

## MULTI DISCIPLINARY COURSES (MDC)

Course Code	COM1FM105 (1)				
Course Title	BUSINESS START-UP ESSENTIALS				
Type of Course	MDC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	Students should have a foundational understanding of basic business concepts such as marketing, finance, accounting, and management.				
Course Summary	This course equips students with the knowledge and skills necessary to plan, launch, and manage a successful new venture				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamentals of entrepreneurship and the startup ecosystem.	U	C	Instructor-created exams / Quiz Assignment
CO2	Develop a comprehensive business plan for a new venture	Ap	C	Instructor-created exams / project
CO3	Explore different funding options and financial planning strategies for startups.	An	C	Examinations Assignment
CO4	Develop effective marketing and sales strategies for a startup.	An	P	Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
I	<b>Introduction to Entrepreneurship and Start-up</b>		<b>7</b>
	1	Defining entrepreneurship and its significance-Entrepreneurial mindset and characteristics	2

	2	Overview of the start-up ecosystem	1
	3	Generating business ideas- Identifying opportunities in the market	2
	4	Evaluating market opportunities-Identifying customer needs	2
<b>II</b>	<b>Business Planning</b>		<b>11</b>
	5	Business Planning-Components of a business plan- Understanding the structure of a business plan-Key elements to include	2
	6	Writing a mission statement and defining clear objectives	1
	7	Developing a value proposition and understanding competitive advantage	2
	8	Conducting market research	2
	9	Analyzing industry trends	2
	10	Identifying target market segments and customer personas	2
<b>III</b>	<b>Funding Options for Start-ups</b>		<b>10</b>
	11	Bootstrapping and self-funding- Strategies for bootstrapping Self-funding options	2
	12	Angel investors and venture capital- Understanding angel investors- Venture capital funding process	2
	13	Exploring crowd funding platforms-Other alternative financing methods	2
	14	Financial Planning and Management-Budgeting and financial projections	2
	15	Pricing strategies- Pricing models and strategies-Pricing for profitability	2
<b>IV</b>	<b>Legal and Regulatory Considerations</b>		<b>8</b>
	16	Business structures (sole proprietorship, partnership, corporation)- Types of business structures-Choosing the right structure	2
	17	Intellectual property protection- Overview of IP protection-Patent, copyright, and trademark	2
	18	Contracts and legal agreements- basic features of Contract Act	2
	19	Ethical Considerations in business	2
<b>V</b>	<b>Open Ended Module</b>		
		Guide students through the process of developing a comprehensive business plan for a new venture, covering areas such as market analysis, product/service development, marketing strategy, financial projections, and operational planning.	9

## References

1. Stevenson, H.H., Grousebeck, H.I., Roberts, M.J. and Bhide, A. (2000): New Business Ventures and the Entrepreneur, McGraw-Hill, Singapore.
2. Timmons A. Jeffry and Jr. Stephen Spinell (2009): New Ventures Creation; Entrepreneurship for the 21st Century, McGraw Hill.
3. Chauhan, A., Abidi, S., Kumar, A., and Joshi, M. (July, 2018), "Reading Tea leaves or Foresightedness- Part II", Business World / Education

4. Alexander Osterwalder and Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers"
5. Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.

Course Code	COM1FM105 (2)				
Course Title	<b>STOCK MARKET FUNDAMENTALS</b>				
Type of Course	<b>MDC</b>				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	A foundational understanding of financial concepts such as assets, liabilities, income, expenses, and financial statements is essential for comprehending stock market fundamentals.				
Course Summary	Stock Market Fundamentals is a foundational course designed to provide students with a comprehensive understanding of the basic principles, concepts, and mechanics of the stock market. Through theoretical learning, practical examples, and hands-on activities, students will explore key topics such as stock exchanges, investment instruments, trading strategies, market analysis, and portfolio management.				

**Course Outcomes (CO):**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the pre-requisites to invest in securities market	U	C	Instructor-created exams / Quiz
CO2	Develop skills to analyse the intrinsic worth of securities to invest in public issues and secondary market.	Ap	C	Instructor-created exams / project
CO3	Appreciate the importance of mutual fund and systematic way of investment in mutual fund	An	C	Instructor-created exams / project
CO4	Apply the knowledge in creating an optimum portfolio	Ap	P	Instructor-created exams / project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

**Detailed Syllabus:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
<b>I</b>	<b>Introduction to Securities Market</b>		<b>8</b>
	1	Stock Market – Primary market and Secondary market	1
	2	Pre-requisite to invest in stock Market- Bank Account, Demat Account and Trading account, Demonstration of Opening demat and trading account, BSDA	2
	3	KYC documents, CKYC, Power of attorney & DDPI, Nomination	1
	4	Modes of investment - Mutual fund & Direct equity	1
	5	Trading- Intra-day trading, swing trading & derivative trading (F& O)- Online trading	2
	6	SEBI, Scores	1
<b>II</b>	<b>Primary Market and Secondary Market</b>		<b>10</b>
	7	Types of public issues, Initial Public Offer, Modes of pricing,	2
	8	Application for IPO, ASBA, UPI and offline methods	1
	9	Prospectus, Evaluation of IPO, allotment and listing	2
	10	Investment in secondary market, Stock exchanges and indices	1
	11	Market watch, LTP, OHLC, Upper and lower circuits, volume, Modes of placing orders, types of orders, Demonstration of market watch and order placing.	2
	12	settlement, Contract note, Charges in demat and trading account, AMC, Margin pledge, Leverage.	2
<b>III</b>	<b>Fundamental and Technical Analysis</b>		<b>11</b>
	13	Stock Selection, Security Analysis, Fundamental Analysis – EIC analysis	2
	14	Tools for company analysis- Business of company, promoters holding & pledge, Sales and profit growth, Major liquidity, profitability, leverage, valuation and other Ratios and its interpretations	3
	15	Technical analysis, Basic tools of technical analysis	3
	16	Portfolio, Portfolio diversification & Portfolio revision	1
	17	Dividend, Taxation on stock market investment and trading	2
<b>IV</b>	<b>Mutual fund investment</b>		<b>7</b>
	18	Structure and working of mutual funds	1
	19	Types of funds based on structure, objective and investment style	2
	20	Ways of investing in mutual fund, NFO, NAV, Direct and regular mutual funds, Lump sum and SIP investment, Dividend options, Benefits of SIP	2
	21	Redemption, SWP, Risk-o-meter, Fund fact sheet and its utility	2
<b>V</b>	<b>Open Ended Module</b>		<b>9</b>
		5. Analysis of the risk return of nifty for the last 20 years	
		6. Demonstration of fundamental analysis by using screener	

		applications 7. Practical assignment on fundamental analysis of selected shares 8. Trading using simulative apps 9. Evaluation of the 10 year cumulative return of mutual funds	
--	--	--	--

### References

- 1.Kohn,Meir: Financial Institutions and Markets,Tata McGrawHill.
- 2.BholeL.M: Financial Institutions and Markets,Tata McGrawHill.
- 3.Desai,Vasantha:The Indian Financial System,Himalaya Publishing House.
- 4.Machiraju.R.H: Indian Financial System,Vikas Publishing House.
- 5.KhanM.Y:Indian Financial System,Tata Mc Graw Hill.
- 6.Donald E. Fisher and Ronald J. Jordan: Securities Analysis and Portfolio Management, Prentice Hall, New Delhi.
- 7.S.Kevin: Security Analysis and Portfolio Management.
- 8.GuptaL.C.:Stock Exchange Trading in India, Society for Capital Market Research and Development, Delhi.
- 9.MachiRaju,H.R.:WorkingofStockExchangesinIndia,WileyEasternLtd,NewDelhi.
- 10Sundar Sankaran, Indian Mutual Funds Handbook, Vision books, New Delhi
- 11.Ankit Gala & Jitendra Gala, Guide to Indian Mutual Fund, Buzzing stock Publishing house
- 12.NISM-Series-XII: Securities Markets Foundation Certification Examination (Study material of NISM for their certificate course)

Course Code	COM1FM105 (3)				
Course Title	<b>CONSUMER AWARENESS AND PROTECTION</b>				
Type of Course	MDC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	There are no formal prerequisites for the course, but a basic understanding of consumer behaviour, business ethics, and legal principles may be beneficial				
Course Summary	This course is designed to educate students about their rights as consumers, empower them to make informed purchasing decisions, and equip them with the knowledge and skills to protect themselves from deceptive practices				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
----	--------------	------------------	---------------------	-----------------------

CO1	Gain an understanding of basic consumer rights, such as the right to safety, information, choice, and redress, as well as their corresponding responsibilities in the marketplace.	U	C	Instructor-created exams / Quiz Assignment
CO2	Develop critical thinking skills to evaluate marketing practices, product claims, and pricing strategies, and to assess the credibility of information in the marketplace.	An	C	Project
CO3	Learn how to advocate for consumer rights and contribute to positive change by raising awareness, reporting violations, participating in consumer movements,	An	P	Examinations Project
CO4	Learn to recognize common consumer issues and deceptive practices, such as false advertising, fraud etc	An	C	Project Case study
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>INTRODUCTION TO CONSUMER PROTECTION</b>		<b>8</b>
	1	Concept of consumer Protection-Importance of consumer protection	1
	2	Role of consumer protection agencies and organizations	1
	3	Concept of Consumer awareness	1
	4	Fundamental consumer rights and responsibilities	1
	5	Case studies illustrating violations and resolutions	3
	6	Ethical considerations in consumer behaviour	1
<b>II</b>	<b>THE CONSUMER PROTECTION LAW IN INDIA</b>		<b>10</b>
	7	Consumer rights- UN Guidelines on consumer protection	3
	8	Consumer goods-defect in goods-spurious goods and services	2
	9	Service-deficiency in service	3
	10	Unfair trade practice- Restrictive trade practices	2

<b>III</b>	<b>ORGANIZATIONAL SET-UP UNDER THE CONSUMER PROTECTION ACT</b>		<b>10</b>
	11	Advisory Bodies: Consumer Protection Councils at the Central, State, and District Levels	3
	12	Adjudicatory Bodies: District Forums and State Commissions	2
	13	National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial)	3
	14	Role of Supreme Court	2
<b>IV</b>	<b>GRIEVANCE REDRESSAL MECHANISM UNDER THE INDIAN CONSUMER PROTECTION LAW</b>		<b>8</b>
	15	Who can file a complaint - Grounds of filing a complaint- Limitation period	2
	16	Procedure for filing and hearing of a complaint	2
	17	Disposal of cases-Relief/Remedy available	2
	18	Temporary Injunction- Enforcement of order- Appeal- frivolous and vexatious complaints	1
	19	Offences and penalties	1
<b>V</b>	<b>Open Ended Module</b>		<b>9</b>
	1	Case studies on consumer rights violations or fraud cases	
	2	Role plays by dividing students into groups and assign them roles of consumers, sellers, and regulatory authorities and enact scenarios such as purchasing defective products, lodging complaints, and resolving disputes	
	3	Arrange field visits to consumer protection agencies, regulatory bodies, or consumer courts where students can observe complaint resolution processes and interact with officials to understand how consumer rights are upheld	

#### References

1. Consumer protection law in India- N V Paranjape
2. Consumer protection act: a commentary – G B Reddy
3. Consumer protection laws – Dr R K Bangia
4. Consumer awareness and protection – Dr S J Maheshwari
5. Consumer awareness, welfare and protection: problems and prospects – G Ganesan & M Sumathy

Course Code	COM2FM106 (1)				
Course Title	<b>FINANCIAL LITERACY</b>				
Type of Course	MDC				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per	Tutorial	Practical	Total Hours

		week	per week	per week	
	3	3			45
Pre-requisites	There are no formal prerequisites for this course. However, students with a basic understanding of mathematics, economics, or personal finance may find the material easier to grasp.				
Course Summary	This course is designed to equip students with the knowledge, skills, and attitudes necessary to make informed financial decisions throughout their lives.				

### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop a comprehensive understanding about the basic concepts of financial literacy	U	C	Instructor-created exams / Quiz
CO2	Develop financial literacy by imparting knowledge about banking, insurance and other financial products.	An	C	Test & Practical assignments t
CO3	Identify various saving and investment avenues available in India with its risk-return pay off	An	P	Test and practical assignment
CO4	Apply the learned knowledge to identify investment opportunities and to avoid fraudulent schemes.	Ap	C	Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>	<b>Financial Literacy</b>		<b>9</b>
	1	Concept of Financial literacy-Financial Goals	1
	2	Components of financial literacy - Financial Knowledge, Financial Planning, budgeting -financial discipline	2
	3	Saving and investment- Inflation and time value of money - Guidelines for savings and investment	2
	4	50-30-20 principle, compounding and benefits, Rule of 72	2
	5	Debt management-CIBIL Score	1
<b>II</b>	<b>Banking and Insurance</b>		<b>10</b>
	6	Need of bank accounts, types of accounts – savings, current, fixed	2



		deposit and recurring	
	7	Basic savings bank deposit account (BSBDA) and PMJDY, features	2
	8	Modes of operating accounts – Deposit and withdrawal, traditional and digital payment methods, Cheque, Bank cards, Internet banking, Mobile banking, UPI & digital Wallet.	2
	9	Electronic fund transfer – Basic concepts of NEFT, RTGS, IMPS, NUUP & AEPS.	2
	10	Need for insurance, Life and non-life insurance, Types of insurance	2
<b>III</b>	<b>Investment Avenues in India</b>		<b>11</b>
	11	Various investment avenues and its risk return payoff, Term Deposit, Gold, Real estate and Equity	2
	12	Fixed interest-bearing schemes & its features – PPF, NSC, Sukanya Samridhi Yojana, Post office schemes,	2
	13	Gold – ETF, Sovereign gold bond	2
	14	Stock market – concept, risk, direct equity and mutual funds, Importance of SIP mode of investment.	2
	15	Retirement planning – NPS, APY, Pension schemes of mutual fund	2
	16	Construction of an investment portfolio, Portfolio evaluation and revision.	1
<b>IV</b>	<b>Financial Frauds and Security measures</b>		<b>6</b>
	17	Banking frauds, Phishing, card frauds, ATM frauds etc.	2
	18	Investment frauds - Ponzi schemes, How to identify ponzi schemes	2
	19	Security measures to avoid banking frauds	1
	20	Precautions against investment frauds	1
<b>V</b>	<b>Open Ended Module</b>		<b>9</b>
		1. Provide real-life scenarios and task them with creating personal budgets based on given income, expenses, and financial goals. 2. Demonstration of filling forms – cheque, withdrawal slip, draft, account opening form, proposal form of insurance etc. 3. Evaluation of the 10 year cumulative return of mutual funds 4. Assignment on various ponzi schemes reported in India	

## References

1. Abhishek Kumar, The Richest Engineer, Manjul Publishing House, 2016.
2. Dave Ramsey, The Total Money Makeover: Classic Edition: A Proven Plan for Financial Fitness, Thomson Nelson, 2013,
3. David Bach, Smart Women Finish Rich, Expanded and Updated, Finish Rich Media LLC, 2021.
4. John C Bogle, The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns, 2017.
5. Kara Ross, Personal Finance For Teens and College Students, Marketing Forte, LLC, 2021

6. P V Subramanyam, Retire Rich: Invest Rs 40 a Day, Network 18 Publications, 2013.  
7. Ramit Sethi, I Will teach You to be Rich, Ramit Seth ji, 2023.

Course Code	COM2FM106 (2)				
Course Title	EVENT MANAGEMENT				
Type of Course	Multi Disciplinary Course				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	A basic understanding of various aspects of management				
Course Summary	This course familiarises the students about the basic principles and practices of event management.				

#### Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Acquire knowledge on the basics of event management.	U	C	Quiz/ Assignment/ Seminar Examination
CO2	Develop basic skills for conducting events	Ap	P	Quiz/ Assignment/ Seminar/ Examination
CO3	Demonstrate the process of staging managing events.	Ap	P	Project

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

#### Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Events		8
	1	Meaning and of definition of events	1
	2	Characteristics and advantages of events	1
	3	Broad classification of events	2
	4	Essential Qualities and Skills required for Event Manager	1

	5	Role of an Event Manager	1
	6	Five Cs of event management	1
	7	Event management as a career	1
<b>II</b>	<b>Concept and Design of events</b>		<b>9</b>
	8	Developing Event Concept	3
	9	Analyzing the event concept	3
	10	Designing the event	2
	11	Logistics of event concept	1
<b>III</b>	<b>Staging an Event</b>		<b>11</b>
	12	Choosing an event site	3
	13	Developing theme	3
	14	Conducting rehearsals	1
	15	Providing services	1
	16	Arranging catering	2
	17	Managing the environment	1
<b>IV</b>	<b>Event close-down and evaluation</b>		<b>8</b>
	18	Closedown	3
	19	Event evaluation	2
	20	Sources of information for evaluation of event	2
	21	Event divestment and legacies	1
<b>V</b>	<b>Open Ended Module-MICE in India</b>		<b>9</b>
		Components ,significance and role of MICE	
		MICE Destinations in India	
		Current scenario of MICE In India	

## References

1. Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd. • Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
2. Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
3. Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition.

<b>Course Code</b>	<b>COM2FM106 (3)</b>				
<b>Course Title</b>	<b>FOUNDATIONS OF ACCOUNTING</b>				
<b>Type of Course</b>	<b>MDC</b>				
<b>Semester</b>	<b>II</b>				
<b>Academic Level</b>	<b>100-199</b>				
<b>Course Details</b>	<b>Credit</b>	<b>Lecture per week</b>	<b>Tutorial per week</b>	<b>Practical per week</b>	<b>Total Hours</b>
	<b>3</b>	<b>3</b>	<b>-</b>		<b>45</b>
<b>Pre-requisites</b>					
<b>Course Summary</b>	This course provides a comprehensive understanding of accounting fundamentals, including principles, recording transactions, preparing financial statements, and implementing depreciation accounting techniques.				

**Course Outcomes (CO):**

<b>CO</b>	<b>CO Statement</b>	<b>Cognitive Level*</b>	<b>Knowledge Category#</b>	<b>Evaluation Tools used</b>
CO1	Develop a comprehensive understanding of the fundamental concepts of accounting	U	C	Examinations/Review Questions/ Assignment
CO2	Acquire the skills necessary to accurately record financial transactions	An	P	Assignment Examinations
CO3	Demonstrate proficiency in preparing essential financial statements	An	P	Project Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

### Detailed Syllabus:

Module	Unit	Content	Hrs
<b>I</b>		Introduction to Accounting	<b>9</b>
		1.1 Meaning, Importance, Need, Objectives, Advantages, and Limitations 1.2 Accounting as an Information System, Users of Accounting Information, Sources of Accounting Information 1.3 Basic Accounting Terms: Transactions, Accounts, Assets, Liabilities, Capital, Drawings, Expenditure, and Expense, Income, Revenue, Gain, Profit, Surplus, Loss, Deficit 1.4 Basis of Accounting Principles: Cash, Accrual, and Hybrid 1.5 Difference between Double Entry system and Single entry system (accounting for incomplete records)	
<b>II</b>		Recording of Transactions	<b>9</b>
		2.1 Identification of Transactions and Events for Recording  2.2 Classifications of Accounts (Traditional): Personal Account, Real Account, and Nominal Account  2.3 Classifications of Accounts (Modern): Assets, Liabilities, Capital, Income, and Expenses  2.4 Accounting Equation and Rules of Debit and Credit  2.5 Basis of Recording: Vouchers, Journalizing the Transactions	
<b>III</b>		Preparation of Accounts and Depreciation Accounting	<b>9</b>
		3.1 Preparation of Ledger  3.3 Cash Book Including Bank Transactions  3.3 Depreciation Accounting: Concept, Features, Causes, Methods (SLM and WDV)	
<b>IV</b>		Preparation of Trial Balance	<b>9</b>
		4.1 Preparation of Financial Statements 4.1 Trial Balance 4.2 Concept of Revenue and Capital Expenditure 4.3 Preparation of Trading and Profit & Loss Account	

V		Open Ended Module	9
		Preparation of Balance Sheet for a Sole Proprietor without Adjustments	

References:

1. Financial Accounting" by Dr. S.N. Maheshwari and S.K. Maheshwari
2. Financial Accounting for Management" by Dr. Ambrish Gupta
3. Financial Accounting: An Introduction" by Prof. R.N. Mukherjee and Prof. M. Hanif

### LIST OF ONLINE COURSES

Sl No	Course Title	Faculty	Course Provider	Duration
1	Advanced Corporate Strategy	Prof R Srinivasan & Prof Sai Yayavaram	IIM Bangalore	6 weeks
2	Advanced Topics in Organizational Behaviour	Prof Sanjay Singh	IIM Sirmaur ( H P)	6 Weeks
3	Banking and Financial Markets: A Risk Management Perspective	Prof. P C Narayan	IIM Bangalore	6 weeks
4	Behavioural Finance	Prof. Shiktha Singh	KIIT (deemed to be University) Bhubaneswar	8 weeks
5	Brand Management	Prof. Preethi Krishnan Lyndem	IIM Bangalore	6 weeks
6	Foreign Exchange Market	Prof P C Narayan	IIM Bangalore	4 weeks
7	Equity Stock Market: Concepts, Instruments, Risks and Derivatives	Prof P C Narayan	IIM Bangalore	6 weeks
8	Innovation and Start Up Policy	Prof Rahul K Misra	IILM Institute for Higher Education	8 weeks
9	Research Methodology and Statistical Analysis	Prof (Dr) Subodh Kesharwani	IGNOU	16 weeks
10	Total Productive Maintenance	Dr Anil Kumar Srivastava	QCI	10 weeks
11	Direct Tax Laws and Practice	Prof Subhvangshu Sekhar Sarkar	Tezpur University -	15 weeks
12	Operation Management	Prof B Mahadevan	IIM Bangalore	6 weeks
13	Financial Accounting and Analysis	Prof Padmini Srinivasan	IIM Bangalore	6 weeks

**MODEL QUESTION PAPER**  
**I Semester B.Com (CUFYUGP) Degree Examinations October 2024**  
**COM1CJ101: MANAGEMENT PRINCIPLES AND APPLICATION**

(Credits: 4)

**Maximum Time: 2 hours**

**Maximum Marks: 70**

**Section A**

**[Answer All. Each question carries 3 marks]      (Ceiling: 24 Marks)**

1. Define the concept of organizing in the context of management.
2. Explain the concept of planning premises.
3. Define the principle of Unity of Command.
4. What is meant by Delegation of Authority?
5. Define MBO.
6. What is Span of Management?
7. Define Democratic Leadership style.
8. What is meant by Management by Exception.
9. Define Crisis Management within the field of management.
10. What is meant by Inclusive Leadership?

**Section B**

**[Answer All. Each question carries 6 marks]      (Ceiling: 36 Marks)**

11. Is management considered a science? Discuss its characteristics and principles.
12. Describe the features distinguishing Line and Staff organizational structures.
13. Elaborate on McGregor's Theory X and Theory Y.
14. Critically assess the effectiveness of laissez-faire leadership.
15. What are the fundamental principles guiding business ethics?
16. Discuss various strategies for resolving conflicts.
17. Detail the contributions made by C.K. Prahalad.

**Section C**

**[Answer any one. Each question carries 10 marks]      (1x10= 10 marks)**

18. You're managing a small department with three subordinates: Yogesh, Pawan, and Kapil. Here's a quick look at each:  
**Yogesh:** He's hard to understand, often absent, and values family over work. The company's incentives don't motivate him much, seeing his job as merely a means to support his family's basic needs.



**Pawan:** Unlike Yogesh, he's loyal to the company and follows its rules and compensation schemes. However, he lacks creativity and assertiveness, impacting his ability to sell himself to other departments or top management.

**Kapil:** He's assertive and motivated by money. He works hard but expects the company to reciprocate. He's driven by financial rewards and is known for pushing for more, even at the expense of intense personality clashes with former employers.

**Questions:**

1. What motivates Yogesh, Pawan, and Kapil, according to motivation theories?
2. Who perceives money as a direct reward for performance?
3. How does equity theory apply to Yogesh, Pawan, and Kapil's motivation levels?

19. "Work is Worship," a prominent construction company, attributes its success to innovative ideas and a scientific approach to work. Ten years ago, the company underwent a significant transformation. They meticulously observed all operations, noting standard task times to determine workforce requirements and manufacturing schedules. After a few months, they progressed to address worker stress, analyzing rest intervals to optimize productivity. Six months later, the company introduced a reward system for efficient workers, offering higher wages for those exceeding performance standards. This incentivized workers to maximize efforts to boost their earnings.

**Questions:**

1. What management concept is exemplified in the case study?
2. Identify and explain the three types of this management concept mentioned in the case. Provide corresponding lines from the text where each type is indicated

-----

## Appendix

### 1. Format of the Internship Report

<b>1. Title Page:</b>
<ul style="list-style-type: none"><li>Title of the report, Name of the organization, Name of the intern, Duration of the internship, Date of submission.</li></ul>
<b>2. Certificate, Declaration and Acknowledgments:</b>
<ul style="list-style-type: none"><li>Internship completion certificate from the organization</li><li>Include a declaration stating that the internship report is original work and has not been submitted elsewhere.</li><li>Express gratitude.</li></ul>
<b>3. Table of Contents:</b>
<ul style="list-style-type: none"><li>Provide a list of sections and subsections with corresponding page numbers.</li></ul>
<b>4. Introduction:</b>
<ul style="list-style-type: none"><li>Introduce the organization where the internship was conducted, including its background, mission, products/services, industry sector, and any other relevant information.</li><li>State the objectives of the internship report.</li></ul>
<b>5. Description of the Organization:</b>
<ul style="list-style-type: none"><li>Provide a detailed overview of the organization, its history, organizational structure, core functions, target market, competitors, and industry trends.</li><li>Describe the department or division where the internship was undertaken and its role within the organization.</li></ul>
<b>6. Internship Experience:</b>
<ul style="list-style-type: none"><li>Describe the tasks, projects, and responsibilities undertaken during the internship.</li><li>Discuss the skills, knowledge, and competencies acquired or enhanced through practical experience.</li><li>Provide examples of significant achievements, challenges faced, and how they were overcome.</li></ul>
<b>7. Learning Outcomes:</b>
<ul style="list-style-type: none"><li>Reflect on the key learning and insights gained from the internship experience.</li><li>Discuss how the internship contributed to personal and professional development, including skill development, industry knowledge, and career aspirations.</li></ul>
<b>8. Recommendations:</b>
<ul style="list-style-type: none"><li>Offer recommendations for the organization based on observations and experiences during the internship.</li><li>Suggest areas for improvement, future opportunities, or strategies to enhance organizational effectiveness.</li></ul>
<b>9. Conclusion:</b>
<ul style="list-style-type: none"><li>Summarize the main findings and outcomes of the internship experience.</li></ul>
<b>10. appendices:</b>
<b>11. Include any references, sources, or materials cited in the internship report.</b>
<b>12. References:</b>
<ul style="list-style-type: none"><li>Attach any supplementary materials.</li></ul>

### 2. Format of Internship Daily Report

<b>1. Title:</b> Daily Report of Internship in [Organization Name]
--

2. <b>Date:</b>
3. <b>Internship Details:</b>
<ul style="list-style-type: none"> <li>• Intern Name:</li> <li>• Department/Division:</li> <li>• Supervisor/Mentor:</li> </ul>
4. <b>Objective/Task for the Day:</b>
<ul style="list-style-type: none"> <li>• Briefly describe the main objective or tasks assigned for the day.</li> </ul>
5. <b>Work Activities:</b>
<ul style="list-style-type: none"> <li>• List the activities performed during the day, including:</li> </ul>
6. <b>Challenges Faced:</b>
<ul style="list-style-type: none"> <li>• Identify any challenges or obstacles encountered during the day.</li> <li>• Describe how the challenges were addressed or mitigated.</li> </ul>
7. <b>Learning and Insights:</b>
<ul style="list-style-type: none"> <li>• Reflect on the key learning, insights, or new skills acquired during the day.</li> </ul>
8. <b>Feedback and Comments:</b>
<ul style="list-style-type: none"> <li>• Provide feedback on the internship experience,</li> </ul>
9. <b>Signature:</b>
<ul style="list-style-type: none"> <li>• Intern's Signature:</li> <li>• Date:</li> </ul>

### 3. Format of Internship Certificate

#### Certificate of Internship Completion

This is to certify that [Intern's Name] has successfully completed the internship program at [Organization Name] from [Start Date] to [End Date].

During this period, [he/she] actively participated in [brief description of internship responsibilities and projects], demonstrating [list of skills developed] and achieving [mention any notable achievements].

[Signature]

[Name and Title of Signatory]

Signature and Name of Faculty in Charge

Signature of HoD

[Date]

### 4. Format of Optional Project Report

Sl.no	Content
-------	---------

1	<p>Introduction</p> <p>1.1 Background of the Study</p> <p>1.2 Statement of the Problem</p> <p>1.3 Relevance &amp; Scope of the Study</p> <p>1.4 Objectives of the Study</p>
2	<p>Review of Literature</p> <p>2.1 An Overview of Earlier Studies</p> <p>2.2 Uniqueness of Research Study</p>
3	<p>Methodology of the Study</p> <p>3.1 Research Approach and design</p> <p>3.2 Sources of Data</p> <p>3.3 Sampling Design – Reliability &amp; Content Validity</p> <p>3.4 Data Analysis Tools</p> <p>3.5 Report Structure</p> <p>3.6 Limitations of the Study</p>
4	Data Analysis, Interpretation and Inference
5	Findings and Conclusion
6	Suggestions
	<p>Appendix</p> <p>Bibliography</p>

### 5. Format of Research Diary

**Name of the Student:**

**Title of the research work:**

**Month:**

Sl.No	Date	Particulars of Research Work done	Signature of the research Scholar

**Signature of the Supervisor**

**Signature of the HOD**

### 6. Format of Practicum Record Book (Front Page)

**Index page**

Sl.No	Date	Title of the Practicum	Page No	Remarks

### 7. Format of Practicum Record Book (Inner Page)

Practicum No:	Date:
Title of the activity:	
Brief description of the practical activity:	

**Signature of the Course Teacher**