





**Note:** -The student has to opt for two functional subjects in the 3<sup>rd</sup> Semester out of the papers offered.

### THIRD SEMESTER

SUBJECT CODE	PAPER TITLE	CREDITS	MARKS
BA . . . . .	JECAL LA I GA DA ALY I	4	
BA . . . . . 2	E ALI E EA CHA DA ALY ALY A AGE E A	4	
<b>SECTORAL SUBJECT - 3</b>			
BA . . . . .	C A E ELALI HI A AGE E A	4	
<b>SECTORAL SUBJECT - 4</b>			
BA . . . . . 4	F A CHI I G A AGE E A	4	
<b>SECTORAL SUBJECT - 5</b>			
BA . . . . .	I AL E CHA DI I G	4	

**FUNCTIONAL SUBJECT - 1**

**Note:-** The student has to continue with the functional group opted by him/her in the 3<sup>rd</sup> Semester and opt for two papers out of the papers offered.

**FOURTH SEMESTER**

SUBJECT CODE	PAPER TITLE	CREDITS	MARKS
BA 4	ANALYTICAL CHEMISTRY	4	
BA 4 2	ENVIRONMENTAL CHEMISTRY	2	
BA 4	HEALTHY LIVING ENVIRONMENTAL CHEMISTRY	2	
BA 4 4	ENVIRONMENTAL CHEMISTRY*	4	
BA 4	CHEMISTRY OF ELEMENTS**	4	
<b>SECTORAL SUBJECT - 6</b>			
BA 4	ADVANCED ORGANIC CHEMISTRY	4	
<b>SECTORAL SUBJECT - 7</b>			
BA 4	ANALYTICAL CHEMISTRY	4	
<b>SECTORAL SUBJECT - 8</b>			
BA 4	ANALYTICAL CHEMISTRY AND ENVIRONMENTAL CHEMISTRY	4	
<b>FUNCTIONAL SUBJECT - 3</b>			
BA 4 9	ENVIRONMENTAL CHEMISTRY AND ANALYTICAL CHEMISTRY	4	

**Objectives:** A o t v o t pap r s to a qua nt t stu nts w t t portan o ana nt n our a to a p stu nt to tra t vo ut on o ana nt t ou t an appr at t var ous un t ons o ana nt-

**SECTION - A**

**Management.** D nt on natur purpos an s op Fun tions o a ana r Et s an so a r spons t o ana nt r an at ona Env ron nt-

**SECTION - B**

**Evolution of management thought** Contr ut on a Aa or Gantt G r t Fa o r E ton a o C str B rnar L rt an Gr or t r F-Dru r E- ort r-

**Schools of Management:** nt ana nt Hu an B av our at at a oo st s Appra o ana nt-

**SECTION - C**

**Planning.** A p s o p ans pro ss o p ann n ana nt t v s atur an purpos o strat s an po s-

**Decision-Making.** I portan an st ps n D s on a n D s on a n un r rta nt pro ra s ons s on a n un r un rta nt non pro ra s ons s on tr roup a s ons Bra n stor n -

**Organizing.** Con pt o or an at on pro ss o or an n as s o part ntat on Aut or t ow r Ln ta r at ons ps

D at on aut or t r spons t a ounta t t ps to a at on t v D ntra at on purpos an t p s o ntra at on pan o ana nt-

**SECTION - D**

**Coordination.** a tors w a oor nat on ut t n qu s to nsur t v oor nat on-

**Control.** p ann n ontro r at ons p pro ss an t n qu s o ontro Hu an r spons to ontro A p s o Contro F orwar ontro on urr nt Contro a A In or at on Contro an F a Contro -

**Suggested Readings:**

- Haro oont H n r .Ess nt a s o ana nt Aata Graw H
- 2- ton r Fr an G rt Jr ana nt r nt Ha In a-
- H n r Haro oont . ana nt A G o a rsp t v Aata Graw H -
- 4- t p n o ns Cou t r. ana nt r nt Ha In a-
- Gr n. ana nt AI B u s rs-
- A rr Fran n. Fun a nta s o ana nt arson E u at on-
- B - os a. r n p s o ana nt An Boo s-

**Objectives:** To provide students with an understanding of the basic concepts of managerial economics and its application in the business world. The course is designed to provide students with a solid foundation in the theory and practice of managerial economics. The course will cover the following topics: Introduction to Managerial Economics, Basic Concepts in Decision Making, Production and Cost Analysis, Demand and Elasticity, Market Structure and Competition, and Profit Maximization. The course will also cover the application of these concepts in the real world.

**SECTION – A**

**Introduction to Managerial Economics:** An important area of managerial economics.

**Basic Concepts in decision making:** Opportunity cost, profit, price, and interest rate.

**Objectives:** The objectives of this course are to develop a quantitative awareness in the students and to equip them with the necessary skills to use appropriate accounting tools and techniques for financial analysis and interpretation of financial statements.

**SECTION – A**

**Accounting:** Accounting is the process of recording, summarizing and reporting in terms of money, the transactions and events which in part at least are financial in nature and which in turn are at least in part of a financial character.







**Objectives:** After going through this paper students should be aware of various laws and acts which have been passed in India for the purpose of starting a new company. After going through this paper students should be able to understand the importance of Ethics and its role in the corporate world.

**SECTION – A**

**The Indian Contract Act, 1872:** After going through this paper students should be able to understand the importance of Contract Law and its role in the business world. After going through this paper students should be able to understand the importance of Contract Law and its role in the business world.

*Paper Code:* MBARM-1007

**WORKSHOP ON INFORMATION  
TECHNOLOGY AND SYSTEMS**

**Credits = 2  
Marks = 50**

**Objectives:**

**Objective:** To enable the students to understand the importance of communication in business and to develop the skills of communication through practical assignments.

**SECTION – A**

**Meaning and importance of communication in business:** Communication is the process of exchanging information between two or more people. It is essential for the success of any business organization. Communication helps in building relationships, resolving conflicts, and making decisions. It also helps in understanding the needs and expectations of customers and employees.

**Presentations, Book Reviews and Summaries**

**SECTION – B**

**Time Management and Goal Setting:**



*Paper Code:MBARM-2002*

**FINANCIAL MANAGEMENT**

**Credit = 4**  
**Marks = 100**

**Objectives:**



**Objectives:** The objective of this paper is to make students aware of various functions and importance of Human Resource Management. It is also a course with analytical and



*Paper Code:* MBARM-2005

**WORKSHOP ON MANAGEMENT  
INFORMATION SYSTEMS**

**Credit = 2  
Marks = 50**

**Objectives:** The main objective of this seminar is to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process.

**SECTION - A**

**Introduction:** The main objective of this seminar is to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process.

**Research Design:** The main objective of this seminar is to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process.

**SECTION - B**

**Data Collection:** The main objective of this seminar is to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process.

**Sampling Design:** The main objective of this seminar is to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process.

**Measurement and Scaling Techniques-**

**Formulation of Hypothesis.**

**SECTION - C**

**Data Analysis & Interpretation:** The main objective of this seminar is to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process.

**SECTION - D**

**Report writing:** The main objective of this seminar is to help students to understand the nature and scope of the research process. It is designed to help students to understand the nature and scope of the research process.

**Role of Computer in Research.**

**Suggested Readings:**

- - - rs na wa Appa L r va u ar - at ra an. ana nt sar t o o o arson E u at on-
- 2- an t u ar. sar t o o o arson E u at on-
- Dona -Coop r an a a - n r. Bus n ss sar t o s Aata Graw H
- 4- a t-a. sar n r t n ss rf at on n Bus n ss ana nt A o son L ar n -
- - ann rs va. sar t o o o r nt Ha In a-
- - an a opa t-a. sar t o s n Bus n ss E Boo s-
- a G-Z un. Bus n ss sar t o s A o son out st rn u at on
- C- - ot ar. sar t o o o t o s A n qu s as u s rs-



**Objectives:** To provide a comprehensive understanding of the various strategic brand management concepts and their application in the marketing environment.

### SECTION – A

**Introduction to Product and Brand Management:** Importance of Product and Brand Management, Branding, Branding Strategy, Branding Process, Branding Objectives, Branding Benefits, Branding Challenges, Branding Opportunities.

**Product Line Decisions:** Product Line Extension, Product Line Pruning, Product Line Rationalization, Product Line Development.

### SECTION – B

**New Product Development:** Concept Development, Business Case Development, Market Research, Product Development Process.

**New Product Development Process:** Idea Generation, Idea Screening, Concept Development, Concept Testing, Business Case Development, Commercialization, Launching.

### SECTION – C

**Consumer Adoption Process:** Introduction to Consumer Adoption Process, Factors Affecting Adoption, Adoption Curve.

**Product Life Cycle:** Concept –

**Market Evolution:** Market Entry Strategies, Market Expansion, Market Contraction, Market Exit Strategies.

### SECTION – D

**Brand Management:** Branding Strategy, Branding Process, Branding Objectives, Branding Benefits, Branding Challenges, Branding Opportunities, Branding Risks, Branding Costs, Branding Performance.

### Suggested Readings:

1. Kotler, P. & Armstrong, G. (2009). *Principles of Marketing*. Boston: Pearson Education.
2. Yoram, I. & Levina, N. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.
3. Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Boston: Harvard Business School Press.
4. Garvin, D. L. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.
5. Chakrabarty, S. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.
6. Chakrabarty, S. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.
7. Chakrabarty, S. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.
8. Chakrabarty, S. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.
9. Chakrabarty, S. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.
10. Chakrabarty, S. (2000). *Brand Management: A Strategic Approach*. Boston: Allyn and Bacon.



**Objective:** To understand the concepts of operations research and its use or usefulness. Analyse a paper as well as write an analytical report on a particular product various tools available to a manager. Analytical report on a particular award scheme. Illustrate on process and its control systems.

## SECTION – A

**Operations Research:** Introduction to Decision Making. Operations Research. Introduction to Operations Research.

**Decision making:** Decision making in an environment. Decision making in an uncertain environment. Decision making in an uncertain environment.

**Modelling with Linear Programming.** Two variable linear programming. Graphical solution of a linear programming problem.

## SECTION – B

**Transportation Model and its variants:** Introduction to Transportation Model. Transportation Model and its variants.

**Network Models:** Operations Research. Network Models. Introduction to Network Models. Arrow Diagrams. Critical Path Method.

## SECTION – C

**Total Quality Management (TQM):** Concept and Introduction to Quality Dimensions of Quality. Statistical Quality Control. Quality Control. Quality Control.

## SECTION – D

**Quality Management:** Benchmarking. Quality Management. Introduction to Quality Management. Quality Management.

## Suggested Readings:

- 1- James Evans, Analytical and Control Systems.
- 2- Harold A. A. Operations Research. An Introduction to Operations Research. Harcourt.
- 3- David H. B. Strategic Management. Analytical and Control Systems.
- 4- James Evans, Analytical and Control Systems.
- 5- A. F. Newell, Analytical and Control Systems.
- 6- J. R. A. Analytical and Control Systems.
- 7- Z. R. Analytical and Control Systems.
- 8- J. R. A. Analytical and Control Systems.
- 9- D. R. A. Analytical and Control Systems.
- 10- H. R. A. Analytical and Control Systems.
- 11- H. R. A. Analytical and Control Systems.



**Objectives:** A o t v o t s ours s to r at an n pt un r stan n o Fran s n an t a asp ts r at to Fran s n -

#### SECTION - A

**Introduction to Franchising:** D n t on o ran s n H stor an v rv w A p s o Fran s s A vanta s an D sa vanta s to Fran sor A vanta s an D sa vanta s to Fran s E nts o a u ss u st - o n n ran s n opportunt s-A ss n ran s as t -

#### SECTION - B

**Choosing Franchisees,** t ro o oos n ran s s our so v nu A o o a Estat In rastru tur rv s rov r o t to ar ut. Lv Fran s n Co pan wn tor s- ana n an ar t n t ran s us n ss-Fran sor support s rv s-

#### SECTION - C

**Advance Concepts in Franchising:** ut. Con pt Fran s s ar t D v op nt En roa nt Int rnat ona ons rat ons En or nt o tan ar s t ran s n r at ons p-

#### SECTION - D

**Legal and Global Aspects of Franchising:** Fran s La Do u nts Ara ar s Cop r ts at nts Ara r ts Arans r E t trat u ss on Fa Issu s Ar nat on Int rnat ona Fran s n -

#### Suggested Readings:

- t v n o rs o a a onn n. A. Entr pr n ur s Gu to F nan an Bus n ss Graw H -
- 2- Haro Brown, Fran s n, a t s an s Law Journa r ss-
- Jo at ws Don D Bot D r va, tr t art Fran s n C Lu s n Ent rpr s s-
- 4- t p n p n o rt os n r u Br, 2 n 2 - 9 9-2, -29 s. 24-42 -29 n 2 -



**Objectives:** A. Our course is designed to enable students to avail themselves of the various visual merchandising strategies and techniques for the display of goods.

**SECTION – A**

**Introduction to Visual Merchandising:** Definition, importance, scope, and various types of visual merchandising.

**SECTION – B**

Color and contrast in visual merchandising. Principles of color and contrast.

**Color principles:** Introduction to color theory and its application in visual merchandising.

**SECTION – C**

**Display:** Window display, in-store display, and outdoor display. Techniques for creating attractive displays.

**SECTION – D**

**Store Ambience:** Factors influencing store ambience and methods to create a pleasant shopping environment.

**Suggested Readings:**

- 1. Art in Merchandising by Susan R. Anderson
- 2. Retail Merchandising by Susan R. Anderson
- 3. Visual Merchandising by Susan R. Anderson
- 4. Store Design and Ambience by Susan R. Anderson





*Paper Code:* MBARM-H-3008

**INTERNATIONAL HUMAN RESOURCE  
MANAGEMENT**

**Credit = 4**

**Marks = 100**

**Objective:** At the end of this course, students are expected to



**Objectives:** After completing this course, students will be able to understand the various aspects of advertising and its role in business. They will be able to identify the objectives of advertising and the different types of advertising. They will also be able to evaluate the effectiveness of advertising and to develop advertising plans.

**SECTION – A**

**Introduction to Advertising:** Advertising is a form of communication that is used to promote a product or service. It is a key element of a company's marketing strategy. Advertising can be used to create awareness, inform consumers, and persuade them to buy a product or service. There are many different types of advertising, including print, television, radio, and online. Each type of advertising has its own strengths and weaknesses. Understanding the basics of advertising is essential for anyone who wants to work in the marketing industry.

**SECTION – B**

**Integrated marketing Communications:** Integrated marketing communications (IMC) is a marketing strategy that involves coordinating all of a company's marketing efforts. This includes advertising, public relations, sales promotion, and direct marketing. The goal of IMC is to create a consistent and unified message across all marketing channels. This helps to build brand awareness and loyalty, and to increase sales. IMC is becoming increasingly important in today's competitive marketplace.

**SECTION – C**

**Sales Management:** Sales management is the process of planning, organizing, and controlling the sales function. It involves setting sales goals, developing sales strategies, and motivating salespeople. Sales management is a key part of a company's overall business strategy. It helps to ensure that the sales function is operating efficiently and effectively, and that it is contributing to the company's success.

**SECTION – D**

**Salesmanship:** Salesmanship is the art and science of selling. It involves understanding the needs and wants of customers, and presenting products or services in a way that meets those needs. Salesmanship is a key skill for anyone who works in sales. It helps to build relationships with customers, and to increase sales. Good salesmanship is essential for the success of any salesperson.

**Suggested Readings:**

- 1- A. V. Batra, John G. Armstrong, David A. Aaker, Advertising and Promotion Management, 10th Edition, McGraw-Hill Education.
- 2- A. V. Batra, Advertising and Promotion Management, 10th Edition, McGraw-Hill Education.
- 3- Robert C. Cunningham-Williams, Government Advertising and Promotion, 2nd Edition, McGraw-Hill Education.
- 4- Philip Kotler, Marketing Management, 14th Edition, Prentice Hall.
- 5- G. E. B. and A. B., Introduction to Advertising and Promotion, Irwin Press.
- 6- C. H. and A. B., Advertising and Promotion, 10th Edition, Allyn and Bacon.

*Paper Code:* MBARM-F-3011

**STRATEGIC COST MANAGEMENT**

**Credit = 4**  
**Marks = 100**

**Objective:**

**Objective:** The aim of this course is to provide valuable insights into the nature and functions of OD. It provides a theoretical and practical approach to the various OD interventions. The course is designed to provide a comprehensive understanding of OD interventions.

### SECTION – A

**Introduction to OD:** Definitions of OD and its importance in organizational growth and development.

**History of OD:** The evolution of OD from its roots in the early 20th century to its current status as a recognized field of study.

**Underlying Assumptions and Values:** The assumptions and values that underpin OD practice, such as the belief in the potential for human growth and the importance of participation.

**Foundations of OD:** The theoretical foundations of OD, including the concepts of organizational culture, power, and communication.

### SECTION – B

**OD Interventions - An Overview:** A comprehensive overview of the various OD interventions used in organizations, including team building, conflict resolution, and organizational development.

**Team Interventions:**



**Objectives:** The paper is to enable students understand the various operations and to understand the conversion of inputs into outputs with various tools.

**SECTION – A**

**Operations Management:** Concepts and Functions–

**Product Design & Development:** Product Design and its Characteristics, Product Development Process, and a Product Development Cycle–

**Process Selection:** Job Batch, Job Shop, Flow Production, and Product-Process Matching –

**SECTION – B**

**Facility Location:** Important Factors in Location Analysis, Location Analysis–

**Facility Layout:** Types, Advantages, Basic Principles–

**Capacity Planning:** Concepts, Factors Affecting Capacity, Capacity Determination–

**Production Planning & Control (PPC):** Concepts, Types, Functions–

**Work Study:** Introduction, Objectives, Importance–

**SECTION – C**

**Materials Management:** Concepts and Types–

**Introduction to modern Productivity techniques:** Just in Time, Lean Manufacturing, Total Quality Management–

**Functions Purchasing Management:** Types, Functions, Tools, Role–

**SECTION – D**

**Stores Management:**

**Objective:** A. o t v o t s ours s to r at n pt un rstan n o var ous orporat strat s t r or u at on p ntat on an pro ss o an n strat s-Furt r t ours w na stu nts to appra s var ous strat s ssu s-

## SECTION – A

**Introduction:** Con ptua ra wor o strat ana nt trat or at on pro ss Appra s to strat s s on a n t a s A n qu s or prov nt ss on-

**Objectives and Goals.** n an C ara t r st s an or at on o ss ons t v s an Goa s ort r s v or o an strat s roups Co p t t v a vanta D st n t v Co p t n s-

**Organizational Analysis through Internal Scanning.** a u a n ana s s r an at on stru tur an u tur ar ous strat s ssu s-

## SECTION – B

**Strategy Formulation:** A ana s s trat s Fa tor Ana s s u ar FA A atr Corporat trat , ta t ro t Growt Con ntrat on D v rs at on Cost a rs p D r nt at on Fo us ts A a t s-

**Functional Strategy.** ar t n Finan a p rat on Hu an r sour s ar an v op nt s u tur trat n o a n v ron nt-

## SECTION – C

**Building and Restructuring Business:** tart up rout A qu s t on Jo nt v ntur r r A a ov r stru tur n tr n nt D v st nt Harv st qu at on A urnaroun strat - r r A a ov r

**Strategic Choice.** Con pt ro ss BCG atr GE atr Corporat par nt n ro ss o strat o Ba an s or ar -

**Implementation of Strategy.** D s n n o stru tur D s n n o t v ontro s st I 9 trat s st trat an pro ss-

## SECTION – D

**Strategic Evaluation and Control.** A n qu s o strat va uat on an ontro trat

**Objectives:** The student will be able to understand the parameters of corporate governance and its importance in the business world. The student will be able to identify the various corporate governance practices and their impact on the business performance.

**SECTION – A**

**Corporate Governance:** Introduction and overview

**Corporate Board:** Attributes, Duties, Responsibilities, Composition, Director's Code of Ethics, Financial Institutions and Non-Directors

**SECTION – B**

**Corporate Governance and Security:** Corporate Disclosure and Investor Protection, Corporate Structure

*Paper Code:* MBARM-4003

**WORKSHOP ON DEVELOPING  
ENTREPRENEURIAL SKILLS**

**Credit = 2  
Marks = 50**

**Objectives**

**Objectives:** The course is intended to provide students with the theoretical and practical knowledge of supply chain management.

**SECTION – A**

**Introduction to SCM:** Introduction to SCM, Inventory Management, Just in Time (JIT), Distribution Management, Supply Chain Management, Procurement Management, Contract Manufacturing, etc.

**SECTION – B**

**Logistics and SCM:**



**Objective:** After completing this course, you should be able to identify various marketing strategies.

**SECTION – A**

**Introduction to Marketing Strategies:** Explain the importance of marketing strategies. Discuss the various marketing strategies used by different companies. Discuss the importance of marketing strategies in business. Discuss the various marketing strategies used by different companies.

**SECTION – B**

Contrast the marketing strategies of different companies. Discuss the importance of marketing strategies in business. Discuss the various marketing strategies used by different companies.











*Paper Code:*



Objectives: As a result of this course, students should be able to understand and apply the concepts of performance management in an organization.

SECTION - A

Performance Management: Definition, Importance, Objectives, Scope, and Role of Performance Management.

Process of Performance Management: Planning, Monitoring, and Mentoring of Performance.

Performance Management Theatre: Concept, Importance, and Role of Performance Management Theatre.

SECTION - B

Planning Manager Performance and Development: Definition, Importance, and Role of Planning Manager Performance and Development.

Monitoring and Mentoring Manager Performance and Development: Definition, Importance, and Role of Monitoring and Mentoring Manager Performance and Development.

SECTION - C

Annual Stocktaking: Definition, Importance, and Role of Annual Stocktaking.

Appraising for Recognition and Rewards: Definition, Importance, and Role of Appraising for Recognition and Rewards.

SECTION - D

Reward Management: Definition, Importance, and Role of Reward Management.

Pay Structures: Definition, Importance, and Role of Pay Structures.

Pay systems: Definition, Importance, and Role of Pay systems.

**Objectives:** As sources of information, understanding concepts and their application, or productivity analysis, and its role in productivity measurement.

#### SECTION – A

**Introduction:** A concept of productivity, its measurement, and its role in productivity measurement. Factors affecting productivity, and its measurement, and its role in productivity measurement.

**Sources of productivity:** Labor, capital, and technology as sources of productivity measurement.

#### SECTION – B

**Measurement of Productivity:** Methods of measuring productivity, and its role in productivity measurement. The measurement of productivity, and its role in productivity measurement.

**Productivity and business cycles:** The relationship between productivity and business cycles.

#### SECTION – C

**Productivity and Planning:** The role of productivity in economic planning, and its measurement, and its role in productivity measurement.

**Productivity and price trends:** The relationship between productivity and price trends.

#### SECTION – D

**Productivity and Government Policies:** The role of government policies in productivity measurement, and its measurement, and its role in productivity measurement.

**Productivity differences among countries:** The measurement of productivity differences among countries.