

SHRI CHINAI COLLEGE OF COMMERCE AND ECONOMICS



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ADDRESSING CROSS CUTTING VALUES THROUGH COURSES ACROSS THE PROGRAMS


INCHARGE PRINCIPAL
SHRI CHINAI COLLEGE OF COMMERCE &
ECONOMICS ANDHERI (E), MUMBAI 400 069





ADDRESSING CROSS CUTTING VALUES THROUGH COURSES ACROSS THE PROGRAMS

Program Name: Bachelor of Commerce (B.Com)

Sr. no.	Course Name	Semester	Cross cutting Issues/ Value Addressed
1	Accountancy and Financial Management-I	I	The fundamental concepts of accounting standards and how to calculate inventory valuation, Sole trader concern or manufacturing account, Analyses transactions pertaining to departmental final accounts in order to make effective managerial decisions, Calculate traders' hire purchase transactions and necessary financial disclosures using accounting methods.
2	Commerce-I	I	Modern business developments and concept and aims of business, The impact of business environment on it's functioning and knowing the different types of business environment, the process of business unit formation and legislative obligations information.
3	Mathematical And Statistical Technique - I	I & II	share, face value, market value, dividend, equity shares preferential shares, bonus shares, Understand the concept of Mutual fund, Calculate Net Income after considering entry load, dividend, change in Net Asset Value(N.A.V)and exit load and Understand the Systematic Investment Plan (S.I.P), Permutation, combination, compute number of possible ways and how to use in real life applications, a mean, median, mode, Quartiles, standard deviation and how to use in real life application, Simple and Compound interest and how to use in real life application, Correlation and regression and how to use in real life application, Index Number and time series and how to use in real life application.
4	Foundation Course I & II	I & II	Become responsible citizens, explain multicultural, linguistic, and regional diversity in society, Gender and disability stratification concepts in order to foster mutual concern for members of society, Disparities and inequalities that exists in society in order to effect ethical change, Examine the Indian Constitution system for long-term practices, Highlight the important aspects of political processes in urban and rural areas in order to be active citizens, , Fundamental values for right human behaviour and lifelong learning, Different environmental components to contribute towards sustainable development, Issues of stress and conflicts For developing ethical values in the society.
5	Environmental Studies	I & II	Relevant and ecosystem components to help preserve



			them, long-term solutions, evaluate the availability, utilization, and conservation of environmental resources, as well as the problems associated with them, issues associated with population growth and emerging issues of environmental and human health protection, urbanization and its challenges, as well as smart and sustainable cities for improving quality of life. Thematically significant features of the world through map reading and filling, The environment crisis related to agriculture and industrial development for adopting sustainable practices
6	Business Economics-II	II	Pricing and profitability of perfect competition and monopoly market structures for better business understanding, Pricing and output decisions in Imperfect competitive markets for effective business management, pricing methods in order to make efficient managerial decisions based on consumer value.
7	Commerce	III & IV	Different concepts of management and evolution of management thoughts: classical approach modern approach, The concepts of organizing, organization structure and delegation of authority for effective building, Production and inventory management concepts to improve the overall performance of the firm, Regulatory and financial structure of the Indian financial system.
8	Business Economics	III & IV	The role, importance and nature of macroeconomic variables with trade cycle. Achieve a healthy economy. Keynesian economics through the aggregate demand and supply model proving the liquidity in the financial markets, the IS-LM model and theory of employment to identify problems caused at macroeconomic level .the role of government in building an economy with special reference to the principle of Maximum Social Advantage,
9	Foundation Course	III & IV	The issues relating to human rights violations and its redressed, Scientific attitude toward technology and I its application in daily life, Effective listening, communication, self-awareness, Body language, leadership skills, Interviews and Presentation, ecology and environment for sustainable development,



			modern technologies & its applications in overall scientific development of society.
10	Business Law	III & IV	Contract concepts and their essential elements, contract performance and modes of discharge, as well as remedies for breach of contract, The provisions and relevance of The Sale of Goods Act, 1930, Concept, classification, MOA, AOA and Prospects of companies Act2013,
11	Advertising	III & IV	Effective promotion plans by out lining the IMC and advertising concepts, Ad agency and the range of advertising career options Traditional and new advertising media and importance regulations in midi are search, The fundamentals of creativity and its application and campaign,
12	Accountancy and Financial Management-IV	V	The nature and formation of different types of companies and issues of Various types of shares and debentures, The methods of redemption of shares, The terms and methods of issues of debentures as per provision of companies act, Separate and combine columnar profit and loss account pre and post incorporation of allocation of expenses and income
13	Commerce	V & VI	Marketing concepts and techniques, research, and consumer behavior for business sustainability, Marketing mix, product decision, product life cycle, branding, brand equity, packaging, product and service positioning and pricing, Key marketing decisions relating to marketing ethics, careers, successful brands, and recent trends in marketing, Human Resource Management (HRM) with Human Resource Planning (HRP), recruitment & selection processes for optimum use of human resource, The functions of HR manager with regards to Human Resource Development (HRD),performance appraisal and career planning of employees.
14	Business Economics	V & VI	New Economic Policy 1991and foreign investment policy measures, SDGs for improving social and economic indicators, Policy measures, industrial pollution, and service sector during business, Examine recent banking trends and the role of financial markets in the country's economic growth, Theories and gains of international trade to help boost the economy, Balance of payment and



			WTO, commercial policy including trade barriers and international economy integration for promotion of foreign trade.
15	Computer Systems	V & VI	The difference between an operating system and an application program, and what each is used for in a computer, learning at a distance, and helped to improve your confidence as an independent learner, Navigate your way around Microsoft Excel, create and work with a new workbook, open and workbooks and worksheets, advantages of store d procedures along with storing data using variable sand functions. Boost your hire ability through innovative and independent learning, the concept of data-driven program execution flow control in Visual Basic programming.

Program Name: B.Com. (Accounting & Finance) (B.A.F):

Sr. No.	Course Name	Semester	Cross Cutting / Value addressed
1	Financial Accounting- I	I	The Accounting Standards Issued by ICAI and Inventory Valuation, Prepare Final Accounts, Apply accounting procedure for Departmental Accounts, Apply accounting procedure for Hire Purchase.
2	Business Communication -I	I	The different aspects of communication and the modern modes of communication, The various barriers to business communication, business ethics, and human rights, Personnel and business correspondence with effective business Increase managerial effectiveness, develop your language and soft skills.
3	Foundation Course	I & II	Comprehend Indian society's heterogeneous character, Grasp the concept of diversity as distinction and disparity as inequality, Comprehend the idea and structure of India's constitution, as well as the various government bodies that operate at various levels of government administration, A better understanding of the effects of globalization on Indian society, The purpose of this lesson is to teach the concepts of human rights and fundamental rights, Recognize variables that contribute



			to stress and conflict in today's world.
4	Commerce (Business Environment) - I	I	Identify various elements of business environment for sustainability, Analyse the political and legal environments for business operational decisions, Interpret the impact of socio-cultural, technological, and competitive environments for business development, Describe the international business environment for gaining opportunities in global markets.
5	Business Economics-I	I	Tools and concepts of business economics for effective business operations, Demand for computing and forecasting sales for effective business decision-making, Production laws and different cost concepts with break-even for effective business application, Analyze pricing, output decisions and profitability of perfect and imperfect competitive markets for effective business management. Pricing strategies to determine customer value for effective managerial choices.
6	Cost Accounting-I	I	the conceptual terminologies of cost accounting, Examine material and inventory control for managerial effectiveness in inventory decisions, Compute statements of labor cost and earning with consideration of bonus, incentives systems using expert theories, Illustrate the concepts of over / under absorption of overheads and overhead rate.
7	Auditing-I (Introduction and Planning)	II	knowledge about auditing concepts, errors, frauds, and true & fair view, Outline the planning, procedures, and documentation for analytical review of audit reports, Evaluate audit techniques like internal control, internal check, Internal audit to prepare ethical financial statements.
8	Business Law (Business Regulatory Framework)	II- III	The concepts of contract with its essential elements, Outline performance of contract and modes of discharge of contract along with remedies on breach of contract. To Describe the special contracts of indemnity, guarantee bailment, pledge, and agency. To Elaborate the provisions and relevance of The Sale of Goods Act, 1930. To Explain the legal provisions relating to The



9	Information Technology in Accountancy	III	Awareness among students with regards to changing and upgrading technologies in the fields of IT in accounting. Making students understand office productivity tools and promoting electronic commerce. Exploring students towards the technical concepts used in a Finance firm for IT software applications like MS- word, MS-excel and PPT. Recognize the importance of security aspects of IT in business.
10	Business Economics II	III	The nature of key macroeconomic variables and tenets of Keynesian economics through the aggregate demand and supply model for improving the liquidity in the economy, Illustrate the IS-LM model, theory of employment, inflation, and its importance to achieve economic stability, Evaluate the role of government in public expenditure, public debt. To Understand the role of government in fiscal and deficit management for economic sustainability of the country.
11	Research Methodology in Accounting and Finance	IV	Components of research to undertake research process in Accounting and Finance. To Examine the methods of data collection and processing for better research outcomes, Analyse the data and interpret to arrive at effective decisions. To Demonstrate research report writing skills of a given problem for making strategic choice
12	Financial Management - II	V	Dividend policies and its impact on shareholders. To learn to make decisions of appropriate capital structure for organization Students are able to manage liquidity and holding optimal level of liquid assets. To Acquire analytical attitude while solving financial issues.
13	Security Analysis and Portfolio Management	VI	To manage their portfolios and how to value it. To acquire Gain knowledge about fundamental and technical analysis. Students are made aware about the efficient 50 market theory. To Evaluate the aspects of CAPM



14	Financial Accounting – VII	VI	Prepare final account for electricity company, Compute statements of final accounts for cooperative society, Apply accounting treatment for investment accounting & mutual fund, Outline the IFRS and Indian accounting standard
15	Project Work II	VI	Execute independent research projects on various topics relevant to the study, Evaluate research-based and scholarly literature. To Apply suitable research design. To Compose the research report and bibliography in the most effective way.



Program Name: B.Com. (Banking & Insurance) (B.B.I.):

Sr. No.	Course Name	Semester	Cross Cutting / Value addressed
1	EnvironmentalmanagementFinancialServices	I	the financial system in banking and insurance for economic development of a country, Functioning of banking and insurance companies to attain economic growth, The management, regulations and development in banking and insurance companies for growth and sustainability, the regulatory and development framework of banking and insurance companies for ethical and sustainable business operations.
2	Principles of Management	I	Management in banking and insurance sector, Focus on management process, Organization Structure of Banking and Insurance companies, The Indian and International leaders gracing banking and insurance sector
3	Business Communication -I	I	The different aspects of communication and the modern modes of communication, The various barriers to business communication, business ethics, and human rights, Personnel and business correspondence with effective business Increase managerial effectiveness, develop your language and soft skills.
4	Foundation Course	I & II	Comprehend Indian society's heterogeneous character, Grasp the concept of diversity as distinction and disparity as inequality, Comprehend the idea and structure of India's constitution, as well as the various government bodies that operate at various levels of government administration, A better understanding of the effects of globalisation on Indian society, The purpose of this lesson is to teach the concepts of human rights and fundamental rights, Recognize variables that contribute to stress and conflict in today's world.
5	Business Economics-I	I	Tools and concepts of business economics for effective business operations, Demand for computing and forecasting sales for effective business decision making, Production laws and different cost concepts with



			break-even for effective business application, Analyse pricing, output decisions and profitability of perfect and imperfect competitive markets for effective business management . Pricing strategies to determine customer value for effective managerial choices.
6	Quantitative Methods	I & II	Mean, Median, Mode, Quartiles, Graph and how to use in real life application, standard deviation, quartiles deviation, range and how to use in real life application, Index number and how to use in real life application, Insurance and how to use in real life application, Testing of hypothesis and how to use in real life application, linear programming problem and how to use in real life application, Economics Indicators and how to use in real life application.
7	Principles and Practice of Banking and Insurance	II	Concepts, functions, and regulations in banking for effective banking operations, the banking industry's structure and rules to promote rapid nation's economic growth, risk management has evolved over time and how it applies to modern insurance practices, the business environment in insurance sector with regard to Indian context.
8	Business Law	II	The Indian legal system's provisions for social harmony and peace, the contract will be performed, how it will be discharged, and the remedies for breach of the contract, the Sale of Goods Act of 1930 and the special contracts of indemnity, guarantee, bailment, pledge, and agency, The Negotiable Instruments Act of 2015's legal requirements, the IT Act to ensure cyber safety and security to achieve efficient government.
9	Organisational Behaviour	II	The information about models of OB and different motivational theories, the group dynamics in the banking and insurance sector, Provides knowledge for organizational culture and change management in the banking and insurance sector, the framework of organization development,
10	Organization Behavior	III	Individual behavior related to personality, learning, perception, workplace emotions and individual decision making, The knowledge of group communication, power and politics,



			negotiation, transactional analysis model, virtual team, group cohesiveness and group decision making in the banking and insurance sector, Dynamics of banking and insurance organization through organization structure, organization structured differentiations and organization climate, Practical implementation of the components of organizational behavior in banking and insurance sector.
1 1	Information Technology Banking and insurance	III	The knowledge and understanding of e-commerce and cyber security, The various conceptual and legal aspects of e-banking provisions, Demonstrate skills on MS-Word and MS Excel for carrying out smooth banking processes, The importance of cyber security, privacy, and ethical issues for secured monetary transactions.
1 2	Foundation Course (An Overview of Banking and insurance)	III	In-depth knowledge on banking sector emphasizes on banking industry, banking legislation and various functions of banks. The role of commercial banks, its functions and about its products and services and also provide in dept. knowledge on bank ombudsman. complete descriptive knowledge on universal banking as well as role of technology in banking.
1 3	Entrepreneurship Management	IV	The clearance of basic concepts related to entrepreneur, theories of entrepreneurship, entrepreneurial skills etc. The understanding of business planning which includes forms of entrepreneurial structure, analysis of critical factors for starting a new enterprise and how to make a feasible business plan, Highlights of key area of new ventures like marketing, operation, finance and human resource management, The knowledge of evolving concepts in entrepreneurship.
1 4	Corporate and Securities Law	IV	The corporate law principles and how they apply to the banking and insurance industries, Securities Contracts Regulation Act of 1956's regulatory



			framework for stock exchange, The SEBI's components and its rules for investor protection and disclosure issues, The depository's and its participants' legal framework.
1 5	Business Economics-II	IV	The economy's liquidity, examine the nature of important macroeconomic variables and Keynesian economic principles using the aggregate demand and supply model, The IS-LM model, theory of employment, inflation, and its importance to achieve economic stability, The role of government in public expenditure, public debt, and fiscal and deficit management for economic sustainability of the country, theories of international trade, Commercial policies for promotion of foreign trade, basics of forex market and its importance to balance of payment to help boost the economy.
1 6	Financial Reporting and Analysis	V	Legal provision in banking regulation act, relating to asset, statutory reserve including cash reserve and liquidity ratio classification of advances, Regulation and presentation of corporate financial accounts for insurance company. Study of accounting policy for annual report and listed insurance company, Relevant provision of companies act related to preparation of final accounts as per companies act, Meaning of ethical behavior, financial reporting. Importance and principal based approach and ethics, Introduction to first time adoption of international finance, reporting standards, scope, objectives exemption from IFRS and present action and disclosure.
1 7	Strategic Management	V	Overview of strategic management in banking and insurance sector, Different environments for strategic management in banking and insurance sector, Unfold corporate level strategies, Gives insight of how to activate, implement, evaluate and control strategies in banking and insurance sector.
1 8	Financial Service Management	V	The fund and non-fund based financial services and to study the role of merchant banking.



			The role and importance of mutual funds organisation to examine the scope of factoring and forfeiting at national and international level. The role of securitization in India and abroad. To discuss the various types of financial derivatives.
19	Business Ethics and Corporate Governance	V	Information on ethics as well on business ethics. It provides a complete knowledge on ethical theories and also about application of ethical theories in business, The conceptual framework of corporate governance, Provides understanding of genesis of corporate governance in India and also on implementation of corporate governance, It helps to understand business ethics in global economy and issues related to Scams.
20	International Banking Finance	V	Fundamentals of international finance, International capital market, Foreign exchange markets, Risk management, International banking operation
21	Research Methodology	V	Components of research to undertake research process in banking and insurance sectors, The understanding about data collection in the research and processing of data, The knowledge of data analysis and interpretation in research, Familiarity of advanced statistical techniques and research reports.
22	Security Analysis and Portfolio Management	VI	Portfolio management introduction and process, Portfolio management valuation, Fundamental analysis, Technical analysis.
23	Human Resource Management	VI	Provides framework of human resource management, Will enable the students to acquire, training & development and compensation structure in banking and insurance sector.
24	Turnaround Management	VI	The module helps students to understand the basics of the functioning of the business, module helps to understand the reasons and symptoms of a sick unit, module summarizes how a sick unit can be turned around by using various.
25	International Business	VI	Importance, nature of international business including different business environment, Different institutional support to international business with integration between countries



			International marketing and Human resource management, Export import and documentation
26	Central Banking	VI	Provides an overview of central banking, Policy framework for RBI, Macroeconomics policies, monetary policy and so on, Highlights supervisory role of RBI, Role of central banks in other countries, Specifically try to understand and study central banking in cyber world.

Program Name: B.com(Financial Market) (B.F.M.):

Sr.No.	Course Name	Semester	Cross Cutting / Value addressed
1	Introduction to Financial Sy	I	Overview of financial system, Financial Market like



	stem		CapitalMarket, Money Market, Foreign Exchange Market,CommodityMarket, Derivative Market, FinancialRegulators, different FinancialInstruments.
2	BusinessCommunication - I	I	The different aspects ofcommunication and the modern modes ofcommunication, The various barriers to businesscommunication,businessethics,andhumanrights, Personnel and businesscorrespondence with effective businesscommunication techniquesinmind.
3	Foundationcourse	I & II	Comprehend Indian society'sheterogeneous character, Raise awareness about the gender gap insociety, The concept of diversity asdistinctionand disparityas inequality, CO1: To have a better understanding of the effectsofglobalisation onIndian society, theconceptsofhumanrightsandfundamentalrights, The significance of theenvironmentandlong-term development, Recognize variables that contribute to stressandconflict in today's world.
4	BusinessEconomics -I	I	learn tools and concepts of businesseconomicsforeffectivebusinessoperati ons. Demand for computing andforecasting sales for effective business decisionmaking, Production laws and differentcost concepts withbreak-even for effectivebusinessapplication , Pricing, output decisions andprofitability of perfect and imperfect competitivemarketsforeffectivebusinessmana gement, pricing strategies to determinecustomervalueforeffectivemanageri alchoices.
5	BusinessEnvironment	I	The framework of business, itsenvironmentandenvironmental analysis, Delivers the information related businessandsociety, internationalenvironment
6	BusinessStatistics	II	mean, median, mode,quartiles, graph and how to use in real lifeapplication, range, standard deviation.Quartiles deviation and how to use in real lifeapplication, linear programming problemandhowto usein real lifeapplication.
7	EnvironmentalScience	II	The Environment- structure,components and



			typology Biodiversity-Classification, value, threats to biodiversity The importance of resources, Definition, importance and classification of natural resources, The Economic activities-nature and pattern- primary, secondary and tertiary sectors, Environment management- Concept, need and relevance of environmental education
8	Debt Market- I	III	The concepts of Debts Market, The role and importance of the Debts Markets, The concepts of instruments and players of debts markets The concepts of bonds and valuation of bonds.
9	Business Law	III	The concepts of Contract and its application along with contract of indemnity, guarantee, bailment and agency The concepts in sale of goods act like, seller, buyer, unpaid seller, etc..., The concepts of negotiable instrument, different types of instrument, differences between all 3 types of instruments along with all required rules and regulations of 3 instruments.
10	Foundation Course- III (Money Market)	III	Money market and how central bank effectively control, regulatory framework of money markets like RBI, FIMMDA, FEDAI, NDS-OM, different money market instruments, recent developments in money market.
11	Commodity Derivatives	IV	Financial and Derivative terms to students and Students will be helpful to read and understand the financial views in the market, Trading futures and Students will understand the psychology of the investor in different situation, The Mechanism of SEBI will be explained to the students to understand fair transactions and To understand banking deal with stock trading clearances can track transaction, Governing rules & penalties and To know ways to resolve the issues.
12	Business Law-II	IV	The concepts of membership, prospectus, meeting as per the Indian Companies Act, 2013, The concepts of Patent, Copy Rights and Trade Mark. Also, all rules and regulations in relation to the same, The concepts of Indian Partnership Act, 1932 and Limited Liability Partnership, 2008, The concepts of



			consumer protection law, all rules and regulations and law relating to file the complaint.
13	Business Economics-II	IV	The economy's liquidity, examine the IS-LM model, theory of employment, inflation, and its importance to achieve economic stability, theories of international trade, Commercial policies for promotion of foreign trade, basics of forex market and its importance to balance of payment to help boost the economy.
14	Marketing in Financial Services	V	The foundation of services marketing. It will cover all aspects of services like characteristics, classification, growth etc. enabling them to understand the weightage of service sector in the economy, Identify the various marketing tools that are widely used by the service sector for the promotion of the services and lead to customer satisfaction, The challenges and issues that are faced while providing and experiencing services. It elaborates as to how services are provided through various channels and the importance of synchronization between the channels, The dynamics of service sector in the 21 st century. It also focuses on how social media, HR, Ethics etc. play a valuable role leading to customer satisfaction
15	Business Ethics & Corporate Governance	V	Information of business ethics, The conceptual framework of corporate governance, The understanding of corporate governance and shareholder rights, Corporate governance forums and legislative framework of corporate governance in India
16	Organisation Behaviour	VI	Comprises concepts of organization behaviour, Gives understanding of interpersonal relationship, Familiarize about stress and change management for better job satisfaction.



Program Name: Bachelor of Management Studies (B.M.S)

Sr No	Course Name	Semester	Cross Cutting Issues / Value Addressed
1.	Introduction to financial Accounts	I	<p>Gain knowledge about the accounting principles, Indian and Global accounting standards using modern tools and techniques.</p> <p>Identify accounting transactions relating to receipts and expenditure and rectifying errors in bank reconciliation statements.</p> <p>Use accounting skills to solve problems of depreciation and trial balance</p> <p>Interpret accounts of sole trading and manufacturing concerns in order to improve its profitability and performance</p>
2.	Business Law	I	<p>To learn about Contract Act, 1872 & Sale of Goods Act, 1930</p> <p>To learn negotiate instrument act 19781, Consumer protection act 1986</p> <p>To impart knowledge on Company Law.</p> <p>Deep insight on intellectual property rights.</p>
3.	Business Statistics	I	<p>To learn about mean, median, mode, quartiles, standard deviation and how to use in real life application.</p> <p>To learn about time series and how to use in real life.</p> <p>About index number and how to use in real life application.</p> <p>About decision theory, decision making problem and how to use in real life application.</p>
4.	Foundation Course- I	I	<p>Indian societies heterogeneous character</p> <p>awareness about the gender gap in society</p> <p>The concept of diversity as distinction and disparity as inequality.</p> <p>: To comprehend the idea and structure of India's constitution, as well as the various</p>



			government bodies that operate at various levels of government administration. awareness about India's rising social problems
5.	Industrial Law	II	Study Laws Related to Industrial Relations and Industrial Disputes Laws Related to Health, Safety and Welfare Social Legislation Laws Related to Compensation Management
6.	Business Environment	II	Identify different environmental elements of business. Analyzing environment. Internal and External environment basics. Analyzing detailed political and legal environments for business operational decisions with live examples. Discuss the impact of socio-cultural, technological, and competitive environments for business development with live examples. Understand international environment, MNC, Trade, FDI, Globalization for international strategically decisions.
7.	Principles of Management	II	Explain various concepts of management and Evolution of management thoughts: classical approach to modern approach. Explain planning, steps, importance, types and decision making in business. Learn various concepts of organizing, Importance. Organization structure, types and delegation of authority in management. Understand the importance, functions of directing, leadership (types), coordination & controlling for effective Management. Use of live examples is



			necessary to understand the subject.
8.	Information Technology in Business management -I	III	Learn the basic concepts of Information technology and its role in manage Acquire practical knowledge in the office automation through MS Office software Use internet, email, websites, domains and security therein Recognize the importance of security aspects of IT in business.
9.	Business Planning and Entrepreneurial Management	III	Explain basics of entrepreneurship, role, importance, and its theories and to become entrepreneur Explain different types of entrepreneurs for grabbing opportunities in market Explain how to start new business. Generate new idea Understand venture development and new trends in entrepreneurship.
10.	Accounting for Managerial Decisions	III	Understanding Analysis and Interpretation of Financial statements with basic accounting fundamental Explain Ratio analysis and Interpretation Explain Cash flow statement Understand Working capital, concepts of business finance and its importance in managing a business
11.	Strategic Management	III	Explain concepts of strategic management, objectives, importance for better decision make Understand levels of strategy formulation, types to gain competitive advantage Evaluate strategy implementation for business prosperity Determine how to evaluate strategy, product, service, current, future etc.
12.	Foundation Course III(Environmental Management)	III	To discuss the learning of an organization as a collective system and its role towards environmental manage To explain the constituents of ecological systems and adverse effects on environment by organization To inform students about sustainable business practices that can benefit both the organization and the environment explore environmental concepts and



			resources
13.	1. Consumer Behavior (Marketing elective)	III	<p>Understand basics of consumer behavior in market. Determine individual determinants of consumer behavior and see how it impacts the business. Evaluate consumer behavior environment for effective marketing</p> <p>Strategically development using consumer behavior Analyze how consumer make decision in different environment and how company can stay updated with new trends to enhance customer value.</p>
14.	2. Advertising(Marketing Elective)	III	<p>Understand legal and ethical aspects of advertising Explain planning and promotional mix strategies. Impart creativity in advertising to</p> <p>Attract target audience. How to convert suspects in Customers.</p> <p>Understand the requirement of budget, effectiveness of ad Campaign, current industry trends in advertising to become competitive.</p>
15.	Business Economics II	IV	<p>To understand what is Macroeconomic Data and Theory, Circular flow of aggregate income and expenditure, Short run economic fluctuation To explain Money, Inflation and Monetary Policy- Money Supply, Demand for Money, Money and prices, Inflation, Monetary policy</p> <p>Explain data analysis and interpretations for better decision making. The importance of research report writing.</p>
16.	Business Research Methods	IV	Understand basics of research, type,



			<p>needs, importance of research.</p> <p>Understand methods of data collection and processing for problem findings and solutions.</p> <p>Explain data analysis and interpretations for better decision making. Understand importance of research report writing.</p>
17.	Production and Total Quality Management	IV	<p>Explain production management, importance, difference between operation and production. Plant layout and location for better decisions.</p> <p>Understand material management, types, importance for continuous flow of production. Explain Total Quality Management parameters, six sigma, Kaizen etc. Understand the role of quality, parameters.</p> <p>Adapt quality improvement strategies and international Certifications for business standards.</p>
18.	Information Technology in Business Management	IV	<p>Understand managerial decision making and functional areas of MIS</p> <p>Explain emerging trends in ERP, CRM, SCM</p> <p>the relationship between database management and data warehouse approaches Explain concepts like BPO, KPO and cloud computing</p>
19.	Foundation Course-IV(Ethics and Governance)	IV	<p>Understand importance of contemporary rights & procedures to file grievances for harmony & equality in the country.</p> <p>Determine approaches to stand ecology and environment principles for sustainable development.</p> <p>modern technologies &</p>



			Its applications in overall scientific development of society. Understanding basics of competitive exam and enhance soft skill for growth.
20.	Integrated Marketing Communication (Marketing Elective)	IV	<p>Basic concepts and promotional tools of the IMC.</p> <p>strategies of advertising and sales promotions as</p> <p>IMC to enhance effectiveness.</p> <p>Evaluate direct marketing, public Relations, publicity, and personal selling in business strategies. Evaluate the ethics in IMC and its current trends to remain competitive.</p>
21.	Strategic cost management (Finance elective)	IV	<p>To equip the students with knowledge about strategic cost management.</p> <p>Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting Outline the accounting procedures for Activity Based Management and Activity Based Budgeting:</p> <p>Cost Audit & Management Audit under companies Act, with reference to strategic assessment of cost & managerial performance-</p> <p>Measure the efficiency in production and effectiveness of cost managers to identify the causes of variances.</p>
22.	Logistics and Supply Chain Management	V	<p>basic of logistics and supply chain management, difference, customer service and demand</p> <p>Forecasting, distribution, bullwhip effect.</p> <p>Understand logistic mix.</p> <p>Evaluate inventory, logistic costing, and performance management, logistic network analysis to gain competitive advantage in the market. Describe recent trends in logistics and supply chain</p>



			management to sustain in global market.
23.	Corporate Communication and Public Relations		<p>Key concepts, relevance, and ethical and legal aspects in corporate communication. Also analyze theories and implement in practical aspect of business.</p> <p>Importance of PR in business to build corporate image. communication for Effective development of its strategies for different stakeholders Look into latest technological trend in</p> <p>communication channel to improve networking and global corporate image</p>
24.	Investment Analysis and Portfolio Management (Finance Elective)		<p>The terms which are often confronted while reading Newspaper, magazines etc for better correlation with the practical world. Introduction to investment environment</p> <p>Models and techniques of security and portfolio analysis. Evaluate risk return relationship. Compute sources of Income under different heads as per section 14</p> <p>Management and Security Analysis, Theories, Capital Asset Pricing Model and Portfolio Performance Measurement</p>
25.	Commodity and Derivatives Market (Finance Elective)		<p>Impart the concepts related to Commodities and Derivatives market The various aspects related to options and futures. Detailed insight on Futures and Hedging</p> <p>Acquaint learners with the trading, clearing and settlement mechanism in derivatives market. Evaluate Options and</p>



		Option Pricing Models Understand Trading, Clearing & Settlement In Derivatives Market and Types of Risk
26.	Service Marketing (Marketing Elective)	Evaluate basics of service marketing strategies to get customer loyalty Understand different service Marketing mix to gain competitive position in marketing Develop service quality; fill gaps for giving better management experience Evaluate current trends and ethical aspects of services marketing
27.	Sales and Distribution Management (Marketing Elective)	Understand difference between sales and marketing. Also focus on various elements of sales and distribution management for efficient strategic Illustrate market analysis and selling approach For business growth and expansion, diversification for growth. Evaluate basics of distribution channel, strategies for better relationship with channel partners. Focus on evaluation, ethics in Sales to achieve organizational goals, customer loyalty.
28.	Customer Relationship Management (Marketing Elective)	Explain various components of CRM to get new customer and retain existing ones. Understand marketing initiatives, customer service and database management for long term customer relationship. Discuss process of building CRM strategies for competitive business. Study latest trends, technological developments, and ethical issues in the field of CRM.



29.	Service Marketing (Marketing elective)		<p>Evaluate basics of service marketing strategies to get customer loyalty</p> <p>Understand different service Marketing mix to gain competitive position in marketing.</p> <p>Develop service quality; fill gaps for giving better management experience</p> <p>Evaluate current trends and ethical aspects of services marketing</p>
30.	E-Commerce and Digital Marketing (Marketing Elective)		<p>Understand basic concept of Ecommerce, Commerce, study the impact, latest trends and their application in various industry Determine e-business and its Application for competitive business. Latest trends on payment, security in IT,</p> <p>Privacy legal issues in e-commerce, M commerce for ethical practices.</p> <p>The study latest Developments in digital platform for competitive advantage.</p>
31.	Investment Analysis and Portfolio Management (Finance Elective)		<p>Impart understand the terms which are often confronted while reading Newspaper, magazines etc for better correlation with the practical world.</p> <p>Introduction to investment environment</p> <p>The various models and techniques of security and portfolio analysis. Evaluate risk return relationship Compute sources of Income under different heads as per section 14</p> <p>Explain Portfolio Management and Security Analysis, Theories, Capital Asset Pricing Model and Portfolio Performance Measurement</p>
32.	Commodity and Derivatives		Impart the concepts related to



	Market (Finance Elective)		<p>Commodities and Derivatives market</p> <p>The various aspects related to options and futures. Detailed insight on Futures and Hedging</p> <p>Learners with the trading, clearing and settlement mechanism in derivatives market. Evaluate Options and Option Pricing Models</p> <p>Trading, Clearing & Settlement In Derivatives Market and Types of Risk</p>
33.	Operational Research		<p>Learn about game theory and how to use in real life application.</p> <p>Learn about sequencing problem and how to use in real life application.</p> <p>Learn about transportation problem, assignment problem and how to use in real life application. Learn about CPM, PERT and how to use in real life application.</p>
34.	Project Work		<p>Research about any company of student's choice and evaluate company's performance. Here the students will be guided by subject teacher for better understanding. This will help for decision making and enhance management skills</p>
35.	1. Brand Management (Marketing Elective)		<p>Explain basics of brand, brand image. Focus how brand should become successful to earn profit.</p> <p>Explain importance of brand management Analyze brand marketing programs to remain competitive, attract new customers.</p> <p>Evaluate brand equity, importance to establish corporate image. Analyze on brand strategies for expansion.</p>



36.	2. Retail Marketing (Marketing Elective)		<p>Gain knowledge on concepts, formats, and emerging trends in retailing for market development.</p> <p>Profile of retail consumers, development of retail strategy.</p> <p>Evaluate concept of merchandise management, importance and retail pricing to increase market.</p> <p>store management, legal and ethical issues in retailing for Competitive advantage.</p>
37.	3. International Marketing (Marketing elective)		<p>International marketing, importance, need, trading blocs, international trade for globalization. International market environment, study how it works for better decisions.</p> <p>international marketing mix decisions For competitive advantage.</p> <p>Evaluate international marketing plan for global reach.</p>
38.	4. Media Planning and Management Marketing Elective)		<p>Basics media and media planning for future strategies.</p> <p>Evaluate and compare various media mix and upcoming Media to form media strategy for promotional techniques Evaluate and identify media budgeting, buying, and Scheduling for better strategies.</p> <p>Learn about media measurement and evaluation</p> <p>Of media buys for gaining competitive advantage.</p>
39.	Innovative Financial Services		The learners with the fundamental



	(Finance Elective)	<p>aspects of various issues associated with various Financial Services</p> <p>A comprehensive overview of emerging financial services in the light of globalization.</p> <p>Introduce the basic concepts, functions, process, and techniques and create an awareness of the role, functions and functioning of financial services.</p>
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USING CROSS-CUTTING VALUE
THROUGH COURSES ACROSS THE
PROGRAMS