

**UNIVERSITY OF DELHI**

CNC-II/093/1(30)/2023-24/48

Dated: 22.01.2024

**NOTIFICATION**

**Sub: Amendment to Ordinance V**

Following addition be made to Appendix-II-A to the Ordinance V (2-A) of the Ordinances of the University;

**Add the following:**

**Syllabi of Semester-IV of BA (Vocational Studies) under the College of Vocational Studies based on UGCF-2022 implemented from academic year 2022-2023**

**SEMESTER-IV**

- |  |              |
|--|--------------|
| 1. B.A( VS) Small and Medium Enterprises (SME)       | – Annexure-1 |
| 2. B.A( VS) Insurance Management                     | - Annexure-2 |
| 3. B.A( VS) Modern Office Management                 | - Annexure-3 |
| 4. B.A( VS) Human Resource Management                | - Annexure-4 |
| 5. B.A( VS) Marketing Management and Retail Business | - Annexure-5 |
| 6. B.A( VS) Materials Management                     | - Annexure-6 |
| 7. B.A(VS) Tourism Management                        | - Annexure-7 |

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**INDEX**  
**B.A. (Vocational Studies)**  
**B.A. (VS) Small and Medium Enterprise**  
**Semester-IV**

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<b>1</b>	<b>Semester -IV - DSC</b>  1. Marketing Management in MSMEs 2. Cost Accounting 3. Workers, Markets and the future of Work	<b>2-10</b>

**SEMESTER- IV**  
**B.A. (VS) Small and Medium Enterprises**  
**DISCIPLINE SPECIFIC CORE COURSE -4.1 (DSC-4.1)**  
**Marketing Management in MSMEs**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Marketing Management in MSMEs  (DSC-4.1)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>12<sup>th</sup> Pass</b>	<b>Nil</b>

**Learning Objectives:** The objectives of the paper are to:

1. understand the concept of marketing and learn how the scope of marketing has changed over the time.
2. have deep insights into various stages of product life cycle i.e. Introduction, Growth, Maturity and Decline and framing strategies for each product life-cycle stage.
3. learn the different pricing strategies and application of these strategies under different situations.
4. inculcate skills to develop an appropriate promotion mix by incorporating advertising and its media; publicity and its effects; and sales promotion and its types.
5. familiarize the students with the channels of distribution, their levels, types and factors affecting the choices of channels of distribution.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the concept of marketing and the scope of marketing that has changed over the time.
2. demonstrate stages of product life cycle i.e. Introduction, Growth, Maturity and Decline and framing strategies for each stage.
3. analyse different pricing strategies, also will be able to apply these strategies under different situation.
4. apply skills to develop an appropriate promotion mix by understanding advertising and its media; publicity and its effects; and sales promotion and its types.
5. develop an ability to choose effective channels of distribution, their levels and types. They will also be able to analyse the factors affecting the choices.

**Unit 1: Small Business Marketing****10 Hours**

Concept of Marketing, Scope of Marketing, Evolution of Marketing, Types of Marketing, Marketing Information System, E-marketing, Marketing Research: Its objectives and significance, Assessment of Demand, Market Segmentation, Target and Positioning.

**Unit 2: Product and Product Life Cycle****7 Hours**

Meaning and Nature of Product, Product Planning and New Product Development, Product Mix, Product Life Cycle: Introduction Stage Strategies, Growth Stage Strategies, Maturity Stage Strategies, Decline Stage Strategies.

**Unit 3: Pricing****9 Hours**

Concept, Need, Importance, Factors Affecting Price, and Pricing Methods and Strategies.

**Unit 4: Sales Promotion****9 Hours**

Advertising and Publicity, Personal Selling, Packaging Strategies, Branding Strategies, Managing Brand Systems.

**Unit 5: Place****10 Hours**

Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels, Role of Middlemen, and Distribution Strategies, Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach).

**Exercises:****The learners are required to:**

1. discuss the concept of marketing and prepare a detailed report that how the scope of marketing has changed over the time. (Unit I)
2. identify the various stages of product life cycle of mobile phone, music system, apparels, computers, TVs etc. and frame marketing strategies for each stage. (Unit IV)
3. list the different pricing strategies and explain application of these different pricing strategies under different situation. (Unit II)
4. develop an appropriate promotion mix under different market conditions for different product categories. (Unit III)
5. find out the available channels of distribution, their levels, types and factors affecting the choices. Students may be asked to study the channels of distribution strategies of Amazon, Flipkart, FMCG companies etc. (Unit V)

**Suggested Readings:**

- Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2018). *Marketing Management*. Pearson Education. (Units I to V)
- Kotler, P., Keller, K. L., Chernev, A., Sneth, J. N., &Shainesh, G. (2022). *Marketing Management*. Pearson India. (Units I to V)

- Kumar, S. (2017). *Principles of Marketing*. Book Age Publication. (Units I to V)
- Ramaswami, V. S., & Namakumari, S. (2018). *Marketing Management*. Sage Publications. (Units I to V)
- Sharma, K., & Aggarwal, S. (2021). *Principles of Marketing*. Taxmann Publications. (Units I to V)
- Sherlekar, S. A., & Krishnamoorthy, R. (2018). *Marketing Management*. Himalaya Publishing House. (Units I to V)

**Notes:**

1. Suggested readings shall be updated and uploaded on the college website from time to time.
2. Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.

**B.A. (VS) Small and Medium Enterprises**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE -4.2 (DSC-4.2)**  
**Cost Accounting**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Cost Accounting</b> <b>(DSC-4.2)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>12<sup>th</sup> Pass</b>	<b>Nil</b>

**Learning Objectives:** The objectives of the paper are to:

1. understand different cost concepts and enable the students to compute unit cost and total cost by preparing a cost statement;
2. learn various material costing techniques;
3. enable the learners to compute labour cost, productivity and employee turnover;
4. know overhead costs and their allocation;
5. familiarize the learners with various costing techniques and methods.

**Learning Outcomes:** After completion of the course, students will be able to:

1. explain the cost concept, components of cost of production and the preparation of statement of cost;
2. compare and contrast the material costing techniques;
3. analyse labour cost, productivity and employee turnover of **MSMEs**;
4. explain and allot overhead costs to different activities and products;
5. ascertain costs using various costing techniques and methods.

**Unit 1: Introduction**

**9 Hours**

Meaning, scope, objectives and advantages of cost accounting; Difference between financial and cost accounting; Role of a cost accountant in an **MSME**. Cost concepts and classifications, Different components of cost and preparation of Cost Sheet.

**Unit 2: Accounting and Control of Material Cost**

**9 Hours**

Concept of Material Cost and Control, Accounting and Control of Purchases, Storage and Issue of Materials. Inventory Systems, Methods of Pricing of Materials Issues — FIFO, LIFO, Simple and Weighted Average, Techniques of Inventory Controls: Inventory Systems, EOQ, Stock Levels, FSN Analysis, ABC Analysis, JIT Etc. Accounting Treatment and Control of Losses — Wastage, Scrap, Spoilage and Defectives

**Unit 3: Accounting and Control of Employee (Labour) Cost****7 Hours**

Employees Cost: Definition and Scope, Time-Keeping and Time-Booking. Employee Turnover: Meaning, Measurement and Accounting Treatment. Concept, Treatment and Control of Idle Time and Overtime. Methods of Wage Payment and Incentive Schemes- Halsey, Rowan, Taylor's Differential Piece Wage.

**Unit 4: Accounting and Control of Overheads****9 Hours**

Overhead: Concept, Classification, Allocation, Apportionment and Absorption, Machine Hour Rate, Treatment Of Over and Under-Absorption, Treatments of Certain Items in Cost Accounts Like Interest and Research and Development Cost, Packing Expenses and Bad Debts.

**Unit 5: Methods of Costing****11 Hours**

Job Costing, Contract Costing, Process Costing (Including Process Losses, Valuation of Work-In-Progress), Service Costing (Transport and Hospitality Industry)

**Practical Exercises:**

The learners are required to:

1. prepare a cost statement for an manufacturing or service **MSME** on and identify the items to be included and excluded in the cost system. (Unit 1)
2. prepare various documents used in purchase, storage of materials and do practical exercise on different inventory control techniques for any **MSME**. (Unit 2)
3. compute the employee cost of an **MSME**. (Unit 3)
4. compute of overheads absorption rate and practical exercise on over and under absorption of overheads.(Unit 4)
5. ascertain of cost in different industries using suitable methods of costing. (Unit 5)

**Suggested Readings:**

- Arora, M. N. (2021). *Cost Accounting- Principles and Practice*. New Delhi: Vikas Publishing House. (Units I to V)
- Maheshwari, S. N., & Mittal, S. N. (2021). *Cost Accounting- Theory and Problems*. New Delhi: Shri Mahavir Book Depot. (Units I to V)
- Singh, S. (2023). *Elements of Cost Accounting*. Allahabad/New Delhi: Kitab Mahal. (Units I to V)
- Tulsian, P. C. (2020). *Cost Accounting*. New Delhi: S. Chand. (Units I to V)

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**B.A. (VS) Small and Medium Enterprises**

**Semester IV**

**DISCIPLINE SPECIFIC CORE COURSE – 4.3 (DSC-4.3)**

**Workers, markets, and the future of work**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE**

<b>Course Title &amp; Code</b>	<b>Total Credits</b>	<b>Lectures</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Eligibility criteria</b>	<b>Pre-requisite of the course</b>
<b>Workers, Markets and the future of Work DSC – 4.3</b>	4	3	1	-	12 <sup>th</sup> Pass	Nil

**Learning Objectives:** The course aims to familiarize students with the concepts of workers demand, supply and the determination of market wage. It provides basic understanding of the recent developments in markets for workers in India. It discusses the role of international agencies in safe guarding workers interests and defining decent work.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. explain the idea of the labour market and its working, the determination of equilibrium wage and the reasons why people choose to work or withdraw from the market.
2. compare the characteristics of various segments of labour markets in India and examine various trends related to wages and employment.
3. explain the concept of global value chains and Special economic Zones (SEZs) and examine their impact on workers, labour markets and the future of work.
4. appraise the role of International agencies in promoting decent work agenda and maintaining labour standards.

**Unit 1: Economics of Labour Market and Wage Determination**

**11 hours**

*Supply of individual Worker and Workforce:* Workers' preferences and Budget constraints, changes in budget constraints due to changes in non-labour income or wages; the labour supply curve of an individual worker and the Supply curve of workers in an Economy.

*Policy applications:* Welfare programs and work incentives; Labour supply over the life cycle; the decline in work attachment among older workers.

*Demand for Workers:* Production function of a firm, profit maximization, short- run and long-run decision making of the firm; Overview of labour Market equilibrium.



*Policy application:* New Labour Codes and the employment effects of minimum wages.

## **Unit 2: Labour Markets at Work in India**

**12 hours**

*Employment and Unemployment:* Concepts of labour-force, workforce, participation rate, universal basic income and other concepts related to unemployment, measurement and trends in employment and wages, phenomena of jobless growth and unemployment in India, changing dynamics of occupational structure.

*Facets of Informalisation and Segmentation of Labour Markets in India:* Trends and characteristics of informalisation and contractualization, nature of rural labour markets, the growth of non-farm sector and impact of MGNREGA, internal migration in India, gig employment and its impact on platform workers.

*Women in the workforce:* feminization and low participation.

## **Unit 3: Offshoring, Outsourcing and Global Value Chains (GVCs)**

**11hours**

*Workers in GVC - India and other Developing Countries,* impact on employment in India, Labour Standards in India- Case study, Special Economic Zones in India.

*Future of work, Artificial Intelligence and Future of Labour:* Disruptive technology and adjustment in Workers markets

## **Unit 4: International agencies and Labour Standards**

**11 hours**

Role and Structure of ILO, ILO Conventions and Recommendations, Decent work and ILO programmes in India, World Trade Organization and workers.

**Practical Exercises:** The learners are required to:

1. discuss and practice numerical and graphical exercises based on application of demand and supply of labour and changes in equilibrium wage (Unit1)
2. identify and collect information from Internet on various case studies of employment types and engage in group discussions (Unit2)
3. design a questionnaire for primary data collection from the neighbourhood labour markets, collect data and make a group project based on the analyses of the data collected. (Unit2)
4. locate and discuss in class case studies of gig workers such as delivery workers from Zomato, Big Basket, Amazon and other such platforms. (Unit 3)
5. make a group presentation on implementation of ILO activities and programmes in India (Unit4)

## **Suggested Readings**

- *Application of International Labour Standards in times of crisis: the importance of international labour standards and effective and authoritative supervision in the context of the COVID-19 pandemic,* Extracts of the General Report, ILO, 2020. (unit 4)

- Banga, K. (2016). Impact of global Value Chains on Employment in India, *Journal of economic Integration*. (unit 3b)
- Basu, A. K. & Chau, N. H. (2022). Offshoring and labour markets in developing countries. IZA, *World of Labour*. (Unit 3a)
- Borjas, G. J. (2016). *Labour Economics*, New York: McGraw-Hill. (Unit 1)
- Chaudhary, R. & Mitra, S. (2019). Labour Practices in the Emerging Gig Economy in India: A case Study of Urban Clap, Formalisation, Informalisation and the Labour Process Workshop. CeMIS, Goettingen. <https://wwage.org>. (unit 2.2e)
- Ghosh, A. K. (2016). *India Employment Report, 2016- Challenges and the Imperative of Manufacturing- Led growth*, New Delhi: Institute of Human Development and OUP. (Executive summary) (unit 2.1a)
- Giri, A. K. & Singh, S.P. (2016). Labour Standards in Global Value Chains in India: the case of hand-knotted carpet manufacturing cluster. *Asian Journal of Business Ethics*. (unit 3c)
- Hollweg, C. H. (2019). Global value chains and employment in developing economies. *Technological Innovation, Supply Chain Trade, and Workers in a Globalized World, Global Value Chain Development Report*, World Bank Group, ch. 3. (unit 3b)
- *India: Decent Work Country Programme for 2018-2022*, ILO, November 2018.
- Jha, P. (2016). *Labour in Contemporary India*., Short Introduction Series, Oxford India. (unit 2.2a)
- Kapila, U. (2022-23). *Indian Economy: Performance and Policies*, New Delhi: Academic Foundation. (unit 2 & 4).
- Kapila, U. (2022). *Indian Economy since Independence*, New Delhi: Academic Foundation. (unit 2 & 4)
- Koti, J. & Janaki, D. (2016). ILO, WTO & Indian Industrial Relations. *IJIR*. (unit 4)
- Kumar, S. R. (2008). SEZs in India: Concepts, objectives and strategies. paper presented in *National Seminar on Special Economic Zones*. (unit 3d)
- Mondal, B., Ghosh J., Chakraborty S. & Mitra S. (2018). *Women Workers in India: Labour Force Trends, Occupational Diversification and Wage Gaps*. *State of Working India*, Centre for Sustainable Employment. (Unit 2.2f)
- *Overview of Internal Migration in India*, UNICEF report, <https://www.shram.org>. 2012. (unit 2.2c)
- Saha, P. & Shervick (2016). State of Rural Labour Markets in India. ILO Asia- Pacific Working Paper Series, May. (unit 2.2b)
- Shervick. (2014). Women's Labour Force Participation in India: Why is it low?. <https://www.ilo.org>, ILO. (unit 2.2f)
- Shetty, G. (2022). *Growing Gig Economy in India: Is More the Merrier?* *EPW*, 57 (10), March 5. (unit 2.2e)
- Universal Basic Income: A Conversation With and Within the Mahatma, Economic Survey, 2016-17.

### **Additional Readings**

- Banga, K. (2017). Impact of linking into global value chains on Indian employment. *CEP Working paper*.

- Calvão, F. & Thara, K. (2019). *Working Futures: The ILO, Automation and Digital Work in India*. Brill.
- Caro, L. P., O'Higgins, N. & Berg, J. (2021). *Young People and the Gig Economy*, <https://www.ilo.org>.
- Case, K. E. & Fair R. (2008). *Principles of Economics*, Prentice Hall, 9th edition.
- Chaudhary R. (2021). India's Emerging Gig economy: Shaping the Future of Work for Women. <https://repository.library.georgetown.edu>.
- Ghose, A. K. & Kumar, A. (2021). India's Deepening Employment Crisis in the Time of Rapid Economic Growth, *Institute of Human Development*. Working Paper.
- India's Booming Gig and Platform economy - Perspectives and Recommendations on the future of work, *Niti Aayog*. (2022). June.

**Notes:**

- **Suggested readings shall be updated and uploaded on the college website from time to time.**
- **Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**

**INDEX****B.A. (Vocational Studies)****B.A.(VS) INSURANCE MANAGEMENT****Semester-IV**

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**B.A. (VS) Insurance Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC-4.1)**

**Principles of Life Insurance**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

<b>Course Title &amp; Code</b>	<b>Total Credits</b>	<b>Lectures</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Eligibility criteria</b>	<b>Pre-requisite of the course</b>
<b>Principles of Life Insurance DSC – 4.1</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>Pass in class 12<sup>th</sup></b>	<b>-</b>

**Learning Objectives:** The course aims to familiarize the students with the concept of life insurance, its principles, types of life insurance contracts, conventional and new age policies, annuities and special need policies.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. explain the need and concept of life insurance.
2. describe the major reforms and growth of the Indian life insurance sector
3. compare the implications of the different terms used & explain why life insurance is not a contract of indemnity.
4. appraise the different types of life insurance and annuity contracts.
5. critique and suggest a suitable life insurance policy after assessment of the prospect's need and amount of life insurance required.

**Unit 1: Life Insurance**

**11 hours**

Concept, purpose, and scope; Major Reforms in Indian Insurance sector; Financial needs and role of life insurance in financial planning; Human life value approach; Evaluating life insurance needs: different methods, Stages in human life in relation to the amount of insurance required; Re-evaluating need for life insurance; Rider benefits.

**Unit 2: Policy Form**

**12 hours**

Life insurance contract: definition, and special features; Types of the life insurance contract; Tax benefits; Parties to a life insurance contract;

Contents of a typical life insurance policy, Conditions and privileges: free look period, payment of premium, grace days, loading charges, auto cover, forfeiture, proof of age, suicide, revival of lapsed policy, non-forfeiture regulations, indisputable policy, assignment and trade in policies, nomination, travel, residence and occupation, and other restrictive conditions; Policy as property: attachable or not.

**Unit 3: Conventional and new age policies****11 hours**

Types of Life insurance plans, Term Vs Traditional Plan, Whole life plan, Endowment plan, and Money back plan; the concept of Joint life policy and Partnership plan; Special policies for Women and Children, Retirement plans; Single versus regular premium policies.

**Unit 4: ULIPs and special policies****11 hours**

Unit linked insurance policies: concept, features, merits, demerits; Types (purpose and death benefit); riders/add on to a policy: requirement for, suitable riders; Different types of ULIP charges, ULIP vs Traditional plan; Variable life policies: concept, pros, and cons; Special Policies: children, women, differently abled persons, etc.

**Exercises:****The learners are required to:**

- engage in a group project that gathers primary data from policy buyers regarding
  - their reason for buying a life insurance policy (Unit1) and
  - the type of policy purchased (Unit 3)
- make a group and study the trends in growth of life insurance (public & private companies) and reasons for growth from the annual reports issued by IRDAI. (Unit1)  
Link for data:  
<https://irdai.gov.in/annual-reports>
- participate in a classroom discussion comparing direct (online) buying with fee-based (advice) buying through a registered investment advisor (RIA) (Unit3)
- gather primary data from relatives and neighbours about the understanding of policyholders regarding loading charges, grace days, forfeiture clause, and special policies. (Unit2 &4)
- make a presentation on the merits and demerits of a comprehensive plan vis-a-vis exclusive rider(s) attached to a no-frills policy. (Unit4)
- compare and contrast the life insurance policies offered by different companies (Unit 4)

**Readings**

- Black, K. Jr. & Skipper, H. D., & Black, K. (2013). *Life Insurance*, CBS publication.
- Heo, W. (2020). *The demand for life insurance*. Springer.
- Mishra, K. (2016). *Fundamentals of Life Insurance Theories and Applications*. PHI Learning Pvt. Ltd.
- Mishra, K.C. & Kumar, C. S. (2009). *Life Insurance- Principles and Practice*, Cenage Learning India Pvt. Ltd.
- Murthy, H. S. N. & Sarma. K.V.S. (2019). *Modern Law of Insurance in India*. Delhi: Universal Book Traders.
- Sadhak. H. (2009). *Life Insurance in India*, New Delhi: Response Books.
- Shashidharan K. (2008). *Managing Life Insurance*, Prentice- Hall of India Pvt. Ltd.
- Sethi, J., & Bhatia, N. (2023). *Elements of Banking and Insurance*. PHI Learning Pvt. Ltd.

**Additional Readings:**

Publications of Insurance Institute of India, Mumbai

1. IC-02 Practice of Life Insurance
2. IC- 23- Application of Life Insurance
3. IC- 24- Legal Aspects of Life Insurance
4. IC- 33- Life Insurance

**Notes:**

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**B.A. (VS) Insurance Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC 4.2)**

**Indian Financial System**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

<b>Course Title &amp; Code</b>	<b>Total Credits</b>	<b>Lectures</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Eligibility criteria</b>	<b>Pre-requisite of the course</b>
<b>Indian Financial System DSC – 4.2</b>	4	3	1	-	<b>Pass in class 12<sup>th</sup></b>	-

**Objective:** The course aims to provide a conceptual understanding of the overall Indian financial system. It also familiarises the student about the role, types and important functions of the different constituent parts.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the structure of the Indian financial system and differentiate its components.
2. discuss the linkage between the financial system and economic development.
3. describe and differentiate the functioning of the money and capital markets and the roles of the respective regulators.
4. appraise the recent developments in the banking sector.
5. critique the recent reforms in the Indian financial system.
6. examine the concept of financial stability with respect to the Indian and global financial systems.

**Unit 1: Introduction**

**9 hours**

Functions of the financial system, structure: markets, institutions, instruments, services; Role of financial intermediaries and regulators; inter-linkage between the financial system and economic development; Overview of the evolution of the Indian financial system.

**Unit 2: Money and Capital Markets**

**13 hours**

Money market: functions, participants; money market instruments; role of the central bank (Reserve Bank of India) in the Indian money market.

Capital Market (primary and secondary): functions, participants (including the role of stock exchanges in India (NSE, BSE, MSCI), depositories (NSDL, CDSL), roles of merchant banking and credit rating; instruments (shares, debentures, bonds, GDRs, ADRs); listing of securities and stock indices; role of SEBI and investor protection.

**Unit 3: Commercial banking, MFs and NBFCs and Pension funds**

**13 hours**

Commercial Banking: classification, functions, nonperforming assets (causes & resolution); recent developments in banking including adoption of technology, financial inclusion, and Mudra financing;



Mutual Funds: structure, types of mutual fund schemes (open ended vs close ended, equity, debt, hybrid schemes and Exchange Traded Funds (ETFs) gold, passive funds, liquid, etc.; factors affecting choice of mutual funds; role in financial system;  
Non-banking Financial Companies (NBFCs) & Pension funds: role, function, and types.

#### **Unit 4: Reforms and financial stability**

**10 hours**

Reforms in the Indian financial system: need, reforms since 1990s, impact, future challenges; Financial stability: need; global financial crisis (2008), roles of the Basel Committee on Banking Supervision, Bank of International Settlement, and Financial Stability Board; Challenges to financial stability.

#### **Practical Exercises:**

##### **The learners are required to:**

1. make a flowchart of the Indian financial system with names of markets, institutions, instruments and services (Unit1)
2. compare the indicators of economic development and the financial systems in India and other countries (Unit1)
3. make a presentation in class highlighting the roles of the regulators based on information displayed on the RBI and SEBI websites (Unit 2)
4. make a group presentation on investor protection based on the recent notifications by SEBI (Unit2)
5. engage in a group project by gathering primary data on financial inclusion, mudra scheme, and the growth of digital banking/wallet/ UPI. (Unit3)
6. make a group project covering the activities of any one NBFC of your choice (Unit3)
7. engage in a classroom discussion on the reforms implemented in the Indian financial system since 2001 (Unit4)
8. make a group presentation on the financial crises caused by Lehman Bros or Yes bank or SVB or any other case of financial bankruptcy (Unit4)

#### **Suggested Readings:**

- Acharya, V. V., (2020). *Quest for restoring financial stability in India*. Sage Publications India Pvt. Ltd.
- Bhole, L. M. & Mahakud, J. (2020). *Financial Markets and Institutions*. Tata McGraw Hill Publishing Company.
- Khan, M.Y. (2019). *Indian Financial System* Tata McGraw Hill; 11th edition.
- Saha, S. S. (2020). *Indian Financial System: Financial Markets, Institutions and Services*, Tata McGraw Hill Publishing Company.
- Mishkin, S. F. & Eakins S. G. (2017). *Financial Markets and Institutions*, Pearson Education, New Delhi; 7th edition.
- Pathak, B. V. (2018). *Indian Financial System: Markets, Institutions and Services*, Pearson Education, New Delhi; 5th edition.
- Saunders, A., Cornett, M. & Jain A. (2020). *Financial Markets and Institutions*, Tata McGraw Hill.
- Tomar, A., Agnihotri, S. (2022). *Project Finance*, A K Publications New Delhi.

**Notes:**

- 1. Suggested readings shall be updated and uploaded on the college website from time to time.**
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**B.A. (VS) Insurance Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.3)**  
**Workers, Markets, And the Future of Work**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE**

<b>Course Title &amp; Code</b>	<b>Total Credits</b>	<b>Lectur es</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Eligibility criteria</b>	<b>Pre-requisite of the course</b>
<b>Workers, Markets and the future of Work (DSC – 4.3)</b>	4	3	1	-	Pass in class 12 <sup>th</sup>	-

**Learning Objectives:** The course aims to familiarize students with the concepts of workers demand, supply and the determination of market wage. It provides basic understanding of the recent developments in markets for workers in India. It discusses the role of international agencies in safe guarding workers interests and defining decent work.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. explain the idea of the labour market and its working, the determination of equilibrium wage and the reasons why people choose to work or withdraw from the market.
2. compare the characteristics of various segments of labour markets in India and examine various trends related to wages and employment.
3. explain the concept of global value chains and Special economic Zones (SEZs) and examine their impact on workers, labour markets and the future of work.
4. appraise the role of International agencies in promoting decent work agenda and maintaining labour standards.

**Unit 1: Economics of Labour Market and Wage Determination**

**11 hours**

*Supply of individual Worker and Workforce:* Workers' preferences and Budget constraints, changes in budget constraints due to changes in non-labour income or wages; the labour supply curve of an individual worker and the Supply curve of workers in an Economy.

*Policy applications:* Welfare programs and work incentives; Labour supply over the life cycle; the decline in work attachment among older workers.

*Demand for Workers:* Production function of a firm, profit maximization, short- run and long- run decision making of the firm; Overview of labour Market equilibrium.

*Policy application:* New Labour Codes and the employment effects of minimum wages.

## Unit 2: Labour Markets at Work in India

12 hours

*Employment and Unemployment:* Concepts of labour-force, workforce, participation rate, universal basic income and other concepts related to unemployment, measurement and trends in employment and wages, phenomena of jobless growth and unemployment in India, changing dynamics of occupational structure.

*Facets of Informalisation and Segmentation of Labour Markets in India:* Trends and characteristics of informalisation and contractualization, nature of rural labour markets, the growth of non-farm sector and impact of MGNREGA, internal migration in India, gig employment and its impact on platform workers.

*Women in the workforce:* feminization and low participation.

## Unit 3: Offshoring, Outsourcing and Global Value Chains (GVCs)

11hours

*Workers in GVC* - India and other Developing Countries, impact on employment in India, Labour Standards in India- Case study, Special Economic Zones in India.

*Future of work, Artificial Intelligence and Future of Labour:* Disruptive technology and adjustment in Workers markets

## Unit 4: International agencies and Labour Standards hours

11

Role and Structure of ILO, ILO Conventions and Recommendations, Decent work and ILO programmes in India, World Trade Organization and workers.

**Practical Exercises:** The learners are required to:

1. discuss and practice numerical and graphical exercises based on application of demand and supply of labour and changes in equilibrium wage (Unit1)
2. identify and collect information from Internet on various case studies of employment types and engage in group discussions (Unit2)
3. design a questionnaire for primary data collection from the neighbourhood labour markets, collect data and make a group project based on the analyses of the data collected. (Unit2)
4. locate and discuss in class case studies of gig workers such as delivery workers from Zomato, Big Basket, Amazon and other such platforms. (Unit 3)
5. make a group presentation on implementation of ILO activities and programmes in India (Unit4)

## Suggested Readings

- *Application of International Labour Standards in times of crisis: the importance of international labour standards and effective and authoritative supervision in the context of the COVID-19 pandemic*, Extracts of the General Report, ILO, 2020. (unit 4)
- Banga, K. (2016). Impact of global Value Chains on Employment in India, *Journal of economic Integration*. (unit 3b)
- Basu, A. K. & Chau, N. H. (2022). Offshoring and labour markets in developing countries. IZA, *World of Labour*. (Unit 3a)

- Borjas, G. J. (2016). *Labour Economics*, New York: McGraw-Hill. (Unit 1)
- Chaudhary, R. & Mitra, S. (2019). Labour Practices in the Emerging Gig Economy in India: A case Study of Urban Clap, Formalisation, Informalisation and the Labour Process Workshop. *CeMIS*, Goettingen. <https://wwage.org>. (unit 2.2e)
- Ghosh, A. K. (2016). *India Employment Report, 2016- Challenges and the Imperative of Manufacturing- Led growth*, New Delhi: Institute of Human Development and OUP. (Executive summary) (unit 2.1a)
- Giri, A. K. & Singh, S.P. (2016). Labour Standards in Global Value Chains in India: the case of hand-knotted carpet manufacturing cluster. *Asian Journal of Business Ethics*. (unit 3c)
- Hollweg, C. H. (2019). Global value chains and employment in developing economies. *Technological Innovation, Supply Chain Trade, and Workers in a Globalized World, Global Value Chain Development Report*, World Bank Group, ch. 3. (unit 3b)
- *India: Decent Work Country Programme for 2018-2022*, ILO, November 2018.
- Jha, P. (2016). *Labour in Contemporary India.*, Short Introduction Series, Oxford India. (unit 2.2a)
- Kapila, U. (2022-23). *Indian Economy: Performance and Policies*, New Delhi: Academic Foundation. (unit 2 & 4).
- Kapila, U. (2022). *Indian Economy since Independence*, New Delhi: Academic Foundation. (unit 2 & 4)
- Koti, J. & Janaki, D. (2016). ILO, WTO & Indian Industrial Relations. *IJIR*. (unit 4)
- Kumar, S. R. (2008). SEZs in India: Concepts, objectives and strategies. paper presented in *National Seminar on Special Economic Zones*. (unit 3d)
- Mondal, B., Ghosh J., Chakraborty S. & Mitra S. (2018). *Women Workers in India: Labour Force Trends, Occupational Diversification and Wage Gaps. State of Working India*, Centre for Sustainable Employment. (Unit 2.2f)
- *Overview of Internal Migration in India*, UNICEF report, <https://www.shram.org>. 2012. (unit 2.2c)
- Saha, P. & Shervick (2016). State of Rural Labour Markets in India. ILO Asia- Pacific Working Paper Series, May. (unit 2.2b)
- Shervick. (2014). Women's Labour Force Participation in India: Why is it low?. <https://www.ilo.org>, ILO. (unit 2.2f)
- Shetty, G. (2022). *Growing Gig Economy in India: Is More the Merrier?* *EPW*, 57 (10), March 5. (unit 2.2e)
- Universal Basic Income: A Conversation With and Within the Mahatma, Economic Survey, 2016-17.

### **Additional Readings**

- Banga, K. (2017). Impact of linking into global value chains on Indian employment. *CEP Working paper*.
- Calvão, F. & Thara, K. (2019). Working Futures: The ILO, Automation and Digital Work in India. *Brill*.
- Caro, L. P., O'Higgins, N. & Berg, J. (2021). Young People and the Gig Economy, <https://www.ilo.org>.
- Case, K. E. & Fair R. (2008). *Principles of Economics*, Prentice Hall, 9th edition.
- Chaudhary R. (2021). India's Emerging Gig economy: Shaping the Future of Work for Women. <https://repository.library.georgetown.edu>.

- Ghose, A. K. & Kumar, A. (2021). India's Deepening Employment Crisis in the Time of Rapid Economic Growth, *Institute of Human Development*. Working Paper.
- India's Booming Gig and Platform economy - Perspectives and Recommendations on the future of work, *Niti Aayog*. (2022). June.

**Notes:**

- 1. Suggested readings shall be updated and uploaded on the college website from time to time.**
- 2. Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**

**INDEX****B.A. (Vocational Studies)****B.A. (VS) Modern Office Management****Semester-IV**

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## SEMESTER-IV

B.A. (VS) Modern Office Management

Semester IV

DISCIPLINE SPECIFIC CORE COURSE – 4.1 (DSC-4.1)

Advanced Phonography- I

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Advanced Phonography- I (DSC-4.1)	4	-	-	4	12 <sup>th</sup> Pass	Knowledge of Basic Phonography

**Learning Objective:** The aim of this course is to advance and strengthen the knowledge of phonography rules and help in gaining speed in writing by practicing exercises and learning Grammalogues, Special Contractions and Advanced Phraseography from Pitman Shorthand Instructor. The speedy and accurate transcription of the shorthand notes is the ultimate aim of learning phonographic communication.

**Learning Outcomes:** After completion of the course, the learners will be able to:

1. demonstrate the techniques of note taking and transcription.
2. create, revise and write the outlines of Grammalogues, Phrases and Special Contractions.
3. articulate, revise and write the outlines of Advanced Phrases.
4. take dictation of seen and unseen passages and transcribe the same on computers.

### Unit 1:

Note taking: Techniques of Note Taking, points to be kept in mind while taking down dictation.  
Transcription: Guidelines for transcription. Revision of Grammalogues, Phrases and Special Contractions (Section 1 to Section 5 of Pitman Shorthand Instructor- Old Course Book).

### Unit 2:

Advanced Phraseography (Section 1 to Section 7 of Pitman Shorthand Instructor- Old Course Book)

### Unit 3:

Practice of seen dictation exercises (from Exercise No. 121 to 183 of Pitman Shorthand Instructor- Old Course Book) at the speed of 80 words per minute.

### Unit 4:



Practice of unseen dictation exercises from other Shorthand books and Shorthand magazines at the speed of 60 words per minute.

### **Practical Exercises:**

#### **The learners are required to:**

1. Have someone read aloud a passage or series of phrases related to intersections, business, legal, political, or banking contexts. Take dictation by writing down what is being spoken in real-time. Focus on maintaining accuracy, speed, and proper formatting.
2. Find written materials such as articles, reports, or speeches that cover intersections, business, legal, political, or banking subjects. Read through the content and practice taking concise and organized notes.
3. Choose a short audio or video clip related to intersections, business, legal, political, or banking topics. Play the recording at a faster speed and challenge yourself to take notes quickly while maintaining comprehension and accuracy. Gradually increase the playback speed to improve your note-taking efficiency.
4. Obtain a transcription of a recorded conversation, interview, or speech related to intersections, business, legal, political, or banking subjects. Review the transcription and identify any errors, inconsistencies, or inaccuracies.

### **Suggested Readings:**

- Kuthiala, *Pitman Shorthand Instructor*- Old Course Book. Pearson.
- Pitman, Isaac. (1975). *Pitman Shorthand Instructor- Old Course Book*, Indian Reprint, A. H. Wheeler Publishing Co. Ltd., New Delhi
- Kuthiala, O.P.(2020) *Way to High-Speed Writing*, Pitman S.S. Publications, New Delhi.
- Thorpe, Edgar E. (2020) *Principles of Modern Phraseography*, Pitman S.S. Publications, New Delhi.
- Kuthiala, O.P.(2020), *Phono Phrase Book*, Pitman S.S. Publications, New Delhi.
- Murty, Krishna N.V. (2020,). *Modern Phrase Book*, Pitman S.S. Publications, New Delhi
- Shorthand Magazines available in the market.

### **Notes:**

1. **Suggested readings shall be updated and uploaded on the college website from time to time.**
2. **Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.**

**B.A. (VS) Modern Office Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE – 4.2 (DSC-4.2)**  
**COMPANY LAW**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Company Law (DSC-4.2)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>12<sup>th</sup> Pass</b>	<b>Nil</b>

**Learning Objectives:** The course aims to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analysing case laws.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules.
2. prepare the basic legal documents required for formation of a company.
3. analyse the process and prepare the documents required for raising capital for the company.
4. analyse the managerial composition of companies and examine the process of company meetings.
5. develop a plan for winding up and the insolvency resolution of a company, considering the interests of the creditors and the company's assets.

**Unit 1: Introduction**

**9 hours**

Meaning and characteristics of a company; Lifting of corporate veil; Overview of administration of Company Law; Types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company and producer company; Association not for profit; Illegal association.

**Unit 2: Formation and Incorporation documents**

**9 hours**

Formation of company, promoters, their legal position and pre-incorporation contracts; Online registration of a company. Memorandum of Association and its alteration, Articles of Association and its alteration, Doctrine of constructive notice, Doctrine of ultra vires and indoor management.

**Unit 3: Share Capital**

**9 hours**

Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; Book building. Allotment and Forfeiture of share, Sweat Equity, ESOPs, Bonus issue, and Further issue of

shares, buyback, split of shares and provisions regarding buyback; Transfer and transmission of shares; Demat system.

#### **Unit 4: Management and Meetings**

**9 hours**

Directors: Legal position, Disqualifications, Director Identification Number (DIN); Classification of directors, Additional, Alternate and Casual directors, Women directors, Independent director, small shareholder's director; Appointment, Removal of directors; Powers and Duties; Key managerial personnel (KMP); Board Meetings; Shareholders' meetings: AGM and EGM. Convening and conduct of meetings: Requisites of a valid meeting; Resolutions (Virtual meetings); Postal ballot; e-voting.

#### **Unit 5: Dividends, Audit and Winding up**

**9 hours**

Provisions relating to payment of Dividend. Company Audit: auditor's qualification and disqualifications, Auditor's appointment, rotation and removal, Secretarial Audit. Winding Up: Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code 2016.

**Practical Exercises:** The learners are required to:

1. identify the type of company based on information available on NSE/BSE website and then analyse the regulatory and procedural aspects covering the Companies Act, 2013.
2. fill dummy SPICe+ form for incorporation of a company.
3. write about the timeline and details of the book building process of an actual IPO/FPO.
4. identify the actual composition of the Board of Directors and examine the minutes of AGM/EGM of listed companies.
5. develop a plan for winding up and the insolvency resolution process of a company, considering the interests of the creditors and the company's assets.

#### **Suggested Readings:**

- Dagar, I., & Agnihotri, A. (2023). *Company Law*. S. Chand New Delhi.
- Jagota, R. (2021). *Corporate Laws*. Taxman Pvt Ltd New Delhi.
- Kapoor, N. D. (2022). *Corporate Laws*. Sultan Chand New Delhi.
- Kaur, H. (2022). *Company Law*. Kitab Mahal New Delhi
- Kuchhal, M. C., & Kuchhal, A. (2013). *Company Law*. Mahavir Publications New Delhi.
- Kumar, A. (2021). *Corporate Laws*. Taxman Pvt. Ltd New Delhi.
- Maheshwari, S. N., & Maheshwari, S. K. (2019). *Company Law*. Himalaya Publishing House Pvt. Ltd New Delhi.
- Ramaiya, A. (2020). *A Guide to Companies Act*: LexisNexis.

#### **Notes:**

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2. Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.

**B.A. (VS) Modern Office Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE – 4.3 (DSC-4.3) –:**  
**OFFICE AUTOMATION**  
**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE**  
**COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Office Automation (DSC-4.3)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>12<sup>th</sup> Pass</b>	<b>Nil</b>

**Learning Objective:** The objective of this course is to impart knowledge to students for learning and understanding the evolving technologies and the transition to a paperless workplace. It elucidates the various approaches to automation that can be used in modern offices.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. efficiently manage modern offices with paperless environment
2. facilitate smooth communication using appropriate technological tools
3. handle e-documents in e-offices
4. implement online workflows and settlements
5. apply the functions and applications of ERP in the workplace.

**Unit I: Introduction**

**5 hours**

Meaning, importance of office automation, objectives and use of office automation tools – desktop/personal computers, printers, scanner, photocopier, mobile phones, CCTV Camera, biometric attendance machines and other digital tools. Emerging trends and challenges in office automation

**Unit II: Online Communication Tools**

**10 hours**

Importance of online communication, Online Communication Systems: Internet, e-mail, video conferencing, VoIP, IVRS, Team Collaboration, Skype, Microsoft Teams, Google Teams, Zoom, Facebook, TinyLetter, Drop Box, Flowdock, Chat Services: Google Chat, ChatGPT, Go to Meeting, ProofHub etc.

**Unit III: E-Office**

**10 hours**

Meaning and Nature of e-Office, Benefits of e-Office, Features of e-Office, Collaborative Working e-office, working etiquettes and ethical practices. Legal and ethical considerations associated with using office automation tools. Ensuring compliance with legal and ethical standards in office automation. Introduction to Key Management Services: Online Tour Approval and settlement of Claims. Online leave Applications, Online Leave Approvals, Joining Reports, Leave History, Leave in Credit and Workload of office staff.

**Unit IV: E-File Management****10 hours**

Online Diary of Letters, File Processing, Dashboard view with Alerts, Enhanced Scope Based Search, MIS Reports for Monitoring and Analysis, Multilingual support, Added Data security with DSC and e-Sign. Interdepartmental File Movements, Records Management System, Citizen Interface, concept of Public Financial Management System (PFMS).

**Unit V: Enterprise Resource Planning (ERP)****10 hours**

Meaning, benefits, and limitations of ERP; components of ERP; Evolution of ERP; Various Modules of ERP; softwares, applications of ERP; ERP and Business – value creation, ERP implementation life cycle, recent trends

**Exercises:****The learners are required to:**

1. Use different devices such as computers, mobiles, printers, etc, for data input, processing or output. Now design a workflow using office automation tools. For example, create a scenario where you receive a document via email, save it to your computer, edit it using a word processor, print a copy, and then scan it back into digital format for archiving.
2. Compose and send professional emails to peers or instructors, focusing on clarity, conciseness, and appropriate tone and respond to simulated email scenarios, demonstrating effective communication skills in various professional contexts.
3. Form small groups and assign a collaborative document creation task. For example, create a proposal, report, or presentation using online collaborative tools like Google Docs or Microsoft SharePoint.
4. Simulate virtual meetings using video conferencing tools and demonstrate proper meeting etiquette, such as joining on time, muting/unmuting audio, using video appropriately, and utilizing virtual meeting features like screen sharing and chat.
5. Analyze a real-world case study of an organization that implemented an ERP system. Explore the challenges faced, the objectives achieved, and the overall impact on the organization's operations and processes.  
Identify the components of the ERP system implemented, such as modules for finance, human resources, supply chain management, or customer relationship management.

**Suggestive Readings:**

- Ahmed, P. Rizwan. (2016). *Office Automation*, Margham Publications
- Blokdyk, Garardus. (2020) *Office Automation A Complete Guide*, 5STARCOOKS
- Curran, S., & Mitchell, H. (1982). “*Office Automation: An Essential Management Strategy*”. The Macmillan Press Ltd
- Deepalakshmi, R., (2019). *Computer Fundamentals and Office Automation*. Charulatha Publications Private Limited
- Kuthiala. (2020). Pitman Shorthand Instructor- Old Course Book
- Department of Education, Government of Kerala. (2016). “Computerised Office Management”. Kerala: State Council of Educational Research and Training (SCERT).

- Gupta, Swati. (2020) *Office Automation System*, LAP LAMBERT Academic Publishing
- IDC Technologies. (2012). “*Industrial Automation*”. The IDC Engineers & bookboon.com
- Kumar, Archana. (2019). “*Computer Basics with Office Automation*”. I. K. International Publishing House Pvt. Ltd.
- Li, P., (2019). “*New Trends in Industrial Automation*”. IntechOpen.  
<https://doi.org/10.5772/intechopen.75341>

**Notes:**

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2. Examination scheme and mode as prescribed by the Examination Branch, University of Delhi, from time to time.

**INDEX**  
**B.A. (Vocational Studies)**  
**HUMAN RESOURCE MANAGEMENT**  
**Semester-IV**

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**B.A. (VS) Human Resource Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.1)**  
**Human Resource Development**

**Credit Distribution, Eligibility and Pre-Requisites of the Course**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Human Resource Development (DSC- 4.1)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>Pass in class 12<sup>th</sup></b>	<b>Nil</b>

**Learning objective:** This course aims to enable learners to understand the concept, components, and evolution of HRD, differentiate between HRM and HRD and explore strategic perspectives in HRD.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. interpret the concept of HRD and examine its evolution.
2. comprehend and apply HRD theory to real-world situations and organizational contexts.
3. compare and contrast the different HRD strategies in organisations and analyse pros and cons of each.
4. review the learning process in an organization starting with training needs, analysis, assessment and evaluation process.
5. assess the different training methods used in industry for their best suitability depending on the job type.

**Unit 1: Introduction**

**9 hours**

Human Resource Development (HRD)- concept, components, evolution, need and significance, difference between human resource management and human resource development, Role of HR manager, HRD culture and climate, contemporary issues in HRD.

**Unit 2: The Theory of HRD**

**9 hours**

The Discipline of HRD, Psychology and the Discipline of HRD – Contributions and limitations, HRD Core Beliefs, HRD Paradigms, Economics – Human Capital Theory and Human Resource Development, System theory as foundation for HRD.

**Unit 3: Strategic Perspectives in HRD**

**9 hours**

Concept of Strategic HRD, HRD Interventions-Performance Appraisal, Potential Appraisal, Performance Coaching and Feedback, Career Planning, Training, Systems Development, Rewards, Employee Welfare and Work Life balance, Roles of HR Developer, Physical and Financial Resources for HRD, HR Accounting, HRD Audit.



**Unit 4: Learning Technology for HRD****9 hours**

Learning and HRD, Models and Curriculum, Principles of Learning, Individual and Group Learning, Assessment Centre, Transactional Analysis, Behaviour Modelling and Self-Directed Learning, Evaluating the HRD.

**Unit 5: Human Resource Training and Development (T&D)****9 hours**

Concept and Importance, Assessing Training Needs, Designing and Evaluating Training & Development Programmes, Role, Responsibilities and challenges to Training Managers, Strategies of Training Program, Review on T&D Programmes in India.

**Exercises:****The learners are required to:**

1. Form groups in class & engage in active class discussion to gain a comprehensive understanding of the concept of HRD and evolution of Human Resource Development. For this, students will be required to interview HR professionals who have been working in the field for a significant period. Students can ask questions about the changes they have witnessed in HRD practices throughout their careers, the challenges faced during different stages, and the impact of technological advancements on HRD
2. Prepare class presentation by selecting a real or fictional case study that involves HRD challenges or initiatives. Students should analyze the cases, apply the theory of HRD to understand the underlying issues, and propose suitable solutions or interventions. This exercise allows students to critically assess the contributions and limitations of HRD theory in addressing practical HRD issues.
3. Assign students the task of developing an HRD strategic plan for a hypothetical organization. They should review and document the organization's goals, assess the HRD needs, and create a comprehensive plan aligned with the overall strategic objectives. Students will state and discuss the range of rewards and employee welfare schemes that the companies provide.
4. Select different learning materials, such as textbooks, online courses, or instructional videos from a particular module/course/topic. Students should critically analyze and evaluate the effectiveness of the materials based on principles of learning. They can assess factors like clarity of content, engagement level, use of multimedia, and alignment with learning objectives and engage in classroom discussion.
5. Assess and select an appropriate training program for a specific job role or department within an organization. They should consider the learning objectives, content, delivery methods, evaluation strategies, and resources required for effective training

**Suggested Readings:**

- Collins, J. C. (2022). *The Palgrave Handbook of Critical Human Resource Development*. Switzerland AG: Palgrave Macmillan Cham.
- Chhabra, T.N. & Chhabra, M. (2016). *Essentials of human resource management*. New Delhi, India: Sun India Publications.
- Sombala. N, Singh Teena (2018). *People Management in 21<sup>st</sup> Century*. Chennai, India: McGraw Hill Education India Private Ltd.

- Swanson, R. A. (2022). *Foundations of human resource development (3<sup>rd</sup> Ed)*. Texas, US: Berrett-Koehler Publishers.
- Werner, J. M. (2021). *Human Resource Development: Talent Development (8<sup>th</sup> ed.)*. Boston, MA: Cengage Learning.
- Yorks, L., Abel, A. L., & Rotatori, D. (2022). *Strategic Human Resource Development in Practice. Management for Professionals*. New York: Springer.

**Notes:**

**1. Suggested readings shall be updated and uploaded on the college website from time to time.**

**2. Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi from time to time.**

**B.A. (VS) Human Resource Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.2)**  
**Company Law**

**Credit Distribution, Eligibility and Pre, Requisites of the Course**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
<b>Company Law</b> <b>(DSC: 4.2)</b>	4	3	1	-	<b>Pass in class 12<sup>th</sup></b>	NIL

**Learning Objectives**

The course aims to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analysing case laws.

**Learning Outcomes**

**After completion of the course, learners will be able to:**

1. understand and analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules.
2. prepare the basic legal documents required for formation of a company.
3. analyse the process and prepare the documents required for raising capital for the company.
4. analyse the managerial composition of companies and examine the process of company meetings.
5. develop a plan for winding up and the insolvency resolution of a company, considering the interests of the creditors and the company's assets.

**Unit 1: Introduction**

**9 hours**

Meaning and characteristics of a company; Lifting of corporate veil; Overview of administration of Company Law; Types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company and producer company; Association not for profit; Illegal association.

**Unit 2: Formation and Incorporation documents**

**9 hours**

Formation of company, promoters, their legal position and pre-incorporation contracts; Online registration of a company. Memorandum of Association and its alteration, Articles of Association and its alteration, Doctrine of constructive notice, Doctrine of ultra vires and indoor management.

### **Unit 3: Share Capital**

**9 hours**

Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; Book building. Allotment and Forfeiture of share, Sweat Equity, ESOPs, Bonus issue, and Further issue of shares, buyback, split of sharers and provisions regarding buyback; Transfer and transmission of shares; Demat system.

### **Unit 4: Management and Meetings**

**9 hours**

Directors: Legal position, Disqualifications, Director Identification Number (DIN); Classification of directors, Additional, Alternate and Casual directors, Women directors, Independent director, small shareholder's director; Appointment, Removal of directors; Powers and Duties; Key managerial personnel (KMP); Board Meetings; Shareholders' meetings: AGM and EGM. Convening and conduct of meetings: Requisites of a valid meeting; Resolutions (Virtual meetings); Postal ballot; e-voting.

### **Unit 5: Dividends, Audit and Winding up**

**9 hours**

Provisions relating to payment of Dividend. Company Audit: auditor's qualification and disqualifications, Auditor's appointment, rotation and removal, Secretarial Audit. Winding Up: Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code 2016.

### **Practical Exercises**

#### **The learners are required to:**

1. Identify the type of company based on information available on NSE/BSE website and then analyse the regulatory and procedural aspects covering the Companies Act, 2013.
2. Create small groups effectively and collaborate to fill out a dummy Spice+ form for the incorporation of a sample company, gaining hands-on experience and understanding the necessary steps and requirements involved in the process.
3. Create small groups & collect data on the timeline and details of the book building process of an actual IPO/FPO.
4. Engage in classroom discussion to identify the actual composition of the Board of Directors and examine the minutes of AGM/EGM of listed companies.
5. Make a project on developing a plan for winding up and the insolvency resolution process of a company, considering the interests of the creditors and the company's assets.

### **Suggested Readings**

- Bhushan, B., Kapoor N.D., Rajni Abbi, Kapoor Rajiv, (2022). *N.D. Kapoor's Corporate Laws*. Sultan Chand New Delhi.
- Dagar, I., & Agnihotri, A. (2023). *Company Law*. S. Chand New Delhi.
- Jagota, R. (2021). *Corporate Laws*. Taxman Pvt Ltd New Delhi.
- Kaur, H. (2022). *Company Law*. Kitab Mahal New Delhi
- Kuchhal, M. C., & Kuchhal, A. (2013). *Company Law*. Mahavir Publications New Delhi.
- Kumar, A. (2021). *Corporate Laws*. Taxman Pvt. Ltd New Delhi.
- Maheshwari, S. N., & Maheshwari, S. K. (2019). *Company Law*. Himalaya Publishing House Pvt. Ltd New Delhi.

- Ramaiya, A. (2020). *A Guide to Companies Act*: LexisNexis.

**Notes:**

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- 2. Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi from time to time.**

**B.A. (VS) Human Resource Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE -DSC-4.3**  
**Workers, Markets, and the Future Of Work**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE**

<b>Course Title &amp; Code</b>	<b>Total Credits</b>	<b>Lectures</b>	<b>Tutorial</b>	<b>Practical</b>	<b>Eligibility criteria</b>	<b>Pre-requisite of the course</b>
<b>Workers, Markets and the future of Work</b>	4	3	1	-	<b>Pass in Class 12<sup>th</sup></b>	<b>Nil</b>

**Learning Objectives:** The course aims to familiarize students with the concepts of workers demand, supply and the determination of market wage. It provides basic understanding of the recent developments in markets for workers in India. It discusses the role of international agencies in safe guarding workers interests and defining decent work.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. explain the idea of the labour market and its working, the determination of equilibrium wage and the reasons why people choose to work or withdraw from the market.
2. compare the characteristics of various segments of labour markets in India and examine various trends related to wages and employment.
3. explain the concept of global value chains and Special economic Zones (SEZs) and examine their impact on workers, labour markets and the future of work.
4. appraise the role of International agencies in promoting decent work agenda and maintaining labour standards.

**Unit 1: Economics of Labour Market and Wage Determination**

**11 hours**

*Supply of individual Worker and Workforce:* Workers' preferences and Budget constraints, changes in budget constraints due to changes in non-labour income or wages; the labour supply curve of an individual worker and the Supply curve of workers in an Economy.

*Policy applications:* Welfare programs and work incentives; Labour supply over the life cycle; the decline in work attachment among older workers.

*Demand for Workers:* Production function of a firm, profit maximization, short- run and long- run decision making of the firm; Overview of labour Market equilibrium.

*Policy application:* New Labour Codes and the employment effects of minimum wages.

**Unit 2: Labour Markets at Work in India**

**12 hours**

*Employment and Unemployment:* Concepts of labour-force, workforce, participation rate, universal basic income and other concepts related to unemployment, measurement and trends in employment and wages, phenomena of jobless growth and unemployment in India, changing dynamics of occupational structure.

*Facets of Informalisation and Segmentation of Labour Markets in India:* Trends and characteristics of informalisation and contractualization, nature of rural labour markets, the growth of non-farm sector and impact of MGNREGA, internal migration in India, gig employment and its impact on platform workers.

*Women in the workforce:* feminization and low participation.

### **Unit 3: Offshoring, Outsourcing and Global Value Chains (GVCs)**

**11hours**

*Workers in GVC* - India and other Developing Countries, impact on employment in India, Labour Standards in India- Case study, Special Economic Zones in India.

Future of work, *Artificial Intelligence and Future of Labour:* Disruptive technology and adjustment in Workers markets

### **Unit 4: International agencies and Labour Standards**

**11 hours**

Role and Structure of ILO, ILO Conventions and Recommendations, Decent work and ILO programmes in India, World Trade Organization and workers.

**Exercises:** The learners are required to:

1. discuss and practice numerical and graphical exercises based on application of demand and supply of labour and changes in equilibrium wage (Unit1)
2. identify and collect information from Internet on various case studies of employment types and engage in group discussions (Unit2)
3. design a questionnaire for primary data collection from the neighbourhood labour markets, collect data and make a group project based on the analyses of the data collected. (Unit2)
4. locate and discuss in class case studies of gig workers such as delivery workers from Zomato, Big Basket, Amazon and other such platforms. (Unit 3)
5. make a group presentation on implementation of ILO activities and programmes in India (Unit4)

### **Suggested Readings**

- *Application of International Labour Standards in times of crisis: the importance of international labour standards and effective and authoritative supervision in the context of the COVID-19 pandemic*, Extracts of the General Report, ILO, 2020. (unit 4)
- Banga, K. (2016). Impact of global Value Chains on Employment in India, *Journal of economic Integration*. (unit 3b)
- Basu, A. K. & Chau, N. H. (2022). Offshoring and labour markets in developing countries. IZA, *World of Labour*. (Unit 3a)
- Borjas, G. J. (2016). *Labour Economics*, New York:McGraw-Hill. (Unit 1)

- Chaudhary, R. & Mitra, S. (2019). Labour Practices in the Emerging Gig Economy in India: A case Study of Urban Clap, Formalisation, Informalisation and the Labour Process Workshop. *CeMIS*, Goettingen. <https://wwage.org>. (unit 2.2e)
- Ghosh, A. K. (2016). *India Employment Report, 2016- Challenges and the Imperative of Manufacturing- Led growth*, New Delhi: Institute of Human Development and OUP. (Executive summary) (unit 2.1a)
- Giri, A. K. & Singh, S.P. (2016). Labour Standards in Global Value Chains in India: the case of hand-knotted carpet manufacturing cluster. *Asian Journal of Business Ethics*. (unit 3c)
- Hollweg, C. H. (2019). Global value chains and employment in developing economies. *Technological Innovation, Supply Chain Trade, and Workers in a Globalized World, Global Value Chain Development Report*, World Bank Group, ch. 3. (unit 3b)
- *India: Decent Work Country Programme for 2018-2022*, ILO, November 2018.
- Jha, P. (2016). *Labour in Contemporary India.*, Short Introduction Series, Oxford India. (unit 2.2a)
- Kapila, U. (2022-23). *Indian Economy: Performance and Policies*, New Delhi: Academic Foundation. (unit 2 & 4).
- Kapila, U. (2022). *Indian Economy since Independence*, New Delhi: Academic Foundation. (unit 2 & 4)
- Koti, J. & Janaki, D. (2016). ILO, WTO & Indian Industrial Relations. *IJIR*. (unit 4)
- Kumar, S. R. (2008). SEZs in India: Concepts, objectives and strategies. paper presented in *National Seminar on Special Economic Zones*. (unit 3d)
- Mondal, B., Ghosh J., Chakraborty S. & Mitra S. (2018). *Women Workers in India: Labour Force Trends, Occupational Diversification and Wage Gaps. State of Working India*, Centre for Sustainable Employment. (Unit 2.2f)
- *Overview of Internal Migration in India*, UNICEF report, <https://www.shram.org>. 2012. (unit 2.2c)
- Saha, P. & Shervick (2016). State of Rural Labour Markets in India. ILO Asia- Pacific Working Paper Series, May. (unit 2.2b)
- Shervick. (2014). Women's Labour Force Participation in India: Why is it low?. <https://www.ilo.org>, ILO. (unit 2.2f)
- Shetty, G. (2022). *Growing Gig Economy in India: Is More the Merrier?* *EPW*, 57 (10), March 5. (unit 2.2e)
- Universal Basic Income: A Conversation With and Within the Mahatma, Economic Survey, 2016-17.

### **Additional Readings**

- Banga, K. (2017). Impact of linking into global value chains on Indian employment. *CEP Working paper*.
- Calvão, F. & Thara, K. (2019). *Working Futures: The ILO, Automation and Digital Work in India*. Brill.
- Caro, L. P., O'Higgins, N. & Berg, J. (2021). Young People and the Gig Economy, <https://www.ilo.org>.
- Case, K. E. & Fair R. (2008). *Principles of Economics*, Prentice Hall, 9th edition.
- Chaudhary R. (2021). India's Emerging Gig economy: Shaping the Future of Work for Women. <https://repository.library.georgetown.edu>.
- Ghose, A. K. & Kumar, A. (2021). India's Deepening Employment Crisis in the Time of Rapid Economic Growth, *Institute of Human Development*. Working Paper.



- India's Booming Gig and Platform economy - Perspectives and Recommendations on the future of work, *Niti Aayog*. (2022). June.

**Notes:**

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- **Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**

**INDEX**

**B.A. (Vocational Studies)**

**B.A. (VS) MARKETING MANAGEMENT AND RETAIL BUSINESS**

**Semester-IV**

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<b>1</b>	<b>Semester -IV - DSC</b>  1. Consumer Behaviour 2. Company Law 3. Workers, Markets and the future of Work	<b>2-10</b>

**SEMESTER-IV**  
**B.A. (VS) Marketing Management and Retail Business**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC-4.1)**

**Consumer Behavior**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Consumer Behaviour (DSC: 4.1)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>Pass in Class XII</b>	<b>-</b>

**Learning Objectives:** The course aims to equip learners with essential management-related knowledge and skills and their applicability in the real world.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. identify characteristics of consumer behaviour and how to use market segmentation techniques.
2. examine the influence of internal dynamics on consumer behaviour.
3. explain external factors that influence consumer behaviour.
4. appraise consumption pattern and influences that exert during these processes.

**Unit 1: Introduction to Consumer Behaviour**

**9 Hours**

Nature, scope & application; Importance of consumer behaviour in marketing decisions; characteristics of consumer behaviour; distinguish between customer and consumer; the role of consumer research; Market Segmentation, VALS 2 segmentation profile.

**Unit 2: Internal Influences on Consumer Behaviour**

**15 Hours**

Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory; Consumer Personality- theories of personality- Freudian theory, Neo- Freudian theory, Trait theory; Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception; Consumer Attitudes: Formation of attitudes; functions performed by attitudes; models of attitudes.

**Unit 3: External Influences on Consumer Behaviour**

**12 Hours**

Group Dynamics & consumer reference groups: Different types of reference groups; factors affecting reference group influence. Family & Consumer Behaviour: Consumer socialization

process; consumer roles within a family; purchase influences and role played by children; family life cycle. Characteristics of culture; core values held by society & their influence on consumer behaviour

#### **Unit 4: Customer Decision Making**

**9 Hours**

Customer Decision-making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision- compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule; post-purchase evaluation. Contemporary issues in consumer behavior- Social media marketing, digital marketing, Influencer marketing etc.

#### **Exercises:**

1. Construct separate advertising executions for a cosmetics product that targets the Believer, Achiever, Experiencer and Maker VALs segment types. (Unit 1)
2. You are a member of an advertising team assembled to develop a promotional campaign for a new digital camera. Develop three headlines for this campaign, each based on one of the levels in Maslow's need hierarchy. (Unit 2)
3. Think of a recent major purchase your family has made. Analyze the roles performed by the various family members in terms of the following consumption roles; influencers, gatekeepers, deciders, buyers, preparers, users, maintainers and disposers. (Unit 3)
4. Select a newspaper or magazine advertisement that attempt (a) to provide the consumer with a strategy to follow in making a purchase decision or (b) to reduce the perceived risk associated with a purchase. Evaluate the effectiveness of the ad. (Unit 4)

#### **Suggested Readings:**

- Gupta, S. L., & Pal, S. (2021). *Consumer behaviour*, New Delhi, India: Sultan Chand and Sons
- Schiffman, L. G., & Kanuk, L. L. (2020). *Consumer behaviour*. Prentice Hall Publication.
- Solomon, M. R. (2022). *Consumer behaviour: Buying, having, and being*, India: PHI Learning Private Limited.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (1995). *Consumer behaviour*. New Delhi: Cengage India Private Limited.

#### **Notes:**

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**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC-4.2)**  
**COMPANY LAW**

**Credit Distribution, Eligibility and Pre, Requisites of the Course**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
<b>Company Law</b> <b>(DSC: 4.2)</b>	4	3	1	-	<b>Pass in Class XII</b>	-

**Learning Objectives**

The course aims to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analysing case laws.

**Learning Outcomes**

**After completion of the course, learners will be able to:**

1. understand and analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules.
2. prepare the basic legal documents required for formation of a company.
3. analyse the process and prepare the documents required for raising capital for the company.
4. analyse the managerial composition of companies and examine the process of company meetings.
5. develop a plan for winding up and the insolvency resolution of a company, considering the interests of the creditors and the company's assets.

**Unit 1: Introduction**

**9 hours**

Meaning and characteristics of a company; Lifting of corporate veil; Overview of administration of Company Law; Types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company and producer company; Association not for profit; Illegal association.

**Unit 2: Formation and Incorporation documents**

**9 hours**

Formation of company, promoters, their legal position and pre-incorporation contracts; Online registration of a company. Memorandum of Association and its alteration, Articles of

Association and its alteration, Doctrine of constructive notice, Doctrine of ultra vires and indoor management.

### **Unit 3: Share Capital**

**9 hours**

Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; Book building. Allotment and Forfeiture of share, Sweat Equity, ESOPs, Bonus issue, and Further issue of shares, buyback, split of sharers and provisions regarding buyback; Transfer and transmission of shares; Demat system.

### **Unit 4: Management and Meetings**

**9 hours**

Directors: Legal position, Disqualifications, Director Identification Number (DIN); Classification of directors, Additional, Alternate and Casual directors, Women directors, Independent director, small shareholder's director; Appointment, Removal of directors; Powers and Duties; Key managerial personnel (KMP); Board Meetings; Shareholders' meetings: AGM and EGM. Convening and conduct of meetings: Requisites of a valid meeting; Resolutions (Virtual meetings); Postal ballot; e-voting.

### **Unit 5: Dividends, Audit and Winding up**

**9 hours**

Provisions relating to payment of Dividend. Company Audit: auditor's qualification and disqualifications, Auditor's appointment, rotation and removal, Secretarial Audit. Winding Up: Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code 2016.

### **Practical Exercises**

**The learners are required to:**

1. Identify the type of company based on information available on NSE/BSE website and then analyse the regulatory and procedural aspects covering the Companies Act, 2013.
2. Create small groups effectively and collaborate to fill out a dummy Spice+ form for the incorporation of a sample company, gaining hands-on experience and understanding the necessary steps and requirements involved in the process.
3. Create small groups & collect data on the timeline and details of the book building process of an actual IPO/FPO.
4. Engage in classroom discussion to identify the actual composition of the Board of Directors and examine the minutes of AGM/EGM of listed companies.
5. Make a project on developing a plan for winding up and the insolvency resolution process of a company, considering the interests of the creditors and the company's assets.

### **Suggested Readings**

- Bhushan, B., Kapoor N.D., Rajni Abbi, Kapoor Rajiv, (2022). *N.D. Kapoor's Corporate Laws*. Sultan Chand New Delhi.
- Dagar, I., & Agnihotri, A. (2023). *Company Law*. S. Chand New Delhi.

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- Kaur, H. (2022). *Company Law*. Kitab Mahal New Delhi
- Kuchhal, M. C., & Kuchhal, A. (2013). *Company Law*. Mahavir Publications New Delhi.
- Kumar, A. (2021). *Corporate Laws*. Taxman Pvt. Ltd New Delhi.
- Maheshwari, S. N., & Maheshwari, S. K. (2019). *Company Law*. Himalaya Publishing House Pvt. Ltd New Delhi.
- Ramaiya, A. (2020). *A Guide to Companies Act*: LexisNexis.

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**B.A. (VS) Marketing Management and Retail Business**

**Semester IV**

**DISCIPLINE SPECIFIC CORE COURSE (DSC)**

**Workers, Markets and Future of Work**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE**

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
<b>Workers, Markets and the future of Work (DSC – 4.3)</b>	4	3	1	-	<b>Pass in Class XII</b>	-

**Learning Objectives:** The course aims to familiarize students with the concepts of workers demand, supply and the determination of market wage. It provides basic understanding of the recent developments in markets for workers in India. It discusses the role of international agencies in safe guarding workers interests and defining decent work.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. explain the idea of the labour market and its working, the determination of equilibrium wage and the reasons why people choose to work or withdraw from the market.
2. compare the characteristics of various segments of labour markets in India and examine various trends related to wages and employment.
3. explain the concept of global value chains and Special economic Zones (SEZs) and examine their impact on workers, labour markets and the future of work.
4. appraise the role of International agencies in promoting decent work agenda and maintaining labour standards.

**Unit 1: Economics of Labour Market and Wage Determination**

**11 hours**

*Supply of individual Worker and Workforce:* Workers' preferences and Budget constraints, changes in budget constraints due to changes in non-labour income or wages; the labour supply curve of an individual worker and the Supply curve of workers in an Economy.

*Policy applications:* Welfare programs and work incentives; Labour supply over the life cycle; the decline in work attachment among older workers.

*Demand for Workers:* Production function of a firm, profit maximization, short- run and long- run decision making of the firm; Overview of labour Market equilibrium.

*Policy application:* New Labour Codes and the employment effects of minimum wages.



## **Unit 2: Labour Markets at Work in India**

**12 hours**

*Employment and Unemployment:* Concepts of labour-force, workforce, participation rate, universal basic income and other concepts related to unemployment, measurement and trends in employment and wages, phenomena of jobless growth and unemployment in India, changing dynamics of occupational structure.

*Facets of Informalisation and Segmentation of Labour Markets in India:* Trends and characteristics of informalisation and contractualization, nature of rural labour markets, the growth of non-farm sector and impact of MGNREGA, internal migration in India, gig employment and its impact on platform workers.

*Women in the workforce:* feminization and low participation.

## **Unit 3: Offshoring, Outsourcing and Global Value Chains (GVCs)** **11hours**

*Workers in GVC - India and other Developing Countries,* impact on employment in India, Labour Standards in India- Case study, Special Economic Zones in India.

*Future of work, Artificial Intelligence and Future of Labour:* Disruptive technology and adjustment in Workers markets

## **Unit 4: International agencies and Labour Standards** **hours**

**11**

Role and Structure of ILO, ILO Conventions and Recommendations, Decent work and ILO programmes in India, World Trade Organization and workers.

### **Practical Exercises:**

### **The learners are required to:**

1. discuss and practice numerical and graphical exercises based on application of demand and supply of labour and changes in equilibrium wage (Unit1)
2. identify and collect information from Internet on various case studies of employment types and engage in group discussions (Unit2)
3. design a questionnaire for primary data collection from the neighbourhood labour markets, collect data and make a group project based on the analyses of the data collected. (Unit2)
4. locate and discuss in class case studies of gig workers such as delivery workers from Zomato, Big Basket, Amazon and other such platforms. (Unit 3)
5. make a group presentation on implementation of ILO activities and programmes in India (Unit4)

### **Suggested Readings**

- *Application of International Labour Standards in times of crisis: the importance of international labour standards and effective and authoritative supervision in the context of the COVID-19 pandemic*, Extracts of the General Report, ILO, 2020. (unit 4)
- Banga, K. (2016). Impact of global Value Chains on Employment in India, *Journal of economic Integration*. (unit 3b)

- Basu, A. K. & Chau, N. H. (2022). Offshoring and labour markets in developing countries. IZA, *World of Labour*. (Unit 3a)
- Borjas, G. J. (2016). *Labour Economics*, New York: McGraw-Hill. (Unit 1)
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- Ghosh, A. K. (2016). *India Employment Report, 2016- Challenges and the Imperative of Manufacturing- Led growth*, New Delhi: Institute of Human Development and OUP. (Executive summary) (unit 2.1a)
- Giri, A. K. & Singh, S.P. (2016). Labour Standards in Global Value Chains in India: the case of hand-knotted carpet manufacturing cluster. *Asian Journal of Business Ethics*. (unit 3c)
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- Koti, J. & Janaki, D. (2016). ILO, WTO & Indian Industrial Relations. *IJIR*. (unit 4)
- Kumar, S. R. (2008). SEZs in India: Concepts, objectives and strategies. paper presented in *National Seminar on Special Economic Zones*. (unit 3d)
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- Saha, P. & Shervick (2016). State of Rural Labour Markets in India. ILO Asia- Pacific Working Paper Series, May. (unit 2.2b)
- Shervick. (2014). Women's Labour Force Participation in India: Why is it low?. <https://www.ilo.org>, ILO. (unit 2.2f)
- Shetty, G. (2022). *Growing Gig Economy in India: Is More the Merrier?* EPW, 57 (10), March 5. (unit 2.2e)
- Universal Basic Income: A Conversation With and Within the Mahatma, Economic Survey, 2016-17.

### **Additional Readings**

- Banga, K. (2017). Impact of linking into global value chains on Indian employment. *CEP Working paper*.
- Calvão, F. & Thara, K. (2019). Working Futures: The ILO, Automation and Digital Work in India. *Brill*.
- Caro, L. P., O'Higgins, N. & Berg, J. (2021). Young People and the Gig Economy, <https://www.ilo.org>.
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- Ghose, A. K. & Kumar, A. (2021). India's Deepening Employment Crisis in the Time of Rapid Economic Growth, *Institute of Human Development*. Working Paper.
- India's Booming Gig and Platform economy - Perspectives and Recommendations on the future of work, *Niti Aayog*. (2022). June.

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**B.A. (Vocational Studies)**  
**B.A. (VS) MATERIALS MANAGEMENT**  
**Semester-IV**

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# SEMESTER- IV

## B.A. (VS) MATERIALS MANAGEMENT

### DSC 4.1: Transportation and Logistics Planning

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Transportation and Logistics Planning DSC: 4.1	4	3	1	-	Pass in Class XII	NIL

#### Learning Objectives

The course aims to enhance the understanding of the students to with the concept of multimodal transport and logistics planning. It will enable the student to comprehend the nuances in multimodal operations and logistics planning. It will help students to understand the legal aspects of multimodal transport and logistics network at the international level.

#### Learning Outcomes

After completion of this course, the learners will be able to:

1. identify and analyze the factors that make shippers prefer multimodal transportation over other modes, such as cost savings, time efficiency, and reduced environmental impact.
2. develop a transportation plan for a business, including the selection of the most suitable mode and route based on cost, time, and other factors affecting the shipment.
3. describe the requirements for the transportation of perishable goods and the regulations governing their transport, including temperature control and packaging.
4. construct a logistics and transport environment analysis, including a SWOT analysis and PESTEL analysis, to identify opportunities and challenges in the logistics and transport industry.
5. analyse the challenges of managing an international logistics network, including cultural differences, regulatory compliance, and technology integration.

**Unit 1: Introduction to Transportation****9 hours**

Definition and Importance of Transportation and Logistics, Transportation Modes and Services, Transportation Planning Principles, Route Planning and Optimization, Transportation Modes and Services, Multimodal Trade Routes, Evolution, Basic Intermodal System, Modal Interface, Factors outlining why shipper prefer Multimodal, Multi-Modalism Strategy, Components. Role of multimodal transport in international logistics

**Unit 2: Logistics and Transport Planning****9 hours**

Different Types of Logistics and Transport Organizational Structures. Logistics and Transport planning –controlling decision, making. Logistics and Transport Environment Analysis, Legal and Ethical framework. Container corporation of India: Function and role.

**Unit 3: Physical Multimodal Operations****9 hours**

Liners, Trams, Specialized Vessels, Terms, Road transport vehicle – Road Transport Weight and Measurement, Rail Transport Vehicle and Equipment – Air Transport, Ports, LCL, FCL, NVOCC, Freight forwarders, Consolidator, ICD, CFS, Free Trade Area, SEZ, Water ways, Factors affecting mode and route choice.

**Unit 4: Conventions Relating to Multimodal Transport****9 hours**

Cargo Liability Convention: International Conventions relating to Bill of Lading (The Hague and Hague/Visby Rules (Appendix 8), Hamburg Rule, Convention relating to Through Transport operation by Land, Rail, Air – Conventions relation to Dangerous Cargo, Carriage of Perishable Goods, International Convention for safe containers 1972 (CSC), Baltic index

**Unit 5: International Logistics Networks****9 hours**

Continuous Improvement in Transportation and Logistics Systems, Key Performance Indicators, Lean Logistics and Six Sigma, Characteristics of international logistics networks, networks owned by international corporations, leadership network partnership network, management of international logistics network

**Exercises**

1. You are a logistics manager of a manufacturing company located in Country A, and you have been tasked to transport a shipment of goods to a warehouse in Country B. The shipment consists of 1000 cartons of electronic items, and the total weight is 20 tons. You need to develop a multi-modal transport plan that ensures the safe and efficient movement of goods from the factory to the warehouse. Prepare a suitable transport plan for exporter and manufacturer from North India.
2. A business needs to transport a large quantity of raw materials from its suppliers in South America to its manufacturing facility in Europe. The company has multiple options for

transportation modes, including air, sea, rail, and truck. Develop a transportation plan for the company, considering the cost, time, and other factors that could affect the shipment. Create a presentation to present your transportation plan to the company's executive team.

3. You are a logistics manager for a company that specializes in the transportation of fresh produce. The company needs to transport a large shipment of strawberries from a farm in California to a supermarket in New York. Develop a transportation plan that outlines the requirements for the transportation of perishable goods and the regulations governing their transport. Consider the temperature control and packaging needed to ensure the strawberries arrive at their destination in excellent condition. Present your plan in a written report and justify your decisions.
4. You are a logistics manager for a company that is expanding its operations overseas. The company needs to choose an organizational structure that will support its international logistics and transport needs. Develop a comparative analysis of the different types of logistics and transport organizational structures, including functional, matrix, and network structures. Consider the advantages and disadvantages of each structure and present your findings in a written report. Recommend the best organizational structure for the company based on its specific needs.
5. You are the logistics manager of an international corporation that has recently expanded its business to multiple countries. Your task is to design an international logistics network for your company that is efficient and cost-effective. Develop a plan that includes the following:
  - a. Identify the different modes of transportation that can be used in the logistics network.
  - b. Analyze the benefits and drawbacks of each mode of transportation.
  - c. Determine the best mode of transportation for each leg of the journey.
  - d. Create a plan for managing the logistics network, including the use of technology and personnel.
  - e. Explain how you will maintain ethical and legal compliance in the logistics network.

### **Suggested Readings**

- Agrawal, D. K. (2018). *Textbook of Logistics and Supply Chain Management*. Macmillan.
- Branch, A. E., & Robarts, M. (2014). *Branch's Elements of Shipping*, 9<sup>th</sup> Edition. Routledge.
- Christopher, M. (2015). *Logistics & Supply Chain Management*. Pearson Education.
- Hyldager, C. (2012). *Logistics and Multimodal Transport*. Institute of Chartered Shipbrokers.
- Lane, C. K., & Buckley, J. J. (2016). *The Business of Shipping*. Cornell Maritime Press.
- Rushton, A., Croucher, P., & Baker, P. (2014). *The Handbook of Logistics and Distribution Management*. Kogan Page.

### **Notes:**

- **Suggested readings shall be updated and uploaded on the college website from time to time.**
- **Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**



## **B.A. (VS) MATERIALS MANAGEMENT**

### **DSC 4.2: Company Law**

#### **CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE**

<b>Course title &amp; Code</b>	<b>Credits</b>	<b>Credit distribution of the course</b>			<b>Eligibility criteria</b>	<b>Pre-requisite of the course (If any)</b>
		<b>Lecture</b>	<b>Tutorial</b>	<b>Practical/ Practice</b>		
<b>Company Law DSC: 4.2</b>	4	3	1	-	Pass in Class XII	NIL

#### **Learning Objectives**

The course aims to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analyzing case laws.

#### **Learning Outcomes**

**After completion of the course, learners will be able to:**

1. analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules.
2. prepare the basic legal documents required for formation of a company.
3. analyse the process and prepare the documents required for raising capital for the company.
4. analyse the managerial composition of companies and examine the process of company meetings.
5. develop a plan for winding up and the insolvency resolution of a company, considering the interests of the creditors and the company's assets.

#### **Unit 1: Introduction**

**9 hours**

Meaning and characteristics of a company; Lifting of corporate veil; Overview of administration of Company Law; Types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company and producer company; Association not for profit; Illegal association.

**Unit 2: Formation and Incorporation documents****9 hours**

Formation of company, promoters, their legal position and pre-incorporation contracts; Online registration of a company. Memorandum of Association and its alteration, Articles of Association and its alteration, Doctrine of constructive notice, Doctrine of ultra vires and indoor management.

**Unit 3: Share Capital****9 hours**

Prospectus, Shelf and Red herring prospectus, misstatement in prospectus; Book building. Allotment and Forfeiture of share, Sweat Equity, ESOPs, Bonus issue, and Further issue of shares, buyback, split of sharers and provisions regarding buyback; Transfer and transmission of shares; Demat system.

**Unit 4: Management and Meetings****9 hours**

Directors: Legal position, Disqualifications, Director Identification Number (DIN); Classification of directors, Additional, Alternate and Casual directors, Women directors, Independent director, small shareholder's director; Appointment, Removal of directors; Powers and Duties; Key managerial personnel (KMP); Board Meetings; Shareholders' meetings: AGM and EGM. Convening and conduct of meetings: Requisites of a valid meeting; Resolutions (Virtual meetings); Postal ballot; e-voting.

**Unit 5: Dividends, Audit and Winding up****9 hours**

Provisions relating to payment of Dividend. Company Audit: auditor's qualification and disqualifications, Auditor's appointment, rotation and removal, Secretarial Audit. Winding Up: Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code 2016.

**Exercises****The learners are required to:**

1. identify the type of company based on information available on NSE/BSE website and then analyse the regulatory and procedural aspects covering the Companies Act, 2013.
2. fill dummy SPICe+ form for incorporation of a company.
3. write about the timeline and details of the book building process of an actual IPO/FPO.
4. identify the actual composition of the Board of Directors and examine the minutes of AGM/EGM of listed companies.
5. develop a plan for winding up and the insolvency resolution process of a company, considering the interests of the creditors and the company's assets.

## Suggested Readings

- Bhushan, B., Kapoor N.D., Abbi, R. Kapoor, Rajiv. (2023). *N.D. Kapoor's Corporate Laws*. Sultan Chand New Delhi.
- Dagar, I., & Agnihotri, A. (2023). *Company Law*. S. Chand New Delhi.
- Jagota, R. (2021). *Corporate Laws*. Taxman Pvt Ltd New Delhi.
- Kaur, H. (2022). *Company Law*. Kitab Mahal New Delhi
- Kuchhal, M. C., & Kuchhal, A. (2022). *Company Law*. Mahavir Publications New Delhi.
- Kumar, A. (2021). *Corporate Laws*. Taxman Pvt. Ltd New Delhi.
- Maheshwari, S. N., & Maheshwari, S. K. (2019). *Company Law*. Himalaya Publishing House Pvt. Ltd New Delhi.
- Ramaiya, A. (2020). *A Guide to Companies Act*: LexisNexis.

## Notes:

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## B.A. (VS) MATERIALS MANAGEMENT

### Discipline Specific Core

#### **DSC- 4.3: Workers, markets, and the future of CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE work COURSE**

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
<b>Workers, Markets and the future of Work DSC-4.3</b>	4	3	1	-	<b>Class XII</b>	<b>Nil</b>

**Learning Objectives:** The course aims to familiarize students with the concepts of workers demand, supply and the determination of market wage. It provides basic understanding of the recent developments in markets for workers in India. It discusses the role of international agencies in safe guarding workers interests and defining decent work.

#### **Learning Outcomes:**

After completion of the course, learners will be able to:

1. explain the idea of the labour market and its working, the determination of equilibrium wage and the reasons why people choose to work or withdraw from the market.
2. compare the characteristics of various segments of labour markets in India and examine various trends related to wages and employment.
3. explain the concept of global value chains and Special economic Zones (SEZs) and examine their impact on workers, labour markets and the future of work.
4. appraise the role of International agencies in promoting decent work agenda and maintaining labour standards.

#### **Unit 1: Economics of Labour Market and Wage Determination**

**11 hours**

*Supply of individual Worker and Workforce:* Workers' preferences and Budget constraints, changes in budget constraints due to changes in non-labour income or wages; the labour supply curve of an individual worker and the Supply curve of workers in an Economy.

*Policy applications:* Welfare programs and work incentives; Labour supply over the life cycle; the decline in work attachment among older workers.

*Demand for Workers:* Production function of a firm, profit maximization, short- run and long-run decision making of the firm; Overview of labour Market equilibrium.

*Policy application:* New Labour Codes and the employment effects of minimum wages.

## **Unit 2: Labour Markets at Work in India**

**12 hours**

*Employment and Unemployment:* Concepts of labour-force, workforce, participation rate, universal basic income and other concepts related to unemployment, measurement and trends in employment and wages, phenomena of jobless growth and unemployment in India, changing dynamics of occupational structure.

*Facets of Informalisation and Segmentation of Labour Markets in India:* Trends and characteristics of informalisation and contractualization, nature of rural labour markets, the growth of non-farm sector and impact of MGNREGA, internal migration in India, gig employment and its impact on platform workers.

*Women in the workforce:* feminization and low participation.

## **Unit 3: Offshoring, Outsourcing and Global Value Chains (GVCs)**

**11hours**

*Workers in GVC - India and other Developing Countries,* impact on employment in India, Labour Standards in India- Case study, Special Economic Zones in India.

*Future of work, Artificial Intelligence and Future of Labour:* Disruptive technology and adjustment in Workers markets

## **Unit 4: International agencies and Labour Standards**

**11 hours**

Role and Structure of ILO, ILO Conventions and Recommendations, Decent work and ILO programmes in India, World Trade Organization and workers.

**Practical Exercises:** The learners are required to:

1. discuss and practice numerical and graphical exercises based on application of demand and supply of labour and changes in equilibrium wage (Unit1)
2. identify and collect information from Internet on various case studies of employment types and engage in group discussions (Unit2)
3. design a questionnaire for primary data collection from the neighbourhood labour markets, collect data and make a group project based on the analyses of the data collected. (Unit2)
4. locate and discuss in class case studies of gig workers such as delivery workers from Zomato, Big Basket, Amazon and other such platforms. (Unit 3)
5. make a group presentation on implementation of ILO activities and programmes in India (Unit4)

## **Suggested Readings**

- *Application of International Labour Standards in times of crisis: the importance of international labour standards and effective and authoritative supervision in the context of the COVID-19 pandemic*, Extracts of the General Report, ILO, 2020. (unit 4)

- Banga, K. (2016). Impact of global Value Chains on Employment in India, *Journal of economic Integration*. (unit 3b)
- Basu, A. K. & Chau, N. H. (2022). Offshoring and labour markets in developing countries. IZA, *World of Labour*. (Unit 3a)
- Borjas, G. J. (2016). *Labour Economics*, New York: McGraw-Hill. (Unit 1)
- Chaudhary, R. & Mitra, S. (2019). Labour Practices in the Emerging Gig Economy in India: A case Study of Urban Clap, Formalisation, Informalisation and the Labour Process Workshop. CeMIS, Goettingen. <https://wwage.org>. (unit 2.2e)
- Ghosh, A. K. (2016). *India Employment Report, 2016- Challenges and the Imperative of Manufacturing- Led growth*, New Delhi: Institute of Human Development and OUP. (Executive summary) (unit 2.1a)
- Giri, A. K. & Singh, S.P. (2016). Labour Standards in Global Value Chains in India: the case of hand-knotted carpet manufacturing cluster. *Asian Journal of Business Ethics*. (unit 3c)
- Hollweg, C. H. (2019). Global value chains and employment in developing economies. *Technological Innovation, Supply Chain Trade, and Workers in a Globalized World, Global Value Chain Development Report*, World Bank Group, ch. 3. (unit 3b)
- *India: Decent Work Country Programme for 2018-2022*, ILO, November 2018.
- Jha, P. (2016). *Labour in Contemporary India*., Short Introduction Series, Oxford India. (unit 2.2a)
- Kapila, U. (2022-23). *Indian Economy: Performance and Policies*, New Delhi: Academic Foundation. (unit 2 & 4).
- Kapila, U. (2022). *Indian Economy since Independence*, New Delhi: Academic Foundation. (unit 2 & 4)
- Koti, J. & Janaki, D. (2016). ILO, WTO & Indian Industrial Relations. *IJIR*. (unit 4)
- Kumar, S. R. (2008). SEZs in India: Concepts, objectives and strategies. paper presented in *National Seminar on Special Economic Zones*. (unit 3d)
- Mondal, B., Ghosh J., Chakraborty S. & Mitra S. (2018). *Women Workers in India: Labour Force Trends, Occupational Diversification and Wage Gaps. State of Working India*, Centre for Sustainable Employment. (Unit 2.2f)
- *Overview of Internal Migration in India*, UNICEF report, <https://www.shram.org>. 2012. (unit 2.2c)
- Saha, P. & Shervick (2016). State of Rural Labour Markets in India. ILO Asia- Pacific Working Paper Series, May. (unit 2.2b)
- Shervick. (2014). Women's Labour Force Participation in India: Why is it low?. <https://www.ilo.org>, ILO. (unit 2.2f)
- Shetty, G. (2022). *Growing Gig Economy in India: Is More the Merrier?* EPW, 57 (10), March 5. (unit 2.2e)
- Universal Basic Income: A Conversation With and Within the Mahatma, Economic Survey, 2016-17.

### **Additional Readings**

- Banga, K. (2017). Impact of linking into global value chains on Indian employment. *CEP Working paper*.

- Calvão, F. & Thara, K. (2019). Working Futures: The ILO, Automation and Digital Work in India. *Brill*.
- Caro, L. P., O'Higgins, N. & Berg, J. (2021). Young People and the Gig Economy, <https://www.ilo.org>.
- Case, K. E. & Fair R. (2008). *Principles of Economics*, Prentice Hall, 9th edition.
- Chaudhary R. (2021). India's Emerging Gig economy: Shaping the Future of Work for Women. <https://repository.library.georgetown.edu>.
- Ghose, A. K. & Kumar, A. (2021). India's Deepening Employment Crisis in the Time of Rapid Economic Growth, *Institute of Human Development*. Working Paper.
- India's Booming Gig and Platform economy - Perspectives and Recommendations on the future of work, *Niti Aayog*. (2022). June.

**Notes:**

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# SEMESTER- IV

**B.A. (VS) Tourism Management**

**Semester IV**

**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.1)**

**Contemporary Trends in Tourism**

**Credit Distribution, Eligibility and Pre-Requisite of the Course**

Course Title and Code	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
			Lecture	Tutorial	Practical		
Contemporary Trends in Tourism (DSC 4.1)	DSC 4.1	4	3	1	-	Pass in Class 12 <sup>th</sup>	-

## Learning Objectives

The aim of this course is to give the students a wide knowledge of the existing and emerging trends. The course also aims at developing an insight on the strongly emerging types and forms of tourism so that the students are able to perceive the scope of Tourism development at a given 'Destination'/'Destination Region'. The course intends to help the students to acquire and develop skills for rational decision making in the discipline of tourism management.

## Learning Outcomes

After completing this course, the learners would be able to:

1. evaluate contemporary trends in international tourism and interpret global tourist traffic and tourism receipt patterns. Further, students will be able to categorize emerging tourist demand patterns and factors affecting international tourism.
2. illustrate segmentation of potential tourism market of India on the basis of Geographic, Demographic and Psychographic Segmentation and analyze India's Performance in International Tourism.
3. develop an understanding about new age tourism like new age tourists, space tourism, short haul tourism, accessible tourism, Island tourism, Pro-poor tourism etc.
4. appraise the use of social media, artificial intelligence, virtual reality and information and communication technology (ICT) in tourism industry. Further, students will be able to develop an insight into the characteristics and patterns of India's major domestic tourism markets and international tourism markets.

## **Unit-1**

### **Contemporary Trends in International Tourism**

**12 Hours**

Contemporary Trends in International Tourism – Global Tourist Traffic and Tourism Receipt Patterns, Emerging Tourist Demand Patterns –Eco, Ethnic, Adventure, MICE, Medical and Well-being Tourism, Factors Affecting International Tourism and Need for Effective Crisis Management.

## **Unit-2**

### **Contemporary Trends in Indian Tourism**

**10 Hours**

Geographic, Demographic and Psychographic Segmentation of Effective and Potential Tourism Markets of India, India's Performance in International Tourism – A Critical Assessments, Regional Gap in Indian Tourism and the Dynamically Changing Market-Destination Trends

## **Unit-3**

### **New Age Tourism**

**12 Hours**

New age tourists, Space tourism, Short haul tourism, Accessible tourism, Island tourism, Pro-poor tourism, Solo tourism, Food tourism, Modern tourism trends, Special Interest Areas, Winter tourism

## **Unit – 4**

### **Emerging Trends and New Thrust Areas of Tourism**

**11 Hours**

Digital Tourism- Use of ICT in tourism, Role of social media, Artificial Intelligence and Virtual Reality in tourism, Characteristics of Indian outbound tourism, Characteristics & patterns of India's major international markets, Domestic tourism in India, Patterns & characteristics, & major tourist generating states, Future prospects of tourism in India.

### **Exercises**

The learners are required to:

1. explain contemporary trends in international tourism by way of class presentation. Group discussion on the scope of medical and well-being tourism in India.
2. make a power point presentation on the segmentation of India's potential tourism market on the basis of Geographic, Demographic and Psychographic Segmentation.
3. assess the understanding of new age tourism like space tourism, short haul tourism, accessible tourism, Island tourism, Pro-poor tourism, Solo tourism, by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. visit nearby hotels, conference/convention center and find out the latest ICT used by them in order to provide services to the guests. Make a detailed report. Further students can make an assignment on domestic tourism patterns and characteristics.

### **Suggested Readings:**

- Aima, A., Chauhan, V., & Bhasin, J. (2014). *Contemporary Trends in Tourism and Hospitality Management*, New Delhi, Primus Book.
- Burkart, A. J. & Medlik, S (2008). *Tourism: Past, Present and Future*. London: Heinemann Publishers.
- Dahiya, A., Dhiman, M. C., & Kumar, S.(2015). *International Tourism and Hospitality in the Digital Age*. United States: IGI Global.
- Morrison, M.A., & Buhalis, D., (2023) *Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand*, Routledge Taylor & Francis Group, London, UK.
- Novelli, M., Dolezal, C., Milano, C., ..... & Adam, J. (2022). *Handbook of Niche Tourism*. United Kingdom: Edward Elgar Publishing.
- Rontos, K. et al, (2020). *Modeling and New Trends in Tourism*, New York, Nova Science Publishers.
- Sharma, A., & Hassan. (2020). *The Emerald Handbook of ICT in Tourism and Hospitality*. United Kingdom: Emerald Publishing Limited.
- Swanson, J. R., Edgell, D. L. (2018). *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*. United Kingdom: Routledge.

### **Notes:**

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
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**B.A. (VS) Tourism Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.2)**

**Adventure Tourism**

**Credit Distribution, Eligibility and Pre-requisites of the Course**

Course Title & Code	Credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
<b>Adventure Tourism</b>  <b>DSC 4.2</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>Pass in class</b>  <b>12<sup>th</sup></b>	<b>-</b>

**Learning Objectives:**

The course aims to familiarize the students with a comprehensive understanding of concepts, activities, current trends and benefits and challenges of adventure tourism. The learners will know about the popular adventure tourism destinations, their sustainable practices and associated adventure activities.

This course focuses on risk management principles and safety protocols to ensure participant safety during adventure activities. This course equips the students with the knowledge of designing and planning adventure tours and expeditions considering logistical, financial, and sustainability aspects.

The learners will learn about the marketing strategies and promotional techniques suitable for adventure tourism products.

**Learning Outcomes:**

After completing this course, the learners would be able to:

1. demonstrate a comprehensive understanding of adventure tourism concepts, activities, and current trends.
2. analyze the benefits and challenges of adventure tourism.
3. evaluate popular adventure tourism destinations worldwide and their management and sustainability considerations.
4. analyze the typology of adventure tourism activities (land-based, air-based and water-based adventure) their safety measures, equipment, and associated technical skills.
5. apply risk management principles and safety protocols to ensure participant safety during adventure activities.
6. demonstrate the knowledge of designing and planning adventure tours and expeditions considering logistical, financial, and sustainability aspects.
7. evaluate the marketing strategies and promotional materials specific to adventure tourism.

## **Unit-1**

### **Adventure Tourism - An Overview**

**10 Hours**

The concept, scope, and importance of adventure tourism, Adventure activities and associated characteristics, Current trends in adventure tourism, Benefits and challenges of adventure tourism, job opportunities in adventure tourism.

## **Unit-2**

### **Adventure Tourism Destinations and Adventure Activities**

**12 Hours**

Identify and evaluate popular adventure tourism destinations worldwide, Analyze the natural and cultural attributes that make a destination suitable for adventure tourism, Management and sustainability considerations for adventure tourism destinations. Types of adventure tourism activities (land-based, air-based and water-based adventure), Equipment, Safety measures, and technical skills associated with different adventure activities.

## **Unit-3**

### **Risk Management and Safety in Adventure Tourism Operations**

**15 Hours**

The principles of risk management in adventure tourism, Identify potential risks and hazards associated with adventure activities, Strategies for assessing, mitigating, and managing risks to ensure participant safety, Planning and organization of adventure tours and expeditions, Develop skills in itinerary development, budgeting, and resource management for adventure tourism operations.

## **Unit-4**

### **Marketing and Promotion of Adventure Tourism**

**8 Hours**

Marketing strategies specific to adventure tourism, target market analysis and customer behavior in adventure tourism, Promotional materials, and digital marketing campaigns, Certificate programs for adventure tourism.

## **Exercises**

The learners are required to:

1. conduct a risk assessment for a specific adventure activity and develop a safety plan.
2. design an adventure tour itinerary considering logistical factors and budget constraints.
3. develop a marketing campaign for an adventure tourism destination or activity.
4. create digital promotional materials, such as brochures or social media content, for an adventure tour.
5. conduct a field trip to an adventure tourism destination and assess its sustainability

- practices.
6. lead a guided adventure activity and demonstrate proper guiding and instructional techniques.
  7. participate in a simulated emergency response exercise and practice crisis management skills.

### **Suggested Readings:**

- Ball, S. (2007). *Encyclopedia of Tourism Resources in India*, B/H.
- Buckley R. (2014). Adventure tourism as a research tool in non-tourism disciplines. *Tourism Recreation Research*, 39(1), 39-49.
- Buckley, R. (2012). *Adventure Tourism*. London: CABI.
- Buckley R. (2010). *Adventure tourism management*. Oxford: Elsevier.
- Fennell, D. A. (2015). *Adventure Tourism: Meanings, Experience and Learning*. London: Routledge.
- Huddart, D., Stott, T. (2019). *Adventure Tourism: Environmental Impacts and Management*, New York: Palgrave Macmillan.
- Hall, M., & Timothy, D. (2006). *Safety and Security in Tourism*, Jaico Publishing House.
- Hudson, S. (2012). *Sport and Adventure Tourism*. United States: Taylor & Francis.
- Jenkins, I. (2019). *Adventure Tourism and Outdoor Activities Management: A 21st Century Toolkit*, Oxfordshire, U.K. CABI Publication,
- John, L. (2022). *Creating Space Tourism Desire Strategy*. Stellar Publications.
- Leckie, S., Pomfret, G., Beard, C., Swarbrooke, J. (2012). *Adventure Tourism*. London: Taylor & Francis.
- *National Strategy for Adventure Tourism 2022, Ministry of Tourism Government of India*, (2022).pdf <https://tourism.gov.in/sites/default/files/202209/National%20Strategy%20for%20Adventure%20Tourism%202022.pdf>
- Negi, J. (2001). *Adventure Tourism and Sports*, New Delhi: Kanishka Publishers Distributors.
- Page, S. J., & Dowling, R. K. (Eds.). (2020). *Adventure Tourism: The New Frontier*. London: Routledge.
- Plummer R. (2009). *Outdoor recreation: An introduction*. New York: Routledge.
- Van, P. M. (2019). *Space Tourism Adventure in Earth Orbit and Beyond*, New York: Springer
- Swarbrooke, J., & Horner, S. (2012). *Consumer Behaviour in Tourism (2nd ed.)*. London: Routledge
- Weiler, B., & Smith, K. A. (2019). *Adventure Tourism Management (2nd ed.)*. Bristol: Channel View Publications.

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**B.A. (VS) Tourism Management**  
**Semester IV**  
**DISCIPLINE SPECIFIC CORE COURSE (DSC- 4.3)**

**Globalization and Indian Tourism**

**Credit Distribution, Eligibility and Pre-requisites of the Course**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
<b>Globalization and Indian Tourism</b>  <b>DSC 4.3</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>Pass in class 12<sup>th</sup></b>	<b>-</b>

**Learning objective:**

Through this course students will learn about Indian tourism in a comparative perspective, and the advantages and issues of operating in a globalized world. This course is designed to help students get acquainted with various aspects of the economy and the factors that impact the tourism industry. It will help to understand the two-way relationship between tourism and development. The course studies the impact of foreign trade and capital on tourism and its inter-linkages with other sectors of the economy. It includes case studies of specific success stories such as Himachal Pradesh, North eastern states, Kerala and Rajasthan tourism. It also examines the ecological aspects and the special case of hill tourism.

**Learning outcomes**

After completion of the course, learners would be able to:

1. recall a brief overview of India's economic development and the role of tourism in a globalized environment.
2. explain the inter sectoral linkages and the two-way relationship between tourism and development.
3. examine and appraise the important contribution that tourism makes to economic and social outcomes and the building up of foreign exchange reserves.
4. critically evaluate the recent developments in various sectors, including infrastructure, services and their impact on tourism and vice versa.
5. appraise the impact of tourism on the overall development and suggest policy measures for promoting tourism.

## **UNIT- 1**

**12 hours**

### **India today – development indicators and comparisons**

Redefining development - changing ideas on growth and development- concept of human development, measuring human development – the Human Development Index (HDI), the HDI ranking of India, gender related development index, (GDI) and Gender Inequality Index (GII) measurement, and India's performance on these indicators. Understanding the concept of the circular economy and sustainability in the context of sustainable development goals (SDGs) specifically for the tourism sector.

Indian economy today- size, population, Gross Domestic product (GDP), Per capita income, rate of growth, structure of GDP and the challenges of unemployment, poverty and inequality and how tourism can be an instrument in addressing these challenges.

## **UNIT- 2**

**11 Hours**

### **Brief overview of India's economic development experience post 2000, focusing on the Trends in Travel and Tourism industry**

Indian Tourism in a comparative perspective, a comparison with South Asia, BRICS countries and the other poorest countries in the world (excluding Africa)'. Economic reforms in India; privatization, liberalisation and globalization- the performance of the economy focusing specifically on the 2003 to 2008 period of high growth and the role of tourism and the subsequent slowdown after 2012 and its impact on Tourism industry. A brief appraisal of economic reforms – issues of poverty, growth without employment, regional and other inequalities and the tourism as an instrument of change.

## **UNIT-3**

**11 Hours**

### **Tourism and development- synergies and concerns**

India's share in global tourism, the role of tourism in India's economy, potential for growth, the tourism multiplier and the inter-sectoral linkages.

Case studies of Kerala, Rajasthan, Himachal Pradesh and North-Eastern states, examples of successful strategies that illustrate the linkages, the role of Government, the success of the Incredible India campaign, Kerala's branding as 'God's own Country' and Rajasthan's success in Heritage and cultural tourism. Recent developments that caution us to the hazards of over exposure, particularly in the case of Kerala. Branding of North-east, attractions and circuits in North eastern



India. The special case of hill tourism- fine balance between development and ecological concerns – examples of Ladakh, Uttarakhand, Himachal and other hill states. State-wise trends in Indian /global tourists and the GDP generated through tourism in the post reform period.

#### **UNIT- 4**

**11 Hours**

**Linkages of Tourism with the global economy: Foreign trade, foreign capital, and servicification.**

The role of foreign trade and foreign capital in tourism industry of India; advantages and disadvantages of Foreign Direct Investment (FDI) for tourism Industry. The special case of the hospitality sector and the tourism industry- the enabling role of digitization, servicification and technology on the sector.

#### **Exercises:**

1. Watch a few films on tourism in class such as ‘Kashmir ki kali’, ‘Everest’ ‘Cycling around the world’ or any other suitable film followed by thematic discussion on tourism. (Unit 1)
2. Students may be asked to collect data and material from one specific state of India and prepare presentation on the ‘Circular economy and tourism in India’. (Unit 1)
3. A study tour to a tourist destination may be organized by the teacher for experiential learning of the issues and the linkages of tourism with other sectors of the economy. Students may be asked to submit project report after that. Students may also be encouraged to plan the trip. (Unit 3)
4. Students may be asked to prepare group projects on multinational corporations (MNC) such as Amazon, Apple, Google or any other and their impact on tourism industry worldwide. (Unit 4)
5. Make a group project based on field work. Identify a transport service, Parlour or a eatery in the neighborhood, prepare questionnaire and study its working and role in promoting travel and tourism. This will a part of experiential learning about the role of small businesses in promoting travel and tourism in India. (Unit 4)
6. Class room discussions on the comparative tourism and the tourism potential of India may be organized, where experiences of different countries such as the United Kingdom, France, Thailand, etc. are discussed. (Unit 4)

#### **Suggested Readings:**

- Mercer-Blackman, V., & Christine, A., (2018). ‘The Servicification of Manufacturing in Asia: Redefining the Sources of Labour Productivity’, ADBI working paper, 902, Tokyo:Asian Development Bank Institute. (Unit 4)
- Drèze, J., & Sen, A. (2013). *An Uncertain Glory: India and its Contradictions*. Princeton University press. Ch: 2 & 3. (Units 1, 2)
- Einarsson S., and Sorin, F., (2020). *Circular Economy in Travel and Tourism: A Conceptual Framework for a Sustainable, Resilient and Future Proof Industry Transition*, CE360 Alliance.

<https://circulareconomy.europa.eu/platform/sites/default/files/circular-economy-in-travel-and-tourism.pdf> (Unit 1)

- Gambhir, D., Khalid, A. M., & Sharma, S., (2021). 'Religious Tourism and Sustainable Development: Perspectives from Hill States in India' In Lubowiecki-Vikuk. A. et al., (Eds.), *Handbook of Sustainable Development and Leisure Services* (pp. 273–287). Springer International Publishing. [https://doi.org/10.1007/978-3-030-59820-4\\_18](https://doi.org/10.1007/978-3-030-59820-4_18) (Unit 3 iii)
- Goering, P. G., (2010). *The Response to Tourism in Ladakh. Cultural Survival*. <https://www.culturalsurvival.org/publications/cultural-survival-quarterly/response-tourism-ladakh> (Unit 3)
- Human Development Reports, [hdr.undp.org](http://hdr.undp.org). (Unit 1)
- Joshi, V. (2016). *India's Long Road: The Search for Prosperity*. Penguin/Allen Lane. (Ch.: 2 ) (Unit 2.)
- Kapila, U., (2021). *Indian Economy: Performance and Policies* (22nd edition, 2021–22). AF Press/Academic Foundation.
- Khajuria, A. et al., (2022). *Accelerating circular economy solutions to achieve the 2030 agenda for sustainable development goals*. *Circular Economy*, 1(1), 100001. <https://doi.org/10.1016/j.cec.2022.100001> (Unit1)
- Ministry of Tourism, Government of India (2020). *20 Year Perspective Plan for Tourism in Rajasthan*. <https://tourism.gov.in/sites/default/files/2020-04/rajasthan.pdf> (Unit 3)
- Puri, V. K., & Misra, S. K. (2021.). *Indian Economy* (Vol. 39). Himalaya Publishing House. (Unit 2)
- Swain, S. K., & Mishra, J. M. (2012). *Tourism: Principles and Practices*. Oxford Univ. Press. (Unit 3)
- Thimm, T. (2017). *The Kerala Tourism Model - An Indian State on the Road to Sustainable Development: Sustainable Tourism in Kerala*. *Sustainable Development*, 25(1), 77–91. <https://doi.org/10.1002/sd.1643> Unit 3)
- UN World Trade Organization (n.d.) *Integrating Circular Economy Principles in Tourism*. <https://www.unwto.org/sustainable-development/circular-economy>. (Unit1)
- Van Kruchten, S. & van Eijk, F (2020). *Circular Economy & SDGs: How circular economy practices help to achieve the Sustainable Development Goals*. Netherlands Enterprise Agency and Holland Circular Hotspot. [https://circulareconomy.europa.eu/platform/sites/default/files/3228\\_brochure\\_sdg\\_-\\_hch\\_cmyk\\_a4\\_portrait\\_-\\_0520-012.pdf](https://circulareconomy.europa.eu/platform/sites/default/files/3228_brochure_sdg_-_hch_cmyk_a4_portrait_-_0520-012.pdf) (Unit 1)

#### Notes:

1. Suggested Readings will be updated and uploaded on college website from time to time.
2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.