UNIVERSITY OF DELHI

CNC-II/093/1(26)/2023-24/

Dated: 06.07.2023

NOTIFICATION

Sub: Amendment to Ordinance V

[E.C Resolution No. 14-1/ (14-1-3) dated 09.06.2023]

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-III of BA (Vocational Studies) under the College of Vocational Studies based on UGCF-2022 to be implemented from academic year 2022-2023

Category-I

BACHELOR OF ARTS (VS) HUMAN RESOURCE MANAGEMENT

DISCIPLINE SPECIFIC CORE COURSE – 3.1 (DSC-3.1)
Organisational Behaviour

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		
Organisational Behaviour (DSC- 3.1)	4	3	1	0	12th Pass	Nil

Learning Objective:

The course aims to develop an in-depth understanding of the concept of organisational behaviour and its relevance in modern organisations. It also aims to expand the knowledge about the complexities of human behaviour, competitiveness, and interpersonal group dynamics.

Learning Outcomes:

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

1. demonstrate the understanding of the basic concepts of organisational behaviour and their applicability in contemporary organisations.
2. examine the various means of managing & motivating people at the workplace.
3. interpret the complex nature of human behaviour and group dynamics.
4. critically evaluate leadership styles and strategies.
5. summarise the ways to build supportive organisational culture.

Unit 1: Introduction **(7 Hours)**

Organisational Behaviour: Concepts and Determinants; Relationship between Management and OB; Emergence of OB; Hawthorne Study; Contributing disciplines of OB; OB models.

Unit 2: Individual Behaviour **(10 Hours)**

Foundations of Individual Behaviour; Personality- Type A/B, Big five personality types, factors influencing personality; Attitude– concept, components, job related attitudes; Learning- concept, theories and reinforcement; Perception and emotions- concept, perceptual process, factors influencing perception, perceptual errors and distortions; Beliefs and values- concept and types: terminal values and instrumental values.

Unit 3: Communication and Motivation **(10 Hours)**

Communication– Understanding Communication; Persuasive communication; Communication styles; Transactional Analysis (TA), Johari Window.

Motivation– Why people work; Intrinsic vs extrinsic motivation; Need theories (Maslow's need hierarchy, ERG Theory, McClelland's Theory); Theory X and Theory Y, Two Factors Theory; Contemporary theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory, Vroom's theory, Porter-Lawler ability model, Adam's equity theory, Expectancy theory; Theory of Intrinsic Motivation at Work by Kenneth W. Thomas).

Unit 4: Group Behaviour and Leadership **(9 Hours)**

Formation of Groups; Group Behaviour- concepts, types- group norms, group roles, and group cohesiveness; Groups Vs Teams; Group decision making– process and types; Organisational conflict– nature, sources, and resolution strategies

Leadership- Concept and theories; Styles of leadership; Leadership continuum; Trait, Behavioural and Situational approach; Leadership grid; contemporary developments in leadership- servant leadership, Transformational leadership.

Unit 5: Dynamics of Organisational Behaviour **(9 Hours)**

Organisational culture- concept and determinants; Organisational change- importance, basics of change management process; Stress- individual and organisational factors, prevention and management of stress.

Practical Exercises:

The learners are required to:

1. evaluate personality type as a group activity.
2. role play on TA and Johari Window.
3. identify the innovative ways to manage counter-productive behaviour.
4. conduct a primary survey to study leadership styles.
5. practice five different types of stress management techniques including meditation.

Suggested Readings:

- Greenberg, J. (2015). *Behavior in Organizations (10th ed.).* New Delhi, India: Pearson Education India.
- Hersey, P. K., Blanchard, D., & Johnson, D. (2013). *Management of Organizational Behavior: Leading Human Resources (10th ed.).* Upper Saddle River, NJ: Pearson.
- Luthans, F. (2017). *Organizational Behavior: An Evidence-Based Approach (12th ed.).* New York, NY: McGraw-Hill Education.
- Pareek, U. (2014). *Understanding Organizational Behaviour.* New Delhi, India: Oxford University Press.
- Robbins, S. P., & Judge, T. A. (2019). *Essentials of Organizational Behavior (15th ed.).* Boston, MA: Pearson.
- Singh, A. K., & Singh, B. P. (2007). *Organizational Behavior (1st ed.).* New Delhi, India: Excel Books Pvt. Ltd.
- Singh, K. (2015). *Organizational Behavior: Texts & Cases (3rd ed.).* New Delhi, India: Pearson.

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.**

DISCIPLINE SPECIFIC CORE COURSE – 3.2 (DSC-3.2)
Business Laws

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Business Laws **DSC: 3.2**	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:

To impart basic knowledge of the important business laws relevant for the inception and conduct of general and business activities with relevant case laws.

Learning outcomes:

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

1. apply the basic aspects of contracts vis-à-vis agreements and subsequently enter into valid business propositions.
2. describe various modes of discharge of contract and remedies available in case of breach.
3. compare and contrast between different type of special contracts.
4. examine the rights and obligations under the Sale of Goods Act.
5. explain the procedure related to Issue of digital signature.

6. demonstrate skills to form and manage entrepreneurial ventures as LLP.

Unit 1: The Indian Contract Act, 1872 **(9 Hours)**

Contract – meaning, characteristics and kinds; Essentials of a valid contract, offer and acceptance, consideration, contractual capacity, free consent, the legality of objects; Void agreements; Quasi–contracts. Modes of discharge of contract

Unit 2: Remedies for Breach and Special Contracts **(9 Hours)**

Breach of contract; Remedies for breach of contract, Contracts of Indemnity and Guarantee; Contracts of Bailment and Pledge; Contract of Agency.

Unit 3: The Sale of Goods Act, 1930 **(9 Hours)**

Contract of sale; Meaning and the difference between a sale and agreement to sell; Conditions and Warranties; Transfer of ownership in goods including sale by non, owners; Performance of the Contract of Sale; Unpaid seller – meaning and rights of an unpaid seller against the goods.

Unit 4: The Information Technology Act 2000 **(9 Hours)**

Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement, and dispatch of electronic records. Regulation of certifying authorities. Digital signatures certificates. Duties of subscribers under the Act. Penalties and adjudication. Offences as per the Act.

Unit 5: The Limited Liability Partnership Act, 2008 **(9 Hours)**

Salient Features and Nature of LLP; Small LLP; Difference between LLP and Partnership, LLP and Company; LLP Agreement; Incorporation Document; Incorporation by registration; Registered office of LLP and change therein; Change and Rectification of the name of LLP; Partners and Designated Partners: Partners and their Relations; Extent and limitation of liability of LLP and partners; Whistleblowing; Conversion into LLP.

Practical Exercises:

The learners will be able to:

1. identify components of valid contracts present in the rent agreement/ sale deed/appointment letters used or seen in day-to-day life.
2. identify and enumerate types of damages in case of breach of contract under different real, life situations.
3. prepare a list of gratuitous and non, gratuitous bailment contracts entered in daily life.
4. analyse some case studies where 'caveat emptor' is applicable.
5. explore the procedure for issue of digital signature.
6. examine RUN form and FiLLip webform from notification on MCA portal and enlist the mandatory fields for LLP.

Suggested readings

- Bhushan, B., Kapoor, N. D., Abbi, R., & Kapoor, R. (2020). *Elements of Business Laws*. Sultan Chand.
- Dagar, I., & Agnihotri, A. (2020). *Business Laws*. Sage Textbook.
- Jagota, R. (2021). *Business Laws*. MKM Publishers Scholar Tech Press.
- Kuchhal, M. C., & Kuchhal, V. (2023). *Business Laws*. Vikas Publishing House.
- Maheshwari, S. N., & Maheshwari, S. K. (2017). *A Manual of Business Laws*. Himalaya Publishing House Pvt. Ltd.
- Sharma, J. P., & Kanojia, S. (2018). *Business Laws*. Bharat Law House Pvt. Ltd.
- Singh, A. (2008). *The Principles of Mercantile Law*. Eastern Book Company.

- Sulphey, M. M., & Basheer, A. (2014). *Laws for Business* (5th ed.). PHI Learning.
- Tulsian, P. C. (2000). *Business Law*. Tata McGraw Hill.

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.**

DISCIPLINE SPECIFIC CORE COURSE – 3.3 (DSC-3.3)
Indian Economic Environment

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		
Indian Economic Environment (DSC-3.3)	4	3	1	0	12th Pass	Nil

Learning Objectives:

The course aims to familiarise students with the basic framework of Indian economy and the recent developments. It provides understanding about the economic crisis of 1991 and the subsequent reforms that followed. It explains the role of foreign trade, Foreign Direct Investment (FDI) and foreign capital in economic development.

Learning Outcomes:

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

1. explain the evolution of India's industrial growth experience and describe the relationship between economic growth and development, the idea of sustainability, circular economy and Sustainable Development Goals (SDGs).
2. examine the impact of policy changes in both the agriculture and the industry sector.
3. appraise the economic and social outcomes of policy initiatives in the services sector.
4. critique the role of foreign trade and foreign capital in India's development process.

Unit- 1: Indian Economy: An Overview **(12 Hours)**

A brief introduction to the current structure of the Indian economy: Evolution of Indian economic environment, import substitution to globalisation, the impact of the Covid-19 pandemic on the Indian economy;

Redefining development: changing ideas on growth and development, the idea of human development, the Human Development Index (HDI), the Gender Inequality Index (GII), the Gender Development Index (GDI), understanding the concepts and India's performance on these indicators; the idea of circular economy and Sustainable Development Goals (SDGs) 2030.

Unit 2: Transforming Agriculture - Current Trends and New Areas of Growth (11 Hours)

Role and importance of agriculture: data on poverty, inequality and growth without employment, the high proportion of population engaged in agriculture and the low agricultural productivity- broad trends and the instability in output, concerns of food security and nutritional outcomes, commitments to SDGs.

Issues in agriculture: rural credit and institutional finance, transportation and infrastructure, agricultural marketing, availability of agricultural inputs, technology and water management, soil degradation, rural entrepreneurship, crop insurance, contract farming, etc.

The need for a transformative vision in agriculture: new emerging areas and their impact on ecological management- including sustainable agriculture, alternative farming and organic farming, horticulture and floriculture, multi-layer farming etc.

Unit 3: Industrial Performance - An Appraisal (11 Hours)

Industrial development: post 1991 trends and growth, the new economic policy, public sector reforms and privatisation, the slow growth of the manufacturing sector and the issue of the 'missing middle', the challenges of finance, regulations and labour laws, the role of Micro, Small and Medium Enterprises (MSMEs) and the challenges faced by them.

Unit 4: Foreign Trade, Foreign Capital, Multi-National Corporations (MNCs) and the Services Sector (11 Hours)

Foreign trade and trade policy: post 2000 trends in trade, the concept of global value chains, importance of trading blocks and trade agreements, India's experience, growth and contribution of foreign capital and MNCs.

Growth of the services sector in India: recent trends, growth in the information and communication technology (ICT) & IT enabled services (ITES) sectors, education, health, banking and insurance, etc., impact of digitization and servicification.

Practical Exercises:

The learners are required to:

1. discuss main economic challenges faced in India (Unit1)
2. make a presentation on circular economy and the progress made towards the achievement of the 17 SDGs. (Unit 1)
3. form groups to make case studies on different aspects of India's economic performance (education, migration, employment, industrial production, exports, digital economy, e-commerce, etc.) during Covid-19. (Unit1)
4. make a group presentation on the pros and cons of the recent farm laws. (Unit 2)
5. design a questionnaire about the issues confronting small and medium enterprises for primary data collection from a industry in the vicinity and present analyses in the class. (Unit 3)
6. engage in a group project on different types of services (food delivery provided by restaurant chains/local neighbourhood eateries/home cooked tiffins, streetside fast food, etc. Other service providers such as pest control services, cleaning services, home health aide workers, parlours, gyms, cyber cafes, etc. operating in and around the student's neighbourhood. (Unit 4).

Suggested Readings

- Chand, R. (2022). *Indian agriculture Towards 2030- Need for a transformative Vision* in Chand. R. et al. (Ed.). *Indian Agriculture towards 2030*, India studies in Business and Economics, New Delhi: Springer.
- Dreze, J. & Sen, A. (2013). *India: An uncertain glory – India and its contradictions*, New Jersey: Princeton University Press. Chapter 2.
- Global value Chains (GVCs): India, OECD. https://www.oecd.org/sti/ind/gvcs%20-%20india.pdf

- Gulati, A. & Juneja, R., (2022). Transforming Indian Agriculture. Chand, R. Ed. *Indian Agriculture towards 2030.* India studies in Business and Economics, New Delhi: Springer.
- Joshi, V. (2017) *India's long road- the search for prosperity*. Allen Lane: Penguin Random House, Chapter 2.
- Kapila, U. (2022-23), (Ed.) Indian *economy since independence* (33th ed.), New Delhi: Academic foundation.
- Kapila, U. (2022). *Indian Economy: Performance and policies* (22nd ed.). New Delhi: Academic Foundation.
- Lerwen, L. & Ramakrishna, S. (2021). *An introduction to Circular Economy*, Singapore: Springer.
- Puri, V.K., Misra, S.K., & Garg, B. (2022). *Indian Economy* (40th ed.). New Delhi: Himalaya Publishing House.
- Walter, R. (2019). *The Circular Economy: A User's Guide*, New York: Routeledge.

Additional Readings:

- Chatterjee, S. & Subramanium, A. (2020). India's inward Re (turn) Is it warranted? Will it work? *Ashoka Centre for Economic Policy paper no 1.* October. https://ashoka.edu.in/static/doc_uploads/file_1602585593.pdf
- Eichengreen, B. & Gupta, P. (2012) Exports of Services: Indian Experience in Perspective. *National Institute of Public Finance and Policy.* Working Papers. 12/102.
- Marcello, T. & Cristoni, N. (2018). *Strategic Management & the Circular Economy*, New York: Routeledge.
- Subramanium, A. & Felman, J. (2021). India's stalled rise - How the State Has Stifled Growth, *Foreign Affair*. Watson Institute for International and Public Affairs and Brown University.

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) SMALL AND MEDIUM ENTERPRISE
SEMESTER III

DISCIPLINE SPECIFIC CORE COURSE - 3.1 (DSC-3.1)
Developing Entrepreneurial Skills

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		
Developing Entrepreneurial Skills (DSC-3.1)	4	3	1	0	12th Pass	Nil

Learning Objectives: The objectives of the paper are to:

1. understand the importance of entrepreneurship and the role it plays in economic development.
2. acquaint with the entrepreneurial innovation as well as various creative techniques.
3. know the importance of business skills and to understand how to develop a variety of entrepreneurial abilities.
4. familiarize with the various sectors and sub sectors of the economy and identify the business opportunities.
5. explore the management aspects and growth strategies of a business.

Learning Outcomes:

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

1. describe the role played by entrepreneurs in the development of our economy.
2. apply creative techniques and innovative skills in accordance with the nature of business.
3. develop entrepreneurial skills and become more efficient in managing business.
4. explain the contribution of major sectors to the economy and explore the possibility of setting up new businesses.
5. design strategies for effective management and generate growth for small and medium enterprises.

Unit 1: Introduction **(9 Hours)**

Entrepreneur & Entrepreneurship, Entrepreneurial Culture, Common Characteristics of Entrepreneurs, Entrepreneurial Skills and Competencies, Myths and Realities, Entrepreneurial Values and Attitude, Motivation for Entrepreneurship: Internal Factors and External Factors, Individual Risk Propensity and Ability to Manage Risk, Ethics and Social Responsibilities, Entrepreneurship Development and Economic Growth

Unit 2: Creativity and Innovation Management **(9 Hours)**

Creativity: Nature, Types and Process, Developing Creative Thinking: Convergent Thinking, Divergent Thinking, Techniques of Creative Thinking, Process of Creative Problem Solving, Creative Performance,

Innovation and Entrepreneurship: Drivers of Innovation, Types of Innovations, Phases of Innovation; Risk, Uncertainty and Innovations; Creativity and Innovation difference, Developing Organizational Creativity and Innovation, Innovation Management in India.

Unit 3: Entrepreneurial Skills **(8 Hours)**

Need & Importance of Entrepreneurial Skills, Benefits to Economy & Society, Components of Entrepreneurial Skills: Leadership & Teamwork, Knowledge and Technical skills, Business Management and Personal Entrepreneurial Skills, Time Management and Organizational Skills, Branding, Marketing and Networking Skills, Financial and Analytical Skills.

Unit 4: Enterprise Formation Process **(9 Hours)**

Indian Economy: Sectors and Sub-sectors, Analyzing and Identifying Business Opportunities, Preparation of Business Plan, Start-ups and Basic Start-ups Problems, Market Demand Analysis, Project Feasibility Study, Sources of Financing, Business Start-ups; Cases of Indian Start-ups, Make in India Initiative.

Unit 5: Managerial Aspects and Growth of Business **(10 Hours)**

Managing Finance- Preparation of Operating/Cost Budget, Cash Budget; Understanding Management of Short Term and Long-term Capital; Human Resource Planning; Contract Management; Understanding Marketing Methods; Understanding of GST and Other Tax Compliances, Enterprise Life Cycle and Business Growth Strategies for Small and Medium Enterprises; Business Collaboration and Outsourcing of Resources; Network Management

Practical Exercises:

The learners are required to:

1. analyze the contribution of entrepreneurs to economic development. (Unit 1)
2. critically evaluate the various creative techniques of entrepreneurship in accordance with the nature of business. (Unit 2)
3. evaluate the different entrepreneurial skills and explain how these skills are contributing to the growth of various Indian enterprises. (Unit 3)
4. analyze the various sectors and sub sectors of the Indian economy and explore the possibility of setting up a new business. (Unit 4)
5. identify financial tools for business growth and design strategies for effective management using online simulation platform. (Unit 5)

Suggested Readings:

- Hitt, M. A., Ireland, R. D., Camp, S. M., & Sexton, D. (2002). *Strategic Entrepreneurship: Creating a New Mindset.* Oxford: Blackwell Publishers. (Unit 4 & 5)
- Holt, D. H. (2016). *Entrepreneurship and New Venture Creation.* Pearson. (Unit 1 & 4)
- Kumar, A. (2012). *Entrepreneurship: Creating and Leading an Entrepreneurial Organization.* Pearson. (Unit 2 & 4)
- Kumar, S. A., Poornima, S. C., Abraham, M. K., & Jayshree, K. (2021). *Entrepreneurship Development.* New Age International Publishers.
- Lyons, T. S., Lyons, J. S., & Samson, J. A. (2021). *Entrepreneurship Skill Building: Focusing*

Entrepreneurship Education on Skills Assessment and Development. Palgrave Macmillan. (Unit 2 & 3)
- Mathur, A. (2021). *Entrepreneurship Development.* New Delhi: Taxmann. (Unit 1 & 4)
- Scarborough, N. M., & Cornwall, J. R. (2018). *Essentials of Entrepreneurship and Small Business Management.* Boston: Pearson. (Unit 5)
- Shankar, R. (2012). *Entrepreneurship Theory and Practice.* Tata McGraw Hill. (Unit 2)
- Shukla, M. B. (2020). *Entrepreneurship and Small Business Management.* Allahabad: Kitab Mahal. (Unit 1, 2 & 4)
- Zenas, B. & MacMillan, I. C. (1995). *Corporate Venturing.* Boston: Harvard Business School Press. (Unit 4 & 5)

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.**

DISCIPLINE SPECIFIC CORE COURSE - 3.2 (DSC-3.2)
Financial Accounting for 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		
Financial Accounting for MSMEs (DSC-3.2)	**4**	**2**	**1**	**1**	**12th Pass**	**Nil**

Learning objectives:

The course aims to help learners to acquire conceptual knowledge of financial accounting, to impart skills for recording various kinds of business transactions and to prepare and analyse the financial statements.

Learning Outcomes:

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

1. examine the generally accepted accounting principles while recording transactions and preparing financial statements.
2. evaluate the impact of depreciation and inventories on business income.
3. analyse the financial statements of sole proprietor firms and partnerships
4. prepare the cash flow statement and analyse it by applying ratios.
5. demonstrate the accounting process under a computerized accounting system.

Unit 1: Introduction to Accounting **(8 Hours)**

Financial Accounting: Nature, scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS. Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors.

Bank Reconciliation statement

Unit 2: Valuation of Inventory and Depreciation accounting: (9 Hours)

(a) Valuation of Inventory. Impact of inventory valuation on measurement of business income by using FIFO, LIFO, and Weighted Average Method.

(b) Depreciation Accounting: Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging deprecation.

Unit 3: Financial Statements of Sole Proprietorship and Partnership firms: (9 Hours)

(a) Preparation of Financial Statements of Sole Proprietorship

(b) Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

Unit 4: Managerial decision making (7 Hours)

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

Unit 5: Computerized Accounting Systems: (12 hours)

Computerized Accounting Systems: Computerized Accounts by using any popular accounting software Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry including GST; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Cash Flow Statement. Selecting and shutting a Company; Backup and Restore data of a Company.

Notes:

(1) The relevant Accounting Standards for all of the above topics should be covered.

(2) Any revision of the relevant Indian Accounting Standard/Accounting Standard would become applicable.

Practical Exercises:

The learners are required to:

1. collect and examine the balance sheets of business organisations to study how these are prepared. (Unit 1)
2. examine the inventory valuation methods of few selected companies and also examine how these selected companies have charged depreciation on various assets. (Unit 2)
3. prepare Trading and Profit & Loss Account and Balance Sheet collecting necessary data from small business firms. (Unit 3)
4. prepare the cash flow statements and analyse the accounting ratios of small business firms. (Unit 4)
5. prepare financial statements manually and using appropriate software. (Unit 5)

Suggested Readings:

- Anthony, R. N., Hawkins, D., & Merchant, K. A. (2019). *Accounting: Text and Cases.* McGraw-Hill Education India.
- Goldwin, N., Alderman, W., & Sanyal, D. (2016). *Financial Accounting.* Boston: Cengage Learning.
- Goyal, B. K., & Tiwari, H. N. (2021). *Financial Accounting.* New Delhi: Taxmann Publication.
- Kumar, A. (2018). *Financial Accounting.* Singhal Publication.

- Lal, J., Srivastava, S. & Abrol, S. (2017). *Financial Accounting Text & Problems.* Mumbai: Himalaya Publishing House.
- Lt Bhupinder, (2020). *Financial Accounting – Concepts and Applications.* Cengage.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). *Financial Accounting.* New Delhi: Vikas Publishing House Pvt. Ltd.
- Monga, J. R., & Bahadur, R. (2022). *Financial Accounting: Concepts and Applications.* New Delhi: Scholar Tech Press.
- Sah, R. K. (2019). *Concept Building Approach to Financial Accounting.* Cengage India Pvt. Ltd.
- Sehgal, A., & Sehgal, D. (2015). *Fundamentals of Financial Accounting.* New Delhi: Taxmann.
- Sehgal, D. (2016). *Financial Accounting.* New Delhi: Vikas Publishing House Pvt. Ltd.
- Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2017). *Advanced Accounts. Vol.-I.* New Delhi: Sultan Chand Publishing.
- Tulsian, P. C. (2016). *Financial Accounting.* New Delhi: S. Chand Ltd.

Additional Resources:

- Accounting Standards at the Website of the Institute of Chartered Accountants of India
- Indian Accounting Standards at the Website of the Ministry of Corporate Affairs.

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.**

DISCIPLINE SPECIFIC CORE COURSE - 3.3 (DSC-3.3)
Indian Economic Environment

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		
Indian Economic Environment (DSC-3.3)	4	3	1	0	12th Pass	Nil

Learning Objectives:

The course aims to familiarise students with the basic framework of Indian economy and the recent developments. It provides understanding about the economic crisis of 1991 and the subsequent reforms that followed. It explains the role of foreign trade, Foreign Direct Investment (FDI) and foreign capital in economic development.

Learning Outcomes:

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

1. explain the evolution of India's industrial growth experience and describe the relationship between economic growth and development, the idea of sustainability, circular economy and Sustainable Development Goals (SDGs).
2. examine the impact of policy changes in both the agriculture and the industry sector.
3. appraise the economic and social outcomes of policy initiatives in the services sector.
4. critique the role of foreign trade and foreign capital in India's development process.

Unit 1: Indian Economy- An Overview **(12 Hours)**

A brief introduction to the current structure of the Indian economy: Evolution of Indian economic environment, import substitution to globalisation, the impact of the Covid-19 pandemic on the Indian economy;

Redefining development: changing ideas on growth and development, the idea of human development, the Human Development Index (HDI), the Gender Inequality Index (GII), the Gender Development Index (GDI), understanding the concepts and India's performance on these indicators; the idea of circular economy and Sustainable Development Goals (SDGs) 2030.

Unit 2: Transforming Agriculture - Current Trends and New Areas of Growth **(11 Hours)**

Role and importance of agriculture: data on poverty, inequality and growth without employment, the high proportion of population engaged in agriculture and the low agricultural productivity- broad trends and the instability in output, concerns of food security and nutritional outcomes, commitments to SDGs.

Issues in agriculture: rural credit and institutional finance, transportation and infrastructure, agricultural marketing, availability of agricultural inputs, technology and water management, soil degradation, rural entrepreneurship, crop insurance, contract farming, etc.

The need for a transformative vision in agriculture: new emerging areas and their impact on ecological management- including sustainable agriculture, alternative farming and organic farming, horticulture and floriculture, multi-layer farming etc.

Unit 3: Industrial Performance - An Appraisal **(11 Hours)**

Industrial development: post 1991 trends and growth, the new economic policy, public sector reforms and privatisation, the slow growth of the manufacturing sector and the issue of the 'missing middle', the challenges of finance, regulations and labour laws, the role of Micro, Small and Medium Enterprises (MSMEs) and the challenges faced by them.

Unit 4: Foreign Trade, Foreign Capital, Multi-National Corporations (MNCs) and the Services Sector **(11 Hours)**

Foreign trade and trade policy: post 2000 trends in trade, the concept of global value chains, importance of trading blocks and trade agreements, India's experience, growth and contribution of foreign capital and MNCs.

Growth of the services sector in India: recent trends, growth in the information and communication technology (ICT) & IT enabled services (ITES) sectors, education, health, banking and insurance, etc., impact of digitization and servicification.

Practical Exercises: The learners are required to:

7. discuss main economic challenges faced in India (Unit1)
8. make a presentation on circular economy and the progress made towards the achievement of the 17 SDGs. (Unit 1)

9. form groups to make case studies on different aspects of India's economic performance (education, migration, employment, industrial production, exports, digital economy, e- commerce, etc.) during Covid-19. (Unit1)
10. make a group presentation on the pros and cons of the recent farm laws. (Unit 2)
11. design a questionnaire about the issues confronting small and medium enterprises for primary data collection from a industry in the vicinity and present analyses in the class. (Unit 3)
12. engage in a group project on different types of services (food delivery provided by restaurant chains/local neighbourhood eateries/home cooked tiffins, streetside fast food, etc. Other service providers such as pest control services, cleaning services, home health aide workers, parlours, gyms, cyber cafes, etc. operating in and around the student's neighbourhood. (Unit 4).

Suggested Readings:

- Chand, R. (2022). *Indian agriculture Towards 2030- Need for a transformative Vision* in Chand. R. et al. (Ed.). *Indian Agriculture towards 2030*, India studies in Business and Economics, New Delhi: Springer.
- Dreze, J. & Sen, A. (2013). *India: An uncertain glory – India and its contradictions*, New Jersey: Princeton University Press. Chapter 2.
- Global value Chains (GVCs): India, OECD. https://www.oecd.org/sti/ind/gvcs%20-%20india.pdf
- Gulati, A. & Juneja, R., (2022). Transforming Indian Agriculture. Chand, R. Ed. *Indian Agriculture towards 2030.* India studies in Business and Economics, New Delhi: Springer.
- Joshi, V. (2017) *India's long road- the search for prosperity.* Allen Lane: Penguin Random House, Chapter 2.
- Kapila, U. (2022-23), (Ed.) Indian *economy since independence* (33th ed.), New Delhi: Academic foundation.
- Kapila, U. (2022). *Indian Economy: Performance and policies* (22nd ed.). New Delhi: Academic Foundation.
- Lerwen, L. & Ramakrishna, S. (2021). *An introduction to Circular Economy*, Singapore: Springer.
- Puri, V.K., Misra, S.K., & Garg, B. (2022). *Indian Economy* (40th ed.). New Delhi: Himalaya Publishing House.
- Walter, R. (2019). *The Circular Economy: A User's Guide*, New York: Routeledge.

Additional Readings:

- Chatterjee, S. & Subramanium, A. (2020). India's inward Re (turn) Is it warranted? Will it work? *Ashoka Centre for Economic Policy paper no 1.* October. https://ashoka.edu.in/static/doc uploads/file 1602585583.pdf
- Eichengreen, B. & Gupta, P. (2012) [illegible]. *National Institute of Public Finance and Policy.* [illegible] 12/102.
- Marcello, T. & Cristoni, N. (2018). *Strategic Management & the Circular Economy*, New York: Routeledge.
- Subramanium, A. & Felman, J. (2021). India's stalled rise - How the State Has Stifled Growth, *Foreign Affair.* Watson Institute for International and Public Affairs and Brown University.

Notes:

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B.A (VS) MATERIALS MANAGEMENT

SEMESTER – III

DISCIPLINE SPECIFIC CORE COURSE – 3.1 (DSC-3.1)
Warehouse Management and Inventory Control

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		
Warehouse Management and Inventory Control DSC: 3.1	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:
To understand the concepts of warehouse management and inventory control, students will get a basic idea about warehousing and inventory management techniques. It will help them in understanding the need for warehouse management systems and measures of Material handling systems.

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

1. recognize the need for warehousing in today's competitive environment and how supply chain trends are impacting the design and operation of warehouses.
2. identify different types of material handling equipment and their characteristics and use a material handling equipment checklist to select the most suitable equipment for a given warehouse operation.
3. develop strategies for improving receiving and issuing material operations, including the use of barcoding and RFID technologies, the use of automation, and the optimization of picking and replenishment operations.
4. identify the functions of inventory and the different types of inventories, including WIP, finished goods, and MRO.
5. evaluate the applications of barcoding technology in material handling systems, including the benefits of real-time data collection, accuracy, and efficiency.

Unit 1: Introduction to Warehousing **(10 Hours)**

Warehouse: definition, warehouseman, depositor. Warehouse functions, warehouse process, types of warehouses: public and private warehouses, warehousing corporations-central and state warehouses, role of warehousing in an economy, Supply chain trends affecting warehousing, Problems and challenges in warehousing, characteristics of ideal warehouse, warehousing for online businesses. Recent trends in warehousing: Cloud-based operations management, Technology for omnichannel logistics, Simulation to anticipate needs, Logistics decisions based on big data, Robotics and Drones in warehousing.

Unit 2: Warehouse Management Systems **(9 Hours)**

Warehouse management systems, the necessity of WMS, warehouse location, Logics of determining locations and sequences, independent demand systems, uncertainties in material management systems, dependent demand systems, distribution resource planning. The layout of the warehouse, Size and shape of the warehouse, Storage utilization and organization, Types of storage systems, fixed versus random location, Material handling equipment, Material handling equipment checklist, Improving the receiving/issuing material operations, choosing a WMS-the process implementation-cloud computing, Warehouse Layout-Data collection-space calculation-aisle width- finding additional space.

Unit3: Warehouse and Its Operations **(9 Hours)**

The principles and performance measures of material handling systems –Vehicle travel path (time) – Handling time –vehicle utilization –number of loads completed –congestion –Effective performance systems, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse, Fundamentals of various types of material handling systems –automated storage and retrieval systems Bar Code Scanners, Wireless LAN, Mobile Computers, Bar coding technology and applications RFID technology. Warehouse automation.

Unit4: Inventory Management in Warehouse **(9 Hours)**

Introduction to inventory management, role in the supply chain, role in competitive strategy: Role of inventory, functions of inventory, types of inventories, WIP inventory, finished goods inventory, MRO (maintenance, repair, and operations) inventories, cost of inventories, need to hold inventory. Warehousing and inventory costs, Customer service in warehousing, locating inventory, organizing inventory, Dispatching inventory, Methods of inventory control: ABC Inventory control, managing inventories by ABC, FSN, EOQ, Batch tracking, multi –echelon inventory systems Managing inventory in multi echelon networks –managing inventory in single echelon networks.

Unit 5: Material Handling and Warehouse Safety **(9 Hours)**

Material Handling and Warehouse Safety: Material handling, Product movement-concept-costs-product load activity, dispatch activity unload, activity-control device-impact of computer technology-automatic identification-issues and trends in product transport, Packaging, Pallet, Stretch wraps, Cartons, Labelling, Health.

Practical Exercises:

The learners are required to:

1. identify the issues affecting warehousing and warehousing facilities by visiting to some warehouse.
2. prepare a report on the inventory management of any given company.
3. suggest the solutions to various uncertainties in material management systems in any warehouse
4. prepare the report on the multi –echelon inventory systems of any company.
5. apply the material handling systems for any company of your choice
6. to prepare report as a warehouse manager for a retail company that sells clothing and accessories online which want to set up a new warehouse facility for the company.

Suggested Readings:

- Arnold, J. R., & Chapman, S. N. (2018). *The Introduction to Materials Management* (7th ed.). Prentice-Hall.
- Blanchard, D. (2018). *Supply Chain Management Best Practices*. Wiley Publishing.
- Coyle, J. J., Jr., Langley, C. J., Novack, R.A., & Gibson, B.J. (2022). *Managing Supply Chains: A Logistics Approach* (9th ed.). McGraw-Hill.
- Chopra, S., & Meindl, P. (2018). *Supply Chain Management: Strategy, Planning, and Operation.* Pearson Education.
- Ten Hompel, M., & Schmidt, T. (2017). *Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems* [With CDROM]. Springer Verlag.
- Jessop, D. (1999). *Stores and Inventory Management*. Chartered Institute of Purchasing and Supply.
- Jacobs, F. R., & Chase, R. B. (2017). *Operations and Supply Chain Management*. McGraw-Hill Education.
- Mangan, J., Lalwani, C., & Butcher, T. (2016). *Global Logistics and Supply Chain Management*. John Wiley & Sons.
- Mentzer, J. T., Stank, T. P., & Esper, T. L. (2008). *Supply Chain Management: Principles and Practice.* Sage Publications.
- Rushton, A., Croucher, P., & Baker, P. (2020). *The Handbook of Logistics and Distribution Management: Understanding the Supply Chain*. Kogan Page.
- Saxena, J.P. (2018). *Warehouse Management and Inventory Control.* Vikas Publication House Pvt Ltd.
- Tompkins, J.A., & Harmelink, D. (2017). *Basics of Supply Chain Management*. St. Lucie Press.
- Waters, D. (2017). *Supply Chain Management: An Introduction to Logistics*. Palgrave Macmillan.
- Wild, R. (2017). *Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse*. Kogan Page.

Notes:

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DISCIPLINE SPECIFIC CORE COURSE – 3.1 (DSC-3.1)
DSC 3.2: BUSINESS LAWS

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
BUSINESS LAWS **DSC: 3.2**	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:
To impart basic knowledge of the important business laws relevant for the inception and conduct of general and business activities with relevant case laws.

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

1. apply the basic aspects of contracts vis-à-vis agreements and subsequently enter into valid business propositions.
2. describe various modes of discharge of contract and remedies available in case of breach.
3. compare and contrast between different type of special contracts.
4. examine the rights and obligations under the Sale of Goods Act.
5. explain the procedure related to Issue of digital signature.
6. demonstrate skills to form and manage entrepreneurial ventures as LLP.

Unit 1: The Indian Contract Act, 1872 **(9 Hours)**
Contract – meaning, characteristics and kinds; Essentials of a valid contract, offer and acceptance, consideration, contractual capacity, free consent, the legality of objects; Void agreements; Quasi–contracts. Modes of discharge of contract

Unit 2: Remedies for Breach and Special Contracts **(9 Hours)**
Breach of contract; Remedies for breach of contract, Contracts of Indemnity and Guarantee; Contracts of Bailment and Pledge; Contract of Agency.

Unit 3: The Sale of Goods Act, 1930 **(9 Hours)**
Contract of sale; Meaning and the difference between a sale and agreement to sell; Conditions and Warranties; Transfer of ownership in goods including sale by non, owners; Performance of the Contract of Sale; Unpaid seller – meaning and rights of an unpaid seller against the goods.

Unit 4: The Information Technology Act 2000 **(9 Hours)**

Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement, and dispatch of electronic records. Regulation of certifying authorities. Digital signatures certificates. Duties of subscribers under the Act. Penalties and adjudication. Offences as per the Act.

Unit 5: The Limited Liability Partnership Act, 2008 **(9 Hours)**

Salient Features and Nature of LLP; Small LLP; Difference between LLP and Partnership, LLP and Company; LLP Agreement; Incorporation Document; Incorporation by registration; Registered office of LLP and change therein; Change and Rectification of the name of LLP; Partners and Designated Partners: Partners and their Relations; Extent and limitation of liability of LLP and partners; Whistleblowing; Conversion into LLP.

Practical Exercises

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

1. identify components of valid contracts present in the rent agreement/ sale deed/appointment letters used or seen in day-to-day life.
2. identify and enumerate types of damages in case of breach of contract under different real, life situations.
3. prepare a list of gratuitous and non, gratuitous bailment contracts entered in daily life.
4. analyse some case studies where 'caveat emptor' is applicable.
5. explore the procedure for issue of digital signature.
6. examine RUN form and FiLLip webform from notification on MCA portal and enlist the mandatory fields for LLP.

Suggested readings

- Bhushan, B., Kapoor, N. D., Abbi, R., & Kapoor, R. (2020). *Elements of Business Laws*. Sultan Chand.
- Dagar, I., & Agnihotri, A. (2020). *Business Laws*. Sage Textbook.
- Jagota, R. (2021). *Business Laws*. MKM Publishers Scholar Tech Press.
- Kuchhal, M. C., & Kuchhal, V. (2023). *Business Laws*. Vikas Publishing House.
- Maheshwari, S. N., & Maheshwari, S. K. (2017). *A Manual of Business Laws*. Himalaya Publishing House Pvt. Ltd.
- Sharma, J. P., & Kanojia, S. (2018). *Business Laws*. Bharat Law House Pvt. Ltd.
- Singh, A. (2008). *The Principles of Mercantile Law*. Eastern Book Company.
- Sulphey, M. M., & Basheer, A. (2014). *Laws for Business* (5th ed.). PHI Learning.
- Tulsian, P. C. (2000). *Business Law*. Tata McGraw Hill.

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DISCIPLINE SPECIFIC CORE COURSE – 3.1 (DSC-3.1)
Indian Economic Environment

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Indian Economic Environment DSC – 3.3	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:

The course aims to familiarise students with the basic framework of Indian economy and the recent developments. It provides understanding about the economic crisis of 1991 and the subsequent reforms that followed. It explains the role of foreign trade, Foreign Direct Investment (FDI) and foreign capital in economic development.

Learning Outcomes:

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

1. explain the evolution of India's industrial growth experience and describe the relationship between economic growth and development, the idea of sustainability, circular economy and Sustainable Development Goals (SDGs).
2. examine the impact of policy changes in both the agriculture and the industry sector.
3. appraise the economic and social outcomes of policy initiatives in the services sector.
4. critique the role of foreign trade and foreign capital in India's development process.

Unit- 1: Indian Economy: An Overview (12 Hours)

A brief introduction to the current structure of the Indian economy: Evolution of Indian economic environment, import substitution to globalisation, the impact of the Covid-19 pandemic on the Indian economy;

Redefining development: changing ideas on growth and development, the idea of human development, the Human Development Index (HDI), the Gender Inequality Index (GII), the Gender Development Index (GDI), understanding the concepts and India's performance on these indicators; the idea of circular economy and Sustainable Development Goals (SDGs) 2030.

Unit 2: Transforming Agriculture - Current Trends and New Areas of Growth (11 Hours)

Role and importance of agriculture: data on poverty, inequality and growth without employment, the high proportion of population engaged in agriculture and the low agricultural productivity- broad trends and the instability in output, concerns of food security and nutritional outcomes, commitments to SDGs.

Issues in agriculture: rural credit and institutional finance, transportation and infrastructure, agricultural marketing, availability of agricultural inputs, technology and water management, soil degradation, rural entrepreneurship, crop insurance, contract farming, etc.
The need for a transformative vision in agriculture: new emerging areas and their impact on ecological management- including sustainable agriculture, alternative farming and organic farming, horticulture and floriculture, multi-layer farming etc.

Unit 3: Industrial Performance - An Appraisal (11 Hours)

Industrial development: post 1991 trends and growth, the new economic policy, public sector reforms and privatisation, the slow growth of the manufacturing sector and the issue of the 'missing middle', the challenges of finance, regulations and labour laws, the role of Micro, Small and Medium Enterprises (MSMEs) and the challenges faced by them.

Unit 4: Foreign Trade, Foreign Capital, Multi-National Corporations (MNCs) and the Services Sector (11 Hours)

Foreign trade and trade policy: post 2000 trends in trade, the concept of global value chains, importance of trading blocks and trade agreements, India's experience, growth and contribution of foreign capital and MNCs.
Growth of the services sector in India: recent trends, growth in the information and communication technology (ICT) & IT enabled services (ITES) sectors, education, health, banking and insurance, etc., impact of digitization and servicification.

Practical Exercises:
The learners are required to:

1. discuss main economic challenges faced in India (Unit1)
2. make a presentation on circular economy and the progress made towards the achievement of the 17 SDGs. (Unit 1)
3. form groups to make case studies on different aspects of India's economic performance (education, migration, employment, industrial production, exports, digital economy, e-commerce, etc.) during Covid-19. (Unit1)
4. make a group presentation on the pros and cons of the recent farm laws. (Unit 2)
5. design a questionnaire about the issues confronting small and medium enterprises for primary data collection from a industry in the vicinity and present analyses in the class. (Unit 3)
6. engage in a group project on different types of services (food delivery provided by restaurant chains/local neighbourhood eateries/home cooked tiffins, streetside fast food, etc. Other service providers such as pest control services, cleaning services, home health aide workers, parlours, gyms, cyber cafes, etc. operating in and around the student's neighbourhood. (Unit 4).

Suggested Readings

- Chand, R. (2022). *Indian agriculture Towards 2030- Need for a transformative Vision* in Chand. R. et al. (Ed.). *Indian Agriculture towards 2030*, India studies in Business and Economics, New Delhi: Springer.
- Dreze, J. & Sen, A. (2013). *India: An uncertain glory – India and its contradictions*, New Jersey: Princeton University Press. Chapter 2.

- Global value Chains (GVCs): India, OECD. https://www.oecd.org/sti/ind/gvcs%20-%20india.pdf
- Gulati, A. & Juneja, R., (2022). Transforming Indian Agriculture. Chand, R. Ed. *Indian Agriculture towards 2030.* India studies in Business and Economics, New Delhi: Springer.
- Joshi, V. (2017) *India's long road- the search for prosperity.* Allen Lane: Penguin Random House, Chapter 2.
- Kapila, U. (2022-23), (Ed.) Indian *economy since independence* (33th ed.), New Delhi: Academic foundation.
- Kapila, U. (2022). *Indian Economy: Performance and policies* (22nd ed.). New Delhi: Academic Foundation.
- Lerwen, L. & Ramakrishna, S. (2021). *An introduction to Circular Economy*, Singapore: Springer.
- Puri, V.K., Misra, S.K., & Garg, B. (2022). *Indian Economy* (40th ed.). New Delhi: Himalaya Publishing House.
- Walter, R. (2019). *The Circular Economy: A User's Guide*, New York: Routeledge.

Additional Readings:

- Chatterjee, S. & Subramanium, A. (2020). India's inward Re (turn) Is it warranted? Will it work? *Ashoka Centre for Economic Policy paper no 1.* October. https://ashoka.edu.in/static/doc_uploads/file_1602585593.pdf
- Eichengreen, B. & Gupta, P. (2012) Exports of Services: Indian Experience in Perspective. *National Institute of Public Finance and Policy.* Working Papers, 12/102.
- Marcello, T. & Cristoni, N. (2018). *Strategic Management & the Circular Economy*, New York: Routeledge.
- Subramanium, A. & Felman, J. (2021). India's stalled rise - How the State Has Stifled Growth, *Foreign Affair.* Watson Institute for International and Public Affairs and Brown University.

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BACHELOR OF ARTS (VS) MODERN OFFICE MANAGEMENT

SEMESTER- III

DISCIPLINE SPECIFIC CORE COURSE - 3.1 (DSC-3.1)
Basic Phonography -II

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		
Basic Phonography -II (DSC-3.1)	4	3	0	1	12th Pass	Nil

Learning Objective:
The course aims to provide advanced knowledge to students with regard to the art of taking notes quickly and accurately by applying the principles of phonography as developed by Sir Isaac Pitman. Learners would be able to take notes in shorthand and transcribe the same into English and thus carry out the office and secretarial work smoothly.

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

1. demonstrate the principles of Shorthand.
2. apply the rules of Aspirate, Upward and downward forms of Consonant 'R', 'L' & 'SH' and Compound Consonants.
3. use the basic rules of Halving and Doubling Principles.
4. interpret the distinction between half-length and double-lengths of consonants.
5. practice words and sentences of Prefixes, Suffixes, Contractions and Figures.
6. transcribe passages from Shorthand to English and vice-versa.

Unit 1: The Aspirate **(10 Hours)**
Tick 'H', Dot 'H', additional rules for upward and downward forms of Consonant 'R', upward and downward forms of consonant 'L' and upward and downward forms of Consonant 'SH'. Compound Consonants: Initial 'W' and 'WH', strokes 'L' and 'R' thickened, addition of 'P' or 'B' to stroke 'M', aspirated 'W', vowel preceding 'W', stroke 'L' after 'KW', use of 'RER' and 'LER' signs, vowel after final 'R' and hooked form of 'MP.'

Unit 2: Halving Principle **(10 Hours)**
Vocalizing of half-length forms, halving for 'T' or 'D', circles following half-length forms, half-length 'H', exceptions to the use of Halving Principle and position of half-length forms. Halving and thickening of Strokes 'M', 'N', 'L' and 'R'. The signs for 'RT' and 'LT', joining of strokes of unequal length, use of Halving Principle for past tense words, use of Halving Principle in Phraseography.

Unit 3: Doubling Principle **(12 Hours)**

The general rule for doubling, doubling of straight and curved strokes, strokes 'MP' and 'MB', alternative forms of 'MPR'/'MBR', Stroke 'NG', alternative forms of 'NG-KR' and 'NG-GR', doubling of Stroke 'L', circle 'S' and double-length strokes, exceptions to the use of Doubling Principle, position of double-length strokes and use of Doubling Principle in Phraseography.

Unit 4: Diphones **(13 Hours)**

Use of Diphones. Medial semi-circle, left semi-circle and right semi-circle. Prefixes: Initial Com or Con, medial Com., Accom or Accommo, Intro, Megna/magne, Trans, Self, Self-con or Self-com, 'In' before 'Str', 'Skr' and 'H', Negative words and use of Logograms in Prefixes. Suffixes and Terminations: Dot 'Ing', Ality etc., Logical/Logically, Ment, Mental-ly-ity, Ship, Fullness, Ward, Wart, Wort, Yard and compound words. Contractions: Omission of consonants such as 'N', 'R', 'Etc', 'Kt' before 'Ive' and 'K' before 'Shun' in forming Contractions. Figures: Numerals in Shorthand, round numbers and monetary units.

Practical Exercises:

The learners are required to:

1. the principles of shorthand and undertake repeated practice of words and sentences of Aspirate, upward and downward forms of 'R', 'L' and 'SH' and Compound Consonants.
2. the rules of Halving and Doubling Principles.
3. the rules of Diphones, Medial Semi-circle, Prefixes, Suffixes, Contractions and Figures.
4. the transcription of passages from Shorthand to English and vice-versa.

Suggested Readings:

- Pitman, Sir Isaac. (1975). *Pitman Shorthand Instructor- Old Course Book.* Indian Reprint, A. H. Wheeler Publishing Co. Ltd., New Delhi
- Ajyar, K.S. (1981.) *Reporter's Phrase Book"*, A.H. Wheeler Publications. (India)
- Bhatia, R.C. (2002). "Principles of Shorthand Theory", G. Lal & Co. (India)
- Hynes, James (2020). *The Practical Phraser,* A.H. Wheeler Publications. (India)
- Kuthiala, O.P. (2020). *Shorthand Made Easy,* Pitman S.S. Publications. (India)
- Pitman, Sir Isaac. (2003). *The New Phonographic Phrase Book.",* A.H. Wheeler Publications. (India)
- Pitman, Sir Issac. (2003). *"Pitman Shorthand Instructor and Key",* Pearson Education. (India)
- Thorpe, E. & Kuthiala, O.P. (2020). *You too can write 200 wpm and above*. Pitman SS Publication. (India)

Notes:

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DISCIPLINE SPECIFIC CORE COURSE - 3.2 (DSC-3.2)
Computer Applications in Business –II

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		
Computer Applications in Business –II (DSC-3.2)	4	1	0	3	12th Pass	Nil

Learning Objective:
To provide the learners with the understanding about the role of computer networks, internet and database in management of information system and equip them with computational skills using spreadsheets applications.

Learning Outcomes:
After completion of the course, learners will be able to:
1. explain the different concepts related to networking, internet and communication.
2. describe the use of recent ICT developments in office/business.
3. demonstrate the use of different terms used in database management system.
4. create interactive databases using a popular software and describe its applications in a business unit/office.
5. explain and use various spreadsheet functions for making business computations.

Unit 1: Networking, Internet and Communication **(3 Hours)**
Networking-Concept, Networking terminologies: NIC, repeaters, hub, bridge, switch, gateways, and router. Wired vs Wireless networking, issues related with wireless networking, Wireless LAN. Peer-to-peer and client server networking architecture; Internet, intranet, and extranet; Internet Architecture; Managing the Internet; Internet Services; securing the networks from cyber threats.
Data Transmission Media, Guided Media: Twisted pair, Coaxial cable, Optical fibre. Unguided media: Microwave, Radio frequency propagation, Satellite, Transmission Modes, Transmission speed, Modulation and Switching, Circuit Switching and Packet Switching.
Various email app. and their features, setting up Email accounts, Composing Messages, Replying, Using Files and Folders, Setting Individual Emails, E-mail filtering, Creating E-mail rule, Managing Rules, Adding Contacts, Sending E-mail to group, Mail-Merge with Contacts, Setting Contact Options, Using the Calendar, Working with Appointments, creating tasks, Working with Assigned Tasks, Viewing Tasks.

Unit 2: Recent trends in computing **(3 Hours)**
Business collaborations: meaning, advantages and tools of business collaboration - emails, wikis, file sharing, screen sharing, web presenting, work scheduling; Cloud computing: meaning and types of cloud services: IaaS, PaaS, SaaS; Grid Computing; Virtualization; Green Computing; E-Commerce: meaning, business models, Electronic Data Interchange (EDI), Payment Gateways; Internet of Things (IoT)

Unit 3: Introduction to Database Management System **(3 Hours)**

Database: Introduction to database, Difference between Traditional File System and Database Management System, Characteristics of Database, Entity Relationship Model (ER-Model); Database Model- Relational, Network and Hierarchical, Components of Database System, Concept of Keys, Fundamental Integrity Rules; ERD to Relational Mapping, Normalization of databases up to 3 Normal Forms.

Unit 4: Creating databases using DBMS software **(3 Hours)**

DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in managing the data records of Employees, Suppliers and Customers.

SQL and Retrieval of Information: Basic Queries in SQL.

Unit 5: Spreadsheet Applications **(3 Hours)**

EMI calculation and Loan repayment schedule; Ratio Analysis; Break-even analysis; What-if-analysis- Goal seek, Data table and scenario managers; Payroll statements; Graphical representation of sales, stock price and return data; Frequency distribution and simple statistical calculations; Analysing sales performance of representatives, forecasting sales, volumes and costs. etc.

Practical Exercises:

The learners are required to:

1. practical exercise from unit 4 & 5.

Suggestive Readings:

- Silberschatz, A., Korth, H. & Sudarshan, S. (2009)". *Database system concepts"*. McGraw Hill International. (6th ed).
- Balagurusamy, E. (2009). "*Fundamentals of Computers*", Mc Graw Hill Publications, New Delhi. (1st ed.)
- Elmasari & Navathe (2018). "*Fundamentals of Database System*". Pearson Education. (7th ed.)
- Goel, A. (2010). "*Computer Fundamentals*". Pearson, Delhi. (5th ed.).
- Jain, H. C. & Tiwari, H. N. (2022). *"Computer Applications in Business*". Taxmann, Delhi. (Latest ed.)
- Thareja, R. (2020). *"Fundamentals of Computers"* Oxford University Press. Delhi. (2nd ed.)

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DISCIPLINE SPECIFIC CORE COURSE - 3.3 (DSC-3.3)
Business Laws

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		
Business Laws (DSC-3.3)	4	3	1	0	12th Pass	Nil

Learning Objectives:
To impart basic knowledge of the important business laws relevant for the inception and conduct of general and business activities with relevant case laws.

Learning outcomes:
After completion of this course, the learners will be able to
1. apply the basic aspects of contracts vis-à-vis agreements and subsequently enter into valid business propositions.
2. describe various modes of discharge of contract and remedies available in case of breach.
3. compare and contrast between different type of special contracts.
4. examine the rights and obligations under the Sale of Goods Act.
5. explain the procedure related to Issue of digital signature.
6. demonstrate skills to form and manage entrepreneurial ventures as LLP.

Unit 1: The Indian Contract Act, 1872 **(9 Hours)**
Contract – meaning, characteristics and kinds; Essentials of a valid contract, offer and acceptance, consideration, contractual capacity, free consent, the legality of objects; Void agreements; Quasi–contracts. Modes of discharge of contract

Unit 2: Remedies for Breach and Special Contracts **(9 Hours)**
Breach of contract; Remedies for breach of contract, Contracts of Indemnity and Guarantee; Contracts of Bailment and Pledge; Contract of Agency.

Unit 3: The Sale of Goods Act, 1930 **(9 Hours)**
Contract of sale; Meaning and the difference between a sale and agreement to sell; Conditions and Warranties; Transfer of ownership in goods including sale by non, owners; Performance of the Contract of Sale; Unpaid seller – meaning and rights of an unpaid seller against the goods.

Unit 4: The Information Technology Act, 2000 **(9 Hours)**
Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement, and dispatch of electronic records. Regulation of certifying authorities. Digital signatures certificates. Duties of subscribers under the Act. Penalties and adjudication. Offences as per the Act.

Unit 5: The Limited Liability Partnership Act, 2008 **(9 Hours)**

Salient Features and Nature of LLP; Small LLP; Difference between LLP and Partnership, LLP and Company; LLP Agreement; Incorporation Document; Incorporation by registration; Registered office of LLP and change therein; Change and Rectification of the name of LLP; Partners and Designated Partners: Partners and their Relations; Extent and limitation of liability of LLP and partners; Whistleblowing; Conversion into LLP.

Practical Exercises:

The learners are required to:

7. identify components of valid contracts present in the rent agreement/ sale deed/appointment letters used or seen in day-to-day life.
8. identify and enumerate types of damages in case of breach of contract under different real, life situations.
9. prepare a list of gratuitous and non, gratuitous bailment contracts entered in daily life.
10. analyse some case studies where 'caveat emptor' is applicable.
11. explore the procedure for issue of digital signature.
12. examine RUN form and FiLLip webform from notification on MCA portal and enlist the mandatory fields for LLP.

Suggested readings:

- Bhushan, B., Kapoor, N. D., Abbi, R., & Kapoor, R. (2020). *Elements of Business Laws*. Sultan Chand.
- Dagar, I., & Agnihotri, A. (2020). *Business Laws*. Sage Textbook.
- Jagota, R. (2021). *Business Laws*. MKM Publishers Scholar Tech Press.
- Kuchhal, M. C., & Kuchhal, V. (2023). *Business Laws*. Vikas Publishing House.
- Maheshwari, S. N., & Maheshwari, S. K. (2017). *A Manual of Business Laws*. Himalaya Publishing House Pvt. Ltd.
- Sharma, J. P., & Kanojia, S. (2018). *Business Laws*. Bharat Law House Pvt. Ltd.
- Singh, A. (2008). *The Principles of Mercantile Law*. Eastern Book Company.
- Sulphey, M. M., & Basheer, A. (2014). *Laws for Business* (5th ed.). PHI Learning.
- Tulsian, P. C. (2000). *Business Law*. Tata McGraw Hill.

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.**

BACHELOR OF ARTS (VS) TOURISM MANAGEMENT

SEMESTER III

DISCIPLINE SPECIFIC CORE COURSE – 3.1 (DSC-3.1)
Tourism Marketing

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		
Tourism Marketing (DSC-3.1)	4	3	1	0	Pass in class XII	Nil

Learning Objectives:

The aim of this course is to give the students a wide knowledge of the existing and emerging trends in the field of tourism marketing. The module includes the operation techniques of tourism marketing. It enables basic knowledge of marketing principles, study to suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

Learning Outcomes:

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

1. develop the basic understanding of the concepts of marketing like needs, wants, demands, market and marketing, customer value and satisfaction. Analyze the concept of market segmentation and evaluate its bases. Examine the implications of destination life cycle in tourism management.
2. differentiate the steps involved in conducting marketing research, analyze the various research methods and designs, research problem areas, and identify the need for market research in tourism industry. Examine the unique features of tourism demand and Tourism product.
3. investigate the ingredients of marketing mix including its expanded versions. Evaluate the pricing methods - the factor influencing the pricing decision, pricing objectives and pricing policies.
4. formulate the concept of destination planning and diversification; destination marketing. Appraise the marketing in new digital age - E - Business, E-Commerce and E-Marketing

Unit 1: Core concepts in tourism marketing **(10 hours)**

Needs, Wants and Demands, Products, Customer value and satisfaction, Quality, Exchange and transactions, Markets and marketing, Segmentation of tourism market- Concept, Justification, Importance and Bases. Tourism life cycle, Future of tourism marketing – Artificial intelligence, Robots, Chatbots, Augmented reality (AR), Virtual reality (VR).

Unit 2: Market research **(10 hours)**

Market research process and methods, Research problem areas, Marketing research in the tourism industry, unique features of tourism demand and Tourism product, Tourism product promotion: Advertising, Public relations, Sales promotion and Personal selling.

Unit 3: Tourism marketing mix & pricing **(11 hours)**

Tourism marketing mix- 8 Ps, Methods of pricing, Factors influencing the pricing decisions, Pricing objectives, Pricing policies, Service characteristics of tourism, Branding and Packaging, Conditions that support branding.

Unit 4: Destination planning & marketing **(14 hours)**

Destination planning and Product diversification, Destination marketing, Strategy for destination management planning and marketing in the new digital age (E-business, E-Commerce and E-marketing) and Complementary marketing, Destination branding, Role of media in promotion of tourism, T.V. / Radio, Newspaper, Travel magazines, Documentaries, Guide books, Travel writers, Travelogues of Shri Rahul Sankrityayan.

Practical Exercises

The learners are required to:

1. take a sample of 10 to 15 families from your neighbourhood and segment them on the basis of their needs and wants as a possible consumer of tourism services.
2. evaluate the need of market research in the field of tourism industry with focused group discussion. Explain different promotional technique for the tourism product.
3. create a marketing mix for tourism products of a specific tourism destination of Bharat.
4. analyze the importance of destination planning and destination marketing. Demonstrate tourism promotion skills through documentaries, travel writing.

Suggested Readings

- Kotler, P. (2021). *Tourism and Hospitality Marketing Management,* New Delhi: Prentice Hall of India.
- Kotler P., Bowen T.J & Baloglu S. (2021). *Marketing for Hospitality and Tourism,* Netherlands: Pearson.
- Kumari, N., & Swami, R. (2018). *Marketing Management*, New Delhi: Sage Publications India Pvt Ltd.
- Middleton, T.C. (1994). *Marketing in Travel and Tourism*, United Kingdom: Oxford Publishing House.
- Morrison, A. M. (2022). *Tourism Marketing: In the Age of the Consumer*. United Kingdom: Taylor & Francis.
- Wang, D., & Kim, S. (2021*). Future of Tourism Marketing*. United Kingdom: Taylor & Francis.

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.**

DISCIPLINE SPECIFIC CORE COURSE – 3.2 (DSC-3.2)
Impacts of 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		
Impacts of Tourism (DSC- 3.2)	4	3	1	0	Pass in class XII	NIL

Learning Objectives:
The objective is to familiarize students with each distinct impact category while emphasizing both adverse and advantageous effects. This course focuses on the negative effects that uncontrolled tourism can have on the local community. Students' knowledge of environmental preservation will grow as a result, and they will gain insight into how tourism may support the preservation of both culture and the environment.

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

1. examine socio-cultural impacts of tourism. Appraise the role of tourism in preserving social values and culture.
2. evaluate the relationship between tourism and the environment. State environment impact assessment process and environmental protection act.
3. argue about the economic impacts of tourism at the local destination. Relate tourism with employment generation and value the concept of tourism multiplier effect.
4. compare positive and negative political impacts of tourism. Examine government roles in destination growth.

Unit 1: Socio-cultural impacts of tourism **(12 hours)**
The nature of socio-cultural impact of tourism, the tourism development process, the psychological basis of tourism development, the sociological basis of development of tourism, some specific socio-cultural impacts of tourism, positive and negative socio-cultural impact of tourism.

Unit 2: Environmental impacts of tourism **(12 hours)**
Environmental impact, Environmental impact assessment, environmental auditing, environment impact assessment process, Environmental protection act, Positive impacts of tourism on the environment.

Unit 3: Economic impacts of tourism **(10 hours)**
The generation of economic impact by tourist spending, Direct, indirect and induced economic effects, The multiplier concept, Types of multipliers, Calculation of multiplier effect, Balance of Payments in the tourism sector. Impact of G-20 presidency in the growth of India's tourism.

Unit 4: Political impacts of tourism **(11 hours)**
Positive and negative tourism impacts, Tourism as a political tool, impact assessment of government policies related to tourism, Role of political stability in the growth of tourism. Role of

political leadership in trade blocks like SAARC, BRICS, SCO, G20 on the growth of tourism sector.

Practical Exercises

The learners are required to:

1. conduct a case study on socio-cultural impacts of tourism on a chosen city/ historical site of Bharat.
2. evaluate the need for environmental impact assessment in the field of tourism industry with focused group discussion.
3. assess the understanding of economic impacts by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. analyze the importance of tourism as a political tool. Group discussion on the impacts of tourism performances and government efficiency on the destination growth.
5. prepare and present a case study on the impact of Presidency of G 20 on the growth of tourism in Bharat.

Suggested Readings

- Ashutosh, K. (2015). *Rajasthan Tourism: Past, Present & Future*. New Delhi: A.K. Publications.
- Bosselman, F. P., Craig A. P., & McCarthy, C. (2013). *Managing Tourism Growth: Issues and Applications.* Washington, DC: Island Press.
- Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *Tourism Economics and Policy* (2nd ed.). Bristol, U.K: Channel View Publications. Retrieved from https://www.perlego.com/book/1344773/tourism-economics-and-policy-pdf *(Original work published 2020)*
- Gursoy, D., & Nunkoo, R. (2019). *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives* (1st Ed.). Routledge.
- Laws, E. (2009). C. Michael Hall, Editor, *Pro-Poor Tourism – Who Benefits? Perspectives on Tourism and Poverty Reduction, Current Themes in Tourism,* Bristol, U.K: Channel View Publications,
- Mak, J. (2004). *Tourism and the Economy: Understanding the Economics of Tourism*. Hawaii: University of Hawaii Press. http://www.jstor.org/stable/j.ctvvn7rt
- Mckercher, B. & Cros, H. (2003). *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management. International Journal of Contemporary Hospitality Management.* pp-239-248.
- Moscardo, G. (2008). *Building community capacity for tourism development: Conclusions.* CABI Books. CABI International. Pp-172-179.
- Youcheng, W., & Pizam, A. (2011). *Tourism Destination Marketing and Management: Collaborative Stratagies,* CABI.

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.**

DISCIPLINE SPECIFIC CORE COURSE – 3.3 (DSC-3.3)
Historical Tourism: Archaeology, Art and Architecture

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		
Historical Tourism: Archaeology, Art and Architecture (DSC- 3.3)	4	3	1	0	Pass in class XII	NIL

Learning Objectives:
This paper aims at introducing students of Tourism Management in Vocational Studies to Archaeology, Art and Architecture from an interdisciplinary perspective. It will help the students of Tourism to understand the importance and significance of these elements for the development and promotion of Historical Tourism. It will enable them to cultivate sharp observation and problem-solving skill sets which are essential prerequisites for any profession they chose to adopt.

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

1. student will understand the evolution Tourism industry through the historical approach of archaeology.
2. will learn how to understand, assess and evaluate interconnection between art and tourism.
3. learners will become aware of role architecture as a form of tangible heritage in promotion and development of tourism.
4. the student will also come to know the role of Govt. & Private institutions in heritage management and tourism industry.

Unit 1: Archaeology and its role in the development of Tourism **(11 hours)**
Archaeology and Tourism: Linkages, Shared goals and changing perspective, Discovery of historical objects and Sites: Archaeological surveying, Contextualization, Excavation, and Interpretations.
Public Archaeology and Heritage Management. Relationship between Archaeology, History and Tourism Sites and Remains: Lothal, Hampi, Rakhigarhi, Adichanallur.

Unit 2: Art and Tourism **(11 hours)**
Art, Artifacts and Ecological Facts: An overview. Rock Art: Ajanta and Ellora caves, Bhimbetka Cave paintings etc. Folk Art: Madhubani, Warli, Miniature and Rajput Paintings (Kota, Bundi, Shekhawati school) Visual Art and Tourism: Museums, Galleries and Exhibitions

Unit 3: Architecture and Tourism **(11 hours)**
Architecture: Definition and Interdisciplinary linkages. Schools of Architecture, its regional variations

Secular and Religious Architecture. Natural, Cultural and built Heritage: Forts, Palaces and Havelis.

Unit 4: Heritage Management and Promotion of Tourism (12 hours)

UNESCO World Heritage sites: Dholavira, Nalanda Mahavihara, Taj Mahal etc.
Flagship Museums of India: National Museum Delhi, Indian Museum Kolkata, Salar Jung Museum Hyderabad. Government Schemes and Initiatives: Adopt a Heritage: Apni Dharohar, Apni Pehchan; Swadesh Darshan Scheme; Pilgrimage rejuvenation and spiritual augmentation drive (PRASAD) scheme. Social and Cultural Impact on local economies and geographies.

Practical Exercises:

The learners are required to:

1. Interactive sessions through group discussions or group presentations shall be used to enable learning of tangible heritage and its management and role of govt. and private institutions in the promotion of Tourism industry.
2. Using of audio-visual aids like documentaries and power point presentations, and an appropriate field-visit will be used for gaining in-depth knowledge of deep interconnections between History and Tourism industry.
3. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz)

Suggested Readings:

- Acharya Ram (1980). *Tourism and Cultural Heritage of India*, Jaipur: RBSA Publication.
- Bahn, P. and Renfrew, C. (2008) *Archaeology: Theory, methods and practice*. New York: Thames and Hudson.
- Basham A.L. (2002). *Cultural History of India*, New Delhi: Oxford University Press.
- Chakrabarti, Dilip. K. (1988) *A History of Indian Archaeology from the Beginning to 1947*. Delhi: Munshiram Manhorlal Pvt. Ltd.
- Fagan, Brian (2001) *In the Beginning: An Introduction to Archaeological Practice*. New Jersey: Hall Upper Saddle River.
- Gamble, Clive (2004) *Archaeology the Basics*, UK: Routledge.
- Gupta, SP, Lal, K, Bhattacharya, M. (2002) *Cultural Tourism in India*, New Delhi: DK Printworld.
- Gupta S.P. and S Vijaykumar (2009). *Temples in India: Origin and Developmental Stages*, New Delhi: D. K. Print world Ltd.
- Gupta S. P (2004), *Elements of Indian Art: Including, Iconography and Iconometry,* New Delhi: D.K.Print world Ltd.
- Grover Satish (1981). *The Architecture of India: Islam*, New Delhi: Vikas Publishing House, Pvt. Ltd,
- Hardy Adam (2007). *The Temple Architecture of India*, New Jersey: John Wiley & Sons.
- Huntington Susan L. (2014). *The Art of Ancient India: Buddhist, Hindu and Jain*, New Delhi: Motilal Banarasidass.
- Hussain, S. A. (2022). *The National Culture of India,* New Delhi: National Book Trust.
- Mehta, Rustam.J.(1960). *The Handicrafts and Industrial Arts of India. A Pictorial and Descriptive Survey of Indian craftsmanship as seen in Masterpieces of Jewellery and Metal Crafts, Arms and Armour, Furniture and Inlay Crafts, Stone and Ivory Carving, Lacquer Crafts,* Bombay: D.B. Taraorevle Sons and Co. Pvt. Ltd.
- Michell George (1988). *The Hindu Temple: An Introduction to Its Meanings and Forms*, Chicago: University of Chicago Press.

- Michell, George (2015), *Late Temple Architecture of India, 15th to 19th Centuries: Continuities, Revivals, Appropriations, and Innovations*, USA: Oxford University Press.
- Pryce Will (2011). *World Architecture: The Masterworks,* London: Thames and Hudson.
- Rajkumar (2003). *Essays in Indian Art and Architecture*, New Delhi: Discovery Publishing House, Pvt. Ltd.
- Sinha R.K. (1999). *Growth and Development of Modern Tourism*, New Delhi: Dominant Publishers,
- Tomory Edith. (1982). *History of Fine arts in India and the West*, Orient Longman.
- Vatsayan, Kapila. (2018). *Indian Classical Dance,* New Delhi: Publications Division, Ministry of Information and Broadcasting.

Suggested Readings:

- Knudson, S. J. (1986) *Culture in Retrospect: An Introduction to Archaeology*. California: Waveland Press.
- Rajan. K (2002) *Archaeology Principles and Methods.* Thanjavur: Manoo Pathippakam.
- Renfrew, Colin and Paul Bahn (2005) *Archaeology: The Key Concepts*, London: Routledge.
- Trigger, Bruce G (1989) *A History of Archaeological Thoughts*. Cambridge: Cambridge University Press

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.**

BA(VS) INSURANCE MANAGEMENT

SEMESTER-III

DISCIPLINE SPECIFIC CORE COURSE – 3.1 (DSC-3.1)
Insurance Law & Regulation

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
Insurance Law & Regulation DSC – 3.1	4	3	1	0	Class XII	Nil

Learning Objectives:
The course aims to familiarize the students with the main laws governing the insurance sector in India. The course also provides basic understanding of other laws associated with insurance such as prevention of money laundering activities.

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

1. describe the salient features of the Insurance Act, 1938
2. explain the role of IRDAI as per the IRD Act, 1999
3. demonstrate knowledge of various regulations for the valuation of assets and liabilities of insurers.
4. determine the solvency margins of insurers (Life & non-life).
5. appraise the rights of policy holders and insurers with the help of important judgements covered under various Insurance Regulatory enactments and appraise the effectiveness of the regulatory enactments.
6. identify the important provisions of the Prevention of Money Laundering Act, 2002 (PMLA) and critique the role of insurance companies in preventing money laundering activities.

Unit 1: Insurance Act, 1938 **(11 Hours)**

Provisions applicable to insurers, investment, loans and management, assignment or transfer of policies and nominations, commission and appointment of agents, special provisions of law and miscellaneous; relevant case law:

1. Reliance Life Insurance Co. Ltd. vs Rekhaben Nareshbhai Rathod on 24 April, 2019.
2. Life Insurance Corporation of India v. Escorts Ltd.& Ors (1986) AIR1370
3. Life Insurance Corporation of India vs United Bank of India Ltd. and Anr on 13 March, 1970. AIR 1970 Cal 513, 1971 41 Comp Cas 603 Cal.
4. Insure Policy Plus Services vs The Life Insurance Corporation of India on 22 March, 2007.

Unit 2: Insurance Regulatory and Development Authority Act, 1999 (13 Hours)

Establishment and incorporation of the Authority. Duties, power and functions of the Authority. Powers of Central Government to supersede Authority; Protection of Policy holders Regulations 2002; IRDA Ombudsman Regulation 2017; IRDA (Insurance Advertisements and Disclosure) Regulations, 2021; relevant case law:

1. Meenakshi Popat Kumbhoje & Ors. vs Life Insurance Corporation Of on 11 March, 2015.
2. V.B. Cold Storage Private Limited vs Bajaj Allianz General Insurance on 24 September, 2021
3. United India Insurance Co. Ltd. vs Abada Khatun and Ors. on 11 February, 1998.

Unit 3: IRDA (Assets, Liabilities, and Solvency Margin of Insurers) Regulations, 2000 (11 Hours)

Valuation of assets, valuation of liabilities: life insurance. Valuation of liabilities: general insurance; Determination of solvency margins: life insurers; Determination of solvency margin: general insurers; relevant case law:

1. Insurance Regulatory and Development Authority of India (IRDAI) Order (IRDA/F&A/ORD/SOLP/200/11/2019; Section 64VA (5) on Reliance Health Insurance Co Ltd.

Unit 4: The Prevention of Money Laundering Act, 2002 (PMLA) (10 Hours)

Objectives, Salient provisions, role of insurance companies and implementation, international provisions related to money laundering (FATCA compliance)

Practical Exercises:

The learners are required to:

1. form groups providing consultation to dummy clients who wish to start a life insurance business in India regarding registration of any type of insurance as per Indian laws (Unit1).
2. make a group project by gathering information about the cases where power and function of IRDAI have been applied (Unit2).
3. make a project analysing the trends in assets and liabilities of any insurer operating in India (Unit3).
4. compute and appraise the solvency margin of any insurer operating in India (Unit3).
5. form small groups and gather data from insurers (based on case law/disputed claims along with reasons) on problems in implementing the regulatory provisions (Unit3)
6. engage in a classroom discussion about the anti-money laundering practices of different insurers operating in India (Unit4).
7. engage in classroom discussion on limitations placed by IRDAI on management of expenses of insurers (Unit4)

Suggested Readings:

- Malik (2018). *Handbook of Insurance Laws with Insurance Act 1938*. Delhi Law House
- Murthy, H. S.N. & Sarma, K.V.S. (2019). *Modern Law of Insurance in India*, Universal Book Traders, Delhi.
- Lexis, N. (2022). *The Insurance Act,1938- Bare Act with Short Notes.* Universal's.

- Insurance Regulatory and Development Authority (Assets, Liabilities, and Solvency Margin of Insurers) Regulations (2000). Retrieved from https://irdai.gov.in/hi/document-detail?documentId=398837
- Insurance regulatory and development authority of India act (1999). Duties, powers and functions of authority § 14, 18, 19 (1999). Retrieved from https://www.indiacode.nic.in/bitstream/123456789/1893/1/A1999_41.pdf
- Insurance Regulatory and Development Authority (Insurance Advertisements and Disclosure) Regulations (2000). Retrieved from https://www.indiacode.nic.in/bitstream/123456789/1893/1/A1999_41.pdf
- Insurance Regulatory and Development Authority (Protection of Policyholders' Interests) Regulations (2002). Retrieved from https://irdai.gov.in/document-detail?documentId=398265
- The Prevention of Money-Laundering Act (2002). Retrieved from https://www.indiacode.nic.in/bitstream/123456789/2036/1/A2003-15.pdf

Cases

1. Reliance Life Insurance Co. Ltd. vs Rekhaben Nareshbhai Rathod on 24 April, 2019. Retrieved from https://indiankanoon.org/doc/110953063/
2. Life Insurance Corporation of India vs Escorts Ltd. & Ors 1986 AIR1370
3. Life Insurance Corporation Of vs United Bank Of India Ltd. And Anr on 13 March, 1970. AIR 1970 Cal 513, 1971 41 Comp Cas 603 Cal. Retrieved from https://indiankanoon.org/doc/34755/
4. Insure Policy Plus Services vs The Life Insurance Corporation Of on 22 March, 2007. Retrieved from https://indiankanoon.org/doc/1351197/
5. United India Insurance Co. Ltd. vs Abada Khatun And Ors. on 11 February, 1998. Retrieved from https://indiankanoon.org/doc/1533963/?type=print
6. Meenakshi Popat Kumbhoje & Ors. vs Life Insurance Corporation Of on 11 March, 2015. Retrieved from https://indiankanoon.org/doc/149277303/
7. V.B. Cold Storage Private Limited vs Bajaj Allianz General Insurance on 24 September, 2021. Retrieved from https://indiankanoon.org/doc/142520666/

Notes:

1. **Suggested readings & case laws 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.**

DISCIPLINE SPECIFIC CORE COURSE – 3.2 (DSC-3.2)
Services Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
Services Marketing DSC – 3.2	4	3	1	0	Class XII	Nil

Learning Objectives:
The course aims to familiarize students with the fundamental concepts and principles of marketing. It will equip students with an understanding of recent trends in marketing and examine the emergent issues arising from them. The course will introduce the student to the marketing of services in general and marketing of insurance in particular.

Learning Outcomes:
After completion of the course, learners will be able to:
1. describe the traditional and modern concepts of marketing.
2. demonstrate the concept of market segmentation.
3. appraise the spread of digital, social and green marketing in India
4. differentiate between the marketing mix for products and services.
5. select the models applicable in insurance marketing

Unit 1: Introduction to Marketing **(10 Hours)**
Marketing: Nature, importance, scope; Evolution (Production concept, Product concept, Selling, Marketing) of Marketing, Marketing mix, Holistic marketing.
Emerging concepts: Digital Marketing, Social Marketing and Green Marketing, Network marketing.
Contemporary Issues in Marketing: Social, ethical and legal aspects of marketing.

Unit 2: Marketing Environment & Segmentation **(10 Hours)**
Macro environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (global & Indian context), Michael Porter's Model of Competitive analysis, BCG Matrix.
Market Segmentation, Targeting and Positioning: Concept, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning concepts.

Unit 3: Services Marketing **(15 Hours)**
Marketing of services: concept, characteristics, Marketing mix (7Ps)
Product decisions: Product Classification, Concept of Product Life Cycle (PLC) and strategies.
Pricing Decisions: Determinants of Price, Pricing strategies.
Place: Types of distribution channels, factors affecting choice of a distribution channel.
Promotion– Importance, tools of promotion mix (traditional & modern)
People – concept & importance

Process - concept & importance
Physical evidence - concept & importance

Unit 4: Insurance marketing **(10 Hours)**

Nature and scope of Insurance Marketing; Bancassurance distribution model (benefits and types), Importance of promotion in Insurance marketing, Role and benefits of relationship marketing in insurance;
Application of three-stage model of service consumption in insurance, Factors determining service quality of an insurance company (Servqual Model)

Practical Exercises:
The learners are required to:

1. make a group presentation on Indian products/services that are marketed through emerging concepts like digital, social, or green marketing tools. (Unit 1)
2. engage in a group project to study the basis of market segmentation and targeting strategy followed for different types of insurance products (Unit 2)
3. prepare group presentations to showcase the product life cycle of some extinguished goods/services. (Unit 3)
4. collect data to present the marketing mix (7Ps) of various service firms, particularly insurance companies. (Unit 3)
5. form small groups and critically examine the marketing techniques used by insurance companies in India in the light of the different marketing models. (Unit 4)

Suggested Readings:

- Apte, G., (2004). *Services Marketing*. Oxford University Press.
- Govindarajan, M., (2020). *Marketing Management*, New Delhi: PHL Learning Pvt. Ltd.
- Kotler, P., (2021). *Marketing Management*, New Jersey: Englewood Cliffs, Prentice Hall Inc.
- Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E. (2017). *Principles of Marketing: A South Asian Perspective* (13th edn) Pearson.
- Kotler Philip, Keller Kevin Lane, Chernev Alexander, Sheth N. Jagdish, & Shainesh G., (2022). *Marketing Management*, (16th Edition) Pearson.
- Pride W. M., & Ferrell O.C. (2019). *Marketing: Planning, Implementation and Control*, New Delhi: Cengage Learning India Ltd.
- Ramaswamy, V.S. & Namakumari, S. (2018). *Marketing Management: Global Perspective-Indian Context* Macmillan Publishers India Limited.
- Sharma, S. (2014). *Insurance Marketing*, Random publications.
- Wirtz, J., Lovelock, C., & Chatterjee, J. (2017). *Services Marketing: People, Technology, Strategy.* Pearson Education
- Zeithaml, V., Bitner, M. J., & Gremler, D. (2018). *Services Marketing: Integrating customer focus across the firm.* McGraw Hill.

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.**

DISCIPLINE SPECIFIC CORE COURSE – 3.3 (DSC-3.3)

Indian Economic Environment

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
Indian Economic Environment DSC – 3.3	4	3	1	0	Class XII	Nil

Learning Objectives:

The course aims to familiarise students with the basic framework of India's economy and the recent developments. It provides understanding about the economic crisis of 1991 and the subsequent reforms that followed. It explains the role of foreign trade, Foreign Direct Investment (FDI) and foreign capital in economic development.

Learning Outcomes:

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

1. explain the evolution of India's industrial growth experience and describe the relationship between economic growth and development, the idea of sustainability, circular economy and Sustainable Development Goals (SDGs).
2. examine the impact of policy changes in both the agriculture and the industry sector.
3. appraise the economic and social outcomes of policy initiatives in the services sector.
4. critique the role of foreign trade and foreign capital in India's development process.

Unit 1: Indian Economy: An Overview **(12 Hours)**

A brief introduction to the current structure of the Indian economy: Evolution of Indian economic environment, import substitution to globalisation, the impact of the Covid-19 pandemic on the Indian economy;

Redefining development: changing ideas on growth and development, the idea of human development, the Human Development Index (HDI), the Gender Inequality Index (GII), the Gender Development Index (GDI), understanding the concepts and India's performance on these indicators; The idea of circular economy and Sustainable Development Goals (SDGs) 2030.

Unit 2: Transforming Agriculture - Current Trends and New Areas of Growth (11 Hours)

Role and importance of agriculture: data on poverty, inequality and growth without employment, the high proportion of population engaged in agriculture and the low agricultural productivity- broad trends and the instability in output, concerns of food security and nutritional outcomes, commitments to SDGs.

Issues in agriculture: rural credit and institutional finance, transportation and infrastructure, agricultural marketing, availability of agricultural inputs, technology and water management, soil degradation, rural entrepreneurship, crop insurance, contract farming, etc.
The need for a transformative vision in agriculture: new emerging areas and their impact on ecological management- including sustainable agriculture, alternative farming and organic farming, horticulture and floriculture, Multi-layer farming etc.

Unit 3: Industrial Performance - An Appraisal (11 Hours)
Industrial development: post 1991 trends and growth, the new economic policy, public sector reforms and privatisation, the slow growth of the manufacturing sector and the issue of the 'missing middle', the challenges of finance, regulations and labour laws, the role of Micro, Small and Medium Enterprises (MSMEs) and the challenges faced by them.

Unit 4: Foreign Trade, Foreign Capital, Multi-National Corporations (MNCs) and the Services Sector (11 Hours)
Foreign trade and trade policy: post 2000 trends in trade, the concept of global value chains, importance of trading blocks and trade agreements, India's experience, growth and contribution of foreign capital and MNCs.
Growth of the services sector in India: recent trends, growth in the information and communication technology (ICT) & IT enabled services (ITES) sectors, education, health, banking and insurance, etc., impact of digitization and servicification.

Practical Exercises:
The learners are required to:
1. discuss main economic challenges faced in India (Unit1)
2. make a presentation on circular economy and the progress made towards the achievement of the 17 SDGs. (Unit 1)
3. form groups to make case studies on different aspects of India's economic performance (education, migration, employment, industrial production, exports, digital economy, e- commerce, etc.) during Covid-19. (Unit1)
4. make a group presentation on the pros and cons of the recent farm laws. (Unit 2)
5. design a questionnaire about the issues confronting small and medium enterprises for primary data collection from an industry in the vicinity and present analyses in the class. (Unit 3)
6. engage in a group project on different types of services (food delivery provided by restaurant chains/local neighbourhood eateries/home cooked tiffins, streetside fast food, etc. Other service providers such as pest control services, cleaning services, home health aide workers, parlours, gyms, cyber cafes, etc. operating in and around the student's neighbourhood. (Unit 4).

Suggested Readings:

- Chand, R. (2022). *Indian agriculture Towards 2030- Need for a transformative Vision* in Chand. R. et al. (Ed.). *Indian Agriculture towards 2030*, India studies in Business and Economics, New Delhi: Springer.
- Dreze, J. & Sen, A. (2013). *India: An uncertain glory – India and its contradictions*, New Jersey: Princeton University Press. Chapter 2.
- Global value Chains (GVCs): India, OECD. https://www.oecd.org/sti/ind/gvcs%20-%20india.pdf

- Gulati, A. & Juneja, R., (2022). Transforming Indian Agriculture. Chand, R. Ed. *Indian Agriculture towards 2030.* India studies in Business and Economics, New Delhi: Springer.
- Joshi, V. (2017) *India's long road- the search for prosperity.* Allen Lane: Penguin Random House, Chapter 2.
- Kapila, U. (2022-23), (Ed.) *Indian economy since independence* (33th ed.), New Delhi: Academic foundation.
- Kapila, U. (2022). *Indian Economy: Performance and policies* (22nd ed.). New Delhi: Academic Foundation.
- Lerwen, L. & Ramakrishna, S. (2021). *An introduction to Circular Economy*, Singapore: Springer.
- Puri, V.K., Misra, S.K., & Garg, B. (2022). *Indian Economy* (40th ed.). New Delhi: Himalaya Publishing House.
- Walter, R. (2019). *The Circular Economy: A User's Guide*, New York: Routeledge.

Additional Readings:

- Chatterjee, S. & Subramanium, A. (2020). India's inward Re (turn) Is it warranted? Will it work? *Ashoka Centre for Economic Policy paper no 1.* October. https://ashoka.edu.in/static/doc_uploads/file_1602585593.pdf
- Eichengreen, B. & Gupta, P. (2012) Exports of Services: Indian Experience in Perspective. *National Institute of Public Finance and Policy*. Working Papers, 12/102.
- Marcello, T. & Cristoni, N. (2018). *Strategic Management & the Circular Economy*, New York: Routeledge.
- Subramanium, A. & Felman, J. (2021). India's stalled rise - How the State Has Stifled Growth, *Foreign Affair*. Watson Institute for International and Public Affairs and Brown University.

Notes:

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BACHELOR OF ARTS (VS)

MARKETING MANAGEMENT AND RETAIL BUSINESS

DISCIPLINE SPECIFIC CORE COURSE - 3.1 (DSC-3.1)
Advertising

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		
Advertising (DSC: 3.1)	4	3	1	0	Pass in Class XII	NIL

Learning Objective:
The objective of the course is to familiarize the students with the basic concepts of advertising. They will be able to learn the insights of advertising: preparing an advertising message, selecting an appropriate medium and evaluating an advertising campaign.

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

1. explain the concepts, objectives and approaches of advertising used in marketing.
2. develop advertising messages using various advertising appeals and elements of advertising used by marketers for promoting their brands in the market.
3. describe the role and types of advertising agencies.
4. appraise the major media decisions, media choice and scheduling.

Unit 1: Introduction to Advertising **(12 Hours)**
Meaning, Features, Evolution, Importance, Types, Functions of Advertising & Setting of Advertising objectives, Advertising Budget Approaches of Advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action).

Unit 2: Advertising Copy **(12 Hours)**
Concepts and Elements, Requisites of a Good and Effective Advertising Copy, Advertising Appeals, Measuring Advertising Effectiveness. Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India

Unit 3: Advertising Agency **(09 Hours)**

Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies, Regulating Agencies: Advertising Standards Council of India (ASCI), the Advertising Agencies Association of India (AAAI).

Unit 4: Advertising Media **(12 Hours)**

Advertising Media: Evolution, objectives and Media Types, Factors Affecting Media Choice, Advertisement in 21st Century, challenges faced by advertisers in context with cultural diversity, global marketplace, changes in values and emerging technologies, Contemporary issues in advertising- Digital Marketing, Social Media Marketing, Influencer Marketing etc.

Practical Exercises:

The learners are required to:

1. identify a product and develop an advertising campaign for it. (Unit 1)
2. prepare a report on message strategy and copy elements used in the campaign. (Unit 2)
3. visit the website of ASCI and find out the types of complaints received and what action was taken by ASCI. (Unit 3)
4. prepare a report on various media options used in a campaign. (Unit 4)

Suggested Readings:

- Belch, G. E., Belch, M. A., & Purani, K. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective.* Noida, India: McGraw Hill Education.
- Sharma, K. (2018). *Advertising: Planning and Decision Making.* New Delhi: Taxmann Publication Pvt. Ltd.
- Kapoor, N. (2020). *Advertising and Personal Selling.* New Delhi: Pinnacle.
- Shah, K., & D'Souza, A. (2017). *Advertising and Promotions*: An IMC Perspective. Noida, India: McGraw Hill Education.

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DISCIPLINE SPECIFIC CORE COURSE - 3.2 (DSC-3.2)
Business Laws

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Business Laws (DSC: 3.2)	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:
To impart basic knowledge of the important business laws relevant for the inception and conduct of general and business activities with relevant case laws.

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

7. apply the basic aspects of contracts vis-à-vis agreements and subsequently enter into valid business propositions.
8. describe various modes of discharge of contract and remedies available in case of breach.
9. compare and contrast between different type of special contracts.
10. examine the rights and obligations under the Sale of Goods Act.
11. explain the procedure related to Issue of digital signature.
12. demonstrate skills to form and manage entrepreneurial ventures as LLP.

Unit 1: The Indian Contract Act, 1872 **(9 Hours)**
Contract – meaning, characteristics and kinds; Essentials of a valid contract, offer and acceptance, consideration, contractual capacity, free consent, the legality of objects; Void agreements; Quasi–contracts. Modes of discharge of contract

Unit 2: Remedies for Breach and Special Contracts **(9 Hours)**
Breach of contract; Remedies for breach of contract, Contracts of Indemnity and Guarantee; Contracts of Bailment and Pledge; Contract of Agency.

Unit 3: The Sale of Goods Act, 1930 **(9 Hours)**
Contract of sale; Meaning and the difference between a sale and agreement to sell; Conditions and Warranties; Transfer of ownership in goods including sale by non, owners; Performance of the Contract of Sale; Unpaid seller – meaning and rights of an unpaid seller against the goods.

Unit 4: The Information Technology Act 2000 **(9 Hours)**
Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement, and dispatch of electronic records. Regulation of certifying authorities. Digital signatures certificates. Duties of subscribers under the Act. Penalties and adjudication. Offences as per the Act.

Unit 5: The Limited Liability Partnership Act, 2008 **(9 Hours)**

Salient Features and Nature of LLP; Small LLP; Difference between LLP and Partnership, LLP and Company; LLP Agreement; Incorporation Document; Incorporation by registration; Registered office of LLP and change therein; Change and Rectification of the name of LLP; Partners and Designated Partners: Partners and their Relations; Extent and limitation of liability of LLP and partners; Whistleblowing; Conversion into LLP.

Practical Exercises:

The learners are required to:

13. identify components of valid contracts present in the rent agreement/ sale deed/appointment letters used or seen in day-to-day life.
14. identify and enumerate types of damages in case of breach of contract under different real, life situations.
15. prepare a list of gratuitous and non, gratuitous bailment contracts entered in daily life.
16. analyse some case studies where 'caveat emptor' is applicable.
17. explore the procedure for issue of digital signature.
18. examine RUN form and Fill upweb form from notification on MCA portal and enlist the mandatory fields for LLP.

Suggested Readings:

- Bhushan, B., Kapoor, N. D., Abbi, R., & Kapoor, R. (2020). *Elements of Business Laws*. Sultan Chand.
- Dagar, I., &Agnihotri, A. (2020). *Business Laws*. Sage Textbook.
- Jagota, R. (2021). *Business Laws*. MKM Publishers Scholar Tech Press.
- Kuchhal, M. C., &Kuchhal, V. (2023). *Business Laws*. Vikas Publishing House.
- Maheshwari, S. N., &Maheshwari, S. K. (2017). *A Manual of Business Laws*. Himalaya Publishing House Pvt. Ltd.
- Sharma, J. P., &Kanojia, S. (2018). *Business Laws*. Bharat Law House Pvt. Ltd.
- Singh, A. (2008). *The Principles of Mercantile Law*. Eastern Book Company.
- Sulphey, M. M., & Basheer, A. (2014). *Laws for Business* (5th ed.). PHI Learning.
- Tulsian, P. C. (2000). *Business Law*. Tata McGraw Hill.

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DISCIPLINE SPECIFIC CORE COURSE - 3.3 (DSC-3.3)
Indian Economic Environment

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Indian Economic Environment (DSC-3.3)	**4**	**3**	**1**	**0**	Pass in Class XII	NIL

Learning Objectives:

The course aims to familiarise students with the basic framework of Indian economy and the recent developments. It provides understanding about the economic crisis of 1991 and the subsequent reforms that followed. It explains the role of foreign trade, Foreign Direct Investment (FDI) and foreign capital in economic development.

Learning Outcomes:

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

1. explain the evolution of India's industrial growth experience and describe the relationship between economic growth and development, the idea of sustainability, circular economy and Sustainable Development Goals (SDGs).
2. examine the impact of policy changes in both the agriculture and the industry sector.
3. appraise the economic and social outcomes of policy initiatives in the services sector.
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Unit 2: Transforming Agriculture - Current Trends and New Areas of Growth

(11 Hours)

Role and importance of agriculture: data on poverty, inequality and growth without employment, the high proportion of population engaged in agriculture and the low agricultural productivity- broad trends and the instability in output, concerns of food security and nutritional outcomes, commitments to SDGs.

Issues in agriculture: rural credit and institutional finance, transportation and infrastructure, agricultural marketing, availability of agricultural inputs, technology and water management, soil degradation, rural entrepreneurship, crop insurance, contract farming, etc.
The need for a transformative vision in agriculture: new emerging areas and their impact on ecological management- including sustainable agriculture, alternative farming and organic farming, horticulture and floriculture, Multi-layer farming etc.

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REGISTRAR