BCH201	**Business Ethics and Corporate Governance**	Credits - 4

Course Descriptions : Business Ethics and Corporate Governance is a comprehensive course that explores the ethical dimensions of business practices and the mechanisms of corporate governance. The course aims to instill a strong sense of ethical responsibility among students and foster an understanding of the role of corporate governance in promoting transparency, accountability, and long-term sustainability in organizations. Through case studies, ethical dilemmas, and real-world examples, students will develop critical thinking skills and ethical decision-making abilities relevant to the complex and rapidly changing business landscape.

Course Content:

Unit 1	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.
Unit 2	Work life in Indian Philosophy: Indian ethos for work life, Indian valuesfor the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.
Unit 3	Relationship between Ethics & Corporate Excellence, Corporate MissionStatement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.
Unit 4	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Socialresponsibility of business, Social Audit.

Reference:

Suggested Readings:
1. Kaur Tripat, Values; Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K., Human values for Managers
3. McCarthy, F.J., Basic Marketing
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

BCH202	Basic IT Tools	Credits - 4

Course Objective:

1. At the end of the course, students should be able to have an overview of basic features ofMicrosoft Word, Excel and PowerPoint.
2. The course will impart the necessary skills to create, collaborate, audit and analyse theworksheet data, incorporate multiple data sources and import and export data.
3. The students would be able to create and customize presentations, which enable them to makeeffective presentation with the help of PowerPoint.
4. The course will help the potential managers to understand how they can effectively use MS –Office to ensure efficient decision making.

Course Content:

Unit 1.
- What is Computer? -History, Present technology, Future ofcomputer
- Software and Hardware :How software's & hardware's are made
- Different Operating System: Window 95 to Window 13.
- Input and Output devices: Keyboard, Mouse, Printer, Scanner.
- Basic software in computer system: Notepad, calculator, mediaplayers, paint.
- Introduction to MS Office: Word, PowerPoint and Excel.

Unit 2.
- Introduction to Microsoft Word
- Working with Documents and the Keyboard
- Editing and Formatting Techniques: Controlling Page Breaks in a Document, Sorting Lists and Tables, Creating New Paragraph andCharacter Styles, Creating New List and Table Styles
- Working with Tables: Producing Calculations in a Word Table, Merging and Splitting Table Cells / Entering Vertical Text into a Table Cell
- Working with Pictures and Charts
- Adding Special Effects to Text Performing a Mail Merge: Merging a Main Document and a DataSource, Printing Mailing Labels

Unit 3.
- Introduction to MS Excel 2013, Worksheets and Workbook
- Entering Information into MS Excel, Introduction to Working with Cells, Rows, and Columns, Formatting Data and Cells, Formatting Rows and Columns, Editing Cells, Rows, Columns, and Worksheets,
- Introduction to Formulas and Calculations, Working with Formulas and Functions
- Basic Mathematics: addition, subtractions, multiplication, division
- Designing Effective Worksheet

Unit 4.
- Data Plotting using Charts and Graphs
- **Descriptive Statistics, Histogram, Average, Rank, Percentile**
- Computing Measures of Central Tendency & Dispersion using Data
- Simple Regression Analysis-performing simple linear regressionanalysis
- Creating a scatter plot and adding a prediction line
- Correlation
- Introduction to Microsoft Word,
- The Basics of Creating Presentations, Applying Themes and Layouts to Slides, Working with Objects, Entering, Editing, and FormattingText, Working in Outline View, Proofing Presentations, Notes.

Course Material:

1. Bangia, R. (2011) Learning Microsoft office-2010. Khanna
   Book PublishingReference Book
2. Shelley Fishel, Excel 2013 Core Intro and Advanced, Downloaded from bookboon.com.

BCH203	Foundations of Organizational Behavior	Credits - 4

Course Objective:

The course help the potential managers to understand what people skills are, how it affects the organizations and how these skills could be developed. The course aims to develop an understanding of how individuals relate in the workplace, and how group and organizational structures affect individual behavior. The course will also discuss the effect of individual and group behavior on internal and externalenvironment of the organization.

Course Content:

Unit 1.

Importance of Interpersonal Skills; The Concept of Effectiveness; How People Skill contribute in organizational effectiveness; Individual Differences –Diversity in Organizations; Implementing Diversity Management Strategies; Implications for Managers

Unit 2.

Concept of Attitude; Job Attitudes; Job Satisfaction; Implications For Managers; Organization Citizenship Behavior

Unit 3.

Emotions, Personality & Perception - The concept and the affective event theory; Emotional Labor and Implications for managers; Emotional Intelligence and Assertive Behavior; Understanding Self and measuring personality; Importance of Values; Individual's Personality and Values at the Workplace; Person Perception, Individual Decision Making and its impart in Organization

Unit 4.

Motivation & its application - Concept of Motivation, Theories of Motivation, Job Design, Employee Involvement, Implications For Managers

Course Material:

Text Book

1. Robbins, Judge and Vohra; Organizational Behavior (15 edition) New Delhi, Prentice Hall of India, 2012.

Reference Book
1. Pareek, Udai; Understanding Organizational Behaviour; Oxford University Press, 2004.
2. Davis, Keith; Human Behaviour at Work; New Delhi, Tata McGraw-Hill, 1977
3. Luthans, F; Organizational Behavior; New York, McGraw Hill, 2002

BCH204	Macro Economics	Credits - 4

Course Objective:

There are two important branches of Economics: Microeconomics and Macroeconomics. Microeconomicsis the study of the choices that individuals and firms make in a competitive world characterized by scarcity.Macroeconomics is the study of the choices of the economy as a whole. Macroeconomics attempts to understand the fluctuations in aggregate variables such as GDP, unemployment and prices. These understandings will allow us formulate predictions about future economic performances and evaluate alternative policies (monetary and fiscal), which are meant to address the aforementioned fluctuations.

Course Content:

Unit 1:

National Income Accounting: Gross Domestic Product, Gross National Product, Real Vs. Nominal GDP; Income Vs Expenditure Method; Methods of measuring National Income, Difficulties in themeasurement of National Income, Various concepts of National Income (GNP, GDP, NNP, NDP), personal income, disposable income.

Unit 2:

Classical Model -Keynes's Criticism of Classical Theory, Keynesian theory of income and employment, Say's Law of Markets; Concept of Multiplier, investment of multiplier, Loanable fundsmarket; Functions of Money - Stocks of Money (M1, M2, M3 and M4), Money Supply: Fractional Reserve Banking System and Money Multiplier, Monetary Policy Tools.

Unit 3:

IS and LM Function - Product Market Equilibrium, Money Market Equilibrium, General Equilibrium; Inflation - The Classical Theory of Inflation, Inflationary Gap, Demand-Pull Inflation, Cost-Push Inflation, Short Run Trade-Off between Inflation and Unemployment(Phillips Curve) Measures to Control Inflation

Unit 4:

Monetary & Fiscal policy- Contemporaneous Issues in Monetary Policy, Monetary Policy: Aggregate Demand and Aggregate SupplyAnalysis, Monetary Policy in a Developing Economy, Contemporaneous Issues in Fiscal Policy, Fiscal Policy: Aggregate Demand and Aggregate Supply Analysis, Fiscal Policy in a Developing Economy.

Course Material:
Text Book
1. N. Gregory Mankiw, Principles of Macroeconomics (8e),
   Cengage-Learning
Reference Book
2. Macro Economics: Theory and Policy by D.N. Dwivedi, 3rd Edition, McGraw Hill Education

BCH205	Business Mathematics	Credits - 4

Course Objective:

This course covers real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, applications of math to purchasing, buying, taxes and payroll, basic statistics with business/consumer applications. The course is intended to increases the student's knowledge and skill in solving practical financial problems of a business or personal nature through the use of math and logic. It aims to develop a sound base for concurrent or subsequent accountingand other business related courses. The primary emphasis is solving business problems stated in words.

Course Content:

Unit 1:
Review of Basic Tools - Introduction to the subject, need and scope, Whole Numbers, Integers, Fractions, Decimal and Percentages, Linear Equations, Simple and Compound Interest

Unit 2:
Basics of Statistics – Measures of Central tendency: Mean, Median & Mode; Dispersion: Standard Deviation, Variance & Coefficient ofVariation

Unit 3: Metrices & Determinants - Basic Concept and Background, Matrix Operations, Determinants

Unit 4: Integration & Differentiation - Basic Integration, Basic Differentiation

Course Material:

Text Book

  1. C. Cleaves, M. Hobbs and J. Noble, Business Math. (10e), Pearson

.EducationReference Book

1. Thukral, J.K. Mathematics for Business Studies. Mayur Publications
2. Prasad, Bindra and P.K. Mittal. Fundamentals of Business Mathematics. HarAnand Publications
3. Singh J. K. Business Mathematics. Himalaya Publishing House

BCH206	E-Commerce	Credits - 4

Course Description:

E-Commerce is an in-depth course that explores the dynamic world of electronic commerce and its impact on modern business practices. This course provides students with a comprehensive understanding of the principles, strategies, technologies, and challenges involved in conducting business transactions online. Through theoretical knowledge and practical applications, students will gain the skills necessary to effectively design, manage, and optimize e-commerce platforms and create successful online businesses.

Course Content:

Unit 1	E-commerce: The revolution is just beginning, E-commerce : A Brief History, Understanding E-commerce: organizing Themes
Unit 2	E-commerce Business Models, Major Business toConsumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and theweb change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web : Features
Unit 3	Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment
Unit 4	Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet MarketingTechnologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing,The service sector: offline and online, Online financial services, Online Travel Services, Online career services

Books Recommended:

1. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI