

## 4.1 BUSINESS LAWS

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### RATIONALE

The knowledge of different business laws is very significant for the survival and growth of any organization. It gives confidence clarity and quality in decision-making. It also provide exposure to business ethics and social responsibilities with special requirements

### DETAILED CONTENTS

1. Indian Contract Act (15 hrs)
  - 1.1 Nature of contract – essential elements of a contract – kind of contract
  - 1.2 Offer and acceptance
  - 1.3 Consideration
  - 1.4 Capacity of parties
  - 1.5 Free consent
  - 1.6 Programme of contract
  - 1.7 Breach of contract and remedies
  
2. Sale of Goods Act, 1930 (12 hrs)
  - 2.1 Formation of a contract
  - 2.2 Condition and warranties
  - 2.3 Transfer of ownership
  - 2.4 Performance of the contract
  - 2.5 Rights of unpaid seller
  
3. Indian Partnership Act, 1932 (12 hrs)
  - 3.1 Definition and nature of partnership
  - 3.2 Rights and duties of partner
  - 3.3 Types of partners
  - 3.4 Incoming and outgoing and minor as a partner
  - 3.5 Dissolution of partnership
  - 3.6 Registration of firm
  
4. The Companies Act, 1956 (15 hrs)
  - 4.1 Nature and types of company
  - 4.2 Formation of a company
  - 4.3 Memorandum of association
  - 4.4 Articles of association
  - 4.5 Prospects and allotment of shares
  - 4.6 Share and share capital
  - 4.7 Meetings and proceedings

5. The Consumer Protection Act (Outlines only) (5 hrs)
6. Shop and Establishment Act (Outlines only) (6 hrs)

Note: The practical problems of each Act should be discussed in tutorials

### **RECOMMENDED BOOKS**

1. Business Law for Managers by SK Tuteja; Sultan Chand and Sons, New Delhi
2. Elements of Mercantile Law by Kapoor ND, Sultan Chand and sons, New Delhi
3. Mercantile Law by RC Chawla, KC Garg; Kalyani Publishers, New Delhi

### **TUTORIAL ASSIGNMENTS**

1. Essentials of a valid contract
2. Sale and agreements to sell a comparison
3. Essentials of a contract of sale
4. Condition of warranties
5. Effects of non-registration
6. type of companies
7. Memorandum and articles of association
8. Share capital (classification)

## 4.2 MARKETING MANAGEMENT

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### RATIONALE

The foundation course is aimed at developing basic knowledge skill and attitude of the students about concept and strategies of marketing management. The customer is the pivot able point in business and all the marketing activities revolves round customer, which ultimately market. So marketing management is essential for every student

### DETAILED CONTENTS

1. Basic concepts (6 hrs)  
The concept of marketing, and marketing management (traditional and modern concepts)  
i.e. production, product, sales, marketing, societal marketing
2. Marketing environment (12 hrs)  
Importance of marketing with special reference to Indian conditions, internal marketing environment and external marketing environment
3. Market segmentation (6 hrs)  
Target marketing, product positioning, market segmentation
4. Sales forecasting (6 hrs)  
Approach to sales forecasting, various methods of sales forecasting
5. Product and Pricing Decision (8 hrs)  
Decisions, relating to product: product mix, product life cycle, new product development, product pricing, various methods of product pricing
6. Physical Distributions and Product Promotion (16 hrs)  
Channel decisions, management of physical distribution, promotional decisions including personal selling, advertising and sales promotion
7. Salesmanship (10 hrs)  
Introduction to salesmanship, introduction to marketing of services
8. Modern Marketing (16 hrs)  
Introduction to export marketing globalization, green marketing, networking, marketing, event marketing

**RECOMMENDED BOOKS**

1. Marketing Management by Philip Kotler, Prentice Hall of India New Delhi.
2. Fundamentals of Marketing Management by Stanton William J., Tata McGraw
3. Marketing Management by Sherlekear
4. Basic Marketing by EW Cundif and RR Still
5. Marketing Management, A Strategic Planning Approach by Bull, Victor P, McGraw Hill, New York
6. Indian Cases in Marketing by Neelamegham S, Vikas Publication, New Delhi

**TUTORIAL ASSIGNMENTS**

1. Conduct study of pricing of all brands of certain products available in local market
2. Conduct study of some brands of certain products about the after sales services provided by the manufacturer
3. Segment the market taking some fictitious product into mind
4. Make a study of some event marketing
5. Forecast the market for some product
6. Identify the positioning different of some product in the same product category

### 4.3 HUMAN RESOURCE DEVELOPMENT

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#### RATIONALE

Management of Human Resource requires an adequate attention of managers at all levels. Every manager is required to possess the skill to utilize fully the capacities and potentials of the human resources available in the organization. An efficient human resource development manager must guide the work force, influence their behaviour, and motivate them to contribute maximum towards the achievements of organization goals

#### DETAILED CONTENTS

1. Introduction - meaning, approaches, need, concept, scope resource management, development of human resource management in India (15 hrs)
2. Training and development – meaning, need for training, training objectives, assessment of training needs (15 hrs)
 

Learning – learning principles, importance of learning patterns, characteristics of learning process, learning problems

Training effectiveness – evaluation of training programme
3. Job Design and Job Analysis (12 hrs)
 

Job designing, job analysis, job description, job enrichment, job enlargement
4. Performance Appraisals Needs (12 hrs)
 

Nature, objectives, techniques and causes of failure and how to make it effective performance counseling.
5. Career Planning and Development (12 hrs)
 

i) Career planning, career development and its benefits, promotion, transfer, demotion, termination, key issues in career development, benefits of career planning and development, problems
6. Quality of work (QW) life – definition, specific issues in QWL, QWL and effect on productivity, job satisfaction – importance, causes and remedies
7. Discipline – need, meaning and definition, aspects of discipline (10 hrs)
8. Morale – definition, factors affecting morale, morale's productivity (10 hrs)

Note: There would be case study on all these topics to be discussed in tutorials

**RECOMMENDED BOOKS**

1. personnel Management by dr. NK Sahni; Kalyani Publication; Yogesh Kumar Edition 2003
2. Personnel Management by Singh and Chalhra; Dhanpat Rai and Sons
3. Human Resource Management by Ashwallapa; Himalya Publication
4. Human Resource Management by Mirza A Saiyan; Tata McGraw Hill, Fourth Print, 2003
5. The Professional Councillor's Process Guide to Helping by Corner LS and Hacurey H; Prentice Hall Eagleword Cliff, New Jersey
6. Human Resource Management by DC Subba Rao & VSR Rao, Konark Publishers Pvt. Ltd.
7. Human Resource Management by TN Chhabria, BP Singh & DL Taneja, Dhanpat Rai & Sons, Delhi

**TUTORIAL ASSIGNMENTS**

1. Problem in HRD in India
2. Challenges for the personnel manager
3. Why is executive development necessary?
4. The elements of wage and salary system in India

## 4.4 ENTREPRENEURSHIP DEVELOPMENT AND ENVIRONMENT

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### RATIONALE

The objective of this course is to expose the students to the growth of entrepreneurship and motivating enterprising students to opt for entrepreneurship as career. Creating awareness regarding entrepreneurial traits, entrepreneurial support system, opportunity identification, project report preparation and understanding of legal and managerial aspects can be helpful in motivating students to start their own business and industry rather than going for wage employment. The students must have knowledge of different types of pollution caused due to industries so that he/she may help in balancing the eco-system and controlling pollution by pollution control measures. He/she should also be aware of environmental law related to the control of pollution

### DETAILED CONTENTS

1. Entrepreneurship Development (10 hrs)  
Need, scope and relevance of entrepreneurship, entrepreneurial competencies  
  
Brief history of industrial development and present socio-economic and industrial environment
2. Entrepreneurial support system (10 hrs)  
District Industry Centers (DICs), commercial Banks, State Financial Corporation, Small Industries Services Institutes (SISIs) Small Industries Development Bank of India (SIDBI), National Bank for Agriculture and Rural Development (NABARD), National Small Industries Corporation (NSIC) and other relevant institutions/organization at state level
3. Market survey and Opportunity Identification (8 hrs)  
Assessment of demand and supply in potential areas of growth, understanding business opportunity, collection for setting up small ventures
4. Product selection (8 hrs)  
Considerations in product selection, entrepreneurial opportunities in emerging and conventional areas
5. Project formulation (10 hrs)  
Preliminary project report, techno-economic feasibility of the project, capital cost of the project, break even level, profitability analysis  
  
Achievement motivation for entrepreneurs conceptual framework, understanding self internalizing entrepreneurial traits with the help of behavioural games and exercises. Coping with uncertainties, problem solving and creativity

6. Legal Aspects of Small Business (8 hrs)  
Elementary knowledge of income tax, sales tax, patent rules, excise rules
7. Environmental Considerations (10 hrs)  
Sources of pollution – natural and man made, their effects on living and non-living organism
- Factors contributing to air, water, noise pollution, air, water and noise pollution standards and control, legislation to control environment, current issues in environmental pollution and its control
- Solid waste management, classification of refuse material, types, sources and properties of solid wastes and their safe disposal

### RECOMMENDED BOOKS

1. Pareek Udai and Rao TV “Entrepreneurship Development” - Handbook Learning System, 1978
2. Rathore BS and Saini JS; “Entrepreneurship Development – Training Material
3. Gupta CB and Srinivasan NP “Entrepreneurial Development” Sultan Chand and sons, New Delhi, 1992
4. Kilbi, Peter (Ed) Entrepreneur and Economic Development
5. Saini JS Entrepreneurship Development Programme and Practices, Deep and Deep Publication, New Delhi, 1996
6. Journal of small business Management ICSB, West Virginia University, Morgon town, WV, USA
7. The Journal of Entrepreneurship; Publications Ltd., New Delhi
8. Environmental and Pollution Awareness by Sharma BR, Satya Praksh, New Delhi
9. Environmental Protection Law and Policy in India by Thakur Kailash, Deep and Deep Publication, New Delhi

### TUTORIAL ASSIGNMENTS

1. Need of entrepreneurs in context of our current economic reforms
2. Entrepreneurial competencies discuss in detail



3. A survey of DIC supported firms
4. Need of commercial camps in E.D.
5. Role of central level financial institution
6. Role of state level financial institution
7. Need of market survey and opportunity Identification
8. Consideration in product selection
9. To collect information from District Industries Centre (DICs), Commercial Banks, Small Industries Institutes (SISIs), Small Industries Development Bank of India (SIDBI), National Bank for Agriculture and Rural Development (NABARD), National Small Industries corporation (NSIC) and other state financial corporations etc for setting up small venture.
10. To conduct market survey for a given product
11. To prepare project response for an identified product
12. To work out working capital requirement and break even level for a given project
13. To apply for sale tax number
14. To fill income tax form

## 4.5 MANAGEMENT INFORMATION SYSTEM (MIS)

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### RATIONALE

The objective of this course is to develop the skills of information systems development in students as the era has changed now. It is information technology time. The information has become most powerful tool to get the work done so without the use of management information system no management is possible in modern time

### DETAILED CONTENTS

1. Management Information System (8 hrs)  
Concept, need and characteristics of MIS - data, information and data life cycle
2. Information Requirement Analysis (40 hrs)  
Flow charts, decision tables, planning MIS techniques, factors important in planning process, systems approach to management, IS, decision support systems

Steps in system analysis, design and implementation of problems

Development of personnel/marketing information system such as:

- Order processing system
- Material purchase system
- Pay roll system
- Personal record system etc

### RECOMMENDED BOOKS

1. Rajaraman V, Analysis and Design of Information System, Prentice Hall of India, New Delhi
2. Murdick, RG and Ross, JE Information Systems for Modern Management
3. Kanter, J, Management Oriented MIS, Prentice Hall of India
4. Bhattacharya SK, Management Planning and Information Systems
5. RC Gupta, Management Information System, CBS Publication
6. Mortin James, Computer Data Base Organization, Prentice Hall
7. Bobrowske, Steven M., Mastering Oracle a Client Service Computing, BPB

**TUTORIAL ASSIGNMENTS**

1. Flow chart preparation of different household activities
2. Defining the problem clearly one application from business world
3. Development of marketing information system for sales proceedings
4. Develop a MIS for class attendance
5. Development a MIS for maintenance of examination system

## 4.6 INDEPENDENT STUDY AND PRESENTATION

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This course had been introduced for the first time to have novel experience with the aim of developing in students the communication (written and oral) ability and habit of self study which will make them self learners. This is not a subject for which there is external theory examination.

Through this course, the students will have the opportunity of self and independent study by searching literature. They will prepare papers and presentations. The teachers will provide topics for self learning.

There will be internal and external assessment for the work done and performance.

The topics must be chosen from the curriculum only. Situational approach should be adopted through case studies relating to real life of individual, family, organisation etc. in Indian or international context.

Following will be the assessment criteria:

Preparation of study paper	-	40%
Presentation and viva	-	60%

### Note:

**Concerned teacher(s) should prepare an exhaustive list of topics for independent study and presentation. The student may select the topic of his/her interest in consultation with teacher.**