |                         |          |
|--------------------------|-------------------------------|-------------------------|----------|
| Course Title:            | Management Information System | Credits:                | 04       |
| Course Code:             | PGSCMT3E001T                  | Internal Assessment:    | 50 marks |
| Duration of Examination: | 3 hrs.                        | University Examination: | 50 marks |

**OBJECTIVE:** To develop in students an understanding of the structure and role of Information and its integration in business.

### Unit - I

**Management Information System:** Introduction to MIS, Meaning & Objectives of MIS, Nature & Approaches to MIS, Requirements for MIS, Significance & Role of MIS, Problems & Solutions in implementing MIS from Indian scenario, Benefits & Limitations of MIS, Concepts of System, Characteristics of System, Evolution of Information System, Types of Systems.

**Fundamentals of Information:** Concepts of Information, Characteristics of Information, Value of Information, Sources of Information, Types of Information, Dimensions of Information, Level of Management & their information requirements, Approaches to Information System, Components of Information System, Classification and Characteristics of Information Systems (TPS, PCS, ECS, MIS, DSS, EIS, ES, KMS, SIS, BIS and OAS).

### Unit - II

**Decision Making and MIS:** Introduction to Decision Making Process & Manager Roles, Classification of managerial Decisions, Models for Decision Making Process (Rational Model, Implicit Favorite Model and Emerging Model. (Case Study)

**Development of MIS:** Two phase model for selecting IS Tools, Tools for MIS Development (Traditional tools & Automated tools).

### Unit - III

**Information System Planning:** Nolan's Model, Concept of PIECES Model, Principles for IS Development, Concept of System Development Life Cycle (SDLC). (Case Study)

**Implementation of MIS:** Methods of Implementing MIS, Implementation steps of MIS, Structure for evaluation of MIS, Maintenance of MIS, Problems related to maintenance of MIS and measures to overcome these problems.

### Unit - IV

**Information Systems for Business Operations:** Sub-systems, Components and working of Marketing Information System, Production Information System, HR Information System, Financial & Accounting Information System, R&D Information System.

**Control and Security Issues:** Challenges for securing computer systems, Types of computer security breaches, Security controls, Audit in information systems, Cyber Laws & IT Act 2000, Ethical foundations, Ethical & Societal dimensions of Information Technology.

### Unit - V

**Introduction to Database Concepts:** Database Management System (DBMS) and their Components, Relational Database Management System (RDBMS), Concept of Entity & Relationships in Databases.

**Managing Database:** Basics of Normalization concept, Basics of SQL, Working with DDL and DML commands in SQL.

### Suggested Readings

- Effy Oz (2011), Management Information Systems, Cengage Learning India Private Limited New Delhi.
- Stair Ralph & Reynolds George (2009), Principles of Information Systems; A Managerial Approach, Cengage Learning India Private Limited New Delhi.
- Jaiswal Mahadeo & Mital Monika (2007), Management Information Systems, Oxford University Press New Delhi.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester – III**

|                                 |   |                                |                 |
|---------------------------------|---|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Quality and Total Quality Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>POSCMT3C002T</b>                         | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                               | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** Understand the concept and culture of total quality management and develop skills to use SQC techniques and other quality tools in solving quality related problems.

**Unit - I**

**Fundamentals of Quality:** Definitions, Quality and Quality management, Relevance of Quality in and organization, Quality Management Principles.

**Fundamentals of Total Quality Management:** Definitions, Guiding Principle, TQM Implementation, TQM Models, Benefits and obstacles in TQM.

**Unit - II**

**Quality Philosophies:** Philosophies – Deming, Joseph Juran, Philip Crosby, Armand Feigenbaum, Genichi Taguchi, Kaoru Ishikawa.

**Cost of Quality:** Prevention Cost, Appraisal Cost, Internal-failure Cost, External Failure Cost, Cost of Quality Models.

**Unit - III**

**Statistical Process Control:** Conceptual Approach to SQC, Causes of variation in quality; Acceptance sampling; Inspection vs. acceptance sampling; Quality indices and operating characteristic curves; Single and double sampling plans; Control charts for attributes; Control charts for variables; Interpretation of control charts.

**Quality Tools and Techniques:** Tools- flowcharts, check sheets, histograms, Pareto chart, Scatter diagram, Control chart, Cause-and-effect diagram, Continuous improvement techniques, Benchmarking process, Six-sigma approach.

**Unit - IV**

**Six Sigma:** Definition and concepts, Six sigma in organizations, Steps for implementation, calculating Sigma Level Quality, Six-sigma and Organizational Culture, Six-sigma and Quick Response manufacturing, Six-sigma and Lean Practices.

**Total Quality Management:** TQ through Quality Circles, TQ through 5S, TQ through QMS, TQ through Cost of Quality, TQ through Benchmarking, Kaizen, TPM.

**Unit - V**

**Quality Standards and Business Excellence Models:** Quality System Standards, Bureau of Indian Standards, Agmark Grading and Stabilization of Agricultural and Allied Commodities, Quality Council of India, Concept of ISO, Quality Assurance, Types of Quality Audits, Rules for Objective Evidence, Application of ISO series, ISO-14000, COPC-2000.

**Quality Awards and Certification:** CII-EXIM bank Award for Business Excellence (EFQM Model), Tata Business Excellence Model (TBEM), Malcolm Baldrige Criteria for Business Performance Excellence, Measuring Service Quality using SERVQUAL.

**Suggested Readings:**

- Besterfield, D.H., Michna, C.B., Besterfield, G.H. and Sacre, M.B., Total Quality Management, ed.iii, Fifth impression, 2007.
- Juran, J.M., and Gryna, F.M., Quality Planning and Analysis, ed.iii, 1993, McGraw Hill International Editions.
- Feigenbaum, A.V. "Total Quality Management, McGraw Hill, 1991.
- Schroeder, R.G., Operations Management: Contemporary Concepts and Cases, 2000, McGraw-Hill International Editions.
- Stevenson, W.J., Operations Management, ed.vii, 2002, McGraw-Hill International Editions.
- Oakland, J.S. "Total Quality Management Butterworth - Heinemann Ltd., Oxford. 1989.
- Narayana V. and Sreenivasan, N.S. Quality Management - Concepts and Tasks, New Age International 1996.



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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester – III**

|                                 |                             |                                |                 |
|---------------------------------|-----------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Knowledge Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSC13E003T</b>          | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>               | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** The objective of this course is to provide students an introduction to the field of knowledge management. The present course is about Knowledge: how to capture, transfer, share and manage it.

**Unit - I**

Meaning, Components and Type of Knowledge, Knowledge Economy- Concept of Knowledge; the Data-Information-Knowledge-Wisdom Relationship (Knowledge Hierarchy); Organizational Knowledge; Characteristics of Organizational Knowledge; Components of Organizational Knowledge (Tacit vs. Explicit Knowledge).

**Unit - II**

Knowledge Building Models; Knowledge Acquisition Tools; Sharing and Dissemination tools; KM strategy, Knowledge audit, KM metrics, Knowledge Management Cycle & Transformation of an Enterprise through Knowledge Management; Characteristics of Knowledge Management.

**Unit - III**

Knowledge Management Architecture, Knowledge Management Techniques, KM approaches, Creating Knowledge Management System in Organizations- Need for a Knowledge Management System; Knowledge Management Process Framework; Knowledge Management Process; Creating competency in global scenario via Knowledge Management.

**Unit - IV**

Characteristics of Knowledge Organization; Knowledge Management and Organizational Learning; Knowledge Management Strategy and its Development; the Knowledge Managers, Enabling Knowledge Management through Information Technology- Role of Information Technology in Creating Knowledge-Management Systems.

**Unit - V**

Technology diffusion and absorption in Knowledge Management; Concepts of innovation pertaining to KM- Rate of Diffusion, Innovation Time, Innovation Cost, Speed of Diffusion; Technology Transfer in Knowledge Management. Organizational Culture for Knowledge Management- Need for Organizational Culture for Knowledge Management; Ways to Develop Knowledge- Sharing Culture; Future of Knowledge Management; Challenges to Knowledge Management.

**Suggested Readings:**

- Amrit Tiwana, The Knowledge Management Toolkit (Orchestrating IT, Strategy, and Knowledge Platforms, Pearson Education Limited
- Elias M. Awad, Hassan M. Ghaziri, Knowledge Management, Pearson Education Limited
- Edited; D. Morey, M. Maybury and B. Thuraisingham, Knowledge Management (Classic and Contemporary Works), Universities Press (India) Limited.
- Edited; R. Gogula, Knowledge Management—A New Dawn, The Institute of Chartered Financial Analysis of India (ICFAI) Press
- G. Natrajan & S. Shekhar : Knowledge Management (Enabling Business Growth, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- G. Schreiber, H. Akkermans, A. Anjewierden, R. de Hoog, N. Shadbolt, W. V. de Velde and B. Wielinga, Knowledge Engineering and Management, Universities Press (India) Limited.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester – III**

|                                 |   |                                |                 |
|---------------------------------|---|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Advanced Supply Chain Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PASCT3E004T</b>                      | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                           | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To elevate the understanding of Supply Chain Management and platform it to industry level understanding.

**Unit - I**

Supply Chain Strategies, Strategic fit and Challenges in achieving and maintaining strategic fit, Designing Supply Chain Networks- Role of Distribution in supply chain, factors influencing Distribution Network Design, Design options, Online sales and Distribution Network, Impact of online sales on cost in different Industry, Distribution Networks in practice.

**Unit - II**

Strategic Alliance in Supply Chain, Third-Party Logistics, Fourth-Party Logistics, Retailer-Supplier partnership, Issues in Strategic Alliance, Agile Supply Chain, Concept, characteristics and Barriers to Agility, Creating an Agile Supply Chains.

**Unit - III**

Domestic vs Global Supply Chain, Strategic issues, Role of IT in Supply Chain, Cross-Border Logistics, Operational factors, Free Trade Zone, Reverse Supply Chain, Scope and design, Trends in managing Reverse Supply Chain.

**Unit - IV**

Supply Chain Risk Management, Supply Chain Vulnerability, Models of Supply Chain Risk Management, Role of IT in Managing Risk, Success Factors in Risk Management Process, Pricing and Costing decisions in Supply Chain, Economic Value Added (EVA), SCM and SCOR Model.

**Unit - V**

Corporate Social Responsibility in Supply Chain, Green Supply Chain Management, Green Procurement, Green Manufacturing, Green Marketing, Goods and Service Tax (GST), Ethical Practices-Procurement, Manufacturing, Marketing, Ethical issues in Supply Chain, Supplier Ethics Management (SEM).

**Suggested Readings:**

- Michael Hugos, Essentials of Supply Chain Management, John Wiley & Sons, Inc.
- Sunil Chopra, Peter Meindl and D. V. Kalra, Supply Chain Management- Strategy, Planning and Operation, Perason
- R. P. Mohanty and S. G. Deshmukh, Supply Chain Management-Theories and Practices, Indian Text edition.
- V. V. Sople, Supply Chain Management- Text and Cases, Pearson.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester – III**

|                                 |                                     |                                |                 |
|---------------------------------|-------------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Export and Import Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             |                                     | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                       | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To introduce the nuances of export and import management to the students and justify it's utility in supply chain.

**Unit - I**

**Import of Goods-** Bill of Entry for Home consumption/Warehousing and Transshipment, Uncleared Cargo, Auction and appropriation of sale proceeds- Methods, Confiscation of imported goods by customs, Redemption Fine and Penalty.

**Unit - II**

**Customs valuation of Imported goods-** Rules, Custom tariff, Types of duties, Landing cost, Import Pricing worksheet, Study of case law, trends in imports in Indian context,

**Unit - III**

**Exports-** Exports meaning and nature, Balance of payments, Exporting problems, Trends in exports in Indian context, Export promotion measures, WTO, GATT, GATS.

**Unit - IV**

**Organizing Exports-** ways of organizing exports, categories of exporters, Risks in International trade, Export Marketing Plan process, opportunities and threats, Export Marketing Mix.

**Unit - V**

**Transportation and shipment of goods-** Quality control and pre-shipment inspection, types of shipping, process of shipment, Marine and Air Cargo Insurance, IS/ISO 9000 and New ISO 14000 Series International Standards for quality systems.

**Suggested Readings:**

- Cook, T. A. et.al. Mastering Import and Export Management, Second edition.
- Kapoor, D.C. Export Management. Vikas Publishing House private limited.
- Kumar, A. Export and Import Management. Excel books private limited, 2005.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – III**

|                                 |                           |                                |                 |
|---------------------------------|---------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Consumer Behaviour</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>POSCM 5E 0865</b>      | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>             | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To give an insight into the study of Consumer Behavior and relate it with marketing.

**Unit - I**

**Consumer Behavior-** Concept, scope and its importance, applications of consumer behavior in marketing, relationship between consumer behavior and Marketing, Consumer behavior Models, Cultural, Social and Economic factors affecting consumer behavior, Consumer Research Process, emerging trends in consumer Behavior.

**Unit - II**

**Consumer Decision making-** Consumer influence and the diffusion of innovations, Opinion Leadership, Consumer Decision Process, Brand Evaluation, Pre-purchase and Post-purchase evaluation.

**Unit - III**

**Intrinsic influences and their applications on Consumer behavior-** Consumer motivation, Personality and consumer behavior, Consumer perception, consumer Learning, Consumer Attitude formation and Change, Communication and Consumer behavior, Life Style marketing.

**Unit - IV**

**Extrinsic influences and their applications on Consumer behavior-** Environment and Situational influences, Societal influences on consumer behavior, Group influences, Households and families, Social Class, Reference Groups, Influence of Culture on consumer behavior.

**Unit - V**

**Consumer behavior and Strategic applications-** Consumers segmentation and Targeting strategies, Consumer satisfaction, product and Service quality, evaluation of consumer loyalty, Purchase intentions and switching behavior.

**Suggested Readings:**

- Leon G. Schiffman and Leslie Lazer Kannuk, Consumer behavior, Pearson Prantice Hall
- Blackwell, Roger and Miniad Paul, Consumer behavior, Cengage Learning
- David L. Loudon and Albert J. Della Bitta, Consumer behavior, Tata Mc Graw Hill, New Delhi

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – III**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Advertising and Sales Promotion</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM3E 00 TT</b>                   | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                          | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To explicate the nuances in the field of knowledge intensive advertising scenario and equip the students with techniques of sales promotion.

**Unit - I**

**Advertising-** Meaning, Concept and its Role in Marketing Process, Ethical, Legal and Social aspects of Advertising, Advertising as Marketing Tool, Types of Advertising, Organization Structure of Advertising Department, Advertising Budget Process.

**Unit - II**

**Media Selection-** Types of Media, Overview of Media Planning, Media Plan, Establishing media objectives, Television- advantages, limitations, buying television time, methods of buying time, buying Radio time, time classification, Audience information.

**Unit - III**

**Media-** Role of Magazine, Classification, Advantages, Disadvantages, Future of magazines, Role of Newspapers, Types of Newspaper Advertising, Advantages, Disadvantages, Future of Newspaper, Support Media Industry and its scope; Electronic Media (Television, Radio) & online media- Advantages & Disadvantages.

**Unit - IV**

**Sales Promotion-** Concept, Scope and its Role, Growth of sales promotion, Customer oriented sales promotion, Objectives and Techniques, Trade oriented sales promotion, Disadvantages of sales promotion.

**Unit - V**

**International Advertising and Promotion:** Role and Importance, international environment affecting Advertising and Promotion, Global vs Localized Advertising, Advertising and Promotional Ethics, Social, Ethical and Economic aspects of Advertising.

**Suggested Readings:**

- George E. Belch, Michael A. Belch and Keyoor Purani, Advertising and Promotion- An integrated Communication perspective, Ninth Edition, McGraw Hill Education Pvt Ltd. New Delhi.
- S. A. Chunawalla and K. C. Sethia, Foundations of Advertising-Theory and Practice, Himalaya Publishing House.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – III**

|                                 |                   |                                |          |
|---------------------------------|-------------------|--------------------------------|----------|
| <b>Course Title:</b>            | Retail Management | <b>Credits:</b>                | 04       |
| <b>Course Code:</b>             | PBSCM3E0087       | <b>Internal Assessment:</b>    | 50 marks |
| <b>Duration of Examination:</b> | 3 hrs.            | <b>University Examination:</b> | 50 marks |

**OBJECTIVE:** This course is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

**Unit - I**

**Retailing:** Characteristics of retailing, Retailer's Role in Supply Chain, Evolution of Retailing, Social and Economic Significance of Retailing, Trends in retailing, Opportunities in Retailing, Retail formats, Services Retailing.

**Unit - II**

**Retail Locations:** Importance of Location decisions, Types of retail locations, Site Evaluation, Store Design and Layout, Trade Area characteristics, Factors affecting trade area size, Measuring the trade area for a retail Site, Competition in the trade area.

**Unit - III**

**Merchandise Management:** Buying Organization, Merchandise Category, Managing Inventory Turnover, Merchandise Management Process, Developing an Assorting Plan, Control System for Managing Inventory.

**Unit - IV**

**Pricing:** Introduction, Factors influencing pricing decisions, Pricing Strategies, Considerations in setting retail prices, Setting Pricing- Cost based Pricing, Markdowns, Pricing techniques for increasing sales and profits- Variable Pricing and Price discrimination, Legal and Ethical issues in Pricing.

**Unit - V**

**Customer Relation Management:** Customer Loyalty, Customer Relationship Management Process- Collecting Customer Data, Customer data Analysis and identifying target customers, Developing and implementation of CRM programmes.

**Suggested Readings:**

- Levy M, Weitz B, Pandit A (8E) – Retailing Management, Mc Graw Hill Education
- Berman B. Evans J. R. (12<sup>th</sup> Edition), Retail Management- A Strategic Approach, Pearson Education.
- Pradhan, Swapana (4<sup>th</sup> Edition) Retailing Management – Text and Cases, Mc Graw Hill Education
- Bajaj C; Tuli R., Srivanstava N.V. (2<sup>nd</sup> Edition), Retail Management, Oxford University Press, Delhi.
- Deon, James E., Topping T., (3<sup>rd</sup> Edition), Retail Business, Self-Counsel Press .

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – III**

|                                 |                             |                                |                 |
|---------------------------------|-----------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Industrial Marketing</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM 3E009T</b>         | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>               | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To lay a foundation for an understanding of the complex dimensions of industrial marketing.

**Unit - I**

The Industrial Marketing system and the Industrial Marketing concept; Industrial goods demand and product characteristics; Industrial market levels and product types; The industrial customer; Industrial buyer motives and institutional buyers.

**Unit - II**

Organizational Buying: Buy-Grid Model; Phases in purchasing decision process & their marketing implications; Buying centers; value analysis & vendor analysis.

**Unit - III**

Industrial market segmentation; Bases for segmenting industrial market-macro and micro variables; Targeting the industrial product; Positioning the industrial product; Industrial product life cycle, product mix, Service component—the provision of parts, technical assistance, terms of sales.

**Unit - IV**

Industrial distribution channel component—Industrial distributors; Formulation of channel strategy-conditions influencing channel structure; Brief introduction to Marketing Logistics; The price component-conditions affecting price competition in industry scenario, cost factor, the nature of demand, pricing policies in industry competition.

**Unit - V**

Industrial promotional component- Industrial advertising functions-establishing recognition, supporting and motivating salesmen and distributors measurement of advertising effectiveness. Personal selling as applicable in industrial marketing-Personnel profiles selection and training, supervisions compensation sales promotion. Trade shows and exhibits as an industrial marketing tool, Promotional novelties in industrial marketing.

**Suggested Readings:**

- Corey, E Raymond. Industrial marketing: cases and concepts. 3<sup>rd</sup> ed. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1983.
- Hill, Richard. Etc. Industrial Marketing. Homewood Illinois, Richard d Irwin, 1975.
- Corey, E Raymond. Industrial marketing: cases and concepts. 3<sup>rd</sup> ed. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1983.
- Gross, A C. etc. Business Marketing. Boston, Houghton Mifflin, 1993.
- Hill, Richard. Etc. Industrial Marketing. Homewood Illinois, Richard d Irwin, 1975.
- Reeder, Robert R etc. Industrial Marketing: Analysis, Planning and Control. Englewood Cliffs, New Jersey, Prentice Hall Inc, 1991.
- Webster, F E. Industrial Marketing Strategy. 2<sup>nd</sup> ed. New York, John Wiley, 1979.

**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – III**

|                                 |                           |                                |                 |
|---------------------------------|---------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Marketing Research</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCT3E0107</b>        | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>             | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** The course is designed to inculcate the basic marketing analytical abilities and research skills among the management students.

**Unit - I**

**Marketing Research:** Introduction, Definition & Scope; Uses of marketing research; Problem Formulation & Steps in Decision Making Process; Ethics in marketing research; Marketing Intelligence system.

**Unit - II**

**Research Design & Marketing Research techniques:** Exploratory Research, Descriptive research, Causal/ Experimental Research Design; Longitudinal and cross-sectional analysis; Market development research; Cool hunting – socio cultural trends, Demand estimation research, Test marketing, Segmentation research technique; Sales forecasting – objective and subjective methods.

**Unit - III**

**Product & Advertising Research:** Copy Testing, Test Marketing; Measuring the effectiveness of the promotional program, Market testing, Pre testing, Post testing, Laboratory Tests (Commercial eye tracking – package designs), Brand Equity Research, Brand name testing, Ad tracking, viral marketing research.

**Unit - IV**

**Data & Data Collection Methods:** Primary & Secondary Data, Observation & Questionnaire Techniques- Based on questioning: Focus groups, Depth Interviews; Projective techniques- Based on observations: ethnography, grounded theory, participant observation; Development of Questionnaire; Web based primary data collection – issues of reach, analysis, accuracy, time and efficiency.

**Unit - V**

**Sampling, Analysis & Report Writing:** Sample Plan; Probability & Non- Probability Sampling; Population and sample size; Attitude Measurement through different types of scales; Data analysis – Univariate analysis – Bivariate analysis – Multivariate analysis; Report writing – forms of report – fundamentals of a good report.

**Suggested Readings:**

- Research for Marketing Decisions Paul E. Green, Donald S. Tull
- Marketing Research- Text and Cases Harper W. Boyd Jr., Ralph Westfall



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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – III**

|                                 |                                |                                |                 |
|---------------------------------|--------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>International Marketing</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>POSCM 3E 011 T</b>          | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                  | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** The objective of this course is acquaintance the students with an understanding of the complexities, opportunities & creative challenges of marketing across time, space & cultures.

**Unit - I**

**Global Marketing: An Overview:** Definition of International Marketing, International Dimensions of Marketing, Scope and challenges of International marketing:- EPRG Framework, Domestic v/s International, Marketing, Process of Internationalization, Benefits of International Marketing, Driving & restraining forces.

**Unit - II**

**Political, Legal & Cultural Environment:** Political Environment: Political Systems, Political Risks, Indicators of Political Risk, Analysis and Measures to minimize Political Risk, Legal Systems, Legal Form of Organization, Multiplicity of Legal Environment, Bribery, Branch v/s Subsidiary, Counterfeiting, Gray Market Culture & its Characteristics, Influence of Culture on Consumption, Thinking, Communication Process; Cultural Universals.

**Unit - III**

**International Marketing Planning:** Marketing Research, Global Marketing Information Sources, Marketing Information System, Market Analysis, Marketing Strategies of US, EU & Japanese MNC's, Foreign Market Entry Strategies – (Exporting, Licensing, Joint Ventures, Strategic Alliances, Acquisitions Franchising, Assembly Operations, Management Contracts, Turnkey Operations, Free Trade Zones.

**Unit - IV**

**Product Policy and Planning:** Product Design and Standardization, Developing an International Product Line, Foreign Product Diversification, International Branding Decisions, International Packaging, International Warranties and Services.

**International Pricing Strategy:** Role of Pricing, Price Standardization, Pricing Decisions, Price Distortion, Transfer Pricing, Counter Trade, INCO terms, Terms of Sale, Methods of Financing and Means of Payment

**Unit - V**

**International Channels of Distribution:** Channel Members, Channel Management, Retailing in International Scenario, International Physical Distribution.

**International Promotion Strategies:** Promotion Mix, Promotion and Communication, Personal Selling, Patterns of Global Advertising, Global Advertising Regulations, Advertising Media, Standardized International Advertising, Global e-marketing.

**Suggested Readings:**

- Warren, J. K. (2002). 7<sup>th</sup> Edition. *Global Marketing Management*. USA: Prentice Hall.
- Cateora, P., & Graham, J. (2003). 11<sup>th</sup> Edition. *International Marketing*. USA: McGraw Hill.
- Varshney & Bhattacharya. (2005). 18<sup>th</sup> Edition. *International Marketing*. S Chand Publications.
- Ronkainen, Czinkota, & Michahel, R. (2002). *Best Practices in International Marketing*. Fort Worth. Harcourt College.
- Bradely, F. (2004). 2<sup>nd</sup> Edition. *International Marketing, Strategy*. Hemal Hempstead, Prentice Hall.
- Kotler, P. (2002). 2<sup>nd</sup> Edition. *A Framework for Marketing Management*. USA: Prentice Hall.
- Kotler, P., & Armstrong, G. (2008). 10<sup>th</sup> Edition. *Principles of Marketing*. Pearson education.
- Derskey, H. (2007). 4<sup>th</sup> Edition. *International Management*. New Delhi: Prentice Hall of India.
- Aswathapa, K. (2006). 3<sup>rd</sup> Edition. *International Business*. New Delhi: Tata McGraw-Hill.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Inter-Disciplinary Course (IDC)**  
**Semester – III**

|                                 |   |                                |                 |
|---------------------------------|---|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Integrated Marketing Communication</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>POSCM210017</b>                        | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                             | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** This course introduces students to the basic concepts of advertising and sales promotion and how business organizations carry out such marketing communication interventions.

**Unit - I**

**Marketing Communication:** Definition, Objectives of Marketing Communication; Factors contributing to IMC; Participants in IMC; IMC Promotion Mix; IMC Management & Planning Model, Challenges in IMC.

**Unit - II**

**Message Design:** Message Creation; Message strategy design considerations; Source of the message; Message integration; The Creative Concept Development; Creative planning, Communications appeals and execution.

**Unit - III**

**Media Management:** Media Types and their characteristics; Setting Media objectives; Considering key media concepts; Media planning; Media Strategy; Media buying; Cross media concept; Media research.

**Unit - IV**

**Advertising Management:** Meaning, Nature and Scope of Advertising, Types of advertising; Process of Advertising; Testing of Advertising Effectiveness; Preparation and Choice of Methods of Advertising Budget; Ethical and Social Issues in Advertising.

**Unit - V**

**Emerging Concepts and Issues in Marketing Communications:** Sponsorship; Role of E-Commerce in Marketing Communication; Corporate Communication; Public Relations -- Types of PR; Sales Promotion – Different types of Sales Promotion; Publicity – Types of Publicity; Personal Selling; Direct marketing; Event Management

**Suggested Readings:**

- Siraj M Joseph & Rahtz Don R : Integrated Marketing Communication – A Strategic Approach, Cengage Learning 2. Kenneth Clow & Donald Baack: Integrated Advertising, Promotion, and Marketing Communications, Pearson Education, Limited
- Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth- Heinemann Publication
- Duncon : Integrated Marketing Communications, Tata McGraw Hills

**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Inter-Disciplinary Course (IDC)**  
**Semester – III**

|                                 |                   |                                |          |
|---------------------------------|-------------------|--------------------------------|----------|
| <b>Course Title:</b>            | Virtual Marketing | <b>Credits:</b>                | 04       |
| <b>Course Code:</b>             | PHSEM310027       | <b>Internal Assessment:</b>    | 50 marks |
| <b>Duration of Examination:</b> | 3 hrs.            | <b>University Examination:</b> | 50 marks |

**OBJECTIVE:** The basic purpose of this paper is to familiarize the students with the preliminary aspects of digital Marketing so that they may have overall views while applying the concept in business world.

**Unit - I**

Digital Marketing: Introduction, meaning and concept; Needs and advantages of Digital Marketing, Traditional Vs Digital Marketing, Challenges of Digital Marketing.

**Unit - II**

Social Media Marketing: Why care about Social Media, Facebook content marketing, Twitter Marketing, Twitter content marketing, LinkedIn Marketing, LinkedIn content marketing, Twitter Advertising, Campaign Building.

**Unit - III**

E- mail Marketing: Understanding email marketing and its importance, How email servers work, Types of email marketing, Email marketing tools, Nurturing and Automation, Inbound Marketing.

**Unit - IV**

E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce. E retailing –concept, merits and demerits, Future prospects of e retailing. Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards; E-Banking, Manufacturing information systems.

**Unit - V**

Legal Aspects of e-commerce, Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws – aims and salient provisions; Cyber laws in India and their limitations.

**Suggested Readings:**

- Chaffey, Dave, Digital Marketing- Strategy, Implementation and Practice, Pearson Education India
- Dodson Ian, The Art of Digital Marketing-The Definitive Guide to Creating Strategies, Wiley
- Frontiers of E-Commerce Ravi Kalakota, Pearson Education India
- Oberoi, Sundeep, E-Security and You, Tata McGraw Hill

# Syllabus

## MBA (Supply Chain Management)

Semester – IV



Department of Marketing and Supply Chain Management  
Central University of Jammu  
Jammu, J&K State

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**  
**Semester – IV**

|                                 |                           |                                |                 |
|---------------------------------|---------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Project Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM4C001T</b>        | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>             | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** The course is designed to develop in students an understanding of the structure and role of project management in business.

**Unit - I**

**Project Management:** Concepts & key terms, Evolution of integrated project management system, Aligning projects with organization strategy, Effective project portfolio management system, Project Life Cycle, Different forms of project contracting, Feasibility Study-Overview.

**Unit - II**

**Project Identification & Formulation:** Scouting for Project Idea, Preliminary Screening, Market & Demand Analysis, Market Survey, Characterization of Market, Forecasting & Planning, Profit potential of Industries, Porter Model, Technical Analysis-Analysis of Inputs, Technology, Product Mix, Capacities, Location, Civil Works, Charts, Layouts, Work Schedule.

**Unit - III**

**Financial Analysis & Appraisal:** Cost of Project, Means of Financing, Cost of Production, Working Capital Requirement & its Financing, Estimates of Net Cash Accruals over a period.

**Project Risk Analysis:** NPV, Benefit-Cost Ratio, IRR, Payback Period, ARR (Qualitative Treatment only)-their assessment, Investment Appraisal - Indian & International Practices.

**Unit - IV**

**Social Cost Benefit Analysis:** Rationale, UNIDO & L.M. approach, Project Organization.

**Credit Rating:** Credit Rating Concept; Origin of credit rating, Types of credit rating, Various credit rating agencies in India, Credit rating symbols.

**Unit - V**

**Project Team Management:** Building high-performance project teams, Managing virtual project teams, Project control process, Performance measurement and evaluation, Project quality, Planning, Quality assurance, Quality audit, Project closure and Post completion audit.

**Suggested Readings:**

- Slack, Nigel, Chambers, Stuart, Harland and Johnston, A.J. (2007), Operations Management, 2<sup>nd</sup> edition, USA, PITMAN
- Stucken, L.C. (2005), The Implementation of Project Management: The Professional's Handbook, USA, Addison-Wesley,
- Burke, R. (2004), Project Management-Planning & Control Techniques, 7<sup>th</sup> edition, New Delhi, Wiley.
- Meredith J.R. and Mantel S.J. (2005), Project Management-A Managerial Approach, 6<sup>th</sup> edition, New Delhi, Wiley.
- Chandra, Prasanna. (2009), Project Management-Planning, Analysis, Selection, Implementation and Review, 7<sup>th</sup> edition, New Delhi, Tata McGraw Hill.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Core Subject**  
**Semester – IV**

|                                 |                             |                                |                 |
|---------------------------------|-----------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Strategic Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCT14C002J</b>         | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>               | <b>University Examination:</b> | <b>50 marks</b> |

**Course Objective:** To explore the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance measures in both internal & external environment.

**Unit - I**

**Introduction to Strategies:** Scope and Importance of Strategies & Strategic Management; Strategic Intent through Vision, Mission, Goals & Objectives; Core Competencies; Competitive Advantage & Sustainable Competitive Advantage; Environmental scanning & appraisal (ETOP).

**Unit - II**

**Strategy Formulation:** Strategy Formulation; Process of Strategy Formulation; Types of Competitive Strategies- Offensive & Defensive.

**Corporate & Business level Strategies & Related Models:** Stability, Expansion, Retrenchment and Combination strategies; Horizontal and Vertical Integration; Porter's generic strategies; Case study approach in understanding the application of Mc Kinsey's 7S Framework; Ansoff's matrix.

**Unit - III**

**Strategy Analysis:** Corporate Portfolio Analysis (BCG Matrix, GE 9 Cell Model); Life Cycle Analysis; SWOT Analysis; Competitor Analysis, Industry Analysis (Porter's five forces Model).

**Strategy Implementation:** Case study approach in understanding- Structural, Behavioural, Functional & Operational Implementation.

**Unit - IV**

**Strategic Control and Evaluation:** Introduction to Strategy Evaluation & Strategic Control; Strategic Control Process; Techniques of strategic evaluation & control; Barriers to Strategy evaluation.

**Unit - V**

**Recent Trends in Strategic Management:** Blue Ocean strategy, Red Ocean Strategy, Role of contemporary organisational systems in strategic evaluation; Internet Strategies for Traditional Business, Strategic success factors in E-Commerce.

**Case study:** Applying strategic management via case study approach.

**Suggested Readings:**

- A Nag, Strategic management: Analysis, Implementation, Control. Vikas Publication (2013).
- Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill (2008).
- Nitish Sengupta & JS Chandan, Strategic Management. Vikas Publication (2013).
- Hill, Strategic Management: An Integrated approach, 2009 Edition Wiley (2012).
- John A.Parnell, Strategic Management, Theory and practice Biztantra (2012).
- Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India (2005).

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester - IV**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Purchasing and Materials Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM4E0017</b>                         | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                              | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To generate awareness among the students and assist them in imbibing the basics of purchasing and materials management as applied in supply chain management.

**Unit - I**

Materials Management- Concept, Importance and Objectives, Functions of materials management, Material management function, Organization of material management function.

Integrated Materials Management- its scope, need and objectives, material requirement planning, computer applications to MRP process.

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**Unit - II**

Standardization, variety reduction, advantages and disadvantages of codification, classification of materials, Purchasing and Material planning, Material planning process, Material budgeting and accounting.

**Unit - III**

Stores and stores management, stores layout, storage media, automatic warehousing, overall scheme and types of automatic warehouse, Material handling- importance, objectives and methods, handling waste materials.

**Unit - IV**

Purchasing- Concept and Objectives of Purchasing, Functions and duties of Purchase department, Methods of purchasing, Purchasing Cycle, Industrial purchasing, Dynamic purchasing.

**Unit - V**

Just in time purchasing, prerequisites and elements if JIT purchasing, Purchasing negotiating skills- Strategy and Planning, Legal aspects in purchasing, The Indian Contract Act-1872, The Sales of Goods Act-1930, Special Purchase contracts.

**Suggested Readings:**

- Jain, K.C and Patidar, J. Purchasing and materials Management, S. Chand & Company Ltd., New Delhi.
- Nair, N.K., Purchasing and materials Management, Vikas publishing house.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester – IV**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Logistics and Distribution Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM 420027</b>                          | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                                | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To explore the major concepts evolved in the direction of logistics and distribution management so that students get acquainted with the knowledge intensive SCM domain.

**Unit - I**

**Logistics-Introduction & Integration:** Logistics & supply chain management; Factors impacting logistics; Logistics growth drivers; Importance of logistics in supply chain; Key issues in logistics & SCM.

**Unit - II**

**Transportation Elements in Logistics:** Legal classification of Carriers, Role of transportation in LSCM; Modes of transportation- Ocean Transport, Air Transport, Road Transport, Rail Transport, Inland Transport & pipeline transportation.

**Unit - III**

**Logistics Delivery & Fulfillment:** Concept of Unitization, Palletization and Containerization; Multimodal transportation and its advantages; Warehousing- location, functionality & classification.

**Unit - IV**

**Material Handling & Packaging:** Principles of material handling; Equipment's for material handling; Factors involved in material handling decisions; Packaging alternatives; Bar Coding & RFID; Trends & advances in packaging operations.

**Unit - V**

**Emerging Trends in Logistics:** Reverse logistics as competitive strategy; LSCM Alliances- 3PL+4PL= 7PL  
Concept: Principles, Advantages & outsourcing; Risks in logistics outsourcing; Mitigation of risks in logistics outsourcing.

**Suggested Readings:**

- S.L.Ganapathi & S.K. Nandi, Logistics Management, Oxford Publication.
- S.K. Bhattacharya, Logistics Management: Definition, Dimension and Functional Applications, S. Chand Publication.
- Alan Rushton, Phil Croucher, Peter Baker, The Handbook of Logistics and Distribution Management.
- V.V Sople, Logistics Management 3rd ed.



**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester – IV**

|                                 |                                     |                                |                 |
|---------------------------------|-------------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Enterprise Resource Planning</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM14E00BT</b>                 | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                       | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** The prime objective of this course is to provide basic understanding of concept and structure of ERP systems and impart desired managerial skills for ERP implementation in a business enterprise.

**Unit - I**

**Enterprise Resource Planning:** Introduction to ERP, its origin and need, advantages of ERP systems, Roadmap for successful ERP implementation, Reasons for the failure of ERP, Trends in ERP, Enterprise Resource Planning vs e-business.

**Unit - II**

**Enterprise Resource Planning:** Tools and software, ERP selection method and its criteria, Enterprise Resource Planning selection process, ERP Vendor selection, ERP implementation lifecycle, factors affecting ERP implementation process.

**Unit - III**

Role of Enterprise Resource Planning in Manufacturing, Computer aided design and Computer aided Manufacturing, Manufacturing Resource Planning, Role of ERP in Purchasing, its characteristics and advantages, ERP Purchase System.

**Unit - IV**

Role of Enterprise Resource Planning in inventory management, its characteristics, advantages, limitations, importance of Web ERP in inventory management, ERP vs CRM, CRM concept, advantages and its types.

**Unit - V**

Role of ERP in Human Resource Management, Personnel management, payroll management, time management, personnel development, Role of ERP in Accounting and Finance processes, financial ERP tools, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution, Resource Management, ERP Project Management & Monitoring.

**Suggested Readings:**

- Alexis, Leon (3rd Edition), ERP Demystified, McGraw Hill Education.
- Garg, Vinod kumar, Venketakrishnan, N.K., (2<sup>nd</sup> Edition), Enterprise Resource Planning: Concepts and Practice. PHI Learning
- Sadagopan, S. (1<sup>st</sup> Edition), ERP: A Managerial perspective, McGraw Hill Education.
- Langenwalter, A. Gary (1<sup>st</sup> Edition), Enterprise Resources Planning and Beyond. CRC Press
- Shankar, Ravi & Jaiswal, S. (1<sup>st</sup> Edition), Enterprise Resource Planning, Galgotia Publications.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Major) Subject**  
**Semester – IV**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Business Process Re-engineering</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM4E0047</b>                     | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                          | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** The objective of the present course is to develop an understanding about Business Process Reengineering (BPR).

**Unit - I**

Introduction to Business Processes, Business Process Excellence, History and basics of BPR, Emergence and need of Business Process Reengineering. Steps for Business Process Reengineering, Research Opportunities in Business Process Technology.

**Unit - II**

Dimensions of Business Process, BPR Models, Process Improvement and Process Redesign, Structured Business Process Specification, Managing Barriers to BPR, BPR experiences in Indian Industry, BPR and relevant technologies, Reengineering approaches, Reengineering Phases.

**Unit - III**

Process Identification and Mapping: Role Activity Diagrams, Process Visioning and Benchmarking. Business Process Improvement, Necessary Attributes of BPR Methodology, BPR methodology selection guidelines.

**Unit - IV**

BPR Implementation Methodology, Semantics of Business Process Models, Steps to Progress BPR from Project to Program, Success Factors in BPR, Need for virtual BPR, Role of IT in BPR, IT tools to support BPR, Criticality of IT in BPR.

**Unit - V**

Business Process Redesign, Man Management for BPR Implementation, Reorganizing People and Managing Change, Performance measures of BPR, Reengineering recommendations, Hybrid reengineering, Challenges and future of BPR.

**Suggested Readings:**

- Draheim, D., Business Process Technology: A Unified View on Business Processes, Workflows & Applications, Springer Verlag
- Darnton, G and Darnton, M: Business Process Analysis, Intern. Thompson Business Press,
- H., Michael & C, James: Reengineering the Corporation: A Manifesto for Business Revolution, New York: HarperCollins Publishers, Inc.
- C. James: Reengineering Management: The Mandate for New Leadership, New York: HarperCollins Publishers, Inc.
- D. Thomas H.: Process Innovation; Reengineering Work through Information Technology, Harvard Business School Press.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – IV**

|                                 |                                     |                                |                 |
|---------------------------------|-------------------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Product and Brand Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCT 4 E 0067</b>               | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                       | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To understand the methods of managing products and brands and subsequently develop strategies for brand management.

**Unit - I**

**Introduction to Product Management:** Product, Product Levels, Product Hierarchy, Classification of Product; Product Mix; Product Lines

**Basic Understanding of Brands:** Definitions; Branding Concepts; Functions of Brand; Significance of Brands; Different Types of Brands; Service Brands, Experiential Brands, Symbolic brands.

**Unit - II**

**Product & Brand Research Strategies:** Basics of Product Research; Significance of Product Research; Product Development & Testing; Product Launch Decisions. Strategic Brand Management process; Building a strong brand- Brand positioning, Establishing Brand values, Brand vision, Brand Elements

**Unit - III**

**Brand Communications:** Brand Image Building; Brand Aesthetics; Brand Loyalty Programs; Brand Promotion Methods; Role of Brand Ambassadors, Mascots, Celebrity Endorsements; On-line Brand Promotions; Branding strategies in changing marketing environment; Brand reinforcement & Brand Crisis management.

**Unit - IV**

**Brand Life Cycle, Adoption & Extension:** Introduction to Brand Life Cycle; Brand Adoption Practices; Pitfalls of brand adoption & positioning; Different types of brand extensions; Factors influencing decision for extension; Re-branding and re-launching; Co-branding.

**Unit - V**

**Brand Performance:** Measuring Brand Performance; Brand Equity Management; Global Branding strategies; Brand Audit; Brand Equity Measurement; Brand Leverage; Blueprint for creating brand organization drivers & its principles; Challenges & opportunities in branding.

**Suggested Readings:**

- Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3<sup>rd</sup> Edition, 2007.
- Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012
- Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002.
- Paul Tmepoal, Branding in Asia, John Willy, 2000.
- Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
- Jagdeep Kapoor, Brandex, Biztranza, India, 2005
- Mahim Sagar, Deepali Singh, D.P. Agarwal, Achintya Gupta.–Brand Management Ane Books Pvt. Ltd – (2009).

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – IV**

|                                 |  |                                |                 |
|---------------------------------|--|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Agriculture and Rural Marketing</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PGSCM4E0087</b>                     | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                          | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To necessitate an understanding of the agricultural and rural marketing to students so that they can develop a holistic acumen.

**Unit - I**

Rural Marketing- concept and scope of rural marketing, rural development as a core area, efforts put for rural development in five years plans, Rural markets-its characteristics and importance, Environmental factors.

**Unit - II**

Rural Consumer Behaviour- Rural Consumer vs Urban Consumer Behaviour, Relevance of marketing mix for rural markets, Retail formats and classification of retailers, Relationship between agriculture and food retailing, Issues in rural marketing.

**Unit - III**

Segmentation, Targeting and Positioning for rural markets, market forces, components of different product strategies, Pricing strategies, Promotional strategies and Distribution strategies for rural consumers. Principles of cooperation, overview of agribusiness cooperatives, process of cooperative formation, cooperative legislation, governance in agribusiness cooperatives.

**Unit - IV**

Agriculture Markets- concept, nature and its scope, importance and objectives of agriculture marketing, challenges in agriculture marketing, Agriculture Marketing and its economic importance, Agriculture produces and their market. Financing agribusiness cooperatives, business development planning for cooperatives, MIS for agribusiness cooperatives.

**Unit - V**

Export potential for agri-products, Role of government and non-government agencies in the development of rural and agriculture sectors, Marketing strategies for Seed, Fertilizers, Pesticides, Farm equipment's. Logistics & supply chain management and Information technology in agri-business—from vertical integration to virtual integration, transiting from made- to- stock to build- to- order.

**Suggested Readings:**

- Kohls, R. L. and Uhl, J.N. Marketing of agricultural products. Ninth edition, Pearson.
- Acharaya, S. S. Agricultural Marketing in India, Oxford and IBH publishing company.
- Dogra, b. and Ghuman, K. Rural Marketing- concepts and practices. Tata McGraw-Hill Publishing Co. limited, New Delhi.
- Krishnamacharyulu, C.S.G. and Ramakrishnan, L. Rural Marketing- Text and Cases. Second edition, Pearson

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – IV**

|                                 |                    |                                |          |
|---------------------------------|--------------------|--------------------------------|----------|
| <b>Course Title:</b>            | Services Marketing | <b>Credits:</b>                | 04       |
| <b>Course Code:</b>             | PGSCM14E007T       | <b>Internal Assessment:</b>    | 50 marks |
| <b>Duration of Examination:</b> | 3 hrs.             | <b>University Examination:</b> | 50 marks |

**OBJECTIVE:** This course aims at enabling students to apply marketing concepts and principles to the unique challenges of services marketing to create customer value.

**Unit - I**

**Introduction to Services Marketing:** Meaning, significance and characteristics of Services, difference between services and tangible products, service sector, classification of services, Opportunities in service sector.

**Unit - II**

**Service Expectations & Perceptions:** Types of Expectations, Zone of tolerance, Factors Influencing Customer Expectations of Service, Issues involving Customers' Service Expectations, Customer Perceptions, Service Encounters- the building blocks for Customer Perceptions, GAP Model for Service quality.

**Unit - III**

**Services Marketing Mix:** Service Innovation and Design; Important Considerations for Service Innovations, Types of Service Innovations, Stages in Service Innovation and development, Service Blueprinting; Physical Evidence and Service scape; Strategic Role of Service scape, Framework for understanding Service scape effects on behavior.

**Unit - IV**

**Employees Role in Service delivery:** Service Culture, Role of Service Employees, Effects of Employees behaviour on service quality dimensions, Strategies for delivering service quality through people, Role of customer in Service Delivery, Strategies for enhancing Customer Participation.

**Unit - V**

**Services Marketing Communication:** Need for coordination in Marketing Communication, Key Service Communication Challenges, Approaches to pricing Services- Cost Based Pricing, Competition based pricing, demand based pricing,, Ethical Aspects in Service Marketing

**Suggested Readings:**

- Zeithaml V. A., Bitner M. J. and Pandit A. (6<sup>th</sup> Edition), Services Marketing, McGraw Hill Education.
- Lovelock C. H. & Wirtz, J. (8<sup>th</sup> Edition), Service Marketing: People, Technology, Strategy. Pearson Education.
- Srinivasan, R. ( 4<sup>th</sup> Edition), Marketing- The Indian Context, PHI Learning Pvt. Ltd
- Verma, H. V., (2<sup>nd</sup> Edition) Services Marketing- Text and Cases, Pearson Education India.

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**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Elective (Minor) Subject**  
**Semester – IV**

|                                 |   |                                |                 |
|---------------------------------|---|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Customer Relationship Management</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <b>PG SCM4E0097</b>                     | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>                           | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** To understand the need and importance of maintaining a good customer relationship by imparting theoretical prescripts to students.

**Unit - I**

**Introduction:** Definition & Concepts of Relationship Management; Evolution of CRM; Transactional vs. Relationship Approach; CRM as a strategic marketing tool; CRM- Significance to the stakeholders.

**Unit - II**

**Understanding Customers:** Characteristics of customer relationships – promise – trust – commitment – satisfaction – quality - Service competition - customer value – customer defections - customer loyalty – loyalty programs; Customer Profile Analysis; Customer perception; Expectations analysis; Customer behavior in relationship perspectives; Customer life time value; Selection of Profitable customer segments.

**Unit - III**

**CRM Structures:** Elements of CRM; CRM Process; Strategies for Customer acquisition; Retention and Prevention of defection; Models of CRM; CRM road map for business applications; Customer life cycle – attracting – retaining and growing customers – lifetime customer value (LCV) - Customer equity – Recency-Frequency Monetary value (RFM) model.

**Unit - IV**

**CRM Planning and Implementation:** Strategic CRM planning process; Customer – product profitability analysis – value profit chain – differences between customer retention and acquisition orientation of a firm; Implementation issues in CRM; CRM Tools; Analytical CRM; Operational CRM; Role of CRM Managers.

**Unit - V**

**Trends in CRM:** Emergence of CRM – database marketing – data warehousing and data mining- pitfalls of IT focus in RM – ethical issues – customer privacy; e- CRM Solutions; Data mining for CRM; Criteria for evaluating CRM software packages.

**Suggested Readings:**

- G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2005.
- Alok Kumar et al, Customer Relationship Management : Concepts and Applications, Biztantra, 2008
- H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.
- Jim Cathart, The Eight Competencies of Relationship selling, Macmillan India, 2005.
- Assel, Consumer Behavior, Cengage Learning, 6th Edition.

**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Inter-Disciplinary Course (IDC)**  
**Semester – IV**

|                          |                 |                         |          |
|--------------------------|-----------------|-------------------------|----------|
| Course Title:            | Green Marketing | Credits:                | 04       |
| Course Code:             | PGSCM410017     | Internal Assessment:    | 50 marks |
| Duration of Examination: | 3 hrs.          | University Examination: | 50 marks |

**OBJECTIVE:** To empower the students with the knowledge of sustainable form of business in contemporary scenario through the emerging concept of Environmental (Green) marketing.

**Unit - I**

**Overview of Green Marketing:** Meaning & Significance of Green Marketing; Green Marketing Mix (Green Product, Price, Place, Promotion, Packaging); Ethics & Social responsibility of Green Marketing.

**Unit - II**

**Strategic Green Planning:** Integrating green perspective into mission, vision, objective, strategy & marketing tactics; Integration between environment & Consumption; Sustainable marketing action to influence pre purchase decisions, consumption & post purchase decisions.

**Unit - III**

**Environmental STP & Branding:** Green Segmentation, Targeting & Positioning; Communicating Green Marketing Value; Integrated Green marketing communication- message strategy; Green branding; Certification labelling.

**Unit - IV**

**Green Advertising & Green SCM:** Meaning & Tools of Green Advertising, Concept of Green Washing, Mitigation strategies of Green washing, Legal issues in environmental advertising, Basics of Green Logistics and Green supply chain management.

**Unit - V**

**Future Trends in Green Marketing:** Packaging Decisions, Pricing decisions in the ambit of Green Marketing, Global trends in environmental marketing, Green marketing as a sustainable tool, Emerging forms of Green Marketing, Challenges in way of Green Marketing.

**Suggested Readings:**

- Green Marketing: Theory, Practice, and Strategies by Robert Dahlstrom
- The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding by Jacquelyn A. Ottman
- Street Smart Sustainability by David Mager and Joe Sibilian

**Syllabus**  
**Master's Degree Programme in MBA (Supply Chain Management)**  
**Inter-Disciplinary Course (IDC)**  
**Semester – IV**

|                                 |                           |                                |                 |
|---------------------------------|---------------------------|--------------------------------|-----------------|
| <b>Course Title:</b>            | <b>Ethics in Business</b> | <b>Credits:</b>                | <b>04</b>       |
| <b>Course Code:</b>             | <i>PG SCM410027</i>       | <b>Internal Assessment:</b>    | <b>50 marks</b> |
| <b>Duration of Examination:</b> | <b>3 hrs.</b>             | <b>University Examination:</b> | <b>50 marks</b> |

**OBJECTIVE:** This course aims at enabling students to understand the ethical issues related to business and society at large and the importance of ethical and environmental aspects of business.

**Unit - I**

Business ethics- Nature, characteristics and needs, Sources of ethics, Ethical practices in management, Ethical Theories, Causes of unethical behaviour, Ethical abuses, Work Ethics.

**Unit - II**

Values across cultures; Culture and ethics – Ethical values in different cultures; Culture and individual ethics, Ethical Dilemma, Ethics analysis - Resolving ethical dilemma, Ethical decision-making in business.

**Unit - III**

Ethics in practice - Professional ethics for functional managers; Creating an ethical organization, Role of various agencies in ensuring ethics in corporate sector, Ethics in functional areas - Marketing, HRM and financial management, Cost of ethics in corporate.

**Unit - IV**

Introduction and definition of business and its Emergence in the 21st Century Concept of Environment components of business: Economic, Political, Legal Social, Technological and International. Need to scan the business environment and techniques of scanning the business environment.

**Unit - V**

Social responsibility of Business; Business and Environmental Issues in Indian Context, Ethical issues in Global business, Impact of technology on Business.

**Suggested Readings:**

- Business Ethics, Murthy C.S.V -Himalaya Publishing House
- Business Ethics: Concepts and Cases, Manuel G. Velasquez- Prentice Hall of India.
- Business Ethics, A.C. Fernando- Pearson Education
- The Ethics of Management, Larue Tonbe Hosmer -Richard D. Irwin Inc.
- Essentials of Business Environment, Aswathapa- Himalaya Publishing House



हिंदी एवं अन्य भारतीय भाषा विभाग

जम्मू केंद्रीय विश्वविद्यालय, सांबा

एम. ए. हिंदी पाठ्यक्रम

तीसरा सेमेस्टर (तीसरा सत्र)

(सत्र 2016 से आरंभ)

PGHND3C004T : रीतिकाव्य

समय : तीन घंटे

|                         |   |          |   |    |
|-------------------------|---|----------|---|----|
| दस बहुविकल्पी प्रश्न    | : | 10 × 1.5 | - | 15 |
| पांच लघुत्तरी प्रश्न    | : | 5 × 8    | - | 40 |
| तीन दीर्घ उत्तरी प्रश्न | : | 3 × 15   | - | 45 |

100 पूर्णांक

निर्धारित पाठ्यांश :

इकाई 1.

रीति शब्द का अर्थ, रीति काव्यधारा का वर्गीकरण, रीतिकाव्य की सामान्य विशेषताएँ।

इकाई 2.

रामचन्द्रिका (पूर्वार्ध) : (सं. विश्वनाथ प्रसाद मिश्र) 15 छन्द (पहिला प्रकाश-1, 2, 3, 17, 45, 48 दूसरा प्रकाश-10, तीसरा प्रकाश-29, चौथा प्रकाश-23, पाचवाँ प्रकाश-13, छठवाँ प्रकाश-8, सतवाँ प्रकाश-21, नवाँ प्रकाश-41, 42, ग्यारहवाँ प्रकाश-17)

इकाई 3.

बिहारी सतसई : (सं. विश्वनाथ प्रसाद मिश्र) 25 दोहा सं. : (1, 2, 3, 4, 6, 9, 11, 13, 14, 19, 20, 26, 27, 29, 30, 32, 34, 35, 36, 38, 40, 41, 42, 43, 47)

इकाई 4.

भूषण ग्रंथावली (सं. विश्वनाथ प्रसाद मिश्र) प्रकीर्णक 408 से 429 तक।

Sharma. *Ramesh Kumar Sharma*  
[2333]

5.

घनानंद कवित्त (सं. विश्वनाथ प्रसाद मिश्र) 17 छंद (छंद सं. 1 से 17 तक)।

अनुशंसित ग्रंथ :

1. रीतिकाव्य की भूमिका : नगेन्द्र, नेशनल पब्लिशिंग हाउस, दिल्ली
2. रीतिकालीन कवियों की प्रेमव्यंजना : बच्चन सिंह, नागरी प्रचारिणी सभा, काशी
3. केशव का आचार्यत्व : विजयपाल सिंह, राजपाल ऐंड संस, दिल्ली
4. बिहारी का नया मूल्यांकन : बच्चन सिंह, लोकभारती, इलाहाबाद
5. घनानंद और स्वच्छंद काव्यधारा : मनोहर लाल गौड़, नागरी प्रचारिणी सभा, काशी
6. मध्ययुगीन काव्य प्रतिभाएँ : रामकली सराफ, विश्वविद्यालय प्रकाशन, वाराणसी।
7. भूषण ग्रंथावली : सं. विश्वनाथ प्रसाद मिश्र, वाणी प्रकाशन, नई दिल्ली

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Sharma.

Sharma (S. S.)

विश्वनाथ प्रसाद मिश्र

Sharma

## PGHND3C005T : कथा साहित्य

समय : तीन घंटे

|                         |   |          |   |    |
|-------------------------|---|----------|---|----|
| दस बहुविकल्पी प्रश्न    | : | 10 × 1.5 | - | 15 |
| पांच लघुत्तरी प्रश्न    | : | 5 × 8    | - | 40 |
| तीन दीर्घ उत्तरी प्रश्न | : | 3 × 15   | - | 45 |

100 पूर्णांक

निर्धारित पाठ्यांश :

इकाई 1.

गोदान : प्रेमचन्द।

इकाई 2.

मैला आँचल : फणीश्वरनाथ रेणु।

इकाई 3.

बाणभट्ट की आत्मकथा : आचार्य हजारीप्रसाद द्विवेदी।

इकाई 4.

आवां : चित्रा मुद्गल।

इकाई 5.

उसने कहा था : चन्द्रधर शर्मा 'गुलेरी', ताई : विश्वंभरनाथ शर्मा 'कौशिक', शरणदाता : अज्ञेय, परिन्दे : निर्मल वर्मा, चीफ की दावत : भीष्म साहनी, सलाम : ओम प्रकाश वाल्मिकी, वापसी : उषा प्रियवंदा, परमात्मा का कुत्ता : मोहन राकेश, डिप्टी कलेक्टरी : अमरकांत।

अनुशंसित ग्रंथ :

1. प्रेमचंद और उनका युग : रामविलास शर्मा, राजकमल प्रकाशन, दिल्ली
2. प्रेमचंद : एक विवेचन : इन्द्रनाथ मदान,
3. उपन्यास की संरचना : गोपाल राय, राजकमल प्रकाशन, दिल्ली
4. विवेक के रंग : देवीशंकर अवस्थी, भारतीय ज्ञानपीठ, नई दिल्ली
5. हिंदी उपन्यास : शिवनारायण श्रीवास्तव, सरस्वती मंदिर, वाराणसी
6. अधूरे साक्षात्कार : नेमिचन्द्र जैन

2021

Sharma

Rakesh Kumar Jais

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अनी नयी कहानी : नाभवर सिंह, राजकमल प्रकाशन, दिल्ली

कहानी आंदोलन की भूमिका : बलिराज पांडेय, अनामिका प्रकाशन, इलाहाबाद

9. शिवालिक क्षेत्र में हिंदी कहानी का उद्भव एवं विकास : राजकुमार, स्वर्ण प्रकाशन, जम्मू

10. आज की हिंदी कहानी : विजय मोहन सिंह, दिल्ली

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Sharma

Radhika Kaur

Anamika

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## PGHND3C006T : भारतीय काव्यशास्त्र

भय : तीन घंटे

|                         |   |          |   |    |
|-------------------------|---|----------|---|----|
| दस बहुविकल्पी प्रश्न    | : | 10 × 1.5 | — | 15 |
| पांच लघुत्तरी प्रश्न    | : | 5 × 8    | — | 40 |
| तीन दीर्घ उत्तरी प्रश्न | : | 3 × 15   | — | 45 |

100 पूर्णांक

निर्धारित पाठ्यांश :

इकाई. 1

काव्य का लक्षण, काव्य हेतु, काव्य प्रयोजन।

इकाई. 2

रस संप्रदाय : रस का स्वरूप, रसनिष्पत्ति, साधारणीकरण, सहृदय की अवधारणा।

ध्वनि संप्रदाय : स्वरूप, स्थापना, मूल्यांकन।

इकाई. 3

अलंकार संप्रदाय : स्वरूप, स्थापना, मूल्यांकन।

इकाई. 4

रीति संप्रदाय : स्वरूप, स्थापना, मूल्यांकन।

इकाई. 5

वक्रोक्ति संप्रदाय : स्वरूप, स्थापना, मूल्यांकन।

औचित्य संप्रदाय : स्वरूप, स्थापना, मूल्यांकन।

अनुशंसित ग्रंथ :

1. भारतीय साहित्य शास्त्र : गणेश-त्र्यंबक देशपांडे, पापुलर बुक डिपो, पूना

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- समीक्षा : रामचन्द्र शुक्ल, नागरी प्रचारिणी सभा, काशी
3. संस्कृत आलोचना : बलदेव उपाध्याय
  4. रस प्रक्रिया : शंकर देव अवतरे, दिल्ली
  5. हिस्ट्री आफ संस्कृत पोएटिक्स : पी. बी काणे, मोतीलाल बनारसीदास, दिल्ली
  6. काव्यशास्त्र की भूमिका : नगेन्द्र, नेशनल पब्लिशिंग हाउस, दिल्ली
- 
7. भारतीय काव्यशास्त्र के नए क्षितिज : राममूर्ति त्रिपाठी, राजकमल प्रकाशन, दिल्ली
  8. ध्वनि सम्प्रदाय और उनके सिद्धांत : भोलाशंकर व्यास, चौखम्भा, वाराणसी
  9. काव्यशास्त्र : भागीरथ मिश्र, विश्वविद्यालय प्रकाशन, वाराणसी
  10. रूपक अलंकार की अवधारणा : रामसजन पाण्डेय,

3/11  
Sharma

Ramesh Kumar

10/11/2022

1/11/2022

## PGHND3E002T : हिंदी आलोचना

समय : तीन घंटे

|                         |   |          |   |    |
|-------------------------|---|----------|---|----|
| दस बहुविकल्पी प्रश्न    | : | 10 × 1.5 | - | 15 |
| पांच लघुत्तरी प्रश्न    | : | 5 × 8    | - | 40 |
| तीन दीर्घ उत्तरी प्रश्न | : | 3 × 15   | - | 45 |

100 पूर्णांक

निर्धारित पाठ्यांश :

इकाई. 1

हिंदी आलोचना : स्वरूप और विकास, रीतिकालीन हिंदी आलोचना का स्वरूप, हिंदी आलोचना की अस्मिता।

इकाई. 2

आचार्य रामचंद्र शुक्ल पूर्व हिंदी आलोचना : बालकृष्ण भट्ट, आचार्य महावीर प्रसाद द्विवेदी, मिश्रबंधु।

इकाई. 3

आचार्य रामचंद्र शुक्ल युगीन हिंदी आलोचना : आचार्य रामचंद्र शुक्ल, नंददुलारे वाजपेयी।

इकाई. 4

शुक्लोत्तर हिंदी आलोचना : आचार्य हजारी प्रसाद द्विवेदी, नगेन्द्र, रामविलास शर्मा, नामवर सिंह।

इकाई. 5

रचनाकारों की आलोचना-दृष्टि : जयशंकर प्रसाद, सुमित्रानन्दन पंत, सूर्यकान्त त्रिपाठी 'निराला', सचिदानन्द हीरानन्द वात्स्यायन 'अज्ञेय'।

इकाई. 5

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अनुशासित ग्रंथ :

1. हिंदी आलोचना : विश्वनाथ त्रिपाठी, राजकमल, दिल्ली
2. हिंदी आलोचना का विकास : नंदकिशोर नवल, राजकमल, दिल्ली
3. हिंदी आलोचना : शिखरों से साक्षात्कार : रामचंद्र तिवारी, लोकभारती, इलाहाबाद
4. आलोचक के बदलते मानदंड और हिंदी साहित्य : शिवकरण सिंह, किताब महल, इलाहाबाद
5. आलोचक और आलोचना : बच्चन सिंह, नेशनल पब्लिशिंग हाउस, दिल्ली
6. रामचंद्र शुक्ल और हिंदी आलोचना : रामविलास शर्मा, राजकमल, दिल्ली
7. दूसरी परम्परा की खोज : नामवर सिंह, राजकमल, दिल्ली
8. साहित्य का नया शास्त्र : गिरिजा राय, इलाहाबाद
9. हिंदी काव्यशास्त्र पर आचार्य मम्मट का प्रभाव : राधेश्याम राय, क्लासिकल पब्लिशिंग कंपनी, नई दिल्ली।
10. आधुनिक हिंदी आलोचना के बीज शब्द : बच्चन सिंह, वाणी प्रकाशन, नई दिल्ली
11. विविध साहित्यिकवाद : रामसजन पाण्डेय,

*Sharma*

*Sharma*

*शिवकरण सिंह*

*Sharma*



हिंदी एवं अन्य भारतीय भाषा विभाग

जम्मू केंद्रीय विश्वविद्यालय, सांबा

एम. ए. हिन्दी पाठ्यक्रम

तृतीय सेमेस्टर ( तीसरा सत्रांश)

(सत्र 2017 से प्रारंभ)

PGHND3IC001T : हिंदी साहित्य का परिचय

|       |                         |   |          |              |
|-------|-------------------------|---|----------|--------------|
| समय : | तीन घंटे                |   |          |              |
|       | दस बहुविकल्पी प्रश्न    | : | 10 × 1.5 | — 15         |
|       | पांच लघुउत्तरी प्रश्न   | : | 5 × 8    | — 40         |
|       | तीन दीर्घ उत्तरी प्रश्न | : | 3 × 15   | — 45         |
|       |                         |   |          | 100 पूर्णांक |

इकाई. 1

हिंदी भाषा का उद्भव और विकास ।

इकाई. 2

हिंदी साहित्य का इतिहास : आदिकाल, भक्तिकाल ।

इकाई. 3

हिंदी साहित्य का इतिहास : रीतिकाल, आधुनिककाल, समकालीन साहित्य ।

इकाई. 4

कवि परिचय : अमीर खुसरो, कबीर, सूरदास, रहीम, बिहारी, निराला, अज्ञेय, धूमिल ।

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Sharma.

Kishor Kumar

Anurag

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Head  
Department of Hindi & Other  
Indian Languages  
Jammu University

क्र. 5

लेखक परिचय : भारतेन्दु हरिश्चन्द्र, महावीर प्रसाद द्विवेदी, प्रेमचन्द, रामचन्द्र शुक्ल, जैनेन्द्र, कमलेश्वर, मन्नू भंडारी, ओमप्रकाश वाल्मीकि।

अनुशासित ग्रंथ :

1. हिंदी साहित्य का इतिहास : रामचंद्र शुक्ल, नागरी प्रचारिणी सभा, काशी
2. हिंदी साहित्य की भूमिका : हजारी प्रसाद द्विवेदी, राजकमल प्रकाशन, दिल्ली
3. हिंदी साहित्य : उद्भव और विकास : हजारी प्रसाद द्विवेदी, राजकमल प्रकाशन, दिल्ली
4. हिंदी साहित्य का आदिकाल : हजारी प्रसाद द्विवेदी, बिहार राष्ट्रभाषा परिषद, पटना
5. हिंदी साहित्य का अतीत (भाग--एक) : विश्वनाथ प्रसाद मिश्र, वाणी वितान, ब्रह्मनाल, वाराणसी
6. हिंदी साहित्य का इतिहास : सं. नगेन्द्र, नेशनल पब्लिशिंग हाउस, दिल्ली
7. हिंदी साहित्य और संवेदना का विकास : रामस्वरूप चतुर्वेदी, लोकभारती, इलाहाबाद
8. साहित्य का इतिहास-दर्शन : नलिन विलोचन शर्मा, बिहार राष्ट्रभाषा परिषद, पटना
9. हिंदी साहित्य का दूसरा इतिहास : बच्चन सिंह, नेशनल पब्लिशिंग हाउस, दिल्ली
10. साहित्य और इतिहास दृष्टि : मैनेजर पांडेय, पीपुल्स लिटरेसी, दिल्ली
11. हिंदी साहित्य के इतिहास की समस्याएँ : अवधेश प्रधान, साहित्य वाणी, इलाहाबाद
12. हिंदी साहित्य का इतिहास : रामसजन पाण्डेय, संजय प्रकाशन, नई दिल्ली
13. हिंदी भाषा : इतिहास और स्वरूप, राजमणि शर्मा, राजकमल] दिल्ली
14. भारतीय आर्यभाषा और हिंदी : सुनीति कुमार चेटर्जी, राजकमल प्रकाशन, दिल्ली
15. हिंदी भाषा का इतिहास : भोलानाथ तिवारी, वाणी प्रकाशन, दिल्ली
16. सामान्य भाषाविज्ञान : बाबूराम सक्सेना, हिंदी साहित्य सम्मेलन, प्रयाग
17. हिंदी भाषा का उद्भव और विकास : उदयनारायण तिवारी, भारती भंडार, इलाहाबाद

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19/11/14