

**Scheme
of
Bachelor of Commerce
(Entrepreneurship)
Batch 2026 onwards**



**University Main Campus, Constituent Campuses and
Affiliated Colleges**

**Department of Academics
I. K. Gujral Punjab Technical
University**

Courses & Examination Scheme:

Credit Distribution

Semester	Core Courses			Total Credits
	No. of Papers	Credits (L+T/P)	Total Credits	
I	3	6	18	25
	4	1	4	
	1	3	3	
II	3	6	18	23
	2	2	4	
	1	1	1	
	1	Non-Credit (1L+2P)	0	
III	4	6	24	29
	2	2	4	
	1	1	1	
IV	4	6	24	27
	1	2	2	
	1	1	1	
V	4	6	24	25
	1	1	1	
VI	4	6	24	25
	1	1	1	
Total Credits for the Course			154	154

First Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCE101-25	Core Course	Business Organization and Management	5	1	0	40	60	100	6
BCE102-25	Core Course	Entrepreneurial Economics	5	1	0	40	60	100	6
BCEGE101-25	Core Course	Financial Accounting	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/ Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3

HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--	25	1
BMPD102-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
	TOTAL		19	3	6	280	320	600	25

Note: One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

Second Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCE201-25	Core Course	Entrepreneurship Development	5	1	0	40	60	100	6
BCE202-25	Core Course	Innovation and Creativity for Entrepreneurs	5	1	0	40	60	100	6
EMC-101-25	Core Course	Entrepreneurship Setup and Launch	0	0	4	60	40	100	2
BCEGE201-25	Core Course	Business Statistics	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC)	Environment Studies	2	0	0	40	60	100	2
BMPD202-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
UGDM-101-26	Skill Enhancement Course	Disaster Management and Preparedness (Non-Credit)	1	0	2	50	50	100	S/US
	TOTAL		18	3	8	295	330	625	23

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCE301-25	Core Course	Cost and Management Accounting	5	1	0	40	60	100	6
BCE302-25	Core Course	Marketing Management	5	1	0	40	60	100	6

BCE303-25	Core Course	Organizational Behaviour	5	1	0	40	60	100	6
BCEGE301-25	Core Course	Indian Economy	5	1	0	40	60	100	6
BCSEEC301-25	Skill Enhancement Course	IT tools for Business	2	0	0	40	60	100	2
EMC-102-25	Core Course	Entrepreneurship (Marketing Basics)	0	0	4	60	40	100	2
BMPD302-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
TOTAL			22	4	6	285	340	625	29

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCE401-25	Core Course	Corporate Accounting	5	1	0	40	60	100	6
BCE402-25	Core Course	Law for Entrepreneurs	5	1	0	40	60	100	6
BCE403-25	Core Course	Human Resource Management	5	1	0	40	60	100	6
BCEGE401-25	Core Course	Production and Operations Management	5	1	0	40	60	100	6
BCSEEC401-25	Skill Enhancement Course	Fundamentals of E-Commerce	2	0	0	40	60	100	2
BMPD402-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
TOTAL			22	4	2	225	300	525	27

Fifth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCE501-25	Core Course	Operation Research	5	1	0	40	60	100	6
BCE502-25	Core Course	Business Research Methods	5	1	0	40	60	100	6
BCEDSE501-25	Core Course	Entrepreneurial Finance	5	1	0	40	60	100	6
BCEDSE502-25	Core Course	Income Tax Law & Practice	5	1	0	40	60	100	6

BMPD502-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
	TOTAL		20	4	2	185	240	425	25

Sixth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BCE601-25	Core Course	Strategic Management	5	1	0	40	60	100	6
BCE602-25	Core Course	Business Ethics and Corporate Social Responsibility	5	1	0	40	60	100	6
BCEDSE601-25	Core Course	Project Management	5	1	0	40	60	100	6
BCEDSE602-25	Core Course	Goods and Services Tax	5	1	0	40	60	100	6
BMPD602-18	Core Course	Mentoring and Professional Development	0	0	2	25	--	25	1
	TOTAL		20	4	2	185	240	425	25

Program Outcomes (POs)

<i>PO Number</i>	<i>PO Statement</i>
PO1	<i>Business Knowledge:</i> Apply core concepts of commerce, management, and entrepreneurship to solve real-world business problems effectively.
PO2	<i>Critical Thinking and Problem Solving:</i> Develop analytical and problem-solving skills to assess business situations and make informed decisions.
PO3	<i>Communication and Interpersonal Skills:</i> Demonstrate effective oral, written, and digital communication skills in professional business contexts.
PO4	<i>Leadership and Teamwork:</i> Work effectively as a member or leader in diverse teams to achieve organizational objectives.
PO5	<i>Ethics and Social Responsibility:</i> Understand ethical standards and demonstrate social responsibility in business practices.
PO6	<i>Lifelong Learning and Adaptability:</i> Recognize the need for continuous learning and adapt to dynamic business environments and technological advancements.

Program Specific Outcomes (PSOs)

<i>PSO Number</i>	<i>PSO Statement</i>
PSO1	<i>Entrepreneurial Skills and Opportunity Recognition:</i> Identify and evaluate business opportunities, develop innovative ideas, and initiate entrepreneurial ventures.
PSO2	<i>Business Planning and Resource Management:</i> Develop practical business plans and manage key resources, including finance, operations, and human capital in start-up or SME contexts.
PSO3	<i>Legal and Financial Literacy for Entrepreneurs:</i> Demonstrate knowledge of legal frameworks, taxation, and financial systems relevant to starting and managing a business in India.

BCE101-25 Business Organization and Management

Course Objective: - to acquaint the students with the fundamentals of managing business. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility. The course will use and focus on Indian experiences, approaches and cases.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe fundamental concepts, nature and principles of Management.

CO2: Comprehend the role and responsibilities of managers and adapt to the various styles of management across organizations.

CO3: Develop abilities to plan various business functions.

CO4: Apply various tools that would facilitate the decision making process in the business.

CO5: Determine different types of organizational structures and factors influencing organizational design.

Unit – I

Management: Meaning, definitions, nature and scope, functions of management. Managerial roles and skills, **Basic forms of organizations:** Sole Proprietorship, Partnership, Joint stock company, HUF, Cooperative societies and trust. **Evolution of management thoughts and thinkers:** scientific management, general administrative theories, quantitative approach, behavioral approach, systems approach, contingency approach.

Unit – II

Planning: nature, scope, objectives, and types of plans, planning process, Business forecasting: Concept and techniques, MBO: concept and process of MBO. **Decision Making:** process, types and techniques.

Social responsibility of business: Meaning and concept, significance, arguments against and in favour of social responsibility, approaches for measuring CSR, **Business ethics:** Concept, issues and ethical dilemma.

Unit – III

Organizing: concept, nature, types, principles and process; Formal and Informal organizations, Organization chart. **Organization structure:** different forms of organizational structure, factors affecting organization structure, features of a good organization.

Departmentalization: concept and bases, **Authority:** Definition, types, Responsibility and Accountability, Delegation, Decentralization v/s Centralization, determinants of effective decentralization, Line and staff authority: Issues and Remedies, **Coordination** – types, techniques.

Unit IV

Staffing: concept, nature, importance and process of Recruitment and selection, **Motivation** – concept, importance, theories of motivation: Maslow's need hierarchy theory, Herzberg's theory, Theory X and theory Y, Vroom's Expectancy model.

Control: function, process and types of control, significance **Span of Control:** Nature and significance.

Suggested Readings:

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
- Stephen P Robbins, Mary Coulter and Neharika Vohra, *Management*, New Delhi, Pearson, 2011.
- V S P Rao & V H Krishna, *Management*, Excel Books
- P. Subba Rao, *Principles of Management*, Himalaya Publishing
- Dubrin, *Management: Concepts & Cases*, Cengage Learning
- Ferrell, *Business: A Changing World*, Tata McGraw Hill
- P. C. Tripathi & P. N. Reddy, *principles of management*, McGraw Hill
- Mukherjee, *Principles of Management and Organisational behaviour*, Tata McGraw Hill.

BCE102-25 Entrepreneurial Economics

Objective: To equip students with economic concepts and analytical tools for entrepreneurial decision-making, and to enable them to apply these principles to foster economic development through entrepreneurship. The course emphasizes the role of entrepreneurs in economic growth, innovation, and job creation within a globalized environment.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe the fundamental concepts of Entrepreneurial Economics and explain the role of economic thinking in entrepreneurial decision-making.

CO2: Analyze demand, consumer behavior, and market opportunities to identify viable entrepreneurial opportunities and market gaps.

CO3: Apply production, cost, and revenue concepts to plan efficient resource utilization and profitability strategies for entrepreneurial ventures.

CO4: Compare different market structures and formulate pricing strategies suitable for startups and new businesses in varying competitive environments.

CO5: Evaluate the impact of government policies and economic development initiatives on entrepreneurship, with emphasis on inclusive growth and sustainable development.

Unit-I

Fundamentals of Entrepreneurial Economics: Meaning, Nature, Scope & Importance of Entrepreneurial Economics, Relationship with Managerial Economics and Development Economics, Role of economic thinking in entrepreneurial decision-making, Opportunity Cost, Incremental Concept, and Scarcity Principle in entrepreneurial contexts, Production Possibility Curve: Application to resource allocation in startups

Introduction to Entrepreneurial Economic Development: Concept, Need and Significance. **Role of Entrepreneurship in Economic Development:** Innovation, Employment Generation & Inclusive Growth.

Unit-II

Demand, Consumer Behavior & Market Opportunities

Demand: Meaning, Determinants and Demand Function for entrepreneurial ventures.

Elasticity of Demand (Price, Income, Cross) & its relevance for startups.

Demand Forecasting: Techniques and Application for Small Businesses.

Consumer Behavior: Indifference Curve Analysis — Relevance for Market Segmentation.

Identification of Market Gaps and Opportunity Recognition. Role of Innovation in creating new markets and demands.

Unit-III

Production, Costs & Revenue Decisions for Entrepreneurs

Production Function: Concept, Short-run & Long-run Production Functions, Isoquants & Least-Cost Combination of Inputs for new businesses.

Cost Concepts: Fixed, Variable, Total, Average & Marginal Costs, Modern Cost Theories for MSMEs, Break-even Analysis for Entrepreneurs.

Revenue Curves: Types & Relationships, Profit Planning and Resource Utilization in Entrepreneurial Ventures.

Unit-IV

Market Structures, Pricing & Economic Policies for Entrepreneurial Development

Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.

Pricing Decisions for New Ventures, Commodity Pricing & Strategic Pricing Practices.

Government Policies to Promote Entrepreneurship: MSME Policies, Startup India, Make in India.

Entrepreneurship & Inclusive Development: Role of Women & Rural Entrepreneurs. Regional Economic Development through Entrepreneurship, Sustainability and Social Entrepreneurship as part of Economic Development.

Suggested Readings:

- G.S. Gupta, *Managerial Economics*, Tata McGraw-Hill
- D.M. Mithani, *Managerial Economics: Theory and Applications*, Himalaya Publishing House
- Peterson, H.C. & Lewis, W.C., *Managerial Economics*, Pearson Education
- Geetika, Ghosh, Piyali & Choudhury, Purba Roy, *Managerial Economics*, Tata McGraw-Hill
- H.L. Ahuja, *Advanced Economic Theory – Microeconomic Analysis*, S. Chand & Co.
- K.K. Dewett, *Modern Economic Theory*, S. Chand & Co.
- Joseph A. Schumpeter, *The Theory of Economic Development*, Harvard University Press.
- David B. Audretsch, *Entrepreneurship, Innovation and Economic Growth*, Edward Elgar Publishing
- Hisrich, Robert D., Peters, Michael P. & Shepherd, Dean A., *Entrepreneurship* Tata McGraw-Hill
- Kuratko, Donald F. & Rao, T.V., *Entrepreneurship: A South-Asian Perspective* Cengage Learning
- S.S. Khanka, *Entrepreneurial Development*, S. Chand & Co.
- OECD and World Bank Reports on MSMEs, Start-ups and Economic Development, latest policy papers, case studies and startup success stories from NITI Aayog, Startup India, and MSME Ministry. (Latest editions recommended as supplementary reading)

BCEGE101-25 Financial Accounting

Course Objective: The aim of this course is to familiarize students with basic concepts and principles of accounting and different types of accounts in business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: To understand the basic underlying concepts, principles and conventions of accounting.

CO2: To identify the rules of debit and credit in accounting.

CO3: To get an overview of the regulatory framework of accounting in India.

CO4: To prepare trading, profit & loss and balance sheet of a firm.

CO5: To comprehend the concept of consignment accounts and accounting treatment for the books of consignor and consignee.

UNIT-I

Basics of Accounting: Accounting, Accountancy and Book-Keeping, Accounting equation, Accounting Cycle: Journal, Ledger and Trial Balance; Subsidiary books, **Introduction to Financial Accounting** – meaning, nature, scope, objectives, limitations. Accounting concepts and conventions (GAAP), Capital, Revenue and deferred revenue expenditure and receipts – **Financial Statements of Sole Proprietor and Partnership Firm** (with adjustments): Income Statement, Balance Sheet

UNIT-II

Joint Venture – Meaning, types, determination of profits under different methods. **Royalty Accounts, Consignment Accounts**– Meaning, features, consignee's commission, account sales, distinction between joint venture & consignment, accounting treatment in the books of consignor & consignee.

UNIT-III

Voyage Accounts– Meaning, accounting treatment in case of complete voyage & incomplete voyage, **Departmental Accounts** – Meaning – Objects – Advantages – Accounting procedure – Apportionment of Expenses and incomes – Interdepartmental transfers – Provision for unrealized profit.

UNIT-IV

Branch Accounts – Features – Objects– Types of branches – Dependent and Independent Branches (Excluding Foreign Branches)– Account Systems –Stock and Debtors System – Preparation of Consolidated Profit and Loss Account and Balance Sheet.

Suggested Readings:

- Maheshwari, S.N. and Maheshwari, S.K., "*Financial Accounting*", 2009, Vikas Publishing House, New Delhi.
- Mukherjee, A. and Hanif, M., "*Financial Accounting*", 1st Edition, 2003, Tata McGraw Hill.
- Sehgal, Ashok & Deepak, "*Financial Accounting*", Taxman's Allied Services.
- Ramchandran, N. and Kakani, R.K., "*Financial Accounting for Management*", 2nd Edition, 2007, Tata McGraw Hill.
- Tulsian, P. C. "*Financial Accounting*", Person.

AECC
BTHU103/18 English

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- Theory of Communication
- Types and modes of Communication

Unit- 2 (Language of Communication)

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation (from Hindi/ Punjabi to English and vice-versa)
- Literary/Knowledge Texts

Unit-4 (Writing Skills)

- Documenting
- Report Writing
- Making notes
- Letter writing

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming), Ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

AECC
BTHU104/18 English Practical / Laboratory

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and Pushp Lata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

AECC
HVPE 101-18 Human Values, De-Addiction and Traffic Rules

Course Objective: This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration—what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukhand Suvidha*

9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
 - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship [6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhaumVyawastha*)- from family to world family!
 - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
 - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
 - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.

27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
 - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidyaek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E. G. Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

AECC

HVPE 102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

BMPD102-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various professional student chapters, Cultural Clubs, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.

BCE201-25 Entrepreneurship Development

Course Objective: The objective of the course is to make the student understand the concept and importance of entrepreneurship and facilitate the generation of young entrepreneurs.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe the concept and theories of entrepreneurship and its role in the economic development of a nation.

CO2: Develop a business plan and identify the reasons of the failure of business plans.

CO3: Illustrate the steps in starting MSME.

CO4: Comprehend government policies and the regulatory framework available in India to facilitate the process of entrepreneurial development.

CO5: Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.

Unit I

The concept of Entrepreneurship, Theories of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits, Entrepreneurial Motivation, Types of Entrepreneurs. Women Entrepreneurs, Social Entrepreneurship, Rural Entrepreneurship, Corporate Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle. Managerial versus entrepreneurial Decision Making.

Unit II

Business Plan Creating and Starting the Venture: Concept of Business Plan, Writing the business plan, Reasons for the failure of business plans.

Micro-Small-Medium (MSME) Enterprise: Definition, characteristics, objectives, Role in developing countries, Problems of MSMEs, Steps for starting an MSME. Industrial Sickness, Causes and Remedies, Overview on the roles of institutions/schemes in entrepreneurial development.

Unit III

EDP in India, Phases of Entrepreneurial programs, Government Policies- Administrative Framework, Policy instruments, Statutory Boards, Industrial Estates, Industrial clusters, Incentives and subsidies, Promotional agencies. Business Incubators, Start-ups: Drivers of start-ups, types of start-ups, support schemes for start-ups, procedure to launch start-ups, challenges and reasons for failure of start-ups.

Unit IV

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Other financing options- venture capital, lease funding, Angel Investors. Revival, Exit, and End to a venture.

Suggested Readings:

- Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: *Entrepreneurship*, Tata McGraw.
- R.D. Hishrich., Peters, M., *Entrepreneurship*: Irwin
- Barringer, B.R. and R. Duane Ireland, *Entrepreneurship*, Pearson Prentice Hall
- Kuratko, D.F., and Rao, T. V., *Entrepreneurship: A South-Asian Perspective*, Cengage
- Shankar, R., *Entrepreneurship Theory and Practice*, Tata McGraw Hill

BCE202-25 Innovation and Creativity for Entrepreneurs

Course Objectives:

To let students understand the nuances involved in creativity & innovation and to get hands-on experience in applying creative and innovative ideas and solutions towards problem solving.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe the concept and components of innovation and creativity.

CO2: Discuss various enablers and hurdles in the implementation of creativity.

CO3: Illustrate various tools and techniques of individual and group creativity.

CO4: Comprehend legal aspects of innovation.

CO5: Illustrate the concept, need and process of design thinking.

Unit I

Creativity: Meaning, concept, importance, process of creativity, enablers and impediments to creativity. Creativity Tools and Techniques: Lateral Thinking, off The Wall Thinking, Six Thinking Hats Method, Brainstorming. Entrepreneurial Creativity, components of entrepreneurial creativity, characteristics of creative groups. Individual Creativity Techniques: Meditation, Self-Awareness, Time Pressure and Creativity, Steps for increasing own creativity.

Unit II

Creative personality, micro and macro perspectives of creativity and Innovation: systems approach to innovation, innovation in the context of emerging economies- organizational factors affecting innovation and creativity at the firm level, legal aspects and framework for innovations, innovations developed by open technology communities.

Unit III

Innovation: Meaning, concept, importance, principles of innovation. Process of innovation, types of innovation, Incremental and Radical Innovation, factors that favor incremental innovation, product innovations, service innovations, innovations in processes.

Unit IV

Innovation Management: Concept, Scope, evolution of innovation management, functions of innovation management. Moving innovation to market.

Design Thinking: Understanding design thinking, Need for design thinking, design thinking as a tool to foster creativity and innovation, Design thinking process and tools.

Suggested Readings:

- Pradip N Khandwalla, *Lifelong Creativity, an Unending Quest*, 2nd Edition, Tata McGraw Hill, 2004.
- C. S. G. Krishnamacharyulu, R. Lalitha, *Innovation Management*, 3rd Edition, Himalaya Publishing House, 2010.
- P. N. Rastogi, *Managing Creativity for Corporate Excellence* Macmillan, 4th Edition, 2020.

- Andriopoulos, C. and Dawson, P.: *Managing Change, Creativity and Innovation*, Sage
- Bilton, C. and Cummins, S., *Creative Strategy*, Wiley
- Davila, T., Epstein, M.L. and Shelton, R. (ed.), *The Creative Enterprise*, Praeger
- Hurt, F., *Rousing Creativity: Think New Now*, Crisp Publications Inc.
- Petty, G., *How to be better at Creativity*, The Industrial Society
- Christensen, C.M. and Raynor, M.E., *The Innovator's Solution*, HBS Press
- Savransky, S.D., *Engineering of Creativity*, CRC Press

EMC-101-25	L	T	P
Entrepreneurship Setup and Launch	0	0	4

Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

Outcome: By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning, growth mindset development, and identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins, peer collaboration, and locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory, combining *practical action, reflection, and collaboration*. *By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.*

Semester Syllabus:

Format: 12 weeks, 4 hours/week | 2 credits

Revenue Target: ₹10,000

Week	Learning Goal	Measurable Outcome
1	Understand what entrepreneurship is and who can be an entrepreneur	Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community
2	Connect personal identity to entrepreneurship (strengths, interests, struggles)	Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity

3	Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services	Students explore 1–2 examples from each domain and share one they’re most curious to try and why
4	Choose a path and generate a basic business idea	Students write down a clear offer (what, for whom, why) and one way to reach their customer
5	Take first real action: message, post, pitch, or sell	Students reach out to or serve 1 real potential customer and record what happened
6	Reflect on first attempt and share with peers	Students share their result, a challenge faced, and one idea to improve next time
7	Improve and try again: aim for first ₹100	Students apply a change, try again, and aim to make their first ₹100 or get meaningful response
8	Learn how to identify and understand your target customer	Students talk to 2 potential customers or observe them and list 3 insights about their needs
9	Learn how to serve your target audience better	Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or need
10	Explore core entrepreneurial values (resilience, honesty, effort)	Students reflect on 1 value they’re building and show it in a business task or peer story
11	Focus on earning and staying consistent	Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)
12	Reflect on earnings, grit, and how to keep going	Students record total earnings, one resilience moment, and one support system or habit they’ll continue with

Weekly Component:

Component	Duration	Description
Learning Module	~1.5 hrs	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1–2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace

Evaluation Criteria

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks including reflections, activities, quizzes etc.	40%
Target Completion	Performance-based evaluation on hitting revenue or profit targets (e.g., generating ₹10,000 revenue)	30%
Final Project	A comprehensive project based on the semester's theme	30%

Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

INTRODUCTION: Could *You* Be an entrepreneur?

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you’ve already taken your first step.

Component 1: Learning Module (~1.5 hours) Unit 1:

What is Entrepreneurship?

1. *Solving problems or creating value in exchange for money.*
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.
4. Entrepreneurs build opportunities instead of waiting for them.

Simple Slide/Visual Aid Tip:

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it: illustrating the simple flow: Problem → Solution → Earn>

MCQ 1

Q: What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it ☒
- C. Studying business in college
- D. Buying expensive things

Feedback:

1. *Correct! Entrepreneurs solve problems or offer value and get paid for it.*
2. *Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.*

Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.
Problem she saw: Expensive or generic rakhis in the market; no personal touch.
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.
Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.
Problem she saw: Office workers struggled to find affordable, homemade meals.
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.
Problem he saw: His cousin needed help with math, but good learning resources were hard to access.

MCQ

Q: Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs 
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

Feedback:

1. *Correct! Sharing useful tips + selling a product = solving a need!*
2. *Try again! Entrepreneurship is about creating value and helping others.*

Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

Component 2: Action Lab (~2 hours) Task

Find & Learn from 2 Entrepreneurs Near You

Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
 - a) What do they do?
 - b) How do they earn?

- c) What makes them entrepreneurial?
- 3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

Final Deliverable

Learner submits:

- 1. A short definition of entrepreneurship (in their words)
- 2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)

→ Submitted in the submissions tab.

Supplementary Resources (Optional)

- 1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
- 2. [The Better India – Stories of local entrepreneurs](#)

Week 2: Can I Be an entrepreneur?

INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

Component 1: Learning Module (~1.5 hours)

Unit 1: What Makes an entrepreneur?

Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have.

But the big question now is:

“What can I offer?”

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

What is a Value Map?

A Value Map connects three simple things:

A. What people around you need

→ *Look around: is there something people often struggle with or something that could be better?*

B. What you *enjoy* or are *willing to try*

→ *You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.*

→ *Even if you're just curious about something: that's enough to begin.*

C. What solution you can create

→ *Use what you enjoy or are learning to try solving a real need around you: even in a small way*

Visuals:

3 overlapping circles:

1. “People Need”
2. “I Can”
3. “My Offer”

Examples:

1. People Need → Affordable meals

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching

My Offer → 3-minute video tips on Instagram

MCQ

Q: What's the first step to being an entrepreneur?

- A. Waiting for the perfect idea
- B. Solving a problem with your skills 
- C. Buying a shop
- D. Studying for years

Feedback:

1. *Correct! Entrepreneurs start by solving small problems using what they already have.*
2. *Try again! It's not about waiting: it's about starting.*

Reflection Prompt

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

Component 2: Action Lab (~2 hours)**Task: Create Your Personal Value Map Steps (checklist in app):**

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

Final Deliverable (Submitted in App):

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

Supplementary Resources (Optional)

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

BCEGE201-25 Business Statistics

Course Objective: The course aims to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for making decisions related to every aspect of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe the importance and scope of statistics in different business situations.

CO2: Comprehend the basic concepts of statistics and calculate arithmetic mean, median, mode and partition values.

CO3: Understand the concepts of correlation, regression analysis and their applications.

CO4: Discuss the theory of probability and its applications.

CO5: Classify various types of probability distributions.

Unit I

Introduction to Statistics: Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics. Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

Sampling Concepts: Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systemetic Sampling, Judgement Sampling and Convenience Sampling.

Unit II

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

Sampling Distribution: Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

Unit III

Simple Correlation Analysis: Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, pearson's correlation coefficient and Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Unit IV

Theory of Probability: Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Probability Distribution: Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poission Distribution: Probability Function (including Poission approximation to binomial distribution), Constants, Fitting

of Poisson Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

Suggested Readings:

- Levin, Richard and David S. Rubin. “*Statistics for Management*”. Prentice Hall of India, New Delhi.
- Chandan, J.S., “*Statistics for Business and Economics*”, Vikas Publishing House Pvt. Ltd.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, Prentice–Hall of India, New Delhi.
- Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, Vikas Publications.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

AECC
EVS102-18 Environment Studies

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance
Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids
Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of

Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site: Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.

13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

BMPD202-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field Project
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

**Disaster Management and Preparedness
(Non-Credit Course)
UGDM-101-26**

**Model Course Curriculum (Undergraduate level – All disciplines)
Credit Distribution, Eligibility and Pre-Requisites of the Course**

Course Code	SKILL ENHANCEMENT COURSE (DISASTER RISK REDUCTION)	Contact hours		L	T	P*	C
				1	0	2	2
Semester	II	Lecture	Practical	Type			
Course Title	Disaster Risk Reduction and Management: Skills for Safety and Resilience	15 (1 hour/ week)	30# (2 hours/ week)	Compulsory			
Credits	2			Undergraduate			
Eligibility	12 th Pass (recommended for I Year, II Semester)						
Total Marks	100			(50 Marks Internal and 50 Marks end semester exam)			
Course Objective:							
To equip students with the knowledge, skills and competencies to identify, assess, mitigate disasters and design effective disaster management plans and strategies at individual, institutional and community levels, aligning with national and global frameworks.							
Learning Outcome:							
By the end of this course, students will be able to:							
1. Identify hazards, vulnerabilities and risks at individual, institutional and community levels. 2. Outline the legal and institutional frameworks of DRR in India and globally. 3. Demonstrate life-saving skills, emergency communication, disaster response and risk mitigation techniques. 4. Utilize and implement basic tools and technologies for risk assessment, preparedness and resilience-building. 5. Prepare disaster management plans and design community awareness activities, or prototypes in regional/local contexts.							
Unit: 1	Understanding Disaster Risk Reduction and Management						
• Basic concepts and terminology: Hazard, Vulnerability, Capacity, Exposure, Disaster, Risk, Disaster Management & Disaster Risk Reduction. • Hazard profile of India: Regional profile. • Disaster Management Cycle: Mitigation, preparedness, response, relief, recovery, rehabilitation. • Policy and legal frameworks: DM Act 2005, DM Amendment Act 2025, National Policy, State-specific Acts; PM 10 Points agenda. • International frameworks: Sendai Framework, Paris Agreement, SDGs.							

- **Role of Institutions in DRR (overview only):** NDMA, NIDM, IMD, CWC, GSI, BIS, ISRO, INCOIS, SDMA, DDMA, NDRF.
- **Case studies of different disasters in India:** Lessons learned (minimum 2).

Unit: 2	Preparedness, Mitigation and Response Planning
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- Framework for Developing Disaster Management Plans.
- Hazard, Vulnerability, Capacity and Risk (HVCR) Assessment tools and techniques: Transect walk, Hazard mapping, Problem tree, Chapatti diagram etc.
- Mitigation and Preparedness: Evacuation planning, mock drills, tabletop exercises; disaster-specific mitigation, Crowd Management techniques.
- Basics of Incident Response System (IRS).
- Role of emergency forces: NDRF, SDRF, police, fire services, armed forces, NCC, NSS.
- Planning for more vulnerable groups.
- Emerging technologies: Drones, digital literacy, mobile apps (GIRI tool, SAFAR, Meghdoot, UMANG, Sachet, CWC Flood Alerts, IMD, BIS, IHIP), social media for DRR.
- Basics of safe construction and structural & nonstructural audit exercise (safety of home/college buildings).
- Funding mechanisms for disasters in India.
- Emergency Communication Network.

Unit: 3	Life-Saving Skills
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- **First Aid in disasters:** Golden hour concept, CPR, wounds, choking, burns, fractures, animal bites (snake/dog/rabid), heat-related illnesses, triaging, stampede.
- **Household and personal preparedness and protection:** 72-hour emergency kit, safe food storage, water purification, ORS use, water sanitation and hygiene (WASH) and Infection Prevention Control (IPC) practices, Basic Sign Language.
- **Search and Rescue methods.**
- **Fire safety and electrical/gas/LPG safety:** Causes, prevention, fire extinguisher demonstration, indigenous methods (Natural first-aid remedies- aloe vera, turmeric, coconut oil, salt solution); traditional risk-reduction practices.
- **Disaster-specific response:** Floods, landslides, earthquakes, CBRN emergencies, pandemics, drowning, lightning, gas leakage, cyclone, heatwave, coldwave.
- **Psychosocial support in DRR;** Steps for implementing psychological first aid and its importance.
- **Public health preparedness:** Public health impacts of various disasters, Prevention of post-disaster water-borne and vector-borne diseases.

Unit: 4	Field Exposure and Community Engagement
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- **Field visits:** District Emergency Operations Centre, State Disaster Response Force/ National Disaster Response Force units, fire stations, State Emergency Operations Center, hazard-prone communities, heat-prone areas (flood-prone village, fire-vulnerable urban slum).
- **Practical exposure:** Mock drills, demonstrations and simulations (multi-hazard, evacuation, earthquake, flood); interaction with responders and officials (Aapda Mitras, National Cadet Corps/National Service Scheme/Nehru Yuva Kendra Sangathan, Red Cross).

- **Community Engagement projects:** Street plays (nukkad natak), awareness campaigns, DRR clubs (institute and community level clubs), Information, Education and Communication material (podcasts, videos, comics, photo essays, posters, Knowledge exchange webinars).
- **Environmental hazards:** Youth/community participation (tree plantation, soil conservation).
- **Project/assignment:** Preparation of institutional/household DM plan in local language; budget-friendly multi-disaster survival kit prototype; reflective field report, youth-led community engagement projects and creation of IEC/digital communication materials.
- **Multidisciplinary integration:** Links with local governments, HEIs, youth/adolescent networks.
- **Activities for mitigating disaster risks:** Increasing green cover, plantation and knowledge of human anatomy.
- **Interaction with:** State, district, gram panchayat level officials, DRR helpline numbers, and knowledge of physical resources required and available locally; interview /session with disaster survivors.

Total Lecture hours	15 hours
Total Practical hours (field/project/exercises)	30 hours
Total hours	45 Hours
Mode of Evaluation: Quizzes, Assignments, Multiple choice questions test, field work report, project, presentation, community activity, simulation	

* According to NEP 2020 guidelines, 2 credits of practical or field work are generally equivalent to 1 credit.

Inclusive of all practical/field visits/interactions/guest sessions.

Note: The approach of this course is to inculcate awareness of hazards and develop the capacity to respond to disasters with an aim for DRR. Hence, it is recommended to use the expertise of professionals during field visits and practical training. These professionals can be from the NDRF, SDRF, Indian Armed Forces, Firefighting department, medical and sports arenas and others who have first-hand experience and knowledge in such skills (a suggestive list is annexed).

Suggestive Resource Materials

Books/Handbooks

1. Sphere Handbook for humanitarian response standards.
Link: <https://spherestandards.org/handbook/>
2. Health emergency and disaster risk management framework (Health EDRM).
WHO. Link: <https://www.who.int/publications/i/item/9789241516181>

Websites of Key Agencies

1. National Disaster Management Authority (NDMA): <https://ndma.gov.in>
India's apex body for policy and planning in disaster management.
2. National Institute of Disaster Management (NIDM): <https://nidm.gov.in>
Apex national level training and capacity-building institution for disaster risk reduction.
3. India Meteorological Department (IMD): <https://mausam.imd.gov.in>
Provides official weather forecasts, warnings and alerts.
4. Central Water Commission (CWC): <http://www.cwc.gov.in>
Responsible for flood forecasting and hydrological data.
5. Flood Forecasting Portal (FFWC): <https://ffs.india-water.gov.in/>
Real-time flood forecasting and inundation alerts for India.
6. Geological Survey of India (GSI): <https://www.gsi.gov.in>
Provides hazard maps and geological risk assessments.
7. India Disaster Resource Network (IDRN): <https://idrn.gov.in>
Inventory of emergency response resources across India.
8. Coalition for Disaster Resilient Infrastructure (CDRI): <https://cdri.world/>
Global initiative led by India for promoting resilient infrastructure.
9. Indian Space Research Organisation (ISRO): <https://www.isro.gov.in/>
Space agency of India; information regarding academic programmes and fellowships
10. Indian Institute of Remote Sensing: <https://www.iirs.gov.in/>
Research, educational programmes and resources related to remote sensing and geo-informatics
11. DRDO Avalanche Warning Bulletin: <https://drdo.gov.in/drdo/avalanche-warning-bulletin>
Snow and avalanche forecasts for high-altitude regions.
12. Building Materials and Technology Promotion Council (BMTPC): <https://www.bmtpc.org/>
Promoting sustainable, cost-effective, and disaster-resistant building materials and technologies
13. National Information Centre of Earthquake Engineering (NICEE) at IIT Kanpur:
<https://www.nicee.org/EQTips.php>
Learning Seismic Design and Construction

Mobile Applications

1. Bhooskhalan App (GSI)
Reports and monitors landslide events in India.
2. MausamGram App (IMD)
Hyperlocal weather forecast and alerts powered by IMD.
3. Sachet App (NDMA)
Alerts for natural and human-induced disasters and industrial safety incidents.
4. SAFAR (System of Air Quality and Weather Forecasting and Research):
<https://safar.tropmet.res.in/>
Real-time air quality and environmental health forecasting.

NDMA Booklets

1. AAPDA MITRA: A prime example of community-based disaster management: <https://ndma.gov.in/sites/default/files/IEC/Booklets/AAPDA%20MITRA%20A5%20BOOK%20Final.pdf>
2. DISABILITY INCLUSIVE DRR: Transformative journey towards a disability-inclusive society: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Disability%20inclusive%20DRR.pdf>
3. BEATING THE HEAT: How India successfully reduces mortality due to heat waves: <https://ndma.gov.in/sites/default/files/IEC/Booklets/HeatWave%20A5%20BOOK%20Final.pdf>
4. PSYCHOSOCIAL CARE: Mitigating impact of disasters on mental health: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Psychosocial%20A5%20Book.pdf>
5. REACHING OUT TO SAVE LIVES: How social media transformed India's readiness towards disasters: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Social%20Media%20A5%20BOOK.pdf>
6. THUNDERSTORM AND LIGHTNING: Tackling weather hazards: <https://ndma.gov.in/sites/default/files/IEC/Booklets/Thunderstorm%20Lightning%20NDMA%20A5%20BOOK%20New.pdf>

NIDM Training Modules and Guidelines

1. Do's and Don'ts for Common Disasters: https://nidm.gov.in/PDF/IEC/DOS_E_24.pdf
Simple safety instructions for major disasters.
2. Community-based disaster risk management: https://nidm.gov.in/PDF/Modules/ToTModule_CBDRM2025.pdf
3. Management of crowds at large congregations: https://nidm.gov.in/PDF/Modules/TrgMod_CrowdatLargeCongregations.pdf
4. Climate change and extreme events risk reduction: https://nidm.gov.in/PDF/Modules/TM_CCEERR_23.pdf
5. Health adaptation and resilience to climate risks; https://nidm.gov.in/PDF/Modules/NIDM_HARCR2021.pdf
6. NIDM IEC Material: <https://nidm.gov.in/iec.asp>
Informational and awareness-raising content on DRR.
7. Social and Behavioural Change Communication (SBCC) Training Module: https://nidm.gov.in/sbc_training_module.asp
Training content for behaviour change during disasters.
8. SBC Toolkit – Cyclone: https://nidm.gov.in/sbc_cyclone.asp
Preparedness and response strategies for cyclone-prone areas.
9. SBC Toolkit – Flood: https://nidm.gov.in/sbc_floods.asp
Community-level flood preparedness material.
10. SBC Toolkit – Earthquake: https://nidm.gov.in/sbc_eq.asp
Guidelines for earthquake risk reduction.
11. NIDRR Checklist and Planning Tools: <https://nidm.gov.in/pdf/sbc/DRR%20Checklist%20PDF%20for%20WEB.pdf>
Tools for local disaster preparedness planning.
12. NIDRR Communication Materials User Guide: <https://nidm.gov.in/pdf/sbc/NIDM%20User%20Guide%20Communication%20Material%20PDF%20for%20WEB.pdf>
Reference for community-level communication campaigns.

13. NIDM Training Modules: <https://nidm.gov.in/modules.asp>
Topic-wise training modules for educators and practitioners.

Other Key Materials

1. NDMA Awareness Booklets: <https://ndma.gov.in/Resources/booklets>
Official illustrated booklets on various disaster types.
2. Indian Red Cross Society: <https://indianredcross.org>
Offers first aid, blood services, and disaster relief training.
3. International Federation of Red Cross and Red Crescent Societies:
<https://www.ifrc.org>
4. NIDM Audio-Visual Material (YouTube): <https://www.youtube.com/@NIDMINDIA>
Videos, webinars, and documentaries on DRR.
5. UNDRR resources: <https://www.undrr.org/> Resources for global frameworks
6. Class 9–10 CBSE Teachers' Manual (Life Skills)

Resources on Youth Engagement for Disaster Risk Reduction

1. The Power of Youth Engagement in Disaster Risk Reduction activities (Technical Report · May 2020):
<https://www.researchgate.net/publication/351049159>
2. Participation in Disaster Risk Reduction (DRR) Education: Analysing the Practices, Issues and Challenges - Open Journal of Earthquake Research, 2023, 12, 198-222:
<https://www.scirp.org/journal/ojer>
3. Youth Participation in Disaster Risk Management and Climate Change Adaptation (Book · October 2023): <https://www.researchgate.net/publication/382973623>
4. Nalla, V., & Ranjit, N. (Eds.). (2022). Afterwards: Graphic narratives of disaster risk and recovery from India. Indian Institute for Human Settlements. <https://doi.org/10.24943/9788195648559>

Online courses

• NIDM

1. Comprehensive Disaster Risk Management Framework (CDRMF):
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=193
2. Gender Aspects of Disaster Recovery and Reconstruction:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=187
3. Risk Sensitive Land Use Planning:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=191
4. Safe cities: https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=197
5. Community- Based Disaster Risk Management:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=217
6. Climate Change and Disaster Risk:
https://elearning.nidm.gov.in/enrol/blpayment/course_overview.php?id=216

• SWAYAM and NPTEL MOOCs:

1. Disaster Recovery and Build Back Better (BBB):
https://onlinecourses.nptel.ac.in/noc22_ar05/preview

2. Climate Change and Disaster Risk Management
https://onlinecourses.swayam2.ac.in/ntr25_ed113/preview
3. Disaster Management:
https://onlinecourses.swayam2.ac.in/ntr25_ed102/preview
4. Disaster Management:
https://onlinecourses.swayam2.ac.in/cec25_hs135/preview
5. Disaster Risk Reduction and Management:
https://onlinecourses.swayam2.ac.in/ini25_hs32/preview
- **NIDM courses on iGOT Karmayogi for government officials (<https://igotkarmayogi.gov.in>):**
 1. Dos and Don'ts of Disaster Preparedness
 2. Basics of Disaster Management
 3. School Safety: Hazard risk vulnerability analysis
 4. Crowd management
 5. School safety beyond structures: Planning and mitigation
 6. Flood management

Annexure - I

Fire Services Departments list

S. no.	State/ UT	Contact No.	E-mail	Website
1	Andaman & Nicobar	03192-230216	dgp@and.nic.in	http://andssw1.and.nic.in/ospfire/
2	Andhra Pradesh	040-23442944	vivekdube@hotmail.com	https://fireservices.ap.gov.in/
3	Arunachal Pradesh	0360-2212576	igp.arunpol@nic.com	https://anjaw.nic.in/divisions/fire-station/
4	Assam (Guwahati)	0361-2511329	info@asfso.org	https://fireandemergency-services.assam.gov.in/
5	Bihar (Patna)	0612-2221191	sfocumdirector-bih@gov.in	https://fireservice.bihar.gov.in/
6	Chandigarh	91-98881117800	supdtfire42@gmail.com	https://web.archive.org/web/20140203030327/http://mcchandigarh.gov.in/firedept.htm
7	Chhatisgarh	+91-771-2512330 2512331, 2512332 2512333	-	https://cghgcd.gov.in/
8	Dadra & Nagar Haveli and Daman & Diu	0260-2242666 0260-2241101 0260-2241666/101	Sfo-dmn-dd@ddd.gov.in	https://fes.ddd.gov.in/Home/Contact_us
9	Goa	+91 7391047132 101 / 112	dir-fire.goa@nic.in	https://dfes.goa.gov.in/overview-functioning/contact-us/
10	Gujarat	0079-23259509	afes@ahmedabadcity.gov.in	https://fscop.gujfiresafetycop.in/Default.aspx
11	Haryana	0172-2704941	dulbhry@yahoo.co.in	-
12	Himachal Pradesh	0177-2629945	fire-hp@nic.in	https://himachal.nic.in/fire
13	Jammu & Kashmir	0191-2457821/3013	info.fesjk@jk.gov.in	https://www.fireandemergencyjk.co.in/

14	Jharkhand	9123461101	sfojhkfire@gmail.com	https://advantage.jharkhand.gov.in/fire/
15	Karnataka	91-80-22282392 22285659 22286632	md@kumbangalore.com ebiz.karnatakaonline1@gmail.com	https://ebiz.karnataka.gov.in/kum/ksfesd.aspx
16	Ladakh	91 -99062 62252	Ladakhfireservice101@gmail.com	-
17	Kerala	0471-2320872 2320868	dg.frs@kerala.gov.in	https://fire.kerala.gov.in/
18	Lakshadweep	04896-262258	lak-sop@nic.in	-
19	Madhya Pradesh	0755-2554081 82,2552356 2655367	lsbaghel.mpuad@gmail.com commuadmp@mpurban.gov.in	-
20	Manipur	0385-2450101 +91 8415925200	fireservice.mn@gov.in, nabamanipurfire@gmail.com	https://manipurfireservice.gov.in/
21	Meghalaya	0364-2224668	fes.meg@meghalaya.gov.in	https://megfireservice.gov.in/
22	Maharashtra	<u>022 69820555</u>	info@mahafireservice.gov.in	https://mahafireservice.gov.in/
23	Mizoram	0389-2341203	so.fire@mizoram.gov.in firemizo@gmail.com	https://fireservice.mizoram.gov.in/
24	Nagaland	0370-2221817	firedept-ngl@gov.in nlfnes@gmail.com	https://nfes.nagaland.gov.in/
25	New Delhi	011-23414000	director.dlfire@nic.in	https://dfs.delhi.gov.in/
26	Odisha	0671-2300317	cghomeguar dorrisa@gmail.com dircdodisha@gmail.com	www.odishafshgscd.gov.in

27	Puducherry	0413-2336677	Fire.pon@nic.in	https://fire.py.gov.in/
28	Punjab	09815941207 0172-2619278 2619145	dlgmsc123@ gmail.com dirlocalgovtpunjab @gmail.com	https://lgpunjab.gov.in/cms/fire-services.php
29	Rajasthan	0141-2222403	dlbrajasthan@ gmail.com	-
30	Sikkim	101, 03592-202001	controlroom@ sikkimfire.nic.in	https://sikkimfire.nic.in/About_us.htm
31	Tamil Nadu	9443655001/044- 28294129	tnfrs.tn@nic.in	https://www.tnfrs.tn.gov.in/
32	Telangana	040-23442955	ts_firechief@ yahoo.com	https://fire.telangana.gov.in/
33	Tripura	0381) 232-6451	dg.fire-tr@gov.in	http://www.fireservice.tripura.gov.in/
34	Uttarakhand	0135- 2654900/ 2712685	ddtfireukd@gmail. com	https://ukfireservices.com/uttarakhand_fire/
35	Uttar Pradesh	0522-2287236	shqup@gmail.com	www.upfireservice.gov.in
36	West Bengal	033-22527172	dg.wbfes@gmail. com	https://wbfes.gov.in/

Annexure - II

National Disaster Response Force battalions list

Unit	Address	Control Room No.	E-mail
1 st Battalion NDRF	1 st BN NDRF, Patgaon PO - Azara, Distt. Kamrup Metro, Guwahati - 781017	0361-2840027	assam01-ndrf[at] nic[dot]in
2 nd Battalion NDRF	2 nd BN NDRF Near RRI Camp. Haringhata Mohanpur, Nadia (West Bengal) Pin - 741246	033-25875032	wb02-ndrf[at] nic[dot]in
3 rd Battalion NDRF	3 rd BN NDRF, PO-Mundali Cuttack - Odisha Pin - 754013	0671-2879710	ori03-ndrf[at]nic[dot] in
4 th Battalion NDRF	4 th BN NDRF, Suraksha Campus, Arrakonam, Distt. Ranipet, Tamilnadu - 631152	04177-246594 9442140269	tn04-ndrf[at]nic[dot] in
5 th Battalion NDRF	5 th BN NDRF Sudumbare, Mavel, Pune Maharashtra-412109	9422315628 9422318427	mah05-ndrf[at] nic[dot]in
6 th Battalion NDRF	6 th BN NDRF, Jarod Camp Teh-Wagodia, Vadodara (Gujarat) Pin - 391510	9429199493	guj06-ndrf[at] nic[dot]in
7 th Battalion NDRF	7 th BN NDRF, Bibiwala Road Bhatinda (Punjab) Pin 151001	0164-2246030	pun07-ndrf[at] nic[dot]in
8 th Battalion NDRF	8 th BN NDRF, Kamla Nehru Nagar, Ghaziabad, UP Pin - 201002	0120-2766013	up08-ndrf[at] nic[dot]in
9 th Battalion NDRF	9 th BN NDRF, Bihata Patna Bihar, Pin-801103	8544415050 8544415049	patna-ndrf[at] nic[dot]in
10 th Battalion NDRF	10 th BN NDRF, Village Kondapavuluru, PO- Surampalli, Gannavaram Mandal Krishna (AP) PIN-521212	--	ap10-ndrf[at]nic[dot] in

11 th Battalion NDRF	11 th BN NDRF, Sanskritik Sankul, Maqbool Alam Road Varanasi, UP-221002	0542-2501202	up-11ndrf[at]gov-[dot]in
12 th Battalion NDRF	12 th BN NDRF, Itanagar Arunachal Pardesh-791112	0360-2999577	bn12[dot]ndrf[at]gov[dot]in
13 th Battalion NDRF	13 th BN NDRF, Ladhowal Ludhiana, Punjab-141008	0161-2921304	jk13[dot]ndrf[at]gov[dot]in
14 th Battalion NDRF	14 th BN NDRF, Nurpur Jassur, Kangra Himachal Pradesh PIN-176201	01893-292602	co14[dot]ndrf[at]gov[dot]in
15 th Battalion NDRF	15 th BN NDRF, PO-Gadarpur Distt - Udham Singh Nagar Uttarakhand, PIN-263152	05949-231198 7579098442	co15[dot]ndrf[at]gov[dot]in
16 th Battalion NDRF	16 th BN NDRF, Near Dada Dev Mandir Road, Sector-7 Dwarka, New Delhi PIN-110077	011-20893564	co16[dot]ndrf[at]gov[dot]in

Annexure - III

State Disaster Response Force list

State	Email id	Contact no.	Website
Andhra Pradesh	apsdrf@gmail.com	-	https://apsdma.ap.gov.in/apsdrf.php
Arunachal Pradesh	dirts@arunpol.nic.in	-	https://sdma-arunachal.in/sdrf/
Assam	asdmaghy@gmail.com	+91-361-2237221 (O) +91-361-2237010 (F)	https://sdrf.assam.gov.in/
Bihar	info@bsbma.org	+91-6115252028-29 (O)	state.bihar.gov.in/disastermgmt/
Chhattisgarh	dghomeguard.cg@gmail.com	+91-771-2512306 (O)	cghgcd.gov.in
Gujarat	control-pu@gujarat.gov.in	+91-79-23254442 (O)	http://www.gsdma.org/Content/creation-of-state-disaster-response-force-sdrf-4191
Goa	Dir-fire.goa@nic.in	(+91) 7391047132 101 1122225500 / 2423101 2425101 / 2455400	https://dfes.goa.gov.in/disaster-management/state-disaster-response-force/
Haryana	fcr@hry.nic.in	+91-172-2711925 (O) +91-124-2269913	http://hdma.gov.in/en/sdrf-norms
Himachal Pradesh	sp1-sdrf@hp.gov.in , sdma-hp@nic.in	+91-98160-06938 (M) +91-177-2626212(O)	hpsdma.nic.in/Index1.aspx?lid=1410&lsid=1460&pid=1457&lev=3&langid=1
Karnataka	dgp.ksfes@ka.gov.in	+91-80-25570733 (O) +91-80-22971501	https://ksdrf.karnataka.gov.in/en
Kerala	seoc.gok@gmail.com , keralasdma@gmail.com	+91-471-2364424 2331345 (O)	https://sdma.kerala.gov.in/sdrf/
Madhya Pradesh	secyhomep@mp.gov.in	+91-755-2708062 (O)	https://negd.gov.in/isl/Directory/statedata/25
Maharashtra	sdrfgrunagpur@gmail.com	+91-7104-238032 (F)	https://sdma.maharashtra.gov.in/en/
Manipur	sdrfgrunagpur@gmail.com	+91-385-2450038(O)	https://manipursdma.com/

Meghalaya	sdmadeptt007@gmail.com	+91-364- 2500053 (O)	https://msdma.gov.in/sdrf.html
Mizoram	jsdmr@gmail.com	+91-389-2315205 (O) 2322745 (F)	https://dmr.mizoram.gov.in/page/sdrf
Nagaland	homecommissioner.nagaland@gmail.com	+91-370-2270068(O) 2270071(F)	https://nsdma.nagaland.gov.in/sdrf
Odisha	srcodishagov@gmail.com	+91-674-2534180(O)	https://www.osdma.org/#gsc.tab=0
Punjab	fcr@punjab.gov.in	+91-172-2743854(O), 2740904(O)	https://revenue.punjab.gov.in/?q=disaster-management-plans
Rajasthan	adgp.sdrf@rajpolice.gov.in , adgpsdrf@gmail.com	+91-141-2741927(O)	https://dmrelief.rajasthan.gov.in/content/raj/dmr/en/home.html#
Sikkim	NA	-	https://ssdma.nic.in/
Tamil Nadu	marutham28@gmail.com	+91-44-24328392(O)	https://www.tn.gov.in/go.php?dep_id=MjY=&year=MjAyMQ==
Tripura	sarat.kumar.das@gmail.com	+91-381-2413318/357(O) 2413318(F)	https://tdma.tripura.gov.in/
Uttar Pradesh	NA	+91-522-2238200(O) +91-522-2238084(F)	https://www.sdrfup.in/
Uttarakhand	cosdrf-police-uk@nic.in	+91-135-2410197(O) +91-9412057650	https://usdma.uk.gov.in/
West Bengal	ps.dmd-wb@nic.in	+91-33-22143674 501003(O), 22144005(F)	http://wbmdm.gov.in/Pages/Default.aspx
Dadra & Nagar Haveli and Daman & Diu	dmc-dnh@nic.in	+91-260-2630304 (O) 2641113 (F) +91-7874148005	https://daman.nic.in/state-disaster-managment-dd.aspx
Jammu and Kashmir	ighg@jkpolice.gov.in	+91-194-2455165 (O)	https://www.jkpolice.gov.in/jk-civil-defence
Ladakh	utdrfleh@gmail.com	+91-1982-251169(O)	https://ldma.ladakh.gov.in/
Lakshadweep	lak-sop@nic.in	+91-4896-262258(O)	https://lakshadweep.gov.in/disaster-management/

Annexure - IV

State Emergency Operations Centers list

S.no.	Ministry/State	Contact Number	Email	Website
1	National Emergency Response Center, Disaster Management Division, Ministry of Home Affairs	011-23438252 011-23438253 Help Line: 011-1070	dresponse-nerc@gov.in	https://ndmindia.mha.gov.in
2	Ministry of Railways	+9123382638(O) 9717641291(M)	safetycontrolrb@gmail.com	https://indianrailways.gov.in/index1.html
3	Andaman & Nicobar Island	03192-238880	statecontrolroom@gmail.com	https://ddm.and.nic.in/
4	Andhra Pradesh	08645-246600 0863-2377119 2377120,	seoc-apsdma@ap.gov.in	http://apsdma.ap.gov.in/
5	Arunachal Pradesh	-	arun01ddm@gmail.com	https://itanagar.nic.in/disaster-management/
6	Assam	+91-361-2237219 +91-361-2237377 +91-9401044617 +91-9435-592762	sdma-assam@gov.in, statedmcontrolroomassam@gmail.com	https://asdma.assam.gov.in/
7	Bihar	+91-612-2294204 +91-612-2294205	secy-disastermgmt-bih@nic.in	https://state.bihar.gov.in/disastermgmt
8	Chandigarh (UT)	+91-1722704048	civildefence.chandigarh@gmail.com	https://chandigarh.gov.in/departments/other-departments/sdma

9	Chhattisgarh	+91-7712221242 +91-7712510593	cgrelief@gmail.com	https://sdma.cg.nic.in/
10	Dadra & Nagar Haveli Daman & Diu	91-260-2253000 +91-260-112	eoc-dnhdd@nic.in	https://ddd.gov.in/
11	Delhi	0107, 011- 23982164, 23831077	ddma1077.delhi@ nic.in	https://ddma.delhi.gov. in/
12	Goa	+91-832-2419444 +91-832-2419446	usrev1-sect.goa@ nic.in , usrev2-sect. goa@nic.in	https://sdma.goa.gov. in/
13	Gujarat	+91-79-23251900 +91-79-23251903	revcontrol1@ gujarat.gov.in	http://gsdma.org/
14	Haryana	+91-172-2545938	sdmaharyana@ gmail.com	http://hdma.gov.in/en
15	Himachal Pradesh	+91-177-2628940	seocshimla@gmail. com, sdma_hp@ nic.in	https://hpsdma.nic.in/
16	Jammu & Kashmir	-	jksdma@gmail.com; jksdma@gmail.com, pcrjammuoff@ jkpolice.gov.in; pcrkashmir@gmail. com	https://jksdma.jk.gov. in/
17	Jharkhand	+91-651-2446923	dmjharkhand@ gmail.com	https://www.jharkhand. gov.in/home
18	Karnataka	080-22340676 080-22353980	sodmrevenue@ gmail.com	https://ksdma. karnataka.gov.in/ english

19	Kerala	+91-471-2364424	keralasdma@gmail.com	https://sdma.kerala.gov.in/
20	Laddakh (UT)	+91-1982-251169 +91-1982-260887 260888	igpladakh@gmail.com	https://leh.nic.in/document-category/disaster-management/
21	Lakshadweep	+91-4896-263100	controlroomkvt@gmail.com, lk-coll@nic.in, ldmaeoc@gmail.com	https://lakshadweep.gov.in/disaster-management/
22	Madhya Pradesh	+91-755-2441419 +91-755-2527177	reliefcom@nic.in	https://mpsdma.mp.gov.in
23	Maharashtra	+91-22-22027990 +91-22-22794229	controlroom@maharashtra.gov.in; director.dm@maharashtra.gov.in	https://rfd.maharashtra.gov.in/en
24	Manipur	+91-385-2443941 +91-385-2443441	ranjitoff@gmail.com	https://manipur.gov.in/?page_id=1649
25	Meghalaya	+91364-2502098	sdmadeptt007@gmail.com	https://msdma.gov.in/
26	Mizoram	+91-389-2342520 +91-389-2335837	mizoramdmr@gmail.com, dmr.gov@gmail.com	https://dmr.mizoram.gov.in/
27	Nagaland	0370-22911200	sdma.nagaland@gmail.com, seoc.nsdma@gmail.com	https://nsdma.nagaland.gov.in/home
28	Odisha	+91-6742534177	srcodishagov@gmail.com	https://www.osdma.org/?lang=en

29	Puducherry	+91-4132253407	seoc.pon@nic.in, eocpdy@gmail.com	https://puducherry-dt.gov.in/disaster-management/
30	Punjab	0172-2740298 Civil CR- 2740397 2740936 2440035 +91-172-2720153	sccr.pd2020@gmail.com	https://revenue.punjab.gov.in/?q=floodsnatural-calamities
31	Rajasthan	+91-1412227084	relief-rj@nic.in	https://dmrelief.rajasthan.gov.in/#
32	Sikkim	+91-3592201145	ssdma01@gmail.com	https://www.ssdma.nic.in/
33	Tamil Nadu	044-28593990 044-28414513	tnstateeoc@gmail.com	https://www.cra.tn.gov.in/disaster.php
34	Telangana	040-23454088 1079, 40-23454088	instaxx@telangana.gov.in, commr_dm@telangana.gov.in	https://fire.telangana.gov.in/
35	Tripura	+91-381-2416045 +91-381-2416241	scrtripura@gmail.com	https://tdma.tripura.gov.in/
36	Uttarakhand	+91-135-2710334	seoc.dmmc@gmail.com	https://usdma.uk.gov.in/
37	Uttar Pradesh	+91-522-2235083	rahat@nic.in	https://upsdma.up.nic.in/
38	West Bengal	+91-33-22143526 22141378(F)	wbdmeoc@gmail.com	http://wbdmd.gov.in/Pages/Default.aspx

Annexure - V

List of State Disaster Management Authorities

S. No.	States	Office Address	Email	Contact No.
1	Andhra Pradesh	Andhra Pradesh State Disaster Management Authority D.No:21/2B Pathuru Cross Road Centre Kunchanpalli (PO) Tadepalli Mandal Guntur District Andhra Pradesh-522501	commr_relief_rev@ap.gov.in	0863-2377099 0863-2377105
2	Arunachal Pradesh	Directorate of Disaster Management Daying Ering Colony Itanagar -791111	dcitanagar@gmail.com, dani.salu@gov.in danisulu@gmail.com	0360-2215581
3	Assam	Assam State Disaster Management Authority Ancillary Block, Janata Bahawan Dispur Guwahati-781006	sdma-assam@gov.in, statedmcontrolroomassam@gmail.com	0361-2237221
4	Bihar	Bihar State Disaster Management Authority Sardar Patel Bhawan 5 th Floor, D & E Block Nehru Path (Bailey Road) Patna, Bihar-800023	info@bsdma.org	0612- 2547232
5	Himachal Pradesh	Himachal Pradesh State Disaster Management Authority Disaster Management Cell, HP Secretariat, Shimla -171002	sdma-hp@nic.in	0177-2880321, 2880320, 2621022
6	Jharkhand	Disaster Management Authority, T. A. Division Building Near Gol Chakkar, Dhurwa, Ranchi, Jharkhand - 834004	dmjharkhand@gmail.com, sec-home-jhr@nic.in,	0651- 2400220, 2400700

7	Karnataka	Revenue Department (Disaster Management) Karnataka State Natural Disaster Monitoring Centre, Major Sandeep Unnikrishnan Road, Near Attur Layout, Yelahanka, Bangalore - 560 064	secy.dm@gmail. com director@ ksndmc.org, dmc. kar@gmail.com	080- 67355000, 22032995 22032495
8	Kerala	Kerala State Disaster Management Authority, Observatory Hills, Vikas Bhavan P.O. Kerala, Thiruvananthapuram- 695033	seoc.gok@gmail. com, Keralasdma@ gmail.com, sdma. kerala.gov.in commissioner dmkerala@gmail. com	471-2364424 2778888
9	Madhya Pradesh	Madhya Pradesh State Disaster Management Paryavaran Parisar E-5, Arera Colony, Bhopal-462016	secyhomep@ mp.gov.in, ed@ mp.gov.in, dmi@mp.gov.in reliefcom@mp.nic. in, mpstatecoord. sdma@mp.gov.in	-
10	Manipur	Directorate of Relief & Disaster Management, Babupara, DC complex, Imphal West, Manipur-795001	seocmanipur@ gmail.com cs-manipur@nic.in, secymanipurdm@ gmail.com	0385-2451144 , 2450064
11	Meghalaya	State Disaster Management Authority, Meghalaya, Shillong-793001	comsecy.sg.gom@ gmail.com, sdmadeptt-meg @gov.in,	0364-2223509
12	Mizoram	Disaster Management & Rehabilitation P.O Vaivakawn, Chawnpui Aizawl - 796009	mizoramdmr@ gmail.com, secydmr123@ gmail.com	0389 2342520

13	Nagaland	Nagaland State Disaster Management Authority, Civil Secretariat Kohima-797001	sdma.nagaland@gmail.com, nsdma.nagaland@gmail.com	0370-2270050
14	Odisha	Odisha State Disaster Management Authority Rajiv Bhawan Unit V, Odisha Bhubaneswar-751001	osdma@osdma.org, md@osdma.org	0674-2395398, 2395531
15	Sikkim	Sikkim State Disaster Management Authority, Land Revenue and Disaster Management Department, Tashiling Secretariat, Block-B Gangtok, Sikkim- 737101	directorssdma@gmail.com	03592201145
16	Tamil Nadu	Tamil Nadu State Disaster Management Authority, Ezhilagam, Chepauk, Chennai-600005	tnsdma.director@gmail.com tnsdma@tn.gov.in	044-28528745, 044-28523299
17	Tripura	Tripura Disaster Management Authority 1 st Floor, New Capital Complex, Secretariat, Tripura Agartala-799001	secydws.sanitation2023@gmail.com	0381 241 3357, 2418053, 2416045
18	Uttar Pradesh	UPSDMA, Pick up Bhawan, Vibhuti Khand, Gomtinagar Uttar Pradesh-226001	upsdma@gmail.com	0522-2306882, 2306823, 2723950,

19	Delhi	Delhi Disaster Management Authority (DDMA) 5, Sham Nath Marg Prema Kunj, Civil Lines Delhi, 110054	specialceo-dm@delhi.gov.in singh.sushil@gov.in	23930611, 23928860, 011- 23936477
20	Lakshadweep	Kavaratti UT of Lakshadweep Kavaratti -682555	secretary-utl1@utl.gov.in ldmaeoc@gmail.com	4896263725
21	Gujarat	Gujarat State Disaster Management Authority Block No. 11, 5 th Floor, Udyog Bhawan Sector-11 Gandhinagar- 382011	ceo@gsdma.org info@gsdma.com	079--23259276, 23259275 23259302 23259246
22	Puduchery	I -Floor, New Revenue Complex,Vazhudavoor Road, Pettaiyanchathiram Puducherry- 605 009	dcrev.pon@nic.in	0413-2299502
23	Punjab	Department Revenue Rehabilitation and Disaster Management 3 rd Floor, Punjab Civil Secretariat-1, Sector 1 Chandigarh - 160001	fcr@punjab.gov.in	0172-2743854
24	Uttarakhand	Uttarakhand State Disaster Management Authority 36, IT Park, Dehradun Uttarakhand-248001	usdmauttara khand@gmail.com	0135-2710334 0135-2659850
25	Goa	Goa State Disaster Management Authority Administrative Block Secretariat, Alto-Porvorim Goa-403501	sdma.goa.gov.in, cs-go@nic.in	0832- 2419550,0832 2419446

26	West Bengal	West Bengal Disaster Management & Civil Defence Department Nabanna, 2 nd Floor, 325 Sarat Chatterjee Road Mandirtala, Shibpur, Howrah -711102	ps.dmd-wb@nic.in, secrelief@wb.gov.in	2214-3674
27	Andaman & Nicobar Islands	Directorate of Disaster Management Anticorruption Building 2nd Floor, Link Road Goal Ghar Port Blair 744 101	ddm.and@nic.in, dirdmani@gmail.com	03192- 241774
28	Chandigarh	UT of Chandigarh Estate Office Building Sector 17 Chandigarh-160017	dc-chd@nic.in	0172-2700109
29	Leh -Ladakh	Ladakh Disaster Management Authority, Civil Secretariat, Leh-Ladakh Pin-194101	admsecyut@gmail.com	01982-255567
30	J & K	Civil Secretariat Srinagar-190008	dmrrr-sec@jk.gov.in	0191- 2545535, 2545725(Jammu) 0194-2506462, 2506418 (Srinagar)
31	Telangana	Telangana Disaster Response Fire Services O/o Director General Telangana Disaster Response and Fire Services, Beside IRDA Nanakramguda Financial District, Hyderabad Telangana-500032	dg-fireservices@telangana.gov.in,	

32	Rajasthan	Disaster Management Relief & Civil Defence of Secretariat, Jaipur-302005	relief-rj@nic.in	0141-2227084
33	Maharashtra	Maharashtra State Disaster Management Authority Room No. 101 1 st Floor Main Building, Mantralaya Mumbai-40032	director.dm@maharashtra.gov.in	
34	Haryana	Haryana, Revenue & Disaster Management Department Room No. 429, 4 th Floor, New Haryana Secretariat, Sector-17 Chandigarh-160017	secretaryrevenue2@gmail.com	0172-2704453

Annexure - VI

List of important institutions and suggestive sites for field visit

Organisation	Address	Contact number(s)	Email	Website
National Disaster Management Authority	NDMA Bhawan, A-1 Safdarjung Enclave New Delhi - 110029	+91-11-26701700	controlroom@ndma.gov.in	https://ndma.gov.in/
National Institute of Disaster Management	NIDM, Delhi Plot No. 15, Pocket-3 Block-B, Sector-29 Rohini, Delhi – 110042 NIDM, Vijayawada (South Campus) Kondapavaluru Village Gannavaram Mandal Krishna District Andhra Pradesh 521212	011-20873412	info[dot]nidm[at]nic[dot]in	https://nidm.gov.in/
Geological Survey of India (GSI)	27 Jawaharlal Nehru Road, Kolkata 700016 West Bengal (gsi.gov.in)	Tel: 033-2252 1779 / 033-2252 1714	nmh4@gsi.gov.in (lands-slides nodal) (bhusanket.gsi.gov.in)	https://www.gsi.gov.in
India Meteorological Department (IMD)	Mausam Bhawan Lodi Road New Delhi - 110003	Tel: 011-24344253 / 011-24344599	ananda.das@imd.gov.in (and duty-officer cyclone: cyclonewarningdivision@gmail.com) (Mausam)	https://mausam.imd.gov.in
Indian National Centre for Ocean Information Services (INCOIS)	“Ocean Valley” Pragathi Nagar (BO) Nizampet (SO) Hyderabad - 500090 Telangana	Tel: +91-40-23886000	webmaster@incois.gov.in (incois.gov.in)	https://www.incois.gov.in

Wadia Institute of Himalayan Geology (WIHG)	33 GMS Road Near Ballapur Chowk, Dehradun 248001/248171 Uttarakhand	Tel: +91-135-2525555 also +91-135-2525109	director@ wihg.res.in / registrar@ wihg.res.in (wihgnew. wihg.res.in)	https://www.wihg.res.in
Indian Institute of Remote Sensing (IIRS)	4 Kalidas Road, P.O. Box No 135, Dehradun - 248001, Uttarakhand	Tel: +91-135-2524103	director@iirs. gov.in (iirs. gov.in)	https://www.iirs.gov.in
Survey of India (SOI)	O/o The Surveyor General of India Post Box No. 37 Survey of India, Hathibarkala Estate Dehradun – 248001 (Uttarakhand)	Tel: +91-135-2743331 +91-135-2744064	helpdesk. soi@gov.in	https://www.surveyofindia.gov.in
Indian Space Research Organisation (ISRO)	Headquarters: Antariksh Bhavan New BEL Road Bengaluru – 560 094 (Karnataka)	+91 80 22172119	isropr[at] isro[dot] gov[dot]in	https://www.isro.gov.in
National Remote Sensing Centre (NRSC)	Balanagar Hyderabad, Telangana (Head office)	04023879572 9573/9574	feedback@ nrsc.gov.in	https://www.nrsc.gov.in
Central Water Commission (CWC)	3 rd Floor (South) Sewa Bhawan R.K. Puram, Sector-1 New Delhi – 110066	+91-11-26187232(0)	secy-cwc[at] nic[dot]in	https://cwc.gov.in/en/
Smritivan Earthquake Memorial and Museum	Bhujio Dungar, Bhuj Kutch – 370020 Gujarat	Tel: +91-635-719-9991	smritivankut@ gmail.com	https://www.smritivanearthquakemuseum.com
8 th Battalion NDRF	Kamla Nehru Nagar Ghaziabad(UP) Pin - 201002	0120-2766618	up08-ndrf[at] nic[dot]in	NA

BCE301-25 Cost and Management Accounting

Course Objective: To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand and differentiate between Cost accounting and management accounting.

CO2: Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.

CO3: Estimate the breakeven point of the firm.

CO4: Understand and apply the concepts of budgetary control for better decision-making.

CO5: Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

Unit – I

Introduction to Cost and Management Accounting: Meaning, Objectives, Scope and Nature of Cost Accounting and Management Accounting, Importance and Limitations of Cost Accounting, Relationship and Differences between Cost Accounting and Management Accounting, Role of Cost Accounting and Management Accounting in Decision Making

Installation of a Costing System: Cost Concepts and Classifications: Direct and Indirect Costs, Fixed and Variable Costs, Product and Period Costs, Cost Centre and Cost Unit, Elements of Cost, Preparation of Cost Sheet.

Unit – II

Materials Costing: Inventory Control Techniques (EOQ, ABC Analysis, VED Analysis), Pricing of Material Issues (FIFO, LIFO, Weighted Average).

Labour Costing: Labour Turnover, Idle Time, Overtime, Methods of Wage Payment (Time Rate, Piece Rate, Incentive Plans).

Overheads: Classification, Allocation, Apportionment and Absorption of Overheads.

Reconciliation of Cost and Financial Accounts.

Unit – III

Analysis and Interpretation of Financial Statements: Horizontal Analysis, Vertical Analysis, Common Size Statements.

Ratio Analysis: Types of Ratios – Liquidity, Solvency, Profitability, Activity Ratios.

Fund Flow and Cash Flow Statements.

Unit – IV

Budgetary Control: Meaning, Objectives, Types of Budgets, Fixed and Flexible Budgets, Zero Base Budgeting.

Standard Costing and Variance Analysis: Material, Labour, Overhead and Sales Variances.

Marginal Costing: Concept, Cost-Volume-Profit Analysis, Break-Even Point, Margin of Safety.

Differential Costing and Decision Making: Make or Buy Decisions, Product Mix Decisions, Pricing Decisions, Shut-down Decisions.

Suggested Readings:

- Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2011). *Introduction to management accounting*. Pearson Education International.
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. (2006). *Management Accounting*. Dorling Kindersley (India) Pvt. Ltd.
- Singh, Surender. (2016). *Management Accounting*. Scholar Tech Press, New Delhi.
- Garrison H., Ray and Eric W. Noreen. (2016). *Managerial Accounting*. McGraw Hill.
- Goel, Rajiv. (2013). *Management Accounting*. International Book House,
- Arora, M.N. (2012). *A Textbook of Cost and Management Accounting*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. (2017). *Management Accounting*. Shree Mahavir Book Depot, New Delhi.

BCE302-25 Marketing Management

Course Objective: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the basics of marketing, selling, marketing mix and its core concepts.

CO2: Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3: Develop necessary skills for effective market segmentation, targeting and positioning.

CO4 – Illustrate various components of product mix, product life cycle and comprehend the new product development process.

CO5– Develop an understanding of promotion mix and strategies for successful promotion

Unit I

Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment. **Consumer Behaviour:** Consumer buying process, Factors Influencing Consumer Buying Behaviour. **Market segmentation:** Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

Unit II

Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting mix.

Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.

Unit III

Pricing decisions: importance, objectives, designing strategies, Pricing Techniques.

Distribution: Types of distribution channels, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

Unit IV

Product Promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

Emerging Trends in Marketing: Event Marketing, Network Marketing, Social Media Marketing, Buzz Marketing/ Viral Marketing, Customer Relationship Management (CRM), Bottom of Pyramid Marketing.

Suggested Readings:

- Kotler, P., Keller, K.L. Koshy, A. and Jha, M., *Marketing Management: A South Asian Perspective*, Pearson Education.
- Etzel, M., Walker, B., Stanton, W. and Pandit, *A Marketing Management*, Tata McGraw Hill.

- Ramaswamy, V.S and Namakumari, S. *Marketing Management: Global Perspective Indian Context*, Macmillan Publishers India Ltd.
- Saxena, Rajan, *Marketing Management*, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

BCE303-25 Organizational Behaviour

Course Objective: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Discuss the basics of Organizational behaviour and various challenges for OB.

CO2: Illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

CO3: Examine the dynamics of group development and group properties.

CO4: Understand various dimensions of organisational culture.

CO5: Analyse the process of conflict management and approaches to stress management.

Unit I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

Individual behaviour in organization: Foundations of individual behaviour, Factors influencing Individual Behaviour.

Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

Unit II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.

Attitude: Meaning, importance, components and types of work related attitude.

Personality: Meaning, determinants of personality, personality traits.

Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

Work Teams: Meaning, characteristics, types of team, Creating effective team.

Leadership: nature, leadership styles, Leadership theories: trait theory and behavioural theories.

Unit IV

Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management. **Stress management:** sources of stress, approaches for stress management. **Organizational culture:** meaning, concept, types of culture, dimensions of organizational culture.

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill

- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

BCEGE301-25 Indian Economy

Course Objective: The purpose of this course is to familiarize the students with various aspects of Indian economy. It also aims to develop a perspective on the different problems and approaches to economic planning and development in India. It also aims to explain proposed policy measures for inclusive economic development.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Discuss the demographic profile and economic challenges of India.

CO2: Analyze sectoral issues in agriculture, industry, and services.

CO3: Evaluate India's economic planning and policy frameworks.

CO4: Examine India's monetary and fiscal policies and their implications.

CO5: Propose policy measures for inclusive economic development.

UNIT-I

Nature and Structure of Indian Economy, Basic Features and Problems of Indian Economy. Concept of Economic Development, Difference between Economic Growth and Economic Development. Demographic Features of Indian Population. Hurdles created by the Population Explosion in India. Effects of Population Explosion. Problems of Poverty, Unemployment, Inflation, income inequality, Black money in India.

UNIT-II

Sectoral composition of Indian Economy: - Issues in the Agriculture sector in India, land reforms Green Revolution and agriculture policies of India, Industrial development, MSMEs and cottage industries, Industrial Policy, Public sector in India.

UNIT-III

Nature and Features of Economic Planning, Objectives of Indian Planning. Planning commission v/s NITI Aayog, Monetary Policy and Fiscal Policy in India, Centre-State Finance Relations, Finance Commission in India. Liberalisation, Privatisation and Globalisation. Impact of Globalization on Indian Economy.

UNIT-IV

India's Foreign Trade- Value, Composition and Direction, Balance of Trade Vs. Balance of Payments. Disequilibrium in Balance of Payments. Export Promotion-Need for Export Promotion in India, Role of Government in Export Promotion. Obstacles in Export Promotion. Suggestions for Export Promotion. Import Substitution-Suggestions to Improve Import Substitution. WTO and India.

Suggested Readings:

- S.K.Misra & V.K.Puri, *Indian Economy – Its Development*, Himalaya Publishing House – Mumbai.
- Raddar Datt & K.P.M. Sundharam, *Indian Economy*, S.Chand & Sons - New Delhi.
- IC Dhingra, *Indian Economy*, Sultan Chand & Sons
- Uma Kapila, *Indian Economics since Independence*. Academic Foundation.
- Deepashree, *Indian Economy, Performance and Policies*, Ane Books Pvt. Ltd., New Delhi.
- Government of India. Economics Survey.

BCESEC301-25 IT Tools for Business

Course Objective: The purpose of this course is to provide a thorough exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows-based operating systems and software packages.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Develop understanding of computer fundamentals, functions and their classifications

CO2: Develop a clear understanding and knowledge about the functioning of Computer software and window operating system

CO3: Demonstrate proficiency in Microsoft word & Excel.

CO4: Apply formatting and editing features to enhance worksheets.

CO5: Comprehend the benefits and cost of implementation of ERP.

Unit –I

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion. **Computer Software:** Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media.

Unit –II

Introduction to Windows Operating System: All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

Unit –III

MS-Power Point: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation,

Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

Unit –IV

Enterprise Resource Planning: Definition of ERP, need, benefits, and modules of ERP. ERP and enterprise applications-emerging trends. ERP Implementation: ERP Life cycle, Methodologies and strategy for implementation, Cost of ERP implementation, benefits of ERP implementation. ERP and Related Technologies

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

- Ram, B. (2018). *Computer Fundamentals: Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017). *Foundation of computing*. New Delhi: BPB Publications.
- Arora, A. (2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V. (2014). *Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger, J. (2010). *Microsoft Access 2010*. Delhi: Pearson Education.
- Forouzan, (2009). *Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.
- Ray, R.: *Enterprise Resource Planning*, McGraw Hill.
- Singla, A., *Enterprise Resource Planning*, Cengage
- Ray, R., *Enterprise Resource Planning – Text and Cases*, Tata McGraw Hill
- Laudon, K.C. and Laudon, J.P., *Management Information Systems*, Pearson

Semester Snapshot - Semester 2

Entrepreneurship 102/201 (Marketing Basics)

6m2-102-25

Introduction

This semester helps learners understand marketing as a practical life skill - not just "advertising." It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of "selling to everyone."
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don't just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

Semester 2 Curriculum

Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
Recap	Recap and Introduction	Revise what you learned in Semester 1 and plan what you will do in Semester 2	1	Revise first 12 milestones of Semester 1	Watch a video on "Semester 1 summary"
					Download 12 summary cards of Semester 1 milestones
					Write 3 key learnings of Semester 1
					Write 3 things you will improve in semester 2
					Attempt Semester 1 Recap Quiz
			2	Set your goals for Semester 2	Learn how to 4X your revenue in Semester 02 using Marketing
					Read how famous brands use marketing to increase revenue
					Set your marketing goals
					Attempt Semester 2 Readiness Quiz

Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
Share your experience of doing this milestone					
		Attempt task 03 quiz			

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
15	Use AI to generate content for marketing	Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs	1	Learn what is content marketing	Watch a video on 'what is content marketing'
					Learn which content works for brand awareness or revenue generation
					Write 3 types of content you believe your customers like
					Attempt task 01 quiz
			2	Generate content ideas to attract customers	Learn how to use AI to generate content marketing ideas for your business
					Generate 10 small content ideas to attract your customers
					Discuss the ideas with your users and take feedback
					Shortlist top 3 content ideas to attract customers
					Attempt task 02 quiz
			3	Create your first brand video using AI	Watch a video on "How to use AI tools to create simple short videos"
					Read this guide on how to ask AI to write a video script
					Generate 5 ideas for your AI videos and write them here
					Upload your AI generated video link
			4	Create a brand poster using AI	Attempt task 03 quiz
					Learn how to create a poster using AI
					Write a prompt for the poster will you create using AI
					Upload the AI poster you have

					created
					Post this poster in your WhatsApp community
					Attempt task 04 quiz
			5	Write a blog using AI	Learn how to use prompt engineering to write content for your business
					Read list of topics on which you can write a blog
					Write the topic on which you will write a short blog
					Write the first version of your blog
					Share your blog with your friends and faculty
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
16	Plan your social media marketing strategy	Learn what is social media marketing and how can you execute it to scale your business	1	Learn what is social media marketing	Watch a video on "Introduction to Social media marketing"
					Learn different types of social media marketing
					Read a document on how to use social media marketing to generate revenue
					Write your understanding of social media marketing
					Write one social media marketing idea for your business
					Attempt Task 01 Quiz
			2	Research your competitors	Learn how to research your competitors
					Find your competitors
					Write top 3 things your competitors are posting
					Find one unique gap that you can capture
					Attempt task 02 quiz
			3	Finalize your content pillars	Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
					Attempt task 03 quiz
			4	Create your weekly social media plan	Watch a video on 'how to create a weekly social media plan'
					Look at examples of 'social media calendar'
					Create and upload your weekly calendar
					Upload the link of your Instagram Channel
					Share your experience of doing this milestone
Attempt task 04 quiz					

Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

Milestone ne #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to build trust	Identify 2 happy customers
					Create a testimonial post with CTA
					Post testimonial on social media
					Post testimonial on the community
					Attempt task 01 quiz
			2	Make people share their problems	Learn how to ask open-ended questions
					List 5 customer problems
					Post these problems in community and social media
					Evaluate top 2 problems customers face
					Encourage people to share their problems
			3	Help your users with 3-5 days content sprint and generate leads	Attempt task 02 quiz
					Brainstorm or use AI to create a solution document for each problem
					Post solution to 1 problem on a daily basis
					DM people to check if your solution is helping them
					Write how many leads did you generate
			4	Convert leads into sales	Attempt task 03 quiz
					Learn how to convert leads into sales
					Soft sell your offering in community and social media
					DM people how can your product help them better
					Follow up after 24 to 48 hours
Write how many leads you converted into sales					
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

Milest one #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
18	Make your brand go viral	Design viral marketing campaigns to reach 5X users without spending any money	1	Learn viral marketing	Understand what is virality and how it works
					Read about top 10 viral marketing campaigns in India
					Write 3 reasons why people share content
					Attempt task 01 quiz
			2	Design 2 viral campaigns for your business	Learn 5 types of common viral marketing strategies
					Read 10 viral marketing ideas for your business
					Design 2 viral campaigns for your business
					Take feedback from people and finalize one campaign
					Set your campaign targets
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	Create your campaign launch video or poster
					Create your campaign launch message
					Launch your campaign on your social media platform
					Launch your campaign in your WhatsApp community
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	Share your campaign in other groups and forums
					Measure your campaign performance
					Learn how to improve your campaign
					Analyze your campaign and record final metrics
					Enter the summary of your campaign
Share your experience of doing this milestone					
Attempt task 04 quiz					

Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
19	Drive revenue through offline/BTL marketing	Use offline activities to reach local customers and generate sales	1	Understand offline or BTL marketing	Watch a video on what is BTL marketing
					Read about famous BTL marketing campaigns
					Write how you can use BTL marketing for your business
					Attempt task 01 quiz
			2	Pick your offline marketing idea	Learn about common offline tactics for your business
					Write 1 offline marketing idea you can execute
					Design your brand poster for offline marketing
					Create your offline marketing offer or pitch
					Practice your pitch with friends and take feedback
					Attempt task 02 quiz
			3	Execute offline marketing in local market	Identify people or locations in local for offline marketing
					Pitch to at least 10 real customers
					Collect contact details for WhatsApp Community invite
					Close at least one sale
					Write your offline marketing metrics
Share your experience of doing this milestone					
		Attempt task 03 quiz			

Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
20	Grow through collaboration and affiliation marketing	Use partners and affiliates to reach new audiences and generate sales	1	Understand affiliate marketing and collaboration	Watch a video on what is affiliate marketing
					Read about top collaboration or affiliate marketing campaigns
					Learn 10 common types of collaboration or affiliate marketing for your business
					Pick 3 types that can work for your business
					Attempt task 01 quiz
			2	Design your affiliation model	Learn how to start an affiliation program
					Decide your commission structure
					Write a pitch for partnership
					Attempt task 03 quiz
			3	Finalize one person or business for collaboration	Learn how to find a right partner for collaboration
					Create a list of 5 to 10 people or businesses for collaboration
					Send your partnership pitch to potential partners
					Write the name of one final partner
					Attempt task 03 quiz
			4	Execute the collaboration	Explain how will the partner market your brand
					Post the link or screenshot of successful collaboration
					Respond to new leads within 24 hours
					Close at least one sale
Attempt task 04 quiz					

			5	Measure your collaboration	Write number of leads generated
					Write number of sales closed and revenue generated
					Write what worked and how to improve collaboration
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
21	Run your first ad on Instagram	Learn how to boost posts or run simple video ads to reach new viewers	1	Setup your Meta Business Suite	Watch a video on why to run ads on Meta
					Learn different types of ads
					Read the guide on Meta Ad account setup
					Setup your Meta Ad account
					Attempt task 01 quiz
			2	Design your first paid ad	Watch samples of good ad designs for your business
					Finalize your ad objective
					Upload the final draft of your ad with final copy and creatives
					Attempt task 02 quiz
			3	Define your target audience and budget	Watch a video on 'how to target the right people for ad'
					Define your target audience
					Learn how to decide the right budget for your ad
					Decide your final budget
					Attempt task 03 quiz
			4	Launch your ad	Learn how to create and launch your ad
					Create your ad and review ad preview
					Upload the screenshot of launched ad
					Attempt task 04 quiz
			5	Manage incoming leads from ad	Draft a message for incoming leads
					Send draft message to leads within 24 hours
					Pitch your offer to leads and follow

					up
					Close at least one sale
					Attempt task 05 quiz
			6	Measure your ad performance	Learn metrics to measure ad performance
					Write money spent and leads or impressions
					Mention CPL or CPM
					Write revenue generated and number of sales closed
					Write what worked and how to improve ads in future
					Share your experience of doing this milestone
					Attempt task 06 quiz

Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
22	Use Psychological Triggers to Increase Sales	Learn how to use urgency, pricing, and offers to increase conversions and revenue	1	Understand the psychological triggers	Learn why people buy products
					Share a story of one product you purchased because of a trigger
					Identify buying triggers for your business
					Attempt task 01 quiz
			2	Execute FOMO or urgency marketing	Learn how to create a FOMO or urgency marketing campaign
					Write how will you create FOMO or urgency for your customers
					Create one FOMO/urgency marketing campaign
					Launch your campaign on social media and community
					Attempt task 02 quiz
			3	Execute one offer or discount marketing campaign	Learn how to create offer or discounting marketing campaigns
					Write how will you create an offer/discount campaign
					Create one offer/discount campaign for your customers
					Launch your campaign on social media and community
Share your experience of doing this milestone					
Attempt task 03 quiz					

Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
23	Use Data-Driven Marketing to Grow Faster	Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.	1	Analyze your marketing data	Learn how businesses make decisions using data
					List 3 things that worked well and why
					List 3 things that didn't work well and why
					Attempt task 01 quiz
			2	Re-execute top performing campaign	Re-execute top 1-2 campaigns for 1 week
					Write how it helped generate leads or revenue
					Attempt task 02 quiz
			3	Improve one low performing campaign and relaunch it	Pick one low performing campaign and write how to improve it
					Improve the campaign and relaunch it
					Measure its performance and see if it was better
Share your experience of doing this milestone					
		Attempt task 03 quiz			

Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
24	Plan your next growth phase	Document your 12 weeks of learning and create a 1 month plan to scale and grow your business	1	Review your progress	List all the ideas you executed
					Write which milestone helped you the most and how
					Write which milestone helped you the least and why
					Write your key learnings from this semester
					Create a not-to-do list for your business
					Attempt task 01 quiz
			2	Create your 1 month marketing plan	Learn how to create a 1 month marketing plan
					Set your marketing goal
					Create and upload your 1 month plan to achieve this goal
					Share your experience of doing this milestone
					Attempt final semester quiz

BMPD302-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BCE401-25 Corporate Accounting

Course Objective: To enable the students to acquire the basic knowledge of corporate accounting and to learn the regulatory framework for preparing the financial statements of different corporations. It also aims to understand core concepts of accounting for share capital and debentures, preparing accounts for banking and insurance companies.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand core concepts of corporate accounting, share capital and debentures.

CO2: Prepare final accounts for various corporate entities.

CO3: Apply accounting standards to amalgamation and internal reconstruction.

CO4: Analyze accounts of banking and insurance companies.

CO5: Develop appropriate accounting treatments for corporate transactions.

Unit – I

Accounting for Share Capital and Debentures: Issue of Shares at Par, at Premium and at Discount. Accounting treatment in the case of forfeited shares. Issue of rights and bonus shares; Buy back of shares; Redemption of preference shares; Issue and Redemption of Debentures

Final Accounts: Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, and Disposal of company profits

Unit – II

Valuation of Goodwill and Valuation of Shares: Concepts and calculation: simple problems only.

Accounts of Banking Companies: Difference between balance sheet of banking and non-banking companies; Prudential norms; Asset structure of a commercial bank; Non-performing assets (NPA)

Unit – III

Amalgamation of Companies: Concepts and accounting treatment as per Accounting Standard 14 (ICAI) (excluding intercompany holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction.

Unit – IV

Insurance Companies: Books maintained by insurance companies, Explanation of special terms peculiar to insurance business, Accounts for life insurance business, types of policies, Annuity business, surrender value, paid up policy, life assurance fund – valuation balance sheet, preparation of final accounts of Life and General insurance business (as per the provisions of IRDA Act)

Suggested Readings

- Monga, J.R. *Fundamentals of Corporate Accounting*. Mayur Paper Backs, New Delhi.

- Shukla, M.C., Grewal, T.S., and Gupta, S.C. (2018). *Advanced Accounts*. Vol.-II. S. Chand & Co., New Delhi.
- Maheshwari, S.N. and Maheshwari, S.K. (2018). *Corporate Accounting*. Vikas Publishing House, New Delhi.
- Sehgal, A. (2011). *Fundamentals of Corporate Accounting*. Taxman Publication, New Delhi.
- Goyal, V.K. and Goyal, R. (2012). *Corporate Accounting*. PHI Learning.
- Tulsian, P. C. and Tulsian, B. (2016). *Corporate Accounting*, S.Chand

BCE402-25 Law for Entrepreneurs

Course Objective: To provide foundational knowledge of Indian business laws relevant for entrepreneurs, with an emphasis on legal frameworks supporting startups, intellectual property, and digital ventures. The course aims to build legal literacy to manage risk, ensure compliance, and protect innovation. It also aims to explain the scope and application of consumer protection act, evaluate legal risks and design compliant business practices to support sustainable entrepreneurial growth.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the fundamental principles and provisions of Indian contract and business laws applicable to entrepreneurial ventures.

CO2: Differentiate among various legal business structures and demonstrate the process of incorporation and compliance for startups under Indian corporate and partnership laws.

CO3: Interpret the scope and application of Intellectual Property Rights (IPR) and formulate strategies for protecting innovation and creative works in entrepreneurial settings.

CO4: Examine key commercial and financial laws such as the Sale of Goods Act, the Consumer Protection Act, the Negotiable Instruments Act, the Information Technology Act, and the Competition Act to ensure legal compliance in business operations.

CO5: Evaluate legal risks and design compliant business practices that safeguard stakeholders' interests while supporting sustainable entrepreneurial growth.

Unit I

Fundamentals of Contract and Business Law

Introduction to Indian Contract Act, 1872: Nature and Classification of Contracts, Offer and Acceptance, Consideration, Free Consent, Capacity to Contract, Legality of Object. Performance and Discharge of Contract, Remedies for Breach of Contract, Law of Agency: Essentials, Rights and Duties of Agent and Principal, Law of Bailment and Pledge.

Unit II

Legal Structures for Entrepreneurs, Indian Companies Act, 2013: Types of Companies, Incorporation Process, Memorandum and Articles of Association, Role and Responsibilities of Directors, Company Meetings, Overview of LLP and One Person Company.

Partnership Act: Essentials of Partnership, Rights and Duties of Partners, Dissolution.

Regulatory Framework for Startups: MSME Registration, DPIIT Recognition, Startup India Policies.

Unit III

Intellectual Property Rights (IPR) and Copyright Law: Introduction to IPR: Need, Types and Importance for Entrepreneurs, Patents: Criteria, Procedure for Registration, Rights and Limitations. Trademarks: Meaning, Registration Process, Infringement and Remedies. Copyrights: Protection of Literary, Artistic and Software Works. Industrial Designs and Trade Secrets.

Case Studies on IPR in Indian Startups.

Unit IV

Commercial and Financial Laws

Sale of Goods Act, 1930: Essentials, Conditions and Warranties, Rights of Unpaid Seller.
Consumer Protection Act, 2019: Rights of Consumers, Redressal Forums. **Negotiable Instruments Act (Basic Overview Only):** Definition and Features of Promissory Notes, Bills of Exchange and Cheques, Dishonour of Cheques.
Information Technology Act, 2000: E-Governance, Digital Signatures, Cybercrimes.
Competition Act, 2002: Anti-Competitive Agreements, Abuse of Dominance.

References:

- Majumdar A.K. and Kapoor G.K. '*Company Law*' Taxmann Publishers
- C. L. '*Business Laws*' Taxmann Publishers.
- Kuchhal M. C. and Parkash D. '*Business Legislations for Managements*' Vikas Publications.
- Singhania V. K. and Singhania K. '*Direct Tax Laws and Practice*' Taxmann Publishers.
- Chawla, Garg and Sarin '*Mercantile Law*' Kalyani Publishers.

BCE403-25 Human Resource Management

Course Objective: To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1- To explain the basics of Human Resource Management and analyse the evolution of HRM.

CO2: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

CO3: To understand the role of training, development, career planning and performance appraisal functions in human resource development.

CO4: To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.

CO5: To comprehend the meaning and concept of Industrial relations.

Unit I

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges. Human Resource Planning: Meaning, factors affecting HRP, Human Resource Planning process.

Unit II

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement.

Recruitment: sources of recruitment, policies and procedure of recruitment. Selection process, testing and interviews, Placement and induction.

Unit III

Training and Development: Identification of training needs, process of training and methods of training and development.

Career planning and development: career life cycle, process of career planning and development.

Unit IV

Performance appraisal: Meaning, process of performance appraisal, methods and problems of performance appraisal.

Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.

Industrial Relations: Meaning & Concept of Industrial Relations.

Suggested Readings:

- Monnappa and Saiyadan, *Personnel Management*, Tata McGraw Hill.
- Dessler, Garg, *Human Resource Management*, Pearson education.
- C.B. Memoria *Personal Management* Himalaya
- K. Aswathappa *Human Resource Management* Tata McGrawHill
- Rao V.S.P. *Human Resource Management*, Excel books

BCEGE401-25 Production and Operations Management

Course objective: The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

UNIT I

Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques. Process selection- Project, job, Batch, Mass and Process types of Production Systems.

UNIT - II

Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques.

Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

UNIT – III

Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma.

Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

UNIT – IV

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.

Suggested Readings:

- Nair, *Production & Operations management*, 1st Edition, Tata McGraw Hill
- Adam and Eben, *Production & Operations management*, 5th Edition, Prentice Hall, India.
- Krajewski & Ritzman, *Operations Management*, 5th Edition, Pearson Education.
- Buffa & Sarin, *Modern Production/Operations Management*, 8th Edition, John Wiley
- Chary, *Production & Operations Management*, 2nd Edition, Tata McGraw

BCESEC401-25 Fundamentals of E-Commerce

Course Objectives: The course aims to equip students with understanding of core e-commerce concepts and trace its evolution, develop effective marketing and website strategies tailored for online enterprises, evaluate electronic payment systems with attention to security protocols, navigate key legal and ethical issues, and construct a comprehensive e-commerce business plan that integrates supply chain management and payment solutions like gateways and secure digital wallets.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Define the basic concepts of e-commerce and its evolution.

CO2: Develop marketing and website strategies for e-commerce businesses.

CO3: Analyze different electronic payment systems and their security.

CO4: Discuss legal and ethical issues in e-commerce.

CO5: Design an e-commerce business plan considering supply chain and payment solutions.

Unit I

Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure.

Unit II

Business models of E – E-Commerce: Business to Business – Business to customers– Customers to Customers - Business to Government – Business to Employee – E- Commerce strategy – Influencing factors of successful E- Commerce.

Unit III

Marketing strategies & E – Commerce: Website – components of website – Concept & Designing website for E- Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising – Mobile Commerce.

Unit IV

Electronic Payment system: Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce: Security issues in E- Commerce-Regulatory frame work of E- commerce.

Suggested Readings:

- Turban, Efraim, and David King, 2010. *Electronic Commerce: A Managerial Perspective*, Pearson Education Asia, Delhi.
- Kalakota, Ravi, 2004. *Frontiers of Electronic Commerce*, 2004, Addison - Wesley, Delhi.
- 3. Rayport, Jeffrey F and Jaworksi, Bernard J, 2003. *Introduction to E-Commerce*, Tata McGraw Hill, New Delhi.

- Smantha Shurety, 2007. *E-Business with Net Commerce*, Addison - Wesley, Singapore. 5. Rich, Jason R: Starting an E-Commerce Business, 2007, IDG Books, Delhi.
- Laudon, Kenneth C and Carol Guercio Traver, 2011. *E-Commerce business. Technology*, Pearson Education, Delhi.
- Stamper David A, and Thomas L. 2005. *Case: Business Data Communications*, Pearson Education, New Delhi.
- Willam Stallings. 2007. *Business Data Communications*, Pearson Education, New Delhi.

BMPD402-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BCE501-25 Operation Research

Course Objective: The objective of the course is to acquaint the students with the applications of the operations research to business and industry and help them to grasp the significance of analytical approach to decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Understand the concept, approaches and applications of operations research.

CO2: Apply the methods of linear programming for decision making.

CO3: Analyse transportation and assignment problems of business.

CO4: Apply the methods of game theory to solve business problems

CO5: Apply the techniques of network analysis to schedule business / project activities.

Unit 1

Introduction to Operation Research:- Meaning, Evolution, approaches, techniques and scopes of operations research, managerial application of Operation Research. Linear programming:- Introduction, meaning characteristics, graphical approaches and its utility simplex method, dual linear programming

Unit 2

Transportation & Assignment Problem: - The general structure of the problem, methods of initial allocation degeneracy, optimal solution, assignment problem, structure variation in assignment problem.

Unit 3

Game Theory: Games with pure and mixed strategies, saddle point, odds method, principle of dominance, sub games method. Sequencing problems: Processing jobs through two machines and three machines.

Unit 4

Network Analysis:- PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times. Inventory control: - Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management.

References:

- Gupta P.K., Hira D.S. (2011). *Operations Research* S. Chand & Co. Ltd., New Delhi.
- Taha H.A.(2010).*Operations Research An Introduction*. Pearson Education.
- Mustafi, C.K. (2000). *Operations Research*: New Age International Pvt. Ltd., New Delhi.
- Gupta,M.P., Sharma J. K. (2000). *Operations Research for Management*: Mayoor Paperbacks, Delhi.
- N.D.Vohra. (2007) *Quantitative Techniques in Management*. Tata McGraw-Hill.
- Frederick S. Hillier and Gerald J. Lieberman. (2001). *Introduction to Operations Research: concept and cases*.Tata McGraw-Hill.
- Sharma J.K. (2006). *Operations Research: Theory and Application*. Macmillan Publishers India.

BCE502-25 Business Research Methods

Course Objective: The course aims to equip students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the objectives and process of conducting research and its application in business.

CO2: Analyse the different types of research design and experimental errors.

CO3: Understand various techniques of sampling and methods of data collection.

CO4: Examine different types of scales and appraise about data preparation and analysis.

CO5: Identify and prepare various types of reports.

UNIT I

Research Methodology: definition, objectives, scope in management research, process of Research and limitations.

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

UNIT II

Sampling: Advantages and limitations of Sampling, Sampling process, Types of Sampling: Non-probability sampling techniques, Probability sampling techniques, Sampling and non-sampling errors. **Data collection:** primary, secondary data collection, observation methods and survey method:

UNIT III

Measurement Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio
Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques,

Questionnaire Designing: Types, Guidelines for developing a good questionnaire

UNIT IV

Data Preparation and Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)

Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

Suggested Readings:

- K.V. Rao: *Research Methodology*, Sterling Publishers,
- Srivastava and Rego: *Business Research Methodology* Tata McGraw Hill
- Rajinder Nargundhkar: *Marketing Research*, Tata McGraw Hill
- Cooper and Schindler, *Business Research Methods*, Tata McGraw Hill
- C.R. Kothari: *Research Methodology*, New Age International Publishers

BCEDSE501-25 Entrepreneurial Finance

Course Objectives:

The objectives of the course are to build the skills, frameworks and knowledge in entrepreneurial finance. Students will study the financing of small and medium sized businesses from the perspective of both the entrepreneur and investors. They will learn how the financing decisions of small and medium sized private companies differ from those of public firms. They will also see how the use of real options and milestones relate to the strategy and the value on an opportunity.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain financial planning, capitalization and funding needs for startups.

CO2: Apply capital budgeting and investment appraisal techniques.

CO3: Analyze sources of finance and cost of capital for ventures.

CO4: Evaluate working capital management strategies, dividend policies and long-term financing options.

CO5: Develop a comprehensive financial plan for a new venture.

Unit 1

The concept of Financial Management – Definition, nature, objectives, functions and scope of financial management, Preparation of financial plan – its objectives, essential features, consideration in formulating financial plan, Capitalization: over, under and fair capitalization. Concept of risk and return, Time value of money.

Unit 2

Investment Decisions: Capital Budgeting techniques. Financing Decisions: Cost of Capital – Meaning, definition, classification and computation of specific weighted and marginal cost of capital. Capital structure – Definition, factors determining the financial structure, Leverage Analysis – Financial operating and combined leverages, EBIT-EPS Analysis

Unit 3

Working Capital Management: Concept of working capital – Classification, importance, factors determining adequate value of working capital. Estimation of working capital requirements. Financing of working capital – Long- medium-short term. Trends in Financing of working capital by banks, Recommendations of Various committees regarding financing of working capital.

Inventory management. Tools and techniques of investment management. Determination of stock levels, VED analysis, just in time inventory, Cash Management and Receivable Management.

Unit 4

Dividend decisions: Dividend policy, Dividend Theories, Factors affecting dividend decisions. Long term financing, Sources of long term financing.

Suggested Readings:

- Leach, C.J. and Melicher, R.W.: *Entrepreneurial Finance*, Thomson.
- Stanton, J.M., *Entrepreneurial Finance – For New and Emerging Businesses*, Thomson

- Smith, J.K., Smith, R.L. and Bliss, R.T., *Entrepreneurial Finance*, Stanford University Press
- Smith, J.K. and Smith, R.L., *Entrepreneurial Finance*, Wiley
- Rogers, S., *Entrepreneurial Finance*, McGraw Hill
- Chandra, P., *Financial Management*, McGraw Hill

BCEDSE502-25 Income Tax Law & Practice

Course Objective: To acquire expert knowledge of practical and procedural aspects relating to Income Tax, compute taxable income under various heads, understand and apply tax provisions for deductions, exemptions and rebates, analyze set-off and carry-forward of losses. The course aims to develop skills among students to prepare and file income tax returns and handle assessments.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explain the tax structure for individuals and businesses.

CO2: Compute taxable income under various heads.

CO3: Apply tax provisions for deductions, exemptions and rebates.

CO4: Analyze the set-off and carry-forward of losses.

CO5: Develop skills to prepare and file income tax returns and handle assessments.

UNIT-I

Concept and Mechanism of Income Tax – Definitions, Concept of Income, Previous Year, Assessment Year, Distinction between Capital and Revenue, Receipts and Expenditure, Residential Status – Basis of Charge and Scope of Total Income, Incomes which do not form part of Total Income

UNIT-II

Computation of Total Income under Salaries, Income from House Property, Profit and Gains of Business or Profession, Capital Gains, Income from Other Sources, Clubbing/Aggregation of Income.

UNIT-III

Set-off and Carry-Forward of Losses and Deductions from Total Income. Taxation of Individuals, Hindu Undivided Family, Firms and Association of Persons.

UNIT-IV

Tax and Other Special Provisions Relating to Companies. Collection and Recovery of Tax, Tax Deduction at Source, Tax Collection at Source, Recovery and Refund of Tax; Provisions of Advance Tax. Procedure for Assessment, Appeals, Revisions, Settlement of Cases and Penalties & Offences, Provisions concerning Procedure for Filing Returns, Signatures, E-Filing, Penalties and Prosecution.

Suggested Readings:

- Ahuja, Girish and Gupts, Ravi, "*Systematic Approach to Income-tax*", Bharat Law House, New Delhi.
- Ahuja, Girish and Gupts, Ravi, "*Professional Approach to Direct Taxes Law & Practice*", Bharat Publications.
- Mehrotra, Dr. H.C. and Dr. S.P., "*Income Tax Law & Practice* (2019), Sahitya Bhawan Publications.
- Mundra, Vikas, "*Tax Laws and Practices*", Law Point publications, Kolkata.
- Singhania, Dr. V. K., "*Students Guide to Income-tax*", Taxmann Publications Pvt. Ltd., New Delhi.

BMPD502-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

BCE601-25 Strategic Management

Course Objectives: The course aims to provide fundamental knowledge and exposure to the strategies at the corporate level. It will help students understand the relationship amongst goals, objectives, strategies, tactics, plans, programs, procedures, rules etc.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Describe the importance and scope of strategic management.

CO2: Identify and discuss the elements of strategic intent.

CO3: Understand the complete process of strategic management- planning, implementation and control.

CO4: Comprehend various models of strategic choice

CO5: Identify and understand different types of strategies and their applicability in the corporate world.

UNIT I

Strategic Management: Introduction, Nature & Scope, Need, Process of Strategic Management. **Strategic Intent:** Vision, Mission, Business Definition, Business Model, Goals & Objectives.

Unit II

Strategy Formulation - Environment Appraisal and Scanning: External & Internal Environment including PEST, Techniques for Environmental Scanning (SWOT, ETOP, Quest). Porter's Five forces Model, Methods and technique Used for Organizational Appraisal.

Unit III

Corporate Level Strategy: Concept, Stability, Expansion, Retrenchment, Combination, Strategy. **Business Level Strategy:** Concept, Porter's Generic Business Strategy. **Strategic Choice:** Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix.

UNIT IV

Strategic Implementation: Concept, Interrelationship between Formulation and Implementation, Aspects of Strategy Implementation (Behavioral Implementation, Resource Allocation). **Strategic Evolution and Control:** An Overview, Technique of Strategic Evolution and Control

Suggested Readings:

- Azhar Kazmi (2007), "*Business Policy and Strategic Management*", Tata Mcgraw Hill
- Jouch & Gluick, "*Strategic Management & Business Policy*", Tata Mcgraw Hill
- Wheelen & Hunger (2008), "*Strategic management & Business Policy*", Pearson Education
- Hill, Charles, W. L., Schilling, Melissa A., Jones, Gareth R. (2019), "*Strategic Management: Theory & Cases: An Integrated Approach*", Cengage Learning.

BCE602-25 Business Ethics and Corporate Social Responsibility

Course Objective: This paper aims to provide the students with an understanding of ethical issues related to business and good governance necessary for long-term survival of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Explore the relationship between ethics and business across different cultural traditions

CO2: Understand the relationship between ethics, morals and values in the workplace

CO3: Discuss the moral and social responsibility dimensions of corporate governance.

CO4: Describe models of CSR in India.

CO5: Assess the international framework for CSR.

Unit I

Business Ethics: Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business, Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR, Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

Unit-II

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics Human Values, Different meaning of human values: foundational human values – freedom, creativity, love and wisdom, Nature of Human freedom.

UNIT III

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

UNIT IV

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

Suggested Readings:

- S.S. Iyer, 2002. *Managing for Value* New Age International Publishers.
- S.K. Bhatia, 2000. *Business Ethics and Managerial Values* Deep & Deep Publications
- Pvt.Ltd, 2000
- Velasquez, *Business Ethics – Concepts and Cases*, Prentice Hall, 6th Ed.
- Reed Darryl, *Corporate Governance, Economic Reforms & Development*, Oxford

- Mathur UC, *Corporate Governance & Business Ethics*, Mc Millan.
- *Corporate Social Responsibility in India* - Sanjay K Agarwal
- Handbook on *Corporate Social Responsibility in India*, CII.

BCEDSE601-25 Project Management

Course Objective: This paper aims to provide the students with an understanding of ethical issues related to business and good governance necessary for long-term survival of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Discuss the importance, scope and phases of project management.

CO2: Describe the role of a project manager in the successful completion of a project.

CO3: Examine different methods of generating new ideas and their screening.

CO4: Comprehend different methods of project analysis.

CO5: Determine the methods and techniques of project selection and financing.

Unit I

Basic Concepts of Project: Meaning, nature, types of projects, the Project Life Cycle.

Project Management: Need and scope for project management, Phases of Project Management, Role of project manager, Impact of Delays in Project Completions.

Unit II

Idea Generation: Ideas from trend analysis, sources of new ideas, Methods of generating new ideas, and screening of project ideas.

Project Analysis: Market and demand analysis, Technical analysis, Financial analysis.

Unit III

Project Selection: Investment criteria, Risk analysis, Social Cost Benefit analysis.

Project Financing: Financing of projects, Concept of Venture Capital in detail, Difference between Venture Capital and Private Equity.

Unit IV

Project Implementation: Project planning and control, Network techniques for project management: PERT and CPM Models, **Project Review:** Post Audit and Administrative Aspects.

Suggested Readings:

- Chandra, P. (2017). *Projects: Preparation, Appraisal, Budgeting and Implementation*. New Delhi: 8th Edition, Tata Mcgraw Hill.
- Desai, V. (2017). *Project Management and Entrepreneurship*. New Delhi: 2nd Edition, Himalaya Publishing House.
- Fyffe, D. S. (2001). *Project Feasibility Analysis*. New York: John Wiley and Sons.

BCEDSE602-25 Goods and Services Tax

Course Objective: To provide conceptual knowledge of Goods and Service Tax and to enable the students to apply this knowledge in practical application of GST Laws. It also enables the students to compute GST liability for different business transactions and understand GST input tax credit mechanisms.

Course Outcomes (COs): After completion of the course, the students shall be able to:

CO1: Define the basic concepts and principles of Goods and Services Tax.

CO2: Compute GST liability for different business transactions.

CO3: Analyze GST input tax credit mechanisms.

CO4: Apply GST procedures for registration, filing and compliance.

CO5: Evaluate the impact of GST on business operations and supply chains.

UNIT-I

Indirect Taxes: Background, Concept, Features; Major shortcomings of Pre-GST Era, Administration of Indirect Taxation in India; Goods and Services Tax: Basics concept and overview. Need and Benefits, Constitutional Framework of GST.

UNIT-II

GST Model – CGST / IGST / SGST / UTGST; Concept of Taxable Event; Concept of supply, Composite Supply and Mixed Supply; Provisions regarding Levy and Collection of CGST and IGST. Concept of Composition scheme & Reverse Charge.

UNIT-III

Power of Granting Exemptions. Basic Exemptions under Goods and Services Tax, Concept of Time, Value & Place of Taxable Supply of Goods/Services, Input Tax Credit & Computation of GST Liability.

UNIT-IV

Procedural Compliance under GST: Registration; Tax Invoice, Debit & Credit Note, Account and Record, Electronic way Bill; Provisions regarding filing of Return, Payment of Tax, Provisions related to Refund.

Suggested Readings:

- Dattey, V S, Taxmann's *GST Ready Reckoner*, Taxmann, New Delhi.
- Gupta, N K, *Goods and Services Tax (Law, Practice and Procedures)*, Bharat Law House Private Limited.
- Mehrotra, H.C. and Agarwal, V.P., *Goods and Services Tax GST*, Sahitya Bhawan Publications.

BMPD602-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be the development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.