

**Business Management  
Principles of Management**

<b>Semester: III</b>	<b>Subject Code: C31601</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To Provide a Basic Understanding of Management and the Evolution of Management</li> <li>• To Give a Detailed Understanding on the Functions of Management</li> <li>• To Introduce the Concept of Case Study Method of Learning</li> </ul>		

**Event Management**

<b>Semester: IV</b>	<b>Subject Code: C41601</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To Get Insights on the Basic Concepts of Events And Event Management</li> <li>• To Understand the Key Elements of Event Management</li> <li>• To Develop an Insight into the Practical Aspects of Event Management</li> </ul>		

**Accountancy  
Corporate Accounting**

<b>Semester III</b>	<b>Subject Code: C31602</b>	<b>Lectures 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To create an awareness about IFRS conversion and not adoption in India.</li> <li>• To make students understand the statutory provisions regarding preparation of Final Accounts of Companies as per The New Companies Act, 2013.</li> <li>• To enable students to gain the ability to solve problems relating to Corporate Accounting.</li> <li>• To gain working knowledge of the principles and procedures of accounting for Profits or Loss Pre and Post Incorporation, Underwriting and Valuation of shares.</li> </ul>		

**Accountancy  
Corporate Accounting**

<b>Semester IV</b>	<b>Subject Code: C41602</b>	<b>Lectures 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To create awareness and understanding of the accounting aspects of Corporate Restructuring.</li> <li>• To familiarise students with the legal requirements for preparation of accounts of Holding company.</li> <li>• To gain an insight into the accounting provisions relating to Liquidation of companies.</li> <li>• To highlight the significance of Corporate Financial Reporting.</li> <li>• To be able to solve practical problems.</li> </ul>		

**Macroeconomics**  
**Business Economics-**  
**Macro**

<b>Semester: III</b>	<b>Subject Code: C31603</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<p>At the end of the Semester, a student opting for the paper : Business Economics (Macro) should be equipped to understand –</p> <ul style="list-style-type: none"> <li>• The basic theoretical framework underlying the field of Macroeconomics</li> <li>• The macroeconomic concepts with the help of numerical problems and graphical presentations.</li> <li>• The importance of macroeconomic variables and their relevance to everyday life.</li> </ul>		

**Macroeconomics**  
**Business Economics- Macro**

<b>Semester: IV</b>	<b>Subject Code: C41603</b>	<b>Lectures:60</b>
<b>Objectives:</b>		
<p>At the end of the Semester, a student opting for the paper: Business Economics- Macro should be equipped to understand –</p> <ul style="list-style-type: none"> <li>• The basic theoretical framework underlying the field of Macroeconomics</li> <li>• The macroeconomic concepts with the help of numerical problems and Graphical presentations.</li> <li>• The importance of macroeconomic variables and their relevance to everyday life.</li> </ul>		

**Macroeconomics**  
**Macroeconomic Theory and Policy**

<b>Semester III</b>	<b>Subject Code: C31604</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
At the end of the course, students opting for the subject- Advanced Macroeconomics should be equipped to		
<ul style="list-style-type: none"> <li>• <b>Understand the basic concepts of macroeconomic analysis (macroeconomic variables, equilibrium and disequilibrium, static and dynamic analysis).</b></li> <li>• <b>Solve numerical problems relating to National Income, Consumption Function, Savings Function and Keynesian Multiplier.</b></li> <li>• <b>Make graphical presentations to depict theoretical concepts.</b></li> </ul>		

**Macroeconomics**  
**Macroeconomic Theory and Policy**

<b>Semester IV</b>	<b>Subject Code: C41604</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
At the end of the Semester, students opting for the subject- Advanced Macroeconomics should be equipped		
<ul style="list-style-type: none"> <li>• <b>To understand the theoretical framework of Macroeconomics relating to the demand and supply of money, and value of money.</b></li> <li>• <b>To understand the phenomena of trade cycles , inflation, deflation and aspects of public finance</b></li> <li>• <b>To understand and apply their theoretical knowledge to real world situations.</b></li> </ul>		

**Corporate Law**  
**Applied Corporate Law**

<b>Semester III</b>	<b>Subject Code: C31605</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• <b>To enable students in comprehending and analyzing the different provisions of the Companies Act, with reference to the New Companies Act, 2013.</b></li> <li>• <b>To acquaint the students with the practical aspects in corporate law.</b></li> </ul>		

**Corporate Law  
Corporate Accountability**

<b>Semester IV</b>	<b>Subject Code: C41605</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To acquaint the students with the practical aspects in corporate law</li> <li>• To help in comprehending and analyzing the different aspects of Corporate Accountability with reference to the New Companies Act, 2013</li> </ul>		

**Business Communication  
Business Communication Skills**

<b>Semester III</b>	<b>Subject Code: C31606</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To enable the students to get a clear understanding of the basic concepts of communication</li> <li>• To acquaint the students with practical application of communication skills</li> <li>• To give basic insight of business etiquette followed by the corporate companies</li> </ul>		

**Business Communication  
Business Correspondence**

<b>Semester IV</b>	<b>Subject Code: C41606</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To give them an insight in drafting the Business Letters</li> <li>• To familiarize the students with the Writing Skills</li> <li>• To acquaint the students on the importance of Good Listening Skills</li> </ul>		

**Banking & Finance I  
Indian Banking System (History & Development upto 1991)**

<b>Semester: III</b>	<b>Subject Code: C 31607</b>	<b>Lectures: 60</b>
----------------------	------------------------------	---------------------

<b>Objectives:</b>
At the end of the Semester, a student opting for specialization in the subject Banking & Finance should be equipped to understand –
<ul style="list-style-type: none"> <li>• The structure of the Indian Banking system.</li> <li>• Be aware of the developments in the Indian Banking system in the pre and post independence period.</li> <li>• Be aware of the changes and reforms taking place in the Indian Banking system.</li> <li>• Be aware of the latest trends and developments in the Indian Banking system.</li> </ul>

**Banking & Finance I**  
**Indian Banking System (Developments in the Liberalization Period-Post 1991)**

<b>Semester: IV</b>	<b>Subject Code: C 41607</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<p>At the end of the Semester, a student opting for specialization in the subject Banking &amp; Finance should be equipped to understand –</p> <ul style="list-style-type: none"> <li>• The changing structure of the Indian Banking system, post reform (1991)</li> <li>• The changing role of RBI in the post reform period</li> <li>• The technological change in the Indian Banking system</li> <li>• The challenges to the Indian Banking system.</li> </ul>		

**Business Administration - I**  
**Human Resource Function**

<b>Semester III</b>	<b>Subject Code: C31608</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To help students gain knowledge and practical exposition of important areas/ practices dealing with people and their problems in the work environment</li> <li>• To help students identify areas of HRM that they would like to subsequently take up for intensive study and application</li> <li>• To lay a strong foundation for pursuing goals of becoming HR strategists and catalyst of change in organisations</li> </ul>		

**Business Administration I**  
**Organisational Behavior**

<b>Semester IV</b>	<b>Subject Code: C41608</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To help students gain a basic understanding of behaviour in work organisations from a psychological and sociological view</li> <li>• To help apply the knowledge so gained to understand and interpret people-organization relationships</li> <li>• To help them understand the importance of Organisational Behavior in impacting the overall management of an organization</li> </ul>		

**Business Entrepreneurship  
Entrepreneurial Growth & Development**

<b>Semester : III</b>	<b>Subject Code: C31609</b>	<b>Lectures: 60</b>
-----------------------	-----------------------------	---------------------

**Objectives:**

- To Understand the Relationship between Innovation, Creativity and Entrepreneurship.
- To Study the Factors that Contributes to Creativity and to Learn the Process of Translating Ideas into Innovations.
- To Develop Entrepreneurial Skills through Practical Exercise and Activities.
- To Acquaint the Students on the Various Training Programs and EDPs
- To Give Insights on the Emerging Trends and Challenges in Entrepreneurship.

**Business Entrepreneurship  
Subject Title: Entrepreneurship Growth & Development**

<b>Semester: IV</b>	<b>Subject Code: C41609</b>	<b>Lectures: 60</b>
---------------------	-----------------------------	---------------------

**Objectives:**

- To Understand the field of Social Entrepreneurship and the many of the Opportunities, Challenges, and Issues faced by Social entrepreneurs
- To Highlight the Importance of Rural Entrepreneurship in Economic Development.
- To Understand the Role of Women entrepreneurship & Empowerment of Women through Entrepreneurship.
- To Create Entrepreneurial Awareness among the Students.

**Marketing I  
Advertising**

<b>Semester III</b>	<b>Subject Code: C31610</b>	<b>Lectures : 60</b>
---------------------	-----------------------------	----------------------

**Objectives:**

- To get insights on the Basic Concepts of Advertising
- To develop understanding of various Media formats that carry Advertising to Audiences
- To develop understanding of procedures and techniques of Media Planning
- To make students acquainted with current advertising techniques and practices

**Marketing I  
Advertising**

<b>Semester IV</b>	<b>Subject Code: C41610</b>	<b>Lectures (Lects.): 60</b>
--------------------	-----------------------------	------------------------------

**Objectives:**

- To familiarize the students with the concepts of Copywriting
- To Comprehend the Planning, Research and Production activities necessary to create an Advertising Campaign
- To expose students to recent trends in advertising

**Cost and Works Accountancy  
Cost Accounting-I**

<b>Semester : III</b>	<b>Subject Code: C31611</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To understand the need and importance of Cost Accounting with the competitive business environment.</li> <li>• To acquaint students with the preparation of Cost Sheet in ascertainment of the cost of the product.</li> <li>• To guide students in understanding material as an important element of cost.</li> <li>• To acquaint students with different methods for Issue of materials.</li> <li>• To introduce the basic Cost Accounting Standards.</li> </ul>		

**Cost and Works Accountancy  
Cost Accounting-I**

<b>Semester : IV</b>	<b>Subject Code: C41611</b>	<b>Lectures : 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To acquaint students with Inventory Control Techniques.</li> <li>• To understand the importance of labour as an element of cost.</li> <li>• To lay a foundation for understanding the Labour &amp; Overheads Accounting procedures.</li> <li>• To understand the need and importance of Overheads and its classification.</li> <li>• To have a detailed understanding on accounting and control of Manufacturing Overheads.</li> </ul>		

**Optional English  
Myth and Mythology**

<b>Semester III</b>	<b>Subject Code: AC 31602</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To introduce students to various genres of literature</li> <li>• To create literary sensibility for appreciation in students and expose them to artistic and innovative use of language by writers and to various worldviews</li> <li>• To instill values and develop human concern in students through exposure to literary texts</li> <li>• It must be stressed all texts prescribed are to be studied as literature and fiction only</li> </ul>		

**Optional English  
Women Write**

<b>Semester IV</b>	<b>Subject Code: AC 41602</b>	<b>Lectures: 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"><li>• To introduce students to various genres of literature</li><li>• To create literary sensibility for appreciation in students and expose them to artistic and innovative use of language by writers and to various worldviews</li><li>• To instill values and develop human concern in students through exposure to literary texts</li><li>• All texts are to be studied purely as works of fiction and literature</li></ul>		