Department of Legal Studies

Banasthali Vidyapith, Banasthali

Minutes of the Board of Studies held on 16.06.2021 at 12.00 Noon *via* Google Meet, Banasthali Vidyapith.

Present

Internal Member
Internal Member
Convener
Internal Member
External Member
Internal Member Convener Internal Member Internal Member Internal Member Internal Member Internal Member Internal Member Internal Member

Note: Dr. S.K. Sharma, Jaipur, Prof. S.C. Pandey, Jaipur (External Members) and Shri. Amit Sharma, Smt. Amulya Nigam, Smt. Anubha Dwivedi, Dr. Ratan Singh Solanki, and Dr. Rituja Sharma (Internal Members) could not attend the meeting due to some unavoidable circumstances.

The Board of Studies, feels sad at the demise of Prof. Aditya Shastri ji and Shri Ishan Shastri ji and passes the following resolution of condolence:

Prof. Aditya Shastri ji was a visionary, having distinction of being India's youngest Vice Chancellor and among the most successful ones and in terms of years of experience as a VC he was among the most senior Vice Chancellors in India. On completion of his education from BITS, Pilani went to the USA for further studies and earned Masters from the State University of New York, Stony Brook, and a PhD from Massachusetts Institute of Technology (MIT) in 1990. After serving at the Tata Institute of Fundamental Research (TIFR) for one year, he moved to Banasthali where he has remained ever since. During this period, he was a Marie-Curie Fellow at Universite Du Maine, France, Royal Society Exchange Visitor to the University of Nottingham and Research Staff Member at IBM-India Research Lab. He has published over 50 research papers and authored five textbooks. He has carried out a number of research projects and is instrumental in generating more than US\$10 million in grants for Banasthali.

Under his leadership, the university has evolved itself as one of the largest and highly reputed center for women's education. Recently he was awarded the prestigious J.C. Bose Memorial Award by Hon'ble PM of India Shri Narendra Modi ji, and has been named amongst the 100 most influential global Vice-Chancellors. Prof. Shastri's leadership has taken the university to new heights. Under his stewardship, it got the highest possible NAAC grade, A++, having scored 3.63 points out of 4 and secured top positions in national and international rankings. Prof. Aditya Shastri ji focused on values based education and wanted Banasthali to achieve even greater heights with his modern outlook, scientific and grounded approach.

His younger son Shri Ishan Shastri ji has been a bright alumni of BITS and after completing his masters, joined the department of computer science at Banasthali. In a few weeks he gained lot of attention of everyone through his sincere approach and depth in the subject. During his schooling at Banasthali he excelled in various areas and cherished by his friends and admired by the teachers.

We all pray to Bhagwan to bless the noble souls of Prof. Aditya Shastri ji and Shri Ishan Shastri ji.

The Board welcomed Shri U. C. Barupal (Retd. Session and District Judge) and appreciated his service to the legal fraternity for the last four decades and assisting several law institutions to excel. The fact that he has been felicitated with several awards within and outside Rajasthan is a delight and the Board hoped that his expertise will benefit the legal education venture of the Vidyapith as well.

1. The Board took up the minutes of its last meeting held on December 30, 2019. The board resolved that the minutes to be confirmed.

- 2. The Board reviewed the existing panel of examiners and suggested to update the address and phone numbers of the existing examiners for each examination up to and inclusive of all Master's degree examination keeping in view the by-law 15.03.02 of the Vidyapith. Updated panel will be sent to the examination and secrecy section.
- 3. The Board reviewed the Study/Curricula, scheme of examination and proposed revisions in various courses of study as follows:

3.IB.A. LL.B., B.B.A. LL.B., & B.Com. LL.B.

i.	First Semester curriculum, December, 2021	No Change
ii.	Second Semester curriculum, April/May, 2022	Major Change b
iii.	Third Semester curriculum, December, 2022	No Change
iv.	Fourth Semester curriculum, April/May, 2023	No Change
v.	Fifth Semester curriculum, December, 2023	Minor Change ^a
vi.	Sixth Semester curriculum, April/May, 2024	Minor Change ^a
vii	Seventh Semester curriculum, December, 2024	Minor Change ^{a, c}
viii	Eighth Semester curriculum, April/May, 2025	Major Change ^{a, d, e}
ix	Ninth Semester curriculum , December,2025	No Change
х	Tenth Semester curriculum, April/May, 2026	No Change

The Board reviewed the syllabi of the B.A. LL.B., B.B.A. LL.B., & B.Com. LL.B. programmes.

(a) In wake of the feedback by the students, law firms, practice by other law institutions and view by the experts, the sequencing of the courses in various semesters of the UG needs a relook. The Board discussed and recommended change in sequencing of courses effective from the new batch of UG I year, academic session 2021-22. With this change the higher gap in teaching of substantive criminal law and its procedural law would be bridged. Sequencing of 4 courses was recommended to be changed in semesters V, VI, VII and VIII.

The details are enclosed and marked as **Annexure IA**.

(b) In B.A. LL.B., B.B.A. LL.B., & B.Com. LL.B. II Semester, in view of recent developments and feedback by the teachers, revision in the syllabus of LAW 102 *Law of Consumer Protection and Motor Vehicle Act 1988* course was proposed. Board

discussed the revision proposed and agreed upon the suggested syllabus. Board also recommended implementing the proposed revision in syllabus of *Law of Consumer Protection and Motor Vehicle Act* for II Semester Examination, April/ May, 2022. The details are enclosed and marked as **Annexure IB**.

- (c) In B.A. LL.B., B.B.A. LL.B., & B.Com. LL.B. V Semester, in view of recent developments and feedback by the teachers, revision in the syllabus of LAW 303 *Forensic Science* course was proposed. Board discussed the revision proposed and agreed upon the suggested syllabus. Board also recommended implementing the proposed revision in syllabus of *Forensic Science* for V Semester Examination, December, 2024. The details are enclosed and marked as **Annexure IB**.
- (d) In B.A. LL.B., B.B.A. LL.B., & B.Com. LL.B. VI Semester, in view of recent developments and feedback by the teachers, revision in the syllabus of LAW 302 *Environmental Law* course was proposed. Board discussed the revision proposed and agreed upon the suggested syllabus. Board also recommended implementing the proposed revision in syllabus of *Environment Law* for VI Semester Examination April/ May, 2025. The details are enclosed and marked as **Annexure IB**.
- (e) In B.A. LL.B., B.B.A. LL.B., & B.Com. LL.B. VIII Semester, the Course content of LAW 501 *Alternative Dispute Resolution* is taught containing some aspects of mediation and conciliation however in consonance with the letter from the Bar Council of India dated: 13/08/2020 in which updated course content has been mandated with more emphasis on Mediation and Conciliation as a means of ADR; therefore it would be appropriate to *discontinue the course* and *add a new course*, entitled as *Mediation and Conciliation*. A new course code is also required. Thus in view of the letter from the BCI, the Vidyapith is required to make the change for the ongoing batch itself and the Board therefore recommended implementing the proposed change for the new batch as well as the ongoing batch that is VIII Semester Examination, April/ May, 2022. The letter from Bar Council of India is enclosed herewith as **Annexure IC**. The syllabus of the new course is enclosed and marked in the **Annexure 1B**.

3. II Non-law courses under B.A. LL.B., B.B.A. LL.B., & B.Com. LL.B.:

Resolved to recommend that any proposed changes in the non-law courses by the concerned B.O.S./Faculty meeting should be adopted in the 5 years integrated law programmes. Such changes once approved by the Vidyapith would be duly tabled before the next meeting of B.O.S./Faculty.

3 III LL.M. (IP Laws)

i.	First Semester curriculum , December, 2021	No Change
ii.	Second Semester curriculum, April/May, 2022	No Change

3IV LL.M. (Business Laws)

i.	First Semester curriculum, December, 2021	No Change
ii.	Second Semester curriculum, April/May, 2022	No Change

3 V LL.M. (Criminal Laws)

i.	First Semester curriculum , December, 2021	No Change
ii.	Second Semester curriculum, April/May, 2022	No Change

3 VI LL.M. (Constitutional and Administrative Law)

i.	First Semester curriculum , December, 2021	No Change
ii.	Second Semester curriculum, April/May, 2022	No Change

- 4. Board reviewed the Programme Educational Objectives, Programme Outcomes and Learning Outcomes of all respective programmes/courses, and these were found to be correct. No change is proposed.
- 5. Online courses identified as a substitute for all relevant non-law courses were reviewed and found satisfactory. Furthermore, the Board reviewed the online learning resources proposed for various courses in UG/PG and no change is proposed.
- 6. Board reviewed curriculum for the courses running in the other programmes of the Vidyapith and found them satisfactory. In B.Com. II Semester, in view of recent developments and feedback by the teachers, revision in the syllabus of LAW 107 *Law of Consumer Protection and M.V. Act* course was proposed. Board discussed the revision proposed and agreed upon the suggested syllabus. Board therefore recommended implementing the proposed revision in syllabus of *Law of Consumer Protection and Motor Vehicle Act* for II Semester Examination, April/ May, 2022. The details are enclosed and marked as **Annexure II**.

- 7. The Board evaluated the periodical and semester examination papers of academic session 2019-20 and found that there is a good improvement and there is a balance of descriptive and analytical questions. The board noted that due to unforeseen reasons some of the examinations were conducted online and appreciates that the Vidyapith could do it successfully. The analysis of question papers is enclosed and marked as **Annexure-III**.
- 8. The Board reviewed the progress of the department according to the roadmap and found it to be satisfactory. The Board recommends that in line with ideology of the Vidyapith everyone should contribute to the best extent and produce desired outcomes. The report is enclosed and marked as **Annexure-IV**.

Meeting ended with vote of thanks to the chair.

Dy. Registrar Banasthali Vidyapith (Rajasthan) Note:

(abc) Contents in brackets, bold, italic and crossed means proposed to be: deleted.

Proposed contents shaded in grey means: added

Name of Programme: B.A./B.B.A./B.Com. LL.B.

Course Details :(To be provided in the below mentioned table)

Course Name	Suggested Name	Learning Outcome	Existing Syllabus	Suggested Syllabus	Remarks
LAW 102- Law of Consume r Protectio n and Motor Vehicle Act, 1988	(New Course Code), Law of Consumer Protection Act and Motor Vehicle Act	Upon completion of the course, the student will be able to: 1. Students will have a comprehensive understanding about the existing law on consumer protection in India. 2. Students will be aware of the basic procedures	Unit I Introduction: Concept of Consumer Sovereignty, Need of Consumer Protection and Consumerism, Objective and the Legislative History, Nature of Liability, Protection of consumer Interest before enactment of Consumer Protection Act, 1986, Unit II Consumer Interest under Law of Torts, Consumer interest under law of Contract, Consumer interest and Criminal Law, Doctrine of Caveat Emptor, consumer interest and	Unit I Introduction: Concept of Consumer Sovereignty, Need of Consumer Protection and Consumerism, Objective and the Legislative History, Nature of Liability, Protection of consumer Interest before enactment of Consumer Protection Act, 1986, Comparison between 1986 Act and 2019 Act Unit II Consumer Interest under Law of Torts, Consumer interest under law of Contract, Consumer interest and Criminal Law, Doctrine of Caveat Emptor, consumer interest and	New Name proposed to avoid indiscrepan cy in understanding the two different Acts. Also New Course Code applied as there is more than 25% change in

Doctrine of Negligence. for handling Doctrine of Negligence. the content. consumer Consumer Protection Act, 1986: Definition: (Consumer Protection Act, 1986) The dispute Consumer, Consumer Dispute; Complaint, issues on motor Consumer Protection Act, 2019: Definition: Governmen Complainant, Trader; Manufacturer Service, vehicle. t has Consumer, Consumer Rights Consumer Dispute; Unfair Trade Practice, Defect and deficiency, Students will be implemente Complaint, Complainant, Trader; Manufacturer able d a new act Restricted Trade Practices Service, Unfair Trade Practice, Defect and and hence appreciate the deficiency, Restricted Trade Practices, Ethe change. emerging Commerce, Product Liability, Mediation, etc. questions and policy issues in consumer law To make and motor **Unit III** students vehicle law for aware Unit III Consumer Rights and Consumer Protection future research. about Council: Objective, Composition reasons of Consumer Protection Councils, Central Procedures of Central, State and District Consumer Protection Authority enactment and Consumer Council, Executive efforts for Consumer Dispute Redressal Commission: and Consumer Protection importance Objective, Composition and Procedures of of new Act Central, State and District Consumer Council, Consumer Dispute Redressal Agencies: Executive efforts for Consumer Protection and Establishment of Consumer Dispute Redressal Central Consumer Protection Authorities Agencies, Procedure for filing and hearing of Complaint. (Consumer Dispute Redressal Agencies: Establishment of Consumer Dispute Redressal Agencies, Procedure for filing and hearing of Complaint.) Consumer Protection Consumer Dispute Redressal Commission: Act 1986 Establishment of Consumer Dispute Redressal is repealed Commissions , Qualification, Composition, by Review and Appeal. Consumer Protection Unit IV Act 2019 Unit IV Relief under Consumer Protection Act, 1986, Appeals and Revisions, Penalties, Permanent Lok Adalat under the Legal Services Authorities (Relief under Consumer Protection Act, 1986, Act, Enforcement of Decrees and Order: Appeals and Revisions, Penalties, Permanent Dismissal of Frivolous and Vexatious Lok Adalat under the Legal Services Authorities Act, Enforcement of Decrees and Complaints, Limitation. Authorities Order: Dismissal of Frivolous and Vexatious and

	Grievance Redressal Mechanism under the Consumer Protection Act 2019: - Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Mediation cell under consumer Protection Act and Permanent Lok Adalat.	Agencies as per the Consumer Protection Act 2019
Motor Vehicle Act, 1988: Compulsory Insurance, Nature and extent of Insurer's liability, Claims tribunal and award of compensation. Leading Cases:-	Unit V Motor Vehicle Act, 1988: Compulsory Insurance and Nature and extent of Insurer's liability (<i>Claims tribunal and award of compensation</i>) and compensation provisions under the Act, Compensation in case of hit and run motor accident, Motor Vehicle Accident Fund, Claims Tribunal and award of compensation.	Topics have been clarified and extended.
 Spring Meadows Hospital v/s Harjal Ahluwalia, 1998 (4) SCC 39 Indian Medical Association v/s V.P. Shantha, (1995) 6 SCC 651 Lucknow Development Authority v/s A.K. Gupta, AIR 1994 SC 787 Konark Roller Flour Mills Pvt. Ltd. v/s New India Assurnce Co. Ltd. (2003) 3 SPR 47 (NC) U.T. Chandigarh Adm. & another v/s Amarjeet 	 Leading Cases:- Spring Meadows Hospital v/s Harjal Ahluwalia, 1998 (4) SCC 39 Indian Medical Association v/s V.P. Shantha, (1995) 6 SCC 651 Lucknow Development Authority v/s A.K. Gupta, AIR 1994 SC 787 Konark Roller Flour Mills Pvt. Ltd. v/s New 	Changes are made as per the Motor Vehicle (Amendme nt Act)2019

- Singh, 2009 (4) SCC 660
- 6. New India Assurance Co. Ltd. v/s M/s Shiva Lal Ramesh Chand, AIR 2008 SC 2620
- 7. Anita Bhaita v/s Kenan Airways, (2004) ICPJ. 58 (N.C.)
- 8. Awaz v/s R.B.I, AIR 2008 (NOC) 2528 (NCC)
- 9. Goltish Scale & System Pvt. Ltd. v/s Gurumuk Singh, (2003) 3 CPR 4 (NC)

Suggested Readings:

- 1. Tripathi, S.C., (2008) *The Consumer Protection Act*, Allahabad: Central Law Publication.
- 2. Bangia, R.K., *Consumer Protection Law*, Faridabad: Allahabad Law Agency, 2009.
- 3. Bangia, R.K., (2001) *Law of Torts*, Faridabad: Allahabad Law Agency.
- 4. Rao, Y.V., (1986) *Commentary pm Consumer protection Act*, Hyderabad: Asia Law House.
- 5. Ratanlal and Dhirajlal, (2009) *The Law of Torts*, Nagpur: Butterworths.

Suggested E-Learning Material:

- Hamilton, Walton H., "The Ancient Maxim Cayeat Emptor" (1931). Faculty Scholarship Series. Paper 4668. Retrieved from
 - http://pdfs.semanticscholar.org/4a26/b6b8dc909 9e053266ec7c7a55ed8a0b6ebd6.pdf.
- 2. Caveat Emptor, Retrieved from: https://www.org/legal-articles/let-the-buyers-beware-caveat-emptor-1951
- 3. Roy Kumar Amar, From Caveat Emptor to Caveat Venditor: A Paradigm Shift: Retrieved From: https://ijlljs.in/wp-

- India Assurnce Co. Ltd. (2003) 3 SPR 47 (NC)
- 5. U.T. Chandigarh Adm. & another v/s Amarjeet Singh, 2009 (4) SCC 660
- 6. New India Assurance Co. Ltd. v/s M/s Shiva Lal Ramesh Chand. AIR 2008 SC 2620
- 7. Anita Bhaita v/s Kenan Airways, (2004) ICPJ. 58 (N.C.)
- 8. Awaz v/s R.B.I, AIR 2008 (NOC) 2528 (NCC)
- 9. Goltish Scale & System Pvt. Ltd. v/s Gurumuk Singh, (2003) 3 CPR 4 (NC)

Suggested Readings:

- 1. Datey V.S. (2020) Overview of Consumer Protection Act 2019, Taxman
- 2. Verma S. (2020) Consumer Protection Act (2019), Taxman
- 3. Tripathi, S.C., (2008) *The Consumer Protection Act*, Allahabad: Central Law Publication.
- 4. Bangia, R.K., *Consumer Protection Law*, Faridabad: Allahabad Law Agency, 2009.
- 5. Bangia, R.K., (2001) *Law of Torts*, Faridabad: Allahabad Law Agency.
- 6. Rao, Y.V., (1986) *Commentary pm Consumer protection Act*, Hyderabad: Asia Law House.
- 7. Ratanlal and Dhirajlal, (2009) *The Law of Torts*, Nagpur: Butterworths.

Suggested E-Learning Material:

- 1. The Gazette of India (2019). https://egazette.nic.in/WriteReadData/2019/210 422.pdf
- 2. Helpline (2020),

https://www.helplinelaw.com/employment-criminal-and-labour/COPRA/changes-to-the-

content/uploads/2016/07/Research_Paper.pdf consumer-protection-act-an-overview-of-the-
4. A study on unfair trade practices in India: Retrieved From: 2019-act-to-understand-the-recent-amendments-to-copra.html
http://jcil.lsyndicate.com/wpcontent/uploads/20 18/08/A-STUDY-ON-UNFAIR-TRADE- PRACTICES-IN-INDIA-8.pdf 3. Hamilton, Walton H., "The Ancient Maxim Cayeat Emptor" (1931). Faculty Scholarship Series. Paper 4668. Retrieved from
5. Cindy C. Heenan, Consumer Protection-The Unfair Trade Practices Act and the Insurance http://pdfs.semanticscholar.org/4a26/b6b8dc909 9e053266ec7c7a55ed8a0b6ebd6.pdf.
Code: Does Per Se Necessarilly Preempt?- Pearce v. American Life Insurance Co., 10 Campbell L. Rev. 487 (1983). Retrieved from: 4. Caveat Emptor, Retrieved from: https://www.org/legal-articles/let-the-buyers- beware-caveat-emptor-1951
Co. https://scholarship.law.campbell.edu/cgi/viewco ntent.cgi?article=1164&context=clr 5. Roy Kumar Amar, From Caveat Emptor to Caveat Venditor: A Paradigm Shift: Retrieved From: https://ijlljs.in/wp-
6. Shekhar Sonika, Unfair Trade Practices and Restrictive Trade Practices (2018) Retrieved from: https://lawtimesjournal.in/unfair-trade-practices-and-restrictive-trade-practices/ 6. Shekhar Sonika, Unfair Trade Practices and content/uploads/2016/07/Research_Paper.pdf 6. A study on unfair trade practices in India: Retrieved From:
7. Sandesara, J.C., Restrictive Trade Practices in India, 1969-91: Experience of Control and Agenda for Further Work: Retrieved from: http://jcil.lsyndicate.com/wpcontent/uploads/2018/08/A-STUDY-ON-UNFAIR-TRADE-PRACTICES-IN-INDIA-8.pdf
https://www.jstor.org/stable/pdf/4401594.pdf 8. Chakravarty Sangeeta, Third Party Insurance in India, Retrieved from: http://www.legalserviceindia.com/article/1264-Third-Party-Insurance-html 7. Cindy C. Heenan, Consumer Protection-The Unfair Trade Practices Act and the Insurance Code: Does Per Se Necessarilly Preempt?-Pearce v. American Life Insurance Co., 10 Campbell L. Rev. 487 (1983). Retrieved from: Co. https://scholarship.law.campbell.edu/cgi/viewcontent.cgi?article=1164&context=clr
8. Shekhar Sonika, Unfair Trade Practices and Restrictive Trade Practices (2018) Retrieved

from:

https://lawtimesjournal.in/unfair-trade-

			practices-and-restrictive-trade-practices/ 9. Sandesara, J.C., Restrictive Trade Practices in India, 1969-91: Experience of Control and Agenda for Further Work: Retrieved from: https://www.jstor.org/stable/pdf/4401594.pdf 10. Chakravarty Sangeeta, Third Party Insurance in India, Retrieved from: http://www.legalserviceindia.com/article/1264-Third-Party-Insurance-html	
LAW 303 Forensic Science LAW 303 Forensic Science	The students will be able to know the importanc e of forensic science and medicine in resolving the legal matters, both civil as well as criminal. The students will be able to impart knowledge	Unit I: Role of Forensic science in criminal and civil cases: Forensic science and its historical perspective, role in criminal investigation and civil matters, Basic question in investigation-Qui bono, Scene of crime, Discovery of traces of physical evidences. Principles governing forensic science: Locard principle of exchange, Principle of individuality, Principle of analysis, Principle of comparison. Unit II: The establishment of identity of individual: Tattooing, mutilating, scars and moles, Anthropometric system, Photography, hair, Finger printing, Poroscopy, DNA test, EEG (Through case study), brain mapping, lie detection test, Footprints and walking pattern. Identification of fire arms and cartridges and related problems: Types of fire arms and their use, Time of firing, Range of firing, Identification of fire arm with cartridge case	Role of Forensic science in criminal and civil cases: Forensic science and its historical perspective, role in criminal investigation and civil matters, Basic question in investigation-Qui bono, Scene of crime, Discovery of traces of physical evidences. Principles governing forensic science: Locard principle of exchange, Principle of individuality, Principle of analysis, Principle of comparison. Unit II: The establishment of identity of individual: Tattooing, mutilating, scars and moles, Anthropometric system, Photography, hair, Finger printing & footprints, poroscopy, DNA test, EEG (Through case study), brain mapping, lie detection test, Footprints and walking pattern. Identification of fire arms and cartridges and related problems: Types of fire arms and their use, Time of	Topic is shifted from the second paragraph of II unit

of the relation between law and medicine.

The students will be able to understand the basic principles of crime scene investigati on, including the recognitio n, collection. identificati on, preservatio n. and documenta of tion physical evidence form scene of crime

and bullet.

Unit III:

Medical Jurisprudence: Definition and scope of medical jurisprudence, historical perspective, Examination of body fluidblood, Blood grouping, semen, saliva, sweat etc.

Human Body and Injuries Sustained: Parts of human body, Human injuries, Mechanical: (blunt, sharp-edged, pointed sharp edged, firearm), Thermal: (heat, cold), Regional: injuries, Physical: (electric, lightening, radiation), Legal: (simple, grievous).

Unit IV:

Autopsy and related aspects: Death and its modes, medico:- legal aspects, Autopsy-aims and objectives.

Post mortem changes: Earliest changes, post mortem staining, rigor mortis, Cadaveric spasm, putrefaction, mummification, adipocere formation.

Death due to asphyxia: (Hanging, strangulation, Suffocation, drowning) Hunger, Heat and Cold

Unit V:

a. Toxicology: Poison and its medico legal importance, Law of poisons, Nature of poisoning, homicidal, suicidal, accidental, Routes of administration and fate of administration, Kinds of Poisons & their actions, Diagnosis of

firing, Range of firing, Identification of fire arm with cartridge case and bullet.

Unit III:

Medical Jurisprudence: Definition and scope of medical jurisprudence, historical perspective, Examination of body fluidblood, Blood grouping, semen, saliva, sweat etc.

Human Body and Injuries Sustained: Parts of human body, Human injuries, Mechanical: (blunt, sharp-edged, pointed sharp edged, firearm), Thermal: (heat, cold), Regional: injuries, Physical: (electric, lightening, radiation), Legal: (simple, grievous).

Unit IV:

Autopsy and related aspects: Death and its modes, medico - legal aspects, Autopsy-aims and objectives.

Post mortem changes: Earliest changes, post mortem staining, rigor mortis, Cadaveric spasm, putrefaction, mummification, adipocere formation.

Death due to asphyxia: (Hanging, strangulation, Suffocation, drowning) Hunger, Heat and Cold

Unit V:

a. Toxicology: Poison and its medico legal importance, Law of poisons, Nature of poisoning - homicidal, suicidal, accidental, Routes of administration and fate of

Repeated topic of second paragraph of III unit (Thermal: (heat, cold) Poisoning.

- Classification of poison & Duty of b. Medical Practitioner in case of suspected poisoning: Corrosives -Sulphuric acid, hydro chloric acid, nitric acid, Aqua Ragia, Irritants-Inorganic poison - non-metallic and metallic (Phosphorous, Chlorine, Antimony, Arsenic, Mercury), Organic poison - vegetable poison (castor oil seeds, madar, aloes), animal poison (snakes), Mechanical diamond dust, powered glass.
- c. Systemic poison: Affecting brainopium, barbiturates, alcohol, chloroform, dhatura, belladonna, affecting cardio vascular systemaconite, affecting respiratory system poisonous irrespirable gases (carbon monoxide, etc.).
- d. Diagnosis of poisoning in dead and living: Modern identifying technique to identify the poisoning, Duty of medical practitioner in case of suspected poisoning.

Suggested Readings:

- 1. Modi, J.P. (2016). A Text-Book of Medi
- Parikh.C.K.(2016).Parikh's Text Book of Medial Jurisprudence & Toxicology.CBS Publishers and distributors Pvt Ltd.
- Sharma.B.R.(2016).Forensic Science in Criminal Investigation and Trials. Universal Law Publishing

- administration, Kinds of Poisons & their actions, Diagnosis of Poisoning.
- Classification of poison & Duty of Medical Practitioner in case of suspected poisoning: Corrosives -Sulphuric acid, hydro chloric acid, nitric acid, Aqua Ragia, Irritants-Inorganic poison – non-metallic and metallic (Phosphorous, Chlorine. Arsenic, Antimony, Mercury), Organic poison vegetable poison (castor oil seeds, madar, aloes), animal poison (snakes), Mechanical - diamond dust, powered glass.
- f. Systemic poison: Affecting brainopium, barbiturates, alcohol, chloroform, dhatura, belladonna, affecting cardio vascular systemaconite, affecting respiratory system poisonous irrespirable gases (carbon monoxide, etc.).
- g. Diagnosis of poisoning in dead and living: Modern identifying technique to identify the poisoning, Duty of medical practitioner in case of suspected poisoning.

Suggested Readings:

- Modi, J.P. (2016). A Text-Book of Medical Jurisprudence and Toxicology. LexisNexis
- Parikh.C.K.(2016).Parikh's Text Book of Medial Jurisprudence &

			 Mahanta.P.(2014).Modern Textbook of Forensic Medicine and Toxicology. Jaypee publications. Suggested E-Learning Material: National Mission on Education through ICT, Forensic science- e-PG pathshala – inflibnet, Retrieved from http://epgp.inflitnet.ac.in, Notes by Renzitte, Marcia/Forensic Science Lecture-Caldwell-West Caldwell Retrieved from http://www.cwcboe/page/1087 	Toxicology.CBS Publishers and distributors Pvt Ltd. 7. Sharma.B.R.(2016).Forensic Science in Criminal Investigation and Trials. Universal Law Publishing 8. Mahanta.P.(2014).Modern Textbook of Forensic Medicine and Toxicology. Jaypee publications. Suggested E-Learning Material: 3. National Mission on Education through ICT, Forensic science- e-PG pathshala – inflibnet, Retrieved from http://epgp.inflitnet.ac.in, 4. Notes by Renzitte, Marcia/Forensic Science Lecture-Caldwell-West Caldwell Retrieved from http://www.cwcboe/page/1087	
LAW 302 Environ mental Law	LAW 302 Environmen tal Law	Learning Outcomes: The students will be able to evaluate and formulate environmental law and policy. The students will be able to understand effectively the working of the	Unit I Introduction Environment – Meaning and Scope; environmental pollution: Definitions, Sources & Kinds, Need for Legal Control of Pollution, Indian Environmental Ethics, Constitutional Provisions, International Perspective: U.N. Conference on Human Environment, 1972 – Stockholm Principles, Establishment of Environmental Institutions like UNEP, World Charter for Nature, 1982, Ozone Protection – Montreal Protocol for the Protection of Ozone Layer, 1987 as amended, U.N. Conference on Environment and Development, 1992 - Rio Principles;	Unit I Introduction Environment – Meaning (and Scope; environmental pollution: Definitions, Sources & Kinds,) Need for Legal Control of Pollution, Indian Environmental Ethics, Constitutional Provisions, International Perspective: U.N. Conference on Human Environment, 1972 – Stockholm Principles, Establishment of Environmental Institutions like UNEP, World Charter for Nature, 1982, Ozone Protection – Montreal Protocol for the Protection of Ozone Layer, 1987 as amended, U.N. Conference on Environment and Development, 1992 - Rio Principles; U.N.	It is important to ensure focus of the course is not diluted. The BOS reviewed the syllabus in comparison with that of the Bar Council of India and the experts were of the

Institutions relating to environment.

The students will be able to develop ability to assess the social and ecological impacts of environmental law and policy

U.N. Convention on Biological Diversity,1992; Cartagena Protocol on Biosafety, 2000;

U.N. Convention on Climate Change,1992, Kyoto Protocol, 1997; Forest Principles; Agenda 21, Johannesburg Conference, 2002, Delhi Summit, 2002. Fundamental Principles of Environmental Protection: Sustainable Development, Intergenerational and Intra-generational Equity; Precautionary Principle; Polluter Pays Principle; Public Trust Doctrine.

Unit II

The Environment Protection Act, 1986, with Rules: Aims and Objects; Meaning of "Environmental "Environment" and Pollutant"; Powers and Functions of the Central Government; Environment Authority Constitution; Delegation Powers: Offences/Penalties; Effectiveness of the Act; The Hazardous Wastes (Management and Handling) Rules, 1989 as amended in 2000 and 2003; Noise Pollution - Definition, Causes, Effects, Legal Remedies, Noise Pollution (Regulation and Control) Rules, 2000, Environment Impact Assessment Rules 2006, Coastal Zone Management Regulation, 2010.

Unit III

The water (Prevention and Control of Pollution) Act, 1974- Definitions, constitution of the Boards, Powers of the Boards. The Central Government:

Convention on Biological Diversity, 1992; (Cartagena Protocol on Biosafety, 2000;)

U.N. Convention on Climate Change, 1992, (Kyoto Protocol, 1997;) Forest Principles; Agenda 21, Johannesburg Conference, 2002, Delhi Summit, 2002. Fundamental Principles of Environmental Protection: Sustainable Development, Inter-generational and Intragenerational Equity; Precautionary Principle; Polluter Pays Principle; Public Trust Doctrine.

opinion
that the
syllabus is
too
elaborate,
preventing
the students
from
having
deeper
understandi
ng of the
course.

The BOS

reviewed

the syllabus

comparison

with that of

Unit II

The Environment Protection Act, 1986, (with Rules: Aims and Objects; Meaning of "Environment" and "Environmental Pollutant";) Powers and Functions of the Central Government; Environment Authority - Constitution; Delegation Powers; Offences/Penalties; Effectiveness of the Act; (The Hazardous Wastes (Management and Handling) Rules, 1989 as amended in 2000 and 2003); Noise Pollution - Definition, Causes, Effects, Legal Remedies, Noise Pollution (Regulation and Control) Rules, 2000, Environment Impact Assessment Rules 2006, (Coastal Zone Management Regulation, 2010).

the Bar Council of India and the experts were of the opinion that the syllabus is too elaborate, preventing

the students

understandi

ng of the course.

from

having

deeper

Unit III

The water (Prevention and Control of Pollution) Act, 1974- Definitions, constitution of the Boards, Powers of the Boards. The Central Government: Prosecution Procedure

Prosecution Procedure and Punishment. and Punishment. The Air (Prevention and Control of Pollution) The Air (Prevention and Control of Act, 1981- Definitions, Constitution, Power & Pollution) Act, 1981- Definitions, Constitution, Functions of Boards, Powers of the Central Power & Functions of Boards, Powers of the Government, Prosecution procedure and Central Government, Prosecution procedure and punishment. punishment. Unit IV Unit IV The Indian Forest Act, 1927:Kinds of Forest The Indian Forest Act, 1927: Kinds of Forest Land - Private, Reserved, Village, Protected; The Forest (Conservation) Act, 1980, De-reservation Land - Private, Reserved, Village, Protected; The Forest (Conservation) Act, 1980, De-reservation of Forests - Non-Forest Use of Forest Land; of Forests - Non-Forest Use of Forest Land; Rights of Tribals, Forest Dwellers; Use of Forest Land - Mining, Eco-Tourism, Mega Projects Rights of Tribals, Forest Dwellers; Use of Forest Land - Mining, Eco-Tourism, Mega Projects Unit V Unit V The Wildlife Act, 1972 - Definition, wildlife The Wildlife Act, 1972 – Definition, wildlife sanctuaries, wildlife / parks, offences sanctuaries, wildlife / parks, offences under the Act, under the Act, kinds of forest offences kinds of forest offences and punishments under the and punishments under the Act. The Act. The Prevention of Cruelty to Animals Act, Prevention of Cruelty to Animals Act, 1960, (Greenhouse Effect-Causes, Effects, Content 1960. Greenhouse Effect-Causes, Remedies, International declaration regarding it) Repeated in Remedies. International Effects. first unit declaration regarding **Leading Cases:** 1. Indian Council for Enviro-Legal Action v/s Union of India, AIR 1996 SC 1446 (Bichhri Village Case) 2. Narmada Bachao Andolan v/s Union of India, AIR 2000 SC 3751 3. M.C. Mehta v/s Union of India. AIR 2002 SC 1696 (CNG Vehicles case) 4. Rural Litigation and Entitlement Kendra

<u> </u>		
	v/s State of U.P, AIR 1983 SC 652 (Dehradun Mussorie Hills Quarrying	
	case), (1985) 2 SCC 431	
	5. M.C. Mehta v/s Union of India, AIR 1997 SC 734 (Taj Trapezium case)	
	 M.C. Mehta v/s Union of India, (2006) 3 SCC 399 (Closure of Industries in Delhi) 	
	7. M.C. Mehta v/s Union of India, AIR 1988 SC 1037 (Kanpur Tanneries case)	
	8. M.C. Mehta v/s Union of India, AIR 1988 SC 1115 (Municipalities case)	
	9. M.C. Mehta v/s Union of India, (Oleum Gas Leakage) & AIR 1987 SC 1086	
	10. U.P. Pollution Control Board v/s Dr. Bhupendra Kumar Modi, (2009) 2 SCC 147	
	11. T.N. Godavarman Thirumanlpad v/s Union of India, (1997) 2 SCC 267	
	12. Vellore Citizen welfare forum v/s Union of India, (1966) 5 SCC 647	
	13. In re Noise Pollution, (2005) 5 SCC 733	
	14. M.C. Mehta v/s Kamal Nath, (1997) 1 SCC 388	
	15. U.P. Pollution Control Board v/s Mohan Meakins Ltd., (2000) 3 SCC 745	
	Suggested Readings:	
	 Diwan, S. and Rosencranz, Armin.(2002). Environmental Law and Policy in India. New Delhi.: Oxford University Press, 	
	 Sahasranaman, P.B. (2009). Handbook of Environmental Law New Delhi.: Oxford University Press, 	
	3. Doabia, T.S. (2010). Environmental and	

Butterworths Wadhwa. Suggested E- Learning Material	:
1. Lecture _39 environmental law Kanpur, National Program on Technology Enhanced Learning(NPTEL),an MHRD Retrieved from https://www.youtube.com/waUOchYZG2k 2. Environmental laws video Lectures. Retrieved from http://www.youtube.com/waUochYZG2k	initiative tch?v=CT tures, by deo

Law 501- Alternati ve Dispute Resolutio n	Alternative Dispute Resolution	Upon completion of the course the student will have: 1 Comprehensi on of the functions of Alternative Dispute Resolution and its purpose 2 Compare and contrast the differences between Alternative Dispute Resolution and Litigation 3 Examine the main leading judgment leading into shaping of the subject in new	Unit I The Arbitration and Conciliation Act, 1996: General Provisions, Arbitration Agreement, Arbitral Tribunals (Composition and Jurisdiction), Conduct of Arbitral Proceeding, Arbitral Awards, Termination of Proceeding, Setting aside of Arbitral Award, Enforcement of Arbitral Awards, Establishment & composition of Arbitration council of India. Unit II Conciliation - Conciliators, Procedure of Conciliation, Relationship of Conciliator with Parties, Settlement - Agreement, Termination of Conciliation Proceeding, Resort to Arbitral of Judicial Proceedings, Costs and Deposits Unit III Enforcement of Foreign Awards - New York Convention, Awards, Geneva Convention Awards Unit IV Objects, Role of Committee for Implementation of Legal Aid Schemes (CILAS), The Legal Services Authorities Act, 1987, Functions of National Legal Services Authority, State Legal Services Authority and District Legal Services Authority Unit V Organization of Lok Adalats, Jurisdiction and Power of Lok Adalats, Procedure for determination of	LAW 501 to be discontinue as per BCI	The Course content is being updated in consonance with the letter from the Bar Council of India dated: 13/08/2020 in which updated course content has been provided with more emphasis on Mediation and Conciliation as a means of ADR.
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dimension 4 Demonstrate problem-solving techniques for mediation and conciliation	Dispute before the Lok Adalat, Alternative Dispute Settlement System for Multinational Corporations.	
		•

New course

Programmes: For BA LLB VIII SEMESTER, B.Com. LLB VIII SEMESTER, and BBA LLB VIII SEMESTER

LAW(Course Code) Mediation and Conciliation

Max. Marks : 100 L T P C (CA: 40 + ESA: 60) 4 1 0 5

Learning Outcomes:

- The students will be able to understand the various methods of resolving disputes under ADR system.
- The students will be able to comprehend the procedures related to mediation and conciliation.
- The students will be able to develop skills for conducting mediation and conciliation.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit

Unit I: Historical development of Laws and practices with regard to Alternative means of dispute resolution. Understanding Conflict and Disputes: Causes for conflict, Kinds of conflict, Escalation and De-escalation of conflict. Dispute as a manifestation or starting point of conflict. The role of Law and Society in ensuring settlement of disputes and effective conflict resolution. Modes of Dispute Resolution: Negotiation, Mediation, Arbitration and Adjudication: scope and relative merits. Limitations of the adversarial process and need for consensual resolution. Mediation as the preferred ADR mode. Importance of Mediation.

Unit II: Mediation and Restorative Justice: Promoting dialogue, reconciliation, healing and mutual agreement in the pursuit of justice. Concept of Ubuntu and South Africa's Truth & Reconciliation Commission; The Abunzi mediators and the Gacaca courts of Rwanda. Traditional Mediation Practices in India: Mediation by Mahajans, Panchas and religious leaders. Mediation in China, the role of community/religious leaders: the Ketua Kampong (village headman) and the Imams in Malaysia, the Ting (local assembly) in Nordic countries. Elements of Mediation: Definitions and key characteristics. Fastest growing ADR mode. Nature of mediation as voluntary, consensual, non-coercive, confidential and risk-free. Approaches to Mediation: Facilitative, Evaluative and Transformative Mediation. Role of the Mediator as a neutral facilitator, impartial moderator, trusted interlocutor.

Unit III: Importance of communication: Communication styles, Communicative behavior. Basics of conducting effective mediation, Decision-making techniques: formulating objective criteria, conveying offers and proposals, applying reality checks. Problem-solving tactics. Ensuring positive outcomes: Distributive v Integrative negotiation. Expanding the pie and developing win-win solutions

Unit IV: Ideal Qualities and Skills of Mediators, Code of Ethics for Mediators: Importance of ethical conduct during Mediation. The requirement of Confidentiality in mediation: Confidentiality extends to all case info, identity of parties, proposals and offers made by parties, confidential revelations during private sessions, terms of the settlement and all case-related documents Basics of Drafting of Mediated Agreements: Enforceability of arbitral agreements under Section 36 of the Arbitration and Conciliation Act of 1996. Need for Mediation-specific legislation to regulate and give legal sanctity to mediated settlements. Dispute resolution institutions in India; Lok Adalat's, (organization, jurisdiction and procedure) ombudsman grievance cell

Unit V: Mediation Laws in India: All statutes and regulations on Mediation and Alternative Dispute Resolution; This includes: The Arbitration and Conciliation Act, 1996; Conciliation-Relevant Provisions and Case Law (sections 61-81); Arbitration--Relevant Provisions and Case Law (sections 07-36); Sec 89, CPC 1908; Online Dispute Resolution; advantages & disadvantages, International Commercial Mediation and United Nations Convention on International Settlement Agreements Resulting from Mediation (the Singapore Convention on Mediation).

Leading Cases: -

- 1. Sime Darby Engg SDM, BHD v. Engineers India Ltd. (2009) 7 SCC 545
- 2. The National Thermal Power Corporation Ltd v. The Singer Co. & Others (1992) 3 SCC 5515

- 3. Union of India v. Popular Construction Co., AIR 2001 SC 4010.
- 4. Narayan Prasad Lohia v. Nikunj Kumar Lohia, AIR 2002 SC 1139.
- 5. Bhatia International v. Bulk Trading S.A. (2002) 4 SCC 105.
- 6. Oil & Natural Gas Corporation Ltd. V. SAW Pipes Ltd., AIR 2003 SC 2629.
- 7. S.B.P. & Co. v. Patel Engineering Ltd., AIR 2006 SC 4505.

Suggested Readings:

- 1. Panchu (2015), Mediation-Practice and Law, Lexis Nexis
- 2. Supreme Court of India (2020), Mediation Training Manual of India, MCPC, Supreme Court of India, Delhi.
- 3. Binder, Peter. (2005). International Commercial Arbitration and conciliation in UNCITRAL Model Law Jurisdictions (2nd Ed.). Sweet and Maxwell.
- 4. Rao, P.C. &Sheffield, William. (2006). Alternative Disputes Resolution- What it is and how it works? New Delhi: Universal Law Publishing Co. Pvt. Ltd.
- 5. Michael, Alberstein. (2002). Pragmatism & Law: From Philosophy to dispute Resolution. Ashgate Dartmouth.
- 6. Singh, Dr. Avtar. (2016). Law of Arbitration and Conciliation. Lucknow: Eastern Book Company.

Suggested E-Learning Material:

- 1. Supreme Court of India (2020), Mediation Training Manual of India, https://main.sci.gov.in/mediation
- 2. Justice Chandrachud (2020), Mediation, https://lawcommissionofindia.nic.in/adr_conf/chandrachud3.pdf
- 3. Edwards, H. (1986). Alternative Dispute Resolution: Panacea or Anathema? Harvard Law Review. 99(3), 668-684. http://www.ncjrs.gov/App/publications/abstract.aspx?ID=105014
- 4. Miles, B. Farmer. (2018).Mandatory and Fair? A Better System of Mandatory Arbitration. The Yale Law Journal. Vol. 121.https://www.yalelawjournal.org/note/mandatory-and-fair-a-better-system-of-mandatory-arbitration

Annexure- III

ABC:Deleted

ABC: New Topic Introduced

ABC:Resequenced

Name of Programme: MBA II SEM

Subject: Management

Course Details:

	Course List	Learning Outcomes	Existing Syllabus	Suggested Syllabus	Remarks
Sr. No.					
1	Sales and Distribution Management (New Code)	Upon completion of the course student will be able to: • Understand the concepts of sales management • Become well versed with the concept of distribution management and the related operations of various companies • Develop understanding and choose one of the sales and distribution management areas like sales, logistics, channel management as their career option	Section A: tive & functions of Sales Management, Formulating personal selling strategies, qualities of the effective sales executives, salesmanship, organisation of sales department, sales force management – Recruitment, Training, Motivation, Compensation, Evaluation of salespersons. Section B: Hing the sales effort Sales budget, sales quota, sales territories, sales control & cost analysis, distribution Functions: Roles of Intermediaries, Roles of distribution in service sector. Section C:	Section A: Intr Introduction to Selling, Marketing Vs. Selling, Objective & functions of Sales Management, Formulating personal selling strategies, qualities of the effective sales executives. The selling process: Presales Preparation — Prospecting — Pre-Approach — Approach — Presentation and Demonstration — Objections handling — Closing the sale. Salesmanship, organisation of sales department, sales force management — Recruitment, Training, Motivation, Compensation, Evaluation of sales persons, Recent trends in selling. Section B: Planning Sales — Forecasting: Sales Forecasting methods, Sales Budgets, Sales Territories: Definition, Procedure for	More than 50% syllabus updated due to the changing trends of the business and marketing scenario. Topics added to make the syllabus industry ready

Channel Strategy, Selection of Channels, Selection, Dealer Motivation & Evaluation, Indian Distribution System, Physical Distribution — Logistics for Physical distribution. Transportation, Warehousing, Inventory Management, Recent trends in whole selling & retailing & dealers' network.

Suggested Readings:

Upon completion of the course the student will be able to:
1. Still, R., Cundiff, W., & Govani, N.P (2016). Sales Management:
Decisions, Strategies and cases (6 ed.), New Delhi: PHI.

2. S.L. Gupta (2013). Sales and Distribution Management (3ed.), New

Delhi: Excel Books.

- 3. Allen, P. (). Sales and sales management (2 ed.), London: Macdonald & Evans.
- 4. Kapoor, S, Kansal, P. (2005). Basics of Distribution Management

designing sales territories, Purpose, Routing & Scheduling, Sales Quotas: Definition, Objectives & types, Sales control & Sales Cost analysis, Technology & Sales Force Automation.

Section C:

Supply Chain Management, Logistics & Distribution. Distribution Function: Role of Intermediaries, Role of distribution in service sector. Formulating a Channel Strategy, Selection of Channels, Dealer Selection, Physical Distribution, Transportation, Warehousing, Inventory Management, Channel Information System, Recent trends in wholesaling, retailing & dealers network. Channel Management for rural markets.

Suggested Readings:

Upon completion of the course the student will be able to:

- 1. Still, R., Cundiff, W., & Govani, N.P (2016). Sales Management :Decisions, Strategies and cases (6 ed.), New Delhi: PHI.
- 2. S.L. Gupta (2013). Sales and Distribution Management (3ed.), New Delhi: Excel Books.

(3 ed.), Delhi: PHI.

SuggestedELearningMaterials:

- 1. Starr,Rob.(2017).WhatMakesa GoodSalesperson?25Qualitiest oLookFor.Retrievedfromhttps:/ /smallbiztrends.com/2017/08/ what-makes-a-goodsalesperson.html.
- 2. Pollitt,D.(1999).Physicaldistrib utionandlogisticsmanagementi nthedigitalera",InternationalJou rnalofPhysicalDistribution&Lo gisticsManagement.

 Retrievedfrom https://doi.org/10.1108/096000 39910757752.
- 3. Rao,K.S.(2014).Introductionto SalesandDistributionManagem ent.Retrievedfromhttps://www.youtube.com/watch?v=tTB52_VMCTc.

- 3. Allen, P. (). Sales and sales management (2 ed.), London: Macdonald & Evans.
- 4. Kapoor, S, Kansal, P. (2005). Basics of Distribution Management (3 ed.), Delhi: PHI.

Suggested E-Learning Material:

- 1. Starr, Rob. (2017). What Makes a Good Salesperson? 25 Qualities to Look For. Retrieved from https://smallbiztrends.
- com/2017/08/what-makes-a-good-salesperson.html.
- 2. Pollitt, D. (1999). Physical distribution and logistics management in
- the digital era", International Journal of Physical Distribution & Logistics Management. Retrieved from https://doi.org/
- 10.1108/09600039910757752.

VMCTc.

3. Rao, K.S.(2014). Introduction to Sales and Distribution Management.Retrieved from https://www.youtube.com/watch?v=tTB52

2	MGMT 522 Advertiseme nt and Brand Management	Select appropriate	SectionA: Defining advertising - Meaning and scope, Brief history of development and growth of advertising, Benefits of advertising, Criticism of advertising. Role of marketing in the marketing strategy of a firm. Relationship of advertising with other elements of promotion mix, Legal ethical and social issues in advertising Advertising agency: Need, organizing and functions of ad agency, Agency pitching process, Types of ad agencies, Choice of ab ad agency, agency compensation, client agency relationship.	Section A: Defining advertising - Meaning and scope, Types of Advertising,Brief history of development and growth of advertising, Benefits of advertising, Criticism of advertising. Role of marketing in the marketing strategy of a firm. Advertising and marketing-Recent trends. Relationship of advertising with other elements of promotion mix, Legal ethical and social issues in advertising Advertising agency: Need, organizing and functions of ad agency, Agency pitching process, Types of ad agencies, Choice of ab ad agency, agency compensation, client agency relationship.	Topics introduced in line with the changes in the market scenario. Syllabus updated as per the industry requirements
			Section B: Strategic Advertising Research, Planning an ad campaign: Advertising Planning, Advertising objectives, Advertising budget, Advertising Media Strategy, media selection, media planning and buying ,Creative Strategy: Facets of creative strategy, Planning and managing creativity in advertisement,	Section B: Strategic Advertising Research, Planning an ad campaign: Advertising Planning, Advertising objectives, Advertising budget, Advertising Media Strategy, media selection, media planning and buying ,Creative Strategy: Facets of creative strategy, Planning and managing creativity in advertisement, Developing an ad	

Developing an ad campaign.

Section C:

Digital Marketing – SEO, SEM, Web Analytics, Email marketing, Social Media Marketing, Blog Marketing, Mobile Marketing Brand Management: Introduction, History and its current importance, Strategic Brand Management Process, Current challenges in building the brand, Brand elements, Brand Personality, Brand Positioning, Basic concepts of brand equity and Brand Reposition concept

Suggested Readings:

- 1.Batra Rajeev, John G. Myers, David A. Aaker (1996). Advertising Management (5 ed.), The University of Michigan, Prentice Hall.
- 2. Keller K L, Parameswaran M G, Jacob I (2008). Strategic Brand Management (3 ed.), New Delhi, Pearson

Suggested E-Learning Resources:

1. Gaur, M. (2017). Advertsing agency, role and types. Retrieved

campaign.Study of Global Nature of Advertising.

Section C:

Digital Marketing – SEO, SEM, Web Analytics, Email marketing, Social Media Marketing, Blog Marketing, Mobile Marketing, Integrated Digital Marketing campaign, Brand Management:
Introduction, History and its current importance, Strategic Brand Management Process, Current challenges in building the brand, Brand elements, Brand Personality, Brand Positioning, Basic concepts of brand equity, Brand Reposition, Brand Differentiation and Brand Extension concept.

Suggested Readings:

- 1.Batra Rajeev, John G. Myers, David A. Aaker (1996). Advertising Management (5 ed.), The University of Michigan, Prentice Hall.
- 2. Keller K L, Parameswaran M G, Jacob I (2008). Strategic Brand Management (3

		from https://www.slideshare.net/MonikaG aur1/advertising-agency-role- andtypes. 2. Nalawalla, Z. (2018). New Trends in Marketing: Ideas on Digital Marketing. Retrieved from https://www.youtube.com/watch?v= Fj5DfjtTYec 3. Curleigh, J. (2013). How to enhance and expand a global brand. Retrieved from https://www.ted.com/talks/james_cur leigh_how_to_ enhance_and_expand_a_global_bran d	suggested E-Learning Resources: 1. Gaur, M. (2017). Advertsing agency, role and types.Retrieved from https://www.slideshare.net/MonikaGaur1/a dvertising-agency-role-andtypes. 2. Nalawalla, Z. (2018). New Trends in Marketing: Ideas on Digital Marketing. Retrieved from https://www.youtube.com/watch?v= Fj5DfjtTYec 3. Curleigh, J. (2013). How to enhance and expand a global brand. Retrieved from https://www.ted.com/talks/james_curleigh_how_to_ enhance_and_expand_a_global_brand
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3.	MGMT 401
	Advance
	Readings in
	HRD &
	HQD
I	

Upon completion of the course student will be able to:

- Understand the concept of Institution building, the role of management in institution Building and the impact of institutions on society
- Learn about the various Indian Models of Leadership and their implications for managers
- Gain in-depth knowledge about Role and Role Analysis and their significance for the individual and organizations
- Learn about organization culture and its implication for managers
- Understand HR polices, cultural differences, IHRM, Audit of Human Resource, HRA & HRIS

Section A

Readings would be so selected as to also cover the following aspects. Institution building: Process, Values for institution building, Role of top management, Role models in institution building from social, Educational and corporate management field.

Leadership: comparison of western and Japanese leadership model, Indian models for leadership: Pioneering Innovative, Nurturant task model, Transformation leadership Indian context, Profile of an effective leader. Teamwork and Mentoring.

on B

Concept, role taking V/s role making. Integration of individual organization, Types of role stress. Coping with stress, Role analysis process, Role efficacy- Concept and of role efficacy. dimensions Organisation culture and its **implication** for managers. Organisational effectiveness. & Organisation environment interface. Indian environment and organizational behavior.

Section A

Readings would be so selected as to also cover the following aspects. Institution building: Process, Values for institution building, Role of top management, Role models in institution building from social, Educational and corporate management field.

Leadership: comparison of western and Japanese leadership model, Indian models for leadership: Pioneering Innovative, Nurturant task model, Transformation leadership Indian context, Profile of an effective leader. Teamwork and Mentoring

Section B

Role: Concept, role taking V/s role making. Integration of individual with organization, Types of role stress. Coping with stress, Role analysis process, Role efficacy- Concept and dimensions of role efficacy.

Emotional Intelligence: Concept, Models and benefits of EI. Organisation & environment interface. Indian environment and organizational behavior.

Section C

HRD audit. International Human Resource Management: Defining IHRM, Cultural differences & HRM, HR Policies across cultures, Recruiting, Selecting, Training, Appraising and Compensating

- Topic of
 Emotional
 Intelligence
 added as make
 the syllabus in
 line with the
 today's
 requirement.
- While some topics are deleted as already covered in the syllabus of People Management in first semester

Section C

HRD audit. International Human Resource Management: Defining IHRM, Cultural differences & HRM, Policies cultures. across Recruiting, Selecting, Training, Appraising and Compensating Managers. international Human Accounting: Concept, Resource approaches to HRA, Controlling cost of Manpower. Introduction to HRIS. Content analysis of books in HRD and HOD

Suggested Readings:

- 1. McCauley-Smith, C. (2017). Book review: HRD, OD, and institution building: Essays in memory of Udai Pareek.
- 2. Pareek"s, U. (2017). Undertsnading Orgaizational Behaviour (4 ed.) New Delhi: Oxford University Press.
- 3. Sinha, J. B. (1995). The cultural context of leadership and power. (1 ed), New Delhi, SAGE Publications Pvt. Limited.
- 4. Chakraborty, S.K (1987). Managerial Effectiveness and Quality of Work Life; Indian

international Managers. Human Resource Accounting: Concept, approaches to HRA, Controlling cost of Manpower. Introduction to HRIS. Content analysis of books in HRD and HQD

Suggested Readings:

- 1. McCauley-Smith, C. (2017). Book review: HRD, OD, and institution building: Essays in memory of Udai Pareek.
- 2. Pareek's, U. (2017). Undertsnading Orgaizational Behaviour (4 ed.) New Delhi: Oxford University Press.
- 3. Sinha, J. B. (1995). The cultural context of leadership and power. (1 ed), New Delhi, SAGE Publications Pvt. Limited..,
- 4. Chakraborty, S.K (1987).

 Managerial Effectiveness and
 Quality of Work Life; Indian
 Insights. (1 ed), New Delhi, Tata
 McGraw-Hill Publishing Company
 Limited
- 5. Pareek, U. (1994). Making organizational roles effective. (3 ed), Delhi, Tata McGraw-Hill.
- 6. Rao, T. V. (2014). HRD audit: Evaluating the human resource function for business improvement.

- Insights. (1 ed), New Delhi, Tata McGraw-Hill Publishing Company Limited
- 5. Pareek, U. (1994). Making organizational roles effective. (3 ed), Delhi, Tata McGraw-Hill.
- 6. Rao, T. V. (2014). HRD audit: Evaluating the human resource function for business improvement. (1 ed), Delhi, SAGE Publications India.

Suggested E-Learning Material:

- 1. Radjou, N. (2014). Creative problem-solving in the face of extreme limits. Retrieved fromhttps://www.ted.com/tal ks/navi_radjou_ creative_problem_solving_in _the_face_of_extreme_limits/ transcript?lang uage=en.
- 2. Mehta, A. (2018). New Models of Leadership. Retrieved from https://www.youtube.com/watch?v=xC8SD2S5Hok.
- 3. Hunt, L. (2013). The power of mentoring. Retrieved from https://www.youtube.com/wa tch?v=Atme26C015E.

Suggested E-Learning Material:

- 1. Radjou, N. (2014). Creative problem-solving in the face of extreme limits. Retrieved fromhttps://www.ted.com/talks/navi_r adjou_ creative_problem_solving_in_the_fac e_of_extreme_limits/transcript?lang uage=en.
- 2. Mehta, A. (2018). New Models of Leadership. Retrieved from https://www.youtube.com/watch?v=x C8SD2S5Hok.
- 3. Hunt, L. (2013). The power of mentoring. Retrieved from https://www.youtube.com/watch?v=A tme26C015E.

4. MGMT 424
Organization
Development
and Change
Management

Upon completion of the course student will be able to:

- Gain an insight into how to lead, adapt, and manage change
- Develop skills to collaboratively manage the culture of an organization to attain the goals and purposes of the organization.
- Develop the skills to design interventions as needed.
- Learn the technicalities of counselling and will gain skills for counselling as intervention

SectionA:

Organizational Change:Reasons for change, Organizational evolution and life cycle, of organizational Process change, Guidelines for facilitating change, Role and skills of change agent, Internal and external change agents. Issues in clientrelationship. consultant 'Resistance to change'

Concept, need O.D. changingcorporate context organization and development, Integrating OD and organization strategy, competitive advantage and role of OD History and stems of O.D., various Assumptions Values, and beliefs in O.D., The O.D. Process.

Section B:

O.D. interventions – classification, individual development, Personal effectiveness, Sensitivity training, Life and

Section A:

Organizational Change:Reasons for change, Organizational evolution and life cycle, Process of organizational change, Guidelines for facilitating change,Role and skills of change agent, Internal and external change agents, Issues in client-consultant relationship. 'Resistance to change'

Concept, need for O.D, changing corporate context and organization development, Integrating OD and organization strategy, competitive advantage and role of OD History and various stems of O.D., Values, Assumptions and beliefs in O.D., The O.D. Process.

Section B:

interventions – classification. O.D. individual development, Personal effectiveness, Sensitivity training, Life and career planning interventions, Group and team Role analysis, interventions. consultation. Process Team building, Visioning, Appreciative inquiry, Responsibility charting. Inter-Group intervention-

- Topics added to detail the syllabus for better understanding.
- Some topics deleted as not in line with the content of the syllabus.
- Reference book added as more detailed information is given in the book

planning career interventions, Group and team interventions, Role analysis, **Process** consultation, Team building, Visioning, Appreciative inquiry, Responsibility charting. Inter-Group intervention—Organization mirroring, Partnering, Comprehensive interventions- Future search conference. Confrontation meeting, Survey feedback, Grid O.D., Structural Interventions, Quality and O.D.

Section C:

Counselling: Introduction,
Counselor's attitude and
skills in counselling, Process
of counselling, Problems in
counselling- with counselor,
with staff and with process,
Issues in counseling.

Managing change in era of mergers and acquisitions.

Organization mirroring,
Partnering, Comprehensive
interventions— Future search
conference, Confrontation
meeting, Survey feedback, Grid
O.D., Structural Interventions,
Quality and O.D.

Section C:

Counselling: Introduction, Counselor's attitude and skills in counselling, Process of counselling, Problems in counsellingwith counsellor and with staff.

Managing change in virtual organizations and in era of mergers & acquisitions, WaysArtificial Intelligence is reinventing HR function

Suggested Readings:

- 1. French, Wendell L., and Cecil, Bell H. (2014) Organization Development (6 ed). New Delhi: PHI.
- 2. Cummings, Thomas G., and Worley, Christopher G. (2007). Organization Development and Change (8 ed). Haryana: Thomson
- 3. Singh, Kavita (2011). Organisation Change and Development (2 ed). New

Suggested Readings:

- 1. French, Wendell L., and Cecil, Bell H. (2014) Organization Development (6 ed). New Delhi: PHI.
- 2. Cummings, Thomas G., and Worley, Christopher G. (2007). Organization Development and Change (8 ed). Haryana: Thomson
- 3. Singh, Kavita (2011). Organisation Change and Development (2 ed). New Delhi: Excel Books.
- 4. Nigel, Maclennan (1998). Counselling for Managers. Vermount: Grower Paperback.

Suggested E-Learning Material:

- 1. Moores, K., & Yuen, S. (2001). Management accounting systems and organizational configuration: a lifecycle perspective. Accounting, organizations and society, 26(4-5), 351-389.
- 2. Heathfield, S. (2018). What is resistance to change? Retrieved from https://www.thebalancecareers.com/what-is resistance-to-change-1918240.
- 3. Zala, Y. (2014). Team Building. Retrieved from

Delhi: Excel Books.

- 4. Nigel, Maclennan (1998). Counselling for Managers. Vermount: Grower Paperback
- 5. Saharan, T. (2020). Reinventing HR in the Era of Artificial Intelligence. (1 ed). Boca Raton: CRC Press.

Suggested E-Learning Material:

- 1. Moores, K., & Yuen, S. (2001). Management accounting systems and organizational configuration: a life-cycle perspective. Accounting, organizations and society, 26(4-5), 351-389.
- 2. Heathfield, S. (2018). What is resistance to change? Retrieved from https://www.thebalancecareers.com/what-is-resistance-to-change-1918240.
- 3. Zala, Y. (2014). Team Building. Retrieved from https://www.slideshare.net/maximus66/tea m-building -presentation-35292365

	https://www.slideshare.net/maximus 66/team-building -presentation- 35292365	

5.	MGMT 417
	Human
	Resource
	Development
	System
	=

Upon completion of the course student will be able to:

- Understand the fundamental differencesamongHuman Resources,HumanResourceSystemandHumanResourceDevelopment.
- Understandthechangingtren dsinHRDS.
- Identifyandworkineachofth eHumanResourceDevelopm entSystems.

Section A

Changing role of HRD in Liberalized Economy, Trends in HR: Present and future; HRD climate; Role of HRD in improving effectiveness of a firm; Introduction to SHRM. Work system: Work planning and role analysis; Performance Management: Potential Appraisal, Performance Appraisal- Methods and processes of performance appraisal, 360 degree appraisal. Recruitment, Induction & Socializing Systems

Section B

Career and development system: Career development and planning, Career Assessment centers, management, Motivational aspects of HRD. in **Practices** career management. **Training** system: Identification of training and development needs, Managing the training system, Evaluating the effectiveness training

Section A

Changing role of HRD in Liberalized Economy, Trends in HR: Present and future; HRD climate; Role of HRD in improving effectiveness of a firm; Introduction to SHRM. Performance Management: Potential Appraisal, Performance Appraisal- Methods and processes of performance appraisal, 360 degree appraisal, Induction & Socializing Systems

Section B

Career and development system: Career development and planning, Assessment centers, Career management, Motivational aspects of HRD, Practices in career management. Training system: Identification of training and development needs, Managing the training system, Evaluating the effectiveness of training and development program, Cross cultural training, Action research in training.

Section C:

Competency mapping and balanced

- Topic deleted as not in line with the syllabus content.
- A topic added to enrich the section in line with the industry
- Suggested books ad e learning added for the convenience of the students

development program, Cross cultural training, Action research in training.

Section C:

Reward system: Job Evaluationprocess and methods; Practices in wage payment, Paying for performance, Monetary and nonmonetary aspects of reward systems, Fringe Benefits, Trends in reward system

Suggested Readings (SR):

1. Pareek, U & Rao V.T. (2003).

Designing and Managing Human

Resource Development Systems (3
ed.), New Delhi, Oxford and IBH

Publishing Co. Pvt. Ltd.

2. Pareek, U. (2006). Organizational

Behavior Processes. (3ed) New Delhi:

Rawat Publications

Suggested E-Learning Resources (ER):

1. Farsight.(2019). Organizational

scorecard. Reward system: Job Evaluation- process and methods; Practices in wage payment, Paying for performance, Monetary and non-monetary aspects of reward systems, Fringe Benefits, Trends in reward system.

Suggested Readings (SR):

- 1. Pareek, U & Rao V.T. (2003).

 Designing and Managing Human

 Resource Development Systems (3 ed.),

 New Delhi, Oxford and IBH Publishing

 Co. Pvt. Ltd.
- 2. Haldar, Uday Kumar. (2009). *Human Resource Development*. (1st ed) New Delhi: Oxford University Press
- 3. Gupta, Shashi K., & Joshi, Rosy. (2014) Human Resource Management (1 ed), New Delhi.:Kalyani Publishers,
- 4. Rao, V.S.P. (2005) Human Resource Management-Text and Cases, (2 ed) New Delhi: Excel Books
- 5. Ivancevich, John, M. (2016) *Human Resource Management* New Delhi (11 ed): McGraw Hill Education Pvt. Ltd.,
- 6. Aswathappa, K. (2017) Human

effectiveness through HRD in the Changed Liberalized markets.Retrieved from https://farsightitsolutions.com/organizational-effectiveness-through-hrd/.

- 2. Mohanty, R. (2012). Shrm-Introduction.Retrieved from https://www.slideshare.net/rajivmohanty/shrm-introduction.
- 3. Mehta, A. (2018). New Trends in HRM. Retrieved from https://www.youtube.com/watch?v=d AFSHgr-Udk
- 4. .McCord, P.(2015). HR lessons from the world of Silicon Valley start-ups. Retrieved from https://www.ted.com/talks/patty_mcc ord_lessons_from_a_silicon_valley_maverick_new_ways_of_working_an d_collaborating

Resource Management, Text and Cases (8 ed.) Chennai: McGraw Hill Education Pvt. Ltd.,

Suggested E-Learning Resources (ER):

- 1. Farsight.(2019). Organizational effectiveness through HRD in the Changed Liberalized markets.Retrieved from https://
- farsightitsolutions.com/organizational-effectiveness-through-hrd/.
- 2. Mohanty, R. (2012). Shrm-Introduction.Retrieved from https://
- 3" <u>www.slideshare.net/rajivmohanty/shrm-introduction.</u>
- 3.E-HRM Web Guide. *Human Resource Management* Retrieved from: http://panosa.org/wp-
- content/uploads/2015/01/resource1.pdf
- 4. Sommerlatte, S. (2018, Nov 19). Should Employees be Informed About the Assessment of Their Potential? Retrieved from:
- https://www.youtube.com/watch?v=CoD WJFKEhdc.
- 5. Mehta, A. (2018). New Trends in HRM. Retrieved from https://www.youtube.com/watch?v=dAFS

	Hgr-Udk	
	6.McCord, P.(2015). HR lessons from the	
	world of Silicon Valley start-ups.	
	Retrieved from	
	https://www.ted.com/talks/patty_mccord_l	
	essons_from_a_silicon_valley_maverick_	
	new_ways_of_working_and_collaborating	
	new_ways_or_working_ana_conacorating	

Name of Programme: MBA IV SEM

Subject: Management

Course Details:

	Course List	Learning Outcomes	Existing Syllabus	Suggested Syllabus	Remarks
Sr. No.					
1.	MGMT 512 Industrial Relations Management	 Upon completion of the course student will be able to: Understand various issues related to compensation, performance management, organization development, safety, wellness, benefits, employee motivation, training and others. Design various strategies related to Human Resource of the Organization. Understand various laws that protect worker's rights, improve worker safety, prevent child 	Section A Industrial Relations Perspectives IR and the emerging socio economic scenario. Discipline and Grievance management; Negotiation and collective settlements. Role and future of Trade Unions. Trade Union strategies towards liberalization and technological change. Employee response to industrial restructuring and organizational reengineering. Employee empowerment and quality management Participative Management and Co-ownership; Decision Circles for participative decision making and problem solving. Productivity Bargaining and Gain Sharing. Internal and External Equity in Compensation systems.	Industrial Relations Perspectives IR and the emerging socio economic scenario, Evolution of IR. Discipline and Grievance management; Negotiation and collective settlements.Role and future of Trade Unions.Trade Union strategies towards liberalization and technological change.Employee response to industrial restructuring and organizational reengineering. Employee empowerment and quality management Participative Management and Co-ownership; Decision Circles for participative decision making and problem solving. Productivity Bargaining and Gain Sharing. Internal and External Equity in Compensation systems. Fringe Benefits, Incentives and Retirement plans. Compensation practices of MNCs.	A minor edit is done to accommodate the gap in the syllabus and bring the syllabus in line with the industry requirement

labor and increase workers' bargaining powerrelative to their employers. Fringe Benefits, Incentives and Retirement plans. Compensation practices of MNCs. Strategic compensation systems.

Section B Legal Framework Governing Industrial Relations Emergence and objectives of labour laws and their socio-economic environment. The Workmen"s Compensation Act 1923, The Payment of Wages Act – 1936; The **Employees Provident Funds and** Miscellaneous Provision Act 1952. The payment of Gratuity Act 1972. The Factories Act 1948. The Industrial Disputes Act 1947. The Trade Union Act 1926. Need for reforms in the current legal frameworks and the existing laws. The ESI ACT.

Section C New Trends in Industrial Relations Management

From Industrial Relations to Human Relationships Management. Human Capital Management .Human Values approach to IR eg- "Human Rights & Duties and "Honesty, Responsibility and Devotion."From conflict Strategic compensation systems.

Section B

Sect Legal Framework Governing Industrial Relations

Emergence and objectives of labour laws and their socio-economic environment. TheWorkmen"s Compensation Act 1923, The Payment of Wages Act – 1936; The Employees Provident Funds and Miscellaneous Provision Act 1952. The payment of Gratuity Act 1972. The Factories Act 1948. The Industrial Disputes Act 1947. The Trade Union Act 1926. Need for reforms in the current legal frameworks and the existing laws. The ESI ACT. The **Employment** Industrial (standing order)Act, 1946.

Section C New Trends in Industrial Relations Management

From Industrial Relations to Human Relationships Management. Human Capital Management .Human Values approach to IR eg- "Human Rights & Duties and "Honesty, Responsibility and Devotion. From conflict approach to cooperation approach: Harmonization paradigm of IR. Changing role of state and approach to cooperation approach: Harmonization paradigm of IR. Changing role of state and industrial relations in the developed, newly developed and developing economics. Industrial Relations and globalization

Suggested Readings:

- 1. Monappa, A., Nambudiri, R. and Selvaraj, P. (2012). Industrial relations and labour laws. (3 ed) New Delhi, Tata McGraw-Hill Education.
- 2. Koontz, H., & Weihrich, H. (1990). Essentials of management. (2 ed), New York: McGraw-Hill.
- 3. Greenwood, J. H. (2015). Handbook of industrial law: A practical legal guide for trade union officers and others.
- 4. Locke, R. M., Kochan, T. A., & Piore, M. J. (1997). Employment Relations in a Changing World Economy. (1 ed), Cambridge, MA: MIT Press

industrial relations in the developed, newly developed and developing economics. Industrial Relations and globalization. Unit

Suggested Readings:

- Monappa, A., Nambudiri, and Selvaraj, P. (2012). Industrial relations and labour laws. (3 ed) New Delhi. Tata McGraw-Hill Education.
- Koontz, H., & Weihrich, H. (1990). Essentials of management. (2 ed), New York: McGraw-Hill.
- Greenwood, J. H. (2015). Handbook of industrial law: A practical legal guide for trade union officers and others.
- Locke, R. M., Kochan, T. A., & Piore, M. J. (1997). Employment Relations in a Changing World Economy. (1 ed), Cambridge, MA: MIT Press

Suggested E-Learning Material:

- 1. Quain, Sampson. (2019). The role of trade unions in Industrial Relations, Retrieved from https://smallbusiness.chron.co
- m/role-trade-unionsindustrialrelations-65197.html.
- 2. Yadav, R. (2011). The Workmen's Compensation Act,

			Suggested E-Learning Material: 1. Quain, Sampson. (2019). The role of trade unions in Industrial Relations. Retrieved from https://smallbusiness.chron.com/role-trade-unionsindustrial-relations-65197.html.	1923. Retrieved from https://www.slideshare.net/ranj eet143yadav/workmen-compen sation-act-1923. 3. Sachdeva,S.(2018). Introduction to Industrial Employment (Standing Orders) Act 1946. Retrieved	
			 Yadav, R. (2011). The Workmen's Compensation Act, 1923. Retrieved from https://www.slideshare.net/ra njeet143yadav/workmen- compen sation-act-1923. Sachdeva,S.(2018). Introduction to Industrial Employment (Standing Orders) Act 1946. Retrieved fromhttps://www.youtube.co m/ watch?v =RQfE66gRkyM 	fromhttps://www.youtube.com/ watch?v =RQfE66gRkyM	
2	(New Code) Global Marketing Management	Upon completion of the course student will be able to: • Understand emerging trends in global markets and learn how to use those trends in business management. • Understand procedure and promotional measures used in global marketing.	Section A: Major problems faced by the firms in international marketing. Theories of international trade, international product life cycle, Tariff and Nontariff barriers, Positive and negative aspects of multinational companies. Ethnocentric, polycentric and geocentric orientation. Tradingblocks-NAFTA, ASEAN, MERCOSUR, EU etc. Marketing	Section A: Introduction to international marketing- opportunities and challenges. Theories of international trade, international product life cycle, Tariff and Non-tariff barriers, Positive and negative aspects of multinational companies. Ethnocentric, polycentric and geocentric orientation. Tradingblocks-NAFTA, ASEAN, MERCOSUR, EU etc. Marketing mix for	While adding some topics and detailing few more, the syllabus has some changes that are specified as per the need of a professionalcours e and meet current industry standards

 Understand documentation procedure required for export and import in the Indian context. mix for international marketing, Standardised marketing mix vs. Customisation of marketing mix, product adaptation and modification, pricing

Section B:

Distribution channels, using marketing research for international marketing. Information needs and data sources. Business promotion in International arena: Traditional way, New Trends Online Marketing-Need, various Business Models, Understanding Online Customer, Challenges, Ethical Issues, Advantages and Disadvantages, strategies, push technologies, online catalogues.

Section C:

BOP and its relevance for Marketing managers, Role of Government in Export Promotion, Export Procedures and documentation, Custom Formalities. Insurance, Preshipment Inspection. Strategic Orientation in international marketing, Which market to enter, Mode of entry, Expanding base, Negotiations with International Customers, Partners and Regulators,

international marketing- Standardised marketing mix vs. Customisation of marketing mix, product adaptation and modification, pricing. Distribution channels.

Section B:

Using marketing research for international marketing-Information needs and data sources. Business promotion in International arena: Traditional way, New Trends Online Marketing-Need, various Business Models, Understanding Online Customer, Challenges, Ethical Issues, Advantages and Disadvantages, strategies, push technologies, online catalogues, Using Intranet and Extranet, Introduction to creating a web page.

Section C:

BOP and its relevance for Marketing managers, Role of Government in Export Promotion, Export Procedures and documentation, Custom Formalities.

Insurance, Preshipment Inspection.

Strategic Orientation in international marketing-Which market to enter, Mode of entry, Expanding base, Negotiations with International Customers, Partners and

Relations of International Marketing with other Departments, Strategy for Building a company wide marketing orientation, Using Intranet and Extranet, Introduction to creating a web page, Performance Evaluation.

Suggested Readings:

- 1. Daniels (2017). International Business (15 ed.). Noida: Pearson.
- 2. Cateora (2018). International Marketing (16 ed.). New Delhi: Tata McGraw Hill.
- 3. Keegan (2017). Global Marketing (8 ed.). New Delhi: Pearson.

Suggested E Learning Materials:

- 1. Nalawalla, Z. (2018). New Trends in Marketing: Ideas on Digital Marketing. Retrieved fromhttps://www.youtube.com/watch?v=Fj5DfjtTYec
- 2. Dromgoole, S. (2013). The future of marketing, from Plato to Bill Hicks. Retrieved fromhttps://www.youtube.com/watch?v=z8oTLlItoV0
- 3. Fernstudium (2016). International Marketing Vodcast 1: Introduction

Regulators, Relations of International Marketing with other Departments, allocating resources across countries, Strategy for Building a company wide marketing orientation, Balancing the Pressures for Standardization vs. Adaptation, Performance Evaluation.

Suggested Readings:

- 1. Daniels (2017). International Business (15 ed.). Noida: Pearson.
- 2. Cateora (2018). International Marketing (16 ed.). New Delhi: Tata McGraw Hill.
- 3. Keegan (2017). Global Marketing (8 ed.). New Delhi: Pearson.

Suggested E Learning Materials:

- 1. Nalawalla, Z. (2018). New Trends in Marketing: Ideas on Digital Marketing. Retrieved fromhttps://www.youtube.com/watch?v=Fj5DfjtTYec
- 2. Dromgoole, S. (2013). The future of marketing, from Plato to Bill Hicks. Retrieved fromhttps://www.youtube.com/watch?v=z 8oTLItoV0
- 3. Fernstudium (2016). International Marketing Vodcast 1: Introduction to

	to International Marketing. Retrieved from https://www.youtube.com/watch?v=PVTf3A-T0W4	International Marketing. Retrieved from https://www.youtube.com/watch?v=PVTf3A-T0W4	

Name of Programme: MBA III SEM/ M.Com IV Sem

Subject: Management (Reading Electives)

Course Details:

	Course List	Learning Outcomes	Existing Syllabus	Suggested Syllabus	Remarks
Sr.					
No.					
1.	(New Code)	Upon completion of the course	Branch Profitability, Corporate	Branch Profitability, Corporate Internet	New Topics
	Corporate	the student will be able to:	Internet Banking, Credit Bureau,	Banking, Credit Bureau, Basel III norms,	added to
	Banking I	☐ Understand corporate banking	Basel norms, Structured Products	Structured Products, Asset Reconstruction	strengthen the
		products and services		Company, SARFESI Act. NPA	learning of the
			Suggested Readings:	Regulations, Corporate Loan Products,	students
		☐ Understand the concept and	1. Gopinath, M. N. (2017). <i>Banking Principles and Operations</i> (7 ed.). Mumbai:	New Trends in Corporate Banking	
		significance of branch	Snow White Publications.		
		profitability.		Suggested Readings:	
		☐ Gain knowledge about all	2. IIBF. (2017). Corporate Banking (3 ed.).	1. Gopinath, M. N. (2017). Banking Principles and	
		BASEL norms	Mumbai: Macmillan.	Operations (7 ed.). Mumbai: Snow White Publications.	
		D'ISEE HOTHIS	3. IIBF. (2017). Principles & Practices of	1 donedions.	
		☐ Gain knowledge that will	Banking (3 ed.). Mumbai: Macmillan.	2. IIBF. (2017). Corporate Banking (3 ed.).	
		make them job ready.		Mumbai: Macmillan.	
			4. Vinay Dutta, K. S. (2013). Commercial Bank Management (1 ed.). Mumbai: Tata	3. IIBF. (2017). Principles & Practices of Banking	
			McGraw Hill.	(3 ed.). Mumbai: Macmillan.	
			Suggested E Learning Materials:		
			1) Learning Sessions (2017, Oct). Basel	4. Vinay Dutta, K. S. (2013). Commercial Bank	
			Norms. Retrieved from	Management (1 ed.). Mumbai: Tata McGraw Hill. Suggested E Learning Materials:	
			https://www.youtube.com/watch?v=x_sOTO	1) Learning Sessions (2017, Oct). <i>Basel Norms</i> .	
			bwx7g	Retrieved from	
			2) CRIF India(2017,Jun) What is credit	https://www.youtube.com/watch?v=x_sOTObwx7g	
			bureau Retrieved from	2) CRIF India(2017,Jun) What is credit bureau	
			https://www.youtube.com/watch?v=OlT9z8c	2) CKII India(2017,Juii) what is creati bureau	

			O4LU	Retrieved from https://www.youtube.com/watch?v=OlT9z8cO4LU	
2	(New Code) Corporate Banking II	Upon completion of the course the student will be able to: ☐ Understand term loans, working capital loans, project financing etc. ☐ Understand about the products and services offer for MSME financing. ☐ Job- readiness specifically in Corporate Banking and international banking division of Banks.	Course Content: Trade Services, Treasury Products, Derivatives, UCP, Rural Business Credit, MSME Suggested Readings: 1. Gopinath, M. N. (2017). Banking Principles and Operations (7 ed.). Mumbai: Snow White Publications. 2. IIBF. (2017). Corporate Banking (3 ed.). Mumbai: Macmillan. 3. IIBF. (2017). Principles & Practices of Banking (3 ed.). Mumbai: Macmillan. 4. IIBF. (2017). International Banking (3 ed.). Mumbai: Macmillan. 5. Vinay Dutta, K. S. (2013). Commercial Bank Management (1 ed.). Mumbai: Tata McGraw Hill. Suggested E Learning Materials: 1. Tutorial point (2018, Jan). Rural credit in India. Retrieved from https://www.youtube.com/watch?v=NBWF_ gKwJZk 2. Mettascliub (2017, Feb) What is MSME. Retrieved from https://www.youtube.com/watch?v=KGjfQf Z_WTM	Course Content: Trade Services, Treasury Products, Derivatives, UCP, Rural Business Credit, MSMElending, consortium financing, Syndicate lending, Export Import financing, Venture capital financing, Credit analysis of new project Suggested Readings: 1. Gopinath, M. N. (2017). Banking Principles and Operations (7 ed.). Mumbai: Snow White Publications. 2. IIBF. (2017). Corporate Banking (3 ed.). Mumbai: Macmillan. 3. IIBF. (2017). Principles & Practices of Banking (3 ed.). Mumbai: Macmillan. 4. IIBF. (2017). International Banking (3 ed.). Mumbai: Macmillan. 5. Vinay Dutta, K. S. (2013). Commercial Bank Management (1 ed.). Mumbai: Tata McGraw Hill. Suggested E Learning Materials: 1. Tutorial point (2018, Jan). Rural credit in India. Retrieved from https://www.youtube.com/watch?v=NBWF_gKwJ Zk 2. Mettascliub (2017, Feb) What is MSME. Retrieved from https://www.youtube.com/watch?v=KGjfQfZ_WT M	New Topics added to strengthen the learning of the students

Name of Programme: M.Com III Sem

Subject: Commerce

Course Details:

	Course List	Learning Outcomes	Existing Syllabus	Suggested Syllabus	Remarks
Sr. No.					
1	(New Code) Insurance Management	Upon completion of the course student will be able to: Understand dynamics of the insurance markets. Understand need based requirements of life and non-life insurance products. Understand insurance sector and actuarial mathematics.	Course Content Section A Development of insurance business and evolution of insurance business in India: Pre and post liberalization. Major types of insurance and reinsurance institutions and the economic rationale and requirements, The ethical aspects of insurance business. The laws and regulations of insurance business. The role of regulators in insurance business with special discussion on IRDA, Insurance pricing, Deductibles/Co-insurance. Section B Life Insurance- Need based analysis	Development of insurance business and evolution of insurance business in India: Pre and post liberalization. Major types of insurance and reinsurance institutions and the economic rationale and requirements, The ethical aspects of insurance business. The laws and regulations of insurance business brief overview of acts 1935 and 1938 with special reference to I C 33. The role of regulators in insurance business with special discussion on IRDA with reference of police holder's interest and steps taken to improve and promotion genuine sales, Insurance pricing-main elements of premium,	Topics added and detailed to clarify the content to the teacher and students and to make it Industry ready. While certain topics are deleted as either were obsolete as per the market scenario or major changes in industry has impacted the content

and taxation aspects. Auto insurance, Home insurance, worker compensation/ESIC, .Health insurance. Pension plans- Overview & Regulations under PFRDA; Commercial insurance transport,

marine, catastrophe etc.

Section C

Corporate risk management and insurance and actuarial mathematics calculation of Risk Insurance Premium using Time value concept

Suggested Readings:

- 1. Rejda, G. E. (2011). Principles of Risk Management and Insurance (7 ed). Pearson Education India.
- 2. Niehaus, H., & Harrington, S. (2003). *Risk Management and Insurance*
- (3 ed). New York, McGraw.
- 3. Mishra, K. C., & Kumar, C. S. (2009). *Life Insurance: Principles and*

Practice (6 ed). Cengage Learning: New Delhi.

4. Mishra, K.C., &Thomas, G.E. (2009).General Insurance-Principles

and Practice (5 ed). Cengage Learning.

Deductibles/Co-insurance.

Section B

Life Insurance- Life insurance policies. Auto insurance, Home insurance, worker compensation/ESIC, .Health insurance. Pension plans- Overview & Regulations under PFRDA; transport, over view of marine insurance,

Section C

Risk management techniques and insurance calculation of Insurance Premium(life)

Important Insurance Terms, Practical aspects of insurance sales as need analysis and taxation, attributes required to become successful insurance sales professional, New trends in insurance sales.

Suggested Readings:

- 1. Rejda, G. E. (2011). Principles of Risk Management and Insurance
- (7 ed). Pearson Education India.
- 2. Niehaus, H., & Harrington, S. (2003). *Risk Management and Insurance* (3 ed). New York, McGraw.
- 3. Mishra, K. C., & Kumar, C. S. (2009). *Life Insurance: Principles and Practice (6 ed)*. Cengage Learning: New

Suggested E Learning Materials:	Delhi.
1. Prof. Vipin (2014, Feb 10).	4. Mishra, K.C., &Thomas, G.E.
Insurance Basic and Types.	(2009).General Insurance- Principles
Retrieved from	and Practice (5 ed). Cengage Learning.
https://www.youtube.com/watch?v=h	Suggested E Learning Materials:
apKVJuQh-U	1. Prof.Vipin (2014, Feb 10). Insurance
2. Griffith Insurance Education	Basic and Types. Retrieved from
Foundation (2014, August 27)	https://www.youtube.com/watch?v=hapK
Insurance	VJuQh-U
Regulation and legislation Retrieved	2. Griffith Insurance Education
from	Foundation (2014, August 27) Insurance
https://www.youtube.com/watch?v=	Regulation and legislation Retrieved from
E2tmXJaMBbQ	https://www.youtube.com/watch?v=E2tm
	XJaMBbQ