Managerial Economics

Course Category: Major Course Code: MAM205-2C

Course Objective:

The course 'Managerial Economics' intends to provide the students:

- A broad knowledge about the principles involved and problems encountered in making economic decisions in business and management.
- Understanding on analytical framework with logical thinking and useful techniques for decision making in business

Course Outcome:

- Learn managerial economic concepts used for evaluating the rationality and optimality of business decision
- Learn scope of application of the various concepts and principles taught
- Apply the concepts and principles in business

COURSE CODE	COURSE	COURSE	CREDITS	TEACH	IING HOU WEEK	RS PER	E	VALUA	TION
	TITLE	CATEGORY		Theory (Hrs.)	Practical (Hrs).	Total (Hrs.)	CC E	SEE	Total Marks
MAM205- 2C	Managerial Economics	Major	4	4	0	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	Introduction to Managerial Economics Meaning of Managerial Economics - Nature and Scope of Managerial Economics-Importance of Managerial Economics. Elasticity of Demand Meaning of Elasticity of Demand: Types and degrees of Elasticity of Demand - Price Elasticity of Demand - Income Elasticity of Demand - Cross Elasticity of Demand - Advertisement Elasticity of Demand	15	25%

	Diagrammatic Presentation of Degrees of Elasticity (Price and Income Elasticity)		
	Uses of Elasticity of Demand - Factors Affecting Elasticity of Demand		
	Demand Forecasting Meaning of Demand Forecasting - Purpose of Demand Forecasting		
2	Methods of Demand Forecasting: Primary Methods - Consumer Survey Method, Sales Force Method, Delphi Method Statistical Methods - Free Hand Trend Projection Method, Regression Method, Barometric Method.	15	25%
3	Production Function and Laws of Returns to Scale Meaning of Production – Factors of Production Production Function: Short run Production Function (The Law of Variable Proportions); Long-run Production Function – ISO-quants, ISO-Cost Line/Producer's Budget Line, Producer's Equilibrium Laws of returns to scale: Law of Increasing Returns to Scale - Law of Constant Returns to Scale - Law of Decreasing Returns to Scale.	15	25%
4	Cost of Production and Cost Curves Meaning of cost – Cost concepts viz. Money Cost and Real Cost, Economic Cost and Accounting Cost, Explicit Cost and Implicit Cost, Opportunity Cost, Sunk Cost Short-run Cost and Long-run Cost: Total Fixed Cost (TFC) – Total Variable Cost (TVC) – Short-run Total Cost (STC) - Average Fixed Cost (AFC), Average Variable Cost (AVC), Average Total Cost (ATC), Relationship between Average Cost (AC) and Marginal Cost (MC) Derivation of Long-run Average Cost Curve - Explanation of U-shaped of the LAC.	15	25%
	Total	60	100%

- 1. Managerial Economics-Theory and Applications, Dr. D M Mathai, Himalaya Publishing House
- 2. Economics for Business, Sloman and Sutcliffe, Pearson Education
- 3. Economics for Business and Management, K. Alec Chrystal and Richard G Lipsey, Oxford University Press
- 4. Managerial Economics by R. L. Varshney and K. L. Maheswari, Sultan Chand Publications
- 5. Managerial Economics by E. Narayanan & S. Vijayan, PHI Learning Pvt. Ltd. New Delhi.

Organisational Behaviour

Course Category: Major Course Code: MAM206-2C

Course Objective:

The course 'Organisational Behaviour' intends to provide the students:

- Fundamental knowledge of organizational behavior including attitude and personality
- Sound knowledge about motivation theories important for running an organization
- Fair understanding about team work, leadership, organizational politics, stress management for enabling them to work and take decisions in organizations effectively

Course Outcome:

- Understand the basic theories and concepts of OB including attitude and personality
- Be skillful in applying motivation theories in their organization
- Gain a fair understanding about team work, leadership, organizational politics, stress management for enabling them to work and take decisions in organizations effectively

COURSE	COURSE	COURSE	TEACHING HOURS PERCENT WEEK CREDITS			RS PER	E	VALU.	ATION
CODE TITLE C	CATEGORY		Theory (Hrs.)	Practica 1 (Hrs).	Total (Hrs.)	CCE	SEE	Total Marks	
MAM206 -2C	Organisational Behaviour	Major	4	4	0	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
	Introduction		
1	Definition, Contributing Disciplines, Models of Man, Significance, Factors affecting Individual Differences, Meaning of Learning, Learning Theories (Classical Conditioning, Operant Conditioning and Social Learning)		25%
_	Attitude		
	Meaning, Components of Attitude, Major job Attitude		
	Personality		
	Meaning, Personality Traits (MBTI and Big 5 Model), Determinants of Personality		
2	Motivation Theories Content Theories (Maslow's Need Hierarchy, Herzberg's Two-factor Theory, Theory X and Theory Y) Process Theories (Vroom's Expectancy Theory, Adam's Equity Theory, Goal- Setting Theory) Reinforcement Theory		25%
3	Group Dynamics Meaning, Stages of Group Development Team work Introduction, Types of Teams (Cross-functional Team, Virtual Team, Self-managed work Team, Problem-solving Team) Group v/s Team Leadership Theories Trait Theory, Behavioral Theories (Ohio State Studies, Managerial Grid) Fiedler's Contingency Theory, Hersey and Blanchard's Life cycle/Situational Approach, Modern Theories (Charismatic Leadership Theory, Transformational Leadership Theory)	15	25%
4	Power Concept, Sources/ Bases of Power, Contingencies of Power Organizational Politics Concepts, Factors Contributing to Political Behavior Stress Management Meaning, Potential Sources of stress Consequences of Stress Management, Managing Stress	15	25%
	Total	60	100%

- 1. Organizational Behaviour, Stephen Robbins, Pearson Publication
- 2. Organizational Behaviour, Fred Luthans, Mc-Graw Hill Publication
- 3. Organizational Behaviour, P. Subbarao, Himalaya Publishing House
- 4. Organizational Behaviour, John W. Newstorm and Keith Davis, Tata McGraw-Hill Publishing Company Limited
- 5. Wikipedia.org
- 6. Youtube.com

Business Environment

Course Category: Major Course Code: MAM207-2C

Course Objectives

The course 'Business Environment' intends to provide the students:

- Provide the students of management a basic knowledge about the various aspects of business environment
- Enable the students to relate the economic, political, legal, Sociao-cultural and technological environment with business practices

Course Outcome

- Learn the basic concepts and aspects of business environment
- Understand the linkage between environmental factors with business decision making
- Apply business environmental aspects in business decision making

COURSE	OURSE COURSE COURSE CREDITS		CDEDIEC	TEACHING HOURS PER WEEK			EVALUATION		
CODE	TITLE	CATEGORY CREDITS	CREDITS	Theory (Hrs.)	Practical (Hrs).	Total (Hrs.)	ССЕ	SEE	Total Marks
MAM207- 2C	Business Environment	Major	4	4	0	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
	Meaning and Significance of Business		
	Environment		
	• Meaning & definition of Business		
	Environment		
	• Significance, Nature & Characteristics of		25%
	Business Environment	15	
1	Types of Business Environment		
1	Economic Environment		
	Political Environment		
	Legal Environment		
	Socio–Cultural Environment		
	Natural Environment.		
	Technological Environment		
	Micro and Macro Environment of Business		
2	Economic Planning in India	1 5	250/
2	India's National Economic Planning	15	25%

	Five Year Plans (Summary)						
	• NITI Ayog (Structure, Objectives and						
	Functions)						
	Economic Reforms in India						
	 Need for Economic Reforms-1991 						
	 Components of Economic Reforms - 						
	Liberalization, Privatization and						
	Globalization						
	Industrial Policy 1991						
	 Impact of Economic Reforms on Business 						
	Agriculture Sector in India						
	Role of Indian Agriculture						
3	Problems faced by Indian Agriculture	15	25%				
3	Industry Sector in India	13	2570				
	Role of Indian Industry Sector						
	 Problems faced by Indian Industry Sector 						
	International Business Environment						
	Overview of International Business Environment						
4	Global Economic Environment	15	25%				
	Global Socio-cultural Environment	13	23/0				
	Global Political Environment						
	Global Technological Environment						
	Total	60	100%				

- 1. Mishra, S. K. & V. K. Puri, Economic Environment of Business, Himalaya Publishing House
- 2. Aswathappa, K., Essentials of Business Environment, Himalaya Publishing House.
- 3. Joshi, R and Sangam Kapoor, Business Environment, Kalyani Publishers.
- 4. Cherunilam, Francis, Business Environment, Himalaya Publishing House, Mumbai
- 5. Economic Survey, Ministry of Finance, Govt. of India, Various Issues

Indian Constitution

Course Category: Multi Disciplinary Course Course Code: MDC225-2C

Course Objective:

The course 'Indian Constitution' intends to provide the students:

- An understanding about the functions of the Indian government
- A fair knowledge about legislative practices in India with an orientation to equip them with the adequate skills of participation in deliberative processes and democratic decision making

Course Outcome:

- Gain knowledge about the importance of Constitution and Government.
- Know the fundamental rights, duties and directive principles of state policy
- Learn about the role of PM, President, Vice- President, CAG and AG
- Understand the legislatives practices and procedures

COURSE	COURSE COURSE		CREDITS		TEACHING HOURS PER WEEK			EVALUATION		
CODE	TITLE	CATEGORY		Theory (Hrs.)	Practical (Hrs).	Total (Hrs.)	ССЕ	SEE	Total Marks	
MDC225- 2C	Indian Constitution	MDC	4	4	0	4	50	50	100	

Unit	Details	Instructional Hours	Wtge (%)
1	Salient Features of the Constitution Introduction, Salient Features of the Constitution, Criticism of the Constitution. Preamble of the Constitution Text, Ingredients, Key Words and Significance of the Preamble, Preamble as Part of the Constitution, Amendability of the Preamble.	15	25%

	Citizenship Meaning and Significance, Constitutional Provisions, Citizenship Act, 1955, Single Citizenship.		
2	Fundamental Rights Features, , Definition of State, Laws Inconsistent with Fundamental Rights, Right to Equality, Right to Freedom, Right Against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, Right to Constitutional Remedies, Writs: Types and Scope. Fundamental Duties Swaran Singh Committee Recommendations, List of Fundamental duties, Features, Significance and criticism of Fundamental duties, Verma Committee Observations.	15	25%
3	The President Election of the President, Qualifications, Oath and Condition, Term, Impeachment and Vacancy. Powers and Functions of the President, Veto Power of the President, Ordinance-Making Power of the President, Pardoning Power of the President. Vice-President Election, Qualifications, Oath, Condition of Office, Term of Office, Vacancy in Office. Prime Minister Appointment of the Prime Minister, Oath, Term and Salary, Power and Function of Prime Minister Comptroller and Auditor General of India Appointment, Term, Duties and Power Attorney General of India Appointment, Term, Duties and Power	15	25%
4	Parliament Organisation of Parliament, Composition and Duration of Two Houses, Qualifications and disqualifications of Members of Parliament, Presiding Officers of Lok Sabha and Rajya Sabha, Leaders in Parliament, Concept of Ordinary Bill, Money Bills and Financial Bills, Joint Sitting of Two Houses and Budget in Parliament. State Definition and Constituent Elements of State. Sovereignty Definition, Characteristics and Types of Sovereignty.	15	25%
	Total	60	100%

- 1. Indian Polity, M Laxmikanth, WE series, Tata Mac Grew Hill.
- Introduction to Constitution of India, D.D. Basu, WadhwaPublication, Nagpur.
 An introduction to Political theory by O.P Gauba

Gandhian Economics and Rural Economy

Course Category: Multi Disciplinary Course Course Code: MDC226-2C

Course Objective:

The course 'Gandhian Economics and Rural Economy' intends to provide the students:

- An alternative knowledge of economics which is relevant all the time
- A fair knowledge about the dynamics of rural-based economy

Course Outcome

After successful completion of the course the learner shall be able to:

- Understand and apply of Gandhian Economics and Rural Development in the Indian Economy structure.
- Acquire Skills to analyse the Gandhian Economic Philosophy in real life.

COURSE	COURSE	COURSE	CDEDITO	TEACI	HING HOU WEEK	RS PER	EV	VALUA'	ΓΙΟΝ
CODE	TITLE	CATEGORY	CREDITS	Theory (Hrs.)	Practical (Hrs).	Total (Hrs.)	CCE	SEE	Total Marks
MDC226- 2C	Gandhian Economics and Rural Economy	MDC	4	4	0	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	Introduction to Gandhian Economic Philosophy World's Economic Philosophy and the Gandhian Economic Philosophy Gandhian Philosophy on Labour: Bread Labour.	15	25%
2	Principles and Features of Gandhian Economy Underlying Principles of Gandhian Economy: Motives, Natural Resources, Products, Methods of Production, Exchange and Trade, Co- operation, Standard of Living. Features of Gandhian Economy: Economic concept Related to Development, Self Sufficiency, Balanced Growth, Trusteeship, Sarvodaya Plan, Austerity and Abstinence	15	25%

3	Gandhian idea on Rural Economy Agrarian Economy and Rural Reconstruction Agro and Village Industry Industrial Economy	15	25%
4	Relevance of Gandian Economy in the Modern World Synthesis of Economics and Ethics, Swadeshi and Bread Labour, Trusteeship and Non-Possession, Sarvodaya or the rising of all, Industrialisation and Khadi and Village Industries	15	25%
	Total	60	100%

- 1. Small is Beautiful Economics as if people mattered, E.F. Schumacher, Harpar& Row, Publishers.
- Gandhian Economic Thought, Dr. J. C. Kumarappa, SarvaSevaSanghPrakashan.
 The Economic Philosophy of Mahatma Gandhi, Dr. Shanti S. Gupat, Ashok Publishing House.
- 4. Fundamental of Gandhism, Anil Dutta Mishra, Oxford University Press.

KADI SARVA VISHWAVIDYALAYA

AEC 211-2C Business Communication

(For BBA / B.Com / B.Sc All Semester 3)

Course objectives:

- 1. To help develop expressional skills in professional contexts.
- 2. To facilitate the understanding of effective professional communication and skillsrequired for the same.

Learning Outcomes:

- 1. Efficient use of both the expressional skills as per the requirement of the world ofwork.
- 2. Basic process of professional writing.
- 3. ability to produce well crafted basic structures of routine business communication.
- 4. Skills and techniques for effective oral and written business communication.
- 5. Use of web and how it can enhance work communication.

TEACHINGANDEVALUATIONSCHEME:

		Teaching		F			
		Scheme			N.	Iax Marks	Total
Subject Code	Subject Title	Theory Per Week	Credits	Hrs.	CCE	SEE	Marks
AEC 211-2C	Business Communication	2	2	2	25	25	50

Course content

Unit No.	content	Total hours	Weightage
1	Written Communication		
1.1	The writing process:	2	
	How business communication is different from general		
	communication, pre writing, writing and rewriting		
1.2	SOPs – importance, components, usability check and sample	1	
1.3	Process descriptions and instructions	2	
1.4	writing for Business	1	
	Structure, layout and style		
	Acknowledgement letter, acceptance letter	1	57%=
	Inquiry letter and order letter	1	15
	Complaint letter and apology letter	1	Marks

	Sales letter	2	
1.5	Report Writing: formal and Informal reportsDefinition, features, significance and types Informal reports- layouts Formal report Structure of a formal report	1 2 1 2	
2.	Persuasive communication		
2.1	Importance of argumentation and	1	
	persuasion in communication		
	Ethical, emotional and Logical argumentation	1	
	Organize your persuasion	1	
2.2	Communicating for positive influence- need and Importance in	1	33%=
	Business		7 Marks
	Using conversational style and YOU attitude	1	
	Using positive words, being courteous, avoid blaming refrain from		
	preaching, be sincere, don't overdo,	1	
2.3	Public Speaking:	3	
	The PRPSA test		
	Developing confidence, preparing the speech, and delivering the		
	same		
	Practical purview	1	
3	Use of Web and digital tools for		
	business		
3.1	Why the web is important for Business Communication,	1	
	Characteristics of online communication, Considerations for		10% =
2.2	Handheld mobile device	1	3Marks
3.2	Smartphones and communication	1	21.141110
3.3	Using collaborative writing tools and	1	
	tips to use them effectively		

Reference Book:

- 1. Technical Communication: Process and Product By: Gearson and Gearson, PersonPublication.
- 2. Technical Communication: A Practical approach, By: TVS Padmaja, Pearson Publication
- 3. Communication Skills, By Sanjay Kumar and Pushpa Lata, Oxford University PressPublication
- 4. Business Communication: Connecting in a digital world BY: Raymond Lesikar, McGrawHill Edu.

Import-Export Management

Course Code: SEC223-2C

Course Objective:

The course 'Import-Export Management' intends to provide the students:

- A fair knowledge to the students about the basic concepts of imports and exports management
- A clear understanding of the import-export procedure and documentation
- Relevant knowledge and skills to process an export order

Course Outcome:

- Understand the various concepts related with imports and exports
- Understand the documentation process for imports and exports
- Acquire skills to process an export order
- Know about the import-export financing procedure

COURSE	COURSE COURSE			TEACHING HOURS PER WEEK			EVALUATION		
CODE	TITLE	CATEGORY	CREDITS	Theory (Hrs.)	Practical (Hrs).	Total (Hrs.)	ССЕ	SEE	Total Marks
SEC223-2C	Import- Export Management	SEC	2	30	1	30	25	25	50

Unit	Details	Instructional Hours	Wtge (%)
	Import-Export Management:		
	Introduction to Import Export		
	Management		
	 Concepts and Key Features 		
1	Foreign Trade – Institutional Framework	15	50%
	Basics of Trade Policy		
	Import-Export Financing, Procedure, and		
	Primary Considerations		
	 Export and Import Financing Procedures; 		

- 1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
- 2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
- 3. Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi.
- 4. Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi. 5. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.

Indian Ethos and Ethics

Course Category: IKS
Course Code: IKS206-2C

Course Objective:

The course 'Indian Ethos and Ethics' intends to provide the students:

• Emotional stability as manager with deep grounding of Indian Ethics and Values.

Course Outcome:

After the course being taught the student will be able to:

• Enhance their emotional stability to work in challenging corporate environment.

	COURSE	COURSE	COURSE	CREDITS	TEACHING HOURS PER WEEK		E	VALUA'	ΓΙΟΝ	
	CODE	TITLE	CATEGORY		Theory (Hrs.)	Practical (Hrs).	Total (Hrs.)	CCE	SEE	Total Marks
•	IKS206- 2C	Indian Ethos and Ethics	IKS	2	30	-	30	25	25	50

Unit	Details	Instructional Hours	Wtge (%)
1	Indian Ethos and Ethics Meaning, features, need, history, requisites and elements of Indian ethos; Role of Indian ethos in managerial practices; meaning and concept of ethics, types of ethics, difference between ethos and ethics. Lessons from scriptures Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra; difference between general management and Indian ethos in management.	15	50%
2	Work Ethos Meaning and levels of work ethos, Types of task/mission, types of actions, types of Karta – Satvik, Rajsik and Tamsik, Attributes of a Karma Yogi or an Ideal Performer, Factors responsible for poor work ethos. Values Meaning and Features of values, Classification of Values, Value Based Management – meaning, Factors promoting VBM, Importance of VBM, Importance of Value System in work culture.	15	50%
	Total	30	100%

- Indian Ethos in Management, Tushar Agarwal & Nidhi Chandorkar, Himalaya Publishing House
- Indian Ethos and Values for Managers (Text and Cases from the Mahabharata), N. M. Khandelwal, Himalaya Publishing House

Indian Knowledge System -2

IKS207-2C Indian Astronomy-II (BBA / BCA / B.Sc All Semester 3)

LEARNINGOUTCOMES:

- Understanding the universe explained in the Upanishads by ancient scholars like Aryabhata and Brahmagupta.
- Be acquainted with the Indian knowledge system about the Yuga System, Solar Year and Lunar Year.
- Inspiring to know and understand the Gregorian Calendar, Hindu Calendar, Islamic Calendar, IndianCalendar and Pancanga as well as Direction/Place/Time, Eclipses of Sun/Moon/Starplanetsof the Indian Astronomy systems for the potential applications in our daily lives.

TEACHINGANDEVALUATIONSCHEME:

		Teaching		E	Total		
SubjectCode	SubjectTitle	Scheme Credits		MaxMarks			
Subjecteoue	BubjectTitle	Theory PerWeek	Credits	Hrs.	CCE	SEE	Marks
IKS207-2C	Indian Astronomy-II	2	2	2	25	25	50

Unit 1: <u>Calendars and Pancanga</u> Teaching Hours: 15 (Weightage 25%)

Introduction, Gregorian Calendar, Hindu Calendar, Islamic Calendar, Indian Calendar and Pancanga.

True Positions of Sun, Moon and Star-Planets

Introduction Epicyclic theory, equation of Centre for the Sun and the Moon, True daily motions of the Sun, the Moon and star-planets.

Unit 2: <u>Triprasna-Direction</u>, <u>Place and Time</u>Teaching Hours: 15 (Weightage 25%)

Introduction, determination of North-South Line, Finding Latitude & co-latitude of a place, Rising and Setting Points of the Sun, Times of Sunrise and Sunset, Rising of Signs of the Zodiac, Determination of Lagna at a given Time and Place,

Eclipse

Lunar Eclipse, Solar Eclipse

• *Continuous Evaluation: It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests

Reference books:

- 1) Indian astronomy: An introduction by S. Balachandra Rao, Universities Press (India) Ltd, Hyderabad
- 2) THE ARYABHATI of ARYABHATA: An Ancient Indian Work on Mathematics and Astronomy, Walter Eugene Clark, The University of Chicago Press, Illinois
- 3) Indian Astronomy- A source book (Based primarily on Sanskrit Texts), Compiled by B V Subbarayappa & K V Sharma, Nehru Center, Bombay.