

# **MASTER OF BUSINESS ADMINISTRATION**

**Programme  
Under**



**APJ Abdul Kalam Technological University**

**SYLLABUS & COURSE PLAN**

**Trimester 2**

**April 2016**

## Subjects and Credits in Trimester 2

Course No.	Course Name	L-T-P	Internal Marks	End Trimester Marks	Exam duration (Hrs.)	Credits
21	Organizational Behaviour II	4-0-0	40	60	3	3
22	Macro Economics	4-0-0	40	60	3	3
23	Marketing Management I	4-0-0	40	60	3	3
24	Operations Management	4-0-0	40	60	3	3
25	Financial Management I	4-0-0	40	60	3	3
26	Business Law	4-0-0	40	60	3	3
27	Soft-Skills II	0-2-0	20	-	-	-
28	Project	0-0-3	-	-	-	-
	<b>Total</b>	24-2-3	260	360	-	18

## SECOND TRIMESTER SYLLABUS

Course No.	Course Name	L-T-P	Credits	Year of Introduction
21	Organizational Behaviour II	4-0-0	3	2015

### Course Objectives

*The course focuses on managing teams at work and the organization system as a whole. The objective is to understand how individuals, groups and whole organizations work together more effectively within the increasing pace of corporate change, dramatic restructuring and downsizing and advanced global competition.*

### Syllabus

*Group Behaviour and Interpersonal Influence, Organizational Processes, Organizational Design, Change and Innovation, Emerging Aspects of Organizational Behaviour.*

### Expected Outcome

- Apply problem solving and critical thinking abilities to analyse the kinds of choices available for developing alternative organisational behaviour approaches in the workplace
- Form an appreciation of the complexities and uncertainties of organisational behaviour by examining your own role in the light of experience of real-time problem settings
- Demonstrate a developmental approach to personal and key skills of planning, review and feedback and verbal communication

### References

1. Aswathappa, K. *Organizational Behavior*. Himalaya Publishing House, 2007.
2. Berg, Green. *Behavior in Organizations*. New Delhi: Pearson, 2013.
3. Chandran, Jit S. *Organizational Behavior*. New Delhi: Vikas Publishing House, Third Edition.
4. David, Johnson J. *Organizational Communication Structure*. Ablex Publishing, 1993.
5. Dwivedi, R. S. *Human Relations & Organizational Behavior: A Global Perspective*. Delhi: Macmillan India, 2001.
6. Luthans, Fred. *Organisation Behaviour*. New Delhi: McGraw Hill Education, 2011.
7. McShane, Steven Lattimore, Mara Olekalns and Tony Travaglioni. *Organizational Behavior: Emerging Knowledge, Global Insights*. McGraw Hill, 2012.
8. Newstrom, John W and Keith Davis. *Organizational Behavior: Human Behavior at Work*. New York: McGraw-Hill, 2014.
9. Poertner, Shirley and Karen Massetti Miller. *The art of giving and receiving feedback*. Coastal Training Technologies, 1996.
10. Robins, Stephen P. *Organization Behaviour*. New Delhi: Pearson Education, 2012.
11. Sanghi, Seema. *Essentials of Organisational Behaviour*. New Delhi: Pearson, 2010.
12. Sekaran, Uma. *Organizational Behavior*. New Delhi: McGraw-hill, 2004.
13. Werner, David. *Managing Company-wide Communication*. Chapman & Hall, 1995.

**Course Plan**

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Social systems and organizational culture - Understanding a Social System, Social Culture, Role, Status, Organizational culture, Influencing culture change, Sustaining the culture, Characteristics of effective socialization	7	20
II	Managing the Organization System: Effects of organization culture on employee performance - creating and sustaining organization culture - Management of Change: forces responsible for change - resistance to change overcoming resistance to change - planned change – approaches to manage organization change -OD inventions- creating a culture for change - Learning Organizations	10	20
First Internal Examination			
III	Empowerment and Participation- The nature of empowerment and Participation- How participation works- Programs for participation-Important considerations in participation- Assertive Behaviour: Interpersonal Orientations- Facilitating smooth relations- Stroking	6	10
IV	Managing misbehaviour - The emergence in Management of the study of misbehaviour, Selected misbehaviours; work stress and its management - Stress and Counselling - What is stress?, Stress model, Work stressors, Stress outcomes, Stress moderators, Stress prevention and management,	9	20
Second Internal Examination			
IV	Employee counselling, Types of counselling-Ethical decision making in organisations: Factors that inhibit or facilitate ethical decision making in organizations, Steps to ensure ethical decisions	6	10
V	Global implications of organizational behavior: International setting for the management criteria - planning, organizing, staffing, controlling and leading; Cultural influences on international negotiations; managing multi-cultural teams; Organisational structure that connects organizational departments, functions and geography to achieve organizational goals; Impacts of globalization on organizational culture	7	20
<b>Trimester Examination</b>			

Course No.	Course Name	L-T-P	Credits	Year of Introduction
22	Macro Economics	4-0-0	3	2015

#### **Course Objectives**

*This subject provides the macro economic environment at national as well as global level for managing business. The subject also provides an introduction to the determination of aggregate income and employment with an analysis of fiscal and monetary policy. Policy issues relating to overall aggregate demand management will be discussed.*

#### **Syllabus**

*Indian Economy and Business environment - Political and legal, economic, technological, International Business environments, Globalization and Indian business environment, Measuring the economy, business cycles, inflation, national income, economic and monetary policies. Industrial policies and structure, industry and inter-industry analysis.*

#### **Expected Outcome**

*On completion of the course the students will acquire knowledge about the linkages and functioning of macro-economic variables like aggregate income, aggregate demand and supply, savings, investment and employment. They also will learn about aggregate output and price levels and general equilibrium, money, credit and dynamics of inflation, national income and sectoral contributions, business environment and the global scenarios.*

#### **References**

1. Abel, Andrew B, Ben Bernanke and Dean Croushore. Macro Economics. Pearson, 2013.
2. Agarwal, Vanita. Macro Economics: Theory and Policy. Pearson Education India, 2010.
3. Bedi, Suresh. Business Environment. Excel Books, 2005.
4. Datt, Ruddar and KPM Sundharam. Indian Economy. S Chand, 2013 (70th Edition).
5. Fernando, A C. Business Environment. Pearson, 2011.
6. Hall, Robert E and David H Papell. Macro Economics: Economic Growth, Fluctuations and Policy, Viva Books Private Limited, 2010.
7. Hill, Charles WL and Arun Kumar Jain. International Business: Competing in the Global Marketplace. Tata McGraw Hill, 2009.
8. Kennedy, M and Maria John. Macro Economic Theory. PHI, 2011.
9. Leontief, Wassily. Structure of American Economy. Oxford University Press, 1951.
10. Mankiw, N Gregory. Principles of Macroeconomics. Cengage Learning, 2015.
11. Misra, SK and VK Puri. Economic Environment of Business (With Case Studies). Himalaya Publishing House, 2012.
12. Paul, Justin. Business Environment: Text and Cases. Tata McGraw Hill, 2010.
13. Vaish, M. C. Macro Economic Theory. Vikas Publishing House, 2009.
14. Wetherly, Paul and Dorron Otter. The Business Environment: Themes and Issues in a Globalizing World. OUP Oxford, 2014.

**Course Plan**

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Indian Economy and Business environment: Nature and scope, Structure of the Business Environment- Internal and external environment Political and legal environment: Overview, philosophies, political system, judiciary Constitution of India Economic environment: Overview, Nature of Indian economy, Features of Indian economy, Changes in recent times Socio-cultural environment: Socio-cultural factors affecting business	7	15
II	Globalization and Indian business environment: Meaning and implications, phases, Globalization impact on Indian economy across sectors, Modes of entry strategies India's foreign trade policies: Recent developments, Global outsourcing, MNCs and FDIs in retail, infrastructure, pharma, insurance, banking & finance, and automobile; Impact of WTO on India's foreign trade Technological environment: Technology and development, Integrating technology with business, India and global knowledge market	8	15
First Internal Examination			
III	International Business Environment: Review of global economy, The global recession, Business environment in developed and developing countries International trade theories GATT and WTO: Agreements and implications International cultural aspects: Values and norms, religion and ethics, language, education, impact of cultural differences in business	6	15
IV	Measuring the economy: Basic economic concepts, Open and closed economies, Primary, secondary and tertiary sectors and their contribution to the economy, SWOT analysis of the Indian economy, Measuring GDP and GDP growth rate, Components of GDP Business Cycle: Features, Phases, Economic time series, Economic indicators, Correlation, persistence, coherence Inflation: Types, Measurement, Kinds of price indices Employment and unemployment rates: Measurement National income: Estimates, Trends, Measurement, Problems in measuring National income	8	20
Second Internal Examination			

IV	Industrial policies and structure: Leontief's inter-industry analysis, Planning, Problems in industrial development during the plan period, classification of industries based on ownership, Industrial policies, Industrial strategy for the future, New industrial policy 1991 Structure of Indian Industry: Public and private sector enterprises, Objectives of PSUs, Performance and short-comings, Private sector - growth, problems and prospects, SSI - Role of Indian economy, Disinvestments in Indian public sector units since 1991 Industry analysis: Textiles, Electronics, Automobile, FMCG, Telecom and Pharma sectors	7	15
V	Economic Policies: Privatization-problems and prospects Fiscal policy: Objectives, instruments, Union budget, Reforms-Rajah Chelliah Committee Recommendations, Taxes, Role of Government Monetary Policy: Money, Measures of money supply, Monetary system in India, Monetary policy -Tools for credit control, Structure of the banking system, RBI and its functions, Banking structure reforms - Narasimham Committee recommendations	8	20
<b>Trimester Examination</b>			

Course No	Course Name	L-T-P	Credits	Year of Introduction
23	Marketing Management I	4-0-0	3	2015

#### Course Objectives

*The objective of this course is to equip the students with the concepts and practices of modern marketing and to provide the understanding of different marketing processes for an effective decision making. The course also aims to develop the students' skills in applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning; product offering; pricing; distribution channels and marketing communications*

#### Syllabus

*Introduction to Marketing Management, Marketing environment, Strategic Marketing Planning, Consumer Behaviour, Segmenting ,Targeting, Positioning and Branding, Life cycle Strategies, Product Decisions, Pricing Decisions.*

#### Expected Outcome

*On completion of the course, the students are expected to be familiar with the basic concepts and components of the marketing management and to be knowledgeable in marketing principles and thus enable them to make marketing decisions.*

#### References

1. Arunkumar and NMeenakshi. *MarketingManagement*.Vikas Publishing, 2011.
2. Etzel,MJ, BJWalker andWilliam J Stanton. *Marketing (Fourteenth Edition)*.McGraw Hill, 2007.
3. Evans, Joel R and Barry Berman. *Marketing in the 21st Century*.Cengage Learning, 2010.
4. Karunakaran, K.*MarketingManagement (Text and Cases)*. Himalaya Publishing House, 2010.
5. Kotler, Philip, et al. *MarketingManagement: A South Asian Perspective*. Pearson, 2012.
6. Lamb, CharlesW, et al. *Marketing*. Cengage Learning India, 2012.
7. Masterson, Rosalind and David Pickton. *Marketing: An Introduction*. Sage Publications, 2014.
8. Neelamegham, S.*Marketing in India: Text and Cases (4/e)*. Vikas Publishing House, 2012.
9. Panda, TapanK.*MarketingManagement: Text and Cases Indian Context*. Excel Books India, 2009.
10. Pride, William M and OC Ferrel. *Marketing: Planning, Implementation and Control*. Cengage Learning, 2011.
11. Ramaswamy, VS and S Namakumari. *MarketingManagement: Global Perspective, Indian Context*. Maxmillan Publishers, 2009.
12. Saxena, Rajan. *MarketingManagement (Fourth Edition)*.TataMcGraw Hill, 209.
13. Shahajan, S. *Applied Case Studies inMarketing*. Primus Books, 2011.



**Course Plan – MARKETING MANAGEMENT - I**

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Introduction: Concept - nature and scope of marketing - evolution - Marketing vs selling concept – Consumer need, want and demand concepts Marketing environment: Micro and macro environment of marketing – marketing challenges in the globalized economic scenario	8	20
II	Consumer Behaviour: Consumer and business markets – buying motives – stages involved in buying decision process - factors influencing buying decision – types of consumer buying decisions – organizational buying vs household buying – changing pattern of consumer behavior	6	15
<b>FIRST INTERNAL EXAMINATION</b>			
III	Market segmentation, targeting, positioning and branding. Segmentation – Meaning, factors influencing segmentation, market aggregation, basis for segmentation, segmentation of consumer and industrial markets.	8	25
	Targeting – Meaning, basis for identifying target consumers, target market strategies. Positioning – Meaning, Product differentiation strategies, tasks involved in positioning Branding – Concepts of branding, brand types, brand equity, branding strategies	8	10
<b>SECOND INTERNAL EXAMINATION</b>			
IV	Marketing decisions, Product Decisions: Concept of product - product line and product mix - new product development-diffusion process - Product Lifecycle – product mix strategies, merchandise planning and strategies - product vs strategies	8	10
V	Pricing Decisions: - Pricing concepts, factors influencing price decisions - pricing strategies: value based, cost based, market based, new Packaging / Labeling: Packaging as a marketing tool, role of labeling in packaging product pricing - Price skimming & penetration pricing	7	20
<b>TRIMESTER EXAMINATION</b>		<b>45</b>	

Course No.	Course Name	L-T-P	Credits	Year of Introduction
24	Operations Management	4-0-0	3	2015

### Course Objectives

*This subject aims to impart to the students:*

- *Ability to analyze the manufacturing operations of a firm*
- *Learn to understand and apply sales and operations planning, MRP and lean manufacturing concepts*
- *Deeper understanding on quality management tools for process improvement*

### Syllabus

*Scope of Operations Management, Evolution of OM, productivity Management, Forecasting - features of good forecast - classification of forecasting techniques, inventory management, Capacity Planning, Design capacity and Effective capacity, Location Planning, World Class Manufacturing Concepts, MRP, MRP II, quality concepts.*

### Expected Outcome

*After the successful completion of the course the students will have the ability to analyze manufacturing operations of a firm, understand and apply sales and operations planning, understand supply chain operations and the basic understanding on process improvement techniques.*

### References

1. Adam, Everette E and Ronald J Ebert. *Production and Operations Management: Concepts, Models, and Behavior*. PHI, 2010.
2. Aswathappa, K and Sridhara Bhat. *Production and Operations Management*. Himalaya Publishing House, 2010.
3. Bozarth, Cecil. *Introduction to Operations and Supply Chain Management (3/e)*. Pearson, 2011.
4. Chase, Richard B. *Operations Management for Competitive Advantage*. Tata McGraw Hill, 2004.
5. Chunawala, S A. *Basics of Production and Operations Management*. Himalaya Publishing House, 2001.
6. Finch, Byron J. *Operations Now: Supply Chain Profitability and Performance*. McGraw Hill, 2007.
7. Gaither, Norman G and Greg Frazier. *Operations Management*. Cengage Learning, 2002.
8. Garg, Ajay K. *Production and Operations Management*. Tata McGraw Hill, 2012.
9. Hill, Terry. *Operations Management*. Palgrave Macmillan, 2006.
10. Kachru, Upendra. *Production and Operations Management*. Excel Books, 2007.
11. Mahadevan, B. *Operations Management: Theory and Practice*. Pearson Education India, 2010.
12. Russell, Robert S and Bernard W Taylor. *Operations Management: Along the Supply Chain (6/e)*. Wiley India, 2009.
13. Stevenson, William J. *Operations Management*. McGraw Hill, 2011.

**Course Plan**

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Introduction to Operations Management: Production-systems concept, transformation process, difference between products and services, 5P's and 9M's of OM, Operations as service. Evolution of OM - Craft, Mass and Lean Production. Operations strategy: Operations strategy in manufacturing, Operations strategy in services Process Analysis: Process Flowcharting, Types of process, process performance metrics	7	20
II	Employee productivity: Productivity and the organization, variables affecting labour productivity, Capacity- capacity utilization Work study-Method study-work measurement techniques Quality: Total Quality Management Defined Malcolm Baldrige National Quality Award, Quality Specifications, Costs of Quality, Continuous Improvement, SPC Tools, Benchmarking, Fail-safing ISO 9000, six sigma-Mumbai Dabbawallas	8	15
First Internal Examination			
III	Materials management-Stores management, maintenance management, Inventory management, types of inventory, classification - ABC analysis, VED analysis, FSN analysis, HML analysis, Inventory costs, inventory models - EOQ, safety stocks, Re-order point, Problems in Basic EOQ model.	9	15
IV	Managerial use of Break-even analysis and make or buy Decisions Facility planning and plant layout, cellular manufacturing Supply Chain strategy: Elements of supply chain - Measuring supply chain performance, bull whip effect, outsourcing, mass customisation	6	15
Second Internal Examination			
V	Master Production Scheduling (MPS), Materials Requirement Planning (MRP), Manufacturing Resource Planning (MRP II), Rough Cut Capacity Planning (RCCP), ERP. Contributions of Japanese Manufacturing - Kanban, Kaizen, Poka Yoke, JIT, 5S - TPS - Lean Manufacturing	8	20
V	World Class Manufacturing: Principles of WCM- Computer Integrated Manufacturing, Flexible Manufacturing Systems, Group Technology and Cellular Manufacturing, Quick Response manufacturing, concurrent engineering	7	15
<b>Trimester Examination</b>			

Course No	Course Name	L-T-P	Credits	Year of Introduction
25	Financial Management I	4-0-0	3	2015

### Course Objectives

The objectives of this course are to familiarise with fundamentals of financial management in an organization, Time value of money, risk Management, various sources of financing business investment, cost of capital and investment decisions

### Syllabus

Introduction, meaning and goals, concept of time value, risk & return, various sources of financing business investments, concepts of cost of capital and criteria for investment decisions

### Expected Outcome

The course expects that the students will become proficient in the following areas of financial Management

- Basic functions and goals of financial management
- Risk & return of projects
- Sources of finance
- Investment decision making criteria

### References

1. Brealey, Richard A and Stewart C Myers. *Principles of Corporate Finance*. McGraw Hill India, 2012.
2. Brigham, Eugene F and Joel F Houston. *Fundamentals of Financial Management (13/e)*. Cengage Learning, 2012.
3. Chandra, Prasanna *Financial Management, Theory & Practice*. Tata McGraw Hill, 2014.
4. Damodaran, Aswath. *Corporate Finance: Theory and Practice (4/e)*. Wiley India, 2012.
5. Gitman, Lawrence J and Chad J Zutter. *Principles of Managerial Finance (14/e)*. Pearson Education, 2007.
6. Kapil, Sheeba. *Financial Management*. Pearson Education India, 2010.
7. Khan, M Y and P K Jain. *Financial Management: text, problems and cases*. New Delhi: Tata Mc-Graw Hill, 2013
8. Kishore, Ravi M. *Financial Management: Comprehensive Text Book with Case Studies (7/e)*. Taxmann Allied Services, 2009.
9. Kothari, Rajesh and Bobby Dutta. *Contemporary Financial Management*. Mcmillan Publishers, India, 2005.
10. Pandey, IM. *Financial Management*. Vikas Publishing House, 2009.
11. Reddy, G Sudarsana. *Financial Management*. Himalaya Publishing House, 2011.
12. Ross, Stephen, Randolph Westerfield and Bradford Jordan. *Fundamentals of Corporate Finance*, McGraw Hill, 2010.
13. Sharan, Vyuptakesh. *Fundamentals of Financial Management*. Pearson Education, 2012.
14. Srivastava, Rajiv and Anil Misra. *Financial Management*. Oxford University Press India, 2011.
15. Vanhome, James C. *Financial Management and Policy (12/e)*. Pearson Education, 2002.
16. Vanhorne, James C and John M Wachowicz (Jr). *Fundamentals of Financial Management, (13/e)*. Pearson Education, 2010.

### Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester exams
1	Business Finance: Meaning and scope - objectives of financial management - Financial goal - profit maximization and wealth maximization - finance functions – role of finance manager - interface of financial management with other functional areas	6	15%
2	Concept of value and return - Time Value of money: Future value of single cash flow & annuity, present value of a single cash flow, annuity & perpetuity, Simple interest & compound interest, capital recovery & loan amortization Risk & Risk management, Definition, Computation, Types of risk, Beta , Computation of beta, Application of Beta	9	20%
<b>First Internal Examination</b>			
3	Sources of Finance - Primary market, Secondary market - long term, short term, and medium term funds – equity shares - preference shares - debentures and bonds - retained earnings - institutional borrowings - public deposits- lease financing - venture capital investing – commercial paper -Warrants - Angel investing - Private equity, Warrants and convertibles	6	15%
4	Cost of capital: Basic concepts - Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model), Cost of retained earnings, methods of computing cost of capital - Weighted average cost of capital (WACC) and Marginal cost of capital.	9	15%
<b>Second Internal Examination</b>			
5	Nature and types of investment decisions - capital budgeting process - selection of projects - estimation of cash flows - investment evaluation techniques - payback and discounted payback period - accounting rate of return NPV - IRR - capital rationing - project selection under rationing Capital Budgeting decisions under risk	15	35%
<b>Trimester Examination</b>			

Course No.	Course Name	L-T-P	Credits	Year of Introduction
26	Business Law	4-0-0	3	2015

### Course Objectives

*This subject provides an analysis of substantive law relevant to business. Topics include contracts, agency arrangements, credit transactions, and the relationship between the firm and its competitors, stockholders, customers, and other groups. The current legal scenario enveloping the Labour Laws, IPR, IT Act, Mergers & Acquisition, Arbitration & Conciliation Act etc. along with exploration of the judicial process and the current legal environment are examined. Throughout the subject emphasis is placed on the primary sources of law - cases and statutes*

### Syllabus

*Sources of law, classification of law, mercantile law, legal procedures, features of contract, company law, negotiable instrument act, consumer protection act, Cyber laws and IPR laws, industrial laws.*

### Expected Outcome

*After the successful completion of the course, the students will have the knowledge of law relevant to business contracts and also provide an insight to the issues associated with glob-alization, diversity, internet, intellectual property rights, limited liability business structures, company laws, negotiable instruments, to name a few areas which is undergoing tremendous changes in commercial laws*

### References

1. Bare Acts. *Government or Private Publications*, n.d.
2. Gulshan, S S and G K Kapoor. *Business Law Including Company Law (12/e)*. New Age International, n.d.
3. Kapoor, N D. *Elements of Mercantile Law*. Sultan Chand & Sons, 2014.
4. Ramaiya. A Ramaiya. *Guide to the Companies Act (18/e)*. Lexis Nexis, 2014.
5. Sen, Arun Kumar and Jitendra Kumar Mitra. *Commercial Law (including company law) and Industrial Law*. World Press, 1977.
6. Wadhwa, Anirudh. Mulla: *Indian Contract Act (13/e)*. Lexis Nexis, 2011.

### Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Introduction: Sources of law - classification of law	2	5
II	Indian Contract Act 1872: Definition (Sec 2); Essential elements of a contract - offer, acceptance, considerations; Competency to enter in contracts (Sec 11 & 12); Consent - free consent, coercion, undue influence, fraud, misrepresentation, mistake (Sec 13-23); Legality of object & consideration; Types of contracts; Performance of contracts; Void agreement (Sec 24-30); Quasi contracts, discharges of contracts; Consequences of breach of contract (Sec 73-75) Bailment (S.148 - S.171 & S.180 & S.181) Pledge (S.173 - S.179) Indemnity & Guarantee (S.124, 125 128 - 147) Distinguish Indemnity & Guarantee Laws Of Agency	8	20
III	Sale of Goods Act (1930) (Sec 2 - 11) Conditions and warranties; (Sec 12 - 17, 59) Rights of an unpaid seller. (S.45 - S.58) Title to goods - (S.27 - 30) Rights & Duties of Buyer & Seller; (S.31 - 44)	6	10
<b>First Internal Examination</b>			
III	The Companies Act 2013 Meaning, Definition & Characteristics of a company; Company distinguished from partnership; Kinds of companies; Types of Companies, Formation-S.3, Promoter, Remuneration, Rights & Liabilities of a Promoter, Memorandum of Association (S.4,S.10, S.13), Form, Purpose, Clauses, Alteration. Articles of Association (S.5, S.10, S.14,) Provisions for Membership, Share capital etc., Contents, Form, Purpose, Clauses, Alteration, Procedure & Restrictions for Alteration, Distinction Between Memorandum & Articles Incorporation (S.7, S.9, S.12), Advantages & Disadvantages Prospectus - Public Offer S.25 - S.27, S.30 - S.40; Private Offer S.42. Kinds of shares S.43 44, Meetings & proceedings; S.173 -S.195 Directors S. 149 - 152, 164, 165. Boards powers and restrictions; S. 179, 180. Accounts & audit S.128 - 148. Lifting of Corporate Veil. Doctrine of Ultra Vires, Doctrine of Indoor management, Prevention of oppression & mismanagement S.241 Winding up of companies - Modes S.270, 271, 304. C.S.R. Meaning & Scope S.135. Mergers & Acquisitions - Meaning & Definition	10	30
IV	The Indian Partnership Act 1932 The Limited Liability Partnership Act 2008 Sole Proprietorship	6	10
<b>Second Internal Examination</b>			

V	Consumer Protection Act 1986: Definitions, consumer dispute, deficiency, goods manufacturer, restrictive trade practices, service, unfair trade practices; Central Consumer Protection Council, State Consumer Protection Council; Consumer Redressal Forum.	4	5
	Negotiable Instruments Act 1881 Meaning and characteristics of negotiable instrument; Presumption; Promissory Notes, Bills of Exchange & Cheques; Negotiation (Sec 46 to 60); Crossing of cheque & dishonour of cheque (Sec 138 to 142)	4	5
	Law of Intellectual Property Rights - An Overview The Copy Rights Amendment Act 2012 The Trademarks Amendment Act 2010 The Designs Act 2000 The Patents Amendment Act 2005 The Information Technology Act	4	10
	<b>Trimester Examination</b>		



Course No.	Course Name	L-T-P	Credits	Year of Introduction
27	Soft Skills II	0-2-0	-	2015

#### Course Objectives

*The objective of this course is to enable students to understand what 'personality' means, understand the different kinds of personalities, to develop public speaking skills, time management and team work to prepare for the corporate life while getting the grip on basics of emotional intelligence for applying all throughout one's life*

#### Syllabus

*Personality, Self-motivation, time management, team work, emotional intelligence*

#### Expected Outcome

1. Enhancement of the holistic development of students and improvement of their employability skills.
2. To develop emotional intelligence
3. To develop professionals with idealistic, practical and moral values.
4. To develop time management skills
5. To get over the fear of public speaking

#### References

1. Pravesh Kumar (2005). All about self- Motivation. New Delhi: Goodwill Publishing House.
2. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata Mc Graw Hill.
3. The Emotionally Intelligent Manager - David R. Caruso, Peter Salovey

#### Course Plan

Unit	Topics	Hours allotted	% of marks in Trimester Exam
I	Definition of Personality - Determinants of Personality - biological, psychological and socio- cultural factors - Misconceptions and clarifications - Need for personality development	4	2
II	Time Management - definition - importance - functions Using to-do lists - procrastination - delegating effectively	4	6
III	Concept of team in work situation, promotion of team spirit, characteristics of team player - Awareness of one's own leadership style, performance and qualities	4	10
IV	Emotional Intelligence : what it means - role and benefit - awareness of emotions in self and others - and management of emotions in ourselves and in others (Use of EI tests to assess)	4	10
V	Public Speaking - Prepared Speech by students for 5 minutes	6	12