

ANNEXURE - I

DEPARTMENT OF BUSINESS ADMINISTRATION

(Session 2024-25, 2025-26, 2026-27)


BACHELOR OF COMMERCE (B.COM.)

Level (NHEQF)	Semester	Course Type	Course Code	Course Title	Teaching Hours Per Week			H/W	Total Hours	Total Credits	CA Marks	EoSE Marks	Total Marks
					L	T	P						
5 / (4.5)	I	DCC	BAD5001T	Principles of Business Management	6	-	-	6	90	6	30	70	100
	II	DCC	BAD5006T	Business Regulatory Framework	6	-	-	6	90	6	30	70	100
Exit with B.Com. Certificate (Need to earn 04 Credits of SEC too)													
6 / (5)	III	DCC	BAD6001T	Company Law	6	-	-	6	90	6	30	70	100
	IV	DCC	BAD6006T	Entrepreneurial Development	6	-	-	6	90	6	30	70	100
Exit with B.Com. Diploma													
Discipline Specific Elective (DSE)													
7 / (5.5)	V	DSE	BAD7101T	Principles of Marketing	6	-	-	6	90	6	30	70	100
			BAD7102T	Fundamentals of Human Resource Management	6	-	-	6	90	6	30	70	100
			BAD7103T	Production & Operations Management	6	-	-	6	90	6	30	70	100
	VI	DSE	BAD7109T	Fundamentals of Retail Management	6	-	-	6	90	6	30	70	100
			BAD7110T	International Marketing	6	-	-	6	90	6	30	70	100
			BAD7111T	Indian Ethos and Leadership	6	-	-	6	90	6	30	70	100
Exit with B.Com. Degree													


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Note:

- One AEC with Semester I and II each needed. Those who want to exit with Certificate needs to earn 4 credits of SEC too.
- One SEC required with Semester III, IV, V and VI each (means 4 credits to be earned in every year or two credits with each semester).
- **Abbreviations:**
 - NHEQF: National Higher Education Qualification Framework Level
 - DCC: Discipline Centric Core Course
 - DSE: Discipline Specific Elective Course
 - L: Lecture
 - T: Tutorial
 - P: Practical
 - H/W: Hours per week
 - CA: Continuous Assessment
 - EoSE: End of Semester Exams


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Course Code : BAD5001T
 Name of Course : Principles of Business Management
 Semester : I

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours

Course Objective: The objective of this course is to provide students with a comprehensive understanding of principles, theories, and practical aspects of management.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the concept and significance of management
- Develop skills in planning and decision-making
- Comprehend the principles and techniques of organization and coordination
- Gain insights into motivation, leadership, and direction
- Acquire knowledge of managerial control and change management

SYLLABUS

UNIT 1: Introduction: Concept, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches.

UNIT 2: Planning: Concept, Process, Types, Levels, Advantages, Disadvantages and Principles of Planning. Decision- Making: Concept and Process; Management by Objective (MBO).

UNIT 3: Organisation: Concept, Nature, Process and Significance, Authority and Responsibility Relationships. Centralization and Decentralization; Span of Management. Coordination: Meaning, Importance, Principles and Techniques.

UNIT 4: Direction: Meaning & Principles. Motivation and Leading People at Work: Motivation- Concept, Importance, Theories of - Maslow, Herzberg, McGregor and Ouchi. Leadership- Concept and Leadership Styles; Likert's System of Management.

UNIT 5: Managerial Control: Concept and Process; Effective Control System; Techniques of Control. Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and Methods of Reducing Resistance to Change.

SUGGESTED READINGS

- Harold Knootz & Heinz Weihrich: Essentials of Management, Tata McGraw Hill, New Delhi.
- Vijay Kumar Kaul: Business Management, Vikas Publishing House.
- R.D. Agarwal: Organization and Management, Tata McGraw Hill, New Delhi.
- Louis A. Allen : Management and Organisation, McGraw Hill, Tokyo
- Ansoff, H.I. : Corporate Strategy, McGraw Hill, New York
- Hampton David R. : Modern Management, McGraw Hill, New York
- James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr.: Management, Prentice Hall, New Delhi.
- Harsey, Paul and Blanchard Kenneth H: Management of Organizational Behaviour-Utilizing the Human Resources, Prentice Hall of India, New Delhi
- John M. Ivancevich, James H. Donnelly, Jr. James L. Gibson: Management Principles and Functions. AITBS Publishers and Distributors, New Delhi.
- George R. Terry, Stephgen G. Franklin: Principles of Management, AITBS Publishers and Distributors, New Delhi.

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD5006T
 Name of Course : Business Regulatory Framework
 Semester : II

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours

Course Objective: The objective of this course is to provide students with knowledge & application in practical commercial situations of the branches of law relating to business transactions, corporate bodies and related matters.

Course Outcome: On successful completion of the course, the students will be able to:

- Get acquainted with and gain knowledge of Indian Legislation and demonstrate an understanding of the legal environment of business in India.
- Enhance the basic legal knowledge to business transactions and its enforceability in the court of law.
- Develop an understanding of various provisions of Indian Contract Act, 1872 and special contracts.
- Learn various provisions of Indian Sale of Goods Act 1930 and The Limited Liability Partnership Act, 2008

SYLLABUS

UNIT 1: The Indian Contract Act, 1872, Section 1 to 36

UNIT 2: The Indian Contract Act, 1872, Section 37 to 75

UNIT 3: Special Contracts; Indemnity; Guarantee; Bailment and pledge, Agency

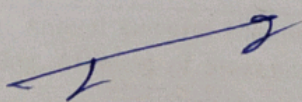
UNIT 4: Indian Sale of Goods Act, 1930

UNIT 5: The Limited Liability Partnership Act, 2008

SUGGESTED READINGS

- Kuchal, M.C. and Kuchhal Vivek : Business Law, Vikas Publishing House, New Delhi
- Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata
- Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
- Kapoor, N.D. : Business Law, Sultan Chand & Sons, New Delhi
- Tulsian P.C., Tulsian Bharat, Tulsian Tushar: Business Laws, S.Chand Publishing.
- Chandra, P.R. : Business Law, Galgotia, New Delhi
- The Indian Contract Act, 1872- Bare Act.
- The Sale of Goods Act, 1930- Bare Act.
- The Arbitration and Conciliation Act, 1996- Bare Act.
- Vanijyik Vidhi Ke Sidhant- Avtar Singh.
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Note: Latest edition of textbooks and reference books may be used.


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Course Code : BAD6001T
 Name of Course : Company Law
 Semester : III

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours

Course Objective: The objective of this course is to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analysing case laws.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the background, regulatory aspects and the broader procedural aspects involved in different types of companies covered in Companies Act, 2013.
- Comprehend the process and legal documents of formation and incorporation of a company.
- Acquire an understanding of the process and documents required for raising capital for the company.
- Understand the process of company meetings and corporate decision making.
- Develop an understanding of the winding up process.

SYLLABUS

UNIT 1: Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil.

Formation and Incorporation of company- Promoters and their legal position, pre-incorporation contract and provisional contract, Online registration of a company, Certificate of Incorporation.

UNIT 2: Memorandum of Association, Articles of Association - Doctrine of Constructive Notice and Indoor Management.

Prospectus: Meaning and Definition – Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Statement in lieu of prospectus, Mis-statement in Prospectus: Civil and Criminal Liability.

UNIT 3: Various Modes for Raising of Capital. Global Depository Receipts (GDR), Book Building, Issue of Securities - Private Placement, Public Issue, Rights Issue, Bonus Shares; Employee Stock Option Scheme (ESOS), Sweat Equity Shares. Buy-back of shares, Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities.

UNIT 4: Directors: Classification of Director- Women Director, Independent Director, Shareholder Director, Director Identification Number (DIN), Appointment of Director, Qualification and Dis-Qualifications. Legal Position, Powers and Duties, Removal of Director, Remedies for breach of duties, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors.

Key Managerial Personnel – Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director. Prevention and Oppression of Mis-Management.

UNIT 5: Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra- Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stakeholders. Requisite of a Valid Meeting.

Winding-up: Meaning of winding-up, Dissolution of company, Conceptual understanding of winding-up by the Tribunal, Compulsory winding-up, Members' voluntary winding-up, Creditors' voluntary winding-up.

SUGGESTED READINGS

- Avtar Singh : Indian Company Law
- Shukla S.M. : Company Adhinyam evam Sachiviya padhati
- Shukla M.C. : Company Law
- Kuchhal M.C. : Modern Indian Company Law
- Agnihotri Anurag & Inderjeet: Company Law
- Taxman : Companies Act, Special Student Edition
- Mittal and Agarwal : Company Adhinyam Evam Sachiviya Vidhi
- Avtar Singh : Company Adhinyam
- Mathur and Sahal : Mercantile Law Relevant Bare Acts

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD6006T
 Name of Course : Entrepreneurial Development
 Semester : IV

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours

Course Objective: The objective of this course is to provide students with a comprehensive understanding of entrepreneurship and various government initiatives and programs supporting entrepreneurship & startups.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the concept of entrepreneurship.
- Analyze the role and impact of entrepreneurs in economic growth.
- Comprehend the significance of Entrepreneurial Development Programs (EDPs) in fostering entrepreneurship.
- Assess opportunities and requirements for starting a venture.
- Understand the startup ecosystem and government initiatives.

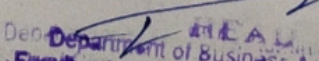
SYLLABUS

UNIT 1: Concept of Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs. Theories of entrepreneurship.

UNIT 2: The Entrepreneur: definition, characteristics of entrepreneur. Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution.

UNIT 3: Entrepreneurial Development Programme (EDP) - Role, relevance, and achievements - Role of Government in organizing EDPs - Critical evaluation. Promotion of a Venture: Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

UNIT 4: Startup: Meaning, Features, Types of Startups – Ideation – Design Thinking, Entrepreneurship Lessons for Startups, 3 Pillars to Initiate startup (Handholding, Funding & Incubations)
 Incubation – Meaning & definition – Objectives & Functions of Incubation Centres – Services


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Types – Incentives for Incubators – Role of Incubators in startup policy.

UNIT 5: Government Initiatives – Startup India Initiative, Seed Fund – ASPIRE – SAMRIDHII Scheme – Mudra Scheme (Sishu, Kishore & Tarun) – ATA Innovation Mission – MSME Multiplier Grants Scheme – Credit Guarantee fund trust for micro & small business – Software Technology Park – Venture Capital Assistance Scheme – Single Point Registration Scheme – M-SIPS – Self Employment & Talent Utilization (SETU)

SUGGESTED READINGS

- Vasant, DCSAI; Entrepreneurship, Himalaya Publishing House.
- Taneja & S.L. Gupta.; Entrepreneurship Development.
- Pandey, I.M.; Venture Capital –The Indian Experience, Prentice Hall of India.
- Tandon B.C, Environment and Entrepreneur, Chug Publications, Allahabad
- Peter F Drucker: Innovation and Entrepreneurship Heinemann London
- Rajpurohit, Vyas, Ramchandani, Sharma; Fundamentals of Entrepreneurship, Ajmera Book Company, Jaipur
- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning.
- S.R. Bhowmik an M. Bhowmi, Entrepreneurship, New Age International.
- Stevan Fisher, Ja-nae Duane, The Startup Equation – A Visual Guidebook for Building your Startup, Indian Edition, McGraw Hill Education India Pvt. Ltd.
- S.S. Khanka, Entrepreneurial Development, S. Chand Publishing

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7101T
Name of Course : Principles of Marketing
Semester : V

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours

Course Objective: The objective of this course is to equip the students with necessary knowledge and skills to analyze marketing situations, make informed decisions, and develop effective marketing strategies in various business contexts.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the fundamental concepts of marketing.
- Analyze consumer behavior and conduct marketing research.
- Comprehend product planning, development, and life cycle.
- Understand various pricing strategies and promotion methods.
- Gain insights into distribution channels and their role in delivering products to consumers.

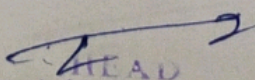
SYLLABUS

UNIT 1: Introduction: Nature and scope of marketing; Importance of marketing as a business function, and in the economy, marketing concept - traditional and modern, Selling vs. Marketing, marketing mix; Marketing environment.

UNIT 2: Consumer Behaviour: Nature, Scope and Significance of consumer behaviour. Marketing Research: Meaning, Nature, Scope, Type.

UNIT 3: Product : Concept of product, consumer and industrial goods; Product planning and development, Packing-role and functions; Brand name and trade mark; after sales service; Product life cycle concept.

UNIT 4: Price : Importance of price in the marketing Mix; Factors affecting price of a


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product/service; Discounts and rebates Promotion : Methods of promotion; Optimum promotion mix; Advertising media and their relative merits and limitations; Characteristics of an effective advertising-media, Personal selling; Selling as a career; Functions of Salesman.

UNIT 5: Distribution channels and physical Distribution : Distribution channels concept and role; Types of distribution channel; Retailer and wholesaler, Physical distribution of goods; Transportation; Warehousing

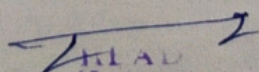
SUGGESTED READINGS

- Agarwal, P.K.: Marketing Management: An Indian Perspective, Pragati Prakashan, Meerut.
- RSN Pillai & Bagavathi: Marketing Management, S. Chand Publishers
- Arun Kumar & N Meenakshi: Marketing Management, Vikas Publishing House
- Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi.
- Kotler, Philip: Marketing Management – Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
- Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi.
- Ramaswamy, V.S. and Namakumari, S: Marketing Management, MacMillan India, New Delhi.
- Srinivasan, R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.
- Stanton, William J., and Charles Futrell: Fundamentals of Marketing, McGraw Hill Publishing Co., New York.
- Sontakki, C.N., Marketing Management: In the Indian Background, Kalyani Publishers, New Delhi.
- Verma V. Harsh & Duggal Ekta: Marketing, Oxford University Press, New Delhi.

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7102T
 Name of Course : Fundamentals of Human Resource Management
 Semester : V

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
<p>Course Objective: The objective of this course is to equip the students with the techniques and principles to manage human resources of an organisation</p> <p>Course Outcome: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Develop a clear understanding of importance and function of Human Resource Management (HRM). • Acquire knowledge of the recruitment and selection process. • Gain insights into training and development and performance appraisal. • Familiarize with the concepts of job evaluation and compensation schemes that enhance employee satisfaction and encourage employee retention. • Develop an understanding of the significance of organizational culture in promoting an appropriate work environment, effective staff management, and conflict resolution. 		
SYLLABUS		
<p>UNIT 1: Introduction : Concept, function Scope of HRM, Personnel administration, powers and Responsibilities of personnel Manager, System Approach to Human Resource Management.</p>		
<p>UNIT 2: Procurement : Job and Position descriptions, Sources of Recruitment, Steps</p>		


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in Selection Process, Selection of Managerial, Technical and blue collared personnel, Placement and Induction, Orientation and Socialisation.

UNIT 3: Training and Development : Concept and Importance, Training programmes, Management Development Programmes, Managing Changes, Performance Appraisal: Purposes and Uses of Appraisal, Appraisal criteria, Formal and Informal Appraisal.

UNIT 4: Compensation: Job Evaluation, Base and Supplementary Compensation, Linkages of compensation with Procurement and low turnover of employees, promotion, Transfer, Demotions and Separations: Concept and Strategies.

UNIT 5: Organisational Culture: Promoting an appropriate organization culture, making staff work, Effective Managing Conflict.

SUGGESTED READINGS

- Gomez-Mejia, Luis R., D.B. Balkin and R.L. Cardy: Managing Human Resources, Prentice Hall, New Jersey.
- D'Çenzo, David A. & Stephen P. Robbins: Human Resource Management, John Wiley and Sons, New Delhi.
- Ian, Beardwell and Len Holden: Human Resource Management, MacMillan, Delhi.
- Dessler, Garry: Human Resource Management, Prentice Hall of India, New Delhi.
- Saiyadain Mirza S.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi
- Chhabra, T.N.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi
- Dwivedi, R.S.: Managing Human Resources: Personnel Management in Indian Enterprises, Galgotia Publishing Company, New Delhi
- Harzing, A.W. and Joris Van Ruyseveldt: International Human Resource Management: An Integrated Approach, Sage Publication, London
- Dowling, Peter J., D.E. Welch and R.S. Schuller: International Human Resource Management: Managing People in a Multiple Context, South Western College Publishing Cincinnati.
- Seema Sanghi: Human Resource Management, Vikas Publishing House
- S.S. Khanka: Human Resource Management S. Chand Publishing
- Sharma and Surana: Sevivargiya Prabandh evam Audyogik Sambandh (Hindi)

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7103T
 Name of Course : Production & Operations Management
 Semester : V

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
<p>Course Objective: The objective of this course is to provide students with a comprehensive understanding of production and materials management principles and practices, enabling them to optimize resource utilization, streamline operations, and enhance overall efficiency in manufacturing environments.</p> <p>Course Outcome: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Understand the nature and scope of production management and its importance in various manufacturing systems. • Develop skills in production planning and control. • Gain an overview of material management, including production control, inventory control, and the just-in-time (JIT) approach. • Acquire knowledge of total quality (TQ) concepts and understand international quality 		

- certification standards and their application in design manufacturing.
- Develop an understanding of enterprise resource planning (ERP) and business process engineering.

SYLLABUS

UNIT 1: Nature and Scope of Production Management, Facility Location; Manufacturing Systems & its types; Layout Planning and Analysis, Material Handling-Principals-Equipment's, Line Balancing-Problems, Work Environment & Industrial Safety; Computer Aided Manufacturing (CAM), Artificial Intelligence & expert systems.

UNIT 2: Operations decisions – Production Planning and Control – In Mass Production in Batch/Job Order Manufacturing. Capacity Planning-Models, Process Planning- Aggregate Planning-Scheduling, Concepts-Work Study, Method Study, Work Measurement, Work Sampling.

UNIT 3: Material Management-an Overview, production control, storage and retrieval System. Inventory Control, JIT approach. Network Techniques - Simulation.

UNIT 4: Concept of total Quality (TQ). International Quality Certification and other standards and their applicability in design manufacturing. Humanistic and Marketing Aspects of TQ. Introduction and meaning of six sigma concept.

UNIT 5: ERP and Business process engineering, Maintenance Management, Networking Techniques PERT & CPM.

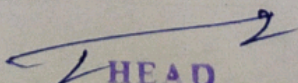
SUGGESTED READINGS

- Buffa, A.E.S.: Modern Production Management
- Chase, R.B., Aquilano N. Jr: Production and Operation Management
- Laufer A.C.: Operations Management
- O.P. Khanna: Industrial Engineering Management
- S.K. Hajra & Choudhary & Nihar Roy: Production Management
- Hicks, P.E.: Introduction to Industrial Engineering & Management Science
- S.K. Dutta: Materials Management
- Lamer & Donald: Purchasing and Materials Management
- Dean S. Ammer: Material Management

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7109T
 Name of Course : Fundamentals of Retail Management
 Semester : VI

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours
<p>Course Objective: The objective of this course is to develop comprehensive knowledge and skills in retail management to drive business growth in the dynamic retail industry.</p> <p>Course Outcome: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts and principles of retailing. • Analyze the factors that influence retail consumer behaviour and comprehend the customer decision-making process in the retail industry. • Develop an understanding of retail marketing and promotion strategies. • Gain insights into the factors that affect retail location and also understand the principles of store design and layout 		


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- Acquire knowledge about the evolution and trends in organized retailing, with a specific focus on the Indian retail market and its future prospects.

SYLLABUS

UNIT 1: Introduction: Definition, Nature, Importance of Retailing; Functions of retailing, Retail formats and types, Retailing Environment.

UNIT 2: Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process.

UNIT 3: Retail marketing and promotion: function, importance, Strategies; Retail promotion Mix: - Retail promotion program, retail advertising media and promotional budget.

UNIT 4: Retail Location: Factors affecting location decision, Site Selection, Location based retail Strategies; Store Design: Interiors and Exteriors, Store layout, Types of layouts.

UNIT 5: Retailing in India: Evolution and trends in organized retailing, Indian organized retail market, FDI in Indian organized retail sector, retail scenario in India, future trends of retail in India.

SUGGESTED READINGS

- Nair Suja, Retail Management, Himalaya Publishing House.
- Gibson Vedamani, Retail Management, Pearsons Publication.
- Swapna Pradhan, Retail Management, Tata McGraw Hill.
- Phillip Kotler, Keven Lane Keller, et al. Marketing Management, Pearsons.

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7110T
 Name of Course : International Marketing
 Semester : VI

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours

Course Objective: The objective of this course is to develop a comprehensive understanding of international marketing principles and strategies to effectively navigate the global business environment.


Course Outcome: On successful completion of the course, the students will be able to:

- Understand the complexities of international marketing and the transition from domestic to transnational marketing.
- Analyze the impact of the international marketing environment on decision-making processes.
- Apply market segmentation & positioning strategies for selecting foreign markets and develop strategies for international positioning and make product.
- Demonstrate knowledge of pricing decisions, promotion strategies, distribution channels, logistics, and international marketing planning, organizing, and control.
- Recognize emerging issues and developments in international marketing.

SYLLABUS

UNIT 1: Introduction to International Marketing: Nature and significance. Complexities in international marketing: Transition from domestic to transnational marketing: International market orientation - EPRG framework ; International market entry strategies.

International Marketing Environment: Internal environment; External environment geographical, demographic, economic, socio-cultural, political and legal environment;


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Impact of environment on international marketing decisions.

UNIT 2: Foreign Market Selection: Global Market segmentation; Selection of foreign markets; International positioning.

Product Decisions: Product planning for global markets; Standardisation Vs. Product adaptation; New product development; Management of international brands; Packaging and labeling; Provision of sales related services.

UNIT 3: Pricing Decisions: Environmental influences on pricing decision; International pricing policies and strategies.

Promotion Decisions: Complexities and issues; International advertising, personal selling, sales promotion and public relation.

UNIT 4: Distribution Channels and Logistics: Functions and types of Channels: Channel selection decisions : Selection of Foreign distributors/agents and managing relations with them; International logistics decisions.

International Marketing Planning, Organizing and Control: Issues in International marketing planning: International Marketing Information System: Organizing and controlling: International marketing operations.

UNIT 5: Emerging issues and developments in international marketing: Ethical and Social issues: International Marketing of services: Information Technology and International marketing Impact of globalization : WTO

SUGGESTED READINGS

- Czinkota, M.R: International Marketing Dryden Press, Boston
- Fayerweather, John: International Marketing, Prentice Hill, New Delhi.
- Jain, S.C.: International Marketing: CBS Publications, New Delhi.
- Keegan, Warren Global Marketing Management, Prentice Hall, New Delhi.
- Onkvisit, Sak and John J. Shaw: International Marketing: Analysis and Strategy, Prentice Hall, New Delhi.
- Paliwoda, S.J. (ED) International Marketing, Reader, Routledge, London
- Paliwoda, Stanly J : The Essence of International Marketing, Prentice Hall New Delhi.
- Sarathy, R and V Terpstra: International Marketing, Dryden Press, Boston
- Vasudeva P.K : International Marketing Excel Books, New Delhi

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7111T
Name of Course : Indian Ethos and Leadership
Semester : VI

Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
6 Credits	6 Hours	90 Hours

Course Objective: The objective of this course is to equip students with the necessary skills and knowledge to apply Indian ethos principles in their leadership roles, fostering ethical decision-making, inclusivity, and holistic growth.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the significance and relevance of Indian Ethos in managerial practices and its role in the Indian socio-political environment.
- Analyze the dimensions of work ethos, and identify the factors responsible for poor work ethos.


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- Recognize the concept and components of leadership, and assess the personal characteristics that support effective leadership.
- Develop skills for leadership and performance management.
- Gain knowledge and techniques for stress management and understand the importance of mental health in management.

SYLLABUS

UNIT 1: Indian Ethos- Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, model of management in the Indian socio-political environment, Management Lessons from Kautilya's Arthashastra.

UNIT 2: Work Ethos- Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos. Values: Meaning, Features, Values for Indian Managers, Relevance of Value Based Management in Global Change, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society. Relevance of values in management: need for values in global change- Indian perspective; values for managers.

UNIT 3: Leadership: concept and components of leadership. Trait approach in theories of leadership. Personal characteristics that support effective leadership. Leader and values, Moral Leadership, The significance of self-awareness for the role of leader. Significance of communication skills for work life and leadership, Personality Development: Meaning, Determinants, Indian Ethos and Personality Development. Competency and behaviour approaches to leadership.

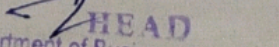
UNIT 4: Leadership development: Skills for leadership and performance management: Goal setting, support of employee development and communication of feedback; delegation; solving of conflict situations and negotiation. Tools for analysis of leadership styles and 360-degree feedback. Coaching and mentoring. Emotions and self-management, emotional intelligence and its significance in the role of leader. Handling emotions and stress.

UNIT 5: Stress Management: Meaning, Types of Stress at Work, Causes of Stress, Consequences of Stress, Problems relating to stress in corporate management –Indian perspective, Stress Management Techniques: Meditation- Meaning, Techniques, Advantages, Mental Health and its Importance in Management, Brain Storming, Brain Stilling, Yoga: Meaning, Significance–Case Studies.

SUGGESTED READINGS

- R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
- Bhatta, S.K., Business Ethics & Managerial Values.
- K. Nagarajan; Indian Ethos and Values : For Leadership Excellence
- G. D. Sharma ; Management and the Indian Ethos (Paperback) by Rupa & Co, India
- B.K. Nair, K.C.R. Raja, S. Balachandran ; Ethics, Indian Ethos and Management
- G. D. Sharma ; Management and the Indian Ethos.
- Ganjre, Pawar & Laxman ; Indian Ethos - Modern Management Mantra; by Himalaya Publishing House Pvt. Ltd.
- S.K. Bhatia; Business Ethics and Global Values (For Management Courses: Focus on Indian Ethos, Ethics in Profession, Corporate Governance, MNCs Values) by REGAL Publications.
- M. K. Joseph, Business Ethos and Values, Anmol Publications Pvt. Limited
- Alok Chakrawal, Pratibha Goyal, Stress Management, Studera Press

Note: Latest edition of textbooks and reference books may be used.


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