



Maharaja Ranjit Singh Punjab Technical University

Dabwali Road, Bathinda -151001

(Estb. by Govt. of Punjab vide Act No. 5 [2015] and u/s 2(f) and 12 B of UGC Act, 1956)

ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ, ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ।

Ref No : 849

Dated 06.04.2023

(By E-Mail)

To

Respected Members,
Academic Council,
Maharaja Ranjit Singh Punjab Technical University,
Bathinda

Sub.: Approved Minutes of 8th Meeting of Academic Council of Maharaja Ranjit Singh Punjab Technical University, Bathinda.

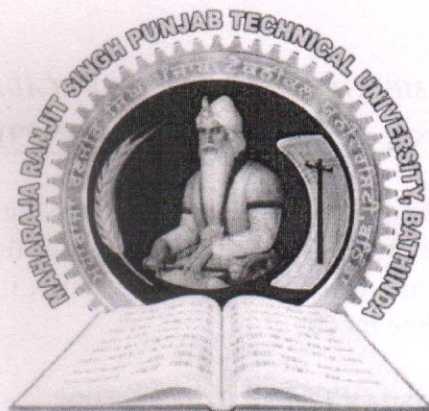
Greetings from the University

Please find enclosed herewith a copy of approved minutes of 8th Meeting of Academic Council of the University held on 05.04.2023 at 11:30 AM onwards via offline/online mode for your kind information and record please.

**Registrar-cum-Secretary
Academic Council
Maharaja Ranjit Singh
Punjab Technical University, Bathinda**

Copy to:

1. Hon'ble Vice-Chancellor-cum-Chairman, Academic Council, MRSPTU, Bathinda
2. Office of Dean Academic Affairs, MRSPTU, Bathinda for necessary action to be taken on the decisions taken in this meeting
3. Prof. Incharge (Finance & Purchase), MRSPTU, Bathinda



**Maharaja Ranjit Singh
Punjab Technical University,
Bathinda-151001**

MINUTES OF MEETING

**FOR THE 8TH MEETING OF
ACADEMIC COUNCIL**

HELD

ON

05.04.2023 (Wednesday) at

11:30 AM

IN

COMMITTEE ROOM, GZSCCET,

MRSPTU, Bathinda

MINUTES OF 8TH MEETING OF ACADEMIC COUNCIL, MRSPTU, BATHINDA

The 8th Meeting of Academic Council of Maharaja Ranjit Singh Punjab Technical University, Bathinda was held on 05-04-2023 at 11:30 A.M onwards under the chairmanship of Hon'ble Vice Chancellor-cum-Chairman Academic Council of the University, in Committee Room, GZSCCET, MRSPTU, Bathinda in offline/online mode.

The following members were present OFFLINE in the meeting.

1. **Dr. Sandeep Kansal** **Member**
Dean Faculty (Sciences),
Professor, Department of Physics,
Maharaja Ranjit Singh Punjab Technical University, Bathinda
(Mobile No. 98720-00814 Email: skansal@mrsptu.ac.in)
2. **Dr. Bhupinder Pal Singh Dhot** **Member**
Dean Faculty (Architecture),
Professor, GZS School of Architecture & Planning
Maharaja Ranjit Singh Punjab Technical University, Bathinda
(Mobile No. 88722-00061 Email: bpaldhot@mrsptu.ac.in)
3. **Dr. Arvinder Singh Chawla** **Member**
Dean Faculty (Commerce & Management),
Consultant, Planning & Development, Maharaja Ranjit Singh Punjab Technical
University, Bathinda Former Professor & Dean of Punjabi University, Patiala and
Former Vice Chancellor RIMT University
4. **Dr. Kamal Kinger** **Member**
Dean Faculty (Humanities & Social Sciences)
Professor, Department of Defense and Strategic Studies,
Punjabi University, Patiala
5. **Campus Director,** **Member**
Giani Zail Singh Campus College of Engineering & Technology, Bathinda
6. **Director,** **Member**
Punjab Institute of Technology, Nandgarh, District Bathinda
7. **Director,** **Member**
Punjab Institute of Technology, GTB Garh, District Moga
8. **Director,** **Member**
Punjab Institute of Technology, Rajpura
9. **Director,** **Member**
Punjab State Aeronautical Engg. College, Patiala
10. **Director,** **Member**
Punjab Institute of Technology, Arniwala
11. **Dean Academic Affairs,** **Co-opted**
Member
MRSPTU, Bathinda
12. **Dean Students Welfare,** **Co-opted**
Member
MRSPTU, Bathinda
13. **Dean Planning & Development,** **Co-opted**
Member

- MRSPTU, Bathinda
14. **Dean Consultancy & Industry Linkage, Member** Co-opted
MRSPTU, Bathinda
15. **Dean Distance Education Program, Member** Co-opted
MRSPTU, Bathinda
16. **Controller of Examinations, Member** Co-opted
MRSPTU, Bathinda
17. **Head, Member**
Department of Mechanical Engineering,
GZSCCET, MRSPTU, Bathinda
18. **Head, Member**
Department of Civil Engineering,
GZSCCET, MRSPTU, Bathinda
19. **Head, Member**
Department of Electrical Engineering,
GZSCCET, MRSPTU, Bathinda
20. **Head, Member**
Department of Textile Engineering,
GZSCCET, MRSPTU, Bathinda
21. **Head, Member**
Department of Computer Sc. & Engineering,
GZSCCET, MRSPTU, Bathinda
22. **Head, Member**
Department of Computational Sciences
MRSPTU, Bathinda
23. **Head, Member**
GZS School of Planning & Architecture, MRSPTU, Bathinda
24. **Head, Member**
Department of Physics, MRSPTU, Bathinda
25. **Head, Member**
Department of Chemistry, MRSPTU, Bathinda
26. **Head, Member**
Department of Mathematics, MRSPTU, Bathinda
27. **Head, Member**
Department of University Business School, MRSPTU, Bathinda
28. **Head, Member**
Department of Pharmaceutical Sc. & Technology, MRSPTU, Bathinda
29. **Head, Member**
Department of Food Sc. & Technology, MRSPTU, Bathinda
30. **Head, Member**
School of Agriculture Sciences & Engg., MRSPTU, Bathinda

The following members were present ONLINE in the meeting.

1. **Dr. Sundar Singh,** Member
Dean Faculty (Engineering & Technology),
Former Professor, Civil,
Thapar Institute of Engineering & Technology, Patiala.
2. **Dr. Ashish Baldi** Member
Dean Faculty (Pharmacy),
Professor, Deptt. of Pharmaceutical Sciences & Tech,
Maharaja Ranjit Singh Punjab Technical University, Bathinda
(Mobile No. 89684-23848) ashishbaldi@mrsptu.ac.in
3. **Principal,** Member
M. L. Memorial Technical College, V.P.O. Killi Chahal,
Distt Moga.
4. **Dr. Bhola Ram Gurjar,** Member
Director,
National Institute of Technical Teachers Training, Chandigarh.
5. **Director (College Development Council),** Co-opted
Member
MRSPTU, Bathinda
6. **Dean R & D,** Co-opted
Member
MRSPTU, Bathinda

At the outset Secretary, Academic Council formally welcomed all the members of newly formulated Academic Council. It was followed by address of Hon'ble Vice Chancellor-cum-Chairman Academic Council of the University briefly mentioning achievements of the University to the Academic Council. Hon'ble Vice Chancellor appraised the Council about NAAC accreditation of the University. This was followed by detailing of the various Agenda items by Associate Dean (Academic Affairs).

The various agenda items were discussed in detail and following decisions were taken:

ITEM NO. 08.01 CONFIRMATION OF THE MINUTES OF 7th MEETING OF ACADEMIC COUNCIL HELD ON 20.07.2022

Decision: Confirmed.

ITEM NO. 08.02 ACTION TAKEN REPORT OF 7th MEETING OF THE ACADEMIC COUNCIL HELD ON 20.07.2022.

Decision: Accepted by the council.

ITEM NO. 08.03 REGARDING APPROVAL TO START NEW PROGRAMME (PHARM.D.) WITH INTKAE OF 30 SEATS AS PER PCI NORMS IN THE UNIVERSITY MAIN CAMPUS FOR ACADEMIC SESSION 2023-24.

Decision: Approved.

ITEM NO. 08.04 REGARDING APPROVAL TO INCREASE INTAKE IN EXISTING PROGRAMME B.PHARM. IN UNIVERSITY MAIN CAMPUS FOR ACADEMIC SESSION 2023-24.

Decision: Approved.

ITEM NO. 08.05 REGARDING APPROVAL TO START NEW PROGRAMMES IN DEPARTMENT OF PHARMACEUTICAL SCIENCES & TECH. IN THE UNIVERSITY MAIN CAMPUS FROM ACADEMIC SESSION 2023-24 ONWARDS.

Decision: Approved.

However, the HOD, Pharmaceutical Sciences & Technology will submit list of new programmes to be started in the Department from session 2023-24 onwards out of already running programmes in Affiliated colleges within a week.

Further, PG Diploma in Intellectual Property Rights (PGDIPR) will be started under the Faculty of Pharmacy following approval by concerned BoS and Faculty.

ITEM NO. 08.06 REGARDING APPROVAL TO INCREASE INTAKE IN EXISTING PROGRAMME INTEGRATED/DUAL DEGREE BCA-MCA IN UNIVERSITY MAIN CAMPUS FOR ACADEMIC SESSION 2023-24 BY MERGING SELF-FINANCED SEATS WITH NORMAL FEE SEATS.

Decision: Approved.

The members have deliberated on the name of Dual Degree and approved the nomenclature Integrated/Dual Degree as per UGC norms.

ITEM NO. 08.07 REGARDING APPROVAL FOR ISSUING OF Ph.D DEGREE.

Decision: Approved.

General Observations:

- (i) All such cases shall be approved from University Research Board, further route through Dean R&D before putting up in Academic Council.
- (ii) Dean R&D should update the MRSPTU Ph.D Regulations in line with UGC Gazette Notification Ph.D Regulations 2022.
- (iii) Dean R&D will clarify "*The candidates also fulfil all the conditions of the Minimum Standards and Procedure for the award of Ph.D Degree Regulations – 2009*" of UGC, New Delhi" mentioned in the Agenda Item. Also clarification be submitted whether any regulations after 2009 in this regard has been notified by UGC.
- (iv) Minor mistake in the Agenda Item was pointed out by the council in the affiliation of Dr. Veerpaul Kaur Maan and the same was corrected as below.

Dr. Veerpaul Kaur Maan, Assistant Professor, Department of UBS, MRSPTU, Bathinda



ITEM NO. 08.08 INFORMATION REGARDING ESTABLISHMENT OF SCHOOL OF AGRICULTURE SCIENCES & ENGINEERING IN THE UNIVERSITY MAIN CAMPUS.

Decision: Noted by members.

ITEM NO. 08.09 RATIFICATION OF THE EXTENSION OF VARIOUS FACULTIES UPTO 25.03.2023 & CONSTITUTION OF VARIOUS FACULTIES FOR THE DURATION 26.03.2023 TO 25.03.2025.

Decision: Ratified.

- It was pointed out by the council regarding minor corrections in some of notified Faculties as corrected below:
Wherever, Chairman as well as Member Secretary of the Faculty are same, next senior most Faculty (from University Campus) will act as Member Secretary of the Faculty.

ITEM NO. 08.10 RATIFICATION OF GUIDELINES REGARDING B.TECH. FINAL YEAR STUDENTS TO JOIN INTERNSHIP DURING 8TH SEMESTER.

Decision: Ratified.

- Further, concerned Chairman, BoS will do a comprehensive exercise to shift core subjects from 8th semester to previous semesters. This shall be approved from BoS, Faculty and submitted to o/o DAA within one month.

ITEM NO. 08.11 RATIFICATION OF GUIDELINES REGARDING CONDUCT, PROGRESS, AND EVALUATION OF M.TECH. DISSERTATION.

Decision: Ratified with modification.

- The Evaluation will not be Letter Grade. It shall be satisfactory/unsatisfactory.

ITEM NO. 08.12 RATIFICATION OF REVISED ACADEMIC CALENDAR 2022-23.

Decision: Ratified.

ITEM NO. 08.13 RATIFICATION REGARDING EXIT OPTION IN INTEGRATED/ DUAL DEGREE BCA-MCA PROGRAMME.

Decision: Ratified.

ITEM NO. 08.14 RATIFICATION OF SCHOLARSHIP FOR THE STUDENTS ADMITTED UNDER WAYNE STATE UNIVERSITY (WSU) AS PER MoU.

Decision: Ratified.

ITEM NO. 08.15 RATIFICATION REGARDING DISCONTINUATION OF PART TIME PROGRAMMES IN WHICH ADMISSIONS ARE LESS THAN 20%.

Decision: Ratified.

ITEM NO. 08.16 RATIFICATION OF THE PROGRAMMES WITH SANCTIONED INTAKE NOTIFIED FOR THE UNIVERSITY MAIN CAMPUS AND CONSTITUENT COLLEGE (PIT ARNIWALA) FOR ACADEMIC SESSION 2022-23.

Decision: Ratified.

ITEM NO. 08.17 RATIFICATION OF THE NEW PROGRAMMES OFFERED FOR THE AFFILIATED COLLEGES OF MRSPTU FOR ACADEMIC SESSION 2023-24.

Decision: Ratified.

ITEM NO. 08.18 GENERAL POINTS TO BE RATIFIED.

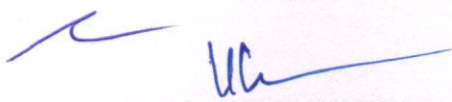
Decision: Ratified.

ITEM NO. S-08.19 REGARDING APPROVAL FOR ISSUING OF Ph.D DEGREE.

Decision: Approved as per decision of Item no. 08.07.

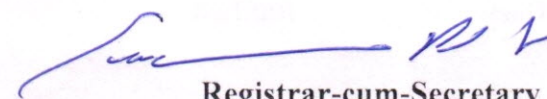
General Discussions:

- (i) The Academic Council appreciated Director IQAC, faculty members and staff for their contribution and hard work in getting NAAC grade for the University. Further, the council congratulate Vice Chancellor for his visionary directions.
- (ii) As pointed out by Vice Chancellor regarding anonymous complaint during NAAC visit which might have affected the NAAC grade, the house unanimously condemned the act. Further, house requested the authorities of the University to file a complaint to Cyber Crime so that culprit may be identified and suitably punished.
- (iii) A committee shall be formulated by Dean Faculty of Sciences to explore the possibility of starting new programmes in the field of Forensic Science by the Deptt. Of Chemistry and other programmes in the same faculty.

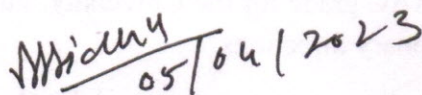


- (iv) CoE, MRSPTU was advised to reduce the result declaration time by exploring various possibilities in this regard. Further, office of DAA will notify a committee comprising of COE, DSW and ADAA regarding examination reforms of the university.
- (v) All the BoS Chairperson will send duly approved list of examiners for all the courses running in various programmes to the office of CoE within one month. This shall include six external examiners and one internal examiner.
- (vi) Office of DAA will explore the possibility of starting five year integrated Law programme by taking care the requirements of the Bar Council. Further, under the Faculty of Humanities & Social Sciences, programmes B.A. (Social Sciences) & B.A. (Journalism and Mass Communication) shall be started in the University Main Campus.
- (vii) In order to improve the research ecosystem of the University, a committee comprising of ADAA, Dean R&D, Registrar, Campus Director and DR Establishment shall be notified by the o/o of DAA to formulate guidelines.
- (viii) The Hon'ble Vice Chancellor-cum-Chairman of Academic Council requested all Deans of Faculties to contribute their valuable inputs and suggestions for starting new programmes and improvement in existing programmes for the holistic development of the students and upliftment of the university.
- (ix) The Hon'ble Vice Chancellor-cum-Chairman of Academic Council also advised all the members to join the upcoming Academic Council meetings physically rather than online so that comprehensive discussions on various aspects can be done.

The meeting ended with the vote of thanks to the Chair.


Registrar-cum-Secretary
Academic Council
Maharaja Ranjit Singh
Punjab Technical University, Bathinda

Submitted for approval please.


05/04/2023

Hon'ble Vice Chancellor-cum-Chairman
Academic Council
Maharaja Ranjit Singh Punjab Technical University, Bathinda



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ
ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001

Maharaja Ranjit Singh Punjab Technical University
DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

ਐਸੋ. ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ)

Associate Dean(Academic Affairs)

Ref. No.: DAA/MRSPTU/Notifications/161

Date: 25/5/2023

NOTIFICATION

(Through E-Mail only)

Consequent upon the approval of the competent authority vide File no: I-15/618/2023-DEAN ACAD-MRSPTU-BTD dated 22.05.2023, the list of programmes offered by Maharaja Ranjit Singh Punjab Technical University, Bathinda at its University Main Campus/ GZSCCET/PITs/PSAEC, Patiala for the Academic Session 2023-24 are hereby notified as under:

1. University Main Campus:

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Pharm.	4Yrs.	UA-PCI	100
2.	B.Pharm. LEET	3Yrs.	UA-PCI	As per rule
3.	M.Pharm. (Pharmaceutics)	2Yrs.	UA-PCI	09
4.	M.Pharm. (Pharmacology)	2Yrs.	UA-PCI	09
5.	PG Diploma in Pharmacovigilance	2Yrs.	Non-AICTE	30
6.	PG Diploma in Intellectual Property Rights	2Yrs.	Non-AICTE	30
7.	B.Sc. Medical Technology (Anesthesia & Operation Theatre Technology)	3Yrs.	Non-AICTE	30
8.	B.Sc. (Radio Medical Imaging Technology)	3Yrs.	Non-AICTE	30
9.	B.Sc. Medical Laboratory Science	3Yrs.	Non-AICTE	30
10.	Pharm.D.	6 Yrs.	UA-PCI	30
11.	Integrated UG Course B.Sc. (Food Science & Tech.) 3 years /Bachelor of Food Sciences & Tech. (Hons.) 4 years	3Yrs./ 4Yrs.	Non-AICTE	30
12.	M.Sc. (Food Sci. & Tech.)	2Yrs.	Non-AICTE	30
13.	B.Sc. (Hons.) Agriculture	4Yrs.	Non-AICTE	60
14.	B.Sc. (Hons.) Agriculture LEET	3Yrs.	Non-AICTE	As per rule
15.	B.Tech. (Agricultural Engineering)	4 Years	UA-AICTE	60
16.	B.Sc. (Hons.) Forensic Science	3Yrs.	Non-AICTE	30
17.	B. Sc. (Non-Medical)	3 Years	Non-AICTE	60
18.	B.Sc. (Hons.) Mathematics	3Yrs.	Non-AICTE	60
19.	B.Sc. (Hons.) Physics	3Yrs.	Non-AICTE	30
20.	B.Sc. (Hons.) Chemistry	3Yrs.	Non-AICTE	30
21.	M.Sc. (Physics)	2Yrs.	Non-AICTE	30
22.	M.Sc. (Chemistry)	2Yrs.	Non-AICTE	30
23.	M.Sc. (Mathematics)	2Yrs.	Non-AICTE	30
24.	B. Sc. (Fashion Technology)	3 Years	Non-AICTE	60
25.	B. Sc. (Fashion Technology) LEET	2 Years	Non-AICTE	As per rule
26.	M.Tech. (Electronics & Communication Engineering)	2Yrs.	UA-AICTE	18

27.	M.Tech. Electrical Engineering (Power System)	2Yrs.	UA-AICTE	18
28.	M.Tech. (Textile Engineering)	2Yrs.	UA-AICTE	18
29.	M.Tech. (Computer Science & Engineering) Part Time	3 Years	UA-AICTE	18
30.	M.Tech. (Textile Engineering) Part Time	3 Years	UA-AICTE	18
31.	M.Tech. Electrical Engineering (Power System) Part Time	3 Years	UA-AICTE	18
32.	M.Tech. (Electronics & Communication Engineering) Part Time	3 Years	UA-AICTE	18
33.	MBA	2Yrs.	UA-AICTE	60
34.	MBA (Hospital Administration)	2 Years	UA-AICTE	30
35.	Executive MBA	3 Years	UA-AICTE	30
36.	Bachelor of Management Studies (Hotel Management & Catering Technology)	3Yrs.	Non-AICTE	30
37.	MCA	2Yrs.	UA-AICTE	30
38.	B.Sc. (Graphics & Web Designing)	3 Years	Non-AICTE	60
39.	PGDCA (Part Time)	1.5 Years	Non-AICTE	30
40.	B.Arch.	5Yrs.	CoA	40
41.	M.Planning	2Yrs.	UA-AICTE	18
42.	Bachelor of Fine Arts (Applied Arts)**	4 Years	Non-AICTE	30
43.	M.A. (Fine Arts)	2 Years	Non-AICTE	30
44.	Master of Fine Arts (Painting)	2 Years	Non-AICTE	30
45.	Integrated/Dual degree BBA-MBA	5Yrs.	Non-AICTE	60
46.	Integrated/Dual Degree BCA-MCA	5Yrs.	Non-AICTE	180
47.	Integrated/Dual Degree BCA-MCA (LEET)	4Yrs.	Non-AICTE	As per rule
48.	Integrated/Dual degree B.Com.-M.Com.	5Yrs.	Non-AICTE	60
49.	Integrated/Dual Degree BFA-MFA (Applied Arts)	5 Years	Non-AICTE	30
50.	Skill Certificate Course in Refrigeration & Air-Conditioning Mechanic	1 Year	Skill	30
51.	Skill Certificate Course in Welder	1 Year	Skill	30
52.	Skill Certificate Course in Additive Manufacturing	1 Year	Skill	60
53.	Skill Certificate Course in Electrician	1 Year	Skill	30
54.	B.Tech. CSE (Artificial Intelligence & Machine Learning)	4 Years	UA-AICTE	60
55.	B.Tech. CSE (Artificial Intelligence & Machine Learning) LEET	3 Years	UA-AICTE	As per rule
56.	B.Tech. (Biomedical Engineering)	4 Years	UA-AICTE	60

**** Exit Policy- Advance Diploma in Applied Arts after 3 years, Diploma after 2 years & Certificate Course in Applied Arts after 1 year.**

2. GZSCCET, MRSPTU, Bathinda

S. No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Civil Engineering)	4 Years	AICTE	60
2.	B.Tech. (Civil Engineering) LEET	3 Years	AICTE	As per rule
3.	B.Tech. (Electrical Engineering)	4 Years	AICTE	60
4.	B.Tech. (Electrical Engineering) LEET	3 Years	AICTE	As per rule

5.	B.Tech. (Electronics & Communication Engineering)	4 Years	AICTE	60
6.	B.Tech. (Electronics & Communication Engineering) LEET	3 Years	AICTE	As per rule
7.	B.Tech. (Mechanical Engineering)	4 Years	AICTE	90
8.	B.Tech. (Mechanical Engineering) LEET	3 Years	AICTE	As per rule
9.	B.Tech. (Textile Engineering)	4 Years	AICTE	60
10.	B.Tech. (Textile Engineering) LEET	3 Years	AICTE	As per rule
11.	B.Tech. (Computer Science & Engineering)	4 Years	AICTE	150
12.	B.Tech. (Computer Science & Engineering) LEET	3 Years	AICTE	As per rule
13.	M. Tech. (Construction Technology & Management)	2 Years	AICTE	18
14.	M.Tech. (Computer Science & Engineering)	2 Years	AICTE	18
15.	M.Tech. (Mechanical Engineering)	2 Years	AICTE	18

3. PIT, Nandgarh

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	BBA	3 Years	Non-AICTE	30
2.	BCA	3 Years	Non-AICTE	60
3.	BCA (LEET)	2 Years	Non-AICTE	As per rule
4.	B. Com. (Hons.)	3 Years	Non-AICTE	60
5.	MCA	2 Years	UA-AICTE	30
6.	M. Com.	2 Years	Non-AICTE	30
7.	MBA	2 Years	UA-AICTE	18
8.	Executive MBA	3 Years	UA-AICTE	18
9.	B.Tech. (Computer and Communication Engineering)	4 Years	UA-AICTE	30
10.	M.Tech. (Computer and Communication Engineering) Part Time	3 Years	UA-AICTE	18
11.	M.Tech. (Computer and Communication Engineering)	2 Years	UA-AICTE	18
12.	Skill Certificate Course in Computer Proficiency	6 months	Skill	30
13.	Skill Certificate course in Computer Maintenance & Programming Assistant	1 Year	Skill	30
14.	Skill Certificate Course in Sewing Machine Operator	6 months	Skill	15
15.	PG Diploma in Artificial Intelligence and Machine Learning	1 Year	Non-AICTE	18

4. PIT, GTB Garh, Moga

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Electrical Engineering)	4 Years	UA-AICTE	30
2.	B.Tech. (Electrical Engineering) LEET	3 Years	UA-AICTE	As per rule
3.	B.Tech. (Computer Science & Engineering)	4 Years	UA-AICTE	30
4.	B.Tech. (Computer Science & Engineering) LEET	3 Years	UA-AICTE	As per rule
5.	BBA	3 Years	Non-AICTE	30
6.	BCA	3 Years	Non-AICTE	90
7.	BCA (LEET)	2 Years	Non-AICTE	As per rule
8.	B.Com. (Hons.)	3 Years	Non-AICTE	60
9.	MCA	2 Years	UA-AICTE	30
10.	MBA	2 Years	UA-AICTE	30

11.	M.Tech. (Electrical Engineering)	2 Years	UA-AICTE	18
12.	Skill Certificate Course in Electrician	1 Years	Skill	30
13.	Skill Certificate Course in Computer Maintenance & Programming Assistant	1 Years	Skill	30
14.	Skill Certificate Course in Refrigeration & Air Conditioning Mechanic	1 Years	Skill	30
15.	Skill Certificate Course in Tally	6 Months	Skill	30

5. PIT, Rajpura

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Computer Science & Engineering)	4 Years	UA-AICTE	30
2.	B.Tech. (Computer Science & Engineering) LEET	3 Years	UA-AICTE	As per rule
3.	B.Tech. (Electrical Engineering)	4 Years	UA-AICTE	30
4.	BCA (LEET)	2 Years	Non-AICTE	As per rule
5.	BCA	3 Years	Non-AICTE	90
6.	BBA	3 Years	Non-AICTE	60
7.	B. Com. (Hons.)	3 Years	Non-AICTE	60
8.	M.Tech. (Computer Science & Engineering)	2 Years	UA-AICTE	18
9.	MCA	2 Years	UA-AICTE	30
10.	MBA	2 Years	UA-AICTE	30
11.	M.Com.	2 Years	Non-AICTE	30
12.	Integrated/Dual Degree BCA-MCA	5 Years	Non-AICTE	30
13.	Integrated/Dual Degree BCA-MCA (LEET)	4 Years	Non-AICTE	As per rule
14.	Integrated/Dual Degree BBA-MBA	5 Years	Non-AICTE	30
15.	PGDCA	1 Year	Non-AICTE	30
16.	B. Sc. (Food Science & Technology)	3 Years	Non-AICTE	30
17.	B.Sc. (Non-Medical)	3 Years	Non-AICTE	30
18.	B.Sc. (Fashion Technology)	3 Years	Non-AICTE	30
19.	B.Sc. (Fashion Technology) LEET	2 Years	Non-AICTE	As per rule
20.	Skill Certificate Course in Plumbing	1 Year	Skill	30
21.	Skill Certificate Course in Welder	1 Year	Skill	30
22.	Skill Certificate Course in Refrigeration & Air Conditioning Mechanic	1 Year	Skill	30
23.	Skill Certificate Course in Computer Maintenance & Programming Assistant	1 Year	Skill	30

6. Punjab State Aeronautical Engineering College, Patiala

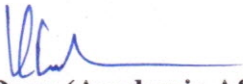
S.No	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Aeronautical Engg.)	4 Years	UA-AICTE	30
2.	B.Tech. (Aeronautical Engg.) LEET	3 Years	UA-AICTE	As per rule
3.	BBA (Aviation Management)	3 Years	Non-AICTE	40
4.	Bachelor of Management Studies (Airlines, Tourism & Hospitality)	3 Years	Non-AICTE	40
5.	B.Tech. (Aerospace Engineering)	4 Years	UA-AICTE	30
6.	B.Tech. (Aerospace Engineering) LEET	3 Years	UA-AICTE	As per rule

7.	MBA	2 Years	UA-AICTE	20
8.	BCA	3 Years	Non-AICTE	30
9.	BCA LEET	2 Years	Non-AICTE	As per rule
10.	B.Com. with Aviation and Logistic Management	3 Years	Non-AICTE	30
11.	Skill Certificate Course in Bakery and Confectionary	6 Months	Skill	30
12.	Skill Certificate Course in Airline Ticketing	(4 Month Teaching + 2 Month Training)	Skill	30
13.	Skill Certificate Course in Ansys	6 Months	Skill	15
14.	Skill Certificate Course in Catia	6 Months	Skill	15
15.	Skill Certificate Course in Solid Works	6 Months	Skill	15
16.	Skill Certificate Course in Nastran	6 Months	Skill	15

Programmes Type/Description of Programme:

UA-PCI : PCI Approved Programmes	UA-AICTE : University Approved AICTE
AICTE : AICTE Approved Programmes	Non-AICTE : UGC Programmes
CoA : Council of Architecture approved programme	Skill : Skill Certificate Courses

Note: Programme having admissions less than 20% of approved intake shall be discontinued for the session 2023-24.


**Associate Dean (Academic Affairs),
MRSPTU, BATHINDA**

Copy to:

1. PA to Vice Chancellor, MRSPTU, Bathinda for information to the Hon'ble Vice Chancellor
2. Registrar, MRSPTU, Bathinda
3. COE, MRSPTU, Bathinda
4. Chairman Admissions, MRSPTU, Bathinda
5. Prof. I/C, Finance, MRSPTU, Bathinda
6. Prof. I/C, ITES, MRSPTU, Bathinda for uploading this on University website.
7. Dr Balkrishan, SAPMS, MRSPTU, Bathinda
8. Heads/Directors of University Main Campus/GZSCCET/PITs/PSAEC, Patiala through E-mail only



To,
The Registrar
MRSPTU, Bathinda.

Sub:- Reply to observations made-Agenda No. 08.07 and S-08.19

Ref:- Minutes of 8th Academic Council

Dear Sir,

With reference to general observation made in relation to Agenda no. 08.07 and S-08.19 regarding approval for issuing of Ph.D degree, it is to submit that-

1) As per MRSPTU Ph.D. regulations clause no. 19.0 reproduced as under:-

19.0 AWARD of Ph.D DEGREE

The degree of PhD shall be awarded by the Highest Academic Body of the MRSPTU Bathinda provided that:

i) The Oral Defence Committee so recommends;

ii) The candidate produces a 'No dues Certificate' in the prescribed form.

iii) The candidate has submitted on soft and two hard cover copies of the thesis; one for the Library of the Department/Centre and the other for the Central Library. The Thesis should incorporate all necessary corrections/modifications listed by the Oral Defence Committee (ODC).

Hence as per MRSPTU Ph.D. Regulations 2016, all such cases is to be sent to Academic Council only being the higher academic body of the University.

Furthermore, as per Annexure-1 of the same Regulations, the objectives and functions of URB stated are reproduced as under:



--2--

"URB shall be the final decision making body-

- For any doubt or dispute about the interpretation of the these Regulations
- For any other Research related issue referred to it by the competent authority.
- To modify/clarify/issue addendum to these regulations, if required at any time."

Hence at present the cases are processed through Academic Council through R&D office only. As the normal frequency of URB meeting is yearly only, putting it through URB, then to Academic Council may delay in award of Ph.D. degree to students. This may affect their career progression as students generally ask to issue degree for various reasons at the earliest. However, all such cases can be put to URB for information as and when the next meeting is held.

2) A committee regarding adoption of UGC Gazette Notification Ph.D. Regulation 2022 to update MRSPTU Ph.D. Regulations has already been constituted vide letter no. Uni/R&D/943 dated 21-04-2023 for the same.

3) In the provisional degree, it is clearly mentioned that the " *He/She fulfils the conditions for UGC Regulations No. F. 1-2/2009/(EC/PS) V(I) Vol. II dated: 5th May 2016, Minimum Standards and Procedure for the Award of M.Phil/Ph.D Degree Regulations, 2016*" as MRSPTU Ph.D. Regulations are framed by adopting UGC Notification issued in 2016 only. However sometimes student requires a clarification from some employer wether it satisfies relevant UGC Regulations 2009 or not, especially regarding course work and evaluation by external examiners, so in the interest of the students, it is mentioned in such a way as per previous practice.

ਪ੍ਰੋ. (ਡਾ.) ਅਸ਼ਿਸ਼ ਬਾਲਦੀ
ਨ (ਖੋਜ ਅਤੇ ਵਿਕਾਸ)

Prof. (Dr.) Ashish Baldi
M.Pharm., Ph.D. (IIT Delhi)
DEAN (Research & Development)



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ
(ਯੂ.ਜੀ.ਸੀ ਵੱਲੋਂ ਮਾਨਤਾ ਪ੍ਰਾਪਤ)

Maharaja Ranjit Singh Punjab Technical University
(Act 5(2015) of Pb & 2(f) & 12B of UGC Act)
ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ (ਪੰਜਾਬ) - 151001
Dabwali Road, Bathinda (Punjab) 151001

DRD/MRSPTU.....

Date.....

--3--

4) Provisional Degree are issued to students in compliance of 18.0 (iv) reproduced here as under:-

"The candidate shall submit one copy of final thesis meant for Central Library synopsis of the thesis, 'No Dues' certificate and an electronic copy of final thesis on a CD through Supervisor(s) to HoD, who shall forward the same along with the ODC report recommending award of the Ph.D. degree to the office of Dean R&D for approval by the VC/competent authority and to grant provisional degree and certification in regards to-Degree being awarded is as per the UGC (Minimum Standards and Procedure for Award of M.Phil/Ph.D Degree) Regulation 2016- by the concerned Academic section.

For this R&D office gives a checklist mentioning all key steps reflecting compliancing MRSPTU Ph.D. Regulations 2016 in accordance with relevant UGC Notification 2016 to concerned department to check eligibility and submit proofs along with their recommendation to award Ph.D. degree in agreement of these regulations as Department/ODC being the final recommending authority for award of degree as per Regulations. After which, the case is put up by R&D office to Hon'ble Vice Chancellor for approval, in compliance of the regulations only.

Dean (R&D)



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ

ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001

Maharaja Ranjit Singh Punjab Technical University

DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

ਐਸੋ. ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ)

Associate Dean (Academic Affairs)

Ref. No.: DAA/MRSPTU/Notifications/175

Date: 11.09.2023

CORRIGENDUM

Guidelines regarding Conduct, Progress, and Evaluation of MTech Dissertation

In reference to the earlier notification issued by this office vide no. DAA/MRSPTU/Notifications/142 dated 10.08.2022, it is to inform you that as per the decision of the Academic Council in its 8th Meeting held on 05.04.2023 the lines "*The panel shall award a Letter Grade to the student in line with CBCS-2016 regulations*" shall be read as "*The Evaluation will not be Letter Grade. It shall be satisfactory/unsatisfactory*".

Associate Dean (Academic Affairs),
MRSPTU, Bathinda

Copy to:

1. PA to Vice Chancellor, MRSPTU for information to the Hon'ble Vice Chancellor please.
2. Registrar, MRSPTU, Bathinda
3. CoE, MRSPTU, Bathinda
4. Prof. I/C, ITES, MRSPTU, Bathinda for uploading this on University website.
5. Heads/Directors/Principals of University Main Campus/ GZSCCET/ PITs/ PSAEC, Patiala/All affiliated colleges of MRSPTU through E-mail

File No. I-15/875/2023-DEAN ACAD-MRSPTU-BTD

Autonomous

Universities of Punjab

UNI-MRSPTU-BTD

O/o DEAN ACADEMIC-MRSPTU-BATHINDA

SUBJECT

Main Category :
Sub Category :
Description : 5th Minutes of Meeting of Faculty of Commerce & Management

OTHER DETAILS

Language : English
Remarks :

6/2/23, 9:58 AM

Faculty of Comm. Mgt

PHOTO-2023-06-02-09-33-43.jpg

University Business School

MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY
(Est. By Govt. of Punjab vide Act No. 5(2015) and w/o 2(1) and 12.8 of UGC Act, 1956)

Dabwali Road, Bathinda-151001

www.mrsptu.ac.in

Ref. No. UBS/...../.....



ਯੂਨੀਵਰਸਿਟੀ ਬਿਜਨੈਸ ਸਕੂਲ

ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ
(ਯੂ.ਜੀ.ਐੱਚ. ਦੁਆਰਾ 2015 ਵਿੱਚ ਅਤੇ 12.8 ਐਕਟ 1956 ਦੇ ਅਧੀਨ)

ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ-151001

mgthod@mrsptu.ac.in

Date: / /

MINUTES OF MEETING

A prescheduled 5th Meeting of FACULTY OF COMMERCE & MANAGEMENT was held online at 03:30 pm on 29.05.2023.

The following members were present online:

1. Dr. A. S. Chawla (Dean Faculty of Commerce & Management) (In the Chair)
2. Professor Sanjeev Kumar Sharma (Professor, UIAMS, PU, Chandigarh) (Member)
3. Dr. Damanpreet Kaur (Member)
4. Dr. Pritpal Singh Bhullar (Member)
5. Dr. A.P. Mehta (Member)
6. Dr. Veerpaul Kaur Maaan, In-charge UBS, MRSPTU Bathinda (Member Secretary)

At the start of meeting, Member Secretary welcomed the Chairman and the Learned Members to the 5th Faculty meeting of Faculty of Commerce and Management of MRSPTU Bathinda. With the permission of the Chair, the pre-circulated agenda points were taken up. After detailed deliberations, the following decisions were unanimously arrived at:

ITEM	ITEM DESCRIPTION	DECISIONS
05.01	Syllabus of Integrated/Dual Degree B.Com-M.Com 3rd year (5 th & 6 th Sem)	Approved
05.02	Syllabus of Integrated/Dual Degree BBA-MBA 4th & 5 th year (7 th & 8 th , 9 th and 10 th Sem)	Approved
05.03	Syllabus B.A. Journalism and mass communication 3 rd year (5 th and 6 th sem)	Approved
05.04	Study scheme and syllabus of B.Com. (Aviation, Logistics and Supply Chain Management) And The existing programme B.com (Aviation and Logistics Management) nomenclature is to be changed to proposed nomenclature i.e. B.Com. (Aviation, Logistics and Supply Chain Management)	Approved
05.05	Syllabus of MBA Hospital Administration in collaboration with AIIMS, Bathinda 2 nd year (3 rd and 4 th sem)	Approved

A. S. Chawla
29/5/2023

Chairman cum Dean (Faculty of Commerce & Management)

V. Kaur
(Member Secretary)

E-office no:

Bhullar
(Member)
UBS/23/1585
Date: 02/6/2023

10/7/23
up
approval

Note No. #1

Sub:- Regarding 5th Minutes of Meeting of Faculty of Commerce & Management

Sir

Please find the attached Minute of Meeting of Faculty of Commerce & Management received from department of University Business School.

This is for your information and further directions please.

13/07/2023 3:05 PM

SIMRANJEET KAUR
(CLERK(ACADEMICS)-MRSPTU)

Note No. #2

Submitted for your kind approval please.

14/07/2023 12:53 PM

SATNAM SINGH
(ASST. DEAN(ACADEMICS)-MRSPTU)

Note No. #3

Submitted for your kind approval, please.

14/07/2023 12:55 PM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)

Note No. #4

Approved, subject to approval of Academic Council.

14/07/2023 4:58 PM

BUTA SINGH SIDHU
(VICE CHANCELLOR-MRSPTU-BTD)

Note No. #5

Forwarded for further necessary action.

17/07/2023 11:07 AM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)



Maharaja Ranjit Singh Punjab Technical University
Dabwali Road, Bathinda -151001

(Established by Govt. of Punjab vide Punjab Act No. 5 of 2015)

ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ, ਬਾਦਲ ਰੋਡ, ਬਠਿੰਡਾ

GZS SCHOOL OF ARCHITECTURE AND PLANNING

Ref. No. Arch/D/23/1995

Date: 22/08/23

FACULTY OF ARCHITECTURE & PLANNING - Minutes of Meeting

Sub: Minutes of Meeting of Faculty of Architecture & Planning held on 17.08.2023 from 10:30 AM onwards with ref to mail dated 03.08.2023

Dr. Bhupinder Pal Singh (HoD) extended a warm welcome to all the members followed by the briefing of the agenda of the meeting and requested them to give their valuable inputs.

Following members were present:

1. Dr. Bhupinder Pal Singh Dhot	Prof. & Head, GZS SAP	Present Physically
2. Ar. Kapil Arora	Asst. Professor, GZS SAP	Present Physically
3. Ar. Kajal Handa Arshi	Asst. Professor, GZS SAP	Present Physically
4. Dr. Karamjit Singh Chahal	Prof., Deptt. of Archi., GNDU, Amritsar	Present through digital mode
5. Ar. Sohan Lal Saharan	Asso. Prof., CCA, Chandigarh	Present through digital mode
6. Ar. Jit Kumar Gupta	Sr. Town Planner (Retd.), Chandigarh & Former Director, IET Bhaddal	Present through digital mode

Following issues were discussed in detail and following suggestions were made by the committee members.

A) Regarding syllabus and scheme of BFA & MFA (Integrated Course) & ongoing BFA (2022 scheme)

- i. Content of syllabus for BFA & MFA (Integrated Course) course upto 1st year was discussed and finalized with minor changes.
- ii. Content of syllabus for ongoing BFA course upto 2nd year was discussed and finalized with minor changes.
- iii. Every year, training/internship of 4-6 weeks duration during summer vacations with agencies such art & advertisement etc. should be incorporated in the syllabus. A faculty training coordinator will guide the students in this regard.
- iv. A mini project work in urban/rural areas should be incorporated in alternate semesters of the course.
- v. There should be an open to all Annual Art Festival/Exhibition organized by the students to create awareness about the course and university in the region .
- vi. There should be clear mention of award of certificate/diploma/degree as per NEP –exit policy alongwith credits.



Maharaja Ranjit Singh Punjab Technical University

Dabwali Road, Bathinda -151001

(Established by Govt. of Punjab vide Punjab Act No. 5 of 2015)

ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ, ਬਾਦਲ ਰੋਡ, ਬਠਿੰਡਾ

GZS SCHOOL OF ARCHITECTURE AND PLANNING

Ref. No. Arch/D/23/

Date:

B) Regarding syllabus and scheme of Master of Fine Arts (MFA Painting)/ Master of Arts (MA Fine Arts)

All members deliberated on the proposed scheme and approved it with the following improvements:

- i) There should be mandatory inclusion of atleast 04 expert lectures during a semester for giving the students practical exposure in the field.
- ii) Feedback after every semester should be taken from the students regarding the course outcomes & contents.

Prof. (Dr.) Bhupinder Pal Singh appreciated the efforts of Prof. Hardarshan Singh Sohal and Ms. Amninder Kaur for preparing the study scheme & Syllabus of all the courses in a short span of time and thank all the committee members.

Meeting ends with a vote of thanks to all.

Dr. (Prof.) Bhupinder Pal Singh

Ar. Jit Kumar Gupta

Ar. Sohan Lal Saharan

Dr. Karamjit Singh Chahal

Ar. Kapil Arora

Ar. Kaja Handa Arshi

**Maharaja Ranjit Singh Punjab Technical University
Bathinda-151001**



FACULTY OF COMMERCE & MANAGEMENT

SYLLABUS

FOR

B.COM. (AVIATION, LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

2023 BATCH ONWARDS

Note: (i) Copy rights are reserved.

Nobody is allowed to print it in any form.

Defaulters will be prosecuted.

(ii) Subject to change in the syllabi at any time.

Please visit the University website time to time.

MRSPTU B.Com. (Aviation, Logistics and Supply Chain Management)
SYLLABUS 2023 BATCH ONWARDS

SCHEME

1 st Semester		Contact Hrs.			Marks			Credits
Subject Code	Subject	L	T	P	Int.	Ext	Total	
BCOMS4-101	Financial Accounting	4	0	0	40	60	100	4
BCOMS4-102	Introduction to Aviation Industry	4	0	0	40	60	100	4
BCOMS4-103	Micro Economics	4	0	0	40	60	100	4
BCOMS4-104	Fundamentals of Management	4	0	0	40	60	100	4
BCOMS4-105	Business Communications-I	2	0	2	40	60	100	3
BMNCC0-003	Human Values and Professional Ethics	2	0	0	100	00	100	S/NS
BCOMS4-106	*Aviation Skill Development Lab	0	0	2	100**	0	100	1
Total		20	0	4	400	300	700	20

*Study/Visit to Domestic Airport and collect information on the various departments, organizational structure, facilities and functional areas and services, layout etc.

**IA marks of 100 should be awarded on the basis of Practical Records submitted by the student, Internal Assessment Test and Viva-Voce conducted by the institution. (50 marks for practical Records, 30 marks for Presentation and 20 Marks for Viva-Voce).

2 nd Semester		Contact Hrs.			Marks			Credits
Subject Code	Subject	L	T	P	Int.	Ext	Total	
BCOMS4-201	Advanced Accounting	4	0	0	40	60	100	4
BCOMS4-202	Mercantile Law	4	0	0	40	60	100	4
BCOMS4-203	Macro Economics	4	0	0	40	60	100	4
BCOMS4-204	Introduction to Logistics	4	0	0	40	60	100	4
BCOMS4-205	Business Communications-II	2	0	2	40	60	100	3
BCOMS4-206	Introduction to Information Technology and Office Automation	2	0	2	40	60	100	3
BCOMS4-207	*Aviation Skill Development Lab	0	0	2	100**	0	100	1
Total		20	0	6	340	360	700	23

*Study/Visit to Domestic or International Airline Company/ Logistic or Supply Chain Company and submission of report on various managerial aspects.

**IA marks of 100 should be awarded on the basis of Practical Records submitted by the student, Internal Assessment Test and Viva-Voce conducted by the institution. (50 marks for practical Records, 30 marks for Presentation and 20 Marks for Viva-Voce).

MRSPTU B.Com. (Aviation, Logistics and Supply Chain Management)
SYLLABUS 2023 BATCH ONWARDS

3 rd Semester		Contact Hrs.			Marks			Credits
Subject Code	Subject	L	T	P	Int.	Ext	Total	
BCOMS4-301	Corporate Accounting – I	4	0	0	40	60	100	4
BCOMS4-302	Business Statistics	4	0	0	40	60	100	4
BCOMS4-303	Aviation and Hospitality Management	3	0	0	40	60	100	3
BCOMS4-304	Operation Research	4	0	0	40	60	100	4
BCOMS4-305	Human Resource Management	4	0	0	40	60	100	4
BCOMS4-306	Airfare Ticketing Practices	3	0	0	40	60	100	3
BCOMS4-307	Basic Spreadsheet Tools Lab	0	0	4	60	40	100	2
Total		22	0	4	300	400	700	24

4 th Semester		Contact Hrs.			Marks			Credits
Subject Code	Subject	L	T	P	Int.	Ext	Total	
BCOMS4-401	Introduction To Air Cargo Management	4	0	0	40	60	100	4
BCOMS4-402	Airport infrastructure Principles	4	0	0	40	60	100	4
BCOMS4-403	Cost Accounting – I	4	0	0	40	60	100	4
BCOMS4-404	E-Commerce	3	0	0	40	60	100	3
BCOMS4-405	Foreign Language (French)	3	0	0	40	60	100	3
BCOMS4-406	Research Methodology	4	0	0	40	60	100	4
BCOMS4-407	Skill development – Project	0	0	2	60	40	100	1
Total		22	0	2	300	400	700	23

* Project/case study on Logistics and Supply Chain Management organizations with emphasis on its organization and broad areas of operations.

** The student has to submit a Project Report. The Project carries 60 Marks for the internal evaluation (i.e. Project Report 30 marks; Internal presentation/viva 30 marks) and 40 marks for external evaluation (External presentation and Viva voce).

Note: The students will undergo training for 4 weeks after their Sem-4th in any organization related with Aviation, Logistics and Supply Chain Management and prepare a detailed report on the work done during that period. The marks of this training will be included in 5th semester.

MRSPTU B.Com. (Aviation, Logistics and Supply Chain Management)
SYLLABUS 2023 BATCH ONWARDS

5 th Semester		Contact Hrs.			Marks			Credits
Subject Code	Subject	L	T	P	Int.	Ext	Total	
BCOMS4-501	Goods & Services Tax	4	0	0	40	60	100	4
Department Elective (Select any ONE of the Following)								
BCOMD4-511	Income Tax - I	4	0	0	40	60	100	4
BCOMD4-512	Company Law							
Department Elective (Select any ONE of the Following)								
BCOMD4-521	Digital Marketing	4	0	0	40	60	100	4
BCOMD4-522	Marketing Management							
BCOMS4-502	Management Accounting	4	0	0	40	60	100	4
BCOMS4-503	Tally	4	0	0	40	60	100	4
BCOMS4-504	Aviation Law, Aircraft Rules And Regulations	3	0	0	40	60	100	3
*4 Weeks Training Report & Viva		0	0	-	60	40	100	1
Total		23	0	0	300	400	700	24

* The student has to submit a Training Report after completion of training. The training carries 60 Marks for the internal evaluation (i.e. Training Report 30 marks; Internal presentation/viva 30 marks) and 40 marks for external evaluation (External presentation and Viva voce).

6 th Semester		Contact Hrs.			Marks			Credits
Subject Code	Subject	L	T	P	Int.	Ext	Total	
BCOMS4-601	Principles of Airline And Airport Management	4	0	0	40	60	100	4
BCOMS4-602	International Business Management	4	0	0	40	60	100	4
BCOMS4-603	Financial Management	4	0	0	40	60	100	4
BHSMC0-041	Environmental Science	3	0	0	40	60	100	3
BCOMS4-604	Entrepreneurship Development	4	0	0	40	60	100	4
Department Elective (Select any ONE of the following)								
BCOMD4-611	Auditing and Corporate Governance	3	0	0	40	60	100	3
BCOMD4-612	Business Environment and Ethics							
BCOMS4-605	*Seminar	0	0	2	**100	0	100	1
Total		22	0	2	340	360	700	23

*Seminar presentation on Research based case study on Aviation, Logistic and supply Chain Management Organizations with reference to new marketing Techniques and Skills used.

**IA marks of 100 should be awarded on the basis of research-based case study submitted by the student, Internal Assessment Test and Viva-Voce conducted by the institution. (50 marks for case study analysis, 50 marks for Presentation / Viva-Voce).

SEMESTER FIRST

FINANCIAL ACCOUNTING

Subject Code: BCOMS4-101

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To familiarize the students with the basic fundamentals of the accounting and understand the accounting mechanism necessary for the preparation of the financial statements.

Course Outcomes: After undergoing the subject, student will be able to:

1. Understand the practical implications of management.
2. The various functions necessary to be performed by management in planning and its implementation.
3. Understand the recruiting techniques in the organization.

UNIT-I (15 Hrs.)

Basics of Accounting: Accounting, Accountancy and Book-Keeping, Accounting Concepts, Conventions and Principles – GAAP, Branches of Accounting, Accounting Equation. Accounting Cycle: Journal, Ledger and Trial Balance; Subsidiary Books

UNIT-II (15 Hrs.)

Rectification of Errors, Bank Reconciliation Statement, Bills of Exchange, Promissory Notes

UNIT-III (15 Hrs.)

Depreciation: Fixed Instalments Method and Diminishing Balance Method (Numerical), Provisions and Reserves. Final Accounts with Simple Adjustments (Excluding the adjustments of bad debts etc.)

UNIT-IV (15 Hrs.)

Average Due Date, Account Current. Self-Balancing Ledgers

Recommended Books

1. P.C. Tulsian, 'Financial Accounting', Pearson Publications.
2. Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
3. Khatri, 'Financial Accounting', Tata McGraw Hill.
4. Libby, 'Financial Accounting', Tata McGraw Hill.
5. Sehgal, Ashok & Deepak, 'Financial Accounting', Taxman's Allied Services.
6. S.N. Maheshwari, 'Financial Accounting', Vikas Publishing House.
7. S.N. Maheshwari, 'An Introduction to Accountancy,' Vikas Publication House.

INTRODUCTION TO AVIATION INDUSTRY

Subject Code: BCOMS4-102

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To familiarize students with basis of aviation. This courses of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage, cargo, mail, ground personnel, aircraft and property of Airports.

Course Outcomes: After undergoing the subject, student will be able to:

1. The students will understand Safety Culture in Airlines
2. The various Regulatory Bodies in Aviation Industry.
3. Cabin Crew Management and its Training

UNIT-I (15 Hrs.)

Introduction

Principles of Aviation, the Evolution of Aviation, Growth Drivers, Issues & Challenges. Importance of Personality Development. Commercial Aviation-Air Taxi Operations. Private Operation- Airport Handling. Functions of IATA-ICAO - Aims and Goals. IATA Geography and Global indicators.

UNIT-II (15 Hrs.)

Introduction to Airline Industry

History – Regulatory bodies – navigation systems – air transport system – functions – customers–standardization - management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator ‘s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and firefighting – issues and challenges – industry regulations – future of the industry.

UNIT-III (15 Hrs.)

Airlines Terminal and Crew Management

Airline Operational Management- Domestic-International Department Formalities, Security Check-In. Hand Baggage Screening Personal Frisking- Boarding the Plane, Ground Announcement. Handling of Delayed Flight-Disruptive Flights. Ramp Handling & Ramp Safety-Procedure.

Crew Resources Management

Evolution and Basics - Flight Control Crew Management - Maintenance Resource Management Impact of CRM in Aviation Safety CRM Training Evolution and CRM Desired Skills - Performance Standards for Instructors in CRM - CRM Standards and Training - CRIMs (CRM Instructors) and CRIMEs (CRM Instructor Examiners)

UNIT-IV (15 Hrs.)

Public Relations and essential in Aviation

Issues in PR: Airport Operators, Air Operators, Security Requisites of a Good PR professional – Challenges: Accessibility, Integrity of Information and Neutrality Handling the media - Types and Role of Media Handling - Do’s and Don’ts in Media Handling - Preparation for Elective Media Handling - Electronic Media

Public Relations and Crisis Management at Airports, Crisis at an Airport - Preparing for a Crisis - Managing the Crisis - PR: The Role during Crisis- Four Steps Public Relations Process, Defining PR Problems, Planning and Programming, Taking Action and Communicating.

Recommended Books

1. Aviation and Airport Security: Terrorism and Safety Concerns, Kathleen M. Sweet
2. Aviation Safety Programs: A Management Handbook – Richard Wood.
3. Commercial Aviation Safety, 5th Edition by Clarence Rodrigues
4. Contemporary logistics: an international Approach-Chris Cooper & C. Michael Hai
5. International cases in Logistics Management-Susan Horner & John Susan Brooke
6. HL Bhatia, International Logistics

MICRO ECONOMICS

Subject Code: BCOMS4-103

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: This course will cover the area of economics commonly defined as microeconomics which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products. The course aims to provide a thorough introduction to economic theory starting from the basic concepts of microeconomics, utility functions, production functions, demand and supply, effect of market forces. The goal is to study whether the economy uses our limited resources to obtain the maximum satisfaction possible for society.

Course Outcomes: After studying the subject the students will be able to understand and explain the concept of economics and its managerial perspective including the real insight of the consumer's economic behavior leading them to estimate the demand for the new product as well as changes in the existing products.

UNIT-I (15 Hrs.)

Introduction to Economics: Nature and Scope of Economics, Micro and Macro Economics. Basic problems of an economy; Working of Price Mechanism

Utility: Utility Approach – Brief Outline of Law of Diminishing Marginal Utility and Law of Equal-Marginal Utility.

Indifference Curve: Definition, Indifference Curve Approach, Properties of Indifference Curve, Consumer's Equilibrium and Importance of Indifference Curve Approach

UNIT-II (15 Hrs.)

Elasticity of Demand: Concept and Measurement of Elasticity of Demand; Price, Income and Cross Elasticity; Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand; Determinants of Elasticity of Demand; Importance of Elasticity of Demand.

Production Function: Concept of Production Function; Law of Variable Proportions, Isoquants, Producer's Equilibrium. Expansion Path; Returns to Factor and Returns to Scale Theory of Costs: Types of costs, Short Run and Long Run Cost Curves Traditional and Modern Approaches. Internal and External Economies and Diseconomies of Scale

UNIT-III (15 Hrs.)

Introduction: Market structure, types of markets and business decisions; Objectives of a Business Firm - Optimum Firm. Perfect Competition: Characteristics; Price determination under perfect competition, Equilibrium of Firm and Industry in the Short-run and long-run. Monopoly: Characteristics, Equilibrium of the Monopoly Firm in Short Run and Long Run, Price Discrimination, its Types and Price and Output Determination Under Discriminating Monopoly.

Monopolistic Competition: Meaning and Characteristics; Price and Output Determination Under Monopolistic Competition; Selling Costs; Comparison with Perfect Competition; Excess Capacity Hypothesis. Oligopoly; Characteristics; Models of Pricing and Output Determination; Price Leadership; Kinked Demand Curve.

UNIT-IV (15 Hrs.)

Factor Pricing: Marginal Productivity Theory of Factor Pricing, Classical and Modern Theory of Wage Determination. Rent: Concept, Ricardian and Modern Theories of Rent, Quasi Rent, Interest-Concept and Theories of Interest.

Profit: Nature, Concepts and Theories of Profit.

Recommended Books

1. A. Koutsoyiannis, 'Modern Microeconomics', Macmillan, New Delhi.
2. H.L. Ahuja 'Business Economics', S. Chand & Co., New Delhi.
3. Browning Edger K. and Browning Jacquenlence M., 'Microeconomic Theory and Applications', Kalyani Publishers, New Delhi.
4. P.R. Ferguson and R. Rothschild and G.J. Ferguson 'Business Economics', Macmillan.
5. Salvatore, D. Schaum's, 'Outline of Theory and Problems of Microeconomic Theory', McGraw Hill

FUNDAMENTALS OF MANAGEMENT

Subject Code: BCOMS4-104

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives:

1. The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management.
2. The course focuses on the basic areas of the management process and functions from an organizational viewpoint.

Course Outcomes: After undergoing the subject, student will be able to:

1. Understand the practical implications of management.
2. The various functions necessary to be performed by management in planning and its implementation.
3. Understand the recruiting techniques in the organization.

UNIT-I (15 Hrs.)

INTRODUCTION TO MANAGEMENT: Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behavior, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT-II (15 Hrs.)

PLANNING: Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT-III (15 Hrs.)

ORGANIZING: Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship.

UNIT-IV (15 Hrs.)

STAFFING: Sources of recruitment, Selection process, Training, Directing, controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

Recommended Text Books / Reference Books:

1. Robbins, S. P., & De Cenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heijl Weihrich, (2015) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T. Ramasamy, (2015) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6 th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
6. P.C. Tripathi& P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.

BUSINESS COMMUNICATIONS-I

Subject Code: BCOMS4-105

L T P C
2 0 2 3

Duration: 60 Hrs.

Course Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications. This course will give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

Course Outcomes: After completion of the Communication Studies program, students should be able to apply appropriate communication skills across settings, purposes, and audiences, demonstrate knowledge of communication theory and application.

UNIT-I (15 Hrs.)

Business Communication: It's Meaning & Importance. Barriers to Effective Communication, Types of Communication: Verbal Communication and Non-Verbal Communication Basic Model of Communication: History of Communication Theory, Shannon and Weaver's Model of Communication, Encoding and Decoding, Feedback, and Noise. Essentials of Effective Business Communication – 7 C's of Communication.

UNIT-II (15 Hrs.)

Basic Parts of Speech: Noun, Pronoun, Verb, Adjective, Adverb, Preposition, Article, Tenses: Introduction, Uses of Present, Past and Future Tense, Use of Prepositions Conjunctions and Interjections. Use of Punctuations

UNIT-III (15 Hrs.)

Sentences: Affirmative and Negative Interrogative and Assertive, Degree of Comparison, Conversation, Direct and Indirect Speech. Correct Word Usage – Homonyms, Antonyms and Synonyms.

UNIT-IV (15 Hrs.)

Business Letter Writing: Need, Functions and Kinds, Layout of Letter Writing
Types of Letter Writing: Formal, Semi-Formal and Informal. Circulars, Agenda, Notice, Memorandums, Office Orders, Press Notes
Business Etiquettes: Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings.

Recommended Books

1. Boove, Thill, Chaturvedi, 'Business Communication Today', Pearson Education.
2. Murphy and Hildebrandt, 'Effective Business Communication', Tata McGraw Hill. Education. Krizan, Buddy, Merrier, 'Effective Business Communication,' Cengage Learning.
3. S.J. McGraw, 'Basic Managerial Skills for All', Prentice Hall of India.
4. Wren & Martin, 'English Grammar and Composition', Sultan Chand & Sons.
5. Lesikar, 'Business Communication: Making Connections in a Digital World', McGraw Hill.
6. S.C. Sharma, Shiv N. Bhardwaj, 'A Textbook of Grammar and Composition'.

HUMAN VALUES & PROFESSIONAL ETHICS

Subject Code: BMNCC0-003

L T P C
2 0 0 0

Duration: 30 Hrs.

Course Objectives

The main aim of this course is

1. To understand the importance of values prevalent in society and culture
2. To understand various theories of Morality and sharing
3. To understand various professional ethics and rights
4. To understand the application of technology for mankind

Course Outcome

After completing this course, students will be able to

1. Understand the concept of human values as social fact. Clarity about different universal values and value systems relevant to professions and work.
2. Discern the meanings of values, morality, ethics and their relationship with religion. Able to make sense of some significant related theories.
3. Realize the relevance of Professional ethics and virtues at the workplace and their importance for the benefits of society at large.
4. Appreciate the judicious use of Technology and social laws for the conservation of environment and consequently for the welfare of the humanity.

UNIT-I (8 Hrs.)

Meaning of values, Values as social fact, Universal values – equality, justice, freedom/ liberty, inclusion. Distinction between social and culture values and values associated with crafts and occupations. Work and leisure as values – Marx and Veblen

UNIT-II (9 Hrs.)

Values, morality, ethics and their relation with Religion, values as mechanisms of control and coercion. Functional Theory of Values of Talcott Parsons, Theory of Basic Values of Shalom Schwartz, Theory of Protestant Ethic and Capitalism of Max Weber, Bhagwat Gita and Theory of Karma-Dharma, Sikhism and theory of work, dignity of labour, meditation and sharing.

UNIT-III (7 Hrs.)

Meaning and types of Professional Ethics, Goals of professional work and their problems, Normative and evaluative elements in professional work, Duties and obligations, Professional rights, Virtues in professional life (honesty, trustworthiness, transparency, competence, integrity and exemplary conduct), Engineering ethics and service ideals.

UNIT-IV (6 Hrs.)

Technology for and against mankind and environment- fulfilment of human needs, and industrial disasters: case studies – Bhopal Gas Tragedy, Chernobyl and Fukushima Disasters; Equality at work place: gender discrimination and caste/class-based exclusions.

Recommended Books

1. Schwartz, H. Shalom, 'An Overview of the Schwartz Theory of Basic Values'. Online Readings in Psychology and Culture. 2 (1). doi:10.9707/2307-0919.1116, 2012.
2. John Berry, Janek, Pandey; Poortinga, Ype 'Handbook of Cross-cultural Psychology', 2nd Edn.. Boston, MA: Allyn and Bacon. p. 77. ISBN 9780205160747, 1997.
3. Timo Airaksinen, 'The Philosophy of Professional Ethics', University of Helsinki, Finland. 4. Manju Jitendra Jain, 'Yes, It's Possible', Kalpana Publications, Mumbai, 2011.

Semester 2nd

ADVANCED ACCOUNTING

Subject Code: BCOMS4-201

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: This course would impart knowledge to the students regarding the application of accounting principles in different situations

Course Outcomes: After studying this course, the students will be able to understand accounting knowledge about complex business activities and they are also able to develop a global perspective of business situation and institutions. The Students will also learn the knowledge of accounting policy and accounting treatment about complex business activities. Students will also able to understand the differences in accounting policies around the world.

UNIT-I (15 Hrs.)

Single Entry System, Accounts of Non- Profit Organizations; Insolvency Accounts

UNIT-II (15 Hrs.)

Royalty Accounts, Hire Purchase and Instalment system, Consignment and Joint-Venture

UNIT-III (15 Hrs.)

Partnership Accounts: Fixed and Fluctuating Capitals; Interest on Capital; Interest on Drawing; Past Adjustments and Guarantee

UNIT-IV (15 Hrs.)

Partnership Accounts: Admission, Retirement and Death of a Partner; Dissolution of a Partnership Firm (Excluding Garner v/s Murray, Gradual Realization and Piecemeal Distribution).

Recommended Books

1. P.C. Tulsian, 'Financial Accounting', Pearson Publication.
2. Sehgal, Ashok & Deepak, 'Financial Accounting', Taxman's Allied Services.
3. S.N. Maheshwari, 'Financial Accounting', Vikas Publishing House.
4. I.M. Pandey, 'Financial Management', Vikas Publishing House.

MERCANTILE LAW

Subject Code: BCOMS4-202

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: This course would help the students in gaining knowledge of basic laws governing the business.

Course Outcomes: After studying this course, the students are able to understand and appreciate the functioning of law and legal systems and are able to apply those principles to problem-solving exercises. The students became aware about the incompleteness of law and the continuous state of development of legal principles; and also develop critical thinking and problem solving skills.

UNIT-I (18 Hrs.)

Law of Contract: Definition, Nature and Types of a Contract, Offer and Acceptance, Consideration, Free Consent, and Capacity of Parties, Legality of Object, Performance and Discharge of Contract, Remedies for Breach of Contract.

UNIT-II (12 Hrs.)

Introduction to Agency, Bailment, Pledge, Guarantee.

UNIT-III (16 Hrs.)

Law of Sale of Goods: Definition of Sales, Essentials for Contract of Sale, Meaning of Conditions and Warranties, Implied Warranties: Caveat Emptor. Transfer of Ownership, Rights of Unpaid Seller and Other Remedial Measures.

Partnership Act, 1932: Introduction, Registration and Dissolution

UNIT-IV (14 Hrs.)

Negotiable Instruments Act: Definition of Negotiable Instrument. Promissory Note, bill of exchange and Cheques. Parties to Negotiable Instrument, Discharge of Parties from Liability. Consumer Protection Act 1986.

Recommended Books

1. Robert W. Emerson, 'Business Law', Barron's Educational Series.
2. Chawla, Garg and Sareen, 'Mercantile Law', Kalyani Publications.
3. N.D. Kapoor, 'Elements of Mercantile Law', Sultan Chand.

MACRO ECONOMICS

Subject Code: BCOMS4-203

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: The Macroeconomics course is designed to provide students with a unified framework that can be used to analyse macroeconomic issues such as flow of income and expenditure, national income, consumption function, theory of investments, interest rates determinants, inflation, monetary and fiscal policies.

Course Outcomes: Upon successful completion of the course, the student should be able to demonstrate a basic understanding of news relating to the economy as a whole, the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making; and critically apply economic concepts when participating as a citizen in a democratic society.

UNIT-I (15 Hrs.)

Concepts: Definition and Scope of Macro-Economics, Statics and Dynamics, the Circular flow of Income.

National Income Accounting: Concepts and Measurement of National Income, Aggregate Expenditure, Real vs Nominal GDP. Say's Law of Market and Classical theory of Employment, Keynesian Theory of Employment

UNIT-II (15 Hrs.)

Consumption Function: Meaning, Determinants (subjective and objective) and Importance, Keynes' Psychological Law of Consumption, Concepts of MPS, APS, MPC, APC Investment: Types, Factors Determining Investment. Marginal Efficiency of Capital (MEC), Prospective Yield, Determinants and Importance of MEC

Multiplier: Meaning; Static, Comparative Static and Dynamic Process of Multiplier; Limitations, Leakages and Importance of Multiplier

UNIT-III (15 Hrs.)

Inflation: Meaning and Definition – Causes – Effects and Control of Inflation – Inflationary Gap – Nature of Inflation in a Developing Economy – Demand-Pull and Cost-Push inflation. Business Cycle: Introduction, Features of Business Cycles, Phase of Business Cycles, Causes and Effects of Business Cycle.

UNIT-IV (15 Hrs.)

Money: Concepts of Money in a Modern Economy; Monetary Aggregates; Demand for Money; Quantity Theory of Money.

Monetary Policy: Objectives, Constituents and Its Role in Controlling Business Cycles. Fiscal Policy: Objectives, Constituents and its role in Controlling Business Cycles.

Recommended Books

1. D.N. Diwedi 'Macro Economics', Tata McGraw Hill, New Delhi.
2. Agarwal, 'Macroeconomics Theory and Policy,' Pearson Education.
3. H.L. Ahuja, 'Macroeconomics, Theory & Policy,' S. Chand & Co. Ltd.
4. M.L. Seth, 'Monetary Economics', Lakshmi Narain Agarwal.
5. D.M. Mithani, 'Money Banking & Public Finance,' Himalaya Publishing House.
6. R. Dornbusch & S. Fischer, 'Macroeconomics', McGraw Hill, New York.
7. Mankiw, 'Principles of Macroeconomics', Thomson-South-Western, New Delhi.
8. Andrew B. Abel and Ben S. Bernanke, 'Macroeconomics', Pearson Education, New Delhi.
9. Errol D'Souza, 'Macroeconomics' Pearson Education, New Delhi.

INTRODUCTION TO LOGISTICS

Subject Code: BCOMS4-204

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: This course is to enable students to familiarize with concepts of practices and procedures in logistics operations and logistics management in particular context to the Aviation Industry. The aim of the subject is to know how a logistic strategy fits into an organisation's broader decisions, understand the role of logistic providers, and realize the meaning of customer.

Course Outcomes: By the end of this course, a student will

1. Define travel and logistics products
2. Explain various transportation modes in the logistics network
3. Identify methods of logistics marketing
4. Identify the connections between national and international logistics

UNIT-I (15 Hrs.)

Logistics Definition - History and Evolution-Goals- Objectives-Elements-activities importance. The work of Logistics-Logistics interface with marketing-retails Logistics-Emerging concept in logistics. Concept of Logistics. Introduction – Components, Advantage & Growth-Logistics in Global Organisation. Marketing and Logistics Channel – Environmental and Marketing Issue. Inventory Management- Purpose, Type, Objective and Cost- Model of Inventory Management – MRP, DRP & JIT

UNIT-II (15 Hrs.)

Logistics Management and Strategy

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics Management-Integrated Logistics Management. Evolution of the concept- model - process-activities (in brief).

Strategic role of logistics – Definition - Role of logistics managers in strategic decisions - Strategy options, Lean strategy, Agile Strategies & Other strategies - Designing & implementing logistical strategy - Emerging concept in logistics.

UNIT-III (15 Hrs.)

Outsourcing Logistics and Quality Reasons - Third party logistics provider - Fourth Party Logistics providers (4PL) –Stages - Role of logistics providers. Customer Service & Integrated Logistics: Customer service - importance elements -the order cycle system - distribution channels - Functions performed - Types designing.

UNIT-IV (15 Hrs.)

Logistics Principles

Working understanding of logistics principles and the language of logistics. The key activities performed by the logistics function including distribution, transportation, global logistics and inventory control

Logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage. The concepts of International Logistics.

Recommended Books

1. A.K. Bhatia – Logistics Development - Principles and Practices, Sterling Publishers PvtLtd, New Delhi, 2003
2. Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford Dept. of Logistics, GOI Investment Opportunities in Logistics (Brochure).
3. David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B.HannaLtd.,New Delhi, 2003.

4. Dixit, M. Logistics Geography and Trends, Royal Publication
5. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
6. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
7. Franklin, A and Crang, M (2001) 'The trouble with logistics and travel theory?' in Tourist Studies 1(5) p.5-22
8. R.K. Sinha – Growth and Development of Modern Logistics, Dominant Publishers, New Delhi, 2003
9. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
10. Sharma, J. K. (2000), Logistics Development. Design for ecological sustainability, Kaniska Publication, New Delhi.
11. Sinha, P.C. Logistics Geography, Anmol Publication
12. Williams, Stephen. (1988). Logistics Geography. Rutledge.

BUSINESS COMMUNICATIONS– II

Subject Code: BCOMS4-205

L T P C
2 0 2 3

Duration: 60 Hrs.

Course Objectives: The main aim of this course is to develop the reading, listening, and writing and presentation skills of the undergraduate students. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Course Outcomes: After studying this course, the students will be able to apply communication concepts and theories to address everyday dilemmas within dimensions (ethical, social, legal, technological, relational, and cultural). Students will also be able to demonstrate oral, written, speaking and listening communication skills

UNIT-I (15 Hrs.)

Developing Writing Skills: Sentences Formation - Simple Compound and Complex Formation, Transformation of Sentence: Idioms, One Word Substitution. Active and Passive, Drafting, Editing, Paragraph Writing, Precise Making, Faxes, E-mails.

Resume Writing: Planning, Organizing Contents, Layout, Guidelines for Good Resume Report Writing: Types, Formats, Drafting of Various Types of Report.

Importance of Non Verbal Communication: Positive Gestures, Symbols and Signs, Physical Appearance & The art of Self Presentation & Conduct. Review/Summarizing of Newspaper Articles, Features etc.

UNIT-II (15 Hrs.)

Developing Reading Skills: Identify the Purpose of Reading, Factors Effecting Reading, Learning How to Think and Read, Developing Effective Reading Habits, Reading Strategies: Training Eye, Reading.

UNIT-III (15 Hrs.)

Developing Listening Skills: Importance, Purpose of Listening, Art of Listening, Factors Affecting Listening, Components of Effective Listening, Process of Listening, Principles and Barriers to Listening, Activities to Improve Listening and Difference Between Listening and Hearing.

UNIT-IV (15 Hrs.)

Developing Speaking Skills: Advantages and Disadvantages, Conversation as Communication, Extempore, Speaking, Art of Public Speaking, Meetings Preparations, and Group Communication through Committees, Conference, Seminar, Symposia, and Ambiguity Avoidance. Group Discussion- guidelines, Uses and Importance.

Presentations: Four P's of Presentation, Structuring, Rehearsing, and Delivery Methods, Effective Presentations.

Interviews: Types, Preparation Techniques- Dressing Etiquettes, Body Language and Facial Expression, Cross Questioning Skills, Projecting a Positive Image.

Note: Practical Classes Includes Framing Advertisements by Explaining its Pros and Cons. Describing Objects, Conducting Role Plays (Framing dialogues), Reading Novels and Summarizing Them with Different Vocab and Facial Expressions by Giving Demos.

Recommended Books

1. Lesikar, Petit, 'Business Communication', All India Traveler Bookseller.
2. Bovee, Thill and Chaturvedi, 'Business Communication', Pearson Education. 3. 'Lucent's General English', Lucent Publishing.
3. Pal, Rajendra & Korlahalli, 'Essentials of Business Communication', Sultan Chand & Sons.
4. Lillian, Chaney, 'Intercultural Business Communication', Pearson Education.
5. Chaturvedi, Mukesh, 'Business Communication: Concepts, Cases & Applications', Pearson Education.

**INTRODUCTION TO INFORMATION TECHNOLOGY AND OFFICE
AUTOMATION**

Subject Code: BCOMS4-206

L T P C
2 0 2 3

Duration: 60 Hrs.

Course Objectives: This course will enable the student to gain an understanding of the core concepts and technologies which constitute Information Technology. The intention is for the student to be able to articulate and demonstrate a basic understanding of the fundamental concepts of Information Technology and Office Tools.

Course Outcomes: After the completion of course, the student will be able to have in-depth knowledge of machine language, create word file and data entry operations. The student will also be able to use graphs and other statistical tools for making effective presentation.

UNIT-I (15 Hrs.)

Computer Fundamentals: Definition and Block diagram of a computer, Characteristics of Computers, Hardware Vs Software, Generations of languages - Machine Language, Assembly Language, High Level Language, Assembler, Compiler and Interpreter.

Computer Software: Types of Software, Application Software and System Software.

Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, and Optical Recognition Devices.

Output Devices: Monitors, Impact Printers, Non-Impact Printers, Plotter.

UNIT-II (15 Hrs.)

Memories: Primary Memory, Secondary Memory and Storage Devices, Creating Directory, Sub Directory, and Renaming, Coping and Deleting the Directory.

File Manipulation: Creating a File, Deleting, Coping, Renaming File, Using Accessories such as Calculator, Paint Brush, CD player, etc.

UNIT-III (15 Hrs.)

Word Processing Tool: Salient features of Word Processing, File, Edit, View, Insert, Format, Tools, Tables, Window, Help options and all of their features, Options and Sub Options etc.

Presentation Tool: Making Presentations, Inserting objects and Animations.

UNIT-IV (15 Hrs.)

Spreadsheet Tool: Excel Worksheet, Data Entry, Editing, Cell Addressing Ranges, Commands, Menus, Copying & Moving cell content, Inserting and Deleting Rows and Columns, Column Formats, Cell Protection, Printing, Creating, Displaying and Printing Graphs, Statistical Functions.

Recommended Books

1. V. Rajaraman, 'Fundamentals of Computers', Prentice Hall
2. Satish Jain, 'Information Technology Concepts', BPB Publications.
3. Turban, Mclean and Wetherbe, 'Information Technology for Management', John Wiley & Sons.
4. Courter G., 'Mastering MS Office 2000 Professional', B.P.B. Publication.
5. Steve Sagman, 'MS- Office 2000 for Windows', Addison Wesley.

Semester 3rd

CORPORATE ACCOUNTING-I

Subject Code: BCOMS4-301

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To develop students' knowledge of accountancy, particularly in relation to company accounts through a more in-depth and broader study of its contents.

Course Outcomes: Student will be able to understand the accounting knowledge about complex business activities and they are also able to develop a global perspective of business situation and institutions.

UNIT-I (15 Hrs.)

Concept and Scope of Corporate Accounting; Share Capital and its Types; Shares: Types, Issue, Forfeiture and Re-Issue of Forfeited Shares; Buy Back of Shares; Book Building; Sweat Equity; Employee Stock Option Scheme; Rights Issue; Bonus Shares; Redemption of Preference Shares.

UNIT-II (15 Hrs.)

Debentures: Types, Issue and Redemption of Debentures; Underwriting of Shares and Debentures Including Firm Underwriting; Calculation of The Liability of the Underwriter; Sub underwriting; Broker and Brokerage; Acquisition of Business and Profit Prior to Incorporation.

UNIT-III (15 Hrs.)

Goodwill: Meaning; Types; Factors Determining Goodwill; Need for Valuation of Goodwill; Methods for the Valuation of Goodwill. Valuation of Shares: Need and Methods.

UNIT-IV (15 Hrs.)

Preparation of Final Accounts of a Corporate Body as per the latest version of Schedule VI (Simple Problems only); Main difference between the old format and the new one; Notable Corporate Scandals with Special Reference to India.

Recommended Books

1. R.L. Gupta and Radhaswamy, 'Advanced Accountancy', Volume II, S. Chand & Sons.
2. Maheshwari and Maheshwari, 'Advanced Accountancy', Volume II, Vikas Publications.
3. Jain and Narang, 'Corporate Accounting', Kalyani Publications.
4. Shukla, Grewal and Gupta, 'Advanced Accounts', Vol.- II, S. Chand & Sons.
5. Hanif and Mukherjee, 'Corporate Accounting', Tata McGraw Hill, New Delhi.
6. P.C. Tulsian, 'Advanced Accounting', Vol.-I, Pearson Publications.

BUSINESS STATISTICS

Subject Code: BCOMS4-302

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: Statistical methods are applied in all functional areas of business: accounting, finance, management, and marketing. The main objective of the course is to enable students to understand the role and importance of Statistics in improving managerial decisions.

Course Outcomes: Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data, and to make data-driven decisions.

UNIT-I (15 Hrs.)

Introductory: Meaning, Scope, Importance and Limitations of Statistics.

Statistical Investigation: Planning of Statistical Investigation, Census and Sampling Methods. Collection of Primary and Secondary Data, Classification and Tabulation of Data, Frequency Distribution.

UNIT-II (15 Hrs.)

Diagrammatic and Graphic Presentation: One Dimensional. Two dimensional Diagrams Histogram, Frequency Polygon, Frequency Curve and Ogive Curves Graphs and Natural and Semi-Logarithmic Scales Graphic Location of Mode, Median and Quartiles.

Statistical Average: Arithmetic Mean, Mode, Median. Uses and Limitations of Different Averages.

UNIT-III (15 Hrs.)

Dispersion and Skewness: Range, Quartile Deviation, Mean Deviation and Their Coefficients, Standards Deviation, Coefficient of Variation, Skewness and its Coefficients. Correlation and Regression: Karl Person's Coefficient of Correlation, Spearman's Rank Correlation Method. Linear Regression: Concept of Regression, Lines of Regression, Regression Coefficients, Relation between Correlation Coefficient and Regression Coefficients.

UNIT-IV (15 Hrs.)

Analysis of Time Series: Components of Time Series, Importance of Time Series, Methods of Measurement of Trend, Semi Average Method, Moving Average Method and Method of Least Square. Index Numbers: Utility of Index Numbers. Problems in the Construction of Index Numbers, Simple and Weighted Index Number, Base Shifting, Fishers' Ideal Index Number and Tests of Reversibility.

Recommended Books

1. Levin & Rubin, 'Statistics for Management,' Prentice Hall.
2. Beri, 'Business Statistics,' Tata McGraw Hill.
3. Croucher, 'Statistics: Making Business Decisions,' Tata McGraw Hill.
4. S.P. Gupta, 'Statistical Methods', S. Chand Publication.
5. C.B. Gupta, 'Introduction to Statistics'.
6. S.S. Desai, 'Business Statistics'.

AVIATION AND HOSPITALITY MANAGEMENT

Subject Code: BCOMS4-303

L T P C
3 0 0 3

Duration: 45 Hrs.

Course Objectives: The Students Will be able to understand about the Aviation's History, Airport operations, formalities its major players and its current trends and challenges.

Course Outcomes: The student will understand about airport operations, baggage handling hospitality and its various departments such as house keeping front office etc.

UNIT-I (12 Hrs.)

Airport Operations

Airline terminal Management- Flight Information counter reservation and ticketing, checking issue of boarding pass customs, security hold area and immigration Formalities- Coordination-security clearance. Baggage and Handling of expectant mother, unaccompanied minors and disabled passengers- handling of stretcher passengers and human remains. Airport and aircraft security.

UNIT-II (12 Hrs.)

Hospitality and Accommodation Operations

Introduction of hospitality, industry and organization structure. Accommodations operations, front office and Guest rooms, collection and study of hotel brochures and tariff. Classification of Hotels, Hotel Chains Associations & Types of Rooms. Airline Catering and various bodies.

Introduction to the accommodation operations, front office and guest rooms. Introduction to housekeeping, cleaning agents and equipments. Use of cleaning equipments, agents, dusting, cleaning methods in housekeeping, bed making, cleaning guest rooms, bathrooms, arranging maids trolley, room supplies, room linen and linen room. Flower arrangement and pest control.

UNIT-III (10 Hrs.)

Aviation Travel Geography

IATA Areas of the World, TC1, TC2 and TC3, Global Indicators, IATA Codes - Airline, Airport, City and Country, Countries and Capitals around the world, World Time Zones and GMT Calculations, Currencies around the world - Codes, Types and Convertors, Airline abbreviations and terminologies.

UNIT-IV (11 Hrs.)

Cabin Crew Duties and Responsibilities

Documentation, Pre-flight check of safety equipments, Pre boarding duties, Post boarding duties, Briefing for special handling passengers, Before Take-off duties, After Take-off duties, In flight service, Before Landing Duties, Post landing duties. Food and Beverage Service- practices and principles. Introduction of in-flight safety and security; crew duties on board, documentation used by cabin crew, departments in an airline/ CC Protocol, embarkation and disembarkation. procedures for passenger, special handling of passenger regulatory requirements. In flight and ground announcements- regional language, English and Hindi. Emergencies on board, safety equipment, fire and depressurization, evacuation on land and water/ brace positions/ jungle and sea survival and doors.

Recommended Books

1. The Principles and Practice of International Aviation Law (English)(Paperback)-2014 Gabriel S. Sanchez Brian F. Havel
2. Airport Management – World Class & Beyond Paperback – 2010 by P .C.K. Ravindran
3. Civil Aircraft: 300 of the World's Greatest Civil Aircraft (Expert Guide Series)
4. Handcover – Import. 1 Jul 2001
5. Aviation Hospitality Management (English)(Paperback)) – by Ravi Sharma
6. Academic Dictionary of Civil Aviation – by R K C Shekar – 2005
7. Hotel Housekeeping – Operations and Management – second edition – 2011- by G. Raghubalan & Smritee Raghubalan

MRSPTU B.Com. (Aviation, Logistics and Supply Chain Management)
SYLLABUS 2023 BATCH ONWARDS

8. Hotel Front Office – Operations and Management – 2010 – by Jatashankar R. Tewari
9. Hotel Housekeeping & Management and Operations- 2010- by Sudhir Andrews
10. Hotel Housekeeping – A Training Manual – Second Edition - 2011- by Sudhir Andrews
11. Front Office Operations Fourth Edition – 2007 – by Colin Dix & Chris Baird
12. Introduction to Tourism & Hotel Industry - Front Office Management – 2010 – Mohammed Zulfikar Management
13. Aviation Hospitality Management Handcover -2012- by Ravi Sharma
14. Aviation, Hospitality and Tourism Management Handcover -2012- by L. K. Sharma
15. Global Aviation & Hospitality Management 01 Edition (Paperback) – 2008 by Gagandeep Singh

16. Aviation Internet Directory ; A Guide to the 500 Best Web Sites (Aviation Week Book Pperback – Impot, 1 Sep 2001 – by John Allen Merry
17. Text Book Of Hospitality Tourism And Aviation Handcover – 9 Mar 2011 – by P.K. Bal
18. Civil Aviation and Tourism Management Handcover – 18 Dec 2012 – by Singh G. Soft Skills – Third Edition – by Dr. Alex
19. Soft Skills Enhancing Employability – 2010- by M.S. Roa
20. Dangerous Goods (English) (Paperback) – 2013 December by Sean Hill
21. Corporate Grooming and Etiquette Paperback – 1 Jun 2010 by SarveshGulati

OPERATION RESEARCH

Subject Code: BCOMS4-304

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: The objectives of the Course are to acquaint the students with the applications of the Operations Research to business and industry and help them to grasp the significance of Analytical Approach to Decision Making.

Course Outcomes: After studying this course, the students learn the role of operations on achieving various competitive capabilities. The students also learn how to help an organization in improving productivity and meeting customer's competitive capabilities.

UNIT-I (15 Hrs.)

Operations Research: Nature, Scope, Methodology of Operations Research and Role in Managerial Decision Making. Linear Programming: Formulation of Problem and its Solution by Graphical and Simplex Methods, Duality.

UNIT-II (15 Hrs.)

Transportation Problems: Formulation, Optimal Solution, Unbalanced Transportation Problem, Degeneracy, Assignment Problems: Formulation, Optimal Solution, Variants of Assignment Problems, Travelling Salesman Problems

UNIT-III (15 Hrs.)

Game Theory: Games with Pure and Mixed Strategies, Saddle Point, Odds Method, Principle of Dominance, Sub Games Method, Equal Gains Method and LPP- Graphic Method Sequencing Problems: Processing N Jobs through two machines, Processing in jobs through three machines.

UNIT-IV (15 Hrs.)

Inventory Models: EOQ Models, Quantity Discount Models, Purchase Inventory Models with one Price Break (Single Discount) and Multiple Discount Breaks. Network Analysis: PERT and CPM Model, Difference between PERT and CPM, Computation of Critical Path, Slack, Floats and Probability of Project Completion by a Target Date.

Recommended Books

1. P.K. Gupta & D.S. Hira, 'Operations Research', S. Chand & Co. Ltd., New Delhi, 2. H.A. Taha, 'Operations Research', Prentice Hall of India, New Delhi,
2. C.K. Mustafi, 'Operations Research', New Age International Pvt. Ltd., New Delhi,
3. M.P. Gupta & J.K. Sharma, 'Operations Research for Management', Mayoor Paperbacks, Delhi.

HUMAN RESOURCE MANAGEMENT

Subject Code: BCOMS4-305

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: The objectives of this Course is to provide basic knowledge of Human Resource Management. And to make students aware of the importance of this subject in the working of organizations.

Course Outcomes: After completing this course the students should be able to understand the concepts, principles and processes of HRM, understand the crucial role that HRM plays in helping organizations all over the world adapt to the endless change today.

UNIT-I (15 Hrs.)

Introduction: Definition; Nature, Scope & Objectives; Need; Significance of Human Resource Management. Manpower Planning: Definition, Objectives, Process, Factors affecting Manpower Planning. Job analysis: Meaning, Objectives, Uses, Process; Techniques and Problems.

UNIT-II (15 Hrs.)

Recruitment: Meaning, Process, Sources, Methods. Selection: Meaning, Importance, Process. Tests and Interviews, Placement and Induction. Job Changes - Transfers and Promotions.

UNIT-III (15 Hrs.)

Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes, Evaluating training effectiveness. Career Planning and Development: Meaning, Objectives, Responsibility, Stages, Steps in effective career planning. Performance Appraisal System: Nature and Objectives; Techniques of Performance appraisal; Potential Appraisal and Employee Counselling.

UNIT-IV (15 Hrs.)

Compensation: Concept, Policies and Administration; Methods of Wage Payments and Incentive Plans; Fringe Benefits; Performance Linked Compensation. Job Evaluation: Meaning, Importance, Methods. Maintenance: Employee Health and Safety; Employee Welfare, Social Security; Grievance. Handling and Redressal.

Recommended Books

1. Edwin B. Flippo, 'Personal Management', Tata McGraw Hill.
2. Bohlander, 'Snell & Vohra, Human Resource Management', Cengage Learning.
3. Gary Dessler, 'Human Resource Management', McMillan.
4. V.S.P. Rao, 'Human Resource Management', Excel Books.
5. C.B. Memoria, 'Personnel Management', Himalaya Publications.
6. T.N. Chhabra, 'Human Resource Management', Dhanpat Rai & Sons.
7. C.B. Gupta, 'Human Resource Management', Sultan Chand and Sons.
8. R.S. Dwivedi, 'HRD in India Companies', Himalaya Publications.

AIRFARE, TICKETING PRACTICES

Subject Code: BCOMS4-306

L T P C
3 0 0 3

Duration: 45 Hrs.

Course Objectives: The Students Will be able to understand about the Aviation's History, Airport operations, formalities its major players and it current trends and challenges.

Course Outcomes: The student will understand about airport operations, baggage handling hospitality and its various departments such as housekeeping front office etc.

UNIT-I (12 Hrs.)

Fares and Ticketing Terminologies

Local Currency Fares Ticketing terminology- maximum Permitted Mileage, MPM, ticketed Point Miles TPM, Extra Mileage Allowance EMA Extra Mileage Surcharge EMS, Higher Intermediate Point HIP.

UNIT-II (12 Hrs.)

Types of Journeys and Fare Calculations and Role of GDS and types of CRS

Types of journey, Round Trip, Circle Trip, The RT and CT Fare Construction Formula, Tax References, Children and Infant and Minor Passengers, Unaccompanied passenger UM. Fare calculation Rules, Fare construction terminology, Fare Construction with IATA /UFTAA Formula Normal fares, Net Fares , BSP Billing and Settlement Plan.

Introduction to Global Distributions System and Computerized Reservation System Types of CRS- Amadeus- Galileo Sabre and World Span. encoding and Decoding, Neutral availability. Return Availability, Waitlisted and ARNK Segments, Ticketing Element, Building a PNR. Building a PNR-supplementary Data-Optional Service Information-Special Service Request-Retrieving and Displaying a PNR-Cancelling PNR Elements-Modifying PNR elements-Changing Segment Status-Splitting a PNR.

UNIT-III (10 Hrs.)

Airline Terminology

Airports and offline stations served by airlines – Abbreviations used in airlines- Freedom of Air – Types of journeys (OW, CT, RT, OJ, RTW) – Global indicators.

Passenger ticket

Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

UNIT-IV (11 Hrs.)

Air fares

Types of fare – normal face (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

Internal fare constructions based on IATA & UFTAA – FBP – NUC – MPM – TPM – EMA –HIP – BHC – ROE – LSF – RWM. Point to point one way routing – Specified routing – Round the world Minimum (RWM) – Circle Trip Minimum (CTM).

Recommended Books

1. Aggarwal, Surinder Travel Agency Management, Communication India, New Delhi.
2. Bradnock, Robert & Rama India Handbook 2000, Passport Publishers, UK, 1995.
3. International Air fare & Ticketing By SK Gupta UDH Publication Delhi
4. Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
5. Stratford, A.N. Air Transport Economics in the Supersonic era, McMillan, Bristol.

BASIC SPREADSHEET TOOLS LAB

Subject Code: BCOMS4-307

L T P C
0 0 4 2

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To learn how to use basic and advance spreadsheet tools
2. To construct formulas, including the use of built-in functions, and relative and absolute references
3. To learn enter, modify and edit data

Course Outcomes: After completing this course, students will be able to:

1. Set up the chart function of Excel to represent numeric data in multiple formats
2. Access and manipulate data using the database functions of spreadsheet
3. Knowledge of using graphs and charts
4. Efficiently use the various basic and intermediate level features of spreadsheet

UNIT – I (15 Hours)

Data Entry and Editing: Introduction to Spreadsheet, Data Entry, Editing, Cell Addressing Ranges, Commands, Menus, Copying & Moving cell content, Rows & Columns - Inserting and Deleting Rows and Columns, Column Formats, Cell Protection, Printing, Creating, Displaying and Printing Graphs, Statistical Functions.

UNIT – II (15 Hrs)

Managing Work Sheets: Introduction, Naming and Moving Worksheets, Copying Worksheets, Adding, Deleting and Hiding Worksheets, Grouping Worksheets
Charts & Graphs: Introduction, Types of Charts, Chart Style, Chart Layout, Add labels, Axis Options, Data labels

UNIT -III (15 Hrs)

Tables: Introduction, Insert a Table, Style Options, Add Rows and Columns, Functions in Tables
Conditional Formatting: Introduction, Highlight Cell rules, Top/Bottom Rules, data Bars, Color Scale, Custom formatting rules, Proper Function, Trim Function

UNIT – IV (15 Hrs)

Sort & Filter: Introduction, Sort data, Filter data, Custom Sort & Filter
Pivot Table: Introduction, Create Pivot Table, Layout of Pivot Tables, Filtering Pivot Tables
Understanding Formula – Introduction to Common Formulas, Copying Formulas, Descriptive Statistics

Recommended Books

1. Greg Harvey, 'Microsoft Excel 2016 All-in-One for Dummies, Wiley Publications
2. Lokesh Lalwani, 'Excel 2019 All – In – One' BPB Publication
3. Manisha Nigam, 'Data Analysis with Excel' BPB Publication
4. Paul McFedries, 'Excel 2016- Formulas and Functions' Que Publications

Semester

4th

INTRODUCTION TO AIR CARGO MANAGEMENT

Subject Code: BCOMS4-401

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives: This course is to enable the students to identify methods of logistics and air cargo systems, process and procedures within the aviation industry, whilst adhering to safety and speed requirements of air cargo. To familiarize the systems of air cargo management.

Course Outcomes: By the end of this course, a student will

1. Analyse the strategies of key industry stakeholders and discuss how value is delivered and captured in international air logistics chains;
2. Relate relevant regulatory frameworks and the roles of governmental air cargo security regulations to a range of industry actor perspectives;
3. Apply ground handling principles of air cargo;
4. Critically analyse the technical characteristics of aircraft as they relate to air cargo planning and operations and air cargo revenue management;
5. Match appropriate route structures and aircraft types to different combinations of passenger / freight airlines and all-cargo airlines;
6. Optimise air cargo economics (including air cargo revenue management/pricing) taking on perspectives of various actors.
7. Analyse the role of strategic alliances and emerging global supply chain management trends as they impact on the air cargo industry.

UNIT-I (15 Hrs.)

Air Cargo Concept

Introduction – Operations and Industry Regulations – Service Function, Organisation and Liability – SLI, Types of cargo-Handling of Perishable, Valuable Cargo and Special Cargo. Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement.

Airway Bill, Function, Purpose and Validation

Handling Facility

Airport Cargo Activity & Cargo Zone .Aircraft handling with Cargo. Cargo Terminals and Facilities

Emerging trend in Cargo & Cargo Carriers.

Transportation Logistics

Transportation and significance of transportation logistics. Utility created by transportation in logistics.

Transportation as a means of conquering time and space. Features of inbound, outbound, local and medium, long and continental transportation. Features of logistics transportation.

UNIT-II (15 Hrs.)

Air Transportation

Air Transportation in logistics Significance of air transportation in logistics utility created by air transportation in logistics-Air transportation as a means of conquering time and space features and facilities offered by air cargo ways factors influencing growth in air logistics air suitability for different cargo- Innovative schemes facilities to popularize air cargo logistics in India –share cargo movement in india and worldwide conventions covering the movement of dangerous goods by air.

UNIT-III (15 Hrs.)

Roadways

Roadways and Logistics Contours Roadways as a primary mode and complementary mode of transportation in Logistics – Features, Facilities and suitability- Innovations in road ways to make it Logistics friendly- Factors influencing choice- Factors influencing growth in Road Logistics- Suitability for different Cargo and distance Ranges segments – Innovative schemes/facilities to popularize rail logistics in India- Share of Railways in Cargo movement in India and world-wide. Role National Highways and the Toll highways- Outsourcing Fleets from others. Technology, Cost, Speed, Security and Dynamics- Competition with other modes.

UNIT-IV (15 Hrs.)

Modes of Logistics

Coordination among different segments Concept ,needs and areas of coordination among different modes coordination among supply chain partners energy product prices and logistics environments and logistics problem and prospects in interstate logistics by road role of truckers bodies in road rail air cargo movement.

Transport System Model and Warehousing

Deregulation and Government Rule – Transport Security-Product Packaging and Pricing – Role of Warehouse –Alternative Warehousing. Trend in Material Handling – Inbound Logistics and Purchasing

Recommended Books

1. Kent Gourdin, —Global Logistics Management, Wiley Blackwell
2. Lambert, — Strategic Logistic Management, Academic Int Publisher
3. Alan Rushton & John Oxley, — Hand Book of Logistic and Distribution, Kogan Page
4. John F Magee & William C Copalino, — Modern Logistics Management, John Wiley & Sons
5. Paul R. Murphy, Jr and Donald F. Wood, — Contemporary Logistics, Prentice Hall, 9th edition,2008
6. Edward J Bardi / John J Coyle / Robert A Novack, — Management of Transportation, Thomson – South- Western, 2006.
7. Chi Chu, C. Leung, Van Hui& Cheung, 4th Party Cyber Logistics for Air Cargo, Spring, 2004
8. Coyle, Bardi&Novack Transportation A Supply Chain Perspective, South-Western College, 2010
9. Dangerous goods regulations – Manual (IATA)
10. Hui, Leong, Arming Zhang, et al, Air Cargo in Mainland China and Hong Kong, Ash gate, 2004
11. John Walter Wood, Airports: Some elements of design and future developments.
12. L. B. Embry, P. K. Day, Carrier based air logistics study--data sources and issues,Dugitalized 2009
13. Live Animal Regulations – Manual (IATA)
14. Mark Wang, Accelerated Logistics, Santa Monica CA.
15. MB. Stroh, A Practical Guide to Transportation and Logistics, Logistics Network Inc. 2006

AIRPORT INFRASTRUCTURE PRINCIPLES

Subject Code: BCOMS4-402

L T P C
4 0 0 4

Duration: 60 Hrs

Course Objectives: This course is to provide an overview of airline management decision processes with a focus on economic issues and their relationship to operations planning models and decision support tools.

Course Outcomes: Objectives By the end of this course, a student will

1. Explain the evolution of aviation industry and airports.
2. Define the development of Airports
3. State operational processes of Airport.
4. Define the role of Directorate General of Civil Aviation

UNIT-I (15 Hrs.)

History of Aviation

History of Aviation with a special focus on India; major players in the airline industry, swot analysis of the different airline companies in India, market potential of airline industry, global and ethical concerns in the airline industry.

UNIT-II (15 Hrs.)

The Development of the Airports

Introduction – Related value Proposition. Evolution of traditional Airport – Evolutionary patterns for airport enterprises – Commercial Airport Philosophy – tourist and conference service – logistic services – property management – consulting services – BAA and the non aviation business – best airport in the world The Development of Airports – Related value Proposition. Evolution of traditional Air port – Evolutionary patterns for airport enterprises – Commercial Airport Philosophy – tourist and conference service – logistic services – property management – consulting services – BAA and the non aviation business – best airport in the world

UNIT-III (15 Hrs.)

Airport Operations

Airport planning - terminal planning design and operation; new airport development plans, competition in the airline industry and airport management; Airport Authority of India. Airport functions; airport operations. Comparison of airports in India and the world.

Organizational Structure in an Airline

Introduction to Organizational Structure in an Airline; Airline Management; Role of AAI and privatization; Airline coordination in Airports.

UNIT-IV (15 Hrs.)

Directorate General of Civil Aviation

Role of DGCA, slot allocation; methodology followed by DGCA and ATC, Management of Bilateral and Economic Regulations.

Airport infrastructure and management airport planning

Air terminal planning, design and operation – airport operations – airport functions – organisation structure in an airline - Airport Authority of India (AAI) - functions of airport authority of India, comparison of global and Indian airport management – role of AAI - airline privatisation – partial privatisation.

Recommended Books

1. Airline industry Poised for disruptive innovation? By NawalTaneja
2. Commercial airlines passenger fee issues (transportation infrastructure- roads, highways, bridges, airports and mass transit) by Michael J. Liguori.
3. Graham A. (2001). Managing Airports An International Perspective- Butterworth- Heinmann. Oxford.
4. Ready for takeoff? The potential for low-cost carriers in developing countries by Charles E.Schlumberger and Nora Weisskopf.
5. Wells A. (2000). Airport Planning and Management. 4th Ed. London McGraw Hill.

COST ACCOUNTING –I

Subject Code – BCOMS4-403

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To Develop Students' Knowledge of Cost Accountancy to help them Understand the Basics of the Subject.

Course Outcomes: Students will be able to understand different concepts of cost accounting and how it is distinguished from other branches of accounting. Students will learn the kinds of tool and techniques are required for better understanding of cost accounting.

UNIT-I (15 Hrs.)

Meaning, Nature, Scope and Advantages of Cost Accounting, Management Accounting, Distinction Between Cost, Financial and Management Accounting, Elements of Cost & Basic Cost Sheet. Materials; Purchase and Storage, Control and Pricing of the Material, Issue of Material.

UNIT-II (15 Hrs.)

Labour: Meaning, Components of Labour Cost and Methods of Wage Payment and Incentive Plans. Meaning Causes Effects, Accounting & Control of Idle Time and Overtime
Cost, Overheads: Classification, Collection, Allocation, Apportionment and Absorption.
Reconciliation of Cost and Financial Accounts

UNIT-III (15 Hrs.)

Methods for Cost Determination: Job, Batch, Contract, Process (Including Joint and Bye products).

UNIT-IV (15 Hrs.)

Tools for Cost Control: Marginal Costing and Its Applications, Budgetary Control, Standard Costing and Analysis of Variances.

Recommended Books

1. Jawahar Lal, 'Cost Accounting', Tata McGraw Hill.
2. D.K. Mittal/Luv Mittal, 'Cost Accounting', Galgotia Publishing Company. 3. T.R. Sikk, 'Cost Accounting', Sharma Publications.
3. M.N. Arora, 'Cost Accounting', Vikas Publishing House.

E-Commerce

Subject Code – BCOMS4-404

L T P C
3 0 0 3

Duration: 45 Hrs.

Course Objectives: This paper aims to analyze the business model of firm and to determine the role that the internet (and related technologies) can play to support or even enable this model.

Course Outcomes: To gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business.

To gain an understanding on how innovative use of the E-Commerce can help developing competitive advantage and discuss legal issues and privacy in E- Commerce.

To develop an understanding on how internet can help business grow

To gain an understanding on the importance of security, privacy, and ethical issues as they relate to E-Commerce.

UNIT-I (11 Hrs.)

Introduction:- Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Technology used in E-commerce The dynamics of world wide web and internet (meaning, evolution and features); Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

UNIT-II (12 Hrs.)

Security and Encryption

Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

IT Act 2000 and Cyber Crimes

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

Cost, Overheads: Classification, Collection, Allocation, Apportionment and Absorption.

Reconciliation of Cost and Financial Accounts

UNIT-III (12 Hrs.)

Payment System (8 Lectures, 3 Practical Lab)

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

UNIT-IV (10 Hrs.)

On-line Business Transactions

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

Recommended Books

1. Kenneth C. Laudon and Carlo GuercioTraver, E-Commerce, Pearson Education.
2. David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and

Application, 4thEd., McGraw Hill Education

4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
6. TN Chhabra, E-Commerce, Dhanpat Rai & Co.
7. Sushila Madan, E-Commerce, Taxmann

MRSPTU

FOREIGN LANGUAGE (FRENCH)

Subject Code: BCOMS4-405

L T P C
3 0 0 3

Duration: 45Hrs.

Course Objectives:

The students will learn the basics of French language.

Course Outcome:

After the completion of course the student will have the basic knowledge of a foreign language in which main emphasis shall be on simple conversation between two person in French, basic vocabulary of French words and words needed for tourist conversation.

UNIT-I (9 hrs.)

Conjugation of verbs from the text to be put in present tense only.

UNIT-II (11 hrs.)

A series of exercises covering the grammar.

UNIT-III (10 hrs.)

Translation of sentences from the text form French to English and English to French.

UNIT-IV (15 hrs.)

Demanding of a Service: A simple dialogue to be formed between two persons for any of the following situations: reserving of train tickets, room booking, giving directions to reach a place, taking a phone call, ordering food, fixing a date.

Recommended Books

1. A. Monnerie, 'Bienvenue En France', Tome I.
2. G. Mauger, 'Cours de Langue et de Civilisation Francaise Book', Ichapters 1-14 only.

RESEARCH METHODOLOGY

Subject Code: BCOMS4-406

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: The course aims at equipping students with an understanding of the

1. Research process
2. Tools and techniques in order to facilitate managerial decision making.

Course Outcomes: After undergoing this subject, the student will be able to

1. Demonstrate knowledge of research processes (reading, evaluating, and developing);
2. Perform literature reviews using print and online databases;
3. Employ American psychological association (apa) formats for citations of print and electronic materials
4. Identify, explain, compare, and prepare the key elements of a Research proposal/report;

UNIT-I (15 Hours)

Research Methodology: Definition, Objectives, Role, and Scope in Management Research, Process of Research, Limitations & Types, And Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, and Sources of Experimental Errors.

UNIT-II (15 Hours)

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-Probability Sampling Techniques, Probability Sampling Techniques, Sampling and Non Sampling Errors. Data Collection: Primary, Secondary Data Collection, Observation Methods and Survey Method:

UNIT-III (15 Hours)

Measurement Concept, Levels of Measurement—Nominal, Ordinal, Interval and Ratio Attitude Measurement: Comparative Scaling techniques, Non-comparative Scaling techniques, Questionnaire Designing: Types, Guidelines for developing a good questionnaire

UNIT-IV (15 Hours)

Data Preparation and Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts), Report Writing: Types of Research Reports, Guide lines for Writing Report, Report Format, Guidelines for evaluating a report.

Recommended Books

1. C.R. Kothari, 'Research Methodology', New Age International Publishers.
2. K.V. Rao, 'Research Methodology', Sterling Publishers.
3. Srivastava and Rego, 'Business Research Methodology', Tata McGraw Hill.
4. Rajinder Nargundhkar, 'Marketing Research', Tata McGraw Hill.
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill.

Semester

5th

GOODS & SERVICES TAX

Subject Code: BCOMS4-501

L T P C
4 0 0 4

Duration: 60(Hrs.)

Course Objectives: The aim of this course is:

1. To equip students with the principles and provisions of Goods and Services Tax (GST), which is, implemented from 2017 under the notion of One Nation, One Tax and One Market
2. To provide an insight into practical aspects and apply the provisions of GST laws to various situations.

Course Outcomes: After studying this course the students will be able to understand

1. Objectives and basic scheme of GST, Salient features of GST
2. Salient features of CGST Act, SGST Act (Punjab State),
3. Registration under GST
4. Simple Problems on utilization of input tax, Problems on Assessment of tax and tax liability.

UNIT-I (15 Hours)

Introduction To Goods And Services Tax (GST): Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes – Benefits of implementing GST – Constitutional amendments - Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST - GST Council: Structure, Powers and Functions. Provisions for amendments.

UNIT-II (15 Hours)

GST ACTS: CGST Act, SGST Act (Karnataka State), IGST Act : Salient features of CGST Act, SGST Act (Punjab State), IGST Act - Meaning and Definition: Aggregate turnover, Adjudicating authority, Agent, Business, Capital goods, Casual taxable person, Composite supply, Mixed supply, Exempt supply, Outward supply, Principal supply, Place of supply, Supplier, Goods, Input service distributor, Job work, Manufacture, Input tax, Input tax credit, Person, Place of business, Reverse charge, Works contract, Casual taxable person, Non-resident person. Export of goods / services, Import of goods / services, Intermediary, Location of supplier of service, Location of recipient of service.

UNIT-III (15 Hours)

PROCEDURE AND LEVY UNDER GST :

Registration under GST: Procedure for registration, Persons liable for registration, Persons not liable for registration, Compulsory registration, Deemed registration, Special provisions for Casual taxable persons and Non-resident taxable persons. Exempted goods and services - Rates of GST. Procedure relating to Levy: (CGST & SGST): Scope of supply, Tax liability on Mixed and Composite supply, Time of supply of goods and services, Value of taxable supply. Computation of taxable value and tax liability.

Procedure relating to Levy: (IGST): Inter-state supply, intra-state supply, Zero rates supply, Value of taxable supply – Computation of taxable value and tax liability.

Input tax Credit: Eligibility, Apportionment, Inputs on capital goods, Distribution of credit by Input Service Distributor (ISD) – Transfer of Input tax credit - Simple Problems on utilization of input tax.

UNIT-IV (15 Hours)

ASSESSMENT AND RETURNS: Furnishing details of outward supplies and inward supplies, First return, Claim of input tax credit, Matching reversal and reclaim of input tax credit, Annual return and Final return. Problems on Assessment of tax and tax liability.

Recommended Text Books / Reference Books:

1. Deloitte: GST Era Beckons, Wolters Kluwer.
2. Madhukar N Hiregange: Goods and Services Tax, Wolters Kluwer.
3. All About GST: V.S Datey - Taxman's.
4. Guide to GST: CA. Rajat Mohan,

5. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication
6. Goods & Services Tax – CA. Rajat Mohan,
7. Goods & Services Tax: Dr. Sanjiv Agrawal & CA. Sanjeev Malhotra.
8. GST - Law & Practice: Dr. B.G. Bhaskara, Manjunath. N & Naveen Kumar IM.

MRSPTU

INCOME TAX -I

Subject Code – BCOMD4-511

L T P C
4 0 0 4

Duration: 60Hrs.

Course Objectives: To impart basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 as amended up-to-date.

Course Outcomes: After studying this subject will understand the basic concept of income tax like residential status, computation of income under different heads of incomes and also learn the application of principles and provisions of Income-tax Act, 1961 as amended up-to-date.

UNIT-I (15 Hrs.)

Basic Concepts, Residential Status, Scope of Total Income on The Basis of Residential Status, Revenue and Capital (A) Receipts (B) Expenditure (C) Loss, Exempted Income Under Section 10 (Related to Individuals Only).

UNIT-II (15 Hrs.)

Computation of Income Under Different Heads of Income - Salaries, Income from House Property, Profits and Gains of Business or Profession, Capital Gains, Income from Other Sources.

UNIT-III (15 Hrs.)

Total Income and Tax Computation, Income of other persons included in Assesses, Total Income Aggregation of Income and Set-Off and Carry Forward of Losses.

UNIT-IV (15 Hrs.)

Deductions from Gross Total Income, Rebates and Reliefs, Computation of Total Income of Individuals, HUF and Partnership Firms.

Recommended Books

1. Vinod Singhania, 'Direct Taxes – Law and Practice', Taxman Publication.
2. Mehrotra and Goyal, 'Direct Taxes – Law and Practice', Sahitya Bhavan Publication.
3. Dinkar Pagare, 'Law and Practice of Income Tax', Sultan Chand and Sons.
3. Girish Ahuja, 'Direct Taxes-Law and Practice', Bharat Publications.

COMPANY LAW

Subject Code – BCOMD4-512

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: The objective of this course is to provide basic knowledge of the provisions of the Company Law, to guide the students about different terminologies in company law.

Course Outcomes: Students will be able to understand the functioning of company law and able to apply those principles to problem-solving exercises. The students became aware about the memorandum, articles and company management to gain a insight in the company law.

UNIT-I (15 Hrs.)

Nature of a Company: Definition of a Company, Characteristics of a Company, Lifting the Corporate Veil, Company Distinguished from Partnership. Kinds of Companies: Classification on the Basis of Incorporation; Classification on the Basis of Liability, Classification on the basis of number of members, Classification on the Basis of Control, Classification on the basis of ownership. Formation of a Company: Steps involved in the formation and incorporation of a Company.

UNIT-II (15 Hrs.)

Memorandum of Association: Meaning and Importance, Form and Contents, Alteration of Memorandum. Articles of Association: Meaning, Relationship of and Distinction Between MOA and AOA. Prospectus: Meaning, Definition and Contents, Statutory Requirements in relation to Prospectus. Share Capital: Kinds of Share Capital, Alteration of Share Capital, and Ways for raising Share Capital, Allotment of Shares, Share Certificate and Share Warrant, calls on Shares, Forfeiture and Surrender of Shares, Transfer of Shares. Borrowing Powers, Debentures and Charges

UNIT-III (15 Hrs.)

Company Management: Definition of Director, Appointment of Director, Position of a Director, Restrictions on the Appointment of Director, Disqualifications of Director, Meetings of Directors, Powers of Directors, Duties and Liabilities of Directors. Meetings: General Meetings of Shareholders, Requisites of a Valid Meeting, Proxies, Voting and Poll.

UNIT-IV (15 Hrs.)

Auditors: Audit Committee; Appointment of Auditors; Rights, Powers and Duties of Auditors. Winding Up: Meaning of Winding Up; Modes of Winding Up; Consequences of Winding Up; Procedure of Winding Up by The Court; Voluntary Winding Up.

Recommended Books

1. Avtar Singh, 'Company Law', Eastern Book Co., Lucknow.
2. M.C. Kuchal, 'Modern India Company Law', Shri Mahavir Books, Noida.
3. N.D. Kapoor, 'Company Law -Incorporating the Provisions of the Companies, Amendment Act, 2000', Sultan Chand & Sons, New Delhi.
4. A.K. Bagrial, 'Company Law', Vikas Publishing House, New Delhi.

DIGITAL MARKETING

Subject Code: BCOMD4-521

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: This course will provide the students the knowledge about how digital has revolutionized the interactions between firms and consumers along this journey. Students will also familiarize with the digital offers powerful tools to reach consumers along the funnel: online display ads raise awareness, search listings reach consumers with intent, e-commerce facilitate conversion, and social media both energizes and retains customers. Digital marketing is distinguished by the 3 —Ils that firms must master: immediacy, incrementality, and intimacy.

Course Outcomes: Define the concepts of Digital marketing. Identify market offerings on digital channel, Create and build brands online.

UNIT-I (15 hrs.)

Introduction

Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing platforms.

Online Marketing

Online marketing strategies for customer acquisition, conversion and retention, On-page and Off-page Optimization, Google Analytics, Website Monetization.

UNIT-II (15 hrs.)

Digital Communication Environment

Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization Emerging digital channels (SEO, SEM and SMM) Key analytics and consumer browsing behaviour.

UNIT-III (15 hrs.)

Social Media

Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video and TV Advertising, email marketing, mobile marketing, lead generation, crowd-sourcing, Website as a form of advertisement and their types.

Social Media and Networking

Social Media Consumer, Social Media marketing, Blogging and Video Marketing.

UNIT-IV (15 hrs.)

Ethical Issues

Ethical Issues in Digital Marketing. The digital Divide, social Exclusion, Intrusion and Marketing to Children.

Recommended Books

1. David Jobber and Fiona Ellis-Chadwick, Principles and Practice of Marketing, McGraw, 7th Edition
2. Bird, D. (2007) Commonsense, direct and digital marketing. 5th edition. London, Kogan Page.
3. Dann, S. & Dann, S. (2011) E-Marketing: Theory and Application. Palgrave, Macmillan

MARKETING MANAGEMENT

Subject Code – BCOMD4-522

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: The objectives of the Course are to introduce students to the fundamental principles and concepts of marketing and to provide them with a structure to apply marketing in decision making framework.

Course Outcomes: This course will equip students to review marketing issues with respect to understand basic concepts of Marketing, understand target segmentation and consumer decision making design of products that meet consumer needs understand pricing, channels of distribution understand marketing communication

UNIT-I (15 Hrs.)

Marketing: Definition of Marketing, Marketing and Selling, Marketing Process, Marketing Mix Elements, Marketing Environment with special reference to India, Marketing and Globalization. Consumer behaviour and Factors influencing consumer buying behaviour, Buying Process. Market Segmentation & Targeting.

UNIT-II (15 Hrs.)

Product Management: Features, Classification, Policies, Product Mix, Product Planning and Development, Product Life Cycle, Product Diversification, Product Elimination, Modification and Product Failures, Branding and Brand Equity, Packaging and Labelling Decisions.

UNIT-III (15 Hrs.)

Pricing Management: Importance, Objectives, Factors Affecting Pricing Decisions, Methods of Pricing, Promotion Decisions: Communication Process, Promotion Mix and Strategies, Forms of Promotion, Sales Promotion, Public Relations.

UNIT-IV (15 Hrs.)

Advertising: Evolution, Definition, Features, Importance, Advertising Models: AIDA Model, DAGMAR Approach, Advertising and Publicity, Functions of Advertising, Advertising Media, and Objections against advertising. Channels of Distribution: Nature and types of Marketing Channels, Physical distribution, Consumer Protection and Consumerism. Recent Concepts: Green Marketing, Viral Marketing, Customer Relationship Management (CRM), Digital Marketing, B2B, B2C, C2C.

Recommended Books

1. Gary Armstrong and Philip Kotler, 'Marketing – An Introduction', Pearson Education.
2. Jim Blythe, 'Essentials of Marketing', Pearson Education.
3. Philip Kotler, 'Principles of Marketing', Prentice Hall.
4. R.S.N. Pillai, 'Modern Marketing: Principles and Practices', S. Chand & Sons.

MANAGEMENT ACCOUNTING

Subject Code – BCOMS4-502

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To enable the students to understand the importance of the subject through analysis and interpretation of financial statements, calculation of ratios and their analysis. Preparation of funds flow and cash flow statement with a view to prepare management reports for decision making

Course Outcomes: After completing the subject students will be able to analyse a company's financial statements and come to a reasoned conclusion about the financial situation of the company. Students will also learn how to use the accounting and business terminology

UNIT-I (15 Hrs.)

Meaning: Objectives, Nature and Scope of Management Accounting- Management Accountant Position- Role and Responsibilities, Relationship between Financial Accounting, Cost Accounting and Management Accounting.

UNIT-II (15 Hrs.)

Nature of Financial Statements, Concept of Financial Analysis - Tools of Financial Analysis – Problems on Comparative Statements – Common Size Statements – Trend Analysis, Role of Accountant towards Preparations and Analysis of Financial Statements, EBIT-EPS Analysis.

UNIT-III (15 Hrs.)

Meaning: Importance, Utility of Ratios, Classification of Ratios - Calculation and Interpretation of Ratios – Preparation of Income Statement and Balance Sheet with Ratios. Managements Audit: Concept, Scope and Object of Management Audit.

UNIT-IV (15 Hrs.)

Meaning – Concept of Fund and Funds Flow Statement (FFS) – Uses and Significance of Funds Flow Statement – Procedure for Preparing FFS – Schedule of Changes in Working Capital Statement of Sources and Application of Funds - Cash Flow Analysis – Meaning and Concept – Comparison Between Funds Flow and Cash Flow Statements – Uses and Significance of CFS preparation of Cash Flow Statement as per Accounting Standards. Methods of Management Reporting – Requirements of a Good Report – Kinds of Reports – Principles of Good Reporting System – Drafting of Reports under Different Situations

Recommended Books

1. S.N. Maheswari, 'Management Accounting'.
2. S.N. Goyal and Manmohan, 'Management Accounting'.
3. B.S. Raman, 'Management Accounting'.
4. R.S.N. Pillai and Bagavathi, 'Management Accounting'.
5. J. Batty, 'Management Accounting'.
6. Foster, 'Financial Statement Analysis', Pearson Education.

TALLY

Subject Code – BCOMS4-503

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To impart basic knowledge about Computerised accounting and equip students with application of Tally package.

Course Outcomes: Students will learn how to prepare the ledger accounts and group creation in tally software. They will practically know the working of vouchers and reports display in Tally.

UNIT-I (15 Hrs.)

Introduction to Accounting, Accounting as an Information System, Accounting Concepts and Conventions. Computerised Accounting: Meaning, Features, Advantages and Limitations, Manual Accounting Versus Computerised Accounting Systems: Special Aspects of Computerised Accounting, Codification of Accounts, Source Documents, Balancing Accounts in Computerised Accounting Systems, Trial Balance in Computerised Accounting Systems, Final Accounts in Computerised Accounting, and Bad Debts in Computerised Accounting. Modules and Auditing of Computerised Accounting. Development of Computerised Accounting System.

UNIT-II (15 Hrs.)

Introduction to Accounting Packages Tally, Salient Features of Tally, Getting Started with Tally: Start Up, Creating Company, Shutting, Altering and Deleting Company. Gateway of Tally and Various Options. Preparation of Ledger Account and Groups creation, Creating, displaying, altering and deleting Ledger Accounts in Tally. Preparation of various Accounting Vouchers in TALLY: Contra Voucher, Payment Voucher, Receipt Voucher, Credit Notes, Debit Notes, Journal Voucher, Purchase Voucher, Sales Voucher, Memorandum Voucher, Optional Voucher, Post Dated Vouchers; Alteration, Deletion and Printing of Vouchers, Cheque Printing.

UNIT-III (15 Hrs.)

Accounting Reports Display in TALLY: Balance Sheet, Profit and Loss Account, Trial Balance, Account Books, Statement of Accounts, Day Book, List of Accounts; MIS Reports Display in TALLY: Ration Analysis, Cash Flow; Funds; Flow; Alteration, Deletion and Printing of Accounting and MIS Reports.

UNIT – IV (15 Hrs.)

Application of TALLY in Inventory Management: Meaning, Enquiry, Order, Quotations, Delivery, Issue, Purchase and Sales Invoice, Debit and Credit Notes, Inventory Control, Valuation of Inventory; Inventory Vouchers; Preparation of Inventory Reports. Statement, VAT/CST, TDS & Service Tax reports, Report generation & Report Printing. Security Control and Tally Audit.

Recommended Books

1. K.K. Nadhani, 'Implementing Tally ERP 9', B.P.B. Publications, New Delhi.
2. Neeraj Sharma, 'Computerized Accounting and Business Systems', Kalyani Publishers, Ludhiana.

AVIATION LAW, AIRCRAFT RULES AND REGULATIONS

Subject Code – BCOMS4-504

L T P C
3 0 0 3

Duration: 45 Hrs.

Course Objectives: The course is to enable the students to familiarize themselves with laws related to aviation and aircraft operations. To enable the Students to learn the legal background of this Aviation World and all the Rules and Regulations connected with Air Transportation including the International Regulations as well as all the relevant State Acts passed in this respect.

Course Outcomes: Objectives By the end of this course, a student will identify the laws of the aviation industry. Explain the rules and regulations for aircraft operations

UNIT-I (12 Hrs.)

Rules of Air

Definitions – Aerodrome, Aeroplane, Air traffic, Alternate aerodrome, Apron, Controlled aerodrome, Controlled airspace, Manoeuvring area, Pilot-in-command, Psychoactive substances, Taxiway, Applicability Of The Rules Of The Air, Compliance with the Rules of the air, Problematic use of psychoactive substances, General Rules - Protection of persons and property, Avoidance of collisions, Lights to be displayed by aircraft, Signals - Distress And Urgency Signals

UNIT-II (11 Hrs.)

Operation of Commercial Air Transport- Aeroplanes

General Requirements - Compliance with laws, regulations and procedures, Safety Management, Flight Operations, Air Operator Permit, Minimum flight Altitudes, Aerodrome Operating minima, Fuel and Oil Records, Passengers, Flight Preparation, Oxygen Supply, Duties of pilot-in-command, Aeroplane Maintenance - Operator's maintenance responsibilities

UNIT-III (10 Hrs.)

Registration / Deregistration of Aircraft

Definitions, Classification of Aircrafts, Procedure for Registration of Aircraft, Application For Registration of Aircraft, Change of Ownership, Aircraft Imported By Air, Registration Certificate And Validity of Registration of Aircraft, Issue of Duplicate Certificate of Registration, Cancellation of Registration of Aircraft, Fixation of Nationality And Registration Markings, Identification Plate, Registration fees.

UNIT – IV (12 Hrs.)

Provision of Medical Supplies in Aircraft

First- Aid Kit, Medical Kit, Niversal Precaution Kit, Requirement of Medical Supplies, Contents of The First-Aid Kit, Contents of Medical Kit, Contents of Universal Precaution Kit, Periodic Examination of The Kit , General Requirements.

Civil Aviation Regulations Authority

DGCA-Introduction to Directorate General of Civil Aviation- DGCA functions-DGCA Organization-DGCA as Regulatory Authority Aircraft Rules: Aircraft Act 1934, The Aircraft Rules 1937

Recommended Books

1. Aeronautical Information Circulars
2. —Aircraft Manual (India) Volumell – Latest Edition, the English Book Store, 17-1, Connaught Circus, New Delhi.
3. —Civil Aviation Requirements with latest Amendment)| – The English Book Store, 17-1, Connaught Circus, New Delhi.
4. -Aircraft Manual, C.A.R. Sec. II

Semester 6th

PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT

Subject Code: BCOMS4-601

L T P C
4 0 0 4

Duration: 60(Hrs.)

Course Objectives: The aim of this course is

1. To enable the students to learn the development and growth of Aviation Industry in the world, which
2. To create the right foundation for a prospective career in Airlines and Airport Management for the Students future.

Course Outcomes: After undergoing this subject, the student will learn

1. History of Aviation and Development of Air transportation in India
2. Current challenges in Airline Industry and Competition in Airline industry
3. Airport planning-,Operational area and Terminal planning, design, and operation
4. Organization Structure of Airline Sectors Airline Terminal Management

UNIT-I (15 Hours)

Introduction: History of Aviation- Development of Air transportation in India- Major players in Airline Industry-Market potential of Indian Airline Industry— Current challenges in Airline Industry- Competition in Airline Industry.

UNIT-II (15 Hours)

ICAO – International Civil Aviation Organization

International body comprising Governments of various Countries Origin – Aims of ICAO, Functions of ICAO-Role of ICAO in International Air Transportation

IATA- International Air Transportation Association

IATA is the world organization of Scheduled Airlines of all countries Origin – Aims of IATA, Functions of IATA-Role of IATA in International Air Transportation.

UNIT-III (15 Hours)

Airport Management: Airport planning- Operational area and Terminal planning, design, and operation- Airport Operations-Airport functions- Organization structure of Airports Sectors- Airport Authorities- Global and Indian scenario of Airport management – DGCA –AAI.

UNIT-IV (15 Hours)

Airline Operations : Organization Structure of Airline Sectors Airline Terminal Management- Flight Information Counter/Reservation and Ticketing- Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage-Handling-Handling of Stretcher Passengers and Human Remains-Handling of CIP, VIP & VVIP- Co-ordination of Supporting Agencies /Departments.

Recommended Text Books / Reference Books:

1. Graham .A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Wells .A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
3. Doganis .R.-The Airport Business-Routledge, London-1992
4. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003
5. P.S. Senguttuvan –Fundamentals of Airport Transport Management – McGraw Hill 2003

INTERNATIONAL BUSINESS MANAGEMENT

Subject Code – BCOMS4-602

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: The study of international business management provide students with a solid foundation of the political, economic, and cultural differences that exists among countries in the global marketplace.

Course Outcomes:

1. To understand the complexities related to international business operations.
2. To assess the main theories and concepts that applies to international business.
3. To analyze and evaluate the way in which firms expand into international markets.
4. To understand the business strategies necessary to compete in a global marketplace.

UNIT-I (15 Hours)

Introduction to International Business

Globalization and its growing importance in world economy: Impact of globalization: International business contrasted with domestic business –complexities of international business: Internationalization stages and orientation, modes of entry into international business.

UNIT-II (15 Hours)

International Business Environment

National and foreign environments and their components – physical, economic, demographic, cultural and political- legal environments, global trading environments – recent trends in world trade in goods and services: trends in India’s foreign trade.

UNIT-III (15 Hours)

Theories of International Trade

Commercial policy instruments tariff and non-tariff measures: Balance of payment account and its components. WTO – Its objectives, principles, organizational structures and functioning. An overview of other organization - UNCTAD World Bank and IMF.

UNIT-IV (15 Hours)

International Financial Environment

International financial system and institutions: foreign exchange markets, spot markets, spot rate quotations, bid ask spreads, trading in spot markets, cross exchange rates, forward market-rate, long and short forward position, forward premium, arbitrage, Hedging and Speculation. Foreign investments: Types and flows, foreign investment in Indian perspective.

Developments and issues in International Business:

Outsourcing and its potentials for India: Strategic alliances, mergers and acquisition: Role of IT in International business: International business and ecological considerations.

Recommended Text Books / Reference Books:

1. Cherunilam Francis, International business–5thedn, Prentice Hall India Learning Pvt Ltd
2. Justin Paul , International business / 5thedn/Prentice Hall India Learning Pvt Ltd
3. Sharan .V, International business; Pearson Education ; 2010
4. RBI report on currency and Finance, various issues.
5. WTO – Annual report, various issues.

FINANCIAL MANAGEMENT

Subject Code –BCOMS4-603

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To give insight into financial decision making and composition of different securities in the total capital structure and to familiarise the students with various factors considered while managing the Finance of a Company.

Course Outcomes: After completion of this course students will learn the basics of labour laws and industrial relations applicable in various business houses.

UNIT-I (15 Hrs.)

Financial Management: Goals of Financial Management – Financial Decisions – Financial Planning – Objectives and Principles of Sound Financial Planning – Long Term and Short Term Financial Plan – Factors Affecting Financial Plan.

UNIT-II (15 Hrs.)

Financing Decisions – Capital Structure – Factors Influencing Capital Structure – EBIT – EBT EPS- Analysis, Financial and Operating Leverages, Dividend Decisions- Dividend Policy- Determinants of Dividend Policy- Types of Dividend Policy - Forms of Dividend, Walter’s Model- Gordon’s Model- MM’s Hypothesis (Problems).

UNIT-III (15 Hrs.)

Cost of Capital, Investment Decisions – Capital Budgeting – Significance – Techniques of Evaluation of Investment Proposals - Payback Method – Return on Investment Method, Net Present Value Method and IRR Methods, Risk Analysis-Probability Approach, Expected Values – Standard Deviation – Sensitivity Analysis – Decision Tree Analysis (Problems).

UNIT-IV (15 Hrs.)

Planning and Forecasting of Working Capital, Importance of Adequate Working Capital- Excess or Inadequate Working Capital – Determinants of Working Capital Requirement – Cash Management, Receivable Management and Inventory Management – Sources of Working Capital.

Recommended Books

1. S.N. Maheshwari, ‘Financial Management’.
2. Khan and Jain, ‘Financial Management’.
3. Raj Dorai, ‘Financial Management’.
4. I.M. Pandey, ‘Financial Management’.
5. James C. Vanhorne, ‘Financial Management’.
6. Prasanna Chandra, ‘Financial Management’

ENVIRONMENTAL SCIENCES

Subject Code: BHSMC0-041

L T P C
3 0 0 3

Duration: 45 Hrs.

Unit-I

(08 Hours)

The Multidisciplinary nature of environmental studies, Natural Resources: Renewable and non-renewable resources

Unit-II

(15 Hours)

Natural resources and associated problems

a) Forest resources; b) Water resources; c) Mineral resources; d) Food resources; e) Energy resources; f) Land resources: Role of an individual in conservation of natural resources.

Unit-III

(12 Hours)

Ecosystems, Concept of an ecosystem, Structure and function of an ecosystem, Introduction, types, characteristic features of the ecosystems (a) Forest ecosystem (b) Grassland ecosystem (c) (d) Desert ecosystem (e) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit- IV

(10 Hours)

Environmental Pollution: Air pollution; Water pollution; Soil pollution

Recommended Books (Latest edition):

1. Y.K. Sing, Environmental Science, New Age International Pvt, Publishers, Bangalore
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India,
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clarendon Press Oxford
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd. 8. Down of Earth, Centre for Science and Environment

ENTREPRENEURSHIP DEVELOPMENT

Subject Code – BCOMS4-604

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objectives: To impart basic knowledge and equip students with concept of entrepreneurship and to identify and develop the entrepreneurial talents of students by promoting creative thinking.

Course Outcomes: Students will take Entrepreneurship as a desirable and feasible career option. Student will be able to build the necessary competencies and motivation for a career in Entrepreneurship.

UNIT-I (14 Hrs.)

Introduction to Entrepreneur, Entrepreneurship and Enterprise, Importance and Relevance of the Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur - Challenges of Women Entrepreneurs - Types of Entrepreneurs - Characteristics of a Successful Entrepreneur. Entrepreneurial Competencies-Factors Affecting Entrepreneurial Growth – Role of Entrepreneur in Economic Development.

UNIT-II (16 Hrs.)

Identification of Business Opportunities and Tests of Feasibility Project Management – Feasibility and Viability Analysis – Technical – Financial – Network – Appraisal and Evaluation - Project Report Preparation, Mobilising Resources for Start-Up, Basic Start-up Problems.

UNIT-III (16 Hrs.)

Entrepreneurship and Micro, Small and Medium Enterprises Small Scale Industry, Product Range, Capital Investment, Ownership Patterns - Importance and role played by SSI in the Development of the Indian Economy - Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.

UNIT-IV (14 Hrs.)

Skill Development for Entrepreneurs. Business Incubation: Meaning, Setting Up of Business Incubation Centres, Meaning and Definition of a Sick Industry - Causes of Industrial Sickness, Preventive and Remedial Measures for Sick Industries.

Recommended Books

1. S.S. Kanka, 'Entrepreneurial Development', Sultan Chand & Sons.
2. Prasanna Chandra, 'Project Planning, Analysis, Selection, Implementation and Review', Tata McGraw Hill.
3. Vasanth Desai, 'Dynamics of Entrepreneurial Development', Himalaya Publications.
4. C.B. Gupta & N.P. Sreenivasan, 'Entrepreneurial Development', Sultan Chand & Sons.
5. Mark J. Dollinger, 'Entrepreneurship – Strategies and Resources', Pearson.

AUDITING AND CORPORATE GOVERNANCE

Subject Code – BCOMD4-611

L T P C
3 0 0 3

Duration: 45 Hrs.

Course Objectives: Provides working knowledge of Auditing, Vouching, internal Check and inspection of books of companies, Corporate Governance and Major Corporate Governance failures etc. It also includes legal provisions in this connection as per Companies Act in India

Course Outcomes: To provide working knowledge of the framework of auditing system in India. To develop an understanding of the duties, responsibilities, and liabilities of a company auditor. To familiarize the students with the understanding of issues and practices of Corporate Governance in the global and Indian context including case studies.

UNIT-I (11 Hrs.)

Introduction to Auditing

Meaning and definition of auditing, objects of Auditing, Advantages and limitations of Auditing, Classification of audit: Statutory audit, Govt. Audit, Internal audit, Continuous audit and Annual Audit.

UNIT-II (12 Hrs.)

Internal check:- meaning, definition, objects and merits of Internal Check. Internal Check regarding cash sales, cash purchases, payment of wages and stores.

Vouching:- Meaning, definition and objects, vouching of cash transactions. cash receipts and cash payments, credit purchases and credit sales. Verification: meaning and definition.

Verification of Land and Buildings, Plant and Machinery, Stock in trade, Debtors, Goodwill and Creditors.

UNIT-III (11 Hrs.)

Company Audit and Audit of Limited Companies

Company Auditor: Qualifications and Disqualifications, Appointment and removal of auditor. Rights, Duties and liabilities of Company Auditor. Audit of Limited Companies:- Audit of Financial Statement –Balance Sheet & Profit & Loss a/c, Contents of Audit Report- Types of Audit reports. Recent trends in Auditing: Basic considerations of Audit in EDP environment, General EDP Environment, Relevance Auditing and Assurance Standards (AASs).

UNIT-IV (11 Hrs.)

Conceptual framework of Corporate Governance

Meaning, theories, Models and benefits of corporate Governance: Board committees and their functions: Insider trading: Rating agencies: Green governance/E- governance: clause 49 of listing agreement: Class action: Whistle Blowing: Shareholders Activism.

Recommended Books

1. T R Sharma, Auditing : Principles and Problems Agra : Sahitya Bhavan Publications ; 2013Publications ; 2013
2. B N Tandon, A Hank book of Practical Auditing/ 14th edn, New Delhi : S Chand & Company Pvt Ltd ; 2016
3. Kamal Guptha, Contemporary Auditing/6th edn : Tata Mc Grow Publishing ; New Delhi.
4. Shekhar K.C, Auditing: Vikas Publishing; Bangalore.
5. Dinakar Pagare, Auditing : Sulthan Chand & Sons, New Delhi ; 2016
6. B S Raman, Auditing 1st edn :New United Publishers : Mangaluru; 2016
7. Maxim Carl, Auditing : 1st edn/Universal King Publishers ;Mangaluru; 2016
8. Corporate Governance, Business ethics and CSR: Sharma J.P
9. Auditing and Assurance Standards: Institutes of Chartered Accountants of India ICAI,

BUSINESS ENVIRONMENT AND ETHICS

Subject Code – BCOMD4-612

L T P C
3 0 0 3

Duration: 45 Hrs.

Course Objectives: This paper aims to give insights on how a business operates in a dynamic social, cultural and economic environment. This helps to throw light on the policies of business which should be established and followed by the business men to achieve the objectives.

Course Outcomes: To understand the nature and scope of business

To make the students gain conceptual knowledge of the process of environmental scanning and analysis

To analyze the impact of technology on society, economy, and on individual plant

To familiarize the students with the industrial policies and the importance of small scale industries in economic growth

To describe the interface between culture and business

UNIT-I (11 Hrs.)

Introduction: - Meaning and features of business and business environment- Objectives of Business environment- Basic indicators of economic development; Performance of Indian Economy, Demographic dividend-Birth rate- Happiness index; Factors affecting business environment, business analysis tool PESTEL.

UNIT-II (12 Hrs.)

Natural Environment

Natural Environment: Meaning, Nature and impact of natural environment on business- Natural pollution- deforestation-ecology.

Economic Environment

Economic Environment: Nature- Economic factors- Economic system, Industrial policy (Latest development), Competition Act- FERA- comparison between FERA and FEMA- Monetary and fiscal policy, Exim policy- SSIs, Privatization-Forms- advantages & disadvantages

UNIT-III (11 Hrs.)

Technological Environment

Meaning and features of technological environment- Impact of technology on- mankind society-economy- environment- education and plant level implications, Management of technology institutional and other facilities to promote science and technology- Managing organizations in the virtual world.

UNIT-IV (11 Hrs.)

Political Environment

Political Institutions- Legislature-Executive-Judiciary- Indian constitution; Economic Roles of Government, Government's responsibility to business, Business's responsibility to Government.

Socio-Cultural Environment

Corporate Social responsibility of business- Business Ethics and Corporate Governance- Social audit, impact of culture on business- business participation in cultural affairs.

Recommended Books

1. Ashwathappa. (2011). Essentials of business environment. (11thed.). Bangalore: Himalaya publications.
2. Francis Cherunilam. (2011). Business Environment. (12thed.). Mumbai: Himalaya publishing house.
3. S.K.Mishra, P. (2011). Economic Environment. (5thed.). Delhi: Himalaya publishing house

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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SEMESTER - SEVENTH

Total Contact Hours = 24/ week

Total Marks = 600

Total Credits = 24

SEMESTER 7th		Contact Hrs.			Max Marks		Total	Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.		
BMBAS1-701	Project Management	4	-	-	40	60	100	4
BMBAS1-702	CSR and Business Ethics	4	-	-	40	60	100	4
For Major Specialization								
XXXXXX	Compulsory Subject 1 (From Major Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 2 (From Major Specialization)	4	-	-	40	60	100	4
XXXXXX	Department Elective 1* (From Major Specialization)	4	-	-	40	60	100	4
XXXXXX	Department Elective 2* (From Major Specialization)	4	-	-	40	60	100	4
For Dual Specialization								
XXXXXX	Compulsory Subject 1 (From 1 st Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 2 (From 1st Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 1 (From 2nd Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 2 (From 2nd Specialization)	4	-	-	40	60	100	4
Total	Theory = 4 Labs = 0	24	-	-	240	360	600	24

**Select any two subjects from the list of department elective subjects of major Specialization.*

List of Compulsory Papers (For Major and Dual Specialization)

Semester - Seventh	
Subject & Paper Code	Compulsory Papers as per specialization
FINANCE	
BMBAS1-703	Indian Financial Systems and Financial Markets
BMBAS1-704	Security Analysis & Portfolio Management
HR	
BMBAS1-705	Cross Culture Management
BMBAS1-706	Strategic HRM
IT	
BMBAS1-707	Data Mining for Business Decisions
BMBAS1-708	Enterprise Resource Planning
MARKETING	
BMBAS1-709	Digital & Social Media Marketing
BMBAS1-710	Sales and Distribution Management
OPERATIONS	
BMBAS1-711	Supply Chain & Logistic Management
BMBAS1-712	Operations Strategy
BUSINESS ANALYTICS	
BMBAS1-713	Introduction to Business Analytics and Data Science
BMBAS1-714	Introduction to Python

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List of Departmental Elective Subjects (For Major Specialization)

Semester - Seventh

Subject Code	Subject
FINANCE	
BMBAD1-711	Business Valuation
BMBAD1-712	Financial Derivatives
BMBAD1-713	Behavioral Finance
BMBAD1-714	Fixed Income Securities
HR	
BMBAD1-721	Industrial Relation and Labor Laws
BMBAD1-722	Manpower Planning, Recruitment and Selection
BMBAD1-723	Team Dynamics at Work
BMBAD1-724	Negotiation Management
IT	
BMBAD1-731	System Analysis and Design
BMBAD1-732	Data Base Management System
BMBAD1-733	Software Project Management
BMBAD1-734	Software Engineering
MARKETING	
BMBAD1-741	Rural Marketing
BMBAD1-742	Advertising Management
BMBAD1-743	Industrial Marketing
BMBAD1-744	Consumer Behavior
OPERATIONS	
BMBAD1-751	Operation Research Applications
BMBAD1-752	Pricing & Revenue Management
BMBAD1-753	Supply Chain Analytics
BMBAD1-754	Behavioral Operation Management
BUSINESS ANALYTICS	
BMBAD1-761	Business Optimization and Big Data Analytics
BMBAD1-762	Data Mining
BMBAD1-763	Financial Analytics and Forecasting
BMBAD1-764	Marketing and Retail Analytics

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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Course Description

Pedagogy

The medium of delivery of course will be English.

Subject wise small projects are given to students for better clarity of concepts in context of business scenario. For sharpening the communication skills of students, presentations are conducted on individual basis or group basis.

Case Studies and Case lets are discussed in the class for enhancing the decision making and analytical skills of students.

Workshops, Expert lectures of industry persons and industrial visits are conducted to integrate the theoretical knowledge into practical one.

Relevant articles from Newspapers, Journals and Magazines are extracted and discussed in the class to update students with current global business issues.

Students are suggested to enroll in MOOC courses to enhance their knowledge in their interested areas.

Students are encouraged to participate in various competitive events (Sports/Cultural/Academics) in different colleges and universities for developing their overall personality.

Attendance

The attendance requirement shall be a minimum of 75% of the classes actually-conducted in every course the student has registered for in the Academic Term.

Scheme of Examination

The medium of instructions and evaluation will be English.

Distribution of Marks

Examinations	Marks
Internal	40
External	60

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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Internal Examinations

Category	Marks	Descriptions
MST (Mid Term Sessional Test)	24	There will be Two MSTs of 24 Marks. The average of marks of both MSTs will be taken.
Assignments	10	Four assignments will be submitted by students. Out of Four assignments, Two assignments will be theoretical and Two will be small projects based on the topics of the subject.
MCQs	6	There will be 2 MCQs of 30 Marks. The average of both MCQs will be taken. The marks will be scaled down to 6. (Divide the marks by 5)
Total	40	

Final Examination

The final examination will be of Three Hours. Total Marks will be 60.

The question paper will be comprised of Three Sections (A, B and C)

Section A (20 Marks) consists of 10 questions. Each question carries 2 Marks.

Section B (32 Marks) consists of Eight Questions (2 Question from each unit). Students have to attempt Four questions (One question from each unit). Each question carries 8 Marks.

Section C (8 Marks) consists of case study. It carries 8 Marks.

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PROJECT MANAGEMENT

Subject Code: BMBAS1-701

**L T P C
4 0 0 4**

Duration- 60 Hrs

Course Objectives: The aim of this subject is

1. To enhance competence as a Project Manager
2. To equip students with the process of feasibility analysis and risk analysis
3. To provide skill in project time management

Course Outcomes: After completing the course, students will be able to

1. Identify the project idea and analyze feasibility of project
2. Adopt holistic approach in evaluating and monitoring the performance of the project
3. Use statistical techniques for project time management and resource allocation
4. Provide basic project management skills with a strong emphasis on issues and problems associated with delivering successful projects

UNIT-I (15 Hrs)

Introduction to Project Management: Meaning and Definition of Project, Characteristics of a Project, Project Life Cycle Phases, Role of a Project Manager, Need for Project Management Generation and Screening of Project Ideas- Generation of ideas, Monitoring the environment, Tools for identifying investment opportunities, Corporate Appraisal, Preliminary Screening, Project Rating Index
Project Feasibility Analysis: Market Feasibility, Technical Feasibility

UNIT-II (15 Hrs)

Project Appraisal: Time Value of Money, Project Appraisal Techniques- Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit Cost Ratio, Risk Analysis: Measures of Risk, Sensitivity Analysis, Scenario analysis, Break-even method, Simulation Analysis

UNIT-III (15 Hrs)

Project Scheduling: Importance of Project Scheduling, Work Breakdown Structure Scheduling Techniques - Gantt Chart. Network techniques for Project Management: Development of Project Network, time estimation, Determination of Critical Path, PERT and CPM models,

UNIT- IV (15 Hrs)

Implementation of Project – Project Planning, Project Control, Human aspects of project management, Prerequisites for successful Project Implementation Project Review and Administrative Aspects- Initial review, Performance evaluation, Post Audit, Abandonment analysis, Agency Problems Project Quality Management: Benchmarking, Quality Circle, Six Sigma

Suggested Readings

1. Prasanna Chandra: Projects - Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
2. Larson, D. Project Management. Tata McGraw- Hill.
3. Desai, V. Project Management. Himalaya Publishing House.
4. Gopalakrishnan, P. Textbook of Project Management. Macmillan.
5. Maylor, Harvey. Project Management. Pearson

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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CSR AND BUSINESS ETHICS

Subject Code: BMBAS1-702

**L T P C
4 0 0 4**

Duration- 60 Hrs

Course Objective: The main aim of this course is:

1. To Discuss the various concepts of Corporate Social Responsibility (CSR).
2. To understand the importance of sustainability and social responsibility with context business and how they integrate into the vision and planning of the firm.
3. To understand the changing role of Business with context to the society.

Course Outcomes: After the completion of this course, students will be able to

1. Understand about CSR, Models and its strategies.
2. Evaluate corporate governance and its practices.
3. Understand sustainability and its relationship with CSR.
4. To understand about the reporting system of National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business International Standards.

UNIT-I (15 Hrs)

Introduction to CSR: Meaning, Definition & Objectives of CSR, Chronological evolution of CSR in India; Need of CSR, Models of CSR in India, Carroll's model; Drivers of CSR; Major codes on CSR; Initiatives in India, Corporate citizenship-Business practices-Strategies for CSR-Challenges and implementation Sustainability: Meaning and Scope, Corporate Social Responsibility and Corporate Sustainability-Sustainability Terminologies and Meanings-Why is Sustainability an Imperative

UNIT-II (12 Hrs)

Evolution of Corporate Governance-Governance practices and regulation-Structure and Development of boards-Role of capital market and government-Governance Ratings-Future of governance Corporate Sustainability Reporting Frameworks, Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic

UNIT-III (15 Hrs)

Business Ethics: Characteristics, Principles, Types, Importance, Factors highlighting the importance of Business Ethics, Myths about Business Ethics. Ethical Values, Theories of Ethics, Absolutism versus Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD), Ethics v/s Ethos, Indian v/s Western Management, Globalisation and Business Ethics. Emerging issues of Business Ethics

UNIT-IV (18 Hrs).

Managing Ethical Dilemma: Characteristics, Ethical Decision Making, Ethical Reasoning, the dilemma resolution process; Ethical dilemmas in different business areas: Finance, Marketing HRM and International Business. Ethical Culture in Organization: Developing Codes of Ethics and Conduct, Ethical and Value Based Leadership. Role of scriptures in understanding ethics, Indian wisdom & Indian Approaches towards Business Ethics.

Recommended Books

1. C.V. Baxi and Ajit Prasad, 'Corporate Social Responsibility: Concepts and Cases: The Indian Experience', Excel Books India, New Delhi, Latest Edition
2. Mike Blowfield and Alan Murray, 'Corporate Responsibility', Oxford University Press, Latest Edition
3. J.P. Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi. Latest Edition

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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INDIAN FINANCIAL SYSTEMS AND FINANCIAL MARKETS

Subject Code: BMBAS1-703

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives: The aim of this subject is to:

1. To provide an in-depth view of the financial system of country
2. To develop knowledge on the financial institutions and insurance industries
3. To develop student's ability in dealing with New issue market and money markets

Course Outcomes: After successful completion of this course, students will be able to:

1. Understand the working of banks and insurance banks.
2. Demonstrate the knowledge of structure and working of Indian financial institutions
3. Compare and evaluate the different products of financial capital markets.
4. Comprehend the Ethics of functioning of financial institutions

UNIT-I (15 Hrs)

Financial System: Introduction, Functions and Organization. Role of Financial System in economic development, Reforms in the Indian financial system, banking system: Banking System in India: An Overview, Structure of Indian Banks: Public, Private and Foreign banks, their Role and Performance. Reserve Bank of India: Functions and Role as a Central Bank.

UNIT-II (15 Hrs)

Financial Institutions: Commercial Banks: Meaning, Functions, Present Structure Development Banks: Development Banks in India: Types, functions, growth, structure & working of Development Banks. Non-Banking Financial Companies: Importance, Scope, Characteristics, Functions, Types Regional Rural Banks: Objectives, Features, RBI Assistance, Major RRBs
Insurance Industry in India: Evolution, Growth, Importance, Types, Major Players, Important Regulations, Insurance Sector Reforms. IRDA –Objectives and Functions of IRDA

UNIT-III (15 Hrs)

Financial Markets: Structure and Significance SEBI - Role, Objectives and Functions. Capital Market- Introduction, Types of Capital Markets, Functions of Capital Markets. New Issue Market: Instruments in New Issue Markets, Pricing of new issue, promoters' contribution – appointment and role of merchant bankers, underwriters, brokers, registrars and managers, bankers, etc., Procedures for new issues, SEBI guidelines for new issues.

Capital Market Financial Instruments: Equity Shares, Preference Shares, Debentures, Bonds, Disaster Bonds, Option Bonds, Easy Exit Bonds, Split Coupon Debentures, Floating Rate Bonds, Clip and Strip Bonds, Dual Convertible Bonds, Commodity Bonds. etc.

UNIT-IV (15 Hrs)

Money Market: Definition, Functions, Money Market Instruments: Treasury bills, Commercial Bills, Commercial Paper, Participatory Notes. Currency Markets: Introduction, Objectives and Functions, Participants, Currency Derivatives Ethics in Financial System: Significance of Ethics and Ethical issues in Banking and Financial markets.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. S Gurusamy, _Financial Services & System' Thomson Publications
2. M Y Khan, _Financial Services' Tata McGraw-Hill
3. L M Bhole, _Financial Institutions & Markets' Tata McGraw- Hill
4. Gordon & Natarajan, _Financial Markets & Services' Himalaya Publications
5. V. A. Avdhani, _Financial Services in India', Himalaya Publications
6. Vasant Desai, _Financial Markets and Financial Services', Himalaya Publications

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Subject Code: BMBAS1-704

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To equip the students with the theoretical and practical knowledge of capital market.
2. To develop the skills for developing the portfolio constructions, revision, reconstruction and investment advisory.
3. To develop the skills required for portfolio management so as to be able to judge the competitive position of firm in capital market to support investment decisions

Course Outcomes: After successful completion of this course, students will be able to:

1. Understand various functions of Primary and Secondary markets.
2. Evaluate the performance of companies by applying fundamental and technical analysis
3. Develop the equity and bond portfolio and measure their performance through various techniques
4. Comprehend the applications of derivatives and various risk management strategies in derivative market.

UNIT-I (12 Hrs)

Introduction: Concepts of Investment, Objectives of Investment, Various Alternatives of Investments. Primary Market: Introduction, Structure and Functions. Investment Tools in Primary Market Secondary Market: Introduction, Major players, Functions of Secondary Market. Stock Markets: Introduction to Indian Stock Markets, Stock Market Indices Risk and Return: Concept, Types, CAPM, Arbitrage Pricing Theory and Multi – Factor Models

UNIT-II (18 Hrs)

Economic Analysis: Analysis of Macroeconomic Variables. Industry Analysis: Industry Life Cycle, Key Characteristics in Industry Analysis. Company Analysis: Analysis of Financial Statements, Key Financial Ratios Technical Analysis: Introduction, Basic Tenets of Dow Theory, Key Technical Indicators, Charting Techniques

UNIT-III (18 Hrs)

Market Efficiency - Introduction to Efficient Market Hypothesis, Random Walk Model, Forms of EMH, Empirical Evidence Markowitz Portfolio Selection Model: Portfolio Diversification, Markowitz Model, Portfolios of Two Risky Securities, A Three Security Portfolio. Evaluation of Portfolio Performance – Sharps 'Index, Treynor's Index, Jensen Measure or (Portfolio Alpha). Portfolio Revision Techniques: Rupee Cost Averaging, Constant Rupee Plan, Constant Ratio Plan, Variable Ratio Plan.

UNIT-IV (12 Hrs)

Fixed Income Securities – Bonds – Convexity, Duration, Bond Immunization, and Valuation of bonds. Derivatives: Introduction, Future, Forward, Options, Option Pay off Strategies, Black Scholes Models and Option Greeks.

Relevant Case Studies should be discussed in class.

Suggested Readings

1. Reily and Brown, 'Investment Analysis and Portfolio Management', Cengage, New Delhi
2. Bodie, Kane, Marcus and Mohanty, 'Investments', Tata McGraw Hill, New Delhi
3. Fisher DE and Jordon RJ, 'Security Analysis and Portfolio Management', PHI, New Delhi
4. Hirt and Block, 'Fundamentals of Investment Management', Tata McGraw Hill, New Delhi
5. A.Avdhani 'Security Analysis and Portfolio Management' Himalaya Publication

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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BUSINESS VALUATION

Subject Code: BMBAD1-711

**LTP C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To analyse, appraise and compare financial statements of various industries;
2. To estimate and evaluate the financial health of a firm;
3. To interpret the results of the company for managerial decision making.
4. To compute ratios and apply the concepts learned on actual results published by companies

Course Outcomes: After completion of this course, students will be able to:

1. Understand various valuation approaches
2. Conduct valuation with discounted cash flow model and relative valuation model
3. Apply companies based on various valuation models
4. Demonstrate the knowledge of valuation of projects and real options

UNIT-I (15 Hrs)

Valuation: Introduction, Basis of Business Valuation, Approaches of Valuation- Asset Based Approach, Income Based Approach, Market Based Approach. Factors Affecting Valuation Methods of Valuation: Discounted Cash Flow (DCF) Valuation, Advantages & Disadvantages of DCF

UNIT-II (15 Hrs)

Firm Valuation Models: Cost of Capital Approach, Adjusted Present Value Approach, Excess Return Models, Relative Valuation: Equity Valuation, Firm Valuation and Enterprise Valuation

UNIT-III (15 Hrs)

Valuation Multiples: FCFE Models, FCF Models, PEG Ratio, Sales Multiple, EV/EBITDA Ratio, Relative PE Ratio, Equity Valuation vs Enterprise Value, Fundamental Value vs Relative Valuation Project Valuation: Sensitivity Analysis, Scenario Analysis, Simulation Analysis, Hillier Model

UNIT-IV (15 Hrs)

Valuation of Real Options – Introduction, Types of Real Options, Binomial Model and its application, Black Scholes Model and its application,

Note: Ask Students to review of any company's financial statements and calculate the financial ratios and state their interpretations

Suggested Readings

1. Gerald White, Ashwinder Paul Sondhi and Dov Fried, 'The Analysis and Use of Financial Statements', Wiley India Edition, 2010
2. Aswath Damodaran, 'Damodaran on Valuation', Wiley India Ltd. 2011
3. Prasanna Chandra, 'Projects', 8th edition, Tata McGraw Hill Education, 2015
4. Prasanna Chandra, 'Corporate Valuation & Value Creation', Tata McGraw Hill Education, 2015
5. C Rajendran, 'Management Accounting', 1st edition, Regal Publications, New Delhi, 2009
7. ICAI notes on 'Financial Analysis & Business Valuation'

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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FINANCIAL DERIVATIVES

Subject Code: BMBAD1-712

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. Understand and explain the differences between the various financial derivative securities (Futures, Forwards and Options)
2. Understand the terminology, risks and costs associated with financial derivatives.
3. Explain the mechanics of the Futures market and evaluate the various hedging strategies using Futures
4. Analyze the role and relationship between forward and futures prices.

Course Outcomes: After completion of this course, students will be able to:

1. Understand the functioning of financial derivative instruments and markets.
2. Apply the future hedging strategies for managing the risks
3. Evaluate and apply Option strategies for risk management under different market conditions.
4. Comprehend and compare the working of derivative tools like Interest rate derivatives, Currency derivatives and Commodity derivatives.

UNIT-I (15 Hrs)

Financial Derivatives - Introduction, economic benefits of derivatives - Types of financial derivatives - Features of derivatives market - Factors contributing to the growth of derivatives - functions of derivative markets - Exchange traded versus OTC derivatives -traders in derivatives markets - Derivatives market in India

UNIT-II (15 Hrs)

Futures and Forwards—Introduction, Types of Forward, Futures, Difference between Futures and Forwards, Mechanics of buying & selling futures, Margins, Index futures, Market Characteristics- Futures Contract Specifications, Underlying Asset, Contract Size, and Delivery Specifications, Familiarising with Market Quotes. Hedging strategies using futures: Short hedge and long hedge and using futures, Optimal, Hedge Ratio, cross hedging of portfolio using futures

UNIT-III (15 Hrs)

Options – Introduction, Types of options, option pricing, factors affecting option pricing Option Pay-off Strategies. Option Pricing Model: Black Scholes Model, Binomial Model, Option Greeks Interest Rate Derivatives: Introductions, Types, Type of rates, Zero rates, Hedging with Interest Rate Derivatives, Advantages, Disadvantage and Applications, Indian Scenario

UNIT- IV (15 Hrs)

Currency Derivatives: Introductions, Types, Hedging with Currency Derivatives, Advantages, Disadvantages and Applications, Indian Scenario Commodity Derivatives: Introduction, Types, Commodity Futures and Options, Swaps Commodity Exchanges, Multi Commodity Exchange, National Commodity Derivative Exchange (NMDC) role, functions and trading

Suggested Readings

1. Hull, J.C. (2014). Options Futures and other Derivatives. 9th edition, Prentice Hall of India
2. Bhalla, V.K. (2012). Investment Management. New Delhi: Sultan Chand.
3. Chance, D.M., & Brooks, R. (2008). Derivatives and Risk Management Basics. Cengage Learning India
4. Wimott, P. (2012). Quantitative Finance. Wiley & Sons.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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BEHAVIORAL FINANCE

Subject Code: BMBAD1-713

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To give insights of Behavioral Finance and Psychology
2. To provide interconnection between behavioral aspects and economic rationality indecision making
3. To provide understanding of investor behavior, risk attributes and personality traitof investors

Course Outcomes: After completion of this course, students will be able to:

1. Understand the financial market behaviour and investor's psychology
2. Comprehend the behavioural finance theories to understand the investors' sentiments.
3. Apply the investors' belief and emotions to capture the stock market trend
4. Demonstrate the knowledge of behavioural factors and personality traits incorporate decision making

UNIT-I (15 Hrs)

Introduction: Nature, Scope, Objectives and Significance & Application. History of Behavioral Finance, Psychology: Concept, Nature, Importance, The psychology of financial markets, Market Strategies, The psychology of investor behavior, Allais paradox. Building Blocks.

UNIT-II (15 Hrs)

Behavioural Finance Theories: Prospect Theory, Loss Aversion Theory, Under Prospect Theory & Mental Accounting—investors Disposition effect. Ellsberg's paradoxes, Investors sentiments and Bubble creation. Economic Rationality: Different ways to define rationality: Dependence on time horizon, individual or group rationality. Herbert Simon and Bounded Rationality

UNIT-III (15 Hrs)

Demand by average investors: Definition of average investor; Belief biases; Limited attention and categorization External Factors and Investor Behavior: Fear & Greed in Financial Market, Emotions and financial markets: Geomagnetic storm, Statistical methodology for capturing the effects of external influence onto stock market returns

UNIT-IV (15 Hrs)

Behavioral Corporate Finance: Timing of good and bad corporate news announcement. Systematic approach of using behavioural factors in corporate decision-making. Neurophysiology of risk-taking. Personality traits and risk attitudes in different domains

Suggested Readings

1. Ackert, L. and Deaves, R., Behavioral Finance: Psychology, Decision-Making, and Markets, South-Western Cengage Learning
2. Forbes, W., Behavioral Finance, John Wiley & Sons Ltd. 78
3. Montier, J., Behavioral Finance: Insights into Irrational Minds and Markets, John Wiley & Sons Ltd.
4. Baker, H.K. and Nofsinger, J.R., Behavioral Finance: Investors, Corporations, and Markets, John Wiley & Sons Ltd.
5. Parikh, P., Value Investing and Behavioural Finance, Tata McGraw Hill Ltd.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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FIXED INCOME SECURITIES

Subject Code: BMBAD1-714

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To acquaint the participants with the principles and practices of investing in the instruments of fixed income securities
2. To provide understanding of Bond evaluation techniques and structured products

Course Outcomes: After completion of this course, students will be able to:

1. Evaluate the role of bond market in India and contemporary issues pertaining thereto
2. Assess the returns and risks of fixed income investments
3. Formulate strategies to manage the fixed income portfolio investment
4. Compare various structured financial products and their derivative instruments

UNIT-I (15 Hrs)

Introduction to Fixed Income Market: Fixed Income Securities market in India. Money market instruments and Debt market instruments. Bond Pricing and Returns: Pricing of Bonds and Bond Price Theorems. Bond Yield. Spot rates and Forward rates. Yield Curve: Par yield curve and Zero coupon yield curve.

UNIT-II (15 Hrs)

Risks involved in fixed income investments: Bond Price Volatility. Interest Rate Risk and its measures. Purchasing Power Risk. Call Risk. Default risk of Bond investment

UNIT-III (15 Hrs)

Strategies for Fixed Income Investments: Passive Bond Investment Strategies. Bond Index. Active Bond Investment Strategies. Bond Portfolio Performance measures and evaluation. Portfolio management by pension funds and other institutions

UNIT-IV (15 Hrs)

Structured Products: Introduction to Structured Finance products. Securitisation. Mortgage Backed and Asset Backed Securities. Collateralised Debt Obligations. Bond and Credit Derivatives.

Suggested Readings

1. Choudhry, M. An Introduction to Bond Markets. UK: John Wiley & Sons.
2. Fabozzi, F. J., Bond Markets, Analysis and Strategies. USA: Pearson Education.
3. Fabozzi, F. J., Fixed Income Analysis. New Jersey: John Wiley & Sons.
4. Hull, J. C. (2018). Risk Management and Financial Institutions. New Jersey: John Wiley & Sons.
5. Martellini, L., Priaulet, P., & Priaulet, S., Fixed-Income Securities: Valuation, Risk Management and Portfolio Strategies. England: John Wiley & Sons

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

CROSS CULTURE MANAGEMENT

Subject Code: BMBAS1-705

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To introduce the key concepts and main theoretical frameworks of culture.
2. To infuse knowledge about how cultural differences may impact the management of individuals, teams, and organizations.
3. To introduce effective human resource management practice in multinational organizations.
4. To develop the students 'cultural intelligence.

Course Outcomes: After completion of this course, students will be able to:

1. Demonstrate relevant knowledge, skills, and abilities when presented with cross-cultural management problems in multinational organizations.
2. Demonstrate understanding and respect for culture difference.
3. Apply theoretical frameworks in analyzing culture and related management problems.
4. Provide critical and creative solutions for cross-cultural management problems.

UNIT-I (15 Hrs)

Introduction to Cross Cultural Management: Significance of Culture for International Management, Culture dimensions, impact of cross culture on organizations, role of culture in Strategic Decision- Making. Influence of National Culture on Organizational Culture. Comparing Culture: Cultural and Behavioural Differences in different countries, various models for comparing cultural- Hofstede. GLOBE, Kluchohm & Stood beck.

UNIT-II (15 Hrs)

Shift in Culture: Culture as a Factor in a People's Response to Change, Significance of Shift in Culture, Economic Factors and Shifts in National Culture, Foreign Intervention and influence on shifts in Local Cultures. Cross- Cultural Communication: Role of Effective Communication for International and Cross Cultural Management and in The Field of International Marketing, Cross, Cultural Verbal, Non-Verbal Communication Across Cultures, Managing Culture, Specific Perception, Responding the Demographic Change.

UNIT- III (15 Hrs)

Cross Cultural Human Resources Management – Staffing and Training for Global Operations Global Staffing Choices, Expatriates or Local Managers, Dynamics of Cross- Cultural Leadership, Managing and Motivating Multi Culture Teams. Cross - Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context, Negotiations Across Culture, Cross, Culture Negotiation Process with Two Illustrations from Multi Cultural Context {India-Europe / India –US setting, for instance }

UNIT- IV (15 Hrs)

Cross-culture Ethics: Ethics Values across Cultures and Ethics dilemma, Contemporary issues in Cross culture ethics, Overview of Culture and Management in Asia (India, China and Japan), US and Europe. Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Deresky Helen _International Management: Managing Across Borders and Cultural 'Prentice Hall India.
2. Cashby Franklin, _Revitalize Your Corporate Culture: Powerful Ways to Transform Your Company into a High- Performance Organization, Prentice Hall India.
3. P.L. Rao, _International Human Resource Management', Excel Books.

STRATEGIC HUMAN RESOURCE MANAGEMENT

Subject Code: BMBAS1-706

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this course is:

1. To help students to understand basics of labour laws and industrial relations applicable in various business houses.
2. To acquaint the learners with the tools & techniques essential as a strategic contribution of HRM to organizational growth.
3. To understand the concept of strategic human resource management and explore how the strategic approach to human resources is different from the traditional approach

Course Outcomes: After completion of this course, students will be able to:

1. Identify and evaluate key HR issues which critically impact on organizational performance and strategic direction.
2. Interpret and integrate human resources management into the strategic thinking, direction setting, planning and operation of the organization.
3. Identify relevant metrics in strategic human resource management.
4. Demonstrate the interventions needed to generate commitment among key Stakeholders and business partners for a strategic HR agenda.

UNIT-I (15 Hrs)

Strategic HRM: Introduction, Definition, Need and Importance, Introduction to business and corporate strategies, Integrating HR strategies with business strategies, Developing HR plans and policies. Human Resource Environment: Technology and structure, Workforce diversity, Demographic changes, Temporary Contract Labour, Global Environment, Global Competition, Global sourcing of labour, WTO and labour standards

UNIT-II (15 Hrs)

Recruitment & Retention Strategies: Online recruitment, Employee referrals, Recruitment process outsourcing, Headhunting, Executive education, Flexi timing, Telecommuting, Quality of work life, Work – life balance, Employee empowerment, Employee involvement, Autonomous work teams.

Training and Development Strategies: Creating learning organization, Competency mapping, Multiskilling, Succession planning, Cross cultural training.

UNIT-III (15 Hrs)

Performance Management strategies: Defining key result areas (KRA) - Result based performance, Linking performance to pay, Merit based promotions. Reward and Compensation Strategies: Performance based pay, Skill based pay - Team based pay, Broad banding Profit sharing, Executive compensation, Variable pay

UNIT-IV (15 Hrs)

Retrenchment strategies: Downsizing, Voluntary retirement schemes (VRS), HR Outsourcing, Early retirement plans, Project based employment Global HR Strategies: Improving international Assignments through selections, Training and maintaining international Employees, Developing international Staff and Multinational Teams.

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Jeffery Mello, 'Strategic HRM' Thompson publication, New Delhi
2. Charles Greer, 'Strategic HRM', Pearson Education Asia, New Delhi
3. Michael Armstrong, Strategic HRM- Agarwal, Oxford University Press, New Delhi
4. Garry Desseler, 'Human Resource Management', PHI, New Delhi

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code: BMBAD1-721

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this course is:

1. To help students to understand basics of labour laws and industrial relations applicable in various business houses.
2. To familiarise the students with labour legislations and employee relations scenario in India.
3. To enable students, understand the important concepts of wage, salary and compensation management in India.
4. To make the students of Industrial Relations understand the concept of Public Relations and its various dimensions in the organisation.

Course Outcomes: After completion of course, students will be able to:

1. Understand the laws related to working conditions in different settings.
2. Learn the laws relating to Industrial Relations, Social Security
3. Able to identify and solve issues related to welfare and wage Legislations of groups in organization
4. Gain knowledge about the dispute settlement machinery and the laws related to dispute settlement

UNIT-I (15 Hrs)

Industrial Relations - Concept, Theories and Evolution, System approach to IR-factors, Context, Web of Rules & Ideology, Trade UNIONS, SIM, impact of trade unions on wages, Factories Act, 1948; Mines Act, 1952; Trade Unions Act, 1926.

UNIT-II (15 Hrs)

Trade Unionism in India: Origin, Growth, Structure and Management of Trade Unions, Recognitions, Leadership, Trade Unionisms, Employers' Organisations in India, Managerial Associations. Collective Bargaining: Concept, Meaning and Objectives, Approaches, Technique & Strategies to Collective Bargaining, Process of Collective Bargaining, Impact of CB and Workers Participation in Management on IR

UNIT-III (15 Hrs)

Workers' Participation in Management: Concept, Purpose and Practices in other countries; Workers' Participation Schemes in India – Works Committee, Joint Management Council, Worker – Director, Shop Council and Joint Council, WPM, EPM; Problems and Prospects in India; Quality Circles – Concept and Practices in India.

UNIT-IV (15 Hrs)

Laws relating to Industrial Relations: Industrial Disputes Act, 1947; Industrial Employment (Standing Orders) Act, 1946; Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Funds & Misc. Provisions Act, 1952; Maternity Benefit Act, 1961; Payment of Gratuity Act, 1972. Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976.

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Arun Monappa & J.T., 'Dunlop Industrial System', TATA McGraw Hill.
2. C.N. Patil, 'Collective Bargaining', University Press.
3. Pramod Varma, 'Industrial Relations', Tata McGraw Hill.
4. S.C. Srivastava, 'Industrial Relation & Labor Laws', Vikas Publications.
5. Singh and Sinha, 'Labor Laws in Brief', Excel Books.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MANPOWER PLANNING, RECRUITMENT AND SELECTION

Subject Code: BMBAD1-722

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this course is:

1. To learn about the importance of manpower planning specially in today's dynamic environment with emphasis on effective recruitment and selection.
2. To understand the process of Recruitment, Training and Development.
3. To understand various methods of selection.

Course outcome: After completion of the course students will be able to:

1. Review the current manpower resources, forecasting future requirements
2. Various strategies of recruitment and selection of manpower in the organization
3. Map complex managerial aspect arise due to ground realities of the manpower.
4. Understand various ethical issues related to recruitment and forecasting of manpower in company
- 5.

UNIT- I (15 Hrs)

Strategic staffing-HR planning process; Macro level scenario of manpower planning, setting up of objectives, organizing planning concept, process of manpower planning. Demand and Supply Forecasting; analyzing Jobs and Work; Types of Employment, Job analysis and description- competency mapping -procedures and steps, methods of data collection for mapping, developing competency models from raw data

UNIT – II (15 Hrs)

The Recruitment Process; Advertising for Recruitment; Issues in Recruitment; Screening Applications; Measuring and Interpreting Individual Differences; Creating Psychometric Tests, Validation of Measurement; Using Psychometric Tests. New Tools for Recruitment, online recruitment; employee referrals; recruitment process outsourcing, head hunting.

UNIT – III (15 Hrs)

Managerial Selection; selection process, testing for selection of employees, use of psychological test, Conducting Interviews, Types of Interviews, interviewing skills, Group Discussions; Decision Making for Selection; errors in selection.

UNIT – IV (15 Hrs)

Recruitment and Selection: Linking with other HRM Systems; Selecting Expatriates; Use of Technology in Recruitment and Selection; Communicating the Decision; Induction and Socialization; Internal Selection; Designing Systems, Administering and Evaluating the system; Ethical Issues; Present Trends in Recruitment and Selection. Employer branding

Relevant Case Studies should be discussed in class.

Suggested Readings

1. Dessler Gary & V. Biju, 'Human Resource Management', Pearson Education.
2. Roberts. Gareth, 'Recruitment & Selection- A Competency Approach', Chartered Institute of Personnel & Development, London.
3. Jon Billsberry, 'Experiencing Recruitment & Selection', Wiley Publications.
4. Dominic Cooper, Robertson T. Ivan & Tinline Gordon, 'Recruitment&Selection –A Framework for Success', Thomson Publications, London

TEAM DYNAMICS AT WORK

Subject Code: BMBAD1-723

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objectives: The aim of this course is:

1. To make students understand how to manage people and Leadership strategies at work.
2. To understand group development to achieve team goals.
3. To learn various Leadership styles.

Course Outcomes: After completion of the course students will be able to:

1. Explain the concepts and contributors to employee relations between individuals and teams
2. Apply effective communication skills to solve the issues between groups
3. Demonstrate the leadership skills to solve various manpower issues in the company
4. Apply various strategies for enhancing effectiveness in teamwork

UNIT-I (15 Hrs.)

Team Management: Team composition, formation, and development. Team Performance and Motivation. Team Conflict and conflict resolution in teams, Team Decision Making. Performance at Work; Work Planning and Organization. Responsible Management of People at Work.

UNIT-II (15 Hrs.)

Interactive Communication Skills: Discovering facets of interpersonal trust through Johari window, communication skills, Negotiation skills and strategies for team building, team morale, competitive vs collaborative behavior, developing collaboration.

UNIT-III (15 Hrs.)

Leadership: Types and Importance of Leadership, Role of Leadership in Creating a High Performance Work Culture, Empowerment and Delegation; Interactive Problem-Solving and Leadership.

UNIT-IV (15 Hrs.)

Experiential learning methodologies: T- group sensitivity training, encounter groups, appreciative enquiry, discovering the interpersonal orientation through FIRO-B.

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Andrew J. DuBrin, ‘Leadership Principles’, Cengage Course, India.
2. Haldar U. Kumar, ‘Leadership and Team Building’, Oxford University Press.
3. Lussier Achua, ‘Effective Leadership’, Cengage Course.
4. Richard. L. Draft, ‘Leadership’, Cengage Course.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

NEGOTIATION MANAGEMENT

Subject Code: BMBAD1-724

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this course is:

1. To familiarize the learners with the dynamics of collective bargaining in the industrial relations environment in the country and to impart them relevant skills in effective negotiations to help in managing unions effectively.
2. To understand the need for developing negotiation skills and various cultural negotiations.
3. To understand conflict management

Course Outcomes: After completion of the course students will be able to:

1. Understand the process and strategies of negotiation
2. Analyze the effect of external environment on negotiation
3. Impart skills in doing effective negotiations to solve issues between groups and management
4. Analyze various issues of Conflicts and develop solutions through various conflict management techniques

UNIT- I (15 Hrs.)

The Negotiation Process – Gaining leverage through power & persuasion: Elements of Negotiation, Multiparty Negotiations, Stages of Negotiation Process; Levels of Negotiation; Issues for Negotiation; Preparation for Negotiations, Types, strategies and tactics in negotiation. Bargaining & Negotiation: Differences and similarities. BATNA, Context of Mediation, Conciliation, Arbitration; Principles of persuasion; Persuasion Strategy and its effectiveness.

UNIT- II (15 Hrs.)

Negotiation Skills for Effectiveness: Need for developing Negotiation skills, Breakdown of Negotiation: Causes and Consequences; Third Party Intervention, Impasse and Alternative Dispute Resolution (ADR), What causes Impasse and Intractable Negotiations, characteristics that make a Negotiation more intractable, Effective Negotiation: Mutual Trust and Understanding; Challenges for effective negotiators.

UNIT- III (15 Hrs.)

The influence of culture and gender on negotiations: Understanding cultural differences in negotiation; Hofstede's Cultural Dimensions, GLOBE study on cultural dimensions, Gender issues in negotiations; role of cross-cultural differences in Negotiations; Seven pillars to negotiational wisdom. International Negotiations, Best practices in negotiations.

UNIT- IV (15 Hrs.)

Conflict Management: Meaning and Source of Conflict, Types of conflict, patterns, levels, and; traditional and modern approaches to conflict; Functional and dysfunctional conflicts; Conflict Process, Management of conflict – Resolution & Stimulation Techniques, Dual Concern Model of Conflict Resolution

Course Outcome: Understanding the central concepts of negotiation and conflict and providing experience in the negotiation and conflict management process. Developing negotiating skills and confidence in a variety of contexts in students.

References Books

1. Carrell. R. Michael & Heavrin Christina Heavrin, Negotiating Essentials: Theory, Skills, and Practices, Pearson Education New Delhi, 2008
2. Lewicki J. Roy, Saunders M. David, Berry Bruce, Negotiation, Mc Graw Hill, 5th Edn. 2011.
3. Cohen, S. Negotiating Skills for Managers. McGraw Hill Professional
4. Bray M, Deery.S, Walsh.J, and Waring P, Industrial Relations: A Contemporary Approach, Tata Mc Graw Hill.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

DATA MINING FOR BUSINESS DECISIONS

Subject Code: BMBAS1-707

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To cover powerful data mining techniques including clustering, association rules, and classification.
2. To teach high volume data processing mechanisms by building warehouse schemas such as snowflake, and star. OLAP query retrieval techniques are also introduced.
3. To enable the students to apply the techniques of clustering, classification, association finding, feature selection and visualization to real world data.

Course Outcomes: After the completion of the course students will be able to:

1. Gain the knowledge of basic concepts of Data Warehouse and Data Mining techniques.
2. Understand various business ethic issues in application of latest IT technologies.
3. Explore interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms
4. Synchronization of IT tools with E-business models

UNIT-I (13 Hrs)

Introduction to Data Mining: Introduction, Definition of Data Mining, Data mining parameters, Types of relationships, Architecture of Data Mining, Kinds of Data which can be mined, Functionalities of Data Mining, Classification on Data Mining system, Various risks in Data Mining, Advantages and disadvantages of Data Mining, Ethical issues in Data Mining, Global issues

UNIT-II (16 Hrs)

Data Mining Techniques: Introduction, Statistical Perspective on Data Mining, Statistics- need, Similarity Measures, Decision Tree-Illustrations, Neural Network, Neural Network versus Conventional Computers, Kohonen's Self-Organizing Maps, Genetic Algorithms

UNIT-III (15 Hrs)

Introduction to Data Warehousing: Introduction, Data Warehousing, Advantages and Disadvantages of Data Warehousing, Data Mart, Aspects of Data Mart, Online Analytical Processing, Characteristics of OLAP, OLAP Tools, OLAP Data Modelling, OLAP Tools and the Internet, Difference between OLAP and OLTP, Multidimensional Data Model, Data Modelling using Star Schema

UNIT-IV (16 Hrs)

Different Ways of Data Warehousing: Introduction, Types of Business Models, B2B Business Intelligence Model, Electronic Data Interchange & E-Commerce Models, Advantages of E-Commerce for B2B Businesses, Systems for Improving B2B E-Commerce, B2C Business Intelligence Model, Need & Types of B2C model in Data warehousing

Data Extraction: Introduction, Data Extraction, Role of ETL process, Importance of source identification, Various data extraction techniques, Logical extraction methods, Physical extraction methods, Change data capture

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. Nisbet, R., Elder, J., & Miner, G. Handbook of statistical analysis and data mining 2009 techniques. New Delhi: Academic Press 2009
2. Efreem G Mallach, 'Decision Support and Data Warehouse Systems', Tata McGraw-Hill, New Delhi, 2003.
3. McLaren & McLaren: Data Warehousing and Data Mining, Tata McGraw-Hill, New Delhi, 2003

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

ENTERPRISE RESOURCE PLANNING

Subject Code: BMBAS1-708

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To have a deep understanding of different business modules of an organization.
2. To have a basic understanding of applications of ERP and various ERP software's.
3. To provide insights of necessary strategies of resource planning of an organization.

Course Outcomes: After completion of this course, students will be able to

1. Understand the scope of ERP, data models, Client/Server architecture and identify all components in an ERP system and the relationships among the components.
2. Understand the technologies related to ERP and the phases of ERP.
3. Implement the domain of ERP to resolve business issues
4. Understand the application of EDI across various business domains

UNIT-I (15 Hrs)

Introduction: An Overview, Reasons for Growth of ERP, Problem areas in ERP implementations, The future of ERP, Characteristics and features of ERP, Benefits of ERP. Enterprise Modelling and Integration for ERP :Enterprise-An overview, Integrated Management Information, Business modelling, Integrated Data Model, Role of Common/Shared Enterprise Database, Generic Model of ERP System, Client/Server Architecture and Enterprise – wide Computing, Characteristics of client/Server Architecture, Different Components of ERP Client/Server Architecture.

UNIT-II (15 Hrs)

ERP And related Technologies: BPR(Business Process reengineering), Definition, BPR – The different phases, Enterprise Redesign Principles, BPR and IT, Data Warehousing: Data Warehouse Components, Structure and Uses of Data Warehouse, Data Mining, Advantages and Technologies Used In Data Mining, OLAP, Supply Chain Management, Definition, Stevan's Model, Benefits, ERP Vs SCM, CRM.

UNIT-III (15 Hrs)

ERP Implementation: Evolution of ERP, Evolution of Packaged Software Solutions, The Obstacles in ERP implementation, ERP Implementation Lifecycle (Different Phases), Implementation Methodology, ERP Implementation-The Hidden Costs, In-house Implementation-Pros and Cons, Vendors and role of vendors for ERP, Consultants and role of consultants for ERP.

UNIT – IV (15 Hrs)

Technologies in ERP System: Electronic Data Interchange (EDI), Use of EDI, Evolution of EDI, Benefits of the EDI, EDI Standards, EDI Services, EDI Components. The ERP Domain: Vendors in the ERP Market, SAP's Markets, SAP Architecture and Integration, Scalability of SAP, SAP Business Structure, Common SAP Installation, SAP R/3System, SAP Tools, People Soft, Jd Edwards, Oracle. Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Alexis Leon, 'ERP Demystified', 3rd Edition, McGraw-Hill, 2014.
2. S. Sadagopan, 'ERP: A Managerial Perspective', 1st Edition, McGraw-Hill, 1999

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

SYSTEM ANALYSIS AND DESIGN

Subject Code: BMBAD1-731

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of the subject is:

1. To familiarize the students with System Development concepts.
2. To familiarize the students with system development life cycle, system project planning, system design & testing fundamentals.

Course Outcomes: After completion of this course, students will be able to:

1. Analyze algorithms and to determine real time efficiency class.
2. Ability to apply and implement learned design techniques and data structures to solve problems.
3. Develop planning for analyzing system-based issue
4. Apply techniques to project management and finance related issues

UNIT-I (15 Hrs)

System Definition and Concepts: General Theory systems, Manual and automated systems, Real time business sub systems, System environment and Boundaries, Real time system and distributed systems, Basic principles of successful systems, Approach to system development: Structured System Analysis and Design, Prototype, Joint Application Development, Role and Need of Systems Analyst Qualifications and responsibilities.

UNIT-II (15 Hrs)

Systems Development Life Cycle (SDLC) and Various phases of SDLC: Study Analysis, Design, Development, Implementation, Maintenance; Documentation: Principles of Systems Documentation, Types of documentation and their Importance Data and fact gathering techniques: Interviews, Group Communication - Questionnaires; Assessing Project Feasibility: Technical, Operational, Economic, Cost Benefits Analysis, Module specifications, Top-down and bottom-up design. Module coupling and cohesion, Structure Charts.

UNIT-III (15 Hrs)

System Design and Modeling: Process Modeling, Logical and physical design Conceptual Data Modeling: Entity /Relationship Analysis, Entity-Relationship Modeling, ERDs and DFDs, Structured English, Decision Tree, Table.

UNIT-IV (15 Hrs)

Planning Considerations: Conversion methods, procedures and controls, System acceptance criteria, System Evaluation and Performance, Testing and Validation, Relevant case studies related to the topics should be discussed.

Suggested Readings:

1. Hoffer J. A, George J.F, Valacich J.S. and Panigrahi P.K, ‘Modern Systems Analysis and Design’, 6th Edition, Pearson Education, 2011.
2. Alan Dennis, David Tegarden and B. H. Wixom, ‘Systems Analysis and Design’, 1st Edition, John Wiley & Sons, Inc, 2001.
3. Jeffrey L. Whitten, Lonnie D. Bentley and Kevin C. Dittman, ‘Systems Analysis and Design Methods’, 5th Edition, Tata McGraw-Hill, 2000.
4. Kendall & Kendall, ‘Systems Analysis and Design’, 4th Edition, Prentice Hall, 1998.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

DATABASE MANAGEMENT SYSTEMS

Subject Code: BMBAD1-732

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objectives: The aim of the subject is:

1. To provide introduction to database systems and various models.
2. To provide introduction to relational model and SQL
3. To understand about Query processing and Transaction Processing.
4. To learn the concept of failure recovery and concurrency control

Course Outcomes: After Completion of this course, students will be able to:

1. Understand advanced database concepts and technologies.
2. Comprehend database system concept and architecture and implement PL/SQL
3. Apply query processing and transaction control
4. Define object oriented, relational, distributed databases.

UNIT-I (15 Hrs.)

Database Management System: Introduction, Purpose, Applications, View of data, relational databases, database architecture, transaction management, The importance of data models, Basic building blocks, Business rules, The evolution of data models, Degrees of data abstraction.

UNIT-II (15 Hrs.)

ER Model: Overview, ER-Model, Constraints, ER-Diagrams, ERD Issues, weak entity sets, Codd's rules, Relational Schemas, Introduction to UML Relational database model: Logical view of data, keys, integrity rules. Relational Database Design: features of good relational database design, atomic domain and Normalization (1NF, 2NF, 3NF, BCNF).

UNIT-III (15 Hrs)

Constraints: Definition, Types of constrains, Integrity constraints Views: Introduction, Data independence, security, updates on views, comparison between tables and views

SQL: Introduction, Data definition, aggregate function, Null Values, nested sub queries, Joined relations. Triggers. Functions - Arithmetic functions, Character functions, Date functions, and Group functions. SET Operators - Union, Intersect, Minus

UNIT-IV (15 Hrs.)

PL/SQL Concepts: Cursors, Stored Procedures, Stored Function, Database Triggers

Transaction Management: Transaction concepts, properties of transactions, serializability of transactions, testing for serializability, System recovery, Two- Phase Commit protocol, Recovery and Atomicity, Log-based recovery, concurrent executions of transactions and related problems, Locking mechanism, solution to concurrency related problems, deadlock, two-phase locking protocol, Isolation, Intent locking

Suggested Readings

1. Bipin C. Desai, 'An Introduction to Database System', 3rd Edn. Galgotia Publications Private Ltd, 2012.
2. Ivan Bayross, 'SQL, PL/SQL The Programming Language of ORACLE', 2nd Edn., BPB Publication, 2003.
3. Henry F. Korth, 'Database Systems Concepts', 5th Edn., McGraw Hill Inc, 2005.
4. RamezElmasri and Shamkant B. Navathe, 'Fundamentals of Database Systems', 4th Edn., Pearson Publication, 2003
5. A Silberschatz, H Korth, S Sudarshan, 'Database System and Concepts', 5thEdn. McGraw-Hill

SOFTWARE PROJECT MANAGEMENT

Subject Code: BMBAD1-733

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is

1. To create an understanding on methodologies, tools, techniques, metrics, quality and risk issues in software project management.
2. To provide an in-depth knowledge of software project management and project planning. It also covers the Step Wise framework in project planning.
3. To apply the basics of Software Project Management in order to manage and deliver qualified product and plan the activities within time schedules with CPM and PERT Analysis.

Course Outcomes: After completion of this course, students will be able to:

1. Manage the quality of product and managing the risk involved managing team and
2. Measuring and tracking the planning.
3. Handle offshore projects effectively
4. Develop teams for effective execution of teams
5. Identify various business related risk issue from software development

UNIT- I (15 Hrs)

SPM concepts: Definition – components of SPM – challenges and opportunities – tools and techniques – managing human resource and technical resource – costing and pricing of projects – training and development – project management techniques.

UNIT- II (15 Hrs)

Software Measurements: Monitoring & measurement of SW development – cost, size and time metrics – methods and tools for metrics – issues of metrics in multiple projects.

UNIT- III (15 Hrs)

Software Quality: Quality in SW development – quality assurance – quality standards and certifications – the process and issues in obtaining certifications – the benefits and implications for the organization and its customers – change management.

UNIT- IV (15 Hrs)

Risk Issues: The risk issues in SW development and implementation – identification of risks – resolving and avoiding risks – tools and methods for identifying risk management. Offshore Projects: Projects – off-shore development issues – managing human resources – pricing and payments across countries – remote development and implementation.

Suggested Readings

1. Richard H.Thayer (Edited), Software Engineering Project Management, IEEE, 2ndEdn.John Wiley & Sons.
2. Royce, Walker, Software Project Management, Pearson Education, 2002.
3. Kelker, S. A, Software Project Management, Prentice Hall,2003

SOFTWARE ENGINEERING

Subject Code: BMBAD1-734

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To enable the students to learn the principles and methodologies followed to develop a good software.
2. Understand the concepts and methods required for the construction of large software systems.
3. It aims to develop a broad understanding of the discipline of software engineering.

Course Outcomes: After completion of this course, students will be able to:

1. Study how software engineering principles evolve and to analyze the various software models that can be followed to develop a software.
2. Understand the software analysis and design step of software development.
3. Understand coding, testing and reliability of a software.
4. Highlight the various management activities and related terms of a software.

UNIT-I (15 Hrs)

System Concept: Definitions, Sub-systems, Modules, Software Engineering Goals, Software Process Models: Waterfall, Prototyping, Spiral, Communication skills for Software Engineer/Analyst, Software requirements, Software requirements specifications (SRS), Components of SRS.

UNIT-II (15 Hrs)

Systems Development Life Cycle: Feasibility Study, Requirements Capture, Detailed Systems Analysis, Systems Design, Testing, On-site Implementation and Maintenance. System Analysis: Principles of Structured Analysis, DFD, E-R-diagram, Data Dictionary, Cost estimation models, COCOMO model, Risk in estimation.

UNIT-III (15 Hrs)

Software Design: Objectives, Principles, Concepts, Design Process, Design Methodologies, Structured design, Modular design, Object oriented design, User-interface design: Menu, Screen and Report Layout Designing, The Mode/Style of interaction between the system and the user.

UNIT - IV (15 Hrs)

Testing Fundamentals: Objectives, Principles, Testability, Test Cases, White Box & black box Testing, Testing Strategies: Verification & Validation, Unit Test, Integration Testing, Validation Testing, System Testing. Introduction to Computer Aided Software Engineering (CASE), Types of Data Processing - Batch, On-line and Real Time Processing.

Suggested Readings

1. Roger Pressman, 'Software Engineering Practitioner's Approach', 6th Edition, McGraw-Hill, 2014.
2. Pankaj Jalote, 'An Integrated Approach to Software Engineering', 3rd Edition, Narosa, 2005.
3. Kenneth D. Shere, 'Software Engineering Management', Prentice Hall, 1987.
4. Rajib Mall, 'Fundamentals of Software Engineering', 4th Edition, PHI, 2014.

DIGITAL AND SOCIAL MEDIA MARKETING

Subject Code – BMBAS1-709

**L T P C
4 0 0 4**

Duration –60 Hrs

Course Objectives: The aim of this subject is:

1. To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success.
2. To develop a digital marketing plan.
3. To explore and develop social media marketing initiatives that are designed to meet business objectives.

Course Outcomes: After completion of this course, students will be able to:

1. Identify the importance of the digital marketing for business sustainability
2. Understand various business ethics in digital marketing
3. Apply the digital marketing for communication with customers and other stakeholders
4. Explain latest tools for promoting brand on social media sites

UNIT-I (15 Hrs)

Digital Marketing: Introduction and Evolution of digital marketing- advantages of digital medium over other media, Impact of internet on consumer buying behaviour. Ethical and Legal Issues in the field of digital marketing. Creating initial Digital Marketing Plan; SWOT Analysis; Target Group Analysis

UNIT-II (15 Hrs)

Optimization of Web Sites; MS Expression; CRM platform; Budgeting. Ecommerce, -PPC and Online Advertising Search Engine Optimisation (SEO): Introduction, understanding search engines; basics of keyword research; On-page and off-page Search Engine Optimisation

UNIT-III (15 Hrs)

Search Engine Marketing (SEM): Introduction to SEM; Google ad-words; keywords; bidding and budget; quality score; creating and optimising campaign. Google Analytics; Content marketing; Affiliate marketing; Email marketing; Mobile marketing

UNIT-IV (15 Hrs)

Social Media Marketing: Introduction, meaning; approach to social media; types of social media websites; blogging; social media engagement, using social media for branding and promotion. Marketing on Facebook, LinkedIn, Youtube, Instagram, Pinterest

Suggested Readings

1. Seema Gupta, 'Digital Marketing' Tata Mcgraw Hill Publication 2017
2. Charlesworth A., Internet Marketing: A Practical Approach, BH Publications.
3. Chaffey Dave, Internet Marketing: Strategy, Implementation and Practice, Pearson Education.
4. Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.

SALES AND DISTRIBUTION MANAGEMENT

Subject Code: BMBAS1-710

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.
2. To provide customer centric approach to sales and distribution function.
3. To plan and implementation of effective sales strategy for organizations.
4. To understand role and responsibilities of sales manager.

Course Outcome: After completing of this course, students will be able to:

1. Learn the designing and implementation of distribution channel strategy.
2. Gain knowledge about various ranges of tools available for marketing communication.
3. Analyze various distribution channels and their implementation in business
4. Manage the sales force and its budget analysis

UNIT-I (12 Hrs)

Sales Management: Scope, Importance, Objectives, Selling Process, Personal Selling Objectives, Determining Sales Related Marketing Policies, Sales Organization Structures: Types of Sales Organization Structure, Relationship of Sales Department with other Departments, Distributive Network Relations.

UNIT-II (15 Hrs)

Sales Force Management: Recruiting and Selecting Sales Personnel, Training Sales Force Motivating Sales Personnel, Compensating Sales Personnel, Managing Expenses of Sales Personnel, Staff Meeting and Sales Contests, Controlling the Sales Force: Sales Budget, Sales Quotas, Sales Territories, Sales Control and Cost Analysis.

UNIT-III (18 Hrs)

Distribution Planning and Control: Functions of Intermediaries; Types and Role of Channel, Intermediaries in India for Consumer and Industrial Products: Wholesale and Retail Structure, Complex Distribution Arrangement (Structural Separation and Postponement) Channel Strategy and Design; Selection of Channel Partner, Motivation, Control And Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Ethical and Legal Issues in Sales and Distribution Management in Indian Context.

UNIT-IV (15 Hrs)

Distribution System and Logistics: Physical Distribution System – Objectives Present Need, Concept, Significance and Decision Areas; Customer Service Goals; Logistics Planning; An Overview of Transportation, Warehousing, Inventory Decisions, Reverse Logistics, Vendor Evaluation, Supplier Service Policy (SSP), Purchase Order Processing; Efficient Supply Chain Management (SCM); Integration of Sales and Distribution Strategy; Role of IT in Distribution, Performance Measurement and Controls in Supply Chain Management

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Cundiff, Govoni & Still, 'Sales Management', Prentice Hall India.
2. Mark W. Johnston & Greg W. Marshall, 'Sales Force Management', Tata McGraw-Hill
3. Gupta, S L, 'Sales and Distribution Management', Excel Books.
4. T.K. Panda and S. Sahadev, 'Sales and Distribution Management', Oxford University
5. K.K. Havaldar and V.M. Cavale, 'Sales and Distribution Management', Tata McGrawHill.
6. S.A. Chunawalla, 'Sales and Distribution Management', Himalaya Publishing House.

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RURAL MARKETING

Subject Code – BMBAD1-741

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives:

1. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.
2. To familiarize with the special problems related to sales in rural markets.
3. To Train and explore the possibilities and potential of rural marketing.

Course Outcome: After completing of this course, students will be able to:

1. Analyze marketing opportunities consumer trends and patterns for better development of marketing strategies.
2. Help understand the working of rural marketing institutions.
3. Apply environment scanning for rural marketing
4. Decode Problems and find solutions in emerging issues in rural marketing.

UNIT-I (15 Hrs)

Rural Marketing: Introduction, Concept, Nature, scope and Significance of Rural Marketing, Factors contributing to Growth of rural markets, Components and classification of Rural markets, Rural Market VS Urban Market. Environmental factors.

UNIT-II (15 Hrs)

Rural Consumers: Characteristics of Rural consumers - Buying decision process – Rural Marketing Information System - Potential and size of the Rural Markets. Segmentation, Targeting & Positioning for rural market, Market forces, components of different Product Strategies

UNIT-III (15 Hrs)

Pricing strategy, pricing policies, innovative pricing methods for rural markets, Promotion strategy, appropriate media, Profiling target audience Designing right promotion mix, promotional campaigns Distribution Strategies for Rural Consumers, Selection of appropriate channels - New approaches to reach out rural markets – Electronic Choupal applications.

UNIT-IV (15 Hrs)

Agricultural Marketing: Concept, Nature and Types of Agriculture produce, concept and types of Agricultural Markets, Marketing channels, Methods of Sales, Market functions. Issues in Rural Marketing: Rural Consumer behaviour, features, factors influencing, Lifestyle of rural consumer, FMCG sector in Rural India, concept and classification of consumer goods, Marketing Channels for FMCG. Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw- Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers, 2007
3. CSG Krishnamacharylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia, 2009
4. Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi

ADVERTISING MANAGEMENT

Subject Code: BMBAD1-742

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective: The aim of this subject is:

1. To develop understanding about marketing communication tools and implement them in designing Advertisement strategies.
2. To help understand the working of rural marketing institutions.
3. Understanding how the role of manager impacts the success of advertising industry.

Course Outcome: After completion of this course, students will be able to:

1. Develop creative solutions through applying relevant advertising and marketing principles.
2. Provide an understanding of how consumers make decisions.
3. Develop creative solutions through applying relevant advertising and marketing principles.
4. To select best communication channel as per budget and legal framework

UNIT-I (15 Hrs)

Meaning, Nature, Scope and Classification, Key Players in Advertising, Role of Advertising and its Importance, Surrogate Advertising, Puffery in Advertising, Advertising's Role in Marketing Mix, Integrated Marketing Communication, AIDA Model, Laivdge – Stenier Model of Communication, Setting Goals and Advertising Objectives, Concept of DAGMAR in Setting Objectives, Role of Advertising in India's Economic Development, Ethics in Advertising, Social, Economic and Legal Aspects of Advertising.

UNIT-II (15 Hrs)

How Advertising Works: Perception, Cognition, Affect, Association, Persuasion, Behaviour, Associating Feeling with Brands, Use of Research in Advertising Planning, Advertising Media; Industry Structure, Functions, Advantages, Disadvantages of Print, Television, Radio, Internet, Outdoor, Basic Concept of Media Planning, Media Selection, Media Scheduling Strategy, Setting Media Budgets.

UNIT- III (15 Hrs)

Planning and Managing Creative Strategies, Creative Approaches, Building Advertising Program: Message, Theme, Advertising Appeals, Art of Copywriting, Guidelines For Copywriting, Copywriting for Print, Audio, TV and Outdoor Media, Advertising Layout: How to Design And Produce Advertisements, Advertising Budget: Nature And Methods of Advertising Appropriation.

UNIT-IV (15 Hrs)

Measuring Advertising Effectiveness: Stages of Evaluations and Various Types of Testing- Pre and Post Testing, Advertising, Advertising Agencies: History, Role, Importance, Organizational Structure, Functions, Selection of Agency, Client Agency Relationship, Compensation Strategies.

Relevant Case Studies relevant to the topics should be discussed in class.

Suggested Readings

1. G.E. Belch & Belch, 'Advertising and Promotion', Tata McGraw Hill.
2. W. Well, J Burnet and S Moriarty, 'Advertising: Principles & Practice', Pearson Education
3. T O' Guinn, and C Allen, 'Advertising Management with Integrated Brand Promotion', Cengage Learning
4. D A Aaker, Myers and Batra, 'Advertising Management', Pearson Education
5. S. A. Chunawalla, 'Foundation of Advertisement Theory and Practices', Himalaya Publications

INDUSTRIAL MARKETING

Subject Code – BMBAD1-743

**L T P C
4 0 0 4**

Duration –60 Hrs

Course Objectives: The aim of this subject is:

1. To help the learner to distinguish between consumer marketing and industrial marketing.
2. To understand the nuances of industrial marketing.
3. To examine importance of industrial marketing on nation's economy.

Course Outcomes: After completion of this course, students will be able to:

1. Learn to formulate industrial marketing strategies and also design industrial marketing mix elements.
2. Learn to develop competent management professionals with strong ethical values and capable of assuming a pivotal role in various sectors of the Indian Economy.
3. Develop pro-active thinking to perform effectively in the dynamic social, economic and business ecosystem.
4. Understand the pricing decision to industrial products

UNIT-I (15 Hrs)

Introduction to Industrial Markets: Industrial Marketing System, Concepts and Characteristics, Types of Industrial Markets - Industrial goods demand and product characteristics market levels and product types, the industrial customer, buyer motives business and institutional buyers Organizational Buying: Buying Roles, The Buy Grid Model, The Organizational Buying Decision Process, Buying Centers Value analysis & Vendor analysis.

UNIT-II (15 Hrs)

Industrial market segmentation: bases for segmenting industrial market-macro and micro variables. Targeting the industrial product, positioning the industrial product. Industrial Product Decisions: Industrial Product Life Cycle, Industrial Product Mix determinants viz. technology, competition, operating capacity, shift in location of customers, government controls, changes in level of business activity

UNIT-III (15 Hrs)

The distribution channel component: Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Physical Distribution decisions, Channel Management, Pricing for Industrial Products: Pricing Objectives - Price Decision Analysis, Breakeven analysis, Net pricing, Discount pricing, Trade discounts, Geographic pricing, factory pricing, freight allowance pricing, Terms of Sale, Outright purchase, Hire-purchase, Leasing.

UNIT- IV (15 Hrs)

Promotion for Industrial products: Supporting salesman, Motivating distributors, Stimulating primary demand, Sales appeal, Publicity & sponsorships, Trade shows, exhibits, Catalogs, Samples, Promotional letters, Promotional novelties

Relevant Case Studies relevant to the topics should be discussed in class.

Suggested Readings

1. Hawaldar, K. Krishna, Industrial Marketing, TataMcgraw-Hill Publishing Company Limited, New Delhi, 2008
2. Milind T. Phadtare, Industrial Marketing, Prentice Hall of India Pvt. Ltd, New Delhi, 2008
3. Michael D Haultt And Thomas W Speh, Industrial Marketing Management, TheDyden Press.
4. Peter M. Chisnall, Strategic Industrial Marketing; Prentice-Hall International
5. Robert R. Reeder, Briety & Betty H. Reeder, Industrial Marketing, Prentice Hall of India Pvt. Ltd, New Delhi, 2008

CONSUMER BEHAVIOUR

Subject Code: BMBAD1-744

**L T P C
4 0 0 4**

Duration:60 Hrs

Course Objective: The aim of this subject is:

1. To understand the various factors effecting consumer behaviour and to understand the process of consumer buying.
2. To understand the principal factors that influence consumers as individuals and decision makers.
3. To understand buying behaviour of consumers in relation to human psychology.

Course Outcome: After successfully completion of this course, students will be able to:

1. Understand the theories of consumer behaviour and perception
2. Identification of issues and finding the solutions in market segmentations
3. Use appropriate techniques to understand the behaviour of consumer
4. Comprehend the effect of society and culture on decision making
- 5.

UNIT-I (14 Hrs)

Introduction to Consumer Behaviour: Consumer Behavior: Scope, Importance and Interdisciplinary nature, Strategic Applications, Research in Consumer Behaviour: Need, Scope, Types, Research Process, Application of Research in Consumer Behaviour, Market Segmentation: Meaning and Bases of Segmentation, Criteria for Effective Targeting, Implementing Segmentation Strategies

UNIT-II (16 Hrs)

Individual Determinants of Consumer Behaviour: Motivation: Nature and Types of Motives, Dynamics of motivation, Types of Needs, Motivational theories, Personality: Theories, Product Personality, Self, Self image, Vanity, Consumer Perception: Concept and Elements of Perception, Dynamics of perception, Consumer Imagery, Perceived Risk, Consumer Learning: Elements of learning, Behavioural and Cognitive Learning Theories, Consumer Attitude: Functions of Attitude, Attitude Theories: Tri component, Multi attribute and Cognitive Dissonance, Attitude formation, Attitude Change Strategies, Designing persuasive communications

UNIT-III (14 Hrs)

External Influences on Consumer Behaviour: Group behaviour: Meaning and Types of group, Influence of Reference Groups, group appeals, Family: Functions of family, Family Decision Making, Family Life Cycle, Culture: Values and Norms, Characteristics and Affect on Consumer Behaviour, Types of Sub Culture, Cross Cultural Consumer, Social Class: Categories, Measurement and Applications of Social Class

UNIT-IV (16 Hrs)

Consumer Decision Making Process: Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion Leadership And Firm's Promotional Strategy, Diffusion of Innovations: Diffusion Process, Adoption Process, Profile of Consumer Innovator, Introduction to Consumer Decision Making: Levels, Decision Making Process- Pre-Purchase, Purchase and Post Purchase Process, Models of Consumer Decision-Making

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. L G Schiffman and L L Kanuk, Consumer Behavior, Pearson Education
2. D Loudon and D. Bitta, Consumer Behaviour, Tata McGraw Hill
3. H Assael, Consumer Behaviour in Action, Cengage Learning
4. R.D. Blackwell, P.W. Miniard and J.F. Engel, Consumer Behaviour, Cengage Learning
5. S Batra and S Kazmi, Consumer Behaviour, Excel Books

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Subject Code – BMBAS1-711

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective: The aim of this course is:

1. To study primary differences between logistics and supply chain management.
2. To study management components of supply chain management
3. To study tools and techniques useful in implementing supply chain management
4. To make student aware of sources of competitive advantage for firms in recent times

Course Outcome: After completion of this course, students will be able to:

1. Understand role in an organization and in integrating firms in a supply chain.
2. Learn various practices in SCM & logistics that distinguish successful companies from others.
3. Measure & assess various facets of supply chain performance.
4. Understand the challenges in SCM and its competitive advantages.
- 5.

UNIT-I (15 Hrs)

Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organisation level, Introduction to Supply chain strategy-Demand forecasting Sourcing decisions-Inventory management-Risk management-Packaging-Warehousing

UNIT-II (15 Hrs)

Facility location and network design-Distribution management, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM), Transportation System, Different Modes of Transportation, Freight Management.

UNIT-III (15 Hrs)

Logistics: Introduction, Objectives, Concept of Logistics, Types of logistics, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, fundamentals and planning Green logistics, Reverse logistics, Supply chain sustainability

UNIT-IV (15 Hrs)

Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organisation structure, Measurement system, Inventory ownership, Information technology, Logistical Performance Cycle.

Note: Relevant Case Studies should be discussed in class

Suggested Readings

1. K. Shridhara Bhat -Logistics and Supply Chain Management, Himalaya Publishing house.
2. 2016
3. Logistics and Supply Chain Management' Springer International Publication.
4. R. Chase, R. Shankar, Jacob -Operations and Supply chain management| 2018, Mc- GrawHill.

OPERATIONS STRATEGY

Subject Code: BMBAS1-712

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective: The aim of this course is:

1. To create understanding among students for concepts, process, techniques of product and brand management
2. To gain a competitive advantage in the delivery of products (both goods and services) to customers
3. To organize and acquire resources to deliver its portfolio of products to customers
4. To examine how manufacturing and operations can be used as sources of competitive advantage

Course Outcome: After completion of this course, students will be able to:

1. Understand a conceptual framework for the linkage between how a firm manages its supply
2. Find new business solutions and strategies for business issues
3. Understand the interaction between supply chain and other organizational functions.
4. Apply latest Techniques of IT for managing the business operations

UNIT-I (15 Hrs)

Need for Operations Strategy, Impact of globalization on Operations Management, The Marketing link in the Operations Strategy -Role in competitive advantage, time-based competitiveness and other criteria of success. The sand cone model.

UNIT-II (15 Hrs)

Process of designing, analyzing and implementing operations' strategies, Strategic management of transformation processes and flow strategies, Strategic choices in layout and capacity planning. Managing innovations and new product and process development strategies

UNIT-III (15 Hrs)

Operations Improvement Strategies, Breakthrough vs Continuous, The Direct, Develop and Deploy strategies and the market strategy, Bohn's stages of process matrix, Measures of performance. Process of Operations strategy, sustainable alignment, Methodology of operations strategy formulation

UNIT-IV (15 Hrs)

The process of operations strategy formulation, The strategic organizational, methodological, delivery and operational context. Integrated Management Systems, Leveraging IT for strategic management of Operations.

Relevant Case Studies should be discussed in class

Suggested Readings

1. Brown, S., Lamming, R., Bessant, J., & Jones, P. (2001). Strategic operations management. New Delhi: Butterworth Heinemann.
2. Christensen, C. M., & Rayner, M. E. (2003). The innovator's solution. Boston: Harvard Business School Press.
3. Finch, Byron. (2007). Operations now. (special ed.). McGraw Hill. New Delhi
4. Hill, T. (1998). Manufacturing strategy (2nded.). Palgrave MacMillan, London
5. Lawson, R. H. (2002). Strategic operations management. Routledge, London

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OPERATIONS RESEARCH APPLICATIONS

Subject Code – BMBAD1-751

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The aim of this subject is:

1. To understand various research techniques used in operations management are discussed for the attainment of accurate and valid results.
2. To learn the operations research methodologies in manufacturing and information systems
3. To give knowledge about operations research techniques to solve the real problems.
4. To develop insight about determining the best choice using among available alternate resources.

Course Outcome: After completion of this course, students will be able to:

1. Learn operation research course and get desired result statistically and by using research techniques.
2. Integrate the knowledge domains of the engineering and management
3. Analyze techniques and Information technology will be used to solve various business problems.
4. Apply operations research techniques to solve the manpower related issue

UNIT-I (15 Hrs)

Nature and development of operation research, tools of operation research, application of operation research to industrial problems, Decision-making under certainty, uncertainty and risk situations, Branch and bound method scheduling system-single machine.

UNIT-II (15 Hrs)

Formulation of linear programming models and its concept, dual linear programming, application of simplex technique to industrial problem. transportation problems; methods for obtaining optimal solution. Flow shop, job shop-vehicle routing problems.

UNIT-III (15 Hrs)

Queuing systems and concepts: Introduction and scope of game problems in, Mini-max criterion and optimal strategy, resources constrained project scheduling- Bin packing- portfolio optimization, CPM/PERT and solution of simple problems. Two-stage supply chain distribution problem,

UNIT-IV (15 Hrs)

Staff transfers Problem– Two stage supply chain distribution problem, Review of Basic Operations Research tools, future of operations research applications.

Relevant Case Studies should be discussed in class

Suggested Readings

1. R. Panneerselvam - Operations Research 2nd Edn, Prentice Hall of India
2. Sharma J K - Operations Research 3rd Edn. Pearson Education.
3. Taha Hamdy - Operations Research - An Introduction, 9th Edn. Prentice-Hall.

PRICING AND REVENUE MANAGEMENT

Subject Code – BMBAD1-752

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives: The aim of this course is:

1. To cover the topic related to price on products and the revenue management for the
2. Better management of all the operations.
3. To study how to manage production capacity, resources and product availability policies.
4. To introduce the practice of revenue management and pricing
5. To emphasis on discussing models and their implementations

Course Outcome: After completion of this course, students will be able to:

1. Apply customer value-based pricing
2. Use, identify and develop opportunities for revenue optimization in different business domains.
3. Demonstrate the techniques in forecasting demand and enhancing revenue
4. Examine pricing strategies for goods and services in different market settings and for different customers

UNIT-I (15 Hrs)

Price Optimization-Pricing Decision-Price Response with Competition-Price Differentiation and Productivity concepts – Macro and Micro factors of productivity, productivity benefit model, factors influencing pricing, general pricing approaches; pricing decisions and strategies, Price Response with Competition

UNIT-II (15Hrs)

Introduction to Variable Pricing-Simulation Games, Scenario 2-Dynamic Pricing, Techniques of Work Measurement including Estimating, Stopwatch Time Study, International Pricing Policy, Online pricing strategies

UNIT-III (15 Hrs)

Revenue Management, Capacity Allocation Network Management, Pricing Research, Role of IT in Pricing and Revenue Management, Capacity Allocation Network Management, Demand Forecasting-Bid Price Approach-Customized Pricing, Pricing and Revenue Management for Bulk and Spot Contracts.

UNIT-IV (15 Hrs)

Revenue Management: Role of Pricing and Revenue Management in a Supply Chain; Pricing and Revenue Management for Multiple Customer Segments; Pricing and Revenue Management for Perishable Assets; Pricing and Revenue Management for Seasonal Demand.

Relevant Case Studies should be discussed in class

Suggested Readings

1. Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, McGraw-Hill/Irwin, New York, 2003.
2. David Simchi-Levi, Philip Kaminsky, and Edith Simchi-Levi, McGraw-Hill/Irwin, New York, 2003.
3. Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2002.

SUPPLY CHAIN ANALYTICS

Subject Code – BMBAD1-753

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main aim of this subject is:

1. Supply chain analytics will provide the detailed overview of various tools for taking supply related decision and an effective outcome.
2. Understand the importance of the basics of Supply Chain Analytics
3. To study the level of uncertainty associated with the supply of products and services to targeted customer
4. How to develop supply chain strategies and logistical capabilities that serve the needs of their customers

Course Outcomes: After completion of this course, students will be able to:

1. Understand the uses of analytics in the business domains of SCM, demand forecasting etc.
2. Predict level of procurement and distribution with analytics
3. Use the analytics part in an effective manner to increase the business sustainability.
4. Enhance business efficiency with effective location and routing techniques.

UNIT-I (15 Hrs)

Problem-driven to Data-driven supply chains. Big data in supply chain. Analytics techniques in SCM: Descriptive, Predictive and Prescriptive. Analytics in demand planning: Capturing demand data from different sources, Demand prediction models. Price optimization.

UNIT-II (15 Hrs)

Analytics in sourcing and procurement: In-house or outsource, Logistics and transportation (Inbound), Supply chain contracts, Analytics in sales and operations planning: Differentiated service level to different products and customers, Location of plants, Product line mix at plants, Production planning and scheduling.

UNIT-III (15 Hrs)

Analytics in distribution: Location of distribution centre, Transportation and distribution planning (Outbound), Inventory policies/order fulfilment at locations, Vehicle routing for deliveries

UNIT-IV (15 Hrs)

Analytics in reverse logistics in traditional and e-commerce firms: Location of return centres, Reverse distribution plan, Vehicle routing for returns collection, Analytics in supply chain carbon footprint. Relevant Case Studies should be discussed in class

Suggested Readings

1. Blokdik, G. (2018). Supply Chain Big Data Analytics, 2ndEdn.
2. Chan, H.K, Subramanian, N., and Abdulrahman, M.D.A. (2017). Supply Chain Management in the Big Data Era. IGI Global.
3. Raman, A & Fisher, M., How Analytics Are Transforming the Supply Chain and Improving Performance, HBS Press, 2010.
4. Feigin, G. (2012). Supply Chain Planning and Analytics, Business Expert Press, LLC, New York.
5. Plenert, G.J. (2014). Supply Chain Optimization through Segmentation and Analytics. Boca Raton: CRC Press.
6. Awad and Ghaziri, Knowledge Management, Prentice Hall of India

BEHAVIOURAL OPERATIONS MANAGEMENT

Subject Code: BMBAD1-754

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The aim of this subject is:

1. To create exposure to the students to apply operations research tools in various environments.
2. To provide more insights on dynamic program.
3. To investigate new developments around behavioural components
4. To study relevant behavioural issues and their applications to the existing Operations Management

Course Outcome: After Completion of this course, students will be able to:

1. Understand make use of operations research tools in the field of operations scheduling and supply chain distributions
2. Analyse the project based of operations management
3. Insights the essentials for the supply chain management and group behaviour
4. Enhance the decision-making ability by using simulation games.

UNIT-I (15 Hrs)

Introduction of Behavioural Operations—scope –process and perception – managing and mismanaging process constraints and variability, The role of human behaviour in scheduling, process control.

UNIT-II (15 Hrs)

Dynamic pricing in revenue management, envisioning motivation and performance in work design—how to game the system that’s designed to game you back, envisioning motivation and performance in work design, service design and its behavioural implications

UNIT-III (15 Hrs)

Inter-temporal choices in project based organizations, impulsiveness and emotions, understanding risk sharing contracts from the supplier’s perspective— group behaviour and insights into simulating real-world dynamics

UNIT-IV (15 Hrs)

Competitive supply chain dynamics, behaviour assessment test on conflict management- kicking the mean habit-A chain of hands, behaviour and decision making revealed in business simulation games, behavioural operations in practice and future work

Relevant Case Studies should be discussed in class

Suggested Readings

1. Elliot Bendoly, Wout Van Wezel, and Daniel G. Bachrach, The Handbook of Behavioral Operations Management, Oxford University Press.
2. Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman, Operations Management: Processes and Supply Chains, 11th Edition, Pearson Publication.
3. R. Dan Reid, and Nada R. Sanders, Operations Management, Binder Ready Version: An integrated Approach, 6th Edition, Wiley Binder Version
4. Jones, Nigel Slack, and Robert Johnston, Pearson Publication, Operations Management, 8th Edition, Alistair Brandon.

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INTRODUCTION TO BUSINESS ANALYTICS AND DATA SCIENCE

Subject Code – BMBAS1-713

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The aim of this subject is:

1. Understanding the Role of Business Analyst and Data Science in business.
2. Understanding the basic concept of data management and data mining techniques
3. To understand the basic concept of machine learning To understand the application of business analysis.
4. Understanding the basic concept of Data Science Project Life Cycle.

Course Outcome: After Completion of this course, students will be able to:

1. Understand the function of business analyst in various business domains.
2. Apply data science in Project Life Cycle
3. Explain the data mining concept and its application with other analytical tools
4. Understand and Analyzing machine learning concept in business domains

UNIT-I (15 Hrs.)

Introduction: What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility

UNIT-II (15 Hrs.)

Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.

UNIT-III (12 Hrs.)

Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.

UNIT-IV (18 Hrs.)

Introduction to Machine Learning: History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems. Application of Business Analytics

Suggested Readings

1. Bhimasankaram Pochiraju, Sridhar Seshadri, 'Essentials of Business Analytics: An Introduction to the methodology and its application', Springer
2. Sahil Raj, 'Business Analytics', Cengage Learning
3. Andreas C. Müller, Sarah Guido, O'Reilly, 'Introduction to Machine Learning with Python: A Guide for Data Scientists', 1st Edition, Laura Igual Santi Seguí, 'Introduction to Data Science', Springer
4. Pang-Ning Tan, Michael Steinbach, Vipin Kumar, 'Introduction to Data Mining', Pearson Education India

INTRODUCTION TO PYTHON

Subject Code – BMBAS1-714

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The aim of this subject is:

1. To understand fundamentals of Python and Jupyter Notebook.
2. To understand the data structure, data frames and Pandas Idioms
3. To attain knowledge of Natural Language Processing and learning algorithm for machine learning
4. To understanding of Image and Pattern Recognition

Course Outcome: After completing this course, students will be able to

1. Understand fundamentals of Python and Jupyter Notebook
2. Explain the data structure, data frames and Pandas Idioms.
3. Apply various functions in python
4. Apply time functions for various business applications

UNIT-I (14 hrs)

Introduction of Python, Jupyter Notebook, Python Functions, Python Types and Sequences, Python More on Strings, Reading and Writing CSV files

UNIT-II (12 hrs)

Advanced Python Objects, Numpy, Pandas, Visualization Data Matplotlib, Bar Charts, Line Charts, Scatterplots

UNIT-III (16 hrs)

The Series Data Structure, Querying a Series, The Data Frame Data Structure, Data Frame Indexing and Loading, Querying a Data Frame, Indexing Data frames, Merging Data frames, Data Aggregation and Group Operations

UNIT-IV (18 hrs)

Time Series, Date and Time Data Types and Tools, Time Series Basics, Date Ranges, Frequencies, and Shifting, Time Zone Handling, Periods and Period Arithmetic, Resampling and Frequency Conversion, Time Series Plotting, Moving Window Functions

Suggested Readings

1. Mark Lutz, O'reilly Learning Python, 5th Edition
2. Romeo Kienzler, 'Mastering Apache' Spark 2.x - Second Edition, by Packt Publishing Ltd
3. Michael Dawson, 'Python Programming for the Absolute Beginner', 2nd Edition, Premier Press, 2003
Cornelius Leondes, 'Image Processing and Pattern Recognition', Volume 5, 1st Edition, Academic Press

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

BUSINESS OPTIMIZATION AND BIG DATA ANALYTICS

Subject Code – BMBAD1-761

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The aim of this subject is:

1. To provide foundational knowledge associated with the domain of business optimization and analytics
2. To familiarize the students with all concepts including optimization techniques, simulation and big data analytics

Course Outcomes: After completing this course, students will be able to

1. Apply optimization techniques for enhancing business performance
2. Implement big data analytics for sustainability of business in current economic scenario
3. Predict market and economic scenario with analytical tools
4. Explain the Application of Excel and R in business decisions.

UNIT-I (15 Hrs.)

Business Optimization: Introduction -Optimization, Classification of optimization problems, General optimization algorithm, Optimization for Analytics, Business applications

UNIT-II (15 Hrs.)

Optimization Techniques: Introduction-Operations Research Techniques for Analytics, Linear programming, Transportation Problems, Sensitivity Analysis: What-If Analysis

UNIT-III (15 Hrs.)

Big Data Analytics: Introduction, Big Data Definition, Dimension of Big Data, Big Data Characteristics: Data Structure, Techniques of Big Data, Big Data Analytics, Applications of Big Data Analytics

UNIT-IV (15 Hrs.)

Types of Analytics: Descriptive, Prescriptive, Predictive, Tools, Software for Analytics, Application of Excel, R in Analytics, Hadoop

Suggested Readings

1. Taha Hamdy. Operation Research -An Introduction, Prentice-Hall, 9th edition, 2012.
2. Gordon, G., Systems Simulation, Prentice Hall, 2002.
3. EMC Education Services, Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data, John Wiley & Sons, 2015.
4. Banks, J., Carson, J. S. and Nelson, B. L. , Discrete Event System Simulation, 4th edition, Pearson Education Asia, 2006.
5. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

DATA MINING

Subject Code: BMBAD1-762

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To cover powerful data mining techniques including clustering, association rules, and classification.
2. To teach high volume data processing mechanisms by building warehouse schemas such as snowflake, and star. OLAP query retrieval techniques are also introduced.
3. To enable the students to apply the techniques of clustering, classification, association finding, feature selection and visualization to real world data.

Course Outcomes: After the completion of the course students will be able to:

1. Gain the knowledge of basic concepts of Data Warehouse and Data Mining techniques.
2. Understand various business ethic issues in application of latest IT technologies.
3. Explore interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms
4. Synchronization of IT tools with E-business models

UNIT-I (13 Hrs)

Introduction to Data Mining: Introduction, Definition of Data Mining, Data mining parameters, Types of relationships, Functionalities of Data Mining, Classification on Data Mining system, Various risks in Data Mining, Advantages and disadvantages of Data Mining, Ethical issues in Data Mining

UNIT-II (16 Hrs)

Data Mining Techniques: Introduction, Statistical Perspective on Data Mining, Statistics-need, Similarity Measures, Decision Tree-Illustrations, Neural Network, Neural Network versus Conventional Computers, Kohonen's Self-Organizing Maps

UNIT-III (15 Hrs)

Introduction to Data Warehousing: Introduction, Data Warehousing, Advantages and Disadvantages of Data Warehousing, Data Mart, Aspects of Data Mart, Online Analytical Processing, Characteristics of OLAP, OLAP Tools, OLAP Data Modelling

UNIT-IV (16 Hrs)

Different Ways of Data Warehousing: Introduction, Types of Business Models, B2B Business Intelligence Model, Electronic Data Interchange & E-Commerce Models, Advantages of E-Commerce for B2B Businesses, Systems for Improving B2B E-Commerce, B2C Business Intelligence Model, Need & Types of B2C model in Data warehousing

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. Nisbet, R., Elder, J., & Miner, G. Handbook of statistical analysis and data mining
2. 2009 techniques. New Delhi: Academic Press 2009
3. Efreem G Mallach, 'Decision Support and Data Warehouse Systems', Tata McGraw-Hill, New Delhi, 2003.
4. McLaren & McLaren: Data Warehousing and Data Mining, Tata McGraw-Hill, New Delhi, 2003

FINANCIAL ANALYTICS AND FORECASTING

Subject Code: BMBAD1-763

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To understand various tools and techniques for financial analytics and modelling.
2. To introduce the students into concepts of time series modelling and forecasts in the finance industry

Course Outcomes

1. After the completion of the course students will be able to:
2. Use latest analytical tools in finance domain
3. Forecast the demand and behaviour of customer for sustainability of business
4. Understand various business models through latest statistical tools
5. Apply tools for establishing synergy of finance with other business domains

UNIT-I (14 Hrs.)

Time series modelling in the finance industry- forecasting- characteristics challenges- good vs. bad forecast time series and finance industry- managing customer loyalty- survival modelling-survival analysis.

UNIT-II (16 Hrs)

Simple linear regression: Coefficient of determination, Significance tests, Residual analysis, Confidence and Prediction intervals Multiple linear regression: Coefficient of multiple coefficient of determination, Interpretation of regression coefficients, Categorical variables,

UNIT-III (17 Hrs)

Heteroscedasticity, Multi-collinearity, Outliers, Auto regression and Transformation of variables

Logistic and Multinomial Regression: Logistic function, Estimation of probability using logistic regression, Deviance, Wald Test, Hosmer Lemshow Test Forecasting: Moving average, Exponential smoothing, Trend, Cyclical and seasonality components.

UNIT-IV (13 Hrs)

ARIMA (Autoregressive Integrated Moving Average) : Introduction, Condition to apply ARIMA, Application of predictive analytics in various business.

Suggested Readings

1. Gulati, H., 'SAS for Finance: Forecasting and data analysis techniques with real-world examples', Packt publishing, UK.
2. Ryzhov, P., 'Haskell Financial Data Modeling and Predictive Analytics', Packt publishing, UK.
3. Pignataro, P., 'Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity', Wiley, UK

MARKETING AND RETAIL ANALYTICS

Subject Code: BMBAD1-764

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is:

1. To create an understanding of the use of analytics in Marketing and Retail Management.
2. To use the predictive analysis in decision making.
3. To understand the market place and the changing consumer needs.

Course Outcome: After completion of this course, the students will be able to

1. Apply predictive modelling in retailing sector.
2. Understand the need for digital evolution in marketing and retail sector specifically
3. Apply latest IT technologies in workforce and customer services
4. Comprehend the analytical application in business domains like retail, marketing, consumer behaviour for sustainable business solution.

UNIT-I (14 Hrs)

Introduction to Marketing: Understanding the marketplace and consumer needs, Designing a Customer Driven Marketing Strategy, Building Customer Relationships, Consumer Behaviour and Business Buyer Behaviour

UNIT-II (15 Hrs)

Store Operations concepts and practices & IT – Managing the store, In-store operations and management Store layouts, Design and Visual merchandising, Customer service, Choosing technology, Planogram (POG), Tills: Cash counter, point of sale, work force management

UNIT-III (16 Hrs)

IT applications in Merchandising: Managing the merchandise assortment, merchandise planning system, buying merchandise-order placing, ranging-retail pricing, retail communication mix, invoice planning

UNIT-IV (15 Hrs)

Retail Analytics: Customer Analytics Overview; Quantifying Customer Value. Using Stata for Basic Customer Analysis, Predicting Response with RFM Analysis, Statistics Review, Predicting Response with Logistic Regression, Predicting Response with Decision Trees

Suggested Readings

1. G. Joshi, Information Technology for Retailing, Oxford University Press, 2009.
2. A. Khurana, Information Technology for Retailing, McGraw Hill Publishing, 2010
3. M. Levy, B. A. Weitz and A. Pandit, Retailing management, McGraw Hill publication, Sixth edition, 2008.
4. Business Analysis Body of Knowledge, Ver. 2.0, International Institute of Business Analysis, 2012

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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SEMESTER -EIGHTH

Total Contact Hours = 24/week

Total Marks = 600

Total Credits = 22

SEMESTER 8th		Contact Hrs.			Max Marks		Total	Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.		
BMBAS1-801	Social Entrepreneurship	4	-	-	40	60	100	4
BMBAS1-802	Entrepreneurship and Innovation Project	-	-	4	60	40	100	2
For Major Specialization								
XXXXXX	Compulsory Subject 1 (From Major Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 2 (From Major Specialization)	4	-	-	40	60	100	4
XXXXXX	Department Elective 1* (From Major Specialization)	4	-	-	40	60	100	4
XXXXXX	Department Elective 2* (From Major Specialization)	4	-	-	40	60	100	4
For Dual Specialization								
XXXXXX	Compulsory Subject 1 (From 1 st Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 2 (From 1 st Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 1 (From 2 nd Specialization)	4	-	-	40	60	100	4
XXXXXX	Compulsory Subject 2 (From 2 nd Specialization)	4	-	-	40	60	100	4
Total	Theory = 5 Labs = 1	20	-	4	260	340	600	22

*Select any two subjects from the list of department elective subjects of major Specialization.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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List of Compulsory Subjects (For Major and Dual Specialization)

Semester – Eighth	
Subject & Paper Code	Compulsory Papers as per specialization
FINANCE	
BMBAS1-803	International Finance
BMBAS1-804	Project Appraisal and Finance
HR	
BMBAS1-805	Organization Development and Change
BMBAS1-806	International HRM
IT	
BMBAS1-807	E-Commerce and Digital Markets
BMBAS1-808	Strategic Management for IT
MARKETING	
BMBAS1-809	Services Marketing
BMBAS1-810	International Marketing
OPERATIONS	
BMBAS1-811	Total Quality Management
BMBAS1-812	Sales and Operations Planning
BUSINESS ANALYTICS	
BMBAS1-813	Data Science Using R
BMBAS1-814	Social Media and Web Analytics

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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List of Departmental Elective Subjects (For Major Specialization)

Semester – Eighth	
Subject & Paper Code	Elective Papers a per specializations (Any Two)
FINANCE	
BMBAD1-811	Mergers, Acquisitions and Corporate Restructuring
BMBAD1-812	Management of Financial Services
BMBAD1-813	Corporate Taxation and Planning
BMBAD1-814	Management of Banks & Financial Institutions
HR	
BMBAD1-821	Compensation and Benefit Management
BMBAD1-822	Employee Relations
BMBAD1-823	Human Resource Metrics and Analytics
BMBAD1-824	Performance Management System
IT	
BMBAD1-831	Managing Digital Platform
BMBAD1-832	IT Consulting
BMBAD1-833	Information System Audit and Control
BMBAD1-834	Business Analytics in IT
MARKETING	
BMBAD1-841	Brand Management
BMBAD1-842	Customer Relationship Management
BMBAD1-843	Integrated Marketing Communication
BMBAD1-844	Digital & Social Media Marketing
OPERATIONS	
BMBAD1-851	Material Management
BMBAD1-852	Management of Manufacturing System
BMBAD1-853	Logistic Management
BMBAD1-854	Production Planning and Control
BUSINESS ANALYTICS	
BMBAD1-861	HR Analytics
BMBAD1-862	Data Visualization for Managers
BMBAD1-863	Health Care Analytics
BMBAD1-864	Supply Chain Analytics

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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SOCIAL ENTREPRENEURSHIP

Subject Code: BMBAS1-801

**L T P C
4 0 0 4**

Duration: 60 Hrs

COURSE OBJECTIVES:

1. To provide knowledge about The Social Entrepreneurship
2. Help students to develop “a Social entrepreneurial imagination and to bring out the practice of Social Entrepreneurship in India.
3. Entrepreneurship in India.

COURSE OUTCOMES: After completing this course, the students will be able to:

1. Know the parameters to assess opportunities and constraints for social entrepreneurship.
2. Understand the systematic process to select social entrepreneurship and screen a business idea.
3. Understand various funding opportunities available for social entrepreneurship and new ventures.

UNIT-I (15 Hrs)

SOCIAL ENTREPRENEUR, SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTERPRISES Meaning, definition: Social entrepreneur, social entrepreneurship, social enterprises. Characteristics of Social Entrepreneurship - Explicitly formulated mission to create and sustain social value and to benefit the communities, high degree of economic risk and autonomy in activities related to producing goods and/or selling services, pursuit of new opportunities and exploration of hidden resources.

UNIT-II (15 Hrs)

THE SOCIAL ENTREPRENEURSHIP PROCESS The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Case Model, The Social Entrepreneurship Frame work. Sources of Social Entrepreneurship -Public Sector, Private Sector, Voluntary Sector. 7 Qualities and Skills of Social Entrepreneur - Entrepreneurial, innovative, transformatory, leadership, storytelling, people, questions and doubts, accountability, succession, scale.

UNIT-III (15 Hrs)

SOCIAL ENTREPRENEURSHIP IN PRACTICE Bangladesh Rural Advancement Committee (BRAC), The Grameen Bank (GB), The Self Employment Women’s Association (SEWA), Aravind Eye Hospital, Barefoot College, Bharti Samruddhi Investment & Consulting Services (BASIX), Narayana Hrudayalaya Institute of Medical Sciences, Technology Informatics Design Endeavour (TIDE). Boundaries of Social Entrepreneurship – Social service provision, Social activism.

UNIT-IV (15 Hrs)

ETHICAL ENTREPRENEURSHIP AND CHALLENGES IN SOCIAL ENTREPRENEURSHIP Ethical entrepreneurship: Meaning. Empirical ethics, eternal ethics. Entrepreneur and customer, Entrepreneur and employee, Entrepreneur and Government. Challenges in Social Entrepreneurship

References:

1. Robert A. Philips Margret Bonefiel Ritesh Sharma, Social entrepreneurship, the next big business opportunity Global Vision Publishing House, New Delhi, 2011
2. S.S.Khanka, Entrepreneurship in India, perspective and practice, Akansha publishing house, New Delhi, 2009
3. Jill Kickul and Thomas S.Lyons, Routledge, Understanding social entrepreneurship, the relentless pursuit of mission in an ever changing world, New York, 2012
4. Vasanth Desai, Entrepreneurial development, Himalaya Publishing House, 2008, web resources
5. Bornstein, David, how to change the world: social entrepreneurs and the power of new ideas New York, Ny: oxford university press, 2004
6. Dees, j. Gregory, “the meaning of social entrepreneurship” center for the advancement, 2007. of social entrepreneurship duke university http://www.caseatduke.org/documents/dees_sedef.pdf
7. Martin, roger and Osberg, sally, “social entrepreneurship: the case for definition”, Stanford social innovation review. 2008

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

ENTREPRENEURSHIP AND INNOVATION PROJECT

Subject Code: BMBAS1-802

**L T P C
0 0 4 2**

Duration: 30 Hrs

Students will explore the various entrepreneurial opportunities in rural and urban areas and will prepare a business plan (Students will learn about preparation of Business Plan in Entrepreneurship subject). They will submit the project in the department and will give presentation on the basis of their project report. It may be individual or group project

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**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
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INTERNATIONAL FINANCE

Subject Code: BMBAS1-803

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective – The objectives of this course are:

1. To learn the global financial system
2. To understand the financial decision making at Multinational companies
3. To familiarize students with international economic factors that helps in policy making in companies.

Course Outcome – After completing this course, students will be able to

1. Comprehend the historical background as well as working knowledge of current scenario of global monetary system.
2. Get familiarize with global financial theories and global exchange rate system
3. Apply various global financial risk management strategies to solve business issue
4. Define the working of global financial institutions and international bond market

UNIT-I (15 Hrs)

International Finance: Introduction: Growing Importance of International Finance, Factors affecting International Trade flows Balance of Payments: Introduction, Basics of BOP, Current Account Surplus and Deficit, Capital Account Convertibility, J - Curve, Forex Reserves - Costs and Benefits.

International Monetary System: Evolution, Classical Gold Standard, Bretton Woods System, Failure of Bretton Wood System, Flexible Exchange Rate Regime, the current exchange rate arrangements, The European Monetary Union (EMU) – Origin and Functions of EMU

UNIT –II (15 Hrs)

Foreign Exchange Market: Function and Structure of the Forex markets, Major Participants, Types of transactions and settlements dates,

Parity Conditions in International Finance: Relationship between Inflation, Interest Rates and Exchange Rates, Purchasing Power Parity – Absolute and relative, Covered Interest Rate Parity, Real Interest Parity Conditions. The Fisher effect, The International Fisher Effect

Foreign Exchange Rate: Types – Spot Rate, Forward Rate and Cross rate, Determination of Exchange Rate, Foreign Exchange Quotations, Types and Settlements, Factors Influencing Foreign Exchange Rates. The Relationship between Forward and Future Spot Rate, Factors Influencing Exchange Rates

UNIT –III (15 Hrs)

Foreign Exchange Risk Management: Measuring and Managing Transaction Exposure, Economic Exposure and Translation Exposure, Country Risk Analysis

Currency Derivatives: Currency Futures, Currency Options, Currency Swaps and Functions of Currency Derivative Market, Interest Rate Derivatives

UNIT – IV (15 Hrs)

Multilateral Financial Institutions: World Bank – Origin and Functions; International Monetary Fund (IMF) – Origin, Functions and Lending Process to Countries; Regional Development Banks, Different International Development Association (IDA) - International Finance Corporation (IFC), OPEC, ADB

International Market: International Bond Markets, Floating Rate Bonds, Dual Currency Bonds, Equity Related Bonds, ADR, GDR and Special Drawing Rights (SDRs), Securitisation

Suggested Readings

1. P.G.Apte, ‘International Financial Management’, Tata McGraw-Hill, New Delhi, 2004.
2. Jeff Madura, ‘International Financial Management’, 6th edition, Thomson Publications.
3. Maurice D.Levi, ‘International Finance’, 3rd edition, Tata Mc Graw-Hill, New Delhi, 2003.
4. P.K Jain, Josette Peyrard and Surendra S. Yadav, ‘International Financial Management’, Macmillan Publishers, 2001.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

PROJECT APPRAISAL AND FINANCE

Subject Code- BMBAS1-804

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of the course are:

1. To enrich the students with various project appraisal techniques
2. To provide gainful insights about identification and screening of projects
3. To teach various sources of project financing

Course Outcomes: After completing this course, students will be able to:

1. Screening the environment for various investment opportunities
2. Apply various project appraisal techniques for their evaluation.
3. Demonstrate their knowledge about project costing and risk measurement techniques
4. Analyze the project funding opportunities available in the market

UNIT-I (15 Hrs)

Project Identification Analysis: Socio-economic Consideration in Project Formulation; Social Infrastructure Projects for Sustainable Development; Investment Opportunities; Project Screening and Presentation of Projects of Decision Making; Expansion of Capacity; Diversification

UNIT-II (15 Hrs)

Project Appraisal: Technical appraisal, Commercial appraisal, Economic appraisal, Financial Appraisal, Management appraisal, Govt. projects and Social projects, Social Cost benefit analysis. Environmental Appraisal, Shadow Pricing, UNIDO approach

Project Appraisal Techniques – Playback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit Cost Ratio

UNIT-III (15 Hrs)

Project Costing and Finance: Cost of project; Cost of production; Break even Analysis; Social Cost Benefit Analysis Multiple Projects: Project Dependence; Capital Rationing; Ranking Methods of Projects, Post Project Evaluation.

Risk Analysis Techniques: Effective Rate of Protection. Risk Analysis: Measures of Risk; Sensitivity Analysis; Stimulation Analysis; Decision Tree Analysis

UNIT-IV (15 Hrs)

Financing of Project: Raising finance in domestic market and international market; Role of Financing Institutions in Project Financing, Infrastructure financing; Tax Aspects in Project Finance, Implementation

Suggested Readings

1. Prasar Lath, Project Appraisal and Financing', Himalaya Publications
2. Prasanna Chandra, Project Management, MCGraw Hill
3. S. Kathua, Project Management & Appraisal, Oxford Publications
4. N. Singh, Project Management and Control, Himalaya Publications
5. K. Nagaranjan, Project Management, New Age International
6. Gordon & Natarajan, 'Financial Markets & Services' Himalaya Publications
7. V. A. Avdhani, 'Financial Services in India', Himalaya Publications
8. Vasant Desai, 'Financial Markets and Financial Services', Himalaya Publications

MERGER, ACQUISITION AND CORPORATE RESTRUCTURING

Subject Code- BMBAD1-811

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective: The main objectives of this course are:

1. To gain the understanding of Merger and Acquisition at corporate level
2. To teach the valuation of companies during merger and acquisition
3. To get familiarize with major corporate restructuring strategies
4. To get an understanding of valuation and analytical tools

Course Outcomes: After completing this course, students will be able to:

1. Define various types of Mergers and Acquisitions and the regulatory environment
2. Evaluate financial analysis of merger and acquisition valuation proposals and demonstrate their effect on stakeholders
3. Comprehend various anti-takeover and Exit strategies of corporate restructuring
4. Assess the Post merger challenges to the performance of companies.

UNIT-I (15 Hrs)

Corporate Restructuring: Meaning of Merger & Acquisitions, Types of Mergers, Process of Merger & Acquisition, Motives Behind Merger & Acquisition, Difference between Merger & Acquisition, Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

UNIT-II (15 Hrs)

Valuation of Merger & Acquisition: Shareholder Value Analysis, Determination of Swap Ratio, Determination of Financial Benefits of Merger & Acquisitions internal and external change forces contributing to M & A activities- Impact of M & A on stakeholders.

UNIT-III (15 Hrs)

Corporate Takeovers: Motivations, Cross Border Take Overs, Takeover Strategies, Anti-Takeover Strategies, Change in Ownership: Buy Back of Shares, Leverage Buyouts (LBO), LBO Process, Management Buyouts (MBO), Going Private, Exchange Offer, Reverse Merger, Financial Restructuring

UNIT-IV (15 Hrs)

Exit Strategies: Demerger: Introduction, Types of demerger – Sell off, Equity Carve out, Divestiture, Tracking Stocks, Stock Split

Post-Merger Integration: Critical success factors for post-merger integration, Ingredients of integration, Timing and Speed of integration, approaches to integration, Challenges in integration.

Suggested Readings

1. J F Weston & S C Weaver, Mergers & Acquisition: Tata McGraw Hill
2. Stowell David, —Investment Banking, Hedge Funds & Private Equity, Elsevier, 2013
3. Subramanian Pratap: Investment Banking (concepts, analyses and cases)

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MANAGEMENT OF FINANCIAL SERVICES

Subject Code – BMBAD1-812

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives: The objectives of this course are:

1. To give an idea about fundamentals of financial services and players in financial sectors, key concept from environment studies, political, and social analysis
2. To examine forwards and futures contracts for equity indexes, commodities, and currencies
3. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
4. Evaluate and create strategies to promote financial products and services

Course Outcomes: After completion of course, students will be able to:

1. Understand the fundamental & operations of financial markets and financial service providers
2. Explain various fund raising solution for the companies at domestic and global level to invest in projects
3. Comprehend the Role and importance of the credit rating agencies and their types.
4. Get familiarity with various financial sources for Start Ups to develop innovative solutions

UNIT-I (15 Hrs)

Financial Services - Meaning, types and their importance. Depository - Introduction, Concept, Depository Participants, Functioning & Benefits of Depository Systems. Dematerialization and Rematerialisation, Functions of NSDL and CDSL, Role of Depositories in Stock Broking services Mutual Funds and AMCs- Concept, Origin and Growth of Mutual Funds, Management of MFS - Sponsors, Trustees, AMCs, and Custodians. Classification of Mutual Fund Schemes, Advantages and Disadvantages of Mutual Fund Schemes, NAV, SEBI guidelines for Mutual funds.

UNIT-II (15 Hrs)

Merchant Banking - Origin and Development of Merchant Banking in India Scope, Role and Functions of Merchant Bankers, Issues Management Intermediaries – Merchant Bankers/Lead Managers – Underwriters – Bankers, Brokers and Registrars to an Issue and Share Transfer Agents– Debenture /Trustees- IPO, FPO, Book building, Green Shoe Option, Qualified Institutional Placement. Latest Guidelines of SEBI w.r.t. Merchant Bankers – Pre & Post issues activities – Raising capital from International markets: ADRs, GDRs, ECB etc.

UNIT-III (15 Hrs)

Lease and Hire purchase: Meaning and Types of leasing – Legislative frameworks – Difference between Leasing and Hire Purchase, Types of Leasing Business, Advantages to Lessor and Lessee. Tax implications in leasing, Problems on leasing – Hire Purchasing – Concepts and features, Problems on Hire Purchasing. Factoring – Definition, Factoring, Types & Importance, Forfeiting

UNIT-IV (15 Hrs)

Credit Rating - The Concept and Objective of Credit Rating, Various Credit Rating Agencies in India and International Credit Rating Agencies, Factors Affecting Credit Rating
Securitisation: Concept, Process of Securitisation, Risks in Securitisation. Benefits and Limitations of Securitisation, Mortgage Based Securitisation.
Venture Capital: Meaning and Modes of Financing, Seed capital and Start-up financing, Key Factors considered in Venture Capital Financing
Relevant Case Studies should be discussed in class.

Suggested Readings

1. S Gurusamy, _Financial Services & System_ Thomson Publications
2. M Y Khan, _Financial Services_ Tata McGraw-Hill
3. L M Bhole, _Financial Institutions & Markets_ Tata McGraw- Hill

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

CORPORATE TAXATION AND PLANNING

Subject Code- BMBAD1-813

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of this course are:

1. To provide basic knowledge of framework of taxation system in India
2. To provide knowledge of various concepts and their application relating to direct tax laws
3. To provide knowledge about integrating the relevance of tax laws with financial planning and management decisions.

Course Outcomes: After completing this course, the students will be able to:

1. Understand practical aspects of tax planning as an important managerial decision making process
2. Apply the relevant sections of the Income Tax Act to compute taxable income and tax payable for a corporation Describe the issues and apply the appropriate provisions related to the taxation of corporate investment Income
3. Identify tax planning opportunities and challenges for corporation

UNIT-I (15 Hrs)

Introduction: Income sources - Basic understanding of Income from Business and professions, Computation of income: Income from salary, capital gains and house properties and other incomes. Computation of income from business and profession, Various exemptions, Computation of tax liability & Payment of tax. Introduction to Income tax Act, 1961: Definitions of Person, Assessee, Assessment Year, Previous Year, Capital and Revenue incomes, expenses, losses and gains, concept of Agriculture Income.

UNIT-II (15 Hrs)

Deduction of Tax at Source and Advance payment of Tax: Concept, Provisions of the Act for Advance payment of Tax and Deduction of Tax at Source. Residential Status: Determination of residential status of a company, individuals and firms. Incidence of Tax.

UNIT-III (15 Hrs)

Goods and Services Tax, 2017: Introduction, GST Council, Liability of Tax Payer under IGST, CGST, SGST and UTGST. Rates for Levy of GST and collection. Exemption from GST. GST Portal: Introduction, GST Eco-system.

UNIT-IV (15 Hrs)

Impact of Taxation on Decision Making: Impact of tax on corporate Restructuring-Mergers, Acquisitions, Transfer of Assets between Holding Companies and Subsidiary Companies. Conversion of sole proprietary concern/partnership firm into Company - Conversion of company into LLP, Tax Planning for Financial Decisions, Nature and Types of Business

Suggested Readings

1. Ahuja Girish, -Systematic Approach to Income Tax, Bharat Law House, New Delhi
2. Gaur, Narang & Puri, — Corporate Tax Planning and Management, Kalyani Publishers
3. Mohapatra, Sahu, Business Taxation, Himalaya Publication
4. Pathak and S. Godiawala, Business Taxation, Mc Graw Hill Publication
5. Datey V.S., —GST Ready Reckoner, Taxman Publications (P) Ltd Gupta S.S., —GST-How to meet your obligations 2017, Taxman

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MANAGEMENT OF BANKS AND FINANCIAL INSTITUTIONS

Subject Code- BMBAD1-814

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of this course are:

1. To familiarize the students about Indian Banking System
2. To help students to identify the various risks attached with Banking system and Insurance industry
3. To teach students about strategies to manage the risks

Course Outcomes: After completing this course, students will be able to:

1. Define the banking structure in the country
2. Assess the various risks involved in working of financial institutions
3. Demonstrate the knowledge of Basel Norms and Technological Risks in Banking
4. Comprehend the functioning and Legal principals of Insurance industry

UNIT – I (15 Hrs)

Bank and Banking: Permissible banking activities – Types of banks in India – Role of RBI as a regulator
Money Market Instruments- Concept of NPA and Prudential Norms. Analysis of Financial Performance:
Analysis of Balance sheet; Income statement; profitability, liquidity and solvency analysis; CAMELS. Asset
Liability Management – Significance, ALM process, Techniques Gap, Duration, Simulation, Value at Risk,
Book value of equity and market value of equity perspective,ALCO functions

UNIT – II (15 Hrs)

Risks in Banks and Financial Institutions: Types of Risks, Credit risk management: Credit risk analysis Credit
risk diversification, Credit default swaps, Interest Rate Risks: Definition, Measuring interest rate risk,
Managing interest rate risk. Liquidity Risk: Objectives - CRR& SLR measures- Funding the banks. Capital
Adequacy

UNIT – III (15 Hrs)

Operational Risk: definition, types, Operational risk management practices, Identification- measurement-
monitoring- mitigation internal audit. Strategies to mitigate operational risk.

Basel Norms – Basel 2, Basel 1 and 2, IRR and Basel 2, Three Pillars

Technology risk: Identify the drivers and strategies to mitigate the technology risk

UNIT- IV (15 Hrs)

The Insurance Industry: Need and importance Life and non-life insurance-Players in life and non- life
insurance – Essentials of insurance contracts – Risk appraisal and selection, Legal principles of Indemnity –
subrogation –utmost Good faith – aleatory contract. Liability risk. Role of IRDA

Suggested Readings

1. Baye M. and Jansen D. (1995)"Money, Banking and Financial Markets", Houghton Mifflin Co.
2. Brown C., Mallet D., Taylor M. (1993) "Banks", London.
3. Cance D. (1995): "Introduction to Options and Futures", Dryden Press, Florida.
4. Ernst & Young (1993): "International Bank accounting", Vol. 1, 2, 3rd ed.
5. Hempel G. and Simonson D. (1999): "Bank Management", John Wiley % Sons, Inc. New York.
6. Papadeas, P.(2011) Banking activities and derivatives in accordance with the banking

ORGANIZATION DEVELOPMENT AND CHANGE

Subject Code- BMBAS1-805

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of the course are:

1. To develop a basic understanding and appreciation for the issues and conditions creating the need for change in modern organizations.
2. To develop a basic understanding of how organizations behave and react to change,
3. To develop understanding why change efforts can fail, overcoming organizational resistance, and making change possible.
4. To identify organizational situations that would benefit from OD interventions

Course Outcomes: After completing this course, the students will be able to:

1. Understand various models to solve strategic issues of manpower
2. Identify the detailed process and challenges of organizational development.
3. Analyze fundamentals to practice in organizational development
4. Implement organizational development programs especially at the individual and workgroup level

UNIT-I (15 Hrs)

Introduction to Change: Nature of Change, Internal & External changes, Types of Change, Forces of Change, Significance and Importance of Change, Process of Organizational Change, Theoretical approaches Models and Perspectives of change; Theories of Planned Change (Lewin's change model, Action research model, the positive model)

UNIT-II (15 Hrs)

Strategies to Change: Culture, Leadership and Politics of Change; Different types of organizational structures and designs, Diagnosing organizations; Collecting and Analyzing diagnostic information; Organization Development Intervention of Change: Human Process Interventions; Techno-structural Interventions; Human Resource Management Interventions; Inter Group and Third Party Peacemaking Interventions, Comprehensive Interventions, Structural Interventions, Personal Interventions, Strategic Interventions of Change; Knowledge Management; Quality Circles etc.

UNIT-III (15 Hrs)

Implementation of Change - The Delta Technique; Developing an Implementation Plan; Gaining Support and Involvement of Key People; Developing Enabling Organizational Structures; Factors Affecting the Choice of a Change Strategy; Formulating and Facilitating Change; Role of Change Agent; Action planning and Implementation; Force Field and Stakeholder Analysis, Leverage Analysis; Impact on Stakeholders; Ethics in Change Management; Kotter's 8-step Model

UNIT-IV (15 Hrs)

Measuring Change: Selecting and deploying measures; Control Systems during different stages of Change Management; Strategy maps; Balanced Scorecard
Development of Organizational Development: Future of Organizational Development, Impact on society, people and attitudes; The changing psychological contract; Unplanned environmental triggers of change and managing predictability; Identifying Trends; Double and Triple Loop Learning in organizations to identify trends; Coping with uncertainties and Scenario planning.

Suggested Readings

1. Clarke, T. & Clegg, S., 'Changing Paradigms: the transformation of management knowledge for the 21st century'. Harper Collins Business.
2. Cummings, T.G. & Worley, C.G., 'Organization Development and Change'. Cengage Publications
3. Thomas, G.C. and Christopher, G.W., 'Organization Development and Change.' Thomson South-Western, 8th Edition.
4. Nilakant, V., 'Managing Organisational Change', Sage Publications Chennai.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Subject Code: BMBAS1-806

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of this course are

1. To enable the students to understand the Global HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources internationally.
3. To develop relevant skills necessary for application in HR related issues.
4. To enable the students to integrate the understanding of various universal HR concepts along with the domain concept in order to take correct business decisions.

Course Outcomes: On completion of this course, the students will be able to

1. Develop the understanding of the concept of global human resource management and to understand its relevance in organizations.
2. Develop necessary skill set for application of various international HR issues.
3. Identify critical issues in managing talent of global workforce
4. Describe IHRM's role in managing a global health, well-being, safety, and security program

UNIT-I (15 Hrs)

Introduction to IHRM: Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model. Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture, Impact of Country culture on IHRM.

UNIT-II (15 Hrs)

Strategies for International Growth: Exploiting global integration-The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. Managing alliances and Joint ventures: IHRM and International Alliances, IHRM and International Joint Ventures.

UNIT-III (15 HRs)

International Workforce planning: International labour market, International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions International Staffing: Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, International staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.

UNIT -IV (15 Hrs)

International Compensation, International Employment Laws: International compensation and international assignees, Forms of compensation, key components of international compensation, Approaches to international compensation, compensation practices across the countries, emerging issues in compensation management. Key issues in International Industrial Relations, Trade Unions and MNE's, Response of Trade Unions to MNE's,

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. Peter J. & Denise E., _International Human Resource Management' CENGAGE Learning
2. Deresky Helen, _International Management: Managing Across Borders and Cultural', Prentice Hall India.
3. Esen Drlarry, Rchildress John, The Secret of a Winning Culture: Building High Performance Teams', Prentice Hall India.
4. Cashby Franklin, _Revitalize Your Corporate Culture: Powerful Ways to Transform Your Company into a Hiongh-Performance Organization, Prentice Hall India.
5. P.L. Rao, _International Human Resource Management', Excel Books

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

COMPENSATION AND BENEFIT MANAGEMENT

Subject Code- BMBAD1-821

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of this course are:

1. To provide understanding about the compensation process from different perspectives.
2. To acquaint the students about designing compensation using performance criteria.
3. To discuss and compare different employee benefits programs
4. To provide understanding regarding various strategic compensation policies.

Course Outcomes: After completing this course, students will be able to:

1. Demonstrate their skills in using compensation as a retention strategy
2. Demonstrate their skills in applying incentive schemes in the best interest of the organization and employees
3. Apply their knowledge in chalking out different types of employee benefits schemes
4. Understand the compensation process from different business perspectives.

UNIT-I (15 Hrs)

Compensation Management: An Introduction: Definition of Compensation, Basic concepts of Compensation (wages, salary, benefits, DA, consolidated pay, Equity based programs, commission, reward, remuneration, bonus etc.), Types of Compensation Management: The Pay Model, Strategic Pay Policies, Strategic Perspectives of Pay, Strategic Pay Decisions, Best Practices vs. Best Fit Options.

UNIT-II (15 Hrs)

Job Evaluation, Grading and Compensation Structure: Concept of Salary Structure, Salary Progression, Methods of Payment, Limitations of Job Related Compensation, Competency based Compensation (Broad pay bands and 360 degree feedback). Wages and Salary Administration at Macro (National) Level: Wage Concept, Wage Policy, Institutional Mechanisms for Wage Determination, Pay Commission, Wage Boards, Public Sector Pay Revision, ILO and Collective Bargaining, Union Role in Wage and Salary Administration.

UNIT-III (15 Hrs)

Incentive Schemes: Pay for Performance: Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of effective incentive schemes, Merits and Demerits of Incentives, Pay for Performance Plans.

Benefits and Services: Concept and Nature of Benefits, Classification of Employee Benefits, Employee Benefit Programs, Long term Incentive plans, Strategic Perspectives on Benefits, Factors Influencing Choice of Benefit Program, Administration of Benefits and Services, Employee Services – Designing a Benefit Package

UNIT-IV (15 Hrs)

Determining External Competitiveness and Benefits Management: Definition of Competitiveness, Pay Policy Alternatives, Wage Surveys, Interpreting Survey Results, Pay Policy Line, Pay Grades Benefits: Benefits Determination Process, Value of Benefits, Legally Required Benefits, Retirement, Medical, & VRS.

Performance Based Compensation System: Pay For Performance (PFP): Rewarding Desired Behaviors, Designing PFP Plans, Merit Pay/Variable Pay, Individual vs. Group Incentives, Long Term Incentives, Compensation of Special Groups, Compensation Strategies for Special Groups.

Suggested Readings

1. Richard I. Derson. I. Richard, Compensation Management, Pearson Education,
2. Martocchio J. Joseph , Employee Benefits: A Primer for Human Resource.
3. Armstrong Michael, Murlis Helen, Hand Book of Reward Management, Crust Publishing House.
4. Martocchio Joseph.J, ‘_Strategic Compensation - A Human Resource Management Approach’, Prentice-Hall.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

EMPLOYEE RELATIONS

Subject Code: BMBAD1-822

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of this course are:

1. To impart knowledge and skills on the key HR processes to maintain and improve the employee-management relations.
2. To understand the changing nature of employment relations and industrial relations, diversity of EMR practices across different parts of the World and different sectors of employment
3. To design and deliver appropriate strategies for their organization.

Course Outcomes: On completion of this course, the students will be able to:

1. Divulge the skills on the key processes to maintain and improve the employee-management relations.
2. Recognize the changing nature of employment relations and industrial relations, diversity of EMR practices globally and different sectors of employment
3. Deliver appropriate strategies for their organization.
4. Understand the changing nature of employment relations and industrial relations

UNIT-I (15 Hrs)

Introduction to Employee Relations Management (ERM): Introduction, Overview of Employee Relations Management, Importance of Employee Relations Management, Employee Relations Management Tool, Core Issues of Employee Relations Management. Strategic Employee Relations Management: Introduction, Different Strategy Levels in an Organization, Strategy and Employment Policies, Future Challenges

UNIT-II (15 Hrs)

Organizational Aspects in Employee Relations Management: Introduction, Organizational Commitment and Engagement, How Organizations Work, Organizational Culture, Conflicts in Organizations. Behavioural Aspects in Employee Relations Management: Introduction, Motivation, Leadership, Communication, Decision Making, Power and Authority

UNIT III (15 Hrs)

Organizational Discipline: Introduction, Overview of Organizational Discipline, Types of Organizational Discipline, Types of Disciplinary Problems, Disciplinary Procedure Grievance Handling: Introduction, Grievance, needs for Grievance Redressal, Steps in Grievance Redressal Procedure, Essential Pre-requisites of Grievance Procedure, Grievance Interview, Precautions in Grievance Handling, Conflict Resolution

UNIT-IV(15 Hrs)

Laws related to Employee Relations: Introduction, Evolution of Employee Laws in India, Laws Relevant to Employee Relations, Laws Relevant to Organizational Conflicts, Laws Relevant to Employee Wages and Compensation. Contemporary Issues in Employee Relations: Introduction, Careerism, Stress and Employee wellness in organisation, Organisational Justice, Organisational Misconduct, Issues with Contract labour and temporary workforce, Managing Employee Relations through Organisational Change, Employee relations for the diverse workforce and Multinational Companies (MNC), Employee relations during crises – Recession.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. Salomon Michael, *'Industrial Relations: Theory & Practice'* Prentice Hall
2. Mills Daniel Quinn, *'Labour Management Relations'* Mcgraw Hill
3. Ghosh Biswanath, *'Industrial Relations Of Developing Economy'*, Himalaya Publishing

HUMAN RESOURCE METRICS AND ANALYSIS

Subject Code: BMBAD1-823

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective: The main objectives of this course are:

1. To understand the importance of HR metrics and analytics in measuring HR's impact and drive business results.
2. To identify the right HR metrics (what to measure, types of measurements etc.) – aligning HR and business goals.
3. To Turn metrics into analytics for effective management decisions.

Course Outcomes: After completing this course, the students will be able to

1. Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits, Training and Human Capital development etc.
2. Demonstrate HR function in adding value in business terms.
3. Analyse the value of Intangibles that HR helps builds for the organization given a particular business context.
4. Design a Metrics and Analysis index for recruitment, performance and or a training and development context

UNIT I (15 Hrs)

HR Metrics Overview: Concepts, Objectives, Historical evolution of HR metrics, Explain how and why metrics are used in an organization, Designing effective Metrics that matters, Deciding what metrics are important to your business. HR metrics design principles.

UNIT II (15 Hrs)

Approaches for designing HR metrics: The Inside-Out Approach, The Outside-In Approach, Align HR metrics with business strategy, goals and objectives. Link HR to the strategy map. Creating levels of metrics measures: HR efficiency measures, HR Effectiveness measures, HR value / impact measures

UNIT III (15 Hrs)

Building HR functions metrics: Workforce Planning Metrics, Recruitment Metrics, Training & Development Metrics, Compensation & Benefits Metrics, Employee relations & Retention Metrics.

UNIT IV (15 Hrs)

The Implementation of HR Metrics: Building the business case for HR metrics, Implementation: Building support, Implementing HR metrics HR Analytics Overview: What HR Analytics. Importance of HR Analytics, Translating HR metrics results into actionable business decisions for upper management (Using Excel Application exercises, HR dashboards).

Suggested Readings

1. Barnett K, Berk J, Human Capital Analytics. Word Association Publication
2. Fitz-Enz J, 'The HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments', AMACOM.
3. Sesil. J, 'Applying advanced analytics to HR management decisions: Methods for recruitment, managing performance and improving knowledge management'. Prentice Hall.

PERFORMANCE MANAGEMENT SYSTEM

Subject Code: BMBAD1-824

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objective of this course are-

1. To provide comprehensive knowledge and practical skills to enhance the ability of students for performance management in the organizations.
2. To facilitate the students to have broad understanding about performance management systems
3. To explore the key elements of effective performance management in organizations.

Course Outcomes: After completing this course, students will be able to-

1. Set goals for himself as well as his subordinates in the organization.
2. Analyze and assess the performance of employees in the organization and manageteam performance.
3. Carry out performance management surveys, compare and evaluate the different performance management systems
4. Explore the key elements of effective performance management in organizations.

UNIT-I (15 Hrs)

Conceptual Approach to Performance Management: Introduction to Performance Management, Process for Managing Performance, Implications for Performance Management, principles of performance Management, benefits of performance Management, , Performance Planning – Process, Contents, steps, Process of developing individual to group performance plans

UNIT-II (15 Hrs)

Performance Appraisal and Review – Process and methods, Objectives, steps, Design, Types and Methods of Appraisal, Steps in Review, Effective Performance counselling,
Performance Management Systems: Importance, Features, Dimensions, Performance consulting, Four pillars of PMS, Strategic Performance Management systems Criteria for performance measures, classification of measures,
Performance Management Process: Performance Management Planning Process, Mid-cycle Review Process, End-cycle Review Process, Performance Management Cycle at a Glance Alternative models for Assessing Performance-Balance score card; EFQM Model; Outcome metrics–Economic Value Added (EVA); other economic measures.

UNIT-III (15 Hrs)

Competency based PMS: Competency based Performance Management System – Managerial skills and competencies, developing competencies, Competency Identification and Assessment Process, Competency models
Team Based Performance Management – Principles, work wheel, Measuring and managing team performance, Stages, Team building, role analysis

UNIT-IV (15 Hrs)

Issues in Performance Management: Performance Management and Reward: Concepts related to Performance and Reward, Linking Performance to Pay – A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.
Ethics in Performance Appraisal: Ethics – An Overview, Ethics in Organisations, Ethics in Performance Management, Realities of Ethics in Performance Management, Ensuring Ethics in Performance, Performance Management & Employee Development

Suggested Readings

1. Soumendra Narian Bagchi, Performance Management, 2e, Cengage Learning
2. Herman Aguinis, Performance management, 3e, Pearson,
3. A S Kohli, T. Deb, Performance Management, Oxford Higher Education
4. Prem Chadha, Performance Management, Macmillan
5. Anjali Ghanekar, Essentials of Performance Management, Everest Publishing House

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

E-COMMERCE AND DIGITAL MARKETS

Subject Code: BMBAS1-807

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives- The main objectives of this course are:

1. To learn about foundations of E-Commerce.
2. To learn about E-Business plan and address E-Commerce related issues.
3. To provide insights on Business incubators.
4. To provide knowledge about the E-marketing strategies and digital payment systems.

Course outcome: After the completion of this course students will be able to:

1. Identify and apply relevant problem-solving methodologies.
2. Design components, systems and/or processes to meet required specifications for a web presence.
3. Demonstrate digital techniques for marketing, finance and other business domains
4. Communicate effectively in ways appropriate to the discipline, audience and purpose

UNIT-I (15 Hrs)

E-Commerce: Understanding E-Commerce , E-Business models , E- Business and the global economy, Creating E-Business plan, Social and Behavioral issues Ethical and regulatory issues Technology and growth of E-Commerce, Economic foundations of E-Commerce, The strategy of e- business, Economics of e-business, E-Business Technologies

UNIT-II (15 Hrs)

Understanding E-Commerce-Technology and growth of E Commerce, Economic Foundations of E-Commerce-Business Models on the Internet-Intermediation and Dis-intermediation in e-Commerce-Introduction to Digital Marketing-Payment Gateways and Digital Currencies-Designing Electronic Markets-E Business Entrepreneurship

UNIT-III (15 Hrs)

Introduction of the Digital Marketing; Creating initial Digital Marketing Plan; SWOT Analysis; Target Group Analysis; Content management

UNIT-IV (15 Hrs)

Digital Payment Systems: Introduction to digital marketing, E-Marketing strategies, E-CRM, Electronic payment methods, Types of payment gateway, Digital Currencies, Digital signature

Suggested Readings

1. Kenneth C.Laudon Carol Guercio Traver, 'E-Commerce', Pearson Publications
2. Russ, Henneberry, 'Digital Marketing for Dummies', Willey Publications
3. S.J.P.T.JOSEPH, 'E-Commerce: An Indian Perspective', PHI
4. Gary P.Schneider, 'Electronic Commerce Course Technology Inc',

STRATEGIC MANAGEMENT FOR IT

Subject Code: BMBAS1-808

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To understand the approaches of strategic IT applications
2. To analyze the value chain for service industries
3. To examine the organizational movements around the Strategic Grid
4. To Articulate the importance of drivers behind the transformation and implications
5. To develop action plans with clear goals through technology, evaluate the progress and facilitate the plan

Course outcome: After the completion of this course students will be able to:

1. Define operational effectiveness and understand the limitations of technology- based competition leveraging this principle.
2. Define strategic positioning and the importance of grounding competitive advantage in this concept.
3. Understand the resource-based view of competitive advantage.
4. List the four characteristics of a resource that might possibly yield sustainable competitive advantage

UNIT-I (15 Hrs)

Top-down approaches to Planning for Strategic IT Applications-The Value Chain Analysis Approach to IS/IT Strategy Formulation and Value Chain Analysis for Service Industries.

UNIT-II (15 Hrs)

Organizational movements around the Strategic Grid, drivers behind the transformation implications of the drivers for visioning of the strategic role of IT in the organization

UNIT- III (15 Hrs)

Strategy Formulation: Levels and formulation of strategy – Process– Types of Strategy–Top–down approaches to Planning for Strategic IT Applications Value Chain Analysis: The Value Chain Analysis Approach to IS/IT Strategy Formulation – Value Chain Analysis for Service Industries.

UNIT-IV (15 Hrs)

IT Strategy: Special Considerations for IT Strategy, IT Strategic Planning, IT Critical Success Factors, IT Future Scenarios, Strategy Information: Strategic information systems (SIS), Organizational movements around the Strategic Grid, inter organizational systems (IOS), Information Systems and Information Technology Strategies

Suggested Readings

1. CA. Deepak Pandian & CA. Aneesh Noor Mohammed, 'Strategic Management & Information Technology', Paperback, Kothari Academic & Research Publications, 2016.
2. Neil Ritson, 'Strategic Management', Ventus Publishing ApS,
3. J.-C. Spender, 'Business Strategy: Managing Uncertainty, Opportunity, and Enterprise', Oxford University Press.
4. Linda Parker Gates, 'Strategic Planning with Critical Success Factors and Future Scenarios: An Integrated Strategic Planning Framework', Software Engineering Institute, November 2010

MANAGING DIGITAL PLATFORM

Subject Code: BMBAD1-831

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are

1. To understand the Fundamentals of Digital Platforms.
2. To assess the competition in the digital environment.
3. To analyze the choice of marketing strategy in the Digital Platform

Course outcomes: After the completion of this course students will be able to:

1. Gain the knowledge about various digital platforms in business
2. Get knowledge about pricing policies and social media strategies
3. Apply cloud computing, IoT in digital platforms in business
4. Understand the opportunities and challenges in digital business across various domains

UNIT-I (15 Hrs)

Digital Platforms: Introduction, Types, Enterprise Digital Ecosystems, Challenges in modern digital enterprises, Platform Economics, Platform Architecture, Governance, Media Optimization, Channel optimization, Audience platform Utilization

UNIT-II (15 Hrs)

Understanding various types of platforms-Platform Economics Architecture and Governance of Platforms-Platform Competition-Participating on Platforms-Decision rights, control, and pricing policies

UNIT-III (15 Hrs)

Platform competition, Platform Technologies and political culture, Intellectual properties in Digital Economy, Pricing Policies, Future of Digital Platforms, Participation, Social Media Strategies

UNIT-IV (15 Hrs)

Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing, Social media, BYOD, and Internet of Things (digitally intelligent machines/services) Opportunities and Challenges in Digital Business

Recommended Books

1. Shailesh Kumar Shivakumar, Enterprise Content and Search Management for Building Digital Platforms, John Wiley & Sons, 16– Dec–2016
2. Craig Dempster, John Lee, The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High–Growth Digital Advertising Platforms, John Wiley & Sons, 2015.
3. Yu–li Liu, Robert G. Picard, Policy and Marketing Strategies for Digital Media, Routledge, 2014.
4. Dal Yong Jin, Digital Platforms, Imperialism and Political Culture, Routledge, 2015
5. Don Passey, Steve Higgins, Learning Platforms and Learning Outcomes, Routledge

IT CONSULTING

Subject Code: BMBAD1-832

**L T P C
4 0 0 4**

Duration - 60 Hrs.

Course Objectives: The main objectives of this course are:

1. To provide importance of IT Consulting in Business Processes
2. To equip the students with knowledge of Consulting Life Cycle, Consulting Projects, Service Level Agreements (SLA)
3. To provide knowledge about ethics in consulting

Course outcome: After the completion of this course students will be able to:

1. Evaluate the IT requirements of the organization underlying given business environment.
2. Apply Business life cycle techniques in Consultancy assignment
3. Monitor and implement SLA Metrics.
4. Apply business ethics in consultancy process

UNIT-I (15 Hrs)

Introductions to Principles: Principles of Consultancy Overview and principles of consultancy, role & competencies of the consultants; Consultancy Models; Technology Management; Technology Life Cycles.

UNIT-II (15 Hrs)

Life Cycle of a Consultancy Assignment: Gaining entry, Contracting and assignment initiation, Identification of problems and business needs, Diagnosis and Solution definition, Solution appraisal and evaluation, Implementation.

Life Cycle Assessment (LCA): Evolution, Stages in product LCA. Code of good conduct for LCA.

UNIT-III (15 Hrs)

Request for Proposal(RFP): Introduction, Scope of Work, Proposal Requirements, Process for Proposal Preparation and Submission, Proposal Review/Evaluation/Selection.

Service Level Agreements (SLA):Introduction, Importance, Preparation, Components of SLA. SLA Monitoring and Verification. SLA metrics

UNIT-IV (15 Hrs)

Ethics in Consultancy: Principles for Ethical Consulting, Different approaches to Ethic, Codes of Ethics, Consultant's Unethical and Avoiding Behaviours, Ethics and Self-Interest, Responsibility and Accountability

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. Narayanan, V K., _Managing Technology and Innovation for Competitive Advantage', Pearson Education
2. Peter F. Drucker, _Social Needs and Business Opportunities', in The Frontiers of Management
3. Title: The Trusted Advisor Author: David Maister, Charles Green, Robert Gallford Publisher:Free Press (Simon and Schuster) Publication Date: 2002 ISBN: 978-074320776

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

INFORMATION SYSTEMS AUDIT AND CONTROL

Subject Code: BMBAD1-833

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To provide knowledge about the importance of information in decision making
2. To give knowledge about various types of Information Systems audit processes
3. To make the students understand the Process of Auditing Information system

Course outcomes: After the completion of this course students will be able to:

1. Understand the role of the IS auditor and the IS audit function.
2. Purpose of controls in an information systems environment.
3. Apply corporate governance and IS Audit linkages to analyze issue
4. Apply the concepts in real time business scenario.

UNIT-I (15 Hrs)

Information System Audit Process: Management of IS Audit Function, Risk Analysis, Internal Controls, Performing an IS Audit, Control Self-assessment, The Evolving IS Audit process Information System Operations - IS Hardware – IS Architecture and Software – IS Network Infrastructure – Auditing Infrastructure and Operations

UNIT-II (15 Hrs)

Information System Acquisition: Auditing Application Controls, Auditing Systems Development Acquisition and Maintenance, Disaster Recovery Planning

UNIT-III (15 Hrs)

Information Security: Importance of Information Security Management, Logical Access, Network Infrastructure Security, Auditing Information Security Management Framework, Environmental Exposures and Control, Physical Access Exposures and Controls

UNIT-IV (15 Hrs)

Corporate governance and IT Management: Corporate Governance, Information System Strategy, IT Investment and allocation processes, Policies and Procedures, Information System Management practices: IS Organizational structure and responsibilities, Business Continuity Planning, Auditing Business Continuity

Suggested Readings

1. Sandra Senft, Frederick Gallegos, Aleksandra Davis,(2012), Information Technology Control and Audit, Auerbach Publications.
2. Jack J. Champlain, _Auditing Information Systems', Wiley Publications

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

BUSINESS ANALYTICS IN IT

Subject Code: BMBAD1-834

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To provide knowledge about role of business analytics in Information technology
2. To discuss about Big data analytics in Business
3. To create awareness about applications of Business Intelligence

Course Outcomes: After completing this course, students will be able to:

1. Apply various business optimization techniques
2. Understand the applications of Business Intelligence in analyze in Business strategies
3. Apply data mining techniques in business operations
4. Understand applications of big data analytics to analyze and solve business problems

UNIT-I (15 Hrs)

Business Analytics and Optimization - Concepts and need, Impact of BAO, Capabilities of BAO, BAO reference architecture, challenges to manage IT data Business Analytics (BA), Capability of BA, Types of Analytics, Types of tools for analytics, Business Analytics Mode

UNIT-II (15 Hrs)

Business Intelligence (BI): Definitions, Components and Architecture of BI, High level BI Process, functional areas of BI tools, Benefits of BI, maximize value from BI, Strategy and BI, Business Role of BI in IT, BI maturity model.

UNIT-III (15 Hrs)

Big Data Analytics: Define Big Data, Need of Big data in IT, Characteristics of Big Data, Structure of Big data, Big Data Analytics Adaptation, advantages and disadvantages of Big data, Big Data application framework and Big data applications.

UNIT-IV (15 Hrs)

Data Mining and Dashboard: Concept and Purpose of Data Mining, Data Mining Process, KDD Process Model, Data Mining Techniques, Define Dashboard, Types of Dashboard, Dashboard Design, Kaplan – Norton Balanced Scorecard, R-J Performance Dashboard

Suggested Readings

1. R N Prasad & Seema Acharya, 'Fundamentals of Business Analytics'
2. B. Devlin, 'Business UnIntelligence: Insight and Innovation Beyond Analytics and Big Data'
3. Tan, Steinbach & Kumar, Introduction to Data Mining,
4. Introduction to Business Analytics, Guide by IBM

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

SERVICES MARKETING

Subject Code: BMBAS1-809

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To equip the students with understanding to apply Service Marketing Concepts and Strategies.
2. To the Create Customer Value in Today's Highly Competitive Environment.
3. To inform you about the best current thinking on services marketing and management, through contemporary readings, current case analysis, and lectures.

Course Outcomes: After the completion of this course students will be able to:

1. Demonstrate an extended understanding of the similarities and differences in service- based and physical product-based marketing activities.
2. Demonstrate a knowledge of the extended marketing mix for services.
3. Develop and justify marketing planning and control systems appropriate to service-based activities.
4. Identify the challenges in service design and pricing decisions

UNIT-I (15 Hrs.)

Introduction to Services, Growth of Service Sector Economy, Service Characteristics, Service Classification, Service Marketing Mix, Consumer Behaviour in Services: Customer Expectation of Service, Customer Perceptions of Service.

UNIT-II (15 Hrs.)

Managing Relationship and Building Loyalty, Complaint Handling and Service Recovery Strategies, Service Development and Design: Challenges of Service Design, Types of New Services, Core and Supplementary Elements, New Service Development Process, Service Blueprint, Physical Evidence and the Services capes: Types, Role and its Effect on Behaviour

UNIT-III (15 Hrs.)

Delivering and Performing Service Through Employees and Customers: Service Culture, Employee's Role, Strategies to Deliver Quality, Cycle of Failure, Mediocrity and Success, Self Service Technologies and Customer Participation, Introduction to Customer Citizenship Behaviour Delivering Services through Intermediaries and Electronic Channels, Managing Demand and Capacity, Waiting Line Strategies Integrated.

UNIT-IV (15 Hrs.)

Services Marketing Communications and Services Marketing Triangle, Pricing of Services: Pricing Approaches, Pricing Strategies, Improving Service Quality and Productivity: Integrated Gaps Model of Service Quality, Prescriptions for Closing Quality Gaps. Relevant Case Studies Related to the topics should be discussed.

Suggested Readings

1. Zeithmal A. Valarie and Bitner Mary, *Services Marketing*, Tata McGraw Hill.
2. Christopher H. Lovelock, *Services Marketing*, Pearson Education.
3. Hoffman, *Marketing of Services*, Thomson South Western.
4. Govind Apt, *Service Marketing*, Oxford Press.
5. Shajahan, *Service Marketing*, Himalaya Publishing.
6. Harsh V. Verma *Services Marketing- Text and Cases*, Pearson Publications

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

INTERNATIONAL MARKETING

Subject Code: BMBAS1-810

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main aim of this course is:

1. To acquaint the students with the concepts and procedures for international marketing.
2. To develop and implement plans and strategies for entering international markets and managing overseas operations.
3. To develop skills in researching and analyzing international marketing opportunities.

Course Outcomes: After the completion of this course students will be able to:

1. Acquaint with environmental, procedural, institutional and decisional aspects of international marketing
2. Develop and implement plans and strategies for entering international markets.
3. Know how to manage overseas marketing operations and ethical issues
4. Understand business environment and communication policies and techniques at global level

UNIT-I (15 Hrs.)

Definition, Scope, Importance and Challenges of International Marketing, International Trade Theories, Reasons for Going International, Economic Analysis of Multinational Trade, International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, Licensing, Contract Manufacturing, Joint Venture M & A, Setting-Up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.

UNIT-II (15 Hrs.)

International Marketing Environment: Political, Legal, Environmental, Socio Cultural and Technological environment, Country Risk Analysis, International Economic Environment: IMF, WTO, International Monetary System, International Trade Barriers: Tariff and Non-Tariff Regional Blocks: European Union, NAFTA, SAARC, ASEAN, MERCOSUR, International Marketing Research, Selection of Export Markets.

UNIT-III (15 Hrs.)

Product Policy: Product Standardization & Adaptation, International, Product Mix, International Product Life Cycle, New Product Development, Exports Packaging, International Pricing Policy: Factors Influencing Selection of Pricing Policies, International Pricing Strategies

UNIT-IV (15 Hrs.)

International Distribution Policy: Factors Influencing Selection of International Distribution Channels, Types of International Distribution Channels, Role of Internet in International Distribution, International Communication Policy: Communication Strategies in International Marketing, International Promotion Mix.

Note: Relevant case studies related to the topics should be discussed.

Suggested Readings:

1. S. Onkvisit & J. Shaw, J., 'International Marketing: Analysis & Strategy', Pearson Education.
2. M. Czinkota, I. Ronkaine, Sutton Brady, C. and Beal, T., 'International Marketing', Cengage Course.
3. F. Cherunilam, 'International Trade & Export Management', Himalaya Publishing.
4. Cateora & Graham, 'International Marketing', McGraw Hill.
5. Keegan, 'Global Marketing Management', Pearson Education Asia.
6. J. Daniels, J., 'International Business', Pearson Education.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

BRAND MANAGEMENT

Subject Code: BMBAD1-841

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main aim of this course is:

1. To create understanding among students for concepts, process, techniques of product and brand management.
2. To enhance knowledge about product promotion
3. To create value for brand.
4. To increase customer loyalty towards product

Course Outcomes: After the completion of this course students will be able to:

1. Gain operational understanding of product development process and product strategies
2. Apply branding elements into marketing mix.
3. Design, implement and take appropriate branding decisions as per business ethics
4. Demonstrate the use of tools and communication channels in defining the positioning of brands

UNIT-I (15 Hrs.)

Brand Concept: Meaning, nature and importance of Brand; Types of brands, Strategic Brand Management Process; Brand Identity perspectives, Brand identity prism, Identity levels
Customer based Brand Equity: Brand Knowledge –Building brands –Keller’s pyramid model, Aaker’s and Kapferer’s models

UNIT-II (15 Hrs.)

Designing marketing programs to build brand Equity: Product, Pricing and Channel strategy
Measuring Brand Equity: Brand Value chain, Brand tracking studies
Brand Loyalty: Measures of Loyalty, Branding strategies – product, line, range and umbrellabranding,

UNIT-III (15 Hrs.)

Brand Personality: Definition, Measures and Formulation of Brand Personality; Brand Image dimensions, Stages of Concept Management for functional, symbolic and experiential brands.
Brand Positioning: Concepts and Definitions, 3 Cs of Positioning, Brand Positioning and Differentiation Strategies, Repositioning, Celebrity Endorsements, Role of Semiotics, Brand Auditing

UNIT-IV (15 Hrs.)

Brand Strategy – Brand Architecture and hierarchy
Brand Extension: Need, Various Types, Implication of Extension, Managing Brands Over Time, Brand Reinforcement, Brand Revitalization, Measuring Brand Value, Managing Global Brands, Branding in Different Sectors.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. Y.R.L. Murthi, ‘Brand Management’, Vikas Publications.
2. Kevin Lane Keller, M.G, Parameswaran MG and Jacob Isaac, ‘Strategic Brand Management’, Pearson education
3. David Aaker, ‘Managing Brand Equity’, Prentice Hall of India.
4. H. Verma, ‘Brand Management’, Excel Books.
5. Venugopal, ‘Product and Brand Management’, Himalaya Publications.
6. Sasikumar and Chandrasekar, ‘Brand Management Practices’, Himalaya Publications.

CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code: BMBAD1-842

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main aim of this course is:

1. The purpose of this paper is to make students understand strategies and models of customer relationship.
2. To learn how to Improve the Efficiency of Your Business.
3. To learn how to Expand You Customer Base.
4. To learn how to Enhance Your Sales and Support Teams.

Course Outcome: After the completion of this course students will be able to:

1. Use various strategic model of CRM in managing the customers related business issues
2. Generates competency in transforming organisations into customer-centric enterprises
3. Understand how to manage customer and business digitally with IT tools
4. Identify and solve various issues in implementing CRM in various operations of company

UNIT-I (15 Hrs)

Introduction to CRM: Meaning and Definition of Customer Relationship Management (CRM), Nature and Scope of CRM, Key Elements of Customer Management, Conceptual Framework of CRM, Components of CRM, Uses and Benefits of CRM, Challenges and Barriers in CRM; Understanding People component of CRM, Organization Environment and CRM, Value Chain Considerations for CRM, Difference between CRM and e-CRM.

UNIT-II (15Hrs)

CRM Strategy: Sales Strategy – Sales challenges for FMCGs, Sales Processes and Participation in CRM, CRM and Sales Organization, Sales Customer Relationship Cycle, Sales Force Communications, Sales Force Automation Technology, Data Mining for CRM, Framework for Deploying Customer Relationships in Organizations; Marketing Strategy – Service Quality and Customer Satisfaction, Customer Loyalty, Customer Retention, Relationship between Customer Satisfaction and Loyalty, Relationship between Customer Loyalty and Profitability, CRM Strategy Cycle.

UNIT-III (15 Hrs)

CRM Models: Brief Introduction to Classic Marketing Models; Models of Customer Management – One-to-one, Transparent Marketing, Top Vanilla, Spot Sell, Pure Spot Sell, Channel Partnership; Impact of Web-based Marketing on these Models, Paradox of Technological Progress; Customer Requirements of CRM, Company's perspective of CRM, Concept of Share of Wallet.

UNIT-IV (15 Hrs)

Tactical versus Strategic Application of CRM, Target Opportunities, Incremental Revenue, Cost Changes, Contact Strategies, Revenue and Cost Review, Feasibility Analysis, New Opportunities for improving CRM, Creating Long-term Customer Value (LTCV), Measuring Customer Relationships, Payback for Customer Relationships.

Suggested Readings

1. Roger J. Baran, Robert J. Galka and Daniel P. Strunk, 'Customer Relationship Management', Cengage Course.
2. Barnes, James G., 'Secrets of Customer Relationship Management', McGraw Hill,
3. Kincaid, Judith, 'Customer Relationship Management: Getting it Right!' Pearson Education.
4. Peelen, 'Customer Relationship Management', Pearson Education.
5. Anderson, Kristin and Carol Kerr, 'Customer Relationship Management', McGraw Hill Education.
6. Sheth, Jagdish N., 'Customer Relationship Management: Emerging Concepts, Tools and Applications', McGraw Hill Education.
7. Sheth, Jagdish N., Atul Parvatiyar and G. Shainesh, 'Customer Relationship Management: Emerging concepts, Tools and Applications'.

INTEGRATED MARKETING COMMUNICATION

Subject Code: BMBAD1-843

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To acquaint the students with essential concepts and techniques for the development.
2. To design an effective Integrated Marketing Communication programme.
3. To provide the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.

Course outcome: After the completion of this course students will be able to:

1. Quickly understand a company and its marketing communications activities
2. Thoroughly describe a range of media and methods available to marketers
3. Develop a clearly thought out Communications Audit
4. Understand the advertising laws & ethics and budgeting for promotional programmes.

UNIT-I (15 Hrs)

An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour, omni-channel marketing

UNIT-II (15Hrs)

Planning for Marketing Communication (Marcom): Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.

UNIT-III (15 Hrs)

Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model

UNIT-IV (15 Hrs)

Digital Media & Advertising: Digital Media, Evolution of Technology, Convergence of Digital Media, E-Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR Advertising Laws & Ethics: Advertising & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI

Suggested Readings

1. Jaishri Jethwaney & Shruti Jain, 'Advertising Management', Oxford University Press
2. Kruti Shah and Alan D'Souza, 'Advertising & Promotions: An IMC perspective', Tata McGrawHill
3. Aakar, Batra and Myers, 'Advertising Management', Prentice
4. S H Kazmi and Satish K Batra, 'Advertising & Promotions', Excel Publications
5. Wells, Moriarty and Burnett, 'Advertising; Principles and Practice', Pearson Publications

DIGITAL AND SOCIAL MEDIA MARKETING

Subject Code: BMBAD1-844

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To provide students with the knowledge about business advantages of the digital marketing.
2. To understand its importance for marketing success.
3. To gain knowledge that how to develop a digital marketing plan.

Course outcomes: After the completion of this course students will be able to:

1. Identify the importance of the digital marketing for marketing success
2. Manage customer relationships across all digital channels.
3. Apply various Return on Investment Techniques for allocating adequate budget
4. Analyze online business environment for applying appropriate IT Techniques for Business issues

UNIT-I (15 Hrs)

Basics of Digital Marketing: Evolution of Digital Marketing, Digital – the next wave of marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence, Creating initial Digital Marketing Plan; SWOT Analysis; Target Group Analysis; Content management.

UNIT-II (15 Hrs)

Optimization of Web Sites; MS Expression; SEO Optimization; CRM platform; Google Analytics; Social Media Marketing; Budgeting. Ecommerce, Mobile Marketing: Best practices of mobile marketing, types of mobile marketing.

UNIT-III (15 Hrs)

Digital Marketing Budgeting - resource planning, cost estimating, Marketing Strategies on the Use of Blogging. Display advertising, different type of ad tools, remarketing, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques,

UNIT-IV (15 Hrs)

Search Engine Optimization, Display Advertising, Email Marketing, Integrate Social Media Networks into your Marketing Strategy, Social Media Pitfalls to Avoid, Affiliate Marketing. Consumer segmentation and positioning by online tools.

Suggested Readings

1. Digital Marketing 2.0, Himalaya Publishing House, New Delhi
2. Seema Gupta —Digital Marketing| Tata McGraw Hill Publication
3. Kamat and Kamat, 'Digital Marketing', Himalaya Publications
4. M. Miller, 'Using Google™ AdWords and AdSense', Que Publishers

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

TOTAL QUALITY MANAGEMENT

Subject Code: BMBAS1-811

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To develop a sound understanding of how the application of TQM assists the pursuit of business excellence.
2. To provide skills and strategies in human dimensions of quality.
3. To understand the techniques applicable to TQM and business excellence.

Course Outcomes: After the completion of this course students will be able to:

1. Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
2. Identify the various issues in performing team work and in enhancing customer satisfaction
3. Analyze various business problems to implement TQM and find feasible solution
4. Apply latest techniques for quality control in organization

UNIT-I (15 Hrs.)

Introduction to TQM: History, aims, objectives, benefits, gurus and their principles, TQM for Marketing Function: Quality in marketing and sales, factors for excellence, BPR and IT: business process management.

UNIT-II (15 Hrs.)

Customer Focus: External and internal customers, Measuring customer satisfaction, Continuous improvement process, Team work & barriers to team work, Benchmarking, JIT.

UNIT-III (15 Hrs.)

Introduction to Tools and Techniques: Brainstorming, Affinity Diagram, Benchmarking, fishbone diagram, check sheet, flow chart, line graph, run chart, histogram, Pareto diagram, FMEA, scatter diagram, control chart, QFD, tree diagram, force field analysis, seven w. and is/is-not questions, why-why diagrams.

UNIT-IV (15 Hrs.)

Total Employee Involvement: Awareness of quality, recognition and rewards, empowerment and self-development, Education and training, cost of quality: cost of poor quality, TQM implementations & barriers to implementation, Six sigma, Introduction to ISO 9000, ISO 9001: 2000 series of standards.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. Hurbert K. Rampersad, *Managing Total Quality*, Tata McGraw Hill Publishing Company Ltd.
2. Mukherjee, *Total Quality Management*, PHI Course.
3. Singhal & Singhal, *Implementing ISO 9001:2008 Quality Management Systems: A Reference Guide*, PHI Course.
4. Bhat, *Total Quality Management*, Himalaya Publications.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

SALES AND OPERATIONS PLANNING

Subject Code: BMBAS1-812

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main aim of this course is:

1. To provide understanding about balancing customer demand with supply capabilities.
2. To study customer-focused marketing plans for new and existing products with supply chain management.
3. To Study the sales and operations planning process attempts to match the company's supply of resources efficiently to market demand expectations

Course Outcome: After the completion of this course students will be able to:

1. Develop a dynamic sales and operations planning (S&OP) process- business processes and technologies.
2. Understand the how much of which products to make, where to make them, and which markets to send them.
3. The general outcome of S&OP is matching demand and supply in the medium term, by providing an instrument for the vertical alignment of business strategy and operational planning, and for the horizontal alignment of demand and supply plans.
4. Apply scheduling for optimum capacity planning process.

UNIT-I (15 Hrs)

Introduction: Introduction of sales and operating planning, Advantages, Inputs, S&OP time horizon, Top down planning, Bottoms up planning Need for Operations planning and control-Demand Forecasting and its dovetailing with operations planning

UNIT-II (15 Hrs)

Management Review: Key Performance Indicator (KPI) measurement, working capital, Gross margin, Inventory turns, Plan vs actual, Forecast errors, Root cause analysis, MRP and MPS- Operations scheduling-Distribution planning-

UNIT-III (15 Hrs)

Enterprise Resource Planning: Operations planning Insights from the TOC school of thought, Facility Layout; Principles of Facility Layout, Types of Layout: Process Layout, Product or Line Layout, Fixed Position Layout, Concepts of Line Balancing, Merits and Demerits of Product and Process Layout

UNIT-IV (15 Hrs)

Capacity planning: Aggregate operations planning, Concepts of Push System & Pull System, Job Shop Scheduling and its Criteria, Single Processor Job Shop Scheduling. Concepts of two machines scheduling (Johnson's Rule).

Suggested Readings

1. Havaladar, Krishna K.& Cavale, Vasant M.; Sales and Distribution Management; Tata McGraw Hill, New Delhi
2. Khan, Mateen; Sales and Distribution Management; Excel Books; New Delhi
3. Still, Richard R., Cundiff, Edward W. & Govoni, Norman; Sales Management – Decision, Strategies and Cases ;Pearson Education/Prentice Hall of India; New Delhi
4. Dalrymple, Douglas J.; Cron, William L. &Decarlo, Thomas; Sales Management; John Wiley & Sons (Asia) Pvt. Ltd; New Delhi
5. Futrell, Charles M.; Sales Management – Team work, Leadership and Technology; Thomson Learning.; New Delhi

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MATERIAL MANAGEMENT

Subject Code: BMBAD1-851

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main aim of this course is:

1. To create understanding and importance of managing materials through purchasing, inventory control, pricing and negotiation.
2. To understand Purchasing the items from a reliable source at economic price
3. To form Better co-ordination within the materials functions and also other functional areas of business.

Course Outcomes: After the completion of this course students will be able to:

1. Understand the use of inventory management, purchase management, and most important material handling.
2. Develop an ability to perform the role of a materials manager in an organization.
3. Manage the activities of materials manager like purchasing, inventory analysis, storage etc. in a scientific manner.
4. Improve performance through use of MRP techniques within capacity constraints.

UNIT-I (15 Hrs)

Introduction to Materials Management: Definition, Importance, Scope. Systems approach to Materials Management. Importance of forecasting in Material Management, Handling Materials, vendor development and management. Materials Planning.

UNIT-II (15 Hrs)

Purchasing – Purchasing in Materials Management – System Concept – Purchasing and Procurement activities under Materials management - Value Analysis and Value Engineering Purchasing and Quality Assurance. Pricing Theory, Pricing Practices and contracts.

UNIT-III (15 Hrs)

Incoming Material Quality Control - Statistical Quality Control – Purchasing capital equipment, plant and machinery – International Buying and Import purchasing – Governmental purchasing practices and procedures. Negotiation skills.

UNIT-IV (15 Hrs)

Inventory Management and Control Systems – Stores Management and Operation – Material Accounting, Flow of Costs and Inventory Valuation, Physical Verification, Security and Materials Audit. Stores management and Waste Management.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings

1. S.A. Chunawalla, 'Materials and Purchasing Management', Himalaya Publications.
2. K. Shridhara Bhat, 'Materials Management', Himalaya Publications.
3. P. Gopala Krishan, 'Materials Management: An Integrated Approach', PHI Course.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MANAGEMENT OF MANUFACTURING SYSTEM

Subject Code: BMBAD1-852

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To produce the products in well managed manufacturing environment to have zero defect situation.
2. To inculcate specialized knowledge and skill in advanced manufacturing processes using the principles and methods technical analysis and design.
3. To cultivate the ability to develop and implement new improved manufacturing processes resulting in creation and distribution of value.
4. To impart knowledge about the significance of controlling process parameters for the optimal performance for newly developed technical materials used in industries and research organizations

Course outcome: After the completion of this course students will be able to:

1. Determine the strategic importance of manufacturing in creating and enhancing a firm's competitive advantages
2. Select relevant tools and techniques in managing and improving business operations
3. Assess the importance of cost reduction through implementation of various quality control tools
4. Use techniques, skills and modern managerial tools & techniques necessary for business practice

UNIT-I (15 Hrs)

Manufacturing process: layouts, total employee involvement, Quality Management System. Role of top Management, Quality assurance & control, role of IT in manufacturing process, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing

UNIT-II (15 Hrs)

Manufacturing planning, Cellular manufacturing systems-cell formation, operator allocation, Defining Roles and Responsibilities, Gathering Voice of the Customer, Support for Project, Translating Customer Needs into Specific Requirements (CTQs), SIPOC Diagram.

UNIT-III (15 Hrs)

Sequencing and scheduling, Just-in-time (JIT) systems, Kanban, CONWIP-Synchronous manufacturing (Theory of Constraints)-Flexible manufacturing systems (FMS)-machine loading and scheduling, Process Mapping, data Collection Techniques, Data Collection Plans

UNIT-IV (15 Hrs)

Productivity Models: Productivity Measurement at International, National & organization level, total productivity models. Productivity Management in manufacturing and service sector. Productivity evaluation models, productivity improvement model and techniques

Suggested Readings

1. Singh, N. and Rajamani, D., 'Cellular Manufacturing Systems: Design, planning and control', Springer, US.
2. Sodhi, R. S., 'Advances in Manufacturing Systems: Design, Modeling, and Analysis', Elsevier, UK

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

LOGISTIC MANAGEMENT

Subject Code: BMBAD1-853

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To enable students understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.
2. To understand Order Processing & Importance to customer service.
3. To understand how Logistics and Supply Chain fit in to various types of Business

Course outcome: After the completion of this course students will be able to:

1. Understand about professional issues relevant to SCM and logistics, on an expert- as well as a common level.
2. Have specialized knowledge about selected topics when dealing with different types of supply chain.
3. Have advanced knowledge about logistics, operations research and operations management in general.
4. Apply e-commerce techniques to find logistic solutions

UNIT-I (15 Hrs)

Logistics Management: meaning, scope & concepts of logistics. Logistics Functions: transportation, warehousing, order processing, information handling and procurement, Packaging, Facility location and network Design-Distribution management, Materials Management: functions and control, Inventory decision-making, MRP, MRP II systems,

UNIT-II (15 Hrs)

Transportation fundamentals and planning Green Logistics, Reverse logistics, Supply chain sustainability, Role of transportation in a supply chain - direct shipment, warehousing, cross-docking; push vs. pull systems; transportation decisions (mode selection, fleet size), market channel structure

UNIT-III (15 Hrs)

E-Commerce Logistics: Introduction, Objectives, Concept of E-Commerce, Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM)

UNIT-IV (15 Hrs)

Logistics Outsourcing: Introduction, Objectives, Concept of Logistics Outsourcing, Catalyst for logistics outsourcing, Benefits of logistics outsourcing, Issues in logistics outsourcing, Third-Party Logistics, Fourth-Party Logistics, Selection of Logistics Service Provider.

Suggested Readings

1. Sunil Chopra and Peter Meindel, 'Supply Chain Management: Strategy, Planning, and Operation', Prentice Hall of India, 2002.
2. Robert Handfield & Ernest Nichols, 'Introduction to Supply Chain Management', Prentice hall Publishers, 1999.
3. David Bloomberg, Stephen LeMay, Joe Hanna, 'Logistics', Prentice Hall 2001.
4. Thomas Teufel, Jurgen Rohricht, Peter Willems: SAP Processes: Logistics, Addison-Wesley, 2002.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

PRODUCTION PLANNING AND CONTROL

Subject Code: BMBAD1-854

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To learn various steps of product design, development, production, plant location, storage, production planning and control.
2. To apply concepts and principles of management to become more effective professional.
3. To control the quality of the production process to decrease the cost of production.

Course Outcomes: After the completion of this course students will be able to:

1. Understand various management principles related to quality control
2. Apply techniques to improve work efficiency solutions
3. Do continuous improvement of the production operations.
4. Apply inventory management techniques to analyze and solve inventory related business problems

UNIT- I (15 Hrs.)

Operations Management: Concept, Functions. Transformation Process Model: Inputs, Process and Outputs; Classification of Operations; Responsibilities of Operations Manager, Contribution of Henry ford, Deming, Cross by, Taguchi.

Facility Location – Importance, Factors in Location Analysis, Location Analysis Techniques.

UNIT- II (15 Hrs.)

Facility Layout: Objectives, Advantages, Basic Types of Layouts, Problems in Facility Layout. Production Planning & Control (PPC): Concepts, Objectives and Functions, Work study – Productivity: Method study; Work measurement.

Capacity Planning: Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions.

UNIT- III (15 Hrs.)

Tools and Techniques for Quality Improvement: Statistical Process Control Chart, Quality Assurance, Total Quality Management (TQM) Model Concept of Six Sigma and its Application.

Control Charts for Variables: Averages and Ranges, Control Charts for Defectives – Fraction Defective and Numbers Defective.

UNIT- IV (15 Hrs.)

Inventory Management: Concepts, Classification, Objectives, Factors Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis, Logistics and Franchising.

Suggested Readings

1. Buffa & Sarin, 'Modern Production/Operations Management', John Wiley.
2. Chary, 'Production and Operations Management', Tata McGraw Hill.
3. Krajewski & Ritzman, 'Operations Management', Pearson Education.
4. Adam and Eben, 'Production & Operations', Prentice Hall.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

DATA SCIENCE USING R

Subject Code: BMBAS1-813

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To give an introduction to the software R and how to write elementary programs
2. To demonstrate how statistical models are implemented and applied.
3. To import, manage and structure data files.
4. To write simple program scripts for data analysis produce illustrative data plots and carry out statistical tests

Course Outcomes: After completion of this course, Students will be able to

1. Use R to create sophisticated figures and graphs.
2. Design and write functions in R and implement simple iterative algorithms.
3. Learn the importance of visualization in the data analytics solution process
4. Convert imprecise business relevant problem statements to analytics

UNIT-I (15 Hrs)

Introduction to R Language - SAS versus R - R, S, and S-plus - Obtaining and managing R
- Objects - types of objects, classes, creating and accessing objects - Arithmetic and matrix operations -
Introduction to functions

UNIT-II (15 Hrs)

Working With R- Reading and writing data - R libraries - Functions and R programming - the if statement -
looping: for, repeat, while - writing functions -function arguments and options Basic plotting - Manipulating
the plotting window - Advanced plotting using lattice library - Saving plots

UNIT-III (15 Hrs)

Standard Statistical Models in R - Model formulae and model options - Output and extraction from fitted
models - Models considered: Linear regression, Logistic regression

UNIT-IV (15 Hrs)

ADVANCED R - Data management (importing, subsetting, merging, new variables, missing data etc.)
Plotting – Loops and functions – Migration SAS to R – Plotting and Graphics in R
– Writing R functions, optimizing R code– Bioconductor, More on linear models –Multivariate analysis,
Cluster analysis, dimension reduction methods (PCA).

Suggested Readings

1. Peter Dalgaard. Introductory Statistics with R (Paperback) 1st Edition Springer-Verlag New York, Inc. ISBN 0-387-95475-9
2. W. N. Venables and B. D. Ripley. 2002. Modern Applied Statistics with S. 4th Edition. Springer. ISBN 0-387-95457-0
3. Springer. ISBN 0-387-95457-0
4. Andreas Krause, Melvin Olson. 2005. The Basics of S-PLUS. 4th edition. Springer-Verlag, New York. ISBN 0-387-26109-5
5. Jose Pinheiro, Douglas Bates. 2000. Mixed- effects models in S and S-PLUS Springer-Verlag, Berlin. ISBN 0-387-98957-9
6. An Introduction to R. Online manual at the R website at <http://cran.r-project.org/manuals.html>

SOCIAL MEDIA AND WEB ANALYTICS

Subject Code: BMBAS1-814

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To understand how big data principles implemented in Social media & Web
2. To understand the data processing for Social media & Web analytics
3. To describe the different metrics for Social media & Web analytics
4. To understand the application for Social media & Web analytics

Course Outcomes: After Completion of this course, students will be able to

1. Implement social media across various business models
2. Understand the implementation framework of web analytics.
3. Explain the experimental methods in web data analytics.
4. Identify appropriate metrics of data for Social media & Web analytics across all business dimensions

UNIT-I (15 Hrs)

Social Media - Introduction, History of Social media- Basics of Social Media and Business Models- Basics of Web Search Engines and Digital Advertising. Web & social media (websites, web apps, mobile apps & social media) .

UNIT-II (15 Hrs)

Web Analytics - Web analytics 2.0 framework (clickstream, multiple outcomes analysis, experimentation and testing, voice of customer, competitive intelligence, Insights) - Experimental methods in web data analytics - Air France Internet Marketing Case Study - Econometric modeling of search engine ads

UNIT-III (15 Hrs)

Web Metrics and Web Analytics - PULSE metrics (Page views, Uptime, Latency, Seven- day active users) on business and technical issues; -HEART metrics (Happiness, Engagement, Adoption, Retention, and Task success) on user behaviour issues; -On-site web analytics, off- site web analytics, the goal-signal-metric process

UNIT-IV (15 Hrs)

Social Media Analytics - Social media analytics (what and why) - Social media KPIs (reach and engagement) - Performing social media analytics (business goal, KPIs, data gathering, analysis, measure and feedback)

Suggested Readings

1. Avinash Kaushik, Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, John Wiley & Sons; Pap/Cdr edition
2. Tom Tullis, Bill Albert, Measuring the User Experience: Collecting, Analyzing, and
3. Presenting Usability Metrics, Morgan Kaufmann; 1st edition
4. Jim Sterne, Social Media Metrics: How to Measure and Optimize Your Marketing Investment, John Wiley & Sons
5. Brian Clifton, Advanced Web Metrics with Google Analytics, John Wiley & Sons; 3rd Edition

HR ANALYTICS

Subject Code: BMBAD1-861

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To understand the concepts, tools and techniques of HR Analytics that could be applied to make human applied as resource management evidence based.
2. To understand HR reports & to understand the decisions technologies.
3. Recognize the fundamental strategic priorities of the business and learn how to provide enhanced decision support leveraging analytics.

Course Outcomes: After completion of this course, Students will be able to:

1. Analyse appropriate internal and external human resource metrics
2. Apply quantitative and qualitative analysis to understand trends and indicators.
3. Measure the outcomes driven by data profiling.
4. Identify the ranking employees for their career progression roadmap.

UNIT-I (15 Hrs)

HR analytics in Perspective: Basics of HR Analytics: Concept and Evolution of HR Analytics Defining HR Analytics. Use of workforce to improve decision making. Analytics and Prediction. Introduction to HR Metrics and predictive analytics. Importance of HR Analytics

UNIT-II (14 Hrs)

Creating business understanding for HR initiatives: Workforce segmentation and search for critical job roles; Statistical driver analysis – association and causation; Linking HR measures to business results; choosing the right measures for Scorecards, Identify key HR metrics

UNIT-III (16 Hrs)

Training and development requirement forecasting and measuring the value and results of improvement initiatives; optimizing selection and promotion decisions Predictive modelling in HR: Employee retention and turnover; workforce productivity and performance; scenario planning.

UNIT-IV (15 Hrs)

Communicating with data and visuals: Data requirements; identifying data needs and gathering data; HR data quality, validity and consistency

Suggested Readings

1. Jac Fitz-Enz , The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, Amazon.
2. Gene Pease, Boyce Byerly and Jac Fitz-enz, Human Capital Analytics: How to Harness the Potential of Your Organization's Greatest Asset, John Wiley & Sons
3. The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments: Predicting the Economic Value of Your Company's Human Capital Investments Hardcover – Import, 1 Jun 2010, Jacfitz-Enz

DATA VISUALIZATION FOR MANAGERS

Subject Code: BMBAD1-862

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To Design data visualizations that incorporate best practices to explain findings clearly and honestly.
To Develop communications strategically with audiences in mind
2. To Present data verbally with increased comfort and clarity.

Course Outcomes: After completion of this course, Students will be able to:

1. Design effective data visualizations in order to provide new insights into a research.
2. Understand how Cultures of Practice influence the way data.
3. Handle data and data visualizations to understand of ethical considerations.
4. Construct effective data visuals to solve workplace problems.

UNIT-I (15 Hrs)

Introduction to data visualizations – The importance of context Exploratory vs. explanatory – analysis – Illustrate: Who, What & How – Storyboarding.

UNIT-II (15 Hrs)

Basic Principles of Visualization: Visually encoding data, Choosing graphic Forms, A Grain of Salt, Organizing the Display, Exploring Data with Simple Charts, Visualizing Distributions, Seeing Relationships, Mapping Data.

UNIT-III (15 Hrs)

Eliminating the Clutter: Gestalt principles of visual perception, Lack of visual order, Non- strategic use of contrast, Decluttering: Step-by-step.

UNIT-IV (15 Hrs)

Visual Analytics, Story Telling & Big Data: Story telling principles: Gricean Maxims, Barbara Minto's pyramid principle, Seven steps of storytelling, Scenario for combining data, model and stories – Five golden rules for statistical story tellers.

Suggested Readings

1. Kieran Healy, Data Visualization: A Practical Introduction, PUP, New Jersey, 2019, FirstEdition.
2. Alberto Cairo. The Truthful Art: Data, Charts, and Maps for Communication. New Riders, 1 edition
3. Cole Nussbaumer Knaflic, Story Telling with Data: A Data visualization Guide for Business Professionals, Wiley, New Jersey; 2015, First Edition
4. Scott Berinato, Good Charts: the HBR Guide to Making Smarter, more persuasive Data Visualization, HBR. 2016
5. Edward R. Tufte. The Visual Display of Quantitative Information. Graphics Press, 2 ed

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

HEALTH CARE ANALYTICS

Subject Code: BMBAD1-863

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To understand how big data principles implemented in healthcare
2. To understand the data processing for healthcare analytics
3. To describe the management principles for implementation of analytics in the healthcare industry
4. To understand the statistical principles for healthcare industry

Course Outcomes: After completion of this course, Students will be able to:

1. Gain knowledge on the concepts of health care management.
2. Apply various data processing techniques for identifying issues
3. Apply analytics to examine attitude and motivation of stakeholders of healthcare industry.
4. Attain knowledge of statistics and data analysing techniques applied in health care industry.

UNIT-I (15 Hrs)

Introduction: Health Care Management, Evolution of Health Care Systems in India & Abroad, Evolution of Present Health Care Services in India, Business value of data to a healthcare organization, Data governance

UNIT-II (15 Hrs)

Health Data Processing: The Data Life Cycle, Healthcare data sources and data structures- Types of data analytics techniques and their strengths and weaknesses, Measuring quality and safety of caring and Developing Key Performance Indicators.

UNIT-III (15 Hrs)

Attitude and Motivation: Development of Attitude & Motivation among Hospital Service Providers, Awareness of Health Insurance, Role of Hospital Administrator.

UNIT-IV (15 Hrs)

Health Data Summary and Techniques: Basics of Data summary techniques (for measurement and categorical data), Visualization techniques (for measurement and categorical data)

Techniques for Statistical Inference: 95% Confidence Interval- General principles involving test of statistical significance – Null Hypothesis, p-value and interpreting test outcomes.

Suggested Readings

1. S.L. Goel, Healthcare Management and Administration, Deep & Deep Publications Pvt.Ltd. New Delhi, 7th edition, 2007.
2. Srinivasan, A.V. (ed.), Managing a Modern Hospital, Chapter 12, Response Books, New Delhi, 6th edition, 2000.
3. Sharon B. Buchbinder, Nancy H. Shanks, Introduction To Health Care Management, Malloy Incorporation, 2nd edition, 2012.

SUPPLY CHAIN ANALYTICS

Subject Code: BMBAD1-864

**L T P C
4 0 0 4**

Duration - 60 Hrs

Course Objectives: The main objectives of this course are:

1. To provide foundational knowledge associated with the supply chain analytics
2. To describe the various tools and techniques for the supply chain drivers such as location, logistics and inventory
3. To describe the various techniques for analytics based on the Multi Attribute Decision Making (MADM) and risk

Course Outcomes: After completion of this course, students will be able to:

1. Explain the fundamental concepts of Optimization.
2. Apply various Quality management techniques to development of effective solutions
3. Implement the analytic techniques to solve business issues in location, layout and in quality management
4. Apply various analytical models across various business functions.

UNIT-I (15 Hrs)

Introduction – Overview on Supply Chain, Analytics and Supply Chain Analytics, Dashboards with relevant KPIs for Supply Chain.

Optimization: Classification of optimization problems, Optimization for Analytics, Operations Research Techniques for Analytics

UNIT-II (15 Hrs)

Location and Layout: Plant/Warehousing Decisions, Location Methods, Network Models Layout Methods – Line Balancing: KPIs (Cycle time, Idle time)

UNIT-III (15 Hrs)

Total Quality Management: Introduction, Statistical Quality Control (SQC), Statistical Process Control (SPC), Pareto Analysis, Histogram, Scatter Diagram, Control Charts: Process Capability Analysis: KPIs

UNIT-IV (15 Hrs)

Planning & Multi Attribute Decision Making: Capacity Planning, Measurement of Capacity: KPIs (Efficiency and Utilization), Aggregate Production Planning (APP): Model, Techniques, Multi Attribute Decision Making (MADM), Analytic Hierarchy Process

Suggested Readings

1. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, 1st Edition.
2. G.V. Shenoy, U.K. Srivastava, S.C. Sharma, Operations Research for Management, New Age International, Revised 2nd Ed
3. Gerad Feigin, Supply Chain planning and analytics – The right product in the right place at the right time, Business Expert Press, Peter Bolstorff, Robert G. Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM Div

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

SEMESTER- NINTH

Total Contact Hours = 28/WEEK

Total Marks = 700

Total Credits = 26

SEMESTER 9 th		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext	Total	
BMBAS1-901	Merger and Acquisition	4	-	-	40	60	100	4
BMBAS1-902	Business Intelligence And Analytics	4	-	-	40	60	100	4
BMBAS1-903	Industrial Management	4	-	-	40	60	100	4
BMBAS1-904	Market Research	4	-	-	40	60	100	4
BMBAS1-905	Management Control System	4	-	-	40	60	100	4
BMBAS1-906	Business Communication & Personality Development	4	-	-	40	60	100	4
BMBAS1-907	Statistics and Research Lab	-	-	4	60	40	100	2
Total		24		4	300	400	700	26

Course Description

Pedagogy

The medium of delivery of course will be English.

Subject wise small projects are given to students for better clarity of concepts in context of business scenario.

For sharpening the communication skills of students, presentations are conducted on individual basis or group basis.

Case Studies and Caselets are discussed in the class for enhancing the decision making and analytical skills of students.

Workshops, Expert lectures of industry persons and industrial visits are conducted to integrate the theoretical knowledge into practical one.

Relevant articles from Newspapers, Journals and Magazines are extracted and discussed in the class to update students with current global business issues.

Students are suggested to enroll in MOOC courses to enhance their knowledge in their interested areas.

Students are encouraged to participate in various competitive events (Sports/Cultural/Academics) in different colleges and universities for developing their overall personality.

Attendance

The attendance requirement shall be a minimum of 75% of the classes actually-conducted in every course the student has registered for in the Academic Term.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MERGER AND ACQUISITION

Subject Code- BMBAS1-901

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objective: The main objectives of this course are:

1. To gain the understanding of Merger and Acquisition at corporate level
2. To teach the valuation of companies during merger and acquisition
3. To get familiarize with major corporate restructuring strategies
4. To get an understanding of valuation and analytical tools

Course Outcomes: After completing this course, students will be able to:

1. Define various types of Mergers and Acquisitions and the regulatory environment
2. Evaluate financial analysis of merger and acquisition valuation proposals and demonstrate their effect on stakeholders
3. Comprehend various anti-takeover and Exit strategies of corporate restructuring
4. Assess the Post merger challenges to the performance of companies.

UNIT-I (15 Hrs)

Introduction: Meaning of Merger & Acquisitions, Types of Mergers, Process of Merger & Acquisition, Motives Behind Merger & Acquisition, Difference between Merger & Acquisition, Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

UNIT-II (15 Hrs)

Valuation of Merger & Acquisition: Shareholder Value Analysis, Determination of Swap Ratio, Determination of Financial Benefits of Merger & Acquisitions, Impact of M & A on stakeholders, Legal Aspects of Merger and Acquisition

UNIT-III (15 Hrs)

Corporate Takeovers: Motivations, Cross Border Take Overs, Takeover Strategies, Anti-Takeover Strategies, Change in Ownership: Buy Back of Shares, Leverage Buyouts (LBO), LBO Process, Management Buyouts (MBO), Going Private, Exchange Offer, Reverse Merger

UNIT-IV (15 Hrs)

Exit Strategies: Demerger: Introduction, Types of demerger – Sell off, Equity Carve out, Divestiture, Tracking Stocks, Stock Split

Post-Merger Integration: Critical success factors for post-merger integration, Ingredients of integration, approaches to integration, Challenges in integration.

Suggested Readings

1. J F Weston & S C Weaver, Mergers & Acquisition: Tata McGraw Hill
2. Stowell David, "Investment Banking, Hedge Funds & Private Equity", Elsevier, 2013
3. Subramanian Pratap: Investment Banking (concepts, analyses and cases)

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

BUSINESS INTELLIGENCE AND ANALYTICS

SUBJECT CODE: BMBAS1-902

L T P C

Contact Hours: 60 Hrs.

4 0 0 4

Course Objectives

1. Introduce the concepts and components of Business Intelligence (BI)
2. Evaluate the technologies that make up BI (data warehousing, OLAP)
3. Define how BI will help an organization and whether it will help yours
4. Identify the technological architecture that makes up BI systems
5. Plan the implementation of a BI system

Course Outcomes: Upon completion of this course, learners should be able to:

1. Discuss the impact of Business Intelligence (BI) theories, architectures, and methodologies on the organizational decision making process.
2. Analyse the differences between the structured, semi-structured and unstructured data types to leverage the best technologies.
3. Explain how different data can be integrated for querying and reporting to improve the performance of marketing and sales strategies.
4. Conduct enterprise-wide data requirements analysis to create a BI solution.
5. Use OLAP tools to import data into multi-dimensional data cubes.

UNIT-I (15 Hrs)

Business Intelligence: Meaning, Scope and Importance Business Intelligence, Challenge of Decision Making, The Business Intelligence Value Proposition, The Combination of Business and Technology, Business Intelligence: Art or Science?

UNIT-II (15 Hrs)

Introduction to Data Mining: Introduction, Definition of Data Mining, Data mining parameters, Types of relationships, Functionalities of Data Mining, Classification on Data Mining system, Various risks in Data Mining, Advantages and disadvantages of Data Mining, Ethical issues in Data Mining

UNIT-III (15 Hrs)

Big Data Analytics: Define Big Data, Need of Big data in IT, Characteristics of Big Data, Structure of Big data, Big Data Analytics Adaptation, advantages and disadvantages of Big data, Big Data application framework and Big data applications.

UNIT-IV (15 Hrs)

Introduction to R Language - SAS versus R - R, S, and S-plus - Obtaining and managing R - Objects - types of objects, classes, creating and accessing objects - Arithmetic and matrix operations
Working With R - Reading and writing data - R libraries - Functions and R programming - the if statement - looping: for, repeat, while - writing functions - Basic plotting - Manipulating the plotting window - Saving plots

Reference:

1. Kumar, U.D. :Business Analytics – The Science of Data – Driven Decision Making, Wiley.
2. Gert, H.N., Thorlund, L. and Thorlund, J. :Business Analytics for Managers – Taking Business Intelligence Beyond Reporting, Wiley.
3. Larose, D.T. and Larose, C.T.: Data Mining and Predictive Analytics, Wiley.
4. Deepa, S.N. and Sivanandam, S.N. :Principles of Soft Computing, Wiley.
5. Suresh Chandra, Jayadeva, Aparna Mehra , Numerical Optimization With Applications, Alpha Science Intl Ltd; 1 edition (April 15, 2009)
6. Peter Dalgaard. Introductory Statistics with R (Paperback) 1st Edition Springer-VerlagNew York, Inc. ISBN 0-387-95475-9
7. W. N. Venables and B. D. Ripley. 2002. Modern Applied Statistics with S. 4th Edition. Springer. ISBN 0-387-95457-0
8. An Introduction to R. Online manual at the R website at <http://cran.r-project.org/manuals.html>

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

INDUSTRIAL MANAGEMENT

SUBJECT CODE: BMBAS1-903

L T P C

Hours: 60 Hrs.

4 0 0 4

Course objectives:

1. The main objective of this course is to make the students understand industrial management practices.
2. To impart the core understanding of industrial production, planning and control, Industrial efficiency and productivity, Industrial discipline and relations.

Course Outcome: The students will able to

1. Take decision regarding production, planning and control and deciding plant location and layout.
2. Measure industrial productivity and efficiency as well as students will able to maintain industrial discipline and improve the industrial relations.
3. Interpret given organization structure, culture, climate and major provisions of factory acts and laws.
4. Explain material requirement planning and store keeping procedure.
5. Plot and analyse inventory control models and techniques.

UNIT-I (15 Hrs)

Introduction to Industrial Management: Concept Meaning and Definitions, Objectives and scope of Industrial Management, Application and significance of Industrial Management, Difference between Industrial Management & Production Management, Recent trends in Industrial Management.

Production, Planning and Control: Concept and Meaning of PPC, Functions and Scope of PPC, Benefits of PPC, Phases and techniques of PPC. Introduction to Plant Location and Plant Layout, Theories of Plant Location: Weber's Theory of Industrial Location, Sargant Florence's Theory of Location, Factors Influencing Location. Concept and Meaning of Plant Layout: Factors Affecting Plant Layout, Techniques of Plant Layout, Types of Plant Layout.

UNIT-II (15 Hrs)

Material Management and Purchase Management: Concept and Meaning of Material Management, Integrated Approach to Material Management, Objectives of Material Management, Functions of Material Management. Concept and Meaning of Purchase Management: Functions of Purchase Department, Methods of Purchasing, Steps in Purchasing Procedure.

Industrial Efficiency and Industrial Productivity: Factors Influencing/Affecting Industrial Efficiency, Measures to Raise/Improve Industrial Efficiency. Concept and Meaning of Industrial Productivity: Factors Influencing/Affecting Industrial Productivity, Measurement of Productivity: Labour, Capital, Land, Machine, Measures to Improve Productivity.

UNIT-III (15 Hrs)

Industrial Discipline and Grievance Procedure: Symptoms of Poor Industrial Discipline, Steps in Disciplinary Procedure. Concept and Meaning Grievance Procedure: Need of Grievance Procedure, Method of Redressing Grievances, Principle of Handling Grievances, Model Grievance Procedure/Machinery in India.

Concept: Trade Unionism and Collective Bargaining, Features of Trade Union, Functions/Objectives of Trade Union, Weaknesses/Defects of Indian Trade Union, Measures to Remove Weaknesses/Defect of Indian Trade Union.

UNIT-IV (15 Hrs)

Concept and Meaning of Collective Bargaining: Features of Collective Bargaining, Advantages/Importance of Collective Bargaining. Concept and Meaning of Industrial Democracy: Democracy and Workers Participation in Management, Features of Industrial. Concept and Meaning of Workers Participation in Management, Methods/Techniques of Workers Participation in Management, Pre-requisites of Workers Participation in Management.

Reference Books

1. Punekar S. D. - "Labour Welfare", Trade „Unionism and Industrial Relations“ - Himalaya Publication House-2003.
2. M. E. Tukaram Rao – Industrial Management.
3. Singh, Chhabra, Taneja – Personnel Management & Industrial Relations.
4. Aswaththappa K. – Human Resource Management Text and Cases – McGraw Hill Education(I) Ltd.
5. Jain J. – Industrial Management – Kitab Mahal, Allahabad.
6. Khanna O.P. – Industrial Engineering and Management.
7. Ahuja K.K. – Industrial Management – Khanna Publishers, Delhi.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MANAGEMENT CONTROL SYSTEM

SUBJECT CODE: BMBAS1-905

L T P C

Hours: 60 Hrs.

4 0 0 4

Course Objectives:

1. To get knowledge and skills to excel in the area of management control systems.
2. To know the students with analytical and evaluation abilities to evaluate the management controls and budgetary systems.
3. To make the students to apply different management styles in the organization for an efficient and effective control.

Course Outcomes: After completion of this course, the student will be able to

1. Acquire knowledge and skills to excel in the area of management control systems.
2. Equip the students with analytical and evaluation abilities to evaluate the management controls and budgetary systems.
3. Make the students to apply different management styles in the organization for an efficient and effective control.

UNIT – I (15 Hrs)

Fundamentals of Management Control: Nature of Management Control Systems – Basic concepts – Boundaries of Management Control – Impact of the Internet on Management Control – Management control environment- Goal congruence – Informal factors that influence goal congruence – Formal control systems- types of organizations – Functions of the controller – Performance measurement – Difficulties in implementing performance measurement systems – interactive control.

UNIT – II (15 Hrs)

Strategic Planning and Management Control: Responsibility centers – Revenue centers – Expenses centers- Administrative and support centers – Research and Development centers – Marketing centers- Profit centers- General considerations- Business units as profit centers – Other profit centers- Measuring profitability – Transfer pricing – Objectives of transfer prices – Transfer pricing methods Pricing corporate services – Administration of transfer prices.

UNIT – III (15 Hrs)

Management control process: Strategic planning – Nature of strategic planning – Analyzing proposed new programs Analyzing ongoing programs – strategic planning process – Understanding strategies – Concept of strategies – Corporate level strategies – Business unit strategies. Budget preparation – Nature of a budget- Other budgets – Budget preparation process – Behavioral aspects- Quantitative techniques- Calculating variances – Variations in practice- Limitations on variance analysis.

UNIT – IV (15 Hrs)

Variations in Management control: Controls for differentiated strategies – Top management style- Service organizations – Service organizations in general, professional service organizations, Financial service organizations, Health care organizations, Non-profit organizations, Multinational organizations – Cultural differences

RECOMMENDED TEXT BOOK

1. Robert N Anthony and Vijay Govindarajan, Management Control Systems, The McGraw-Hill, New Delhi, 12th edition, 2010. REFERENCE BOOKS
2. Maciariello, J A and Kirby C J. Management Control System. Prentice Hall of India, New Delhi.
3. Sharma Subhash, Management Control System, Tata Mc Graw Hill Publishing Co., New Delhi

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

MARKET RESEARCH

SUBJECT CODE: BMBAS1-904

**L T P C
4 0 0 4**

Contact Hours:60 Hrs.

Course Objective:

1. To define the probable market for a particular product.
2. To find out general market conditions and tendencies.
3. To assess competitive strengths and policies using SWOT analysis.
4. To indicate the distribution methods best suited to the product and market.
5. To study consumer behaviour and get feedback using surveys.

Course Outcome:

1. Student would able to gain basic foundation in current market research concepts and theories.
2. Student would able to develop an understanding of the role of marketing research in the overall marketing function and in the international business world.
3. Develop a comprehensive understanding of how to conduct a survey-based market research project.
4. Student can develop an understanding of basic statistical analysis used in marketing research
5. Student get the knowledge of global marketing research resources.
6. Student can develop knowledge of Internet marketing research methods, survey software and other statistical software used in marketing research.

UNIT-I (15 Hrs)

Introduction to Marketing Research: Importance and Role of research in Marketing, the marketing research industry, Approaches to Marketing intelligence, significance of Market research, Types of Market research, Market research process, criteria of good marketing research, problems encountered by marketing research in India.

UNIT-II (15 Hrs)

Marketing Research Design: Research design- Pre-test, Post-test, Control group and Solomon four-group design, Causal Research; observation techniques, experiments and test markets.

Data Collection: Primary and secondary data; Questionnaire Design and issues: Interviews; Comparative and non-comparative attitude measurement scaling techniques, sampling design: Sampling procedure, types of sampling, sample size determination.

UNIT-III (15 Hrs)

Data Analysis and Interpretation: Analyzing qualitative data collected through interviews and open-ended questions– salient features of different methods.

Non-parametric tests: One Sample tests (Kolmogorov-Smirnov One-Sample Test; Runs test for Randomness; One Sample Sign Test; chi-square test);

Two Sample tests (Sign test; Median test; Mann-Whitney U test; Wilcoxon Matched-Pairs Signed Rank test); K Sample tests (Median test; Kruskal-Wallis Test); Multidimensional Scaling, Discriminant analysis.

UNIT-IV (15 Hrs)

Reporting the Results and Ethical Issues in Marketing Research Preparing Marketing research reports and presentation: written report, format of the report, common problems in preparing reports, the critical nature of the report, Graphical presentation of reports. Ethical Issues: Ethical issues related to clients, respondents, sampling, questionnaire design, reporting.

Suggested Readings

1. Naresh K Malhotra, Satyabhushan Dash, (2009). Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi.
2. Donald S. Tull, Del I. Hawkins, (2009). Marketing research –Measurement & Method, PHI Private Limited, NewDelhi.
3. Donald R. Cooper, Pamela S Schindler, (2007). Marketing Research-Concepts and Cases. Tata McGraw-Hill Publishing Company Limited, NewDelhi.
4. Hair, Bush, Ortinau, (2006). Marketing Research, 3/e, Tata McGraw-Hill Publishing Company Limited, NewDelhi.
5. Nigel Bradley, (2007). Marketing research –Tools and Techniques. Oxford University Press, New Delhi.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

BUSINESS COMMUNICATION & PERSONALITY DEVELOPMENT

SUBJECT CODE: BMBAS1-906

**L T P C
4 0 0 4**

Contact Hours: 60 Hrs.

Course Objectives: The main aim of this course is:

1. To provide students a comprehensive view of communication, its scope and importance in business as well as the role of communication in establishing a favorable image of the organization.
2. To develop students' ability to communicate correctly and effectively on matters having relevance to day-to-day business operations.
3. To make student understand the fundamentals of communication as well as oral, written and non-verbal communication skills.

Course Outcomes: After the completion of this course, students will be able to:

1. Know the dynamics of communication in the business world and Practice the different tools of communication
2. Enable them to speak effectively suited to the situation
3. To demonstrate a good understanding of effective business writing and effective business communications.
4. To acquire the skills of report writing and modern forms of communication such as email and usage of internet.

UNIT –I (15 Hrs)

Basics of communication: Introduction, meaning and definition, process of communication. Types of communication: formal and informal, verbal, non-verbal and written Barriers to effective communication. 7 Cs for effective communication (considerate, concrete, concise, clear, complete, correct, courteous).

UNIT – II (15 Hrs)

Communication Skills: Effective reading/writing/listening skills, Hard skills & soft skills, overcoming stage fear, role of body language, art of professional presentation, use of audio & visuals presentation, social etiquettes. Use of Information & Communication Technology (ICT) in day-to-day management, Effective use of social media, E-mail etiquette, Netiquette, Useful electronic gadgets and mobile applications.

UNIT-III (15 Hrs)

Time and Stress Management and Employability Quotient: Time as a Resource, Identifying Time Wasters, Techniques for better Time Management, Introduction to Stress, Causes and Effects of Stress, Managing Stress. Resume building, The art of participating in Group Discussion, Interview-Frequently Asked Questions, Mock Interview Sessions

UNIT-IV (15 Hrs)

Personality, Success and Facing Failures: Concept of personality. What is success? – Hurdles in achieving success, Factors responsible for success, developing effective habits. What is failure? – Factors affecting failures, learning from failures, overcoming failures, power of faith, practicing faith, SWOT analysis and Goal Setting (Specific, Measurable, Achievable, Realistic, Time-bound-SMART goals)

Recommended Books

1. Lesikar, Petit & Flatley, 'Lesikar's Basic Business Communication', Tata McGraw Hill
2. Raman Meenakshi'Prakash Singh, Business Communication', Oxford University Press.
3. Rizvi Ashraf,' Effective Technical Communication', Tata McGraw Hill
4. Krizan, Buddy, 'Merrier, Effective Business Communication', Cengage Learning
5. Diwan& Aggarwal, 'Business Communication', Excel
6. Devaraj, 'Executive Communication', Tata McGraw Hill
7. Ober, 'Effective Bossiness Communication', Cengage Learning

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

SEMESTER- TENTH

Total Marks = 600

Total Credits = 30

SEMESTER 10 th		Contact Hrs.			Max Marks		Total	Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.		
BMBAS1-011	Industrial Training and Project	-	-	-	360	240	600	30

Industrial Training and Project

Subject Code: BMBAS1-011

L T P C

0 0 0 30

Course Outcome: After the completion of this course, students will be able to

1. Identify the contemporary business and social problems
2. Apply various statistical tools to analyse the data for finding the solutions
3. Prepare and presenting the project reports as per academic standards
4. Develop communication and presentation skills

Under the guidance of his/her supervisor, Students will identify the problem from the area of their specialization. The problem should be relevant to current business or social scenario. The student will do literature review, set the objectives, collect data (primary/Secondary) regarding the problem, apply statistical techniques and document the findings of the study with the justification how these findings will solve the existing problem in business/society.

Student will submit the report (Hard Binding) and give presentation and final oral viva.

MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY, BATHINDA

Internship Project – Joining Report

Name of Student: _____

Roll No.: _____

Name of Company: _____

Company Address: _____

Date of Joining Internship: _____

Supervisor Detail Name: _____

Designation: _____

Contact Number: _____

Email id: _____

Supervisor Signature

Note: Send copy of this form to the department office within one week of joining the internship by email or post.

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

CERTIFICATE (on Company Letter head)

This is to certify that Mr./Ms. _____ Roll No. _____ student of BBA-MBA Integrated (Batch _____) of University Business School (College Name), Maharaja Ranjit Singh Punjab Technical University, Bathinda has worked with our company during summer internship from (date) _____ to _____ (date) in the _____ (department name) and has worked on _____ (project title). His / Her performance was found Satisfactory / Non-satisfactory during the period. This certificate is being issued to meet the requirement of the University.

Date:

Signature of Supervisor

Name & Designation of Signatory

Seal / Stamp of Organisation

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

Company Supervisor Evaluation Performa

Name of Student Course:

MBA Roll No. –

Title of Project

Evaluation Criteria

S. No.	Parameters	Maximum Marks	Marks given by Company Supervisor
1	Completion of given task on time	10	
2	Behaviour and Conduct during training	10	
3	Discipline, Punctuality and Regularity	10	
4	Quality of Project Undertaken and Findings	10	
5	Total Marks	40	

Suggest improvement area / feedback for student

Date

Name & Designation of Supervisor

Signature of Supervisor

Name of Company

Company Seal / Stamp

(Project Title)

A Training Report submitted to the MRSPTU
in partial fulfilment of the requirements
for the award of the Degree of
MASTER OF BUSINESS ADMINISTRATION

Submitted by

Student Name

Student Reg. No.

Under the Guidance of

Name & Designation of Faculty Guide

Name & Designation of Industry Guide

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**



University Business School
Maharaja Ranjit Singh Punjab Technical University,
Dabwali Road, Bathinda -151001
Punjab (India)
Year (July 2021)

Summer Internship Project Guidelines

- All the students have to prepare and submit a written project at the end of the internship.
- Each student has to prepare two hard copies of internship project in the presubscribed form.
- The report should include a certificate issued by a competent authority from the company.
- The report should include Company Supervisor Evaluation Report duly signed by supervisor in the company.

Structure of Report

Cover Page – It is the Outer cover of the report.

Front page – The format of Cover page & Front Page should be same.

Certificate

Acknowledgement

Executive Summary (Summary of Training and Project) (Maximum 2 Pages)

Table of Content

List of Tables

List of Figures/Charts

List of Abbreviations

Chapter 1 Introduction of Company Company History (Establishment) Mission & Vision of Company Types of Products/ Services produced Market Position of Company

Chapter 2 Organization Structure Departments and Functions of Departments Organization Hierarchy Chart

Chapter 3 Description of Work & responsibilities Taken Describe the department you worked in Job & Responsibilities taken

Chapter 4 Project (Given by Company) Objective of Project Scope Research Methodology Data Analysis Findings & Recommendations

Chapter 5 Experienced Gained & Challenges Faced What type of challenges you faced at work? What did you learn? How this learning will help you in your career?

References

Key Parameters

Length of Report 15000 – 20000 Words

Page Size A 4 Size

Font Style Times New Roman

**MRSPTU INTEGRATED/DUAL DEGREE BBA-MBA SYLLABUS
2020 BATCH ONWARDS**

Font Size (Chapter Heading)	16 (Bold)
Font Size (Sub Headings)	14 (Bold)
Font Size (Body Content)	12 (Justified from Both Left & Right Sides)
Line Spacing	1.5

Page Numbers

- Page numbers should be mentioned at the bottom side in the middle of page (in Numbers 1,2,3..)
- Page No. 1 should start from Chapter 1 (Introduction of company)
- Roman Numerals (i,ii,iii,iv) should be used for pages (certificate, acknowledgment etc.) before starting Chapter 1 and for the annexure and references (if any)

Tables & Figures

- Tables & Figures must be numbered according to the Chapters (1.1, 2.1 etc.)
- Title of table should be depicted at the top of the table.

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

Semester – Third

Total Contact Hours = 20

Total Marks = 600

Total Credits = 26

Subject Code	Subject Name	Contact Hours			Marks			Credits
		L	T	P	Int.	Ext.	Total	
Semester 3rd								
MBADS2-301	National Health Programmes and Policy	4	-	-	40	60	100	4
MBADS2-302	Project Management for Hospitals	4	-	-	40	60	100	4
MBADS2-303	Quality Management in Health Services	4	-	-	40	60	100	4
MBADS2-304	General Hospital Administration	4	-	-	40	60	100	4
MBADS2-305	Nursing Administration	4	-	-	40	60	100	4
MBADS2-306	Summer Internship Presentation	-	-	-	100		100	6
Total		20	-	-	300	300	600	26

Semester – Fourth

Total Contact Hours = 20

Total Marks = 600

Total Credits = 26

Subject Code	Subject Name	Contact Hours			Marks			Credits
		L	T	P	Int.	Ext.	Total	
Semester 4th								
MBADS2-401	Conflict Management and Industrial Relation	4	-	-	40	60	100	4
MBADS2-402	Disaster Planning in Hospitals	4	-	-	40	60	100	4
MBADS2-403	Quantitative Management Techniques	4	-	-	40	60	100	4
MBADS2-404	Clinical and Non-Clinical Service Administration	4	-	-	40	60	100	4
MBADS2-405	Strategic Management	4	-	-	40	60	100	4
MBADS2-406	Dissertation				100		100	6
Total		20	-	-	300	300	600	26

Third Semester

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

NATIONAL HEALTH PROGRAMMES AND POLICY

Subject Code: MBADS2-301

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objective: The main objective of this course are

1. To learn Policy planning and development skills to address public health challenges
2. To Understand planning and management skills for running public health programs in the country
3. To Understand the evaluation of public health data and information

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of health and medical care policy.
2. Understand the concept of health scenario of India.
3. Comprehend the role of national health programmes and its achievements.

UNIT- I (15 Hrs)

Demography & Vital Statistics, Demography – its concept, Vital events of life & its impact on demography, Significance and recording of vital statistics, Census & its impact on health policy Health scenario of India

Introduction to Health & Medical care policy - ends & means-Health for whom - delivered by whom-Decision making in health care - process of policy formulation.

UNIT-II (15 Hrs)

Health scenario of India- Past, Present and Future, National Health Policy & Population policy

UNIT-III (15 Hrs)

National Health Programme: Background objectives, action plan, targets, operations, achievements and constraints in various National Health Programme

Healthcare of community: Healthcare delivery system in India at Primary, Secondary and Tertiary Care, Indigenous system of medicine in India, Community participation in healthcare delivery system

UNIT-IV (15 Hrs)

National Health Policy & Inter-sectoral Co-ordination, National Population Policy, National Five year plans , Role of health education and communication: Levels of health information, Health care reporting & Role of NIC

Suggested Readings

1. Samta Soni, National Health Programmes and Policies, CBS Publishers & Distributors
2. J Kishore, National Health Programs of India, Century Publications
3. Vimal S K, National Health Programmes and Policies, CBS Publishers & Distributors
4. DK Taneja's, Health Policies & Programmes in India, Bratati Banerjee

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

PROJECT MANAGEMENT FOR HOSPITALS

Subject Code: MBADS2-302

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is

1. To enhance competence as a Project Manager
2. To equip students with the process of feasibility analysis and risk analysis
3. To provide skill in project time management

Course Outcomes: After completing the course, students will be able to

1. Define the Critical success factors of a project
2. Do financial feasibility of a project and help a start up in making project report
3. Use project management software for project time management and resource allocation

UNIT -I (15 Hrs)

Introduction to Project Management: Meaning and Definition of Project, Characteristics of a Project, Project Life Cycle Phases, Role of a Project Manager, Need for Project Management

Generation and Screening of Project Ideas- Generation of ideas, Monitoring the environment, Tools for identifying investment opportunities, Corporate Appraisal, Preliminary, Screening, Project Rating Index

Project Feasibility Analysis: Market Feasibility, Technical Feasibility

UNIT-II (15 Hrs)

Project Appraisal: Time Value of Money, Project Appraisal Techniques- Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Benefit Cost Ratio,

Risk Analysis: Measures of Risk, Sensitivity Analysis, Scenario analysis, Break-even method, Simulation Analysis

UNIT-III (15 Hrs)

Project Scheduling: Importance of Project Scheduling, Work Breakdown Structure Scheduling Techniques - Gantt Chart.

Network techniques for Project Management: Development of Project Network, time estimation, Determination of Critical Path, PERT and CPM models,

UNIT- IV (15 Hrs)

Implementation of Project – Project Planning, Project Control, Human aspects of project management, Prerequisites for successful Project Implementation

Project Review and Administrative Aspects- Initial review, Performance evaluation, Post Audit, Abandonment analysis, Agency Problems

Project Quality Management: Benchmarking, Quality Circle, Six Sigma

Suggested Readings

1. Prasanna Chandra: Projects - Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
2. Larson, D. Project Management. Tata McGraw- Hill.
3. Desai, V. Project Management. Himalaya Publishing House.
4. Gopalakrishnan, P. Textbook of Project Management. Macmillan.
5. Maylor, Harvey. Project Management. Pearson

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

QUALITY MANAGEMENT IN HEALTH SERVICES

Subject Code: MBADS2-303

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is

1. To familiarize and understand the concepts of Quality Assurance (QA) and its importance in the context of Health System and Hospitals
2. To understand the importance of standards, indicators, benchmarks in QA
3. To increase leadership effectiveness and learn process of building effective teams for quality

Course Outcomes: After completing the course, students will be able to

1. Define the concept of quality management and its uses.
2. Acquire the knowledge of methods and uses of statistical quality control.
3. Understand the concept of Accreditation and its value for institution.

UNIT- I (15 Hrs)

Quality: Definition, Value concept of Quality, Dimensions of Quality

Quality Management concepts: Definition, Objectives of Quality Management

Quality Gurus and their contribution: Juran, Deming, Ishikawa, Taguchi, Crosby

Quality Management: Quality Planning, Quality Control, Quality Improvement and

UNIT-II (15 Hrs)

Statistical Quality Control: What is SQC, Difference with 100% Inspection, Statistical process Control – Control chart for variable (X-bar, R-chart), Control chart for, Attributes (p & c Chart), Process Capability, Acceptance Sampling – Simple and Double sampling

UNIT-III (15 Hrs)

Quality Assurance: Definition, Principles of TQM, Quality Council, Concept of Internal supplier & Internal Customer, Kaizen, Quality Circle, Quality Improvement Teams, Six Sigma, Lean Thinking

Seven basic QC Tools: Check sheet, Histogram, Scatter diagram, Process Mapping, Cause and Effect diagram, Pareto analysis, control charts, Cost of Quality Bench Marking

UNIT-IV (15 Hrs)

Accreditation: Quality Manual, NABH, NABL, JCI, Australian System, QCI, Quality Audit, Quality Awards (special emphasis on Malcolm Baldrige Quality Award)

Global Quality Healthcare Organizations: Quality Council of India (QCI), National Committee, for Quality Assurance (NSQA), Health care commission UK, American Society for Quality (ASQ), Institute-of Quality Improvement (IHI).

Suggested Readings

1. Quality Improvement in Health Care, Nelson Thrones
2. Bester field H.Dale, Total Quality Management, Pearson New Delhi
3. Sridhar Bhat, Total Quality Management, Himalaya House publications, Mumbai
4. Sundara Raju, S.M., Total Quality Management: A Primer, Tata McGraw Hill
5. Aswathappa, Total Quality Management, Himalaya Books House

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

GENERAL HOSPITAL ADMINISTRATION

Subject Code: MBADS2-304

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is

1. To familiarize and understand the concepts Hospital Administration
2. To understand the importance of globalization of medical services and the role.
3. To increase effectiveness and learn process of telemedicine.

Course Outcomes: After completing the course, students will be able to

1. Define the concept Hospital as an organization and role of administration.
2. Acquire the knowledge of mobile health and the uses of mobile in healthcare services.
3. Understand the concept of medical tourism.

UNIT-I (15 Hrs)

Introduction and evolution of hospitals, Healthcare systems and hospitals in India, Types of hospital organization, Hospital organization structure.

UNIT-II (15 Hrs)

Hospital Planning: Statutory requirements for planning, steps in hospital planning: Planning for out-patient, Department accident emergency, accommodation, warden design, bed wise planning, special requirement of certain departments such as ICU, OT, Paediatric, maternity ward, Planning for water supply, Electricity, draining, Sewage disposal planning for equipment's purchase.

UNIT-III (15 Hrs)

Planning the Hospital Engineering Services: Equipment planning and management for a new hospital: Strategic planning and selection of hospital equipment; Purchase procedure; Installing and commissioning; Equipment utilization; Repair and maintenance; Calibration of medical equipment

UNIT-IV (15 Hrs)

General Hospital Administration: Routine admission/Discharge procedures/discharge summary, Hospital utilization statistics, daily reports, returns, patients' complaints, hospital committee. **Front office:** Duties and responsibilities **Duties and responsibilities of hospital administrator/CEO:** in profit making hospitals, in non-profit making hospitals

Suggested Readings

1. Sakharkar BM, Principles of Hospital administration and Planning, Japee Brothers Medical Publishers
2. John R McGibony, Principles of Hospital Administration, WHO monograph
3. Syed Amin Tabish, Hospital Nursing Homes: Planning, Organization and Management, Jaypee Brothers

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

NURSING ADMINISTRATION

Subject Code: MBADS2-305

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The aim of this subject is

1. To familiarize and understand the concepts of nursing profession and its important theories.
2. To Identify and analyse legal and ethical issues in nursing administration.
3. To understand the planning, recruitment and management of nursing workforce for various health care

Course Outcomes: After completing the course, students will be able to

1. Define the concept of nursing management and its uses.
2. Acquire the knowledge of nursing records and reports.
3. Understand the concept of mechanism for regulation in nursing.

UNIT-I (15 Hrs)

Introduction: Noble Nursing Profession, Nursing organization structure, Nurses – Doctors and Nurses – Patients’ relationship, Nurses: A dedicated social and professional entity

Nursing Theories: Nightingale’s, Henderson’s, Roger’s, Peplau’s, Abdella’s, Lewine’s, Orem’s, Johnson’s, King’s, Neuman’s, Roy’s, Watson parse, etc and their applications,

UNIT-II (15 Hrs)

Staffing: Norms: Staff inspection unit (SIU), Bajaj Committee, High power committee, Indian nursing council (INC), **Estimation of nursing staff requirement:** Activity analysis

Recruitment: Credentialing, selection, placement, promotion, Retention, Personnel policies, Termination. Staff development programme, Duties and responsibilities of various category of nursing personnel

UNIT-III (15 Hrs)

Legal issues in nursing: Negligence, Malpractice, Invasion of privacy, Defamation of character, Patient care issues, Management issues, Employment issues

Nursing regulatory mechanisms: Licensure, Renewal, Accreditation, Patients rights, Consumer protection act (CPA)

UNIT-IV (15 Hrs)

Nursing informatics: Trends, General purpose, Use of computers in hospital and community, Patient record system, Nursing records and reports

Suggested Readings

1. Sakharkar BM, Principles of Hospital administration and Planning, Japee Brothers Medical Publishers
2. John R McGibony, Principles of Hospital Administration, WHO monograph
3. Syed Amin Tabish, Hospital Nursing Homes: Planning, Organization and Management, Jaypee Brothers

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

SUMMER INTERNSHIP PRESENTATION

Subject Code: MBADS2-306

**L T P C
0 0 0 6**

Students will undergo Summer Internship of Six weeks to Eight weeks after Second semester. A report based on the summer training shall be submitted within three weeks from the commencement of the third semester. Students will give presentation on the Summer Internship Project in the department.

Evaluation of Students will be done based on following criteria:

1. Evaluation from Company Supervisor - 40 Marks*
2. Summer Internship Project Report - 30 Marks
3. Presentation - 30 Marks

*Company Supervisor will send the evaluation of student (out of 40 marks) to the department HOD email. These marks will be uploaded as external assessment on MRSPTU examination portal.

Detail about important project documents has been provided in the end of syllabus

FOURTH SEMESTER

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

CONFLICT MANAGEMENT AND INDUSTRIAL RELATION

Subject Code: MBADS2-401

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To familiarize and understand the concepts and various models of conflicts in administration.
2. To understand the concept of managing various conflicts in the administration.
3. To understand various laws under industrial relation.

Course Outcomes

After the completion of this course students will be able to:

1. Define the concept of various conflicts.
2. Acquire the knowledge of managing various kinds of personal and impersonal conflicts.
3. Understand various laws related to industrial relations.

UNIT-I (15 Hrs)

Introduction: Understanding conflict, components, perspectives of conflict, types of conflict, models of conflict – Process and Structural Models, functional & dysfunctional conflict, relationship between conflict and performance in team, levels of conflict – intrapersonal, interpersonal, group & organizational conflicts, sources of conflict - intrapersonal, interpersonal, group & organizational sources.

UNIT-II (15 Hrs)

Managing Conflict: Managing interpersonal conflict: Thomas conflict resolution approach, behavioral style and conflict handling, the Cosier Schank model of conflict resolution, collaboration & conflict resolution, dealing with difficult subordinates, boss & colleagues, 1 to 1 dispute resolution.

Managing team & organization conflict: Techniques to resolve team conflict, strategies to resolve organizational conflict, effective listening and dialogue skills, humour and conflict resolution, negotiation as a tool for conflict resolution

UNIT-III (15 Hrs)

Industrial Relations - Concept, Theories and Evolution, System approach to IR-factors, Context, Web of Rules & Ideology, Trade UNIONSIM, impact of trade unions on wages, Factories Act, 1948; Mines Act, 1952; Trade Unions Act, 1926

Trade Unionism in India: Origin, Growth, Structure and Management of Trade Unions, Recognitions, Leadership, Trade Unionisms, Employers' Organisations in India, Managerial Associations

UNIT-IV (15 Hrs)

Laws relating to Industrial Relations: Industrial Disputes Act, 1947; Industrial Employment (Standing Orders) Act, 1946; Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Funds & Misc. Provisions Act, 1952; Maternity Benefit Act, 1961; Payment of Gratuity Act, 1972. Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976.

Suggested Readings

Pramod Varma, 'Industrial Relations', Tata McGraw Hill.

S.C. Srivastava, 'Industrial Relation & Labor Laws', Vikas Publication

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

DISASTER PLANNING IN HOSPITALS

Subject Code: MBADS2-402

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To understand the concept of disaster management and various principles of its management.
2. To build skills to respond to disasters.
3. To Understand the Challenges posed by Disasters

Course Outcomes

After the completion of this course students will be able to:

1. Students will be equipped with various methods of risk reduction measures and risk mitigation.
2. Acquire the knowledge of managing various kinds disasters occurring in the administration.
3. Understand various concept disaster alertness.

UNIT – I (15 Hrs)

Hospital Hazards: Meaning and types (physical, biological, mechanical and psychological) and their impact on employees; Preventive measures; Hospital Hazards Management - meaning, need, principles and purpose; Universal precautions for health care workers.

UNIT – II (15 Hrs)

Fire Hazards: Fire Hazard Triangle; Causes of Hospital Fires;

Fire Protection: Structure Planning and Design Consideration; Central Air - conditioning Facilities; Electric Installation; Water supply - fire points and Escape routes; Fuel Store; Manual Call Points; Means of Escape; Risk evaluation

Radiation Hazards: Biological effects of radiation hazards; Diagnostic Imaging – Radiation protection and safety; Radiation safety monitoring

Magnetic Resonance Imaging: Planning constrains, preventive measures against magnetic field hazards; Nuclear Medicine Department; Radiation Protection Facility; Radioactive Waste

UNIT – III (15 Hrs)

Disaster Management: Objective, basic concepts, disaster cycle; Classification of disasters; Disaster Process – Spectrum of disaster Management; Disaster management in India – National level, state Level; Principles of disaster Planning; Disaster and health problems; Organization of Medical Relief; Principles of Mass Casualty Management; Disaster Administration; Disaster Manual; Disaster Drill.

UNIT– IV (15 Hrs)

Disaster Preparedness: Aim, objectives and measures; Medical preparedness: Models. Phases and Use of Technology; Disaster Plan-objectives, need, purpose, planning and implementation. Components of disaster plan, Pre Hospital and Hospital Components -

Practical Arrangements: Pre-hospital and hospital, Disaster alertness in Hospital, Disaster management planning and implementation, Severity of illness amongst disaster victims and risk assessment

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

Suggested Readings

1. Dhawan N, Khan AS, (2012). Disaster management & Preparedness CBS Publications
2. Sonopant. G. (2012). Disaster Management for Healthcare professionol.Jp Medical.
3. Ray. Suresh. (2010). Nurses role in disaster management. CBS publishers.
4. Mehta A, Culley C, (2016). Emergency medicine. Jaypee Brothers Medical publishers
5. Goldschmitt D, Bonvino R, (2009). Medical disaster response, CRC press.

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**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

QUANTITATIVE MANAGEMENT TECHNIQUES

Subject Code: MBADS2-403

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To understand the concept, functions, transformation process model of operation management, product design and development.
2. To understand the uses of production planning and control, facility layout and productivity.
3. To understand the significant role of quality management and acceptance sampling in production management.

Course Outcomes

After the completion of this course students will be able to:

1. Learn the role of operations on achieving various competitive capabilities.
2. Learn how to help an organization in improving productivity and meeting customer's competitive capabilities.
3. Conduct investigations of complex problems including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions

UNIT-I (15 Hrs)

Operations Management: Concept, Functions, Transformation Process Model: Inputs, Process and Outputs; Classification of Operations; Responsibilities of Operations Manager, Nature of International Operations Management, Difference between Manufacturing and Service Operations.

Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Linkage between Corporate, Business, and Operations Strategy, Components of Operations Strategy, Global Strategies and Role of Operations Strategy

UNIT-II (15 Hrs)

Facility Location – Importance, Factors in Location Analysis, Location Analysis Techniques. **Facility Layout Planning:** Introduction, Objectives of Layout, Classification of Facilities, Basis for Types of Layouts, Layout Planning
Process Selection- Project, Job, Batch, Mass and Process Types of Production Systems, Operations Management in Corporate Profitability and Competitiveness

UNIT – III (15 Hrs)

Linear Programming: introduction, Formulation of Linear Programming Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution), Simplex Method, Special cases, Big-M method and Two-phase method; Duality (emphasis on formulation & economic interpretation)

UNIT-IV (15 Hrs)

Transportation Problems: Transportation problem: Initial feasible solution using North-West Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method

Game Theory: Concept of Game; Two-Person Zero-Sum Game; Pure and Mixed Strategy Games; Saddle Point

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
2022 BATCH ONWARDS**

Suggested Readings

1. Buffa & Sarin, 'Modern Production/Operations Management', John Wiley, Latest edition
2. Chary, Production and Operations Management, Tata McGraw-Hill, Latest Edition
3. Krajewski & Ritzman, 'Operations Management', Pearson Education, Latest edition
4. Adam and Eben, 'Production & Operations', Prentice Hall, Latest edition
5. Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, An Introduction to Management Science, South-Western.
6. Taha, Hamdy A, 'Operations Research – An Introduction', Prentice-Hall of India Private Ltd., New Delhi.
7. Hillier, Frederick S. and Gerald J. Lieberman, 'Introduction to Operations Research', McGraw Hill India (Pvt) Ltd.

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS
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CLINICAL AND NON CLINICAL SERVICE ADMINISTRATION

Subject Code: MBADS2-404

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To enhance competence as a facility support system.
2. To equip students with the process of various allied services of hospital.
3. To provide skill in services helpful in hospital administration.

Course Outcomes

After the completion of this course students will be able to:

1. Learn the role of operations on achieving various competitive capabilities.
2. Learn how to help an organization in improving productivity and meeting customer's competitive capabilities.
3. Conduct investigations of complex problems including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions

UNIT-I (15 Hrs)

Introduction: Health Administration in India- Health Care Delivery System-Introduction to OPD Service: Overview, function, location design, organisation, space requirement facilities emergency services design, space requirement, physical facilities, Clinical & Non-Clinical Services.

UNIT-II (15 Hrs)

Management and Organization of Clinical Services: Organization and Administration of various clinical services, Outpatient Services, In-patient Services, Emergency Services, **Operation Theatre:** ICUs, Super Specialty Services including their utilization study – Nursing Care & Ward Management (general and specialized Delivery suite and maternity ward)-Neonatal Intensive Care Unit- Day Care Unit.

Medical and allied services: Medical services, paediatric services, psychiatric services, gastroenterology services, endocrinology services geriatric services cardiology centre, nephrology and dialysis.

UNIT-III (15 Hrs)

Surgical and Allied Services to Clinical Services: Surgical services Dental services-obst and gyneac. Services- physiotherapy services- Trauma centre- burns- paraplegic and malignant treatment centre- urology centre orthopaedic services.

Insurance companies and TPAs: Insurance policies and cover- Personal accident insurance benefit, Claims procedures, Administration of patient related schemes,

Medical insurance: Cashless benefit, reimbursement: CGHS, ECHS, CSMA, ES

UNIT-IV (15 Hrs)

Organizing and Managing Facility Support Services: Laundry – Housekeeping - Pest control - Managing the Estate (Hospital Security), strategies of hospital equipments- planning and Selection- purchase procedure- installation and commissioning

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Planning & Organizing of Support Services: Imaging, CSSD, Laboratory, Blood Bank, Diet, Medical Records, Mortuary, Pharmacy, Admission & Discharge Procedure, Billing Procedure, Bio Medical Equipments Planning, Ambulance Services

Suggestive Readings

1. Arnold D. Kalcizony & Stephen M. Shortell, Health Care Management.
2. Carolyn Semple Piggot & Carolyn S. Piggot, Business Planning for Health Care Management.
3. David E. Cope, Organization Development and Action Research in Hospitals.
4. Perspectives in health care – Nancy North – Macmillan Press, U.K

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STRATEGIC MANAGEMENT

Subject Code: MBADS2-405

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives: The main objectives of this course are:

1. To understand the sustainable competitive advantages of the organization and identify the growth avenues.
2. To meet stakeholder interests through growth strategies based on ethical value
3. To conduct SWOT analysis and Competitive analysis through various tools and technologies.

Course Outcomes: After completing this course, students will be able to:

1. Apply holistic approach by integrating people, finance, marketing and organizational perspectives to develop appropriate organizational policies and strategies
2. Understand, assess and derive the sustainable competitive advantages of the organization and identify the growth avenues against the back drop of global opportunities.
3. Develop an appreciation of implementation skills through organization structure and control systems.

UNIT-I (15 Hrs)

Introduction - Definition, Nature, Scope, and Importance of Strategy and Strategic Management (Business Policy). Strategic Decision Making, Process of Strategic Management Defining Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives, Environmental Appraisal: Concept of Environment, Components of Environment (Economic, Legal, Social, Political and Technological), Environmental Scanning Techniques-ETOP, QUEST and SWOT (TOWS).

UNIT-II (15 Hrs)

Internal Appraisal – The Internal Environment, Organisational Capabilities in Various Functional Areas and Strategic Advantage Profile. Methods and Techniques Used For Organisational Appraisal (Value Chain Analysis, Financial and Non- Financial Analysis, Industry Standards and Benchmarking, Balanced Scorecard and Key Factor Rating). Identification of Critical Success Factors (CSF)

UNIT- III (15 Hrs)

External Analysis - Porters's Five Forces Model,

Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination Strategies, Corporate Restructuring, Synergy. Mergers & Acquisitions, Corporate Restructuring

Business Level Strategies: Porter's Framework of Competitive Strategies; Conditions, Risks and Benefits of Cost Leadership, Differentiation and Focus Strategies. Location and Timing Tactics, Core Competence.

Strategic Analysis and Choice: Corporate Level Analysis (BCG, GE Nine Cell, and Shell Directional Policy Matrix)

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UNIT-IV (15 Hrs)

Implementation and Control: Qualitative Factors in Strategic Choice, Strategy Implementation: Resource Allocation, Projects and Procedural Issues. Organisation Structure and Systems in Strategy Implementation. Leadership and Corporate Culture, Values, Ethics and Social Responsibility.

Operational and Derived Functional Plans to Implement Strategy, Integration of Functional Plans, Strategic Control and Operational Control, Techniques of Strategic Evaluation

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. A Kazmi, 'Business Policy & Strategic Management', Tata McGraw Hill
2. Thomson & Strickland 'Strategic Management: Concept & Cases,' Tata McGraw Hill
3. S. Reddy, 'Strategic Management', Himalaya Publication
4. Wheelen & Hungar 'Strategic Management & Business Policy' Addison- Wesley
5. Johnson & Scholes, 'Exploring Corporate Strategy', Prentice Hall India

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DISSERTATION

Subject Code: MBADS2-406

**L T P C
0 0 0 6**

Under the guidance of his/her supervisor, Students will identify the problem from the area of their specialization. The problem should be relevant to current business or social scenario. The student will do literature review, set the objectives, collect data (primary/Secondary) regarding the problem, apply statistical techniques and document the findings of the study with the justification how these findings will solve the existing problem in business/society. Student will submit the report (Hard Binding) and give presentation and final oral viva

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Semester – V

Subject Code	Subject Name	Contact Hours			Marks			Credit
		L	T	P	Int.	Ext.	Total	
Core Papers								
BMCMS1-501	Business Auditing and Corporate Governance	4	-	-	40	60	100	4
Discipline Specific Elective								
BMCMS1-502	Global Business Environment	4	-	-	40	60	100	4
BMCMS1-503	Investment Management	4	-	-	40	60	100	4
BMCMS1-504	Summer Training Project Report	-	-	4	60	40	100	2
Generic Elective								
BMCMS1-505	Production and Operation Techniques	4	-	-	40	60	100	4
XXXXX	Open Elective	3	-	-	40	60	100	3
Total		19	-	4	260	340	600	21

Semester – VI

Subject Code	Subject Name	Contact Hours			Marks			Credit
		L	T	P	Int.	Ext.	Total	
Discipline Specific Elective								
BMCMS1-601	Security Analysis	4	-	-	40	60	100	4
BMCMS1-602	Strategic Management	4	-	-	40	60	100	4
BMCMS1-603	E-Commerce	4	-	-	40	60	100	4
BMCMS1-604	Major Project	-	-	-	60	40	100	3
Generic Elective								
BMCMS1-605	Consumer Behaviour	4	-	-	40	60	100	4
BMCMS1-606	Industrial Relation and Labour Laws	4	-	-	40	60	100	4
Total		20	0	0	260	340	600	23

BUSINESS AUDITING AND CORPORATE GOVERNANCE

Subject Code – BMCMS1-501

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objectives

The aim of this subject is:

1. To study Law of Contract, Sale of Goods Act and Negotiable Instrument for legally smooth functioning of a business.
2. To highlight about Company Law as well as constitutional framework of taxation.
3. To provide insights about Business Environment, Complexity and Diversity of current business environment in the 21st century
4. To provide a deeper understanding of the environmental factors influencing Indian business organizations.

Course Outcomes

After successful completion of this course, students will be able to:

1. Understand the various business Auditing and Corporate Governance knowledge.
Understand the impact of legal environment in a business context and demonstrate knowledge of and need for sustainable development
1. Analyze the various facets of basic case laws of each Act from a legal and managerial perspective
2. Apply the legal provision of Acts in common business situations.
3. Scanning internal and external environment for the sustainability of business

UNIT-I (15Hrs.)

Auditing: Meaning, Objectives, Basic Principles, Advantages and Limitations of Audit. Investigation, Difference between Audit and Investigation ,Audit Program, Audit Evidence, Internal control ,Internal check and Internal Audit.

UNIT-II (15Hrs.)

Verification and Valuation of Assets and Liabilities.

Company Auditor-Qualification and Disqualification –Appointment –Removal, Remuneration, Rights, Duties and Liabilities for offences of Company secretaries. Position and role of Company Secretaries.

UNIT- III (15Hrs.)

Corporate Governance: Concepts and Issues: History of Corporate Governance, Principles of Corporate Governance, Globalization and Corporate Governance, Corporate Governance practices/codes in India, Uk, Japan and USA; Corporate Governance in Family Business ;Corporate Governance in State –owned business-The MOU System ;Emerging Trends in Corporate Governance.

UNIT-IV (15Hrs.)

Corporate Board: Attributes, Duties, Responsibilities, Liabilities ;Shaping Directorial Competence and board Effectiveness ;Corporate Disclosure and Investor Protection; Corporate

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Reputation ,Corporate Legitimacy .Corporate Crimes –Company and Society Relations ,Cadbury committee, OECD Principles.

Recommended Books

1. Dinkar, P., "Principles and practice of Auditing", Sultan Chand and sons, New Delhi.
2. Gupta, K., and Arora, A., "Fundamentals of Auditing", Tata Mc-Graw Hill, Publishing Co. Ltd., New Delhi,
3. K.R Chandratre and A.N . Navarae, 'Corporate Governance-A Practical Handbook' ,Bharat Law House Pvt Ltd.
4. Adrian Cadbury, " Corporate Governance and chairmanship" : A personal View ' ,
- 5 Subhash Chandra Das, 'Corporate Governance in India :An Evaluation' , PHI Learning. Oxford University Press.

GLOBAL BUSINESS ENVIRONMENT

Subject Code – BMCMS1-502

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives

The aim of this subject is:

1. To Introduce students to contemporary issues in Global Business that illustrates the unique challenges faced by managers in the global business environment.
2. To enable them get global perspective on issues related to business.
3. To familiarize the students with the concepts, Functions and practices of international business.

Course Outcomes

After successful completion of this course, students will be able to:

1. Understand the scope of Global business in a business context and demonstrate knowledge of and need for sustainable development
- 2 Analyze the various facets of basic International Trade theories of legal and managerial perspective
- 3 Apply the legal provision of Acts in common business situations.
4. Scanning internal and external environment for the sustainability of International business

UNIT – I (15 Hrs)

Introduction: Introduction to the field of Global Business, Significance ,Nature and scope of Global business, Modes of Global business-Global Business Environment-Social, Cultural, Economic, Political and Ecological Factors.

International trade Theories-Mercantilism; Absolute Cost Theory, Comparative Cost Theory, Opportunity Cost Theory, Factor Endowment Theory.

UNIT – II (15 Hrs)

Theories of International Trade, Trading Environment of International trade, Free Trade v/s Protection-Tariff and Non-Tariff Barriers- Trade Blocks

UNIT-III (15 Hrs)

Balance of Payment-Concept, Components of BOP, Disequilibrium in BOP-Causes for disequilibrium and methods to correct the Disequilibrium in Balance of Payment.

Foreign Exchange Market-Nature and transactions in foreign exchange market and types of players, Exchange rate Determination.

UNIT-IV (15 Hrs)

World Trade Organization- Objectives, Organization Structure and Functioning of WTO, International Liquidity: Problems of Liquidity, International Financial Institution-IMF, IBRD, IFC, ADB.

Suggested Readings

1. Dr Francis Cherunilam, International Business Environment Text & Cases, Himalaya Publishing
2. Charles W.L .Hill Irwan, International Business Environment,3rd Edition TATA McGraw Hill 2000.
3. K. Aswathappa, International Business , Himalaya Publishing, TATA McGraw Hill Publishing company Ltd.
4. Sundaram and Black, International Business Environment, The text and Cases.

INVESTMENT MANAGEMENT

Subject Code – BMCMS1-503

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives

The aim of this subject is:

1. To equip the students with the theoretical and practical knowledge of investment sources
2. To develop the skills for analyzing investment environment and risk involved in investment
3. To develop the analytical skills required for performing technical and fundamental analysis of companies
4. To provide knowledge about formulating optimum portfolio and measuring its performance.

Course Outcomes

After successful completion of this course, students will be able to:

1. Understand various investment opportunities and apply single and multi-factor models to examine the degree of risk
2. Evaluate the investment environment through analyzing economic, industry and corporate scenario
3. Comprehend technical analysis and analyze the investment opportunity based on various market indicators, financial indicators price indicators and their historical trend
4. Make optimum investment decisions based on technical analysis, fundamental analysis and level of risk and return involved in single stock and at portfolio level.

UNIT-I (15 Hrs)

Investment – Meaning, Nature, Objectives and Process; Investment Avenues; Investment vs. Gambling; Investment vs. Speculation.

Risk and Return: Concept, Types, CAPM, Arbitrage Pricing Theory and Multi – Factor Models

UNIT-II (15 Hrs)

Economic Analysis: Analysis of Macroeconomic Variables. **Industry Analysis:** Industry Life Cycle, Key Characteristics in Industry Analysis. **Company Analysis:** Analysis of Financial Statements, Key Financial Ratios.

UNIT-III (15 Hrs)

Technical Analysis – Theoretical Framework; Dow Theory

Charts- Candlestick Chart, Line Chart and Open High Low Close Chart

Overlays- Support, Resistance and Trend Line; Market Indicators Advance Decline Index

Price Indicators- Relative Strength Index, Average Directional Index and Momentum

UNIT-IV (15 Hrs)

Market Efficiency - Introduction to Efficient Market Hypothesis, Random Walk Model, Forms of EMH.

Markowitz Portfolio Selection Model: Portfolio Diversification, Markowitz Model, Portfolios of Two Risky Securities, A Three Security Portfolio.

Relevant Case Studies should be discussed in class.

Suggested Readings

1. Reily and Brown, 'Investment Analysis and Portfolio Management', Cengage, New Delhi
2. Bodie, Kane, Marcus and Mohanty, 'Investments', Tata McGraw Hill, New Delhi
3. Fisher DE and Jordon RJ, 'Security Analysis and Portfolio Management', PHI, New Delhi
4. Hirt and Block, 'Fundamentals of Investment Management', Tata McGraw Hill, New Delhi
5. A. Avdhani 'Security Analysis and Portfolio Management' Himalaya Publication

SEMINAR ON TRAINING PROJECT REPORT

Subject Code – BMCMS1-504

**L T P C
0 0 4 2**

Students will submit their summer internship report and give presentation in front of evaluation committee. Department Training and Placement Coordinator will provide them the format of training report and students will submit their report as per the prescribed format.

PRODUCTION AND OPERATIONS TECHNIQUES

Subject Code: BMCMS1-505

L T P C

Duration: 60 Hrs

4 0 0 4

Course objective: The main objective of this course are:

1. To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.
2. To understand the relationship between operations and other business functions.
3. To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.

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

1. Understand ever growing importance of Production and Operations management in uncertain business environment.
2. Gain an in-depth understanding of resource utilization of an organization.
3. Appreciate the unique challenges faced by firms in services and manufacturing.
4. Understand the subject as a crucial part of functional management.

UNIT-I (15 Hrs)

Operations Management: Concept, Functions. Transformation Process Model: Inputs, Process and Outputs; Classification of Operations; Responsibilities of Operations Manager, Contribution of Henry ford, Deming, Crossby, Taguchi.

Process selection- Project, Job, Batch, Mass and Process types of Production Systems.

UNIT – II (15 Hrs)

Product Design and Development – Product Design and Its Characteristics, Product Development Process (Technical), Product Development Techniques

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

UNIT – III (15 Hrs)

Inventory Management: Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis

UNIT – IV (15 Hrs)

JIT and Lean Production System: JIT Approach, Implementation requirements, Services, Kanban System. **Inventory Management:** Concepts, Classification, Objectives, Factors Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis, Logistics and Franchising.

Suggested Readings

1. Nair, Production & Operations management, Tata McGraw Hill
2. Adam and Eben, Production & Operations management, Prentice Hall, India.
3. Krajewski & Ritzman, Operations Management, Pearson Education.
4. Buffa & Sarin, Modern Production/Operations Management, John Wiley
5. Chary, Production & Operations Management, Tata McGraw.

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Open – Elective

Subject Code: *****

**L T P C
3 0 0 3**

Duration: 45 Hrs

Open elective will be an inter-disciplinary subject. Students will study one subject from other disciplines.

MRSPTU

6TH
SEMESTER

SECURITY ANALYSIS

Subject Code – BMCMS1-601

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objectives: The objective of this course is to help the students to understand the security analysis & Portfolio management. In this context the main objectives of this course is to provide a theoretical and practical background in the field of investments. Students will be able to design and manage the bond as well as equity portfolios in the real word. Student will gain knowledge of valuing equity and debt instruments, managing mutual funds and measure the performances of portfolio.

Course Outcomes: After completing this course the students should be able to different avenues of new investment and security analysis. Students will be able to apply the concept of portfolio management for better investment at desired risk level.

UNIT-I (15 Hrs.)

Meaning, Nature and Scope of Security Investment; Various Approaches for Investment Decisions. Fundamental Analysis and Technical Analysis, Efficient Market Hypothesis - Meaning and Implications - Random Walk Theory - Strong and Semi-strong and Weak Forms of Efficiency - Tests of EMH.

UNIT-II (15 Hrs.)

Equity Risk and Return - Capitalization of Dividend Earning and Cash Flows, Profit Earning (PE) Approach Valuation of Debt Securities - Types of Bonds - Interest Rate of Risk and Purchasing Power Risk - Market Interest Rate and Term Structure of Interest Rates – Yield Curves - Limitation of Yield Curves - Risk Premium Bonds - Macaulay’s Duration (MD). Security Risk and Return vs Portfolio Risk and Return; Various Components of Risks-Market Risk, Inflation Risk, Management Risk, Liquidity Risk, Business Risk, Financing Risk etc., Systematic vs. Unsystematic Risks

UNIT-III (15 Hrs.)

Assumptions: Capital Market Line, Portfolio Selection, Capital Asset Pricing Model (CAPM) Assumptions, Security Line, Testing The CAPM - Arbitrage Pricing Theory (APT) - Assumptions - One Factor and Two Factor Arbitrage Pricing - Multi-Factor Arbitrage Pricing

UNIT-IV (15 Hrs.)

Optimum Portfolio, Passive Management - Active Management - The Formula Plans for The Purchase & Sale of Securities – Rupee Cost Averaging – Constant Rupee Plan – Constant Ratio Plan – Portfolio Revision & Cost (Theory Only).

Recommended Books

1. Donald E. Fisher and Ronald J. Jordan, ‘Securities Analysis and Portfolio Management’, Prentice Hall, New Delhi.
2. Harry Sourain, ‘Investment Management’, Prentice Hall of India.
3. Francis and Archer, ‘Portfolio Management’, Prentice Hall of India.
4. L.C. Gupta, ‘Stock Exchange Trading in India’, Society for Capital Market Research and Development, Delhi

STRATEGIC MANAGEMENT

Subject Code – BMCMS1-602

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objectives: The objectives of the Course are to help the Students Develop an understanding of the basic inputs in making and implementing corporate strategic decisions and also familiarize them with the issues and practices involved.

Course Outcomes: After completion of this course, the students should be acquainted with the various business and corporate level strategies. They will also have an understanding about the various environmental scanning techniques. They will also gain information about the corporate analysis models.

UNIT-I (15 Hrs.)

Definition, Nature, Scope, and Importance of Strategy and Strategic Management (Business Policy). Strategic Decision Making, Process of Strategic Management and Levels at Which Strategy Operates, Role of Strategists, Defining Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives, Environmental Appraisal—Concept of Environment, Components of Environment (Economic, Legal, Social, Political and Technological), Environmental Scanning Techniques- ETOP, QUEST and SWOT (TOWS).
Techniques- ETOP, QUEST and SWOT (TOWS).

UNIT-II (15 Hrs.)

Internal Appraisal – The Internal Environment, Organisational Capabilities in Various Functional Areas and Strategic Advantage Profile. Methods and Techniques Used for Organisational Appraisal (Value Chain Analysis, Financial and Non-Financial Analysis, Historical Analysis, Industry Standards and Benchmarking, Balanced Scorecard and Key Factor Rating). Identification of Critical Success Factors (CSF)

UNIT- III (15 Hrs.)

Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination Strategies, Corporate Restructuring, Concept of Synergy. Mergers & Acquisitions, Corporate Restructuring, Business Level Strategies: Porter’s Framework of Competitive Strategies; Conditions, Risks and Benefits of Cost Leadership, Differentiation and Focus Strategies. Location and Timing Tactics, Concept, Importance, Building and Use of Core Competence. Strategic Analysis and Choice: Corporate Level Analysis (BCG, GE Nine Cell, Hofer’s Product Market Evolution and Shell Directional Policy Matrix).

UNIT-IV (15 Hrs.)

Industry Level Analysis: Porters’ Five Forces Model, Qualitative Factors in Strategic Choice, Strategy Implementation: Resource Allocation, Projects and Procedural Issues. Organisation Structure and Systems in Strategy Implementation. Leadership and Corporate Culture, Values, Ethics and Social Responsibility. Operational and Derived Functional Plans to Implement Strategy, Integration of Functional Plans, Strategic Control and Operational Control, Organisational Systems and Techniques of Strategic Evaluation.
Relevant case studies related to the topics should be discussed.

Recommended Books

1. A. Kazmi, ‘Business Policy & Strategic Management’, Tata McGraw Hill.
2. Thomson & Strickland, ‘Strategic Management: Concept & Cases,’ Tata McGraw Hill.

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3. S. Reddy, 'Strategic Management', Himalaya Publication.
4. Wheelen & Hungee, 'Strategic Management & Business Policy', Addison Wesley.
5. Johnson & Scholes, 'Exploring Corporate Strategy', Prentice Hall India.
6. Jauch & Glueck, 'Business Policy & Strategic Management', Tata McGraw Hill.

E-COMMERCE

Subject Code: BMCMS1-603

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Learning Objectives: The objective of the course is to acquaint the students with E-Business in competing international markets.

UNIT-I (15 Hrs.)

Introduction to E-Commerce and E-Business: Definition and competing in the digital economy – Forces Fuelling E-commerce and E- Business Models - Environment of E- Business, Economics and social impact of E- Business, opportunities and Challenges.

UNIT-II (15 Hrs.)

Industry Framework and Types, Structure and Organization of E-Business, Communications – Internet Service Providers, Internet Access Provider, Internet vs. Online Services, WWW: Concepts, Technology, Applications and Services Offered in The Internet. EDI, EFT, Electronic Payment Systems, Industry Applications Like Online Banking and Other Business Applications. Electronic Payment Technology, Digital Cash, Electronic Check, On-Line Credit Card; Electronic Commerce and Banking; Changing Dynamics in The Banking Industry, Home Banking Implementation Approaches, Open vs Closed Models, Management Issues in Online Banking.

UNIT-III (15 Hrs.)

Supply Chain Management: Supply Chain Integration and Coordination, Importance of Supply Chain Management, Objective and Methodology of Supply Chain Management, CRM - Online Sales Force, Online Customer Service and Support, Technology and Marketing Strategy: Intranets and Manufacturing Integrated Logistics, Agile Manufacturing, Internet Marketing. Manufacturing Information Systems, Intranet Based Manufacturing Logistics Management.

UNIT-IV (15 Hrs.)

Security Issues in E-Business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Securing E-Commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls.

Recommended Books

1. G.H. Cady and Part McGreger, 'The Internet', BPB Publication.
2. Phil Carpenter, 'E –Brands', HBS Press, Boston, 2000
3. Peter Keen and Mark McDonald, 'The e-Process Edge', Tata McGraw-Hill Delhi.
4. L. Cathernine Mann, 'Global Electronic Commerce', Institute for International Economics.
5. Sundeep Oberoi, 'E-Security and You', Tata McGraw-Hill, New Delhi.
6. Jason R. Rich, 'Starting an E-Commerce Business', IDG Books, Delhi.
7. Shurety Samantha, 'E-Business with Net Commerce', Addison Wesley.

MAJOR PROJECT

Subject Code: BMCMS1-604

**L T P C
0 0 0 3**

A Faculty supervisor will be appointed to the students from the department. In consultation with the supervisor, student will decide their topic. Students can do their project on any topic of their choice (Finance/Marketing/HR/Entrepreneurship/Banking/Operations etc.) and submit the project in the department. Students must give presentation on their project in the department. Their final evaluation will be done based on the work done in the project and their performance during presentation and Viva Voice.

CONSUMER BEHAVIOUR

Subject Code – BMCMS1-605

**L T P C
4 0 0 4**

Duration – 60 Hrs.

Course Objectives: The main objectives of this course are:

1. To understand consumer behaviour in an informed and systematic way.
2. To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

Course Outcomes: On completion of this course, the students will be able to:

1. Demonstrate how knowledge of consumer behaviour can be applied to marketing.
2. Identify and explain factors which influence consumer behaviour.
3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations

UNIT-I (15 Hrs.)

Consumer Behaviour: Nature, Scope & Application, Consumer Buying Behaviour: Consumer Decision Making Process (Five Step Model), Factors Affecting Buying Behaviour, Purchase Behaviour, Buyer's Role.

UNIT-II (15 Hrs.)

Consumer as an Individual: Consumer Motivation: Needs & Goals, Positive & Negative Motivation, Types & Systems of Needs Hierarchy & Trio of Needs, Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with Reference to Consumer Behaviour.

UNIT-III (15 Hrs.)

Consumer in Social & Cultural Setting: Reference Groups: Concepts, Factors Affecting Reference Groups, Family: Functions of Family, Family Decision Making, Family Life Cycle Social Class & its Measurement, Culture & Sub Culture: Definition & Influence.

UNIT-IV (15 Hrs.)

Consumer Decision Making: Introduction to Opinion Leadership Process Diffusion of Innovations: Diffusion Process, Adoption Process, Introduction to Consumer Decision Making: Levels, Decision Making Process, Various Views of Consumer Decision Making, Models of Consumer Decision Making.

Recommended Books

1. Schiffman & Kanuk, 'Consumer Behaviour', Pearson Education.
2. Engel, Blackwell & Miriard, 'Consumer Behaviour', Dryden Press.
3. R. Majumdar, 'Consumer Behaviour: Insights from the Indian Market', PHI Learning Pvt. Ltd., New Delhi.
4. Bitta Loudon, 'Consumer Behaviour', Tata McGraw Hill New Delhi.

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code: BMCMS1-606

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The aim of this course is:

1. To help students to understand basics of labor laws and industrial relations applicable in various business houses.
2. To familiarize the students with labor legislations and employee relations scenario in India.
3. To enable students, understand the important concepts of wage, salary and compensation management in India.
4. To make the students of Industrial Relations understand the concept of Public Relations and its various dimensions in the organization.

Course Outcomes

After completion of course, students will be able to:

1. Understand the laws related to working conditions in different settings.
2. Learn the laws relating to Industrial Relations, Social Security
3. Able to identify and solve issues related to welfare and wage Legislations of groups in organization
4. Gain knowledge about the dispute settlement machinery and the laws related to dispute settlement

UNIT-I (15 Hrs)

Industrial Relations - Concept, Theories and Evolution, System approach to IR-factors, Context, Web of Rules & Ideology, Trade UNIONSIM, impact of trade unions on wages, Factories Act, 1948; Mines Act, 1952; Trade Unions Act, 1926.

UNIT-II (15 Hrs)

Trade Unionism in India: Origin, Growth, Structure and Management of Trade Unions, Recognitions, Leadership, Trade Unionisms, Employers' Organisations in India, Managerial Associations. **Collective Bargaining:** Concept, Meaning and Objectives, Approaches, Technique & Strategies to Collective Bargaining, Process of Collective Bargaining, Impact of CB and Workers Participation in Management on IR

UNIT-III (15 Hrs)

Workers' Participation in Management: Concept, Purpose and Practices in other countries; Workers' Participation Schemes in India – Works Committee, Joint Management Council, Worker – Director, Shop Council and Joint Council, WPM, EPM; Problems and Prospects in India; Quality Circles – Concept and Practices in India.

UNIT-IV(15 Hrs)

Laws relating to Industrial Relations: Industrial Disputes Act, 1947; Industrial Employment (Standing Orders) Act, 1946; Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Funds & Misc. Provisions Act, 1952; Maternity Benefit Act, 1961; Payment of Gratuity Act, 1972. Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976.

Relevant case studies related to the topics should be discussed.

Suggested Readings

1. Arun Monappa & J.T., 'Dunlop Industrial System', TATA McGraw Hill.
2. C.N. Patil, 'Collective Bargaining', University Press.
3. Pramod Varma, 'Industrial Relations', Tata McGraw Hill.
4. S.C. Srivastava, 'Industrial Relation & Labor Laws', Vikas Publications.
5. **Singh and Sinha, 'Labor Laws in Brief', Excel Books.**

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

Total Credits = 23

SEMESTER 5 th		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-501	Writing for Media	4	-	-	40	60	100	4
BJMCS1-502	Media Research Methodologies	4	-	-	40	60	100	4
BJMCS1-503	Cyber Journalism	4	-	-	40	60	100	4
BJMCS1-504	Media Management and Entrepreneurship	4	-	-	40	60	100	4
BJMCS1-505	Cyber Lab	-	-	4	60	40	100	2
BJMCS1-506	Writing for Media Lab	-	-	4	60	40	100	2
BJMCS1-507	Summer Training Presentation	-	-	-	60	40	100	3
Total		16		8	340	360	700	23

Total Credits = 22

SEMESTER 6 th		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BJMCS1-601	Global Media	4	-	-	40	60	100	4
BJMCS1-602	Event Management	4	-	-	40	60	100	4
BJMCS1-603	Environment Communication	4	-	-	40	60	100	4
BJMCS1-604	Digital Media Marketing	4	-	-	40	60	100	4
BJMCS1-605	Event Management Lab	-	-	4	60	40	100	2
BJMCS1-606	Final Project and Viva Voce	-	-	-	100		100	4
		16		4	320	280	600	22

FIFTH SEMSTER

WRITING FOR MEDIA

Subject Code: BJMCS1-501

L T P C

Duration: 60 Hrs.

4 0 0 4

Course Objective: The main objective of this course are

1. To Understand how audience needs and desires determine the way media writers use language and structure their messages
2. To Understand why some language devices are more effective in engaging distracted audiences than others
3. To understand the importance of online media and social media.

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of print media and their rules and ethics
2. Understand the concept of radio and television media and their script design.
3. Comprehend the role of new media in the life of human being like social media and online media.

UNIT-I (15 Hrs)

Print Media: Introduction to writing for print media. Journalistic jargons, rules and ethics of writing for media. Forms of journalistic writing--news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc.,). Content development: choosing a topic, identifying sources, gathering information and importance of rewriting,

UNIT-II (15 Hrs)

Radio: Introduction to writing for radio; Principles and elements of scripting; Aesthetics of language and grammar for radio scripting; Script design and different scripts formats.

UNIT-III (15 Hrs)

Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Writing a script for entertainment programme and news.

UNIT-IV (15 Hrs)

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism.

Reference Books

1. History of Indian Journalism: Nadig Krishnamurthy- University of Mysore press
2. Dilwali, Ashok All about photography. New Delhi: National Book Trust.
3. Kobre, Kenneth, Photo journalism. The professional approach (4th Ed). London: Focal Press
4. Horton, Brian, Guide to photojournalism. New York: McGraw-Hill

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

MEDIA RESEARCH METHODOLOGIES

Subject Code: BJMCS1-502

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To demonstrate knowledge of research literacy
2. To demonstrate a sound knowledge of basic research methods
3. To demonstrate a working knowledge of the theories and frameworks through which media are analysed and understood

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of how to researched.
2. Understand the concept of analysis of data and report writing.
3. Demonstrate the role of data, survey and data collection in research.

UNIT-I (15 Hrs)

Research: Definitions, Methods, Selection & Formulation of Research Problem, Hypothesis, Sampling, Research Designs, Processing & Analysis of data, Statistical Analysis, Findings, Report Writing.

UNIT-II (15 Hrs)

Survey: Meaning, Concept, Utility, Planning, Organising & Conducting survey, Public Opinion Survey, Readership Survey.

UNIT-III (15 Hrs)

Data: Meaning, Kinds-Demographic, Socio-Economic, Socio-Psychological data.

Tools of Data Collection: Questionnaire, Schedule, Interview, Case study, Observation, Content Analysis etc.

UNIT-IV (15 Hrs)

Media Research: Measuring Impact, Evaluation, Monitoring, and Feedback. TRP, Viewership, Listenership, Public Opinion, Readership, Circulation

Suggestive Readings

1. V.P. Michael, Communication & Research for Management
2. S.R. Sharma & Anil Chaturvedi, Research in Mass Media.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

CYBER JOURNALISM

Subject Code: BJMCS1-503

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand and learn the competencies and skills required by the media world.
2. To acquire knowledge on blog writing, web designing and web media.
3. To comprehend the globalisation impact on web media

Course Outcome: After completion of the course, the student shall be able to

1. Gain the knowledge of cyber journalism and its use.
2. Understand the concept of rules of writing in the media.
3. Demonstrate the role of cyber reporting, cyber laws and web journalism.

UNIT-I (15 Hrs)

Cyber Journalism: What is Cyber Space? What is Information Super Highway? Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

UNIT-II (15 Hrs)

Writing for Web Media: Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Why Print & Electronic Media networks are going on the Net? Impact of Web Journalism, Recent Trends.

UNIT-III (15 Hrs)

Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web, Newspapers, Future of Web Journalism.

UNIT-IV (15 Hrs)

Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalisation on Web Journalism, Cyber Laws, Concept of e-governance, e-Paper, Online Newspaper, M-paper, Blogs,

Suggested Readings

1. Sudhir Pachauri, Cyberspace Aur Media
2. Deepak Bharihoke, Fundamentals of Information Technology:
3. Ramesh Agarwal & Bharat Bhushan Tiwari
4. Multimedia Systems : V.D. Dudeja
5. Y K D'souza Electronic Media & the Internet

MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS

MEDIA MANAGEMENT AND ENTREPRENEURSHIP

Subject Code: BJMCS1-504

L T P C
4 0 0 4

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To make the students aware about the media organisation and its ownership pattern.
2. To make students aware of the need and importance of Media management.
3. To make students aware of the management in media houses.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how an organization can use the media for their own advantage.
2. Understand the concept of management.
3. They will learn media marketing Techniques.

UNIT-I (15 Hrs)

Media Organisation: Meaning, Structure and Importance, Ownership Patterns of Media Organisations, Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication, FDI in Indian Media and Entertainment Industry

UNIT-II (15Hrs)

Management: Definition, Need and Principles, Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination, Management: Responsibility, Authority and Accountability, Leadership: Importance, Needs and Types

UNIT- III (15 Hrs)

Establishing a Media Organization or Start Up: Steps Involved, Human Resource Management: Roles and Responsibilities, Methods of Revenue Generation by Media Organizations and Start Ups, Managing Cost and Revenue Relationship

UNIT-IV (15 Hrs)

Marketing Media Products, Media Business: Innovation and Entrepreneurship, Media Entrepreneurship and its Challenges, Emerging Trends in Entertainment and Media Industry

Suggestive Readings

1. Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. Handbook of Media Management and Economics.
2. Mahwah, NJ: L. Erlbaum Associates. Alexander, A. Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum.
3. Doyle, G. Understanding Media Economics. London: Sage Publication
4. Herrick, D. F., Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
5. Kotler, P., Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

CYBER LAB

Subject Code: BJMCS1-505

**L T P C
0 0 4 2**

Duration: 60 Hrs.

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions
- Creating account on twitter and understanding tweets
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

WRITING FOR MEDIA LAB

Subject Code: BJMCS1-506

**L T P C
0 0 4 2**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To become well versed in preparing script for different media houses.
2. To using of different medias like print media, radio, television and new media.
3. To demonstrate proficiency of skills in designing and creating social media accounts.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how an organization can use the media for their own advantage.
2. Understand the concept of management.
3. They will learn media marketing Techniques

Print Media

Letters to editor, Press releases, Writing headlines, Picture captions writing

Radio

Preparing script for a Radio Talk, Readyng script for radio jingle, Reading News for Radio of

Television

Anchoring script for TV programme, News reading script, Entertainment programme script-

New Media

Create your own e-mail address, Face book, Twitter, LinkedIn, Instagram accounts. Analyze the contents of any five news portals.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

SUMMER INTERNSHIP PRESENTATION

Subject Code: BJMCS1-507

L T P C

Duration: NA

0 0 0 3

Students have to submit the report of their summer training and present their work in Power point presentation. The panel of faculty members will evaluate the performance of students.

MRSPTU

SIXTH SEMESTER

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

GLOBAL MEDIA

Subject Code: BJMCS1-601

L T P C

Duration: 60 Hrs.

4 0 0 4

Course Objective: The main objective of this course are

1. To make the students engagement in local, international, intercultural, and global problem solving
2. To make students to cultivate information from diverse international media sources
3. To make students analyse basic media and communication elements found in all or most international media formats and products.

Course Outcome: After completion of the course, the student shall be able to

1. Students will be getting the knowledge of international newspaper
2. Understand the scenario of media in Asia.
3. They will learn the global technology used in the media.

UNIT-I (15 Hrs)

Introduction to main International Newspaper: Wall Street Journal/ Tabloid of UK, Dawn, Jung, Major international television channels, BBC, CNN, AL JAZEERA, IBN, Major International Radio channels: BBC, Voice of America, AIR

UNIT- II (15 Hrs)

Media Scenario: Introduction to major Global Media Companies (Reuters, AP, AFP, Xinhua, CNA) Present Media scenario in Asia (Special reference to SAARC, NAM Countries Concept of Media Imperialism

UNIT-III (15 Hrs)

Media and Market Force: Misinformation and information war, Role of Media in promoting humanity and peace, Market forces and Media

UNIT-IV (15 Hrs)

Global Technology: Global satellite system, Global internet service, IPTV, UNESCO Mass Media Declaration

Suggested Readings

1. New Media Nation – Indigenous People & Global Communication by Valerie Alia
2. Handbook of Global Media & Communication Policy by Robin Mansell & Marc Raboy.
3. The No-Nonsense Guide to Global Media by Peter Steven
4. Escaping the Global Village: Media, Language & Protest by Niamh Hourigan
5. Merrill, J. C., & S., D. B. Global Journalism: Topical issues and Media Systems. Stellenbosch: US Printers.
6. P. Ghosh, International Relation, PHI Learning Pvt Limited

EVENT MANAGEMENT

Subject Code: BJMCS1-602

L T P C

Duration: 60 Hrs.

4 0 0 4

Course Objective: The main objective of this course are

1. To make the students aware about the uses of media in the event.
2. To make students aware about how to manage the event and how we will make it successful.
3. To understand students about the tools used in a event and exhibition.

Course Outcome: After completion of the course, the student shall be able to

1. Students will be getting the knowledge how to manage events
2. Understand the importance of exhibitions and devices used in exhibition.
3. They will learn the importance of trade fair and display material

UNIT – I (15 Hrs)

Definition and scope of event management, Understanding Various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc, Importance of budget and buffer

UNIT-II (15 Hrs)

Concept of clean zone, Role & importance of exhibitions, Objectives of the exhibition Advantage of exhibition over other devices, Importance of direct contact, Choosing the right exhibition- Where to participate, Why exhibitions sell?

UNIT-III (15 Hrs)

Concept of neutral territory, PR for an exhibition, Role of the Press in promotion of an event Publicity inputs or visible aids for promoting an event

UNIT-IV (15 Hrs)

Print & Display material, Stand Design, Trade Fair: Uses & Abuses, Gauging Cost Effectiveness

Suggested Readings

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. N.R. Sarkar, P.R. Tools, Concepts Tools and Strategies
4. D.S. Mehta, Handbook on Public Relations

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

ENVIRONMENT COMMUNICATION

Subject Code: BJMCS1-603

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand how nature and the environment influence communication and society.
2. To learn about significant environmental controversies, from toxic waste to climate change, to lifestyle choices.
3. To explore key issues raised in environmental.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn how a media play role in conservation of natural resources.
2. Understand the concept of Disaster management and role of media.
3. Conceptualize the concept of Ecosystem and Media.

UNIT-I (15 Hrs)

Environment and Media: Environment- Definition, Scope and Importance, Environment Communication: Definition, Concept and Need for Public Awareness, Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources), Role of Individual and Media in Conservation of Natural Resources

UNIT-II (15 Hrs)

Ecosystem and Media: Ecosystem: Concept, Structure and Functions Ecological Succession: Types and Stages, Biodiversity: Definition and Concept, Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts, Endangered and Endemic Species of India
4. Role of Multi- Media in Sensitising Masses towards Ecosystem

UNIT-III (15 Hrs)

Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards, Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment, Disaster Management: Concept, Need and Importance; Role of NDMA, Media Intervention in Disaster Management

UNIT-IV (15 Hrs)

Industrialisation, Consumerism and Development, Global Warming and Climate Change: Shift to Alternate Sources of Energy, Environment and Social Movements: Chipko Movement, *Narmada Bachao Andolan* Media, Environment and Human Welfare

Suggested Readings

1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
3. Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
4. Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

DIGITAL MEDIA MARKETING

Subject Code: BJMCS1-604

**L T P C
4 0 0 4**

Duration: 60 Hrs.

Course Objective: The main objective of this course are

1. To understand the basic Concepts of Digital marketing.
2. To know the importance of Social media Platforms importance in Digital Marketing.
3. To demonstrate proficiency of skills use of social media for digital marketing.

Course Outcome: After completion of the course, the student shall be able to

1. Students will learn about social media and social network.
2. Understand the concept of digital media and its uses in digital world.
3. Understand the concept of E-Commerce and Social Marketing.

UNIT-I (15 Hrs)

Social Media & Social Network: Brief history, Meaning and definition, Features of Social Media and Social Network, Types of Social Networking Sites, Social Media & Issues, Social Consumers and Social Influencers

UNIT-II (15 Hrs)

Branding on Digital Media: Audience Research and Engagement in Glocal environment, Building Brand on Digital Media, Storytelling and User Generated Content on Digital Media Network, SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMOT

UNIT-III (15 Hrs)

E-Commerce & Start-ups: Ideation, Plan and Management, Lead Generation and Personal Branding, Building a Multi-platform Social Media Marketing Strategy, Mobile Apps: M-Commerce and App Monetization

UNIT-IV (15 Hrs)

Social Media Measurement and Marketing: Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM), Monetizing Social Media: ROI, Role of Social Media in Marketing Research, Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India

Suggested Readings

1. Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.
2. Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland
3. Qualman, E. (2009). Socialnomics: How Social Media Transforms the way we Live and do Business. Hoboken, New Jersey's: Wiley.
4. Singh, S., & Diamond, S. (2012). Social Media Marketing for Dummies. Hoboken, New Jersey's: Wiley.

**MRSPTU B.A. (JOURNALISM & MASS COMMUNICATION)
2021 BATCH ONWARDS**

EVENT MANAGEMENT LAB

Subject Code: BJMCS1-605

**L T P C
0 0 4 2**

Duration: 60 Hrs.

Designing & Development of print & display material for an exhibition along with publicity & promotional material for the event.

Organizing different events at department level along with publicity and promotion

FINAL PROJECT AND VIVA VOCE

Subject Code: BJMCS1-606

**L T P C
0 0 0 4**

Duration: NA

Each student will be assigned the Final Project at the end of the Fifth Semester. The Final Project will be pursued by her/him under the supervision of internal supervisor(s) in the Sixth Semester. Each student will make his/her final project on any one of the disciplines, i.e., Print Media/ Electronic Media (Radio & TV)/ New Media/ Integrated Marketing (Ad, PR & Event)/ Research on the subject/theme approved by HoD in the Fifth Semester. The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student. The student will present her/his final product along with a multi-media presentation. The Comprehensive Viva Voce based on the courses of the entire programme and future projections of Media and Entertainment industry.

PROGRAMME & SYLLABUS OF
M.A FINE ARTS
(MASTER OF ART IN FINE ARTS)

STUDYSCHEME

MRSPTU
M .A . FINE ARTS SYLLABUS

MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY
BATHINDA PUNJAB PROGRAMME OF M.A FINEARTS (MASTER OF ART IN FINE ARTS)

M.A (Fine Arts) is a Post-Graduate Fine Arts course. The Master of Arts course covers Fine Art or the fine arts encompass art forms developed primarily for aesthetics or concept with practical application. During the course, fine art practice prepares the student for professional involvement within contemporary art and the creative industries.

The students will undertake self-initiated research into current practice and theory of Fine Art and understand where their own work is situated within the field of contemporary art practice. The Master of Arts course in Fine Art is delivered through individual studio practice, lectures, seminars, master classes, and one-to-one tutorials.

Significance of M.A Fine Arts

A master's degree in fine arts (M.A.FA) is a graduate-level program that provides a specialized education in a variety of artistic disciplines, including painting, sculpture, printmaking, and photography, among others. It is a two-year course that is intended to give students the chance to build their artistic abilities, experiment with various media, and study about art theory and history. The program is completed with a final project or thesis that displays the student's distinctive artistic perspective.

A Master of Arts in Fine Arts may be the best option for you for a variety of reasons. It gives you the chance to concentrate on your interest and hone your artistic abilities in a welcoming and imaginative setting, which is its main benefit. You can also use it to expand your network of business contacts, which includes artists and art educators. Whether you want to work as a practicing artist, curator, or arts educator, an M.A. in fine arts can give you the qualifications and knowledge you need.

M.A in Fine Arts Post-Graduation Career Possibilities

Those with an M.A. in fine arts have a wide range of professional alternatives at their disposal. Several graduates decide to work as professional artists, displaying their creations in international galleries and museums. Some people may engage in the arts by working as educators or curators, passing on their enthusiasm and expertise. Others may decide to work in the field of arts administration, managing and promoting organizations and events related to the arts. Animation Companies ,Advertising Companies ,Art Criticism, Art Studios & Art Consultant ,Illustrator Educational Institutes,Fashion& Publishing Houses , Music Companies , Theatres Television& Tourism Industry, Animator, Art Critic, Art Restorer ,Art Professor ,Art Director Creative Director Graftor & Writer Graphic Artist ,Designer,Photographer, Senior Graphic Designer.

Name of Degree- M.A Fine Arts (Master of Art in Fine Arts) Full Time Regular Course.

Duration - 2 Years [4- Semester] **Total Seats** - 30

Degree Level - Post Graduation

Course Eligibility - Aspiring candidates should have completed BFA (Bachelor of Fine Arts) / B.A with Fine Arts / B.A + Art & Craft two year Diploma / B.V.A (Bachelor of Visual Art) with 50% marks for Gen. & 45% marks for St category from any recognized University or College.

Reservation Policy - As per Punjab Govt. norms.

Fee Structure – As per university norms and rules.

Students who are interested in Fine Arts and have strong observational and analytical skills, offering opinions on their own projects are most suitable for this course. Those who are willing to go for teaching fields at higher degree level (college and university) both in private and government institutions are also a good match for it. Candidates who have knowledge and interest in history, theory of art, and other cultural/sociological forces that have shaped artistic movements are also suitable for it. This degree course enables the students to go for Fine Arts programs both at the state and center level such as the creative arts that includes advertising, crafts, cultural heritage, design, music, performing, literary and visual arts.

Second, it paves the way for higher degree programs in respective subjects.

Third, another place where candidates can find jobs; these include artist in residence, developing art-related activities in schools, hospitals, and prisons, or bidding for fixed-term funding to carry out a project or commission.

MRSPTU
M .A . FINE ARTS SYLLABUS

Total Contact Hours =35

Total Marks = 800

Total Credits =23

Semester1 st		ContactHours				Maximum Marks		TotalM arks	Credits	Durationof ExamHrs.
SubjectCode	SubjectName	L	S	T	P	Int.	Ext.			
MAFRS-101	History of India Art	2	-	2	-	40	60	100	4	3
MAFRS-102	Aesthetics	2	-	2	-	40	60	100	4	3
MAFRS-103	Miniature Art	1	4	-	4	120	80	200	5	Viva Voce by External
MAFRS-104	Drawing & Painting	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
MAFRS-105	Print Making	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
Total		7	12	4	12	460	340	800	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

****Educational Tour of duration up to 04 days during the semester.

**** Art Festival shall be conducted of duration up to 02 days during the semester.

MRSPTU
M . A . FINE ARTS SYLLABUS

Total Contact Hours =35

Total Marks = 800

Total Credits =21

Semester 2 nd		Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.			
MFARS-201	History of Modern Art	2	-	2	-	40	60	100	4	3
MAFRS-202	Aesthetics	2	-	2	-	60	40	100	4	3
MAFRS-203	Creative Painting	1	4	-	4	120	80	200	5	Viva Voce by External
MAFRS-204	Portraiture	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
MAFRS-205	Traditional Mural	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
Total		7	12	4	12	460	340	800	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

***Required Model Human Figure (Male and Female) for Live Study.

MRSPTU
M . A . FINE ARTS SYLLABUS

Total Contact Hours =35 Semester – 3 rd		Total Marks = 800						Total Credits =23		
SubjectCode	SubjectName	ContactHours				Maximum Marks		TotalM arks	Credits	Duration of ExamHrs.
		L	S	T	P	Int.	Ext.			
MFARS-301	History of European Art	2	-	2	-	40	60	100	4	3
MFARS-302	Aesthetics	2	-	2	-	40	60	100	4	3
MFARS-303	Miniature Art	1	4	-	4	120	80	200	5	Viva Voce by External
MFARS-304	Study from Life	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
MFARS-305	Computer Graphics	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
Total		7	12	4	12	440	360	800	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

***Required Model Human Figure (Male and Female) for Live Study.

****Educational Tour of duration up to 05 days during the semester.

**** Art Festival shall be conducted of duration up to 04 days during the semester.

MRSPTU
M . A . FINE ARTS SYLLABUS

Semester 4 th		Total Marks = 800						Total Credits =23		
		ContactHours				Maximum Marks		Total Marks	Credits	Durationof ExamHrs.
SubjectCode	SubjectName	L	S	T	P	Int.	Ext.			
MFARS-401	History of Punjab Art& Culture	2	-	2	-	40	60	100	4	3
MFARS-402	History of Greek & Egyptian Art	2	-	2	-	40	60	100	4	3
MFARS-403	Dissertation	1	4	-	4	120	80	200	5	Viva Voce by External Jury
MFARS-404	Abstract Art	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
MFARS-405	Sculpture	1	4	-	4	120	80	200	5	Internal Portfolio (Viva Voce)
Total		7	12	4	12	440	360	800	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

***Required Model Human Figure (Male and Female) for Live Study.

OverallMarks/Credits

Semester	Marks	Credits
1 st	800	23
2 nd	800	23
3 rd	800	23
4 th	800	23
Total	3200	92

MRSPTU
M .A . FINE ARTS SYLLABUS

HISTORY OF INDIAN ART		
SubjectCode:MFARS-101	LT P C 2 2 - 4	Duration: 60 Hrs.
CourseObjectives: The course will enable the students to: <ol style="list-style-type: none">1. Gain an understanding of ancient art history.2. State the difference between Prehistoric caves of India .3. Read and Analyze prehistoric art of Indian sculptures and theirs periods.4. Ability to interpret the Prehistoric culture in the present day context.		
CourseOutcomes: <ol style="list-style-type: none">1. The student will provide a detail study of Indian art from pro 2nd century B.C.2. The course will give detailed information about sculptor and early miniature painting of Indian.3. The student will come to understand about Indian traditional methodology and styles of art in the history.4. Read and Analyze prehistoric art of Indian sculptures and theirs periods		
UNIT-I		
<ol style="list-style-type: none">1. Prehistoric art [Bhima Bhetka caves]2. Indus Valley Civilization3. Ajanta caves paintings (cave no 9,10,16,17)4. Ellora caves		
UNIT-II		
Paintings, Sculptures and Architecture under <ol style="list-style-type: none">1. Mauryan ,Shunga , Kusshana, Gupta , Pallavas, Cholas, Pandyas, Vijaynagar , Chandelas , Klinga		
UNIT-III		
<ol style="list-style-type: none">1. Sculptures and Reliefs of AndharaPeriod:EarlySatavaahanas- Sanchi Stupa, & Amaravati2. Painting and Architecture of Imperial style and Mughal Style3. KhajuraoTemple , Sun Temple and Mahabalipuram.		
UNIT-IV		
<ol style="list-style-type: none">1. Miniature art under Rajasthan and Pahari Rajasthani2. Early Miniatures from Eastern India (Pala School)3. Early Miniatures from Western India (Jain School)		

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M . A . FINE ARTS SYLLABUS

Recommended TextBooks/ReferenceBooks:			
S.No.	NameofAuthors	TitlesoftheBook	Name of the Publisher
1	Zimmer. H.	Art of Indian Asia	Princeton University Press
2	A.K. Coomaraswamy.	History of Indian and Indonesian Art	MunshiramManoharlal New Delhi
3	B. Rowland	Art & Architecture of Indian	Penguin Books, Melbourne
4	A.K. Coomaraswamy.	Introduction to Indian Art	MunshiramManoharlal New Delhi
5	Moti Chander	Studies in Early Indian Painting	Asia Publishing House
6	W.G. Archer	Indian Paintings in the Punjab Hills	Victoria & Albert Museum, London
7	-	Lalit Kala Akademi	New Delhi, Publications of Indian Modern Art
8	-	Cultural History of Indian	Bhartiya Vidya Bhavan Publication.
9	S.K.Sarwati	A survey of Indian Sculpture	Firma K.L. Mukhopadhyay, Calcutta
10	Percy Brown	Indian Architecture	D.B. Taraporevala, Bombay
11.	LC Sharma	A Brief History of Indian Painting.	Krishna Prakashan Meerut
12.	Edith Tömöry	History of Fine Arts in India & the West	Orient Longman, Bombay
13.	StellaKramrisch	IndianSculpture	Motilal Banarsidas pvt ltdDelhi

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. One compulsory question containing five questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MRSPTU
M . A . FINE ARTS SYLLABUS

AESTHETICS		
SubjectCode:MAFRS-102	LT P C 2 2 - 4	Duration:60Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To give an understanding on Indian Aesthetics2. To analyse various literary arts and its specifications3. To understand various schools of literary criticism4. To analyse the interconnectedness of Art and emotion.		
CourseOutcomes: <ol style="list-style-type: none">1. To get a historical understanding on Indian Aesthetics2. To understand the aesthetic concepts from various Indian philosophers3. To analyse the contextual relevance of aesthetic theories4. To develop a culture of critical and analytical thinking.		
UNIT-I		
<ol style="list-style-type: none">1. What is aesthetics? Art and Aesthetics.2. Relationship of Art and Aesthetics.3. Relationship of Artist, Art and Aesthetics.		
UNIT-II		
<ol style="list-style-type: none">1. Six limbs of Indian Painting2. Theory of Rasa3. Mudras, Asana, Bhangima		

MRSPTU
M . A . FINE ARTS SYLLABUS

Text/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	NameofthePublisher
1.	Prakash Veereshwar and Nupur Sharma	Aesthetics	2002	Krishna Prakashan Meerut
2.	Arindam Chakrabarti	The Bloomsbury Research Handbook of Indian Aesthetics and the Philosophy of Art	2010	Bloomsbury Publishing India Pvt Ltd New Delhi
3.	Murti Nandan Tiwari and Kamal giri	Indian Art and Aesthetics Endeavor's in Interpretation	2005	Aryan Books International
Assignment:				
1	Submission of two Assignments on given topic.			
2	Submission of one Assignment with presentation.			

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing six questions of 2 marks (10marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MRSPTU
M . A . FINE ARTS SYLLABUS

MINIATURE ART		
SubjectCode:MAFRS-103	L S T P C 1 4 - 4 5	Duration:90Hrs.
CourseObjectives: <ol style="list-style-type: none">1. They take the name miniature from their small size.2. The purpose of miniature painting was to include pictorial descriptions in written manuscripts.3. Most significant feature of miniature painting was the complex brushwork4. The purpose of miniature painting was to led to their unique identity.		
CourseOutcomes: <ol style="list-style-type: none">1. Engage in exploration and imaginative play with materials.2. Through experimentation, build skills in various media and approaches to art making.3. Identify safe and non-toxic art materials, tools, and equipment.4. Prepare and present artwork for display.		
UNIT-I		
<ol style="list-style-type: none">1. Candidates will be required to choose one topic out of atleast five topics given by the teacher and work on paper of the average size10'' X 8'' . The candidates will be given a choice of medium. A sketch will need to be submitted in the stipulated time period and shall carry the countersignature of the teacher. (Including sessional work and viva).		
UNIT-II		
<ol style="list-style-type: none">1. Copy work2. Creative Composition3. Composition shall extend to:-4. The human figure, birds, animals, landscape. etc.5. 1 Materials6. Wasli, Brushes, Pigments, Burnishing material.7. 2.Processes8. By Wash Technique , Brush Strokes, Line Art9. Size:- Candidate will be required to work on paper, of the average size 10"X 8".		

MRSPTU
M . A . FINE ARTS SYLLABUS

Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of 20 Rough Newspapers of large size sketches.

MRSPTU
M . A . FINE ARTS SYLLABUS

DRAWING & PAINTING		
SubjectCode:MAFRS-104	L S T P C 1 4 - 4 5	Duration:90Hrs.
CourseObjectives: <ol style="list-style-type: none">1. The student shall be able to learn Natural forms related to the living beings and them in still and action.2. The student shall be able to learn various forms and their 2D and 3D and express their imagination through visual representation3. To acquaint students about the form and colors present in the nature. So students can use the same for representational commercial designs later.4. Understanding the art elements like forms, colors, light, tones, contrast etc.Developing skill to use various media like watercolor, poster color, tempera, pastel, wax pastels and collage..		
CourseOutcomes: <ol style="list-style-type: none">1. Understand human anatomy and proportions.2. Learn similarities and differences in animals, birds and human forms.3. Learn basic and complex visual forms of nature4. Knowledge of basic forms. Develop visual sense through 2 and 3 point perspective.Develop their imagination by using memory recalling method.		
UNIT-I		
<ol style="list-style-type: none">1. Drawing exercises to study nature to observe and acquire skills for its graphic representation.2. Exercises to explore the expressive quality of line using different media like pencil, charcoal, pen , brush and ink etc.3. Drawing from imagination.4. Study of line through constructions using different media like wire, straw and thread etc.		
UNIT-II (14Hours)		
<ol style="list-style-type: none">1. Quick & rapid sketches from Human figure Animal & Birds Nature2. Painting from objects and nature to study color, tone and texture.3. Use of different painting media like water color, oil color, acrylics colors etc.4. Study of perspective. Difference in handling of nearer and distant objects controlled light and shade. Ability to simplify treating the essential omitting detail.Size:-Candidate will be required to work on paper, of the average size 10"X 8".		

MRSPTU
M . A . FINE ARTS SYLLABUS

Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of 20 Rough Newspapers of large size sketches.

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. One compulsory question containing five questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus. Any four questions (selecting at least one from each unit).
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt.

MRSPTU
M .A . FINE ARTS SYLLABUS

PRINT MAKING		
SubjectCode:MAFRS-105	L S T P C 1 4 - 4 5	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. An understanding of the basic principles of making prints, and the ability to apply these principles with specific aesthetic intent. This includes functional knowledge of the traditions, conceptual modes, and evolutions of the discipline. 2. Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product using traditional methods and contemporary practices in lino cut, screen print etc 3. Mastery in one or more printmaking techniques, including the ability both to experiment with technical innovation and to explore and develop personal concepts and imagery. 4. Understand and discuss the historical and contemporary role of printmaking media in art, design, and culture. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Use the printmaking medium as a means of creative and individual expression. 2. Develop facility with the tools, materials, and techniques inherent to basic printmaking processes. 3. Safely and responsibly handle the printmaking presses, equipment, and other materials common to basic printmaking processes. 4. Manage the registration of image to print matrix, and print matrix to paper, with prints composed of both single and multiple passes or layers. Create resolved, original, prints, using the various methods introduced. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Introduction and brief 2. History of Print Making 3. Basics of Print Making. 		
UNIT-II		
<ol style="list-style-type: none"> 1. Wood Cut ,Lino Cut & Printing 2. Mono and Color print with mounting. 3. Screen Printing Basics 		

MRSPTU
M . A . FINE ARTS SYLLABUS

Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

MRSPTU
M . A . FINE ARTS SYLLABUS

HISTORY OF MODERN ART		
SubjectCode:MAFRS-201	L T P C 2 2 - 4	Duration:60Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To identify aesthetic traits found throughout Indian art2. To intended to familiarize the student to Modern Indian art and stimulate an interest for the appraisal of efforts done by Indian Great Masters.3. The course surveys through phases of Indian modern art as well as various forms of art.4. The course also aims to introduce the students to various art movements and their present situation.		
CourseOutcomes: <ol style="list-style-type: none">1. The course will enable the student to appreciate the Modern aesthetics and knowledge of various modern art techniques.2. Stimulate interest to know the modern subject matter in detail.3. The course helps to develop observational & systematic analytical skills and have their own opinions on different projects.4. Students can relate present Indian modern art to the International Modern art. Students can get an inspiration from modern art and transform the same into applied art designs.		
UNIT-I		
<ol style="list-style-type: none">1. Background of Indian modern art movement (Company School)2. Western Modern art movement (Expressionism, Impressionism, Realism, Cubism, etc)3. Bengal School of art		
UNIT-II		
<ol style="list-style-type: none">1. Progressive Art group2. Baroda Art movement3. Contemporary Art and Artist		

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M . A . FINE ARTS SYLLABUS

Text/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	NameofthePublisher
1.	Prakash Veereshwar and Nupur Sharma	Art of Indian Asia	2002	Krishna Prakashan Meerut
2.	Arindam Chakrabarti	History of Indian and Indonesian Art	2010	Bloomsbury Publishing India Pvt Ltd New Delhi
3.	Murti Nandan Tiwari and Kamal giri	Art & Architecture of Indian	2005	Aryan Books International
4.	A.K.Coomaraswamy	IntroductiontoIndianArt	2002	MunshirmManoharlalPubPvtLtd
5.	BenjaminRowland	ThePelicanhistoryofArt	2010	PenguinBooks Ltd
6.	LCSharma	ABriefHistoryofIndianPainting	2005	KrishnaPrakashanMeerut
7.	EdithTömöry	HistoryofFineArts in India&theWest	2002	OrientLongman,Bombay
8.	Stella Kramrisch	IndianSculpture	2010	Motilal Banarsidas pvt ltdDelhi

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing six questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MRSPTU
M . A . FINE ARTS SYLLABUS

AESTHETICS		
SubjectCode:MAFRS-202	L T P C 2 2 - 4	Duration:60Hrs.
CourseObjectives: <ol style="list-style-type: none">1. Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, with the creation and appreciation of beauty.2. This module is designed to entwine the concept of Art aesthetics in the artistic consciousness.3. It is very important to understand the nature of art and its scope in the factual world.4. Art as expression of thoughts, ideas, and communication need to be understood to make a solid foundation for the course.		
CourseOutcomes: <ol style="list-style-type: none">1. From this module student shall be able to understand the immensity and role of art in our daily life.2. It shall establish the concept of Art in their in their consciousness.3. Student shall be acquainted with art from expansive viewpoint.4. They shall be able to comprehend the element and principle of aesthetics.		
UNIT-I		
Elements of Aesthetics <ol style="list-style-type: none">1. Understanding:2. Dhvani3. Bhāva4. Alankār5. Auchitya.6. Riti.7. Guna-Dosh8. Vyanjana.		
UNIT-II		
Nātyasāstra Theory <ol style="list-style-type: none">1. Study of relationship of visual and performing Arts.2. Theories of Abhinav Gupta and Bhartmuni.		

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M . A . FINE ARTS SYLLABUS

Text/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	NameofthePublisher
1.	James K Feibleman	Oxford Dictionary of Modern and Contemporary Art	1995	Oxford University Press
2.	James K Feibleman	Aesthetics: A Study of the Fine Arts in Theory and Practice	1998	Forgotten books
3.	Prakash Veereshwar and Nupur Sharma	Aesthetics	1987	Krishna Prakashan Meerut
4.	H.W.Janson	Historyofart	1991	Oxford University Press)
5.	FredrickHartt	Art	2005	Oxford University Press)
6.	Gombreich	Storyofart	2010	Oxford University Press)
7.	Mayers	ArtandCivilization	1998	Oxford University Press)
Listof Assignments/Tests:				
1	Submission of two Assignments on given topic.			
2	Submission of one Assignment with presentation on given topic.			

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. One compulsory question containing six questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MRSPTU
M . A . FINE ARTS SYLLABUS

CREATIVE PAINTING		
SubjectCode:MAFRS-203	L S T P C 1 4 - 4 5	Duration:90 Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To provides visual, tactile and sensory experiences and a special way of understanding and responding to the world.2. To enables students to communicate what they see, feel .3. To think through the use of color, texture, form, pattern and different materials and processes.4. It helps you disrupt conventions, forge new routes .		
CourseOutcomes: <ol style="list-style-type: none">1. Creativity helps you disrupt conventions, forge new routes .2. To make free and unique associations between ideas, concepts, emotions3. To make free and unique associations between memories, symbols, imaginative forms, objects .4. To words that can be developed into the most fulfilling and original artworks.		
UNIT-I		
1. Continue painting daily on duration as far as the system permits. Try to choose a single medium which is found most suitable continuously and fix it as own specialized medium. Complete at least one Major work committing all possible duration in the studio		
UNIT-II		
1. Compositions (Thematic, Subjective or abstract) explorations of various phases of contemporary painting and aesthetic principles in order to develop a distinct personal style. 2. Analyze and establish each factor of painting such as color, texture, line etc. Complete at least one painting. The artist should make initiation to make a note on each painting, considering the viewer.		
UNIT-III		
1. Involve in experimenting on various visual aspects and to establish the motto of creation reflect in work of art. Complete at least one painting. Make ready all major works for display.		

MRSPTU
M .A . FINE ARTS SYLLABUS

Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

MRSPTU
M .A . FINE ARTS SYLLABUS

PORTRITURE		
SubjectCode:MAFRS-204	L S T P C 1 4 - 4 5	Duration:90Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To use various mediums for drawing and present it for viewers2. Practice drawing/initial sketching on an everyday basis as recording emotions from day to day life.3. Create Final drawing for painting from initial drawings/Sketches.4. To use life models for portraits and create portrait with quality of Drawing in them		
CourseOutcomes: <ol style="list-style-type: none">1. Understand the “Drawing “as an internal essential quality in all paintings.2. Arrange life models for portraits and create portrait with quality of Drawing in them.3. Bring up own abilities of drawing with qualitative drawing and render those qualities into painting.4. Bring characteristics and likeness of the model in Portrait drawing.		
UNIT-I		
1. Study of a model sitting for drawing and painting of Portrait Burst. Half of the body (till waist) is drawn for portrait burst.		
UNIT-II		
1. Study of a model sitting for portrait burst (Man). Draw and paint from the same with likeness and anatomy.		
UNIT-III		
1. Study of a model sitting for portrait burst (woman). Draw and paint from the same with likeness and anatomy.		

MRSPTU
M .A . FINE ARTS SYLLABUS

Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission; End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

MRSPTU
M . A . FINE ARTS SYLLABUS

TRADITIONAL MURAL		
SubjectCode:MAFRS-205	L S T P C 1 4 - 4 5	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. To study of different mural techniques and their presentational limitations. To study of methods and media. 2. To clarify each student methods of visualization. Enlargement from preparatory and scaled drawing. 3. To execution of a mural in a public space. 4. Opportunities will be created to work on large scale by seeking commissions within and outside the University Campus. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Ability to use various mural techniques and methods. 2. Ability to work on a large-scale public art project. 3. Ability to develop renewed interest in the traditional mural practices 4. To adapt their conceptual and formal language to develop an individual work. 		
CONTENT		
<ol style="list-style-type: none"> 1. Differentiate Form, Subject, Concept and Context in works of art. Understand historical and contemporary perspectives, techniques, terms, issues and implementation of art. Create and convey cross-disciplinary ideas through visual, oral and written communication. Become familiar with artistic research and contemporary art practice. Acquire tools to find compositions and solutions for diverse sites and purposes. Acquire experience drawing and painting through exercises and studio practice. Speak confidently in public and participate constructively in critique dynamics.. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Research for finding any Old Punjab, Punjabi Literature to visualize in a narrative style with the five color scheme of Punjab traditional style and also create a mural painting with reference from any “Kandh Chitter”. 		
UNIT-II		
<ol style="list-style-type: none"> 1. Techniques and methods for Application of painting in Punjab traditional style with exclusive attention to different forms of ‘Sikh Raaj ’ of various ritual performances in Punjab and and application of natural colors on ‘Fresco Wall’ in traditional style. 		

MRSPTU
M .A . FINE ARTS SYLLABUS

Portfolio Methodology	
1.	Individual's daily performance.
2.	Project Review; Mid Semester.
3.	Project Submission ;End of the Semester.
Listof Assignments/Tests:	
1.	Submission of Final 6 Artworks.
2.	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3.	Submission of Rough 20 Newspapers of large size sketches.

**MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)**

**MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)**

STUDYSCHEME

MFA PAINTING (MASTER OF FINE ARTS IN PAINTING)

MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY BATHINDA, PUNJAB

PROGRAMME OF MASTER OF FINE ARTS IN PAINTING

MFA Painting

Significance of MFA

The Master of Fine Arts (MFA) is a post-graduate degree that focuses on the visual arts. Its coursework is designed to help artists improve their skills in specialization field of art and develop new ones. MFA student will typically produce a final creative project that draws upon all of the knowledge they have gained while studying. The MFA program will be more focused on practical work, so the final outcome should be at a professional level.

The MFA degree is usually worth two years of full-time study. It may involve a year of MFA study, dissertation, lectures and is divided into modules and dedicated practical work.. Another important fact about MFA is that students will spend a lot of time working independently under the supervision of professors. This allows them to develop their skills through practice. The final creative project replaces the dissertation and is of professional quality. Those who want to pursue this degree should be motivated and committed to a lifelong career.

Benefits & Scope of MFA

This degree allows you to pursue a career in the creative arts. It is a great option for professionals who wish to become professional artists in the field. In addition, MFA programs are highly regarded and respected by employers and the art community. The MFA will provide you with the knowledge and skills necessary to pursue your dream job in the art world. A fine arts graduate can choose to pursue a career as a fine artist. This type of professional may exhibit their work in public and private galleries and even have private collections. A postgraduate certificate in art education, meanwhile, allows artists to teach their craft in various settings, including private studios. Many organizations are always seeking talented artists. In the film industry, there is a growing demand for artists.

Jobs After MFA

In the field of art, there are many opportunities for MFA graduates. There are many jobs available for artists who are experienced in a particular area. There are also positions for artists who are interested in the technical side of art education. These positions require an advanced degree.

There are numerous other options for MFA graduates. Some of these options include teaching in educational settings, directing exhibitions, and working on a variety of projects. One popular route for MFA graduates is to teach at local galleries and community programs. Other professionals may find administrative work in an academic setting appealing.

What MFA Painting is all about:

This course provides an educational context where perfect creative artists can pursue their own goals, technical skills, and advance personal vision through intense, focused individual studio activity.

The main emphasis of this course is on creating professional artists, and post graduates of the program have made significant contributions to the discipline as artists, curators and galleries.

This degree program teaches students about the principles of design by completing a variety of painting projects. While pursuing this course, students will develop a strong sense of composition through decision-making and problem-solving projects that may include media such as, graphite, paper ,canvas and every type of artists colors and other art material. The major subjects considered and studied in this discipline are landscapes, still-life, surrealist, anatomical ,miniature, realistic art, portraiture, and abstraction.

This course provides opportunities to students in identifying and developing their own style and medium at advanced level to become a professional Artist.

MFA PAINTING

(MASTER OF FINE ARTS IN PAINTING)

Name of Degree - MFA Painting, Master of Fine Arts in Painting (Full Time Regular Course)

Duration - 2 Year [4- Semester] after graduation

Degree Level - Post Graduation

Total Seats - 20

Course Eligibility- Aspiring candidates should have completed a BFA-Painting (Bachelor of Fine Arts in Painting) or B.V.A (Bachelor of Visual Art) with 50% marks for gen. and 45% for SC,ST category from any recognized University or College.

Entrance Test - As per Punjab Govt. norms.

Fee Structure – As per university norms and rules.

M.F.A (Painting) Career Employment and Job Areas

Professional Freelancer Artist ,Animation Companies ,Advertising Companies , Art Studios & Art Consultant ,Illustrator Educational Institutes, Fashion & Publishing Houses , Music Companies , Theatres ,Television & Tourism Industry, Animator, Art Critic, Art Restorer ,Art Professor ,Art Director, Creative Director Grafter & Writer Graphic Artist ,Designer, Senior Graphic Designer.

Another place where candidates can find jobs; these include artist in residence, developing art-related activities in schools, colleges, for fixed-term funding to carry out a project or commission.

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

Total Contact Hours =35 Semester1 st			Total Marks = 1000						Total Credits =23		
SubjectCode	SubjectName	Type of Course	ContactHours				Maximum Marks		TotalMarks	Credits	Duration of ExamHrs.
			L	S	T	P	Int.	Ext.			
MFARS-101	History of Indian Art (2ndcent B.C.to 10th cent.)	Core	2	-	2	-	40	60	100	4	3
MFARS-102	Aesthetics	Core	2	-	2	-	40	60	100	4	3
MFARS-103	Creative Painting	Skill	1	4	-	4	170	100	270	5	Viva Voce by External
MFARS-104	Drawing & Painting	Skill	1	4	-	4	160	100	260	5	Internal Portfolio (Viva Voce)
MFARS-105	Portraiture	Skill	1	4	-	4	170	100	270	5	Internal Portfolio (Viva Voce)
Total			7	12	4	12	580	420	1000	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

***Required Model Human Figure (Male and Female) for Live Study.

****Educational Tour of duration up to 04 days during the semester.

***** Art Festival shall be conducted of duration up to 02 days during the semester.

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

Total Contact Hours =35 Semester 2 nd			Total Marks = 800						Total Credits =23		
SubjectCode	SubjectName	Type of Courses	ContactHours				Maximum Marks		Total Marks	Credits	Duration of ExamHrs.
			L	S	T	P	Int.	Ext.			
MFARS-201	History of Modern Art(18th cent. to 20th cent.)	Core	2	-	2	-	40	60	100	4	3
MFARS-202	Indian Aesthetics	Core	2	-	2	-	40	60	100	4	3
MFARS-203	Figurative Creative Painting	Skill	1	4	-	4	170	100	270	5	Viva Voce by External
MFARS-204	Miniature Painting	Skill	1	4	-	4	160	100	260	5	Internal Portfolio (Viva Voce)
MFARS-205	Realistic Art	Skill	1	4	-	4	170	100	270	5	Internal Portfolio (Viva Voce)
Total			7	12	4	12	580	420	1000	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

***Required Model Human Figure (Male and Female) for Live Study.

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

Total Contact Hours =35 Semester – 3 rd			Total Marks = 1000						Total Credits =23		
SubjectCode	SubjectName	Type of Course	ContactHours				Maximum Marks		TotalMarks	Credits	Duration of ExamHrs.
			L	S	T	P	Int.	Ext.			
MFARS-301	Seminar	Core	2	-	2	-	40	60	100	4	Internal Portfolio (Viva Voce)
MFARS-302	Research & Report	Core	2	-	2	-	40	60	100	4	Viva Voce by External
MFARS-303	Non Figurative Creative Painting	Skill	1	4	-	4	170	100	270	5	Internal Portfolio (Viva Voce)
MFARS-304	Mural Design	Skill	1	4	-	4	160	100	260	5	Internal Portfolio (Viva Voce)
MFARS-305	Composition series	Skill	1	4	-	4	170	100	270	5	Viva Voce by External
Total			7	12	4	12	580	420	1000	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

**** Art Festival shall be conducted of duration up to 02 days during the semester.

MFA PAINTING
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Total Contact Hours =35 Semester 4 th			Total Marks = 1000						Total Credits =23		
SubjectCode	SubjectName	Type of Courses	ContactHours				Maximum Marks		Total Marks	Credits	Duration of ExamHrs.
			L	S	T	P	Int.	Ext.			
MFARS-401	Presentation	Core	2	-	2	-	40	60	100	4	Internal Portfolio (Viva Voce)
MFARS-402	Fresco Mural	Skill	1	4	-	4	170	100	270	5	Internal Portfolio (Viva Voce)
MFARS-403	Abstract Art	Skill	1	4	-	4	170	100	270	5	Viva Voce by External
MFARS-404	Replica	Skill	1	4	-	4	160	100	260	5	Internal Portfolio (Viva Voce)
MFARS-405	Dissertation	Core	2	-	2	-	40	60	100	4	Viva Voce by External
Total			7	12	4	12	580	420	1000	23	-

* Minimum 4 Expert Lectures to be conducted .

**One week compulsory workshop .

*** All India Educational Tour of duration up to 15 days during the semester may be undertaken.

OverallMarks/Credits

Semester	Marks	Credits
1 st	1000	23
2 nd	1000	23
3 rd	1000	23
4 th	1000	23
Total	4000	92

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

HISTORY OF INDIAN ART		
SubjectCode:MFARS-101	L S T P C 2 - 2 - 4	Duration: 60 Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To gain an understanding of ancient art history.2. To analyze the difference between Prehistoric caves of India .3. To read and analyze prehistoric art of Indian sculptures and theirs periods.4. To interpret the Prehistoric culture in the present day context		
CourseOutcomes: <ol style="list-style-type: none">1. To provide a detail study of Indian art from pro 2nd century B.C.2. The course will give detailed information about sculptor3. The course will give detailed information about early miniature painting of Indian.4. To understand about Indian traditional methodology and styles of art in the history.		
UNIT-I		
<ol style="list-style-type: none">1. Prehistoric art [Bhimbetka caves]2. Indus Valley Civilization3. Ajanta caves paintings (cave no 9,10,16,17)4. Ellora caves		
UNIT-II		
Paintings, Sculptures and Architecture under : <ol style="list-style-type: none">1. Mauryan ,Shunga , Kusshana,2. Gupta ,Pallavas, Cholas, Pandyas,3. Vijaynagar ,Chandelas , Klinga.		
UNIT-III		
<ol style="list-style-type: none">1. Sculptures and Reliefs of Andhara Period: Early Satavaahanas- Sanchi Stupa, & Amaravati Painting and Architecture of Imperial style and Mughal Style ,Khajurao Temple , Sun Temple and Mahabalipuram.		
UNIT-IV(15Hours)		
<ol style="list-style-type: none">1. Miniature art under Rajasthani and Pahari2. Indian Miniature Painting : The Punjab & Sikh Schools		

**MFA PAINTING
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Recommended TextBooks/ReferenceBooks:

S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Zimmer. H.	Art of Indian Asia	2001	Princeton University Press
2	A.K.Coomaraswamy.	History of Indian and Indonesian Art	2009	MunshiramManoharlal New Delhi
3	B. Rowland	Art & Architecture of Indian	1998	Penguin Books, Melbourne
4	A.K. Coomaraswamy.	Introduction to Indian Art	1988	MunshiramManoharlal New Delhi
5	Moti Chander	Studies in Early Indian Painting	1969	Asia Publishing House
6	W.G. Archer	Indian Paintings in the Punjab Hills	1973	Victoria & Albert Museum, London
7	-	Lalit Kala Akademi	1997	New Delhi, Publications of Indian Modern Art
8	-	Cultural History of Indian	2011	Bhartiya Vidya Bhavan Publication.
9	S.K.Sarswati	A survey of Indian Sculpture		Firma K.L. Mukhopadhyay, Calcutta
10	Percy Brown	Indian Architecture		D.B. Taraporevala, Bombay

List of Assignments/Tests:

1	Submission of two Assignments on given topic.
2	Submission of one Assignment with presentation.

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least two from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

AESTHETICS		
SubjectCode:MFARS-102	L S T P C 2 - 2 - 4	Duration:60Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. Understand about Indian Philosophers and their Theories. Summarize The relationship Between Art, Philosophy And Aesthetics. 2. Develop knowledge of the theories given by Western Philosophers and its application while visualizing a work of art. 3. To explain the relationship between art, Philosophy and Aesthetics. 4. To gain deeper understanding of the Aesthetics and its application in the art of world. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. The student will be able to understand Aesthetics on next level . 2. The course will provide a detail study of Indian scholar of Aesthetics 3. The course will provide a detail study of Indian approach of Aesthetics Western theory of Aesthetics experience. 4. The student will come to understand the extensive knowledge of relationship of art with nature , Society and minority . 		
UNIT-I		
<ol style="list-style-type: none"> 1. Art and Morality-Artists, 2. Moral Values and Ethics, 3. Moral Character of a work in Relationship to its Artistic Value. 		
UNIT-II		
<ol style="list-style-type: none"> 1. Art and Nature Imagination 2. Art and Society –Influence of Society on Art 3. Society as Represented in Art. 		
UNIT-III		
<ol style="list-style-type: none"> 1. Subjective and Objective approach of Art. 2. Form and Content 		
UNIT-IV(12Hours)		
<ol style="list-style-type: none"> 1. Six Limbs of Indian paintings 2. The Nature, Kind and Meaning of Rasa &Bhaav. 		

MFA PAINTING
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Text/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	NameofthePublisher
1.	Prakash Veereshwar and Nupur Sharma	Aesthetics	2002	Krishna Prakashan Meerut
2.	Arindam Chakrabarti	The Bloomsbury Research Handbook of Indian Aesthetics and the Philosophy of Art	2010	Bloomsbury Publishing India Pvt Ltd New Delhi
3.	Murti Nandan Tiwari and Kamal giri	Indian Art and Aesthetics: Endeavor's in Interpretation	2005	Aryan Books International

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing six questions of 2 marks (12marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least two from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

**MFA PAINTING
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CREATIVE PAINTING		
SubjectCode:MFARS-103	L S T P C 1 4 - 4 5	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. To provides visual, tactile and sensory experiences and a special way of understanding and responding to the world. 2. To enables students to communicate what they see. 3. To provides visual feel and think through the use of color, texture, form, pattern and different materials and processes. 4. To make words that can be developed into the most fulfilling and original artworks. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Creativity helps you disrupt conventions, forge new routes. 2. To make free and unique associations between ideas, concepts, emotions, memories, symbols, imaginative forms, objects. 3. To make words that can be developed into the most fulfilling and original artworks. 4. To think through the use of color, texture, form, pattern and different materials and processes. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Continue painting daily on duration as far as the system permits. Try to choose a single medium which is found most suitable continuously and fix it as own specialized medium. 2. Complete at least one Major work committing all possible duration in the studio. 		
UNIT-II		
<ol style="list-style-type: none"> 1. Compositions (Thematic, Subjective or abstract) explorations of various phases of contemporary painting and aesthetic principles in order to develop a distinct personal style. 2. Analyze and establish each factor of painting such as color, texture, line etc. Complete at least one painting. The artist should make initiation to make a note on each painting, considering the viewer. 		
UNIT-III(12 Hours)		
<p>DemographicMethods Methodsofpopulationforecastsandprojections;LorenzCurve,GinniRatio,Theil'sindex,rations:urban – rural, urban concentration, metropolitan concentration; Location dimensions of populationgroups – socialareaandstrategicchoiceapproach–interconnecteddecisionareaanalysis. Regionalizationanddelineation techniques for various types of regions, regional planning vis- visNationalFiveYear Plans.</p>		
UNIT-IV(9Hours)		
<p>PlanningStandards Spatial standards, performance standards and benchmarks, and variable standards; URDPFI guidelines,zoning regulations and development control rules and regulations. Town typology and theircharacteristics,UrbanizationandUrbanGrowth,Identificationofproblemsandpriorities,Preparationofplans;PerspectivePlan,MasterPlan, Development Plan,ZonalPlans,Project Plans/Schemes.</p>		

MFA PAINTING
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Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of 20 Rough Newspapers of large size sketches.

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**MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)**

DRAWING & PAINTING		
SubjectCode:MFARS-104	L S T P C 1 4 - 4 5	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. The student shall be able to learn Natural forms related to the living beings and them in still and action. 2. To acquaint students about the form and colors present in the nature. So students can use the same for representational commercial designs later. 3. Understanding the art elements like forms, colors, light, tones, contrast etc. 4. Developing skill to use various media like watercolor, poster color, tempera, pastel, wax pastels and collage. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. To understand human anatomy and proportions. 2. To learn similarities and differences in animals, birds and human forms. 3. To learn basic and complex visual forms of nature 4. To develop visual sense through 2 and 3 point perspective. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Drawing exercises to study nature and man made objects to observe and acquire skills for its graphic representation. 2. Exercises to explore the expressive quality of line using different media like pencil, charcoal, pen, brush and ink etc. 		
UNIT-II (14Hours)		
<ol style="list-style-type: none"> 1. Draw &Paint from imagination. Study of human figures, Landscapes, Architectural, Seascapes art etc. 2. Exercises to explore the expressive quality of line using different media like watercolors, oil and acrylics colors, brush and with colorful ink etc. 		
UNIT-III(13 Hours)		
<ol style="list-style-type: none"> 1. Study of perspective. Difference in handling of nearer and distant objects controlled light and shade. Ability to simplify treating the essential omitting detail. 		

MFA PAINTING
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Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. One compulsory question containing five questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus. Any four questions (selecting at least one from each unit).
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt.

**MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)**

PORTRAITURE		
SubjectCode:MFARS-105	L S T P C 1 4 - 4 5	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. To portray more than just the likeness of a person. 2. They tell us about the culture of the person, their psychology and even the wider cultural and societal context. 3. To show the power, importance, virtue, beauty, wealth, taste, learning or other qualities of the sitter. Portraiture has a unique place in the history of art. 4. To looking at who was portrayed, and how, we are able to gain insights into social, cultural and political history that no other type of painting can offer. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. It helps children to develop their visual awareness and to put their abstract ideas onto paper, to help to comprehend them. 2. It also helps to communicate with other people, often saying more than words. 3. In analyzing a portrait, we need to consider how the sitter or subject sees themselves, how the world might see them, how the artist sees them, and how we, the viewer, see them. 4. All these ideas come together to convey identity in a portrait. 		
UNIT-I(10Hours)		
Make a life model (Male) for portrait and make a study from it following your mode of visual expression.		
UNIT-II (12Hours)		
Make a life model (Female) for portrait and make a study from it following your mode of visual expression.		
UNIT-III(12 Hours)		
<p>HousingandtheCity</p> <p>Understanding housing as an important land use component of city plan / master plan, considerations for carrying out city level housing studies, projections, land use provisions; Suitability of land for housing, housing stress identification, projecting housing requirements, calculating housing shortages, housing allocation.</p>		
UNIT-IV(11Hours)		
<p>HousingEnvironments</p> <p>Slums and squatters, night shelters, public health issues related to housing, various theories of housing, concept of green housing, green rating of housing projects; basic services for housing neighborhoods. Approaches to neighborhood living in traditional and contemporary societies, elements of neighborhood structure, Planning and design criteria for modern neighborhoods, norms and criteria for area distribution, housing and area planning standards, net residential density and gross residential density, development controls and building by laws, URDPFI guidelines, NBC 2005 provisions and Case studies of neighborhood planning.</p>		

MFA PAINTING
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Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing five questions of 2 marks (10 marks), each requiring short answers, a re to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which
3. The students are required to attempt any four questions (selecting at least one from each unit)

MFA PAINTING
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HISTORY OF MODERN ART (18th cent. To 20th cent.)		
SubjectCode:MFARS-201	L T P C 2 2 - 4	Duration:60Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. In the modern era was to advance the practices and ideas of art. 2. To continually challenge what constituted acceptable artistic form. 3. In order to most accurately convey the artist's experience of modern life. 4. To develop relationship to our present, because the act of making art is one of humanity's most ubiquitous activities. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Modern art plays an essential role as a stimulus that can provoke independent thoughts and even emotions. 2. Modern art gives the students an opportunity to embrace new ideas and reflect on changes in the world and our lives differently. 3. Art history provides a means by which we can understand our human past and its relationship to our present, because the act of making art is one of humanity's most ubiquitous activities. 4. As an art historian you will learn about this rich and fundamental strand of human culture. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Realism (Gustave Courbet, Edouard Manet) 2. Cubism (Braque, Picasso) 3. Expressionism (Munch, Nolde) 		
UNIT-II		
<ol style="list-style-type: none"> 1. N.S.Bendre 2. S. Sobha Singh 3. M.F Hussain 		
UNIT-III		
<ol style="list-style-type: none"> 1. Dadaism ,Surrealism 2. Tyeb Mehta ,Satish Gujral, V.S.Gaitonde 		
UNIT-III		
<ol style="list-style-type: none"> 1. Women Artists (Frida Kahlo) 2. Amrita Shergill , Anjolie Ela Menon 3. Arpana Caur, Arpita Singh Gogi Saroj Pal 		

MFA PAINTING
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Text/ReferenceBooks:			
S.No.	NameofAuthors	TitlesoftheBook	NameofthePublisher
1.	Janson, H.W.	History of Art	Pearson Prentice, Hall, New Jersey, 2007
2.	Turner, Jane et al. (eds.)	The Dictionary of Art	MacmillanPublishers Limited, New York, 1996
3.	Honour, H. • & Fleming, J.	A World History of Art,	Laurence King Publishing, London, 1995
4.	Gardner, H.	Art Through the Ages,	Thomson • Learning, U.K., 2005
5.	Rosenblum, R. and Janson, H.W.	19th Century art.	Pearson Prentice, • New Jersey, 2005.
6.	Schlenoff, Norman.	Romanticism and Realism.	McGraw • Hill Book Company, New York, 1965
7.	Harris, Nathaniel	Treasury of Impressionism	TheHamlyn Publishing Group Ltd., England, 1979.
8.	Gombrich, E. H.	The Story of Art	Phaidon PressLimited, London, 2001.
9.	Honour, H.	Neoclassicism	Penguin, London, 1968.
10.	Honour, H.	Romanticism,	Harper & Row, New York, 1979.
11.	Werner, Alfred.	Paintings by the Post- Impressionists.	McGraw hill Book Company, New York, 1962.
12.	Arnason, H.H.	A History of Modern Art.	PearsonPrentice Hall, New Jersey, 2004.

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least two from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

INDIAN AESTHETICS		
SubjectCode:MFARS-202	L T P C 2 2 - 4	Duration:60Hrs.
CourseObjectives: <ol style="list-style-type: none"> 1. The students are introduced to the basic religious systems and the iconographic concepts. Understand about Indian Philosophers and their Theories. 2. Summarize The Relationship Between Art, Philosophy And Aesthetics. 3. Develop knowledge of the theories given by Western Philosophers and its application while visualizing a work of art. 4. To explain the relationship between art, Philosophy and Aesthetics. Deeper understanding of the Aesthetics and its application in the art of world. 		
CourseOutcomes: <ol style="list-style-type: none"> 1. The student will be able to understand Aesthetics on next level . 2. The course will Provide a detail study of Indian scholar of Aesthetics 3. The course will Provide a detail study of Indian approach of Aesthetics Western theory of Aesthetics experience. 4. The student will come to understand the extensive knowledge of relationship of art with nature , Society and minority 		
UNIT-I		
<ol style="list-style-type: none"> 1. Basic Features of Religious systems 2. Hinduism: Hinduism as a religion 3. The Hindu Temple 		
UNIT-II		
<ol style="list-style-type: none"> 1. Buddhism: Buddhism as a religion 2. The Bhudhist Temple 		
UNIT-III		
<ol style="list-style-type: none"> 1. Jainism: Jainism as a religion 2. Basic features 3. Textual Sources. 		
UNIT-IV		
<ol style="list-style-type: none"> 1. Islam: Islam as a religion 2. Basic features 3. Textual Sources 		

MFA PAINTING
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S.No.	NameofAuthors	TitlesoftheBook	NameofthePublisher
1.	V.S	Indian Aesthetics Seturaman,	V.S
2.	Gupte, R.S	Iconography of Hindus, Buddhists and Jains	Gupte, R. S
3.	-	An approach for Indian Sneh Pandit of Art and Aesthetics.	-
4.	S.P	Elements of Art Gupta,	S.P
5.	M.Hiriyanna	Art Experience	M.Hiriyanna
6.	K.K.	Appreciation of Art Jerwani,	K.K.
7.	S.S Barlingay Banerjea	Indian Aesthetic Theory,	J.N.
8.	J.N.	The Development of Hindu Iconography.	MunshiramManoharlal Publishers Pvt. Ltd., New Delhi,1985.
9.	Goswamy, B.N. &Fischer,E.	Pahari Masters.	ArtibusAsiae Publishers, Zurich, 1992.
10.	Bhattacharyya, D.C	Pratimalakshana of the Visnudharmottara	Harman Publishing House, New Delhi,1991.
11.	Bhattacharyya, D.C	Iconology of Composite Images	Harman Publishing House, New Delhi,1991.
12.	Skelton, Robert, Topsfield.	Facets of Indian Art	Andrew, Stronge, Susan & Gill, Rosemary (ed.)
13.	Shah, U.P. :	Studies in Jain Art	Shah, U.P. :
14.	Zimmer	Art of Indian Asia.	McClelland Stewart, Ltd., Toronto, 1955.

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

FIGURATIVE PAINTING		
SubjectCode:MFARS-203	L S T P C 1 4 - 4 5	Duration:90 Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. Students will make anatomical paintings and drawings of the muscular and skeletal systems in order to gain a in-depth 2. To understanding of the human body and how to represent its' complexities. 3. Students will accurately paint the live model with the correct proportions and color relationships in order to understand how to creatively synthesize their seeing and representation of a figure. 4. Students will identify and use daily environmental changes in a beneficial way, there by adapting to the daily changes that occur when painting from life. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Students are expected to learn anatomical vocabulary, anatomical features and how to draw a structurally correct figure. 2. Students are also expected to achieve concise similarities in color, form, values, space, etc. All formal and compositional concerns will be considered and are a essential aspect of the coarse. 3. The students will be introduced to both traditional and contemporary figurative artist. Students will learn traditional and contemporary approaches to figure painting as well. 4. Students will use the visual elements and principles of design as an expressive tool in order to further their visual vocabulary and strengthen their ability to make formal decisions. 		
UNIT-I(10 Hours)		
<ol style="list-style-type: none"> 1. The students will paint three views of the entire skeleton; one from the front, one from the back and one from the side. The students will learn how to create gestural and simplified figural paintings. 2. The students will create 1, 5 and 30 minute painted sketches. Students will draw muscular overlays of the upper body's outer muscular form, from the neck to the waist, using drafting vellum and pencils, colored pencil. 		
UNIT-II (11Hours)		
<ol style="list-style-type: none"> 1. Students will create five (10" x 12") paintings of the head and face. Each piece should reflect a different emotional state, while also creating a harmonious grouping. There should be one muscular overlay, and a quiz will be given over the facial anatomy. 2. Students are going to draw muscular overlays of the outer muscular form of the lower body, from the waist to the ankles, using drafting vellum and colored pencils or acrylic paint. The students will paint one of the model's hands and one of the feet. Creative liberty can be used but, the correct anatomy and structure should be evident. 		
UNIT-III(12Hours)		
<ol style="list-style-type: none"> 1. In the final painting the students will create a large painting of the model. The entire model must be painted and the figures are to be life sized figures. Students can use skill learned in the class but may also use other techniques, including a mixture of various approaches to the painting. 2. Creativity can be exhibited in the composition and painterly styles of the works. Paintings cannot be smaller than the above size but may definitely be larger. The pieces should have correct proportions (slight exaggerations for expressive purposes are accepted) and be generally based on the colors of the model. Painting processes may be loose but the end results should retain rendering and likeness of the model. 		

MFA PAINTING
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Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission ;End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing five questions of 2 marks (10 marks), each requiring short answers, a re-tobe set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

**MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)**

MINIATURE ART		
SubjectCode:MFARS-204	L S T P C 1 4 - 4 5	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. To take the name miniature from their small size. 2. To the purpose of miniature painting was to include pictorial descriptions in written manuscripts. 3. Most significant feature of miniature painting was the complex brushwork which led to their unique identity. 4. To the purpose of safe and non-toxic art materials, tools, and equipment. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. To engage in exploration and imaginative play with materials. 2. To build experimentation, build skills in various media and approaches to art making. 3. To identify safe and non-toxic art materials, tools, and equipment. 4. To prepare and present artwork for display. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Candidates will be required to choose one topic out of at least five topics given by the Teacher and work on paper of the average size 10'' X 8'' . 2. A sketch will need to be submitted in the stipulated time period and shall carry the countersignature of the Teacher. (Including sessional work and viva). 		
UNIT-II		
<ol style="list-style-type: none"> 1. Historical background, Origin of Pahari Painting, Rajasthani Painting theme and Techniques. 		
UNIT-III		
<ol style="list-style-type: none"> 1. Use of Pigments in pahari miniature. Paintings from Guler, Kangra, Jasrota, Jammu, Mandi, Chamba, Bilaspur, Nurpur, Kulu, Garhwal. 		
UNIT-IV(12Hours)		
<ol style="list-style-type: none"> 1. Historical background, Origin of Sikh Miniature Painting. Theme and Techniques. Students can create new works on Punjabi Culture. 		

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission; End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

**MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)**

REALISTIC ART		
SubjectCode:MFARS-205	L S T P C 1 4 - 4 5	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. To portray real and typical contemporary people and situations with truth and accuracy 2. To not avoiding unpleasant or sordid aspects of life. 3. To focus on un idealized subjects and events that were previously rejected in art work. 4. Realism was a distinct current in 20th-century art and usually stemmed either from artists' desire to present more honest, searching, and <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Realism offers artists a starting point from which they can launch themselves into an infinite number of artistic styles. 2. To understand how to faithfully render what is in front of you in a way that expresses the reality of those objects 3. To bend and shift the realities into something more abstract. 4. To idealized views of everyday life or from their attempts to use art as a vehicle for social life criticism. 		
UNIT-I		
<ol style="list-style-type: none"> 1. To make painting in any most familiar form. Seek to draw people realistically to capture their gesture, strength, and grace. 		
UNIT-II		
<ol style="list-style-type: none"> 1. To make painting in any most familiar form. Seek to draw people realistically to capture their gesture, strength, and grace. 		
UNIT-III		
<ol style="list-style-type: none"> 1. Students can develop any historical, cultural , social, economical and poetical thoughts. 		

MFA PAINTING
(MASTER OF FINE ARTS IN PAINTING)

Portfolio Methodology	
1.	Individual's daily performance.
2.	Project Review; Mid Semester.
3.	Project Submission ; End of the Semester.
List of Assignments/Tests:	
1.	Submission of Final 6 Artworks.
2.	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3.	Submission of Rough 20 Newspapers of large size sketches.

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing five questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (atleast one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit.)

**MRSPTU M.PLANNING (URBAN PLANNING)
SYLLABUS2022 BATCHONWARDS**

MRSPTU

**INTEGRATED DEGREE PROGRAMME
BFA -MFA (Applied Arts)**

STUDY SCHEME

**MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY BATHINDA,
PUNJAB**

**PROGRAMME OF INTEGRATED DEGREE
BFA -MFA (Applied Art)**

Significance of Integrated Degree BFA -MFA

BFA MFA (Bachelor of Fine Arts and Master of Fine Arts) is a five-year programme that combines a bachelor's and master's degree in the same field. The dual degree programme of Bachelor of Fine Arts and Master of Fine Arts allows students to gain expertise and experience in a variety of specializations. BFA MFA are abbreviations for Bachelor of Fine Arts and Master of Fine Arts, respectively. Drawing, sculpture, cinematography, writing, and animation etc. are among the subjects covered in the (BFA) degree programme. The Master of Fine Arts (MFA) is a postgraduate degree programme that focuses on visual and performing arts. The BFA MFA dual degree is a bachelor's and master's degree in fine arts that covers all aspects of the particular field, The BFA MFA programme is designed to assist creative people to develop their skills so that they can create more significant, intriguing, and polished art forms.

Benefits & Scope of Integrated Degree BFA-MFA

BFA MFA degree not only trains but also improves students' capabilities, enabling them towards becoming artists in their desired field. An individual obtains a sense of the professional world after obtaining a BFA MFA degree. Individuals with a BFA MFA can develop and utilize visual and performing arts talents, as well as pursue a variety of employment options. Students who successfully complete this dual degree programme can work in marketing, manufacturing, art studios, publishing companies, magazines, and a number of other industries.

What Integrated Degree BFA- MFA(Applied Art) is all about:

A Bachelor of Fine Arts (Applied Arts) and Master of Fine Arts (Applied Arts) is a degree that produces design professionals artist. This degree will help a student to become a part of a growing employment sector which is visual arts and design. This program offers students an overall view of the creative industry. The program serves as a creative and academic knowledge for artist-designers and scholars and gives an edge over regular program. It focuses on refinement of ability to conceptualize and strategize contextual solutions within all realms of communications, and specifically within visual integrated domains.

It propels to investigate and integrate within a range of techniques, crafts, and knowledge, of various forms of arts to apply them efficiently for various communication requirements, within society in general and industry.

It brings awareness about the latest Digital publishing techniques and Print Technology for optimisation of outputs on parameters of visual results and economy.

Name of Degree - Integrated BFA- MFA(Applied Art)

Duration – 5 Year (10 Semesters)

Degree Level - Under Graduation / Post Graduation

Total Seats - 30

Course Eligibility - Aspiring candidates should have completed 10+2 in any stream with 50% marks or 45% for St category from any recognized institution board .

10th and Art & Craft two years Diploma from any recognized (University or College.) Institute.

Lateral Entry - 12th and Art & Craft two years Diploma with 50% marks for Gen. or 45% for Sc/St category from any recognized institution board .

Reservation Policy- As per Punjab govt. norms.

Fee Structure - As per university norms and rules.

WithExit Policy - BFA (Bachelor in Fine Arts)Degree in Applied Arts after 4 year (with 166 Credits)

Advanced Diploma in Applied Arts after 3 year (with 126 Credits)

Diploma after 2 year (with 92 Credits)

Certificate Course after 1 year (with 56 Credits)

**Integrated/ Dual Degree BFA- MFA(Applied Art)
Career Employment and Job Areas**

The most essential employment options available to students with a BFA MFA dual degree.

- **Animator:** Animators create films for advertisements, computer games, music videos, and websites using sequential pictures of drawings, puppets, and models. They are frequently employed in media and publishing companies. They play a crucial role in visual media. They can also operate as independent contractors.
- **Cartoonist:** Cartoonists use sketchbooks or computers to create cartoons or drawings. Magazines, newspapers, publishing businesses, print and digital media, game companies, and studios all. A cartoonist may specialize in political commentary, comic strips, installation guides, or user manuals.
- **Photographer:** Photographers capture moments in time to create memories and make them unforgettable. They use digital and film cameras and equipment to shoot people, landscapes, products, and other subjects.
- **Graphic Designer:** Graphic designers play a critical role in helping businesses who use art to connect with their customers. They can work for ad agencies, public relations firms, product packaging firms, and publishing houses etc.

**How is Integrated/ Dual Degree BFA- MFA(Applied Art)
Beneficial other than Jobs?**

- This degree course enables the students to go for Fine Arts programs as the creative arts that includes miniature artworks, cultural heritage themes, composition, portraiture, and visual arts.
- It paves the way for higher degree programs in respective subjects, e.g., M.Phil. Phd Degree, etc.
- Third, another place where candidates can find jobs; include artist in residence, developing art-related activities in schools, hospitals, prisons, or bidding for fixed-term funding to carry out a project or commission.

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 28			Total Marks = 700						Total Credits = 28			
Semester 1 st			Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.	
Subject Code	Subject Name	Type of Course	L	S	T	P	Int.	Ext.				
BMFAD-101	History of Indian Art (Pre- Historic to 6 th Cent)	Core Course	4	-	-	-	40	60	100	4	3	
BMFAD -102	Fundamentals of Applied Art	Core Course	4	-	-	-	40	60	100	4	3	
BMFAD -103	Communication Skills	Skill Course	2	-	-	-	40	60	100	2	3	
BMFAD -104	Drawing & Painting	Skill Course	-	-	-	4	60	40	100	4		
BMFAD -105	Letter Writing	Skill Course	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)	
BMFAD -106	MOOC	MOOC	2	-	-	-	-	-	-	2	-	
Disciplinary Elective –I (Any one of the Following).												
BMFAD -107	Clay Modeling	Disciplinary Elective -I	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)	
BMFAD -108	New Media											
BMFAD-109	2 D-Design	Disciplinary Elective -II	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)	
BMFAD-110	Print Making											
Total			12	-	-	16	360	340	700	28	-	

*03+03 hours with break of one hour.

**Minimum 2 Expert Lectures to be conducted .

***One week compulsory workshop during semester .

****Educational Tour of duration up to 04 days during the semester may be undertaken.

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 28 Semester 2 nd			Total Marks = 700						Total Credits = 28		
Subject Code	Subject Name	Type of Course	Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.
			L	S	T	P	Int.	Ext.			
BMFAD-201	History of Modern Art	Core Course	4	-	-	-	40	60	100	4	3
BMFAD -202	Principle of Art	Core Course	4	-	-	-	40	60	100	4	3
BMFAD -203	Computer Graphics (Level-1)	Skill Course	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)
BMFAD -204	Product Design	Skill Course	-	-	-	4	60	40	100	4	6* (Evaluation on External Viva-voce)
BMFAD -205	Calligraphy	Skill Course	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)
Disciplinary Elective –II (Any one of the Following).											
BMFAD -206	Geometry & Perspective	Disciplinary Elective -I	-	-	-	4	60	40	100	4	6* (Evaluation on External Viva-voce)
BMFAD -207	Photography		-	-	-	4	60	40	100	4	
BMFAD -208	3 D-Design	Disciplinary Elective -II	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)
BMFAD-209	Screen Printing		-	-	-	4	60	40	100	4	
Total			8	-	-	20	300	300	700	28	-

*03+03 hours with break of one hour.

** Minimum 2 Expert Lectures to be conducted .

***One week compulsory workshop during semester.

****After the completion of 2nd semester, the students shall have to undergo summer training of four weeks duration which shall be evaluated in 3rd semester.

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 22

Total Marks = 500

Total Credits = 22

Semester – 3 rd			ContactHours				Maximum Marks		Total Marks	Credits	Duration of ExamHrs.
SubjectCode	SubjectName	Type of Course	L	S	T	P	Int.	Ext.			
BMFAD-301	Advertising Art and Ideas	Core Course	4	-	-	-	40	60	100	4	3
BMFAD-302	Computer Graphics (Level-2)	Skill Course	-	-	-	4	60	40	100	4	No Exam (External Viva-voce)
BMFAD -303	Corporate Identity	Skill Course	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)
BMFAD-304	MOOC	MOOC	2	-	-	-	-	-	-	2	-
Disciplinary Elective –III (Any one of the Following).											
BMFAD -305	Punjab Art & Culture	Disciplinary Elective -I	4	-	-	-	40	60	100	4	3
BMFAD -306	Art of 20 th Century										
Open Elective Course											
BBAD0 -F9A	Marketing Management	Disciplinary Elective -II	4	-	-	-	40	60	100	4	3
BEEE0 -F99	Image Processing										
BBAD0 -F98	Banking & Insurance Operations										
Total			14	-	-	8	240	260	500	22	-

* Minimum 2 Expert Lectures to be conducted .

**One week compulsory workshop during semester .

***Educational Tour of duration up to 04 days during the semester may be undertaken

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 16			Total Marks = 400						Total Credits = 16			
Semester 4 th			ContactHours				Maximum Marks		Total Marks	Credits	Duration of ExamHrs.	
SubjectCode	SubjectName	Type of Courses	L	S	T	P	Int.	Ext.				
BMFAD-401	Presentation	Core	4	-	-	-	40	60	100	4	3	
BMFAD -402	Fresco Mural	Skill	-	-	-	4	60	40	100	4	No Exam (External Viva-voce)	
Inter-Disciplinary Elective (Any one of the Following)												
BMFAD -403	Aesthetics	Disciplinary Elective -I	4	-	-	-	40	60	100	4	3	
BMFAD -404	Method & Material											
Disciplinary Elective –IV (Any one of the Following)												
BMFAD -405	Study from Life	Disciplinary Elective -II	-	-	-	4	60	40	100	4	No Exam (Viva-voceonportfolio)	
BMFAD -406	Illustration											
Total			14	-	-	8	200	200	400	16	-	

* Minimum 2 Expert Lectures to be conducted.

**One week compulsory workshop during semester.

****After the completion of 4th semester, the students shall have to undergo summer training of four weeks duration which shall be evaluated in 5th semester.

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 22			Total Marks = 400						Total Credits = 18			
Semester 5 th			Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.	
Subject Code	Subject Name	Type of Course	L	S	T	P	Int.	Ext.				
BMFAD-501	Advertising & Market Strategy	Core Course	4	-	-	-	40	60	100	4	3	
BMFAD -502	Mini Campaign	Skill Course	-	-	-	4	60	40	100	4	No Exam (External Viva-voce)	
BMFAD -503	MOOC	MOOC	2	-	-	-	-	-	-	2	-	
Disciplinary Elective –V(Any one of the Following)												
BMFAD -504	Packaging Layout	Disciplinary Elective -I	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)	
BMFAD -505	Exhibition Design											
Disciplinary Elective –VI (Any one of the Following)												
BMFAD -506	Story Illustration	Disciplinary Elective -II	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)	
BMFAD -507	Nature Study											
Total			6	-	-	12	220	180	400	18	6	

* Minimum 2 Expert Lectures to be conducted .

**One week compulsory workshop .

***Educational Tour of duration up to 05 days during the semester may be undertaken

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 16			Total Marks = 400						Total Credits = 16			
Semester 6 th			Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.	
Subject Code	Subject Name	Type of Course	L	S	T	P	Int.	Ext.				
BMFAD-601	Theory Project on Art & Artist	Core Course	4	-	-	-	40	60	100	4	3	
BMFAD -602	Advertisement Campaign	Skill Course	-	-	-	4	60	40	100	4	No Exam (External Viva-voce)	
BMFAD -603	Internship (4week)		-	-	-	-	-	-	-	-	-	
Disciplinary Elective –VII (Any one of the Following).												
BMFAD -604	Magazine Layout	Disciplinary Elective -I	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)	
BMFAD -605	Publicity Design											
Disciplinary Elective –VIII (Any one of the Following).												
BMFAD -606	Hoarding Design	Disciplinary Elective -II	-	-	-	4	60	40	100	4	No Exam (Viva-voce on portfolio)	
BMFAD -607	Architectural Photography											
Total			4	-	-	12	220	180	400	16	-	

*After the completion of 6th semester, the students shall have to undergo summer training of four weeks duration which shall be evaluated in 7th semester.

** Minimum 2 Expert Lectures to be conducted .

***One week compulsory workshop .

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 20			Total Marks = 1200						Total Credits = 20		
Semester – 7 th			ContactHours				Maximum Marks		TotalM arks	Credits	Duration of ExamHrs.
SubjectCode	SubjectName	Type of Course	L	S	T	P	Int.	Ext.			
BMFAD-701	Seminar	Core Course	4	-	-	-	40	60	100	4	No Exam (Viva-voceonportf olio)
BMFAD-702	Graphic Design	Skill Course	-	-	-	4	240	160	400	4	No Exam (External Viva-voce)
BMFAD -702	Time & Period of Maharaja Ranjit Singh	Compulsory Foundation	4	-	-	-	40	60	100	4	3
BMFAD -704	Internship (4week)	SEC	-	-	-	4	240	160	400	4	Evaluate in 8 Th Semester
Disciplinary Elective –IX(Any one of the Following).											
BMFAD -704	Book Cover Design	Disciplinary Elective -I	-	-	-	4	180	120	300	4	No Exam (Viva-voceonportf olio)
BMFAD -705	Abstract Painting										
Disciplinary Elective –X (Any one of the Following)											
BMFAD -706	Press Layout	Disciplinary Elective -II	-	-	-	4	180	120	300	4	No Exam (Viva-voceonportf olio)
BMFAD -707	Film & Media										
Total			14	-	-	8	240	260	500	22	-

* Minimum 2 Expert Lectures to be conducted .

**One week compulsory workshop during semester.

***Educational Tour of duration up to 07 days during the semester may be undertaken

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 16

Total Marks = 1000

Total Credits = 16

Semester 8 th			ContactHours				Maximum Marks		Total Marks	Credits	Duration of ExamHrs
SubjectCode	SubjectName	Type of Courses	L	S	T	P	Int.	Ext.			
BMFAD-801	Mini Project	Core	4	-	-	-	40	60	100	4	No Exam (Viva-voceonportfolio)
BMFAD -802	Animation	Elective Foundation	-	-	-	4	180	120	300	4	No Exam (External Viva-voce)
Disciplinary Elective											
BMFAD -803	Game Design	Disciplinary Elective -I	-	-	-	4	180	120	300	4	
Value Added Course											
BMFAD -804	Group Discussion	Disciplinary Elective -II	-	-	-	4	180	120	300	4	No Exam (Viva-voceonportfolio)
Total			8	-	-	12	720	680	1400	20	-

* Minimum 2 Expert Lectures to be conducted .

**One week compulsory workshop during semester.

*** After the completion of 8th semester, the students shall have to undergo summer training of four weeks duration which shall be evaluated in 9th semester.

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours =26 Semester ^{9th}			Total Marks =1800					Total Credits =26		
SubjectCode	SubjectName	Type of Course	Contact Hours			Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.
			L	T	P	Int.	Ext.			
BMFAD-901	Advertising Market & Research	Research Skill	4	-	-	40	60	100	4	3
BMFAD -902	Presentation with Group	Research Skill	2	-	2	180	120	300	4	No Exam(Viva-voce by External Jury)
BMFAD -903	Graphic Novel	Research Skill	2	-	2	180	120	300	4	No Exam(Viva-voce by External Jury)
BMFAD -904	Social Media Advertisement	Value Based	-	-	4	240	160	400	4	No Exam(Viva-voce onportfolio)
BMFAD -905	Field Based Study	Community Linkage	3	-	-	180	120	300	4	No Exam(Viva-voce by External Jury)
BMFAD -906	Character Design	Skill Based	3	-	2	240	160	400	4	No Exam(Viva-voce onportfolio)
BMFAD-907	Internship (4weeks)	SEC	-	-	4	-	-	-	4	Will Evaluate in tenth sem.
BMFAD -908	MOOC	MOOC	2	-	-	-	-	-	2	-
Total			9	-	8	1060	740	1800	26	-

* Minimum 2 Expert Lectures to be conducted .

**One week compulsory workshop during semester .

***Educational Tour of duration up to 10 days during the semester may be undertaken.

*****Students shall have to undergo four weeks training during 9th Semester which shall be evaluated in end semester examination.

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Total Contact Hours = 18

Total Marks = 500

Total Credits = 18

Semester10 th		ContactHours					Maximum Marks		TotalM arks	Credits	Duration of ExamHrs.
SubjectCode	SubjectName	Type of Course	L	S	T	P	Int.	Ext.			
BMFAD-1001	Dissertation	Skill	-	-	-	18	420	280	700	18	No Exam(Viva-voce by External Jury)
BMFAD - 1001	Internship	SEC				4	240	160	400	4	
Total						22	660	440	1100	22	

* **Minimum 2 Expert Lectures to be conducted .**

** **One week compulsory workshop .**

*** **All India Educational Tour of duration up to 15 days during the semester may be undertaken.**

*******Students shall have to undergo four weeks training during 10th Semester which shall be evaluated in end semester examination.**

Overall Marks & Credits

Semester	Marks	Credits
1 st	700	28
2 nd	700	28
3 rd	500	22
4 th	400	16
5 th	400	18
6 th	400	16
7 th	1200	20
8 th	1400	20
9 th	1800	26
10 th	1100	22
Total	8600	216

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

HISTORY OF INDIAN ART (Pre Historic to 6th cent)		
SubjectCode:BMFAD -101	L S T P C 4 0 0 0 4	Duration: 60 Hrs.
<p>CourseObjectives: Define several major areas in the history of Indian art</p> <ol style="list-style-type: none"> 1. Identify aesthetic traits found throughout Indian art 2. To intended to familiarize the student to ancient Indian art traditions and stimulate an interest for the appraisal of ancient aesthetics. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. The course will enable the student to appreciate the ancient aesthetics and knowledge of construction, and also stimulate interest to know the subject in detail. 2. The course helps to develop observational & systematic analytical skills and have their own opinions on different projects. 3. Students can relate present Indian and western art to the ancient Indian art. 4. The prehistoric and proto-historic phases are presented as background for the emergence of art activity in succeeding periods. 5. The course surveys through phases of Indian art as well as various forms of art. 		
UNIT-I		
Pre- Historic Rock shelters in India		
<ol style="list-style-type: none"> 1. Bhima-Bhetaka (Location, Discovery, Rock Paintings, Technique, Subject matter) 		
UNIT-II		
Early medieval cave paintings in India		
<ol style="list-style-type: none"> 1. Ajanta Caves (Location, Discovery, Phases of Development, Technique, Subject and Characteristics, Murals) Bagh Caves (Location, Excavation, Subject and Characteristics, Technique, Murals) 		
UNIT-III		
<ol style="list-style-type: none"> 1. Indus Valley Civilization (Town Planning, Sculpture, Seals) 2. Maurayan Art (Transition from wood to stone, Sculptures, Pillars, Symbols and Motifs used) 		
UNIT-IV(15Hours)		
<ol style="list-style-type: none"> 1. Bharhut (Location, Reliefs and Sculptures, Subject Matter) 2. Sanchi (Structure of Stupa, Location, Relief Carvings, Subject Matter) 		

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

Recommended TextBooks/ReferenceBooks:

S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Zimmer. H.	Art of Indian Asia	2001	Princeton University Press
2	A.K. Coomaraswamy.	History of Indian and Indonesian Art	2009	MunshiramManoharlal New Delhi
3	B. Rowland	Art & Architecture of Indian	1998	Penguin Books, Melbourne
4	A.K. Coomaraswamy.	Introduction to Indian Art	1988	MunshiramManoharlal New Delhi
5	Moti Chander	Studies in Early Indian Painting	1969	Asia Publishing House
6	W.G. Archer	Indian Paintings in the Punjab Hills	1973	Victoria & Albert Museum, London
7	-	Lalit Kala Akademi	1997	New Delhi, Publications of Indian Modern Art
8	-	Cultural History of Indian	2011	Bhartiya Vidya Bhavan Publication.
9	S.K.Sarswati	A survey of Indian Sculpture	2001	Firma K.L. Mukhopadhyay, Calcutta
10	Percy Brown	Indian Architecture	2009	D.B. Taraporevala, Bombay
11.	BenjaminRowland	ThePelicanhistoryofArt	1998	PenguinBooks Ltd)
12.	LCSharma	ABriefHistoryofIndianPainting	1988	KrishnaPrakashanMee rut
13.	EdithTömöry	HistoryofFineArts in India&theWest	1969	OrientLongman,Bombay
14.	StellaKramrisch	IndianSculpture	1973	Motilal Banarsidaspt ltdDelhi)

Listof Assignments/Tests:

1	Submission of two Assignments on given topic.
2	Submission of one Assignment with presentation.

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. One compulsory question containing six questions of 2 marks (10 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
2023 BATCH**

FUNDAMENTALS OF APPLIED ART		
Subject Code: BMFAD -108	L S T P C 4 0 0 0 4	Duration:60Hrs.
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. This course is the basic introduction to applied art, its history, potential and limitations. 2. The objective of this course is to provide students with a fundamental understanding of advertising art in business, branding and society. <p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Students will understand and use correctly most of the special terms used in the field of applied art. 2. Understand the use of good design and composition principles in solution to problems. 3. Able to interpret visual communication through design. 4. Understand the application of basic principles and elements of design. Typography Calligraphy Monograms Symbol, Trade Mark, Monograms, Logo Type, Book Cover & Poster. 5. Students examine various definitions of design elements and principals. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Elements of Art 2. Principles of Art. 		
UNIT-II		
<p>Design :</p> <ol style="list-style-type: none"> 1. Origin of design 2. Elements of design 3. Principles of design 		
UNIT-III		
<ol style="list-style-type: none"> 1. Perspective 2. Techniques of various mediums. 3. Rendering with different mediums. 		
UNIT-IV		
<p>Color Theory :</p> <ol style="list-style-type: none"> 1. Primary Colors 2. Secondary Colors 3. Complementary Colors 		

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S.No.	NameofAuthors	TitlesoftheBook	NameofthePublisher
1.	BrunoMunari	DesignAsArt(1966)	BrunoMunari
2.	Alex Fowkes	DrawingType	Rockport
3.	AlinaWheeler	DesigningBrandIdentity: A nEssentialGuidefortheWho leBranding Team	JohnWiley&Sons
4.	JensMüllerandJuliu sWiedemann	LogoModernism	Taschen
5.	RobertBringhurst	TheElementsofTypographi cStyle	Hartley&Marks
6.	SarahHyndman	WhyFontsMatter	VirginBooks
7.	AlisonBranagan	TheEssentialGuidetoBusin essforArtistsandDesigners	BloomsburyPublishingIndiaPvt LtdNewDelhi
8.	PedroJ.Lemos	AppliedArt:Painting,Desig n,andHandicraft	PedroJ.Lemos
9.	BerndSchultz Nuremberg, Germa ny	AllanWexler: TheFineArtof AppliedArt	BerndSchultz Nuremberg, Germany
10.	Aryan, KamlaC.	SimplifiedAppliedArt: Refe renceBookon HumanAnatomyandLetteri ngin EnglishandHindiforComm ercialArtists	RekhaPrakashan
11.	ThamesHudson)	ThePoster: AVisualHistory	GillSaunders &MargaretTimmers
12.	ColinSalter	100Posters thatChangedtheWorld	Pavilion
13.	AlinaWheeler	DesigningBrandIdentity: A nEssential GuidefortheWholeBrandin gTeam	John Wiley&Sons)
Assignment :			
1.	Submission of two Assignments on given topic.		
2.	Submission of one Assignment with presentation.		

INSTRUCTIONSTOQUESTIONPAPER SETTER

- One compulsory question containing six questions of 2 marks (12marks), each requiring short answers, are to be set from the entire syllabus.
- The examiner is required to set another six questions (at least two from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
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COMMUNICATION SKILLS		
SubjectCode:BMFAD -103	L S T P C 20 0 0 2	Duration:90Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To enhance the learner’s communication skills by giving adequate exposure in listening, speaking, reading and writing skills and the related sub -skills.2. To build up the learners confidence in oral and interpersonal communication by reinforcing the basics of pronunciation specially focusing on interviews / corporate meetings / international business travels.		
CourseOutcomes: <ol style="list-style-type: none">1. To sensitize students to the language, forms and types of poetry, fiction & prose.2. To help them read, critically analyse and appreciate poetry, fiction & prose.3. To sensitize students to the nuances of spoken and written forms of English4. To update and expand basic informatics skills and attitudes relevant to the emerging knowledge society.5. To impart better writing skills by sensitizing the learners to the dynamics of effective writing.		
CONTENTS Six chosen lessons from the book, 'Perceptions'		
<ol style="list-style-type: none">1. Pret in the House2. My muscles Froze3. Not just Oranges4. A different kind of learning5. The Election6. A Night with the Bears.		
LANGUAGE ACTIVITY. Grammar		
<ol style="list-style-type: none">1. Verbs2. Use of Prepositions Voice3. Narration		
LANGUAGE ACTIVITY. Composition		
<ol style="list-style-type: none">1. Letter/Application Writing2. Expansion of ideas/paragraph writing3. Precise writing (not to be examined)4. Article writing5. Poster (not to be examined)		

**MRSPTU INTEGRATED/DUAL DEGREE BFA –MFA (Applied Art) SYLLABUS
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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Zimmer. H.	PreceptionsEditedbyShantaRameshwarRao.	2001	Princeton University Press
2	A.K. Coomaraswamy.	EnglishGrammarandcompositionsbyWren&MartinbyTickoo,M.L.Subramanian, A.E.andSubramanianP.R.	2009	MunshiramManoharlal New Delhi

INSTRUCTIONSTOQUESTIONPAPERSETTER

1. Questionpaperwillhavetwosections(A&B)LiteratureandGrammar.
2. Literaturesectionwillbeof30Marksdividedintothreeportionsof10markseach(Poetry,ProseandFiction, 10MarksEach)
3. 10objectivetypequestionscarrying1markeach,25marksquestionscarrying5markseachand onequestioncarrying10marks.
4. Literaturesectionwillbeof30Marks dividedintothreeportionsof10markseach(Poetry,ProseandFiction,10MarksEach)
5. Grammarsectionwill bedividedintotwoparsSimplegrammarandcompositioncarrying15markseach.

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2023 BATCH**

DRAWING & PAINTING		
SubjectCode:BMFAD -104	L S T P C 00044	Duration:90Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To able to learn Natural forms related to the living beings and them in still and action.2. The student shall be able to learn various forms and their 2D and 3D and express their imagination through visual representation		
CourseOutcomes: <ol style="list-style-type: none">1. Understand human anatomy and proportions.2. Learn similarities and differences in animals, birds and human forms.3. Learn basic and complex visual forms of nature4. Knowledge of basic forms. Understanding the art elements like forms, colors, light, tones, contrast etc.5. To acquaint students about the form and colors present in the nature. So students can use the same for representational commercial designs later.		
UNIT-I		
<ol style="list-style-type: none">1. Quick & rapid sketches from Human figure Animal & Birds Nature2. Painting from objects and nature to study color, tone and texture.3. Use of different painting media like water color, poster color, tempera, pastel and wax pastels.4. Drawing exercises to study nature to observe and acquire skills for its graphic representation.		
UNIT-II		
<ol style="list-style-type: none">1. Exercises to explore the expressive quality of line using different media like pencil, charcoal, crayon, pen Brush and ink etc.2. Drawing from imagination.3. Study of line through constructions using different media like wire, straw and thread etc.4. Study of perspective. Difference in handling of nearer and distant objects controlled light and shade. Ability to simplify treating the essential omitting detail.		

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S.No.	NameofAuthors	TitlesoftheBook	NameofthePublisher
1.	Tushar Moleshwari	Memory drawing simplified	Jyotsna Prakashan, Mumbai
2.	Pratap Mulick	Sketching	Jyotsna Prakashan, Mumbai
3.	Milind Mulick	Perspective	Jyotsna Prakashan, Mumbai
4.	Milind Mulick	Sketchbook	Jyotsna Prakashan, Mumbai
5.	Milind Mulick	Natural Inspiration	Jyotsna Prakashan, Mumbai
6.	Rahul / Gopal	Pencil Tech -1 Graphite	Jyotsna Prakashan, Mumbai
7.	Rahul / Gopal	Pencil Technique - 2	Jyotsna Prakashan, Mumbai
8.	Tushar Moleshvari	Figure drawing	Jyotsna Prakashan, Mumbai
9.	Rahul Deshpande	Think 3D	Jyotsna Prakashan, Mumbai
10.	Rahul Deshpande	Think 3D Part II	Jyotsna Prakashan, Mumbai
11.	Gopal Nandurkar	Approach to Drawing Animals	Jyotsna Prakashan, Mumbai
12.	Aditya Chari	Figure Study made easy	Jyotsna Prakashan, Mumbai
13.	Victor Perard	Anatomy	Jyotsna Prakashan, Mumbai
14.	M. M. Mehta	Free Drawing	Jyotsna Prakashan, Mumbai
15.	Milind Mulick	Watercolour	Jyotsna Prakashan, Mumbai
16.	Milind Mulick	Watercolour Landscape	Jyotsna Prakashan, Mumbai
17.	Milind Mulick	Opaque colour	Jyotsna Prakashan, Mumbai
18.	Rahul / Gopal	Colour Pencil	Jyotsna Prakashan, Mumbai
19.	Milind Mulick	Expressions In Watercolour	Jyotsna Prakashan, Mumbai
20.	Milind Mulick	Watercolour paintings with Photo reference	Jyotsna Prakashan, Mumbai
21.	Milind Mulick	Watercolour Demonstrations	Jyotsna Prakashan, Mumbai
22.	Rahul Deshpande	Acrylic Explorations	Jyotsna Prakashan, Mumbai
23.	Bill Creevy	The Pastel Book: Materials and Techniques for Today's Artist	Watson- Guptill
24.	Bill Creevy	Encyclopedia of Pastel Techniques, The: A Unique Visual Directory of Pastel Painting	Bill Creevy
25.	Judy Martin	Techniques, With Guidance On How To Use Them	Search Press UK
26.	Alannah Moore	The collage ideas book	Ilex Press UK
Assignment :			
1.	Submission of Final 6 Artworks.		
2.	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)		
3.	Submission of 20 Rough Newspapers of large size sketches.		

INSTRUCTIONSTOQUESTIONPAPER SETTER

- Section A consists of two questions of 20 marks each. The student has to attempt any one question out of it.
- Section B consists of three questions if 10 marks each . The students has to attempt any two questions out of it.
Total 20 marks.

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LETTER WRITING		
SubjectCode:BMFAD -105	L S T P C 00044	Duration:90Hrs.
CourseObjectives: <ol style="list-style-type: none">1. This course provides students the fundamental skill to design effectively2. This course provides students typography for work produced in Design Communication, Typographic Design, and Portfolio.		
CourseOutcomes: <ol style="list-style-type: none">1. Acquire advanced knowledge of the creative uses of typography, color, and image.2. Acquire advanced knowledge of type styles and components of typography, typographic measurement systems, typographic, and layout terminology.3. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color, and graphic elements to effectively communicate and support the content of a design.4. To establish a strong visual hierarchy and set the product's overall tone.5. Typography should guide and inform your users, optimize readability and accessibility, and ensure an excellent user experience.		
UNIT-I		
<ol style="list-style-type: none">1. Nature study of Lines forms and shapes of old letters.2. Introduction to Gothic ,Punjabi & Hindi type, construction of letters and spacing.		
UNIT-II		
<ol style="list-style-type: none">1. Introduction to Roman type, construction of letters and spacing Two Works in a Week Size:- In consultation with teacher2. Prepare finished slogan/quotation using Gothic and Roman type covering all the alphabets.3. All exercises should be done Black & White and Colored on Half Imperial Sheet		

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	RobertBringhurst	TheElementsofTypographicStyle	2001	Hartley&Marks
2	SarahHyndman	WhyFontsMatter	2009	VirginBooks
3	MarieLynskey	Complete Calligraphy	2005	D&SBooks

Portfolio Methodology

1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission; End of the Semester

Listof Assignments/Tests:

1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

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CLAY MODELLING	
SubjectCode:BMFAD -107L S T P C 0 0 0 4 4	Duration:60Hrs.
CourseObjectives: <ol style="list-style-type: none">1. Art is to see an object in 2D as well as 3D perspective.2. Clay modeling will help the students to develop a three – dimensional vision .	
CourseOutcomes: <ol style="list-style-type: none">1. In this module, students will be able to understand the concept of modeling and volume in the given time and space2. They will be able to make 2D and 3D miniatures of objects available in the nature and their surroundings. They will learn the different types of clays modeling and materials that are used for the same.3. They will develop skills to use the tools available, the quality of material, their behavior, maintenance and durability .4. Their hand and eye will be synchronized with the proportion and volume of the object.5. Students will be able to feel the objects and materials. This exercise is designed to develop a sense of proportion and volume in students.	
UNIT-I	
Creating 3d form with clay <ol style="list-style-type: none">1. Creation of simple 3D objects in clay2. Upper & Down Relief Slab Works3. Usage and preparing of clay for modeling4. Types of clay and usages	
UNIT-II	
Creating 3d form with plaster of Paris <ol style="list-style-type: none">1. Creation of simple 2D and 3D objects using Plaster of Paris2. Pot Making with using different types of methods.3. Plaster of Paris and its behavior4. Maintenance and durability of plaster of Paris (POP)	

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Portfolio Methodology	
1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission; End of the Semester
List of Assignments/Tests:	
1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

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NEW MEDIA		
SubjectCode:BMFAD -108	LSTPC 0004 4	Duration:60Hrs.
CourseObjectives: <ol style="list-style-type: none">1. Students are able to get acquainted with the newest forms of creation and communication.2. New Media students learn to identify what is or isn't "new" about certain technologies.		
CourseOutcomes: <ol style="list-style-type: none">1. Social Media Networks are examples of New Media which are Digital, interactive, hyper-textual, globally networked, virtual and sometimes based on simulation.2. These are the six key characteristics which distinguish New Media from old media.3. Science and the market will always present new tools and platforms for artists and designers.4. New Media Communications is an innovative, experiential program where students learn to create, interpret, and manage change in media.5. New Media Communications includes media research, media management, and media production to educate you as an effective manager of change.		
UNIT-I		
<ol style="list-style-type: none">1. Understanding Media as Text: Signs and Codes in Media2. Linear and Non- Linear models of communication3. Forms of Media: Print, Electronic Media and Digital forms of Media – New media, Digital Media, Social Media		
UNIT-II		
<ol style="list-style-type: none">1. Cinema: Digital processes and effects Animation and Gaming: Children as Audience.2. Social Media Practices and Audience Effects (Social media influencers; trolling; etc.)3. Digital Media and its computer components.4. Digital Media Application Software: Word processing, Spreadsheet, Image Editing.		

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Athique, A.	(2013). Digital media and society:	2001	Athique, A.
2	Buckingham, D.	An introduction..	2009	John Wiley & Sons
3	Dewdney, A.,	Youth, identity, and digital media .	2005	The MIT Press
4.	Dewdney, A.& Ride, P.	The Digital Media Handbook. Routledge. Feldman, T.	2007	John Wiley & Sons
5.	Buckingham, D.	An introduction to digital media. Routledge.	2017	The MIT Press
6.	Lindgren, S.	(Digital media and society. Sage.	2003	Lindgren, S.

Portfolio Methodology

1	Individual's daily performance
2	Project Review; Mid Semester
3	Project Submission; End of the Semester

Listof Assignments/Tests:

1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

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DISCIPLINARY ELECTIVE –II		
2-D DESIGN		
SubjectCode:BMFAD -109	L S T P C 000 4 4	Duration:90 Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. This subject will introduce students to fundamental topics in three-dimensional design. 2. Students explore the principles of visual perception and the meaning of form, space, function, <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Know and apply formal systems of two-dimensional composition, using the basic principles and elements of design. 2. Acquire critical thinking skills in the development and resolution of concepts related to visual media. 3. Learn how to identify and analyze the elements, principles and vocabulary of three- dimensional design. 4. Learn to utilize and integrate the elements, principles, materials and processes of three- dimensional design to fulfill a specific intention. 5. To gave structure as they relate to two and three-dimensional design through a clear sequence of assignments and projects. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Making 2D Designs based on geometrical shapes 2. Converting natural shapes into geometrical designs 		
UNIT-II		
<ol style="list-style-type: none"> 1. Making 2D Design Illustration 2. 2D Expression Illusion 		

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	RogerBurrows	3DThinkingin Design andArchitecture:FromAntiquityto theFuture	2018	Thames&Hudson,2018
2	Allan Chochinov	DesigningHereNow:AGlobal SelectionOfObjectsConceptsAndSpacesForTheFuture	2009	Core77
3	Stephen Pentak, David A. Lauer	DesignBasics	2005	WadsworthPublishingCompany
4.	BrunoMunari	DesignAsArt	1966	BrunoMunari
5.	Alex Fowkes	DrawingType	2017	Rockport
Portfolio Methodology				
1	Individual's daily performance			
2	Project Review; Mid Semester			
3	Project Submission; End of the Semester			
Listof Assignments/Tests:				
1	Submission of Final 6 Artworks.			
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)			
3	Submission of Rough 20 Newspapers of large size sketches.			

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DISCIPLINARY ELECTIVE –I PRINT MAKING	
SubjectCode:BMFAD -110	L S T P CDuration:90Hrs. 00044
CourseObjectives: <ol style="list-style-type: none">1. An understanding of the basic principles of making prints, and the ability to apply these principles with specific aesthetic intent. This includes functional knowledge of the traditions, conceptual modes, and evolutions of the discipline.2. Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product using traditional methods and contemporary practices in lino cut, screen print etc	
CourseOutcomes: <ol style="list-style-type: none">1. Use the printmaking medium as a means of creative and individual expression.2. Develop facility with the tools, materials, and techniques inherent to basic printmaking processes.3. Safely and responsibly handle the printmaking presses, equipment, and other materials common to basic printmaking processes.4. Manage the registration of image to print matrix, and print matrix to paper, with prints composed of both single and multiple passes or layers.5. Understand and discuss the historical and contemporary role of printmaking media in art, design, and culture.	
UNIT-I	
<ol style="list-style-type: none">1. Introduction and brief2. History of Print Making3. Basics of Print Making	
UNIT-II	
<ol style="list-style-type: none">1. Wood Cut ,Lino Cut & Printing2. Mono and Color print with mounting	

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Frances Stanfield	ThePrintmakingIdeas Book	2018	ilexpress
2	NickMorley	Linocut forArtists&Designers	2009	TheCrosswordPress
3	Susan Yeates	Beginner’sGuidetoLinocut:10printproj ects withtoptechniquetogetyostarted	2005	SearchPress
4.	Susan Yeates	LearningLinocut: AComprehensiveGuidetotheArt ofReliefPrintingThroughLinocut	1966	SearchPress
5.	KKAggarwal	PrintingwithStickers,Leaf,Lamination(HindiEdition)	2017	ManojPublications
Portfolio Methodology				
1	Individual’s daily performance			
2	Project Review; Mid Semester			
3	Project Submission; End of the Semester			
Listof Assignments/Tests:				
1	Submission of Final 6 Artworks.			
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)			
3	Submission of Rough 20 Newspapers of large size sketches.			

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HISTORY OF MODERN ART (18th cent. To 20th cent.)		
SubjectCode:BMFAD -201	L S T P C 00 044	Duration:90Hrs.
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. To identify aesthetic traits found throughout Indian art 2. To intended to familiarize the student to Modern Indian art and stimulate an interest for the appraisal of efforts done by Indian Great Masters. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. The course will enable the student to appreciate the Modern aesthetics and knowledge of various modern art techniques. 2. Stimulate interest to know the modern subject matter in detail. 3. The course helps to develop observational & systematic analytical skills and have their own opinions on different projects. 4. Students can relate present Indian modern art to the International Modern art. 5. The course surveys through phases of Indian modern art as well as various forms of art. 		
UNIT-I		
<ol style="list-style-type: none"> 1. Background of Indian modern art movement (Company School) 2. Bengal School of art 		
UNIT-II		
<ol style="list-style-type: none"> 1. Expressionism, 2. Impressionism, 3. Realism, 		
UNIT-III		
<ol style="list-style-type: none"> 1. Cubism 2. Surrealism 		
UNIT-VI		
<ol style="list-style-type: none"> 1. Progressive Art group 2. Baroda Art movement 3. Contemporary Art and Artist 		

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S.No.	NameofAuthors	TitlesoftheBook	NameofthePublisher
1.	Zimmer.H.	ArtofIndianAsia	PrincetonUniversityPress
2.	A.K. Coomaraswamy.	HistoryofIndianandIndonesianArt	MunshiramManoharlalNewDelhi
3.	B.Rowland	Art&ArchitectureofIndian	PenguinBooks,Melbourne
4.	A.K.Coomaraswamy.	IntroductiontoIndianArt	JyoMunshirmManoharlalPubPvtLtd)tsnaPrakashan, Mumbai
5.	BenjaminRowland	ThePelicanhistoryofArt	PenguinBooks Ltd
6.	LCSharma	ABriefHistoryofIndianPainting	KrishnaPrakashanMeerut
7.	EdithTömöry	HistoryofFineArts in India&theWest	OrientLongman,Bombay)
8.	StellaKramrisch	IndianSculpture	Motilal Banarsidaspvt ltdDelhi)
Assignment :			
1.	Submission of two Assignments on given topic.		
2.	Submission of one Assignment with presentation.		

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

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PRINCIPLES OF ART	
SubjectCode:BMFAD -202	L S T P CDuration:90Hrs. 00044
<p>CourseObjectives:</p> <ol style="list-style-type: none"> 1. Students will develop and enhance their awareness and understanding of the visual world, particularly the natural world and the world of the visual arts, through a thorough study of design principles and observational practices. 2. The principles of art allow us to place some kind of objective reasoning behind why a great painting is great. <p>CourseOutcomes:</p> <ol style="list-style-type: none"> 1. Students who can identify the elements and evaluate their role in the composition of a work of art will be better able to understand an artist's choices. 2. They will be equipped to address whether a work of art is successful, and why. The arrangement of elements in a work of art. 3. Students will demonstrate technical ability and craftsmanship in their artworks. 4. Students will demonstrate understanding of the elements of art and principals of design through effective compositions. 5. Students artworks will communicate concepts effectively. Students' artworks will show originality. 	
UNIT-I	
<ol style="list-style-type: none"> 1. Elements of Painting - Line, Form, Value, Texture, Color, Light & Shade etc. 2. Principals of Composition – Space-division, Balance, Harmony, Rhythm, Proportion, Contrast etc. 	
UNIT-II	
<ol style="list-style-type: none"> 1. Creative process (Meaning of composition) - Place and importance of subject, idea, feeling, imagination, expression, suggestion, symbolism, contrast, medium, technique and colors in composition. 	
UNIT-III	
<ol style="list-style-type: none"> 1. Color Theory - Meaning of color, origin of color, solar spectrum, color charts and circles, Primary colors, Secondary, colors etc. 	
UNIT-IV	
<ol style="list-style-type: none"> 1. Painting, Graphic, Applied Art, Sculpture equipment's/ materials - Papers, Pencils, Charcoal, Pastels, Brushes, Boards, Clay, Wood, Leno, Board pins, Colors, Printing inks, Sensitive materials, Air Brush, proof reading marks, printing methods, paper and its size, etc. 	

MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH
BFA-MFA (Applied Art)

Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Bruce D. Kurtz	Visual Imagination	2018	Bruce D. Kurtz
2	Mark Gatlein	Living with Art	2009	Mark Gatlein
3	Rudolf Arnheim	Art and Visual perception	2005	Rudolf Arnheim
4.	Susan Yeates	Encyclopedia of Aesthetics	1966	Oxford University Press
5.	J J De Lucio Meyer	Visual Aesthetics	2017	ManojPublications
6.	Edmund Burke Feldman	Varieties of Visual Experience	2009	Edmund Burke Feldman
7.	Gopal Madhukar Chaturvedy	Bhartiya Chitrakala	2005	Gopal Madhukar Chaturvedy
List of Assignments/Tests:				
1	Submission of two Assignments on given topic.			
2	Submission of one Assignment with presentation.			

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

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COMPUTER GRAPHICS (LEVEL-I)		
SubjectCode:BMFAD -203	L S T P C 00 044	Duration:90Hrs.
CourseObjectives: <ol style="list-style-type: none">1. To learn about Corel Draw interface and work with rendering techniques.2. To understand the concept of creating textures, and thematic designs. To work with color panels to create, manage and edit color and color groups.		
CourseOutcomes: <ol style="list-style-type: none">1. Upon successful completion of this course, participants will be able to:2. Work comfortably with the software's most common tools and panels.3. Create and edit all sorts of print documents.4. Insert images, draw shapes, paint, type and apply color.5. Design and save print-ready digital files.		
UNIT-I Corel Draw		
<ol style="list-style-type: none">1. Introduction to Vector Shapes and Bitmaps.2. Exploring the Corel Draw Environment.		
UNIT-II Corel Draw		
<ol style="list-style-type: none">1. Work with type and text format tools.2. Working with Selection Tools import and export images,3. Make Geometrical or natural design .		

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S.No.	NameofAuthors	TitlesoftheBook	NameofthePublisher
1.	EdwardR.Tufte	TheVisualDisplayofQuantitativeInformation,2ndedition	Hardcover -May 2001
2.	EdwardR.Tufte	EnvisioningInformation	Hardcover-May1990
1.	Individual's daily performance		
2.	Project Review; Mid Semester		
3.	Project Submission ;End of the Semester		
Assignment :			
1.	Submission of Final 6 Artworks.		
2.	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)		
3.	Submission of 20 Rough Newspapers of large size sketches.		

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

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PRODUCT DESIGN	
SubjectCode:BMFAD -204	L S T P CDuration:90Hrs. 00044
CourseObjectives: <ol style="list-style-type: none">1. The focus of Product Design and Development is integration of the marketing, design, and manufacturing functions in creating a new product.2. Confidence in your own abilities to create a new product.	
CourseOutcomes: <ol style="list-style-type: none">1. Use the Product Design and Development Process, as a means to manage the development of an idea from concept through to production.2. Employ research and analysis methodologies as it pertains to the product design process, meaning, and user experience.3. Apply creative process techniques in synthesizing information, problem-solving and critical thinking.4. Demonstrate and employ hand drawing and drafting principles to convey concepts.5. Reinforcement of specific knowledge from other courses through practice and reflection in an action-oriented setting.	
UNIT-I	
<ol style="list-style-type: none">1. Drawing (Line and Tonal), Use of various techniques2. Observation and Understanding the quality of Objects.3. Designing a new product according to the given specifications.4. Rendering the product.	
UNIT-II	
<ol style="list-style-type: none">1. Making a prototype of the designed product2. Making paintings in various medias from objects3. Designing a product cover in colors	

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Karl Ulrich & Steven Eppinger	Product Design and Development	2018	The McGraw-HillCompanies
2	Koos Eissen, Roselien Steur	Sketching: Drawing Techniques for Product Designers	2009	BISPublishers
3	KevinHenry	DrawingforProductDesigners	2005	Laurence King Publishing
4.	RahulDeshpande	Think3D	1966	JyotsnaPrakashan, Mumbai
5.	RahulDeshpande	Think3DPabytII	2017	JyotsnaPrakashan, Mumbai)
6.	BrunoMunari	DesignAsArt(1966)	1966	BrunoMunari
7.	Alex Fowkes	DrawingType	2005	Rockport
8.	AlinaWheeler	DesigningBrandIdentity:AnEssential GuidefortheWholeBrandingTeam	2018	John Wiley&Sons
9.	Milind Mulick	Sketchbook	2009	JyotsnaPrakashan, Mumbai)
10.	Milind Mulick	NaturalInspiration)	2005	JyotsnaPrakashan, Mumbai)
11.	Milind Mulick	Watercolour	1966	JyotsnaPrakashan, Mumbai)
12.	Milind Mulick	WatercolourLandscape	2017	JyotsnaPrakashan, Mumbai)
13.	Milind Mulick	Opaquecolour	1966	JyotsnaPrakashan, Mumbai)
14.	Rahul/Gopal	ColourPencil	2005	JyotsnaPrakashan, Mumbai)
15.	Milind Mulick	ExpressionsInWatercolour	2018	JyotsnaPrakashan, Mumbai)
16.	Milind Mulick	WatercolourpaintingswithPhotoreference	2009	JyotsnaPrakashan, Mumbai)
17.	Milind Mulick	WatercolourDemonstrations	2005	JyotsnaPrakashan, Mumbai)
18.	Rahul Deshpande	AcrylicExplorations	1966	JyotsnaPrakashan, Mumbai)
19.	MilindMulick	MilindMulickJournySoFar	2017	Jyotsna Prakashan, Mumbai)
20.	JohnFernandes	TheGalleryby(JyotsnaPrakashan,Mumbai)	1966	Jyotsna Prakashan, Mumbai)
21.	Karl Ulrich & Steven Eppinger	Product Design and Development by (The McGraw-HillCompanies)	2005	The McGraw-HillCompanies

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List of Assignments/Tests:

1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of 20 Rough Newspapers of large size sketches.

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. Section A consists of two questions of 20 marks each. The student has to attempt any one question out of it.
2. Section B consists of three questions if 10 marks each . The students has to attempt any two questions out of it. Total 20 marks.

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CALLIGRAPHY	
SubjectCode:BMFAD : 205	L S T P CDuration:90Hrs. 00044
CourseObjectives: <ol style="list-style-type: none">1. This course provides students the fundamental skill to design effectively2. This course provides students with calligraphy for work produced in Design Communication, Calligraphy Design, and Portfolio.	
CourseOutcomes: <ol style="list-style-type: none">1. Acquire advanced knowledge of the creative uses of typography, color, and image.2. Acquire advanced knowledge of type styles and components of calligraphy measurement systems, calligraphy, and layout terminology.3. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color etc.4. Be able to create graphic elements to effectively communicate and support the content of a design.5. Able to learn the definition and usage of calligraphy.	
UNIT-I	
<ol style="list-style-type: none">1. Introduction to calligraphy style, construction of letters and spacing2. Introduction to Roman type Calligraphy, construction of letters and spacing Two Works in a Week Size	
UNIT-II	
<ol style="list-style-type: none">1. Advanced Study of calligraphy - English and Hindi & Punjabi2. Prepare finished slogan/quotation using calligraphy and Roman type covering all the alphabets	

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	SarahHyndman	WhyFontsMatter	2018	VirginBooks
2	MarieLynskey	Complete Calligraphy	2009	D&SBooks
3	Manoj	English-HindiLetteringStyle	2005	ManojPublications
4.	AksharSanskar	LearnDevnagariCalligraphyVol(Revised)	1966	AksharSanskarPublications
5.	MargaretShepherd	LearnCalligraphy:TheCompleteBookoffLetteringandDesign	2017	Watson-Guptill
Portfolio Methodology				
1	Individual's daily performance			
2	Project Review; Mid Semester			
3	Project Submission; End of the Semester			
Listof Assignments/Tests:				
1	Submission of Final 6 Artworks.			
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)			
3	Submission of Rough 20 Newspapers of large size sketches.			

MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH
BFA-MFA (Applied Art)

DISCIPLINARY ELECTIVE-II GEOMETRY & PERSPECTIVE

SubjectCode:BMFAD : 206

L S T P CDuration:90Hrs.

00044

CourseObjectives:

1. To comprehensive look at the study of geometric concepts including the basic elements of geometry, proofs, parallel and perpendicular lines, the coordinate plane, triangles, quadrilaterals, polygons, circles, trigonometry, congruence and similarity, surface area, volume and transformations.
2. To identify and apply the properties of rays and angles

CourseOutcomes:

1. After completing perspective drawing students will be able to recognize the difference between a one-point perspective and two-point perspective drawing.
2. Represent their understanding of linear perspective through a drawing.
3. Arrange a linear perspective drawing with all of its parts.
4. To identify and apply the properties of parallel and perpendicular lines.
5. To identify and apply the properties of rays and angles.

UNIT-I

1. 1. Draw and use the properties of points and lines.
2. 2. Draw and apply the properties of angles & triangles.
3. 3. Draw and apply the properties of quadrilateral, squares & rectangles.
4. 4. Draw and apply the properties of polygons & circles.

UNIT-II

1. Draw and apply the properties of soiled geometry & scale drawing.
2. Draw and apply the properties of rays perspective drawing.
3. Draw and apply the properties of one point & two point perspective .
4. Draw and apply the properties of aerial & ant view of perspective.

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Alex Fowkes	DrawingType	2018	Rockport
2	AlinaWheeler	DesigningBrandIdentity:AnEssential GuidefortheWholeBrandingTeam	2009	John Wiley&Sons
3	MilindMulick	Sketchbook	2005	JyotsnaPrakashan,Mum bai)
4.	MilindMulick	NaturalInspiration	1966	JyotsnaPrakashan,Mum bai)
5.	MilindMulick	Watercolour	2017	JyotsnaPrakashan,Mum bai)
6.	MilindMulick	WatercolourLandscape	2018	JyotsnaPrakashan,Mum bai)
7.	MilindMulick	Opaquecolour	2009	JyotsnaPrakashan,Mum bai)
8.	Rahul/Gopal	ColourPencil	2005	JyotsnaPrakashan,Mum bai)
9.	MilindMulick	ExpressionsInWatercolour	1966	JyotsnaPrakashan,Mum bai)

Listof Assignments/Tests:

1	Submission of Final 6 Artworks.
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
3	Submission of Rough 20 Newspapers of large size sketches.

INSTRUCTIONSTOQUESTIONPAPER SETTER

1. Section A consists of two questions of 20 marks each. The student has to attempt any one question out of it.
2. Section B consists of three questions if 10 marks each . The students has to attempt any two questions out of it. Total 20 marks.

MRSPTU BFA –MFA (Applied Art) SYLLABUS 2023 BATCH
BFA-MFA (Applied Art)

DISCIPLINARY ELECTIVE-II PHOTOGRAPHY

SubjectCode:BMFAD : 208

L S T P CDuration:90Hrs.

00044

CourseObjectives:

1. This subject will introduce students to fundamental topics in three-dimensional design.
2. Students explore the principles of visual perception and the meaning of form, space, function, and structure as they relate to two and three-dimensional design through a clear sequence of assignments and projects.

CourseOutcomes:

1. Know and apply formal systems of two-dimensional composition, using the basic principles and elements of design.
2. Acquire critical thinking skills in the development and resolution of concepts related to visual media.
3. Learn how to identify and analyze the elements, principles and vocabulary of three-dimensional design.
4. Learn to utilize and integrate the elements, principles, materials and processes of three-dimensional design to fulfill a specific intention.
5. To create structure as they relate to two and three-dimensional design through a clear sequence of assignments and projects.

UNIT-I

1. Make 2d -3d paper cutting collage and mosaic.
2. Using colors to depict emotions in designs.

UNIT-II

1. Make sculpture with unconventional material.
2. Make group 3D sculpture project.

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Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	RogerBurrows	3DThinkingin Design andArchitecture:FromAntiquityto theFuture	2018	Thames&Hudson,2018
2	TheFuturebyAllan Chochinov	DesigningHereNow:AGlobal SelectionOfObjectsConceptsAndSpaces	2009	Core77
3	StephenPentak,David A.Lauer	DesignBasics	2005	WadsworthPublishingCo mpany
4.	BrunoMunari	DesignAsArt	1966	BrunoMunari
5.	Alex Fowkes	DrawingTypeby	2017	Rockport
Portfolio Methodology				
1	Individual's daily performance			
2	Project Review; Mid Semester			
3	Project Submission; End of the Semester			
Listof Assignments/Tests:				
1	Submission of Final 6 Artworks.			
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)			
3	Submission of Rough 20 Newspapers of large size sketches.			

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DISCIPLINARY ELECTIVE-II SCREEN PRINTING

SubjectCode:BMFAD : 209

L S T P CDuration:90Hrs.

00044

CourseObjectives:

1. Students will learn the fundamentals of screen printing as they create a series of images around a central theme or concept.
2. Students will learn how to design for a screen printed image, how to improve technically, and most importantly, how to articulate their ideas to others.

CourseOutcomes:

1. Demonstrate the ability to design, plan and create technically sound and conceptually related screen printed images.
2. Use creative and critical thinking to develop a body of work from a broad, unified concept or theme.
3. Reflect on the role of socially engaged practice within the discipline of printmaking.
4. Identify the various applications of screen printing and the outcomes it produces.
5. Identify materials and operations used in the screen printing process.

UNIT-I

1. Students create rough sketches before creating artworks, then record their processes and subsequent changes in their sketchbooks.
2. Selecting equipment & tools that will allow for creative endeavors.
3. Screen Pretreatment, Screen Tensioning / Stretching: Basic steps in Screen Tensioning, Stretching the Screen Printing Fabric – Manual Stretching and Machine Stretching.

UNIT-II

1. Photocopy generated stencil development
2. Screen preparation -emulsion coating
3. Photo screen exposure and washout technology.
4. Introduction to registration techniques –
5. Basic ink mixing and printing processes –
6. Under-printing and over-printing -transparent ink processing –
7. Multiple color ink procedures

**MRSPTU M.PLANNING (URBAN PLANNING)
SYLLABUS2022 BATCHONWARDS**

Recommended TextBooks/ReferenceBooks:				
S.No.	NameofAuthors	TitlesoftheBook	Edition	Name of the Publisher
1	Robert Adam	Screenprinting: The Complete Water-Based System	2018	Robert Adam
2	Print Liberation	Carol Robertson	2009	Print Liberation
3	Jamie Dillon	The Screen Printing Primer	2005	Jamie Dillon,
4.	Nick Paparone	Luren Jenison	1966	Nick Paparone
Portfolio Methodology				
1	Individual's daily performance			
2	Project Review; Mid Semester			
3	Project Submission; End of the Semester			
Listof Assignments/Tests:				
1	Submission of Final 6 Artworks.			
2	Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)			
3	Submission of Rough 20 Newspapers of large size sketches.			

Maharaja Ranjit Singh Punjab Technical University

Bathinda-151001



FACULTY OF ARCHITECTURE AND PLANNING

SYLLABUS

FOR

BACHELOR OF FINE ARTS (APPLIED ARTS)

2023 BATCH ONWARDS

Note: (i) Copy rights are reserved.

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MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

Semester 1 st		Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.			
BFARS1-101	Basic Drawing & Painting From Nature	1	4	-	-	60	40	100	5	03
BFARS1-102	2 & 3 Dimensional Design-I	1	4	-	-	60	40	100	5	03
BFARS1-103	Lettering and Typography-I	1	3	-	-	60	40	100	4	No Exam (Viva-voce on portfolio)
BFARS1-104	Poster Designing	1	3	-	-	60	40	100	4	No Exam (Viva-voce on portfolio)
BFARS1-105	Print Making - I	1	3	-	-	60	40	100	4	No Exam (Viva-voce on portfolio)
BFARS1-106	History of Indian Art –I (Classic period)	2	-	-	-	40	60	100	2	3
BFARS1-107	English and Communication Skills	2	-	-	-	40	60	100	2	3
BFARS1-108	Fundamentals of Applied Art	2	-	-	-	40	60	100	2	3
Total	Theory = 11 Studio = 17 Labs = 0	11	17	-	-	420	380	800	28	-

MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

Semester 2 nd		Contact Hours				Maximum Marks		Total Marks	Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.			
BFARS1-201	Product Drawing & Painting From Objects	1	4	-	-	60	40	100	5	03 (Evaluation by External Viva-voce)
BFARS1-202	2 & 3 Dimensional Design-II	1	4	-	-	60	40	100	5	03
BFARS1-203	Computer Graphics-I	1	3	-	-	60	40	100	4	No Exam (Viva-voce on portfolio)
BFARS1-204	Lettering and Typography-II	1	2	-	-	60	40	100	3	No Exam (Viva-voce on portfolio)
BFARS1-205	Print Making- II	1	2	-	-	60	40	100	3	No Exam (Viva-voce on portfolio)
BFARS1-206	History of Indian Art –II (Modern period)	2	-	-	-	40	60	100	2	3
BFARS1-207	Art forms of Punjab	2	-	-	-	40	60	100	2	3
BFARS1-208	Time & Period of Maharaja Ranjit Singh	2	-	-	-	40	60	100	2	3
Total	Theory = 11 Studio = 15 Labs = 0	11	15	-	-	420	380	800	26	-

MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

3 rd SEMESTER		Contact Hrs				Marks			Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.	Total		
BFARS1 -301	Study from Life	1	4	-	-	60	40	100	5	6* (Evaluation by External)
BFARS1 -302	Geometry & Perspective	1	4	-	-	60	40	100	5	6* (Evaluation by External)
BFARS1 -303	Corporate Identity	1	1	-	3	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -304	Computer Graphic (Adobe Photoshop)	1	-	-	3	60	40	100	4	No Exam (Viva-voce on portfolio)
BFARS1 -305	Expressive Typography	1	3	-	-	60	40	100	4	No Exam (Viva-voce on portfolio)
BFARS1-306	History of Western Art-I	2	-	-	-	40	60	100	2	3
BFARS1 -307	Advertising Art and Ideas	2	-	-	-	40	60	100	2	3
BFARS1 -308	History of Punjab Culture & Art	2	-	-	-	40	60	100	2	3
Total		11	12	-	6	420	380	800	29	-

*03+03 hours with break of one hour.

** Minimum 2 Expert Lectures to be conducted.

***One week compulsory workshop.

****Educational Tour of duration up to 04 days during the semester.

***** Art Festival shall be conducted of duration up to 04 days during the semester.

MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

4 th SEMESTER		Contact Hrs				Marks			Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.	Total		
BFARS1 -401	Illustration	1	4	-	-	60	40	100	5	6* Viva-voce by External)
BFARS1 -402	Packaging	1	1	-	3	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -403	Computer Graphics (Adobe Illustrator)	1	-	-	3	60	40	100	4	No Exam (Viva- voce on Portfolio)
BFARS1 -404	Press Layout	1	3	-	-	60	40	100	4	6* (Evaluation by Internal)
BFARS1 -405	Publicity & Poster Design	1	1	-	3	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -406	History of Western Art-II	2	-	-	-	40	60	100	2	3
BFARS1 -407	Aesthetics	2	-	-	-	40	60	100	2	3
Total		9	9	-	9	380	320	700	27	-

*03+03 hours with break of one hour.

** Minimum 2 Expert Lectures to be conducted.

***One week compulsory workshop.

MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

5 th SEMESTER		Contact Hrs				Marks			Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.	Total		
BFARS1 -501	Story Board Design	1	1	-	3	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -502	Magazine Layout	1	1	-	3	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -503	Basic Animation	1	2	-	2	60	40	100	5	No Exam (Viva-voce on Portfolio)
BFARS1 -504	Mini Campaign	1	1	-	3	60	40	100	5	No Exam (Viva-voce by External Jury)
BFARS1 -505	Advertising Art and Ideas	2	-	-	-	40	60	100	2	3
BFARS1 -506	Aesthetics	2	-	-	-	40	60	100	2	3
Total		8	5	-	11	320	280	600	24	-

* Minimum 2 Expert Lectures to be conducted.

**One week compulsory workshop.

***Educational Tour of duration up to 05 days during the semester.

**** Art Festival shall be conducted of duration up to 04 days during the semester.

MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

6 th SEMESTER		Contact Hrs				Marks			Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.	Total		
BFARS1-601	Film & Media	1	1	-	3	60	40	100	5	No Exam (Viva-voce by External Jury)
BFARS1 -602	Advertiseme ntCampaign	1	1	-	3	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -603	2-D Animation	1	2	-	2	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -604	Nature Photography	1	1	-	3	60	40	100	5	No Exam (Viva-voce on portfolio)
BFARS1 -605	Theory Project on Art & Artists	1	2	-	-	60	40	100	3	3
BFARS1 -606	Aesthetics	3	-	-	-	60	40	100	3	3
Department Elective – I (Select any one)										
BFARD1 -611	Literature (Punjabi)	3	-	-	-	40	60	100	3	3
BFARD1 -612	Physical Education									
Total		11	7	-	11	400	300	700	29	-

* Minimum 2 Expert Lectures to be conducted.

**One week compulsory workshop.

***After the completion of 6th semester, the students shall have to undergo summer training of five weeks duration which shall be evaluated in 7th semester.

MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

7 th SEMESTER		Contact Hrs				Marks			Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.	Total		
BFARS1-701	Social Media Add	1	4	-	-	180	120	300	5	No Exam (Viva-voce by External Jury)
BFARS1 -702	Exhibition Design and Display	1	4	-	-	180	120	300	5	No Exam (Viva-voce on portfolio)
BFARS1 -702	Hoarding Design	1	2	-	2	180	120	300	5	No Exam (Viva-voce on portfolio)
BFARS1 -703	Story Illustration	1	2	-	2	240	160	400	5	No Exam (Viva-voce on portolio)
BFARS1 -704	Graphic Design	1	2	-	2	240	160	400	5	No Exam (Viva-voce on portfolio)
BFARS1 -705	Advertising & Market Research	2	-	-	-	40	60	100	2	3
Total		7	14		6	1060	740	1800	27	-

* Minimum 2 Expert Lectures to be conducted.

**One week compulsory workshop.

***Educational Tour of duration up to 07 days during the semester.

**** Art Festival shall be conducted of duration up to 04 days during the semester.

MRSPTU BFA –APPLIED ARTS SYLLABUS 2022 BATCH ONWARDS

8 th SEMESTER		Contact Hrs				Marks			Credits	Duration of Exam Hrs.
Subject Code	Subject Name	L	S	T	P	Int.	Ext.	Total		
BFARS1 -801	Character Design	1	2	-	2	180	120	300	5	No Exam (Viva-voce on portfolio)
BFARS1 -802	Book Design	1	2	-	2	240	160	400	5	No Exam (Viva-voce by External Jury)
BFARS1 -803	Graphic Video Add	1	2	-	2	240	160	400	5	No Exam (Viva-voce by External Jury)
BFARS1 - 804	Field Based Study	1	1	-	2	180	120	300	4	No Exam (Viva-voce on portfolio)
BFARS1-805	Advertising & Market Research	3	-	-	-	40	60	100	3	3
Total		7	7		8	880	620	1500	22	-

* Minimum 2 Expert Lectures to be conducted.

**One week compulsory workshop.

Overall Marks & Credits

Semester	Marks	Credits
1 st	800	28
2 nd	800	26
3 rd	800	29
4 th	700	27
5 th	600	24
6 th	700	29
7 th	1800	27
8 th	1500	22
Total	7700	212

BASIC DRAWING & PAINTING FROM NATURE

Subject Code: BFARS1-101

L S T P C
1 4 0 0 5

Duration: 75 Hrs.

COURSE PREREQUISITES The student should have an aptitude to visualize 2-D and 3- D objects. The student should have aesthetic sense about the art elements like forms, colours, light, tones, contrast etc.

COURSE OBJECTIVES:

1. The student shall be able to learn Natural forms related to the living beings and them in still and action.
2. The student shall be able to learn various forms and their 2D and 3D and express their imagination through visual representation
3. To acquaint students about the form and colours present in the nature. So students can use the same for representational commercial designs later.
4. Understanding the art elements like forms, colours, light, tones, contrast etc.
5. Developing skill to use various media like watercolour, poster colour, tempera, pastel, wax pastels and collage.

COURSE OUTCOMES:

1. Understand human anatomy and proportions.
2. Learn similarities and differences in animals, birds and human forms.
3. Learn basic and complex visual forms of nature
4. Knowledge of basic forms
5. Develop visual sense through 2 and 3 point perspective.
6. Develop their imagination by using memory recalling method.

CONTENTS

Unit –I (25 Contact Hours)

Sketching & Painting

1. Quick & rapid sketches from Human figure Animal & Birds Nature
2. Painting from objects and nature to study color, tone and texture.
3. Use of different painting media like water color, poster colour, tempera, pastel and wax pastels.

Unit –II (50 Contact Hours)

Drawing

1. Drawing exercises to study nature to observe and acquire skills for its graphic representation.
2. Exercises to explore the expressive quality of line using different media like pencil, charcoal, crayon, pen Brush and ink etc.
3. Drawing from imagination.
4. Study of line through constructions using different media like wire, straw and thread etc.
5. Study of perspective. Difference in handling of nearer and distant objects controlled light and shade. Ability to simplify treating the essential omitting detail.

Recommended Text Books / Reference Books:

1. Tushar Moleshwari, '*Memory drawing simplified*', Jyotsna Prakashan, Mumbai
2. Pratap Mulick, '*Sketching*' Jyotsna Prakashan, Mumbai
3. Milind Mulick, '*Perspective*' Jyotsna Prakashan, Mumbai
4. Milind Mulick '*Sketchbook*' Jyotsna Prakashan, Mumbai
5. Milind Mulick '*Natural Inspiration*' Jyotsna Prakashan, Mumbai
6. Rahul Deshpande, Gopal Nandurkar '*Pencil Techniques - Graphite*' Jyotsna Prakashan, Mumbai
7. Rahul Deshpande, Gopal Nandurkar '*Pencil Techniques - Part 2*' Jyotsna Prakashan, Mumbai
8. Tushar Moleshwari, '*Figure drawing*' Jyotsna Prakashan, Mumbai
9. Rahul Deshpande '*Think 3D -Introduction to Structure Drawing*' Jyotsna Prakashan, Mumbai
10. Rahul Deshpande '*Think 3D Part II - Advanced Structure Drawing*' Jyotsna Prakashan, Mumbai
11. Gopal Nandurkar '*Approach to Drawing Animals*' Jyotsna Prakashan, Mumbai
12. Aditya Chari '*Figure Study made easy*' Jyotsna Prakashan, Mumbai
13. Shankar Modgekar '*Figure Drawing made easy*' Jyotsna Prakashan, Mumbai
14. Victor Perard '*Anatomy & Drawing*' Jyotsna Prakashan, Mumbai
15. M. M. Mehta, V. S. Adurkar '*Free Drawing*' Jyotsna Prakashan, Mumbai
16. Milind Mulick '*Watercolour*' Jyotsna Prakashan, Mumbai
17. Milind Mulick '*Watercolour Landscapes Step by Step*' Jyotsna Prakashan, Mumbai
18. Milind Mulick '*Methods and Techniques - Opaque Colour*' Jyotsna Prakashan, Mumbai
19. Rahul Deshpande, Gopal Nandurkar '*Methods and Techniques - Colour Pencil*' Jyotsna Prakashan, Mumbai
20. Milind Mulick '*Expressions In Watercolour*' Jyotsna Prakashan, Mumbai
21. Milind Mulick '*Watercolour Paintings with Photo References*' Jyotsna Prakashan, Mumbai
22. Milind Mulick '*Watercolour Demonstrations*' Jyotsna Prakashan, Mumbai
23. Rahul Deshpande '*Acrylic Explorations*' Jyotsna Prakashan, Mumbai
24. Bill Creevy '*The Pastel Book: Materials and Techniques for Today's Artist*' Watson-Guptill
25. Judy Martin '*Encyclopedia of Pastel Techniques, The: A Unique Visual Directory of Pastel Painting Techniques, With Guidance On How To Use Them*' Search Press UK
26. Alannah Moore '*The Collage Ideas Book (The Art Ideas Books)*' Ilex Press UK

INSTRUCTIONS TO THE PAPER SETTER

1. Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks)
2. Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

2 & 3 DIMENSIONAL DESIGN - I

Subject Code: BFARS1-102

L S T P C
1 4 0 0 5

Duration: 75 Hrs.

COURSE PREREQUISITES: The student should have an aptitude to visualize 2-D and 3-D objects.

COURSE OBJECTIVES:

1. Students explore the principles of visual perception and the meaning of form, space, function, and structure as they relate to 2 & 3-D design through a clear sequence of assignments and projects.

COURSE OUTCOMES:

1. Know formal systems of 2-D composition, using the basic principles and elements of design.
2. Acquire critical thinking skills in the development and resolution of concepts related to visual media.
3. Learn how to identify and analyze the elements, principles and vocabulary of three-dimensional design.
4. Learn to utilize and integrate the elements, principles, materials and processes of three-dimensional design to fulfill a specific intention.

CONTENTS

Unit –I (50 Contact Hours)

1. Making 2D & 3D Designs based on geometrical shapes.
2. Study of two-dimensional and three dimensional space and its organizational possibilities.
3. Converting natural shapes into geometrical designs: Study of various types of objects (natural and man-made) with a view to transform them into Regular Forms

Unit –II (50 Contact Hours)

1. Clay modeling –make basic forms with clay: To develop the sense of structure in clay (Basic form like Spherical, Conical and Cylindrical)
2. Relief sculpture.

RECOMMENDED BOOKS

1. Roger Burrows ‘*3D Thinking in Design and Architecture: From Antiquity to the Future*’ Thames & Hudson, 2018
2. Allan Chochinov ‘*Designing Here Now: A Global Selection Of Objects Concepts And Spaces For The Future*’ Thames and Hudson
3. Stephen Pentak, David A. Lauer ‘*Design Basics*’ Cengage Learning, Inc
4. Bruno Munari ‘*Design As Art*’ Penguin UK Illustrated edition
5. Alex Fowkes ‘*Drawing Type: An Introduction to Illustrating Letterforms*’ Adams Media

INSTRUCTIONS TO THE PAPER SETTER

1. Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
2. Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

LETTERING AND TYPOGRAPHY -I

Subject Code: BFARS1-103

L S T P C
1 3 0 0 4

Duration: 60 Hrs.

COURSE PREREQUISITES: Basic knowledge of lettering system

COURSE OBJECTIVES:

This course provides students the fundamental skill to design effectively with typography for work produced in Design Communication, Typographic Design, and Portfolio.

COURSE OUTCOMES:

1. Acquire advanced knowledge of the creative uses of typography, color, and image.
2. Acquire advanced knowledge of type styles and components of typography, typographic measurement systems, typographic, and layout terminology.
3. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color, and graphic elements to effectively communicate and support the content of a design.

CONTENTS

UNIT –I (30 Contact Hours)

1. Drawing Letterforms/Letterform Terminology
2. Nature study of Lines forms and shapes
3. Construction of letters and spacing

UNIT –II (30 Contact Hours)

1. History of Typography/Typeface Terminology
2. Scribbles with Kalam, Nib, Brush and Calligraphy Pen.
3. Viewing and analyzing fonts or different examples of creative work

RECOMMENDED BOOKS

1. Robert Bringhurst '*The Elements of Typographic Style*' Hartley & Marks Inc.,U.S.
2. Sarah Hyndman '*Why Fonts Matter*' Gingko Pr Inc.
3. Marie Lynskey '*Complete Calligraphy*' D & S Books.

INSTRUCTIONS TO THE PAPER SETTER

External marks shall be awarded through viva- voce conducted by the External Examiner appointed by the University of the Work done by the student during the semester.

POSTER DESIGNING

Subject Code: BFARS1-104

L S T P C
1 3 0 0 4

Duration: 60 Hrs.

COURSE PREREQUISITES: Basics of drawing.

COURSE OBJECTIVES:

1. The aim of this course to encourage the students to think about the prospective audience, the poster content and the design considerations involved in the layout of a poster.
2. Also to use visual representations to present any given idea powerfully with the help of colours, forms, textures and using symbolic language.

COURSE OUTCOMES:

1. Be able to use colours, form, light textures etc to present any given visual idea.
2. To understand the Poster Presentation Life Cycle.
3. Collaboratively mock up a poster design
4. To understand what current technology is available to enhance your poster

CONTENTS

UNIT –I (20 Contact Hours)

1. Fundamentals of poster making
2. Working in various mediums
3. Making posters with three colors and multi colors

UNIT –II (40 Contact Hours)

1. Poster for Public Welfare like saving water, electricity, Postal Services, Railways, Bus Services etc.
2. Poster for Service Industry like Travel & Tours, LIC, e Shopping Malls, Paints etc.
3. Poster for Entertainment Industry like Exhibitions, Live Shows, Mass media etc.

RECOMMENDED BOOKS

1. John Foster ‘*New Masters of Poster Design: Poster Design for the Next Century*’ Rockport Publishers
2. Gill Saunders & Margaret Timmers ‘*The Poster: A Visual History*’ Thames and Hudson
3. Colin Salter ‘*100 Posters that Changed the World*’ Pavilion Books
4. Zeixs ‘*Best Poster Designs (Design Cube Series)*’ by Feierabend Unique Books
5. Robert Bringhurst ‘*The Elements of Typographic Style*’ Hartley & Marks Publishers

INSTRUCTIONS TO THE PAPER SETTER

External marks shall be awarded through viva- voce conducted by the External Examiner appointed by the University of the Work done by the student during the semester.

PRINT MAKING- I

Subject Code: BFARS1-105

L S T P C
1 3 0 0 4

Duration: 60 Hrs.

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

1. An understanding of the basic principles of making prints, and the ability to apply these principles with specific aesthetic intent. This includes functional knowledge of the traditions, conceptual modes, and evolutions of the discipline.
2. Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product using traditional methods and contemporary practices in lino cut, screen print etc
3. Mastery in one or more printmaking techniques, including the ability both to experiment with technical innovation and to explore and develop personal concepts and imagery.

COURSE OUTCOMES:

1. Use the printmaking medium as a means of creative and individual expression.
2. Develop facility with the tools, materials, and techniques inherent to basic printmaking processes.
3. Safely and responsibly handle the printmaking presses, equipment, and other materials common to basic printmaking processes.
4. Manage the registration of image to print matrix, and print matrix to paper, with prints composed of both single and multiple passes or layers.
5. Understand and discuss the historical and contemporary role of printmaking media in art, design, and culture.
6. Create resolved, original, prints, using the various methods introduced.

CONTENTS

UNIT –I (20 Contact Hours)

1. Introduction and brief history of Print Making
2. Basics of Print Making
3. Anticipatory and imaginative use of gathering impressions.
4. Fundamentals of various methods of taking prints.

UNIT –II (40 Contact Hours)

1. Techniques of taking prints in Mono colour
2. Lino Cut & Printing, Mono and Color print with mounting.
3. Screen Printing Basics

RECOMMENDED BOOKS

1. Frances Stanfield ‘*The Printmaking Ideas Book*’ Ilex Press
2. Nick Morley ‘*Linocut for Artists & Designers*’ The Crowood Press Ltd
3. Susan Yeates ‘*Beginner's Guide to Linocut: 10 Print Projects with Top Techniques to Get You Started*’ Search Press
4. Susan Yeates ‘*Learning Linocut: A Comprehensive Guide to the Art of Relief Printing Through Linocut*’ New Generation Publishing.

5. K.K.Aggarwal 'पैक्टिकल स्क्रीन प्रिंटिंग विद स्टीकर्स, लीफ, लेमिनेशन *Practical Screen Printing with Stickers, Leaf, Lamination (Hindi Edition)*' Manoj Publication
6. Sarvdeep Singh '*Guide to Professional Screen Printing*' Ferntree Publishing
7. Scholastic Books '*The History of Printmaking (Voyages of Discovery)*' Scholastic

INSTRUCTIONS TO THE PAPER SETTER

External marks shall be awarded through viva- voce conducted by the External Examiner appointed by the University of the Work done by the student during the semester.

HISTORY OF INDIAN ART –I (CLASSIC PERIOD)

Subject Code: BFARS1-106

L S T P C
2 0 0 0 2

Duration: 30 Hrs.

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

1. Identify aesthetic traits found throughout Indian art as well as various forms of art
2. The prehistoric and proto-historic phases are presented as background for the emergence of art activity in succeeding periods.

COURSE OUTCOMES:

1. The course will enable the student to appreciate the ancient aesthetics and knowledge of construction, and also stimulate interest to know the subject in detail.
2. The course helps to develop observational & systematic analytical skills and have their own opinions on different projects.
3. Students can relate present Indian and western art to the ancient Indian art.
4. Intended to familiarize the student to ancient Indian art traditions and stimulate an interest for the appraisal of ancient aesthetics

CONTENTS

UNIT –I (15 Contact Hours)

1. Pre–Historic Art:
 - Prehistoric Sites in India- (Bhimbetka Caves)
 - Discovery & Phases of Discovery
 - Characteristics of prehistoric paintings
2. Indus Valley Civilization
 - Centres of Indus valley civilization
 - Town planning
 - Important sculptures- Dancing Girls in Bronze, Bust of Priest
 - Seals- Pashupati Shiva seal
 - Terracotta figurines
3. Painting, Sculpture & Architecture under Mauryan, Shunga, Kushana, Gupta, Pallavas, Cholas, Pandyas, Vijaynagar, Chandelas, Klinga

UNIT –II (15 Contact Hours)

4. Early Satavaahanas
 - Sanchi Stupa (Great Departure from Kapilvastu and Chhadanta jataka.
 - Amaravati stupa & its sculptures/ reliefs
5. Painting and Architecture of Imperial style and Mughal style
6. Miniature art under Rajasthan and Pahari Rajputs

RECOMMENDED BOOKS

1. Heinrich Robert Zimmer 'Art of Indian Asia' Princeton University Press
2. Ananda K. Coomaraswamy 'History of Indian and Indonesian Art' Munshiram Manoharlal Publishers
3. Rowland, Benjamin 'The Art and Architecture of India : Buddhist, Hindu, Jain' Penguin Books, Melbourne
4. Ananda K. Coomaraswamy 'Introduction to Indian Art' Munshiram Manoharlal Publishers
5. Moti Chandra 'Studies in Early Indian Painting' Asia Publishing House
6. W.G. Archer 'Indian Paintings in the Punjab Hills' Victoria & Albert Museum, London
7. R. C Majumdar (Editor) 'History and Culture of the Indian People (Complete Set)' Bharatiya Vidya Bhavan
8. S.K.Sarswati 'A Survey Of Indian Sculpture' Munshiram Manoharlal Publishers
9. Percy Brown, 'Indian Architecture', D.B. Taraporevala Sons & Co. Private Ltd., Bombay
10. Rowland Benjamin 'The Art and Architecture of India: Buddhist - Hindu - Jain (The Pelican History of Art)' Penguin Books
11. L.C. Sharma 'A Brief History of Indian Painting' Krishna Prakashan Media P. Ltd.
12. Edith Tömöry 'History of Fine Arts in India & the West' Orient BlackSwan
13. Stella Kramrisch 'Indian Sculpture' Motilal Banarsidass
14. वाचस्पति गैरोला 'भारत की चित्रकला का संक्षिप्त इतिहास' लोकभारती प्रकाशन
15. Dr. Girraj Kishore Agrawal 'आधुनिक भारतीय चित्रकला' Sanjay Publication
16. Dr. Rita Pratap 'भारतीय चित्रकला एवं मूर्तिकला का इतिहास' Rajasthan Hindi Granth Academy

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question is containing 6 questions of 2 marks (12 marks), each requiring short Answers are to be set from the entire syllabus.
2. The examiner is required to set another six questions (two from each UNIT), out of which the Students are required to attempt any four questions (selecting at least one from each UNIT).

ENGLISH AND COMMUNICATION SKILLS

Subject Code: BFARS1-107

L S T P C
2 0 0 0 2

Duration: 30 Hrs.

COURSE PREREQUISITES: The student should have basic knowledge of English Grammar.

COURSE OBJECTIVES:

1. To enhance the learner's communication skills by giving adequate exposure in listening, speaking, reading and writing skills and the related sub-skills.
2. To impart better writing skills by sensitizing the learners to the dynamics of effective writing.
3. To build up the learners confidence in oral and interpersonal communication by reinforcing the basics of pronunciation specially focusing on interviews / corporate meetings / international business travels.

COURSE OUTCOMES:

1. To sensitize students to the language, forms and types of poetry, fiction & prose.
2. To help them read, critically analyze and appreciate poetry, fiction & prose.
3. To sensitize students to the nuances of spoken and written forms of English and be enable them to produce grammatically and idiomatically correct language.
4. To help them master writing techniques to meet academic and professional needs.
5. To provide sufficient practice in Vocabulary, Grammar, Comprehension and Remedial English from the perspective of career oriented tests.

CONTENTS

Six chosen lessons from the book, 'Perceptions'

1. Pret in the House
2. My muscles Froze
3. Not just Oranges
4. A different kind of learning
5. The Election
6. A Night with the Bears

UNIT –I (15 Contact Hours)

Grammar:

1. Verbs
2. Use of Prepositions Voice
3. Narration

UNIT –II (15 Contact Hours)

Composition

1. Letter/Application Writing
2. Expansion of ideas/paragraph writing
3. Precise writing (not to be examined)
4. Article writing
5. Poster (not to be examined)

RECOMMENDED BOOKS

1. Shanta Rameshwar Rao '*Perception: A Selection of Modern English Writing*' Orient BlackSwan
2. Wren and Martin '*English Grammar and Composition*' S Chand and Company Pvt. Limited.

INSTRUCTIONS TO THE PAPER SETTER

1. Question paper will have two sections (A & B) Literature and Grammar.
2. Literature section will be of 30 Marks divided into three portions of 10 marks each (Poetry, Prose and Fiction) 10 objective type questions carrying 1 mark each, 2 questions carrying 5 marks each and one question carrying 10 marks.
3. Grammar section will be divided into two parts Simple grammar and composition carrying 15 marks each.

FUNDAMENTALS OF APPLIED ART

Subject Code: BFARS1-108

L S T P C
2 0 0 0 2

Duration: 30 Hrs.

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

1. This course is the basic introduction to applied art, its history, potential and limitations.
2. Students examine various definitions of design elements and principals as well as advertising objectives to provide students with a fundamental understanding of advertising art in business, branding and society.

COURSE OUTCOMES:

1. Students will understand and use correctly most of the special terms used in the field of applied art.
2. Understand the use of good design and composition principles in solution to problems.
3. Able to interpret visual communication through design.
4. Understand the application of basic principles and elements of design. Typography Calligraphy Monograms Symbol, Trade Mark, Monograms, Logo Type, Book Cover & Poster.

CONTENTS

UNIT –I (15 Contact Hours)

1. Elements and forces. Line, Postulates & Tone.
2. Design : i) The origin of design
ii) Elements of design
iii) Principles of design.
3. Perspective
4. Techniques of various mediums.
5. Rendering with different mediums.
6. Colour Theory : i) Primary Colours
ii) Secondary Colours
iii) Complementary Colours

UNIT –II (15 Contact Hours)

1. Typography : Roman / Gothic
2. Calligraphy
3. Monograms
4. Symbol
5. Trade Mark / Monograms
6. Logo Type
7. Book Cover
8. Poster

RECOMMENDED BOOKS

1. Bruno Munari '*Design As Art*' Penguin UK
2. Alex Fowkes '*Drawing Type: An Introduction to Illustrating Letterforms*' Rockport Publishers
3. Alina Wheeler '*Designing Brand Identity: An Essential Guide for the Whole Branding Team*' Wiley
4. Jens Muller, R. Roger Remington '*Logo Modernism*' Taschen GmbH
5. Robert Bringhurst '*The Elements of Typographic Style*' Hartley & Marks Inc., U.S.
6. Sarah Hyndman '*Why Fonts Matter*' Gingko Pr Inc.
7. Alison Branagan '*The Essential Guide to Business for Artists and Designers*' A&C Black
8. Pedro Joseph Lemos '*Applied Art: Drawing, Painting, Design And Handicraft*' Nabu Press
9. Allan Wexler & Patricia C. Phillips '*Allan Wexler: The Fine Art of Applied Art*' Stadtgalerie Saarbrücken & Verlag für Moderne Kunst Nürnberg
10. Kamla C. Aryan '*Simplified Applied Art: Reference Book on Human Anatomy and Lettering in English and Hindi for Commercial Artists*' Rekha Prakashan
11. Gill Saunders, Margaret Timmers (Editor) '*The Poster: A Visual History*' Thames and Hudson
12. Colin T. Salter '*100 Posters that Changed the World*' Pavilion Books
13. Alina Wheeler, Debbie Millman '*Designing Brand Identity: An Essential Guide for the Whole Branding Team*' Wiley
14. Jens Muller, R. Roger Remington '*Logo Modernism*' Taschen GmbH

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question is containing 6 questions of 2 marks (12 marks), each requiring short answers are to be set from the entire syllabus.
2. The examiner is required to set another six questions (two from each UNIT), out of which the students are required to attempt any four questions (selecting at least one from each UNIT)

2nd
SEMESTER

PRODUCT DESIGN & PAINTING FROM OBJECTS

Subject Code: BFARS1-201

L S T P C
1 4 0 0 5

Duration: 75 Hrs.

COURSE PREREQUISITES: The student should have basic knowledge of drawing.

COURSE OBJECTIVES:

1. The focus of Product Design and Development is integration of the marketing, design, and manufacturing functions in creating a new product. Confidence in your own abilities to create a new product.
2. Awareness of the role of multiple functions in creating a new product (e.g. marketing, finance, industrial design, engineering, production).
3. Ability to coordinate multiple, interdisciplinary tasks in order to achieve a common objective.
4. To acquaint students about the form, colours and composition rules present in the nature. So students can use the same for representational commercial designs later. Reinforcement of specific knowledge from other courses through practice and reflection in an action-oriented setting.

COURSE OUTCOMES:

1. Use the Product Design and Development Process, as a means to manage the development of an idea from concept through to production.
2. Employ research and analysis methodologies as it pertains to the product design process, meaning, and user experience and Apply creative process techniques in synthesizing information, problem-solving and critical thinking.
3. Demonstrate, apply, explain, employ and recognize basic engineering, mechanical, and technical principles of hand drawing and drafting principles to convey concepts.
4. Use basic fabrication methods to build prototype models for hard-goods and soft-goods and packaging.
5. Understanding the art elements like forms, colours, light, tones, contrast etc. and developing skill to use various media like watercolour, poster colour, tempera, pastel, wax pastels and collage.

CONTENTS

UNIT –I (25 Contact Hours)

1. Drawing (Line and Tonal), Use of various techniques
2. Observation and Understanding the quality of Objects.
3. Designing a new product according to the given specifications.

UNIT –II (50 Contact Hours)

1. Rendering the product.
2. Making a prototype of the designed product
3. Making paintings in various medias from objects
4. Designing a product cover in colours

RECOMMENDED BOOKS

1. Karl Ulrich , Steven Eppinger ‘*Product Design and Development*’ McGraw Hill Education

2. Koos Eissen, Roselien Steur '*Sketching: Drawing Techniques for Product Designers*' BIS Publishers
3. Kevin Henry Drawing for Product Designers (Portfolio Skills) Laurence King Publishing
4. Rahul Deshpande '*Think 3D*' (all parts) Jyotsna Prakashan, Mumbai
5. Bruno Munari '*Design As Art*' Penguin UK Illustrated edition
6. Alex Fowkes '*Drawing Type: An Introduction to Illustrating Letterforms*' Adams Media
7. Alina Wheeler '*Designing Brand Identity: An Essential Guide for the Whole Branding Team*' Wiley
8. Milind Mulick '*Sketchbook*' Jyotsna Prakashan, Mumbai
9. Milind Mulick '*Natural Inspiration*' Jyotsna Prakashan, Mumbai
10. Milind Mulick '*Watercolour*' Jyotsna Prakashan, Mumbai
11. Milind Mulick '*Watercolour Landscapes Step by Step*' Jyotsna Prakashan, Mumbai
12. Milind Mulick '*Opaque colour*' Jyotsna Prakashan, Mumbai
13. Rahul Deshpande, Gopal Nandurkar '*Colour Pencil*' Jyotsna Prakashan, Mumbai
14. Milind Mulick '*Expressions In Watercolour*' Jyotsna Prakashan, Mumbai
15. Milind Mulick '*Watercolour paintings with Photo reference*' Jyotsna Prakashan, Mumbai
16. Milind Mulick '*Watercolour Demonstrations*' Jyotsna Prakashan, Mumbai
17. Rahul Deshpande '*Acrylic Explorations*' Jyotsna Prakashan, Mumbai
18. Milind Mulick , Co written by Priya Sathe '*Journey so far...*' Jyotsna Prakashan, Mumbai
19. John Fernandes '*The Gallery*' Grace Prakashan

INSTRUCTIONS TO THE PAPER SETTER

1. Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
2. Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).
3. Evaluation is to be done through viva voce by external examiner appointed by the university at college level. Answer sheets after the university exam shall be retained at college level for the viva-voce.

2 & 3 DIMENSIONAL DESIGN – II

Subject Code: BFARS1-202

L S T P C
1 4 0 0 5

Duration: 75 Hrs.

COURSE PREREQUISITES: The student should have an aptitude to visualize 2-D and 3-D objects.

COURSE OBJECTIVES:

1. This subject will introduce students to fundamental topics in three-dimensional design.
2. Students explore the principles of visual perception and the meaning of form, space, function, and structure as they relate to two and three-dimensional design through a clear sequence of assignments and projects.

COURSE OUTCOMES:

1. Know and apply formal systems of two-dimensional composition, using the basic principles and elements of design.
2. Acquire critical thinking skills in the development and resolution of concepts related to visual media.
3. Learn how to identify and analyze the elements, principles and vocabulary of three-dimensional design.
4. Learn to utilize and integrate the elements, principles, materials and processes of three-dimensional design to fulfill a specific intention.

CONTENTS

UNIT –I (30 Contact Hours)

1. Using various design rules in compositions like rule of third and golden spiral
2. Activation of space through form and colour- Optical illusions. Handling of various types of material for pictorial organization and rendering, such as; Pencil, pen, brushes, water colours, poster paints, pastel crayon, inks, cellophanes, oil newsprint and other college material, gums and adhesives, wax crayon with
3. Understanding the colour qualities in its variations of warm and cool colours, harmony and contrast. Creating coloured designs with regular irregular forms with Mosaic/Mural/Flat Gradation effect..

UNIT –II (45 Contact Hours)

Cantilever construction, Flexibility and ability to stretch, Geometrical regularity, arched structure, Control of tensions, Hinge construction

Sculptural experience (round and relief) in various light conditions (Natural as well as artificial):–

1. Carved
2. Modelled
3. Perforated (bored through)
4. Mobile
5. Various methods of joining such as interlocking, plasting etc.

RECOMMENDED BOOKS

1. Roger Burrows ‘*3D Thinking in Design and Architecture: From Antiquity to the Future*’ Thames and Hudson
2. Allan Chochinov ‘*Designing Here Now: A Global Selection of Objects Concepts and Spaces for the Future*’ Thames and Hudson
3. David A Lauer, Stephen Pentak ‘*Design Basics*’ Cengage Learning, Inc
4. Bruno Munari ‘*Design As Art*’ Penguin UK Illustrated edition
5. Alex Fowkes ‘*Drawing Type: An Introduction to Illustrating Letterforms*’ Adams Media

INSTRUCTIONS TO THE PAPER SETTER

1. Two questions are to be set from Unit–I and students are required to attempt any one question (20 marks).
2. Three questions are to be set from Unit–II and students are required to attempt any two questions (10 marks each, total 20 marks).

COMPUTER GRAPHICS -I

Subject Code: BFARS1-203

L S T P C
1 3 0 0 4

Duration: 60 Hrs.

COURSE PREREQUISITES: The student should have done previous computer graphic course

COURSE OBJECTIVES:

1. To learn about Adobe Photoshop interface and work with rendering techniques.
2. To understand the concept of creating textures, brushes, abstract and thematic designs. To work with color panels to create, manage and edit color and color groups.

COURSE OUTCOMES:

1. Work comfortably with the software's most common tools and panels.
2. Create and edit all sorts of print documents.
3. Insert images, draw shapes, paint, type and apply color.
4. Design and save print-ready digital files.

CONTENTS

Adobe Photoshop

UNIT –I (30 Contact Hours)

1. Introduction to Vector Shapes and Bitmaps.
2. Exploring the Photoshop Environment.
3. Using the File Browser Basic Photo Corrections - Working with Selection Tools Layer Basics.
4. Masks and Channels Retouching and Repairing,

UNIT –II (30 Contact Hours)

1. Working with Brushes, Customizing Brushes,
2. Speed Painting, Matte Painting,
3. Creating a workspace for painting, Using Colour Palette, Painting and Editing.

RECOMMENDED BOOKS

1. Edward R. Tufte *'The Visual Display of Quantitative Information'*, 2nd edition Graphics Press
2. Edward R. Tufte *'Envisioning Information'* Graphics Press

INSTRUCTIONS TO THE PAPER SETTER

External marks shall be awarded through viva- voce conducted by the External Examiner appointed by the University of the Work done by the student during the semester

LETTERING AND TYPOGRAPHY - II

Subject Code: BFARS1-204

L S T P C
1 2 0 0 3

Duration: 45 Hrs.

COURSE PREREQUISITES: Basic knowledge of lettering system

COURSE OBJECTIVES:

This course provides students the fundamental skill to design effectively with typography for work produced in Design Communication, Typographic Design, and Portfolio.

COURSE OUTCOMES:

1. Acquire advanced knowledge of the creative uses of typography, color, and image.
2. Acquire advanced knowledge of type styles and components of typography, typographic measurement systems, typographic, and layout terminology.
3. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color, and graphic elements to effectively communicate and support the content of a design.

CONTENTS

UNIT –I (20 Contact Hours)

1. Basic calligraphic strokes of Punjabi, Hindi, English
2. Calligraphic Upper case Alphabets
3. Calligraphic Lower case Alphabets

UNIT –II (25 Contact Hours)

1. Ascending and Descending Letters
2. Alphabet, sentences and paragraph composition of different types.
3. Letters with Diagonal Lines

RECOMMENDED BOOKS

1. Robert Bringhurst ‘*The Elements of Typographic Style*’ Hartley & Marks Inc.,U.S.
2. Sarah Hyndman ‘*Why Fonts Matter*’ Gingko Pr Inc.
3. Marie Lynskey ‘*Complete Calligraphy*’ D & S Books.
4. Manoj Publications ‘*English-Hindi Lettering Styles*’ Manoj Publications
5. *Learn Devnagari Calligraphy Vol (Revised)* Akshar Sanskar Publications
6. Margaret Shepherd ‘*Learn Calligraphy: The Complete Book of Lettering and Design*’ Watson-Guptill

INSTRUCTIONS TO THE PAPER SETTER

External marks shall be awarded through viva- voce conducted by the External Examiner appointed by the University of the Work done by the student during the semester.

PRINT MAKING- II

Subject Code: BFARS1-205

L S T P C
1 2 0 0 3

Duration: 45 Hrs.

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

1. An understanding of the basic principles of making prints, and the ability to apply these principles with specific aesthetic intent. This includes functional knowledge of the traditions, conceptual modes, and evolutions of the discipline.
2. Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product using traditional methods and contemporary practices in lino cut, screen print etc

COURSE OUTCOMES:

1. Use the printmaking medium as a means of creative and individual expression.
2. Develop facility with the tools, materials, and techniques inherent to basic printmaking processes.
3. Safely and responsibly handle the printmaking presses, equipment, and other materials common to basic printmaking processes.
4. Manage the registration of image to print matrix, and print matrix to paper, with prints composed of both single and multiple passes or layers.
5. Understand and discuss the historical and contemporary role of printmaking media in art, design, and culture.
6. Create resolved, original, prints, using the various methods introduced.

CONTENTS

UNIT –I (22 Contact Hours)

Sketch and Block cutting

1. Wood Cut & Printing basics and History
2. Preparing layouts for wood cut printing.

UNIT –II (23 Contact Hours)

Block Printing

1. Process of taking out coloured relief printing
2. Experience of hand printing with wood blocks

RECOMMENDED BOOKS

1. Scholastic Books '*The History of Printmaking (Voyages of Discovery)*' Scholastic
2. George A. Walker '*The Woodcut Artist's Handbook: Techniques and Tools for Relief Printmaking (Woodcut Artist's Handbook: Techniques & Tools for Relief Printmaking)*' Firefly Books Ltd
3. The Encyclopedia of Printmaking Techniques : A Unique Visual Directory of Printmaking Techniques, with Guidance on How to Use Them by Judy Martin (Search Press Ltd)

INSTRUCTIONS TO THE PAPER SETTER

External marks shall be awarded through viva- voce conducted by the External Examiner appointed by the University of the Work done by the student during the semester

HISTORY OF INDIAN ART- II (MODERN PERIOD)

Subject Code: BFARS1-206

L S T P C
2 0 0 0 2

Duration: 30 Hrs.

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

1. Identify aesthetic traits found throughout Indian art
2. To intended to familiarize the student to Modern Indian art and stimulate an interest for the appraisal of efforts done by Indian Great Masters.
3. The course also aims to surveys through phases of Indian modern art as well as various forms of art and to introduce the students to various art movements and their present situation

COURSE OUTCOMES:

1. The course will enable the student to appreciate the Modern aesthetics and knowledge of various modern art techniques.
2. Stimulate interest to know the modern subject matter in detail.
3. The course helps to develop observational & systematic analytical skills and have their own opinions on different projects.
4. Students can relate present Indian modern art to the International Modern art.
5. Students can get an inspiration from modern art and transform the same into applied art designs.

CONTENTS

UNIT –I (15 Contact Hours)

- 1 Background of Indian modern art movement (Company School, British Art Colleges, Western modern art movement)
- 2 Bengal School of Art
- 3 Progressive Art Group

UNIT –II (15 Contact Hours)

1. Delhi Shilpi Chakra
2. Baroda Art Movement
3. Chola Mandalam Art Movement
4. Contemporary Art

RECOMMENDED BOOKS

- 1 Zimmer, Heinrich Robert, Campbell, Joseph *'The art of Indian Asia, its mythology and transformations'* Princeton University Press
- 2 Ananda K. Coomaraswamy *'History of Indian and Indonesian Art'* Munshiram Manoharlal Publishers
- 3 Rowland, Benjamin *'The Art and Architecture of India : Buddhist, Hindu, Jain'* Penguin Books, Melbourne
- 4 Ananda K. Coomaraswamy *'Introduction to Indian Art'* Munshiram Manoharlal Publishers
- 5 Rowland Benjamin *'The Art and Architecture of India: Buddhist - Hindu - Jain (The Pelican History of Art)'* Penguin Books

- 6 L.C. Sharma '*A Brief History of Indian Painting*' Krishna Prakashan Media P. Ltd
- 7 Edith Tömöry '*History of Fine Arts in India & the West*' Orient BlackSwan
- 8 Stella Kramrisch '*Indian Sculpture*' Motilal Banarsidass,
- 9 Kishore Singh '*Indian Modern Art A Visual History*' Delhi Art Gallery
- 10 Rakhee Balaram, Partha Mitter, Parul Dave Mukherji '*20th Century Indian Art: Modern, Post-Independence, Contemporary*' Thames and Hudson
- 11 Dr. Girraj Kishore Agrawal '*आधुनिक भारतीय चित्रकला*' Sanjay Publication
- 12 Dr. Rita Pratap '*भारतीय चित्रकला एवं मूर्तिकला का इतिहास*' Rajasthan Hindi Granth Academy

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question is containing 6 questions of 2 marks (12 marks), each requiring short Answers are to be set from the entire syllabus.
2. The examiner is required to set another six questions (two from each UNIT), out of which the Students are required to attempt any four questions (selecting at least one from each UNIT)

ART FORMS OF PUNJAB

Subject Code: BFARS1-207

L S T P C
2 0 0 0 2

Duration: 30 Hrs.

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

1. To introduce local folk art to the students so they can understand folk mindset.
2. To intended to familiarize the student to the development of Punjab folk art forms
3. The course will be helpful for the students to create professional designs based on local cultural demands.

COURSE OUTCOMES:

1. The course will enable the student to appreciate the folk art forms of Punjab
2. Students will be able to apply these art forms in their professional field
3. Students will learn principles and elements of painting & Design, Art meaning, concept and paintings, Traditional and Modern mediums and materials.
4. To become familiar with the basic materials and process
5. Students can work better on the concept of 'Think local act global'.

CONTENTS

UNIT –I (15 Contact Hours)

1. Phulkari
2. Wall Painting
3. Leatherwork
4. Weaving
5. Chowk Poorna (Sanjhi)

UNIT –II (15 Contact Hours)

1. Wood work
2. Metal Work
3. Making Pranda, Naale, Innu etc
4. Mural Art

RECOMMENDED BOOKS

1. Harjeet Singh Gill '*Folk Art of Punjab*' Punjabi University Patiala
2. Dr. Harmandeep Kaur '*Significance of Mural Art of 19th Century Punjab*' Indian Books and Periodicals
3. R.P. Srivastava '*Punjab Painting*' Abhinav Publications
4. Anu H. Gupta, Shalina Mehta '*Phulkari from Punjab: Embroidery in Transition*' Niyogi Books
5. R. P. Srivastava '*Art and Archaeology of Punjab*' Sundeep Prakashan
6. ਡਾ. ਜੀਤ ਸਿੰਘ ਜੋਸ਼ੀ 'ਲੋਕ ਕਲਾ ਅਤੇ ਸਭਿਆਚਾਰ' ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ
7. ਡਾ. ਗੁਰਨਾਇਬ ਸਿੰਘ 'ਕਲਾ ਅਤੇ ਸਭਿਆਚਾਰ' ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ
8. ਡਾ. ਭੁਪਿੰਦਰ ਸਿੰਘ ਖਹਿਰਾ, ਡਾ. ਸੁਰਜੀਤ ਸਿੰਘ 'ਲੋਕਧਾਰਾ ਦੀ ਭੂਮਿਕਾ' ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ
9. ਸੋਹਿੰਦਰ ਸਿੰਘ ਬੇਦੀ 'ਪੰਜਾਬ ਦੀ ਲੋਕਧਾਰਾ' ਨੈਸ਼ਨਲ ਬੁਕ ਟਰਸਟ ਦਿੱਲੀ

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question is containing 6 questions of 2 marks (12 marks), each requiring short Answers are to be set from the entire syllabus.
2. The examiner is required to set another six questions (two from each UNIT), out of which the Students are required to attempt any four questions (selecting at least one from each UNIT)

MRSPTU

TIME & PERIOD OF MAHARAJA RANJIT SINGH

Subject Code: BFARS1-208

L S T P C
2 0 0 0 2

Duration: 30 Hrs.

COURSE PREREQUISITES: No prerequisites are required.

COURSE OBJECTIVES:

This paper is designed to familiarize students with important developments in Punjab history of the Maharaja Ranjit Singh's period. The curriculum will acquaint the pupils with major ideas and thoughts of this period. It will give information about the artistic, social, political, economic, cultural and geographical aspects of that period. After completing this course student can professionally use this information in the field of design and work better in this region.

COURSE OUTCOMES:

1. Student will learn basic narrative of historical events, chronology, personalities and turning points of the history of the Punjab under Maharaja Ranjit Singh.
2. Through completion of a combination of courses, students become familiar with the political processes and structures, society and culture, political Ideas and institutions, historical thought and historiography, economy and society in Punjab.
3. Understand background of the religions, customs, institutions and administration and so on.
4. By analyzing relationship between the past and the present students will understand the social, political, religious and economic conditions of the people.
5. Students will be able to apply these art forms in their professional field

CONTENTS

UNIT –I (15 Contact Hours)

1. Background (Banda Singh Bahadur to Misl Period)
2. Rise of Maharaja Ranjit Singh
3. Establishing Lahore Darbar

UNIT –II (15 Contact Hours)

1. Civil Administration
2. Secularism of Maharaja Ranjit Singh

RECOMMENDED BOOKS

1. Patwant Singh, Jyoti M. Rai '*Empire of the Sikhs: The Life and Times of Maharaja Ranjit Singh*' Peter Owen Publishers
2. Mohamed Sheikh '*Emperor of the Five Rivers: The Life and Times of Maharajah Ranjit Singh*' I.B. Tauris
3. Khushwant Singh '*Ranjit Singh - Punjab Da Maharaja*' Chatar singh Jiwan singh
4. Kirpal Singh '*Historical Study of Maharaja Ranjit Singh's Times*' National Bookshop
5. Dr. Bhagat Singh '*A History of the Sikh Misals*' Punjabi-University-Patiala
6. Dr. Jasbir Singh Ahluwalia and Dr. Param Bakhshish Singh '*An Overview of Maharaja Ranjit Singh and His Times*' Publication Bureau, Punjabi University

8. Prithipal Singh Kapur & Dharam Singh '*Maharaja Ranjit Singh - Commemorative Volume*' Publication Bureau, Punjabi University
9. Fauja Singh , A. C. Arora '*Maharaja Ranjit Singh : Politics, Society and Economy*' Publication Bureau, Punjabi University

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question is containing 6 questions of 2 marks (12 marks), each requiring short Answers are to be set from the entire syllabus.
2. The examiner is required to set another six questions (two from each UNIT), out of which the Students are required to attempt any four questions (selecting at least one from each UNIT)

3rd
SEMESTER

STUDY FROM LIFE

Subject Code: BFARS1-301

L S T P C

1 4 0 0 5

COURSE OBJECTIVES:

1. Understand basic anatomical relationships relevant to descriptive drawing of the human form. Demonstrate competence in linear methods of drawing images of the life model.
2. Demonstrate competence in tonal methods of drawing images of the life model. Understand and be able to depict basic proportional relationships of the life model.

COURSE OUTCOMES:

1. Students will apply basic foundation drawing skills to principles of gesture, anatomy, and creative interpretation of the human figure.
2. Students will demonstrate knowledge of classical and contemporary drawing styles and artists.
3. Students will experiment with various drawing materials and processes to produce both accurate and creative representational works.
4. Students will appropriate related vocabulary to the analysis of finished work in a constructive and critical dialogue.
5. Understand rhythms of the body and natural forms and how they exist in the whole and parts of the figure.

CONTENTS

UNIT-I

1. Practice of single figures
2. Compositions from life

UNIT-II

3. Make illustrations from life.
4. Make complex illustration along with perspective and nature.

Assignment:

Submission of Final 6 Artworks.

Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)

Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- Memory drawing simplified Tushar Moleshwari (Jyotsna Prakashan, Mumbai)
- Sketching by Pratap Mulick (Jyotsna Prakashan, Mumbai)
- Figure drawing by Tushar Moleshvari (Jyotsna Prakashan, Mumbai)
- Figure Study made easy by Aditya Chari (Jyotsna Prakashan, Mumbai)
- Figure Drawing made easy by Shankar Modgekar (Jyotsna Prakashan, Mumbai)
- Anatomy by Victor Perard (Jyotsna Prakashan, Mumbai)
- Free Drawing by M. M. Mehta (Jyotsna Prakashan, Mumbai)

INSTRUCTIONS TO THE PAPER SETTER

1. Section A consists of two questions of 20 marks each. The student has to attempt any one question out of it.
2. Section B consists of three questions if 10 marks each. The students has to attempt any two questions out of it. Total 20 marks.

MRSPTU

GEOMETRY & PERSPECTIVE

Subject Code: BFARS1-302

**L S T P C
1 4 0 0 5**

COURSE OBJECTIVES:

1. To comprehensive look at the study of geometric concepts including the basic elements of geometry, proofs, parallel and perpendicular lines, the coordinate plane, triangles, quadrilaterals, polygons, circles, trigonometry, congruence and similarity, surface area, volume and transformations.
2. To identify and apply the properties of rays and angles.

COURSE OUTCOMES:

1. After completing perspective drawing students will be able to recognize the difference between a one-point perspective and two-point perspective drawing.
2. Represent their understanding of linear perspective through a drawing.
3. Arrange a linear perspective drawing with all of its parts.
4. To identify and apply the properties of parallel and perpendicular lines.
5. To identify and apply the properties of rays and angles.

CONTENTS

UNIT-I

1. Draw and use the properties of points and lines.
2. Draw and apply the properties of angles & triangles.
3. Draw and apply the properties of quadrilateral, squares & rectangles.
4. Draw and apply the properties of polygons & circles.

UNIT-II

1. Draw and apply the properties of soiled geometry & scale drawing.
2. Draw and apply the properties of rays perspective drawing.
3. Draw and apply the properties of one point & two point perspective.
4. Draw and apply the properties of aerial & ant view of perspective.

Assignment:

Submission of Final 6 Artworks.

Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)

Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- Drawing Type by Alex Fowkes (Rockport)
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler (John Wiley & Sons)

- Sketchbook by Milind Mulick (Jyotsna Prakashan, Mumbai)
- Natural Inspiration by Milind Mulick (Jyotsna Prakashan, Mumbai)
- Watercolour by Milind Mulick (Jyotsna Prakashan, Mumbai)
- Watercolour Landscape by Milind Mulick (Jyotsna Prakashan, Mumbai)
- Opaque colour by Milind Mulick (Jyotsna Prakashan, Mumbai)
- Colour Pencil by Rahul / Gopal (Jyotsna Prakashan, Mumbai)
- Expressions In Watercolour by Milind Mulick (Jyotsna Prakashan, Mumbai)

INSTRUCTIONS TO THE PAPER SETTER

1. Section A consists of two questions of 20 marks each. The student has to attempt any one question out of it.
2. Section B consists of three questions if 10 marks each. The students has to attempt any two questions out of it. Total 20 marks.

CORPORATE IDENTITY

Subject Code: BFARS1-303

**L S T P C
1 1 0 3 5**

COURSE OBJECTIVES:

1. The Brand Identity & Visual Communications Design course deals with the branding and identity design of products, brands, services, and even organizations.
2. This program makes you a specialist designer who combines the function and structure of communication, strategic and operational thinking, and graphic and spatial design.

COURSE OUTCOMES:

1. After completion of the branding and identity design course students are able to identify the needs of the producer and demand of the market.
2. They will be able to design the Brand identity according to the needs and demands.
3. They will be able to use creative potentiality to design the brand material with symbolic and attractive visual language.
4. Branding done by them will be everlasting and impactful.
5. They will be able to design the structure of communication, strategic and operational thinking, and graphic and spatial design.

CONTENTS

UNIT-1

1. Creation of symbol & Logo.
2. Creating corporate identity with Visiting Card designing
3. Use of Logo & Symbol to create a Letter Head design as a part of Corporate Identity

UNIT-II

1. Creating an envelope design.
2. Sticker design with a social purpose.
3. Invitation Card designing.

Assignment:

- Submission of Final 6 Artworks.
- Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
- Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- Design As Art (1966) By Bruno Munari
- Drawing Type by Alex Fowkes (Rockport)
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler (John Wiley & Sons)
- Creating a Brand Identity: A Guide for Designers: (Graphic Design Books, Logo

Design, Marketing) by Catharine Slade-Brooking (Laurence King Publishing)

- LOGO Modernism by Jens Müller, R. Roger Remington (Taschen)
- Identity Designed: The Definitive Guide to Visual Branding by David Airey (Rockport Publishers)

Portfolio Methodology

- Individual's daily performance
- Project Review; Mid Semester
- Project Submission ;End of the Semester

MRSPTU

COMPUTER GRAPHIC (ADOBE PHOTOSHOP)

Subject Code: BFARS1-304

**L S T P C
1 0 0 3 4**

COURSE OBJECTIVES:

1. To learn about Adobe Photoshop interface and work with menus, tools and panels.
2. To draw and edit simple and complex shapes using shape and transform tools. To work with color panels to create, manage and edit color and color groups.

COURSE OUTCOMES:

Upon successful completion of this course, participants will be able to:

1. Work comfortably with the software's most common tools and panels.
2. Create and edit all sorts of print documents.
3. Insert images, draw shapes, paint, type and apply color.
4. Design and save print-ready digital files.
5. To work with type and text formatting tools.

**CONTENTS
Adobe Photoshop**

UNIT-I

1. Exploring the Photoshop Environment
2. Practice of lines, curves, cones etc
3. Working with Selection Tools, Layers Basics.

UNIT-II

4. Creating a workspace for Painting. Using Color Palette , Brushes Painting Editing Blending, gradation, patterns etc
5. Making RGB & CMYK Illustrative designs

Assignment:

Submission of Final 6 Artworks.

Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)

Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- Teach yourself adobe 9 in 24 hours by Mordy golding (David M Samson)
- Adobe Photoshop CC Classroom in a Book 2022 by Brian wood (Adobe press)
- Learning Vector Illustration with Adobe Illustrator: ...through videos, projects, and more by Jodi Staniunas Hopper (Bloomsbury Visual Arts)
- Adobe Photoshop for beginners 2021: learn graphic design with illustrator by Hector Grant
- Paperback - Learn Adobe Photoshop for Graphic Design and Illustration by RamonaRemy
- Adobe Photoshop10 Classroom in a Book. Adobe Creative Team

Portfolio Methodology

- Individual's daily performance
- Project Review; Mid Semester
- Project Submission ;End of the Semester

MRSPTU

EXPRESSIVE TYPOGRAPHY

Subject Code: BFARS1-305

**L S T P C
1 3 0 0 4**

COURSE OBJECTIVES:

1. This course provides students the Advance typography skills to design their own new fonts to produced work in Design Communication.
2. Students will also learn Font Design and Expressivetytography.

COURSE OUTCOMES:

1. Acquire advanced knowledge of the creative uses of typography, color, and image.
2. Acquire advanced knowledge of designing new fonts.
3. Be able to compose visually dynamic design layouts that incorporate visual hierarchy, type, image, color etc.
4. Be able to compose graphic elements to effectively communicate and support the content of a design.
5. Will be able to work more efficiently in expressive typography to meet the needs of the industry.

CONTENTS

UNIT-I

1. Expressive Devnagari and word exercises.
2. With Kalam, Nib, Brush and Calligraphy Pen.

UNIT-II

3. Designing new Expressive roman fonts
4. Designing Expressive typography

Assignment:

Submission of Final 6 Artworks.

Submission of Rapid Daily Sketches of A3 Sketchbook (100 pages)

Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- The Elements of Typographic Style by Robert Bringhurst (Hartley & Marks)
- Why Fonts Matter by Sarah Hyndman (Virgin Books)
- Complete Calligraphy by Marie Lynskey (D & S Books)
- English-Hindi Lettering Style (Manoj Publications)
- Learn Devnagari Calligraphy Vol (Revised) (Akshar Sanskar Publications)
- Learn Calligraphy: The Complete Book of Lettering and Design by MargaretShepherd (Watson-Guptill)
- Expressive Typography : Word as Image By Keir Elam (John Wiley and Sons Ltd)

Portfolio Methodology

- Individual's daily performance
- Project Review; Mid Semester
- Project Submission ;End of the Semester

MRSPTU

HISTORY OF WESTERN ART-I

Subject Code: BFARS1-306

**L S T P C
2 0 0 0 2**

COURSE OBJECTIVES:

1. The course objective is for you to understand the major characteristics of Western art through several historical time periods.
2. Increase knowledge of world geography and relate it to art.

COURSE OUTCOMES:

Upon successful completion of the course, the student will acquire the listed skills:

1. Distinguish between art historical periods, Prehistory through Medieval.
2. Accurately identify individual works of art and architecture of significance.
3. Comprehend the advancements of technology as it impacts art.
4. Sharpen analytical and critical thinking skills in examining visual art.
5. Improve communication skills through writing, quizzing, essay exams and formal presentation.

CONTENTS

UNIT-I Ancient Art

1. Pre historic art
2. Egyptian art
3. Greek Art

UNIT-II Medieval Art

1. Early Christian Art
2. Byzantine Art
3. Romanesque Art

Assignment:

- Submission of two Assignments on given topic.
- Submission of one Assignment with presentation.

RECOMMENDED BOOKS

- History of art by H.W. Janson
- Art by Fredrick Hartt
- Story of art by Gombreich
- History of Modern Art by Aranson
- Art and Civilization by Mayers
- Great Masters of Western Art by Jordi Vigue (Watson-Guptill Publication New York)

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

ADVERTISING ART AND IDEAS

Subject Code: BFARS1-307

**L S T P C
2 0 0 0 2**

COURSE OBJECTIVES:

1. Identify and describe advertising art
2. Differentiate between the strategies used when creating advertising art
3. Using social media for advertising.

COURSE OUTCOMES:

1. Theory - Apply industry knowledge and critical thinking skills to analyze, develop, and implement effective advertising solutions that meet professional standards
2. Design - develop concepts as well as analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications
3. Technology and Production - demonstrate proficiency with the tools and graphic techniques of the profession to plan
4. Implement production of advertising media such as print collateral, audio and video spots, and Web-interactive materials
5. Critical Thinking - demonstrate knowledge of the interdependence between advertising/marketing objectives and visual expression and be able to evaluate and critique their ideas

CONTENTS

UNIT-I ADVERTISING

1. Advertising Definition, advertising,
2. The Industrial Market Advertising, Prestige Advertising, Advertising as a business, Conditions for Successful Advertising
3. Advertising as Information, and Advertising as a part of a marketing program. Define of Design.

UNIT-II ELEMENTS OF DESIGN:

1. Line: definition of line, line in nature, abstract lines, line, line as symbol, line as form, line as pattern or texture, line as direction and emphasis, the quality of line.
2. Shape: definition of shape, relation of line and shape, different types of shapes. Space: psychology of space, perception, actual space, light and tonality in depicting space.
3. Texture: definition of texture, different type of texture, textures and pattern, texture through light, use of texture in design. Color: definition of color, color & light, color theory, color properties, lightening & color, Color pigment.

UNIT-III PRINCIPLES OF DESIGN:

1. Unity, Harmony, Balance, Rhythm, Emphasis and Proportion

Assignment:

- Submission of two Assignments on given topic.
- Submission of one Assignment with presentation.

RECOMMENDED BOOKS

- Advertising Hand Book by D. V. Gandhi.
- A Text Book of Applied Art by Dr Mrs. Sunita Borkar (Himalaya Publishing House, Mumbai)
- Mordern Advertising by Hepner.
- Advertising made simple by Frank Jefitine.
- Advertising theory and Practices by Verman Fryburger and Kim Rotzoll.
- The creative Connection, Advertising Copy writing and Idea Visualization. By Arthur A.Winters Shirley F. Milton.
- Advertising Art and Ideas. By M.G. Rege
- Hand Book of Applied Art. By
- Art and Advertising by Joan Gibbons (Bloomsbury Publishing India Pvt Ltd NewDelhi)
- Simplified Applied Art: Reference Book on Human Anatomy and Lettering by K.C. Aryan (Rekha Prakashan)

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

HISTORY OF PUNJAB CULTURE & ART

Subject Code: BFARS1-308

**L S T P C
2 0 0 0 2**

COURSE OBJECTIVES:

1. This paper is designed to familiarize students with important developments in Punjab Culture and Art.
2. Students will learn various fields of art and apply the same knowledge in design

COURSE OUTCOMES:

1. After the successful completion of the course students will be able to Express the background of various art and cultural fields
2. Differentiate between various forms of folk art, dance, music, drama etc
3. They will be able to use the same knowledge to make better applied art designs.
4. They will be able to use the specific and measurable statements that define the knowledge, skills, and attitudes learners will demonstrate by the completion of a course.
5. They will be able to use the written with a verb phrase and declare a demonstrable action within a given time frame, such as by the end of the course.

CONTENTS

UNIT-I

1. Folk Art & Craft
2. Folk Music

UNIT-II

3. Folk Dance.
4. Folklore
5. Food and Textile

Assignment:

- Submission of two Assignments on given topic.
- Submission of one Assignment with presentation.

RECOMMENDED BOOKS

- Folk Art of Punjab Harjeet Singh Gill (Punjabi University Patiala)

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

4th
SEMESTER

ILLUSTRATION

Subject Code: BFARS1-401

**L S T P C
1 4 0 0 5**

COURSE OBJECTIVES:

1. Student shall learn various types of illustration techniques with historical perspective.
2. They shall also learn to imitate great masters to understand their focal point concepts of drawing and illustration. It shall make them understand the application of illustration techniques, its element and principle.

COURSE OUTCOMES:

1. Student will be able to understand the Illustration techniques
2. They shall be able to draw fast. They shall learn the different types of Illustration techniques and their purpose in everyday life.
3. They will be able to understand the quality of illustration, inks, papers, and their behaviour when they are in applied on different surfaces.
4. It will help student understand drawing as a medium of artistic expression.
5. After this they shall be able draw to create expressive illustration and apply different techniques accordingly.

CONTENTS

UNIT-I

1. Personal Series based on life events, interests, writings, etc
2. Compositions of visual interest - Students must learn the following when creating compositions: Compositions must be visually interesting -- not just to the artist creating the work. Only fresh new composition will be interesting. 2. Conceptual thinking/Telling a story

UNIT-II

1. Newspaper Illustrations – choose three relevant, current topics Magazine full page layout spreads
2. Research the news stand for interesting, creative possibilities. Society of Publication Designers annuals are also invaluable.
3. Package or label Design – wine labels, beer bottles, soda cans, cereal, detergent, toys, clothing, a fancy boutique, etc. Type is required - actually affix your designs to the object. Get creative with this aspect.

Assignment:

- Submission of Final 6 Artworks.
- Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
- Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- Acrylic Explorations by Rahul Deshpande (Jyotsna Prakashan, Mumbai)

- Opaque colour by Milind Mulick (Jyotsna Prakashan, Mumbai)
- Call of the Seas by Chandramohan Kulkarni (Jyotsna Prakashan, Mumbai)
- Acrylic Explorations by Rahul Deshpande (Jyotsna Prakashan, Mumbai)
- Methods and Techniques by PastelRahul Deshpande, Gopal Nandurkar (JyotsnaPrakashan, Mumbai)
- My Paintings and Thoughts Behind Them by Vasudeo Kamath (Jyotsna Prakashan, Mumbai)
- My Way of Digital Painting by Chandramohan Kulkarni (Jyotsna Prakashan, Mumbai)
- The Art of Basic Oil Painting (Walter Foster)
- Painting with Bob Ross (Walter Foster)
- Painting: Acrylic Basics (Walter Foster)
- The Art of Painting Flowers in Oil & Acrylic (Walter Foster)

Portfolio Methodology

- Individual's daily performance
- Project Review; Mid Semester
- Project Submission; End of the Semester

PACKAGING

Subject Code: BFARS1-402

**L S T P C
1 1 0 3 5**

COURSE OBJECTIVES:

1. This course introduces students to the principles of packaging design and develops research, conceptual and implementation abilities and an understanding of the importance of an integrated approach to branding, visual and typographical communication for packaging design.
2. It incorporates knowledge of structural and production considerations and the economic, environmental and sustainability issues relevant to packaging design. Students will access industry resources and information to enhance their knowledge of technical, material and marketing information.

COURSE OUTCOMES:

Students who successfully complete this unit will be able to:

1. Investigate a packaged product category in relation to a defined market.
2. Analyse the economic, environmental and social factors of packaging design
3. Apply understanding of the principles of two and three dimensional design to create a packaging design outcome
4. Review design decision making to formulate and refine design solutions.
5. Develop, document, evaluate and present the iterative design process in a packaging design project.

CONTENTS

UNIT-I

1. Label and carton design
2. Principles of packaging

UNIT-II

3. Knowledge of various materials,
4. Method of Packaging.
5. Latest packaging methods and its design.

Assignment:

Submission of Final 6 Artworks.

Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)

Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- The Package Design Book by Julius Wiedemann & Pentawards (Taschen)
- Packaging Design: Successful Product Branding from Concept to Shelf by Marianne R. Klimchuk, Sandra A. Krasovec (John Wiley & Sons)

- the packaging and design templates sourcebook 1 by luke herriott (Rockport Publishers)
- the packaging and design templates sourcebook 2 by luke herriott (Rockport Publishers)

Portfolio Methodology

- Individual's daily performance
- Project Review; Mid Semester
- Project Submission ;End of the Semester

MRSPTU

COMPUTER GRAPHICS (ADOBE ILLUSTRATOR)

Subject Code: BFARS1-403

**L S T P C
1 0 0 3 4**

COURSE OBJECTIVES:

1. To learn about Coral Draw interface and work with menus, tools and panels.
2. To draw and edit simple and complex shapes using shape and transform tools in Photo Paint
3. To work with color panels to create, manage and edit color and color groups.
4. To work with type and text formatting tools.
5. To work with documents, layers and art boards.
6. Preparing professional designs

COURSE OUTCOMES:

Upon successful completion of this course, participants will be able to:

1. Work comfortably with the software's most common tools and panels.
2. Create and edit all sorts of print documents.
3. Insert images, draw shapes, paint, type and apply color.
4. Design and save print-ready digital files.

CONTENTS

Adobe Illustrator

UNIT-I

1. Use of Illustrator
2. Basic Commands
3. Texture and other techniques for creating graphic designs

UNIT-II

4. Press ads
5. Posters
6. Title covers
7. Jackets etc.

Assignment:

Submission of Final 6 Artworks.

Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)

Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- CorelDRAW Training Guideby Satish Jain, M. Geetha (BPB Publications)
- Basics of illustration (CorelDRAW)
- CorelDRAW 2020 - Training Book with many Exercises by Peter Schiessl
- CorelDRAW 12: The Official Guideby Steve Bain, Nick Wilkinson (McGraw-Hill/Osborne Media)

Portfolio Methodology

- Individual's daily performance
- Project Review; Mid Semester
- Project Submission ;End of the Semester

MRSPTU

PRESS LAYOUT

Subject Code: BFARS1-404

**L S T P C
1 3 0 0 4**

COURSE OBJECTIVES:

1. Layout design is the process of arranging visual and textual elements on-screen or on-paper in order to grab a reader's attention and communicate information in a visually appealing way.
2. The goal is to produce eye-catching pages that grab the attention of the reader.

COURSE OUTCOMES:

1. Create maximizing the effectiveness of the production process and meeting the needs of employees. The basic objective of layout is to ensure a smooth flow of work, material, and information through a system.
2. The design must have balance, rhythm, emphasis, unity, simplicity.
3. The design must have preparation, harmony, line, shape and movement.
4. Good layouts never just happen, they have to be deliberately and carefully planned and worked out.
5. To have most effective and optimum utilization of available floor space.

CONTENTS

UNIT-I

1. Introduce complex design ideas and design principles.
2. To learn the relative use of Type, graphics, illustration and photography in print media

UNIT-II

1. Visual problem solving and print production standards
2. To understand the Graphic design knowledge required for Catalogues, brochures, book covers, advertisements which involve print media.

Assignment:

Submission of Final 6 Artworks.

Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)

Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- Fundamentals of Graphic Design by Gavin Ambrose,
- Paul Harris, AVA Publishing ii.
- Graphic Design Solutions by Robin Landa Cengage Learning
- The Art of Game Design: A book of lenses BY Jesse Schell CRC Press, 04-Aug-2008
- Game Feel: A Game Designer's Guide to Virtual Sensation (Morgan Kaufmann Game Design Books) by Steve Swink
- On the Way to Fun: An Emotion-Based Approach to Successful Game Design by Roberto Dillon

INSTRUCTIONS TO THE PAPER SETTER

1. Section A consists of two questions of 20 marks each. The student has to attempt any one question out of it.
2. Section B consists of three questions if 10 marks each. The students has to attempt any two questions out of it. Total 20 marks.

MRSPTU

PUBLICITY & POSTER DESIGN

Subject Code: BFARS1-405

**L S T P C
1 1 0 3 5**

COURSE OBJECTIVES:

1. To learn the design for bigger surface.
2. The aim of this course to encourage the students to think about the prospective audience, the poster content and the design considerations involved in the layout of a poster.

COURSE OUTCOMES:

1. After the successful completion of this course students will be able to design layouts for large hoardings
2. They can understand marketing strategies better and relate it to the design
3. They can work better in the market related field
4. By the end of the course students should be able to use visual representations to present any given idea powerfully with the help of colors, forms, textures and using symbolic language.
5. To understand the mindset of spectators and apply the design elements according to that

CONTENTS

UNIT-I

1. Importance of designing Publicity & Poster advertisement
2. Establishes brand value
3. Tone of voice
4. Poster campaign for any consumer product

UNIT-II

1. Poster campaign for social Cause
2. Fundamentals of poster making
3. Working in various mediums
4. Making posters with three colors and multicolor.

Assignment:

- Submission of Final 6 Artworks.
- Submission of Rapid Daily Sketches of A3 Sketchbook (100pages)
- Submission of 20 Rough Newspapers of large size sketches.

RECOMMENDED BOOKS

- CorelDRAW 2020 - Training Book with many Exercises by Peter Schiessl
- CorelDRAW 12: The Official Guide by Steve Bain, Nick Wilkinson (McGraw-Hill/Osborne Media)
- New Masters of Poster Design: Poster Design for the Next Century by John Foster (Rockport)

Publishers)

- New Masters of Poster Design: Poster Design for the Next Century by John Foster Volume 2 (Rockport Publishers)
- The Poster: A Visual History by Gill Saunders & Margaret Timmers (Thames Hudson)
- 100 Posters that Changed the World by Colin Salter (Pavilion)
- Best Poster Designs (Design Cube Series) by Zeixs (Roundhouse Publishing Group)
- The Elements of Typographic Style by Robert Bringhurst (Hartley & Marks)
- Why Fonts Matter by Sarah Hyndman (Virgin Books)
- Complete Calligraphy by Marie Lynskey (D & S Book)

Portfolio Methodology

- Individual's daily performance
- Project Review; Mid Semester
- Project Submission; End of the Semester

HISTORY OF WESTERN ART-II

Subject Code: BFARS1-406

**L S T P C
2 0 0 0 2**

COURSE OBJECTIVES:

1. The course objective is for you to understand the major characteristics of Western art through several historical time periods.
2. To learn the development of world modern art.
3. Increase knowledge of world geography and relate it to art.

COURSE OUTCOMES:

Upon successful completion of the course, the student will acquire the listed skills:

1. Distinguish between art historical periods of modern art
2. Accurately identify individual works of art and architecture of significance.
3. Comprehend the advancements of technology as it impacts art.
4. Sharpen analytical and critical thinking skills in examining visual art.
5. Increase knowledge of world geography and relate it to art.

CONTENTS

UNIT-I

1. Impressionism
2. Post Impressionism
3. Fauvism

UNIT-II

4. Expressionism
5. Cubism
6. Surrealism
7. Abstract Expressionism

Assignment:

- Submission of two Assignments on given topic.
- Submission of one Assignment with presentation.

RECOMMENDED BOOKS

- History of art by H.W. Janson
- Art by Fredrick Hartt
- Story of art by Gombreich
- History of Modern Art by Aranson
- Art and Civilization by Mayers
- Great Masters of Western Art by Jordi Vigue (Watson-Guptill Publication New York)

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).

MRSPTU

AESTHETICS

Subject Code: BFARS1-407

**L S T P C
2 0 0 0 2**

COURSE OBJECTIVES:

1. To give an understanding on Indian Aesthetics
2. To analyse various literary arts and its specifications. To understand various schools of literary criticism

COURSE OUTCOMES:

1. To get a historical understanding on Indian Aesthetics
2. To understand the aesthetic concepts from various Indian philosophers
3. To analysis the contextual relevance of aesthetic theories
4. To develop a culture of critical and analytical thinking
5. To analyse the interconnectedness of Art and emotion

CONTENTS

UNIT-I

1. What is aesthetics? Art and Aesthetics.
2. Relationship of Art and Aesthetics.
3. Relationship of Artist, Art and Aesthetics.

UNIT-II

1. Six limbs of Indian Painting
2. Theory of Rasa
3. Mudaraas, Asana, Bhangima

Assignment:

- Submission of two Assignments on given topic.
- Submission of one Assignment with presentation.

RECOMMENDED BOOKS

- Aesthetics by Prakash Veereshwar and Nupur Sharma Krishna Prakashan Meerut
- The Bloomsbury Research Handbook of Indian Aesthetics and the Philosophy of Art by Arindam Chakrabarti (Bloomsbury Publishing India Pvt Ltd New Delhi)
- Indian Art and Aesthetics: Endeavours in Interpretation by Murti Nandan Tiwari and Kamal giri (Aryan Books International)

INSTRUCTIONS TO THE PAPER SETTER

1. One compulsory question containing six questions of 2 marks (12 marks), each requiring short answers, are to be set from the entire syllabus.
2. The examiner is required to set another six questions (at least one from each unit), out of which the students are required to attempt any four questions (selecting at least one from each unit).



MRSPTU
Bathinda

Dean Academic Affairs MRSPTU <daa@mrsptu.ac.in>

Eligibility of skill certificate in nursing Assistant

HoD Pharmacy <hodpharmacy@mrsptu.ac.in>

Fri, Jul 28, 2023 at 9:43 AM

To: Dean Academic Affairs MRSPTU <daa@mrsptu.ac.in>

Cc: "Dr. Satnam Singh Bhamra" <satnam@mrsptu.ac.in>, Kawaljit Singh Sandhu Department of Food Science and Technology <kssandhu@mrsptu.ac.in>, Kailash Joshi <kailashjoshi@mrsptu.ac.in>

Dear Sir

As discussed and reference to earlier mail and approval of BoS, please find attached the revised eligibility and duration of the new programmes starting from 2023-2024.

This is for your information and records.

Thanks

Sincerely

Amit Bhatia



Professor (Dr.) Amit Bhatia

Head

Department of Pharmaceutical Sciences and Technology

Maharaja Ranjit Singh Punjab Technical University

Badal Road, Bathinda - 151001, Punjab (INDIA)

Phone: 0091-9216411442. Email: dramitbhatia@mrsptu.ac.in

Website: <https://mrsptu.ac.in/department.php?did=17>

[A State Technical University established by Government of Punjab]

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ASSOCIATE DEAN ACADEMIC AFFAIRS,

MRSPTU-Bathinda as



List of Programme.docx

41K



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ

ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001

Maharaja Ranjit Singh Punjab Technical University

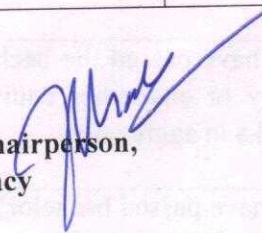
DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

Eligibility of new programmes started from Session 2023-24

Programme name	Duration	Eligibility
Bachelor of Physiotherapy	4 years & 6 months (Including six months of internship)	The candidates must have passed 10+2 in medical stream with at least 50% marks in (Physics, chemistry and biology) from a recognized board.
B.Sc. Medical Technology (Anesthesia & Operation Theatre Technology)	4 Years/ 8 Sem.	The candidates must have passed diploma (after 10+2) in Anesthesia or operation theatre technology from Punjab State Board of Technical Education & Training Board or from any recognized state board of technical education with minimum aggregate of 50% marks OR Passing of 10+2 examination with medical stream at least 50% aggregate and 50% Marks combined in Physics, Chemistry & Biology (45% in case reserved category) from any recognized board of school education.
M. Sc Cardiac Care Technology	2 years/ 4 Sem.	The candidates must have passed bachelor's degree in sciences/B. Sc in Cardiovascular Technology (3 yrs.)/ B.Sc. Degree + 2 years PG diploma in ECG/ bachelor's degree from a reputed institution on a regular basis from a recognized university with minimum marks of 50% in aggregate.
M. Sc. Dialysis Technology	2 years/ 4 Sem.	The candidates must have passed the bachelor's degree in dialysis technology or any other equivalent degree with at least 50% marks in aggregate.
M. Sc. Clinical Embryology	2 years/ 4 Sem.	The candidates must have passed bachelor's degree with at least one subject of Biological Sciences or BSc (Biotechnology) or BSc Clinical Embryology with minimum aggregate of 50% marks from a recognized or deemed to be University.

MSc. Medical Laboratory Technology	2 years/ 4 Sem.	The candidates must have passed BSc in Medical Lab Technology/ Nursing/ Microbiology/ Biotechnology/ Biochemistry/ Biophysics/ Zoology/ Bioinformatics degree or any other equivalent qualification from a recognized university/ board with at least 50% marks aggregate.
M. Optometry	2 years/ 4 Sem.	The candidates must have passed bachelor's degree in Optometry/ BSc in health sciences from a recognized University with not less than 50 % marks in aggregate.
Diploma in Nursing Assistant	2 years/ 4 Sem.	The candidates must have passed 10+2 examination in any stream from recognized Board. 10+2 examination in any stream from National Institute of Open School are also eligible.
Certificate course in Nursing Assistant	1 Year/ 2 Sem.	The candidates must have passed 10 th (matriculation) from any Board recognized or established by Central/State Government through a legislation.
Post Graduate Diploma in Pharmacovigilance	1 Year/ 2 Sem.	The candidates must have passed bachelor's degree e.g., B.Tech/ Microbiology/ Life Sciences/ Botany/ Zoology/ Food Science/ Food Technology/ B.Pharm./ MBBS/ BDS/ BHMS/ BUMS/ BAMS or equivalent degree in any sciences disciplines from recognized university/board.
Post Graduate Diploma in Intellectual Property Rights	1 Year/ 2 Sem	The candidates must have passed bachelor's degree e.g., BA/ B.Com./B.Arch./BBA/ BCA/ B.Tech/ BSc. In Microbiology/ Life Sciences/ Botany/ Zoology/ Food Science and Technology/ B.Pharm./ MBBS/ BDS/ BHMS/ BUMS/ BAMS or equivalent degree in other disciplines from any recognized university/board.


**BOS Chairperson,
Pharmacy**

File No. I/668/2023-GZSSAP-MRSPTU

Autonomous

Universities of Punjab

UNI-MRSPTU-BTD

GZSSAP-MRSPTU

SUBJECT

Main Category :**Sub Category** :**Description** :

Revised detail of B.F.A, M.F.A (Applied Art) Integrated Degree, M.A in Fine Art ਅਤੇ M.F.A (Painting). Ref No. ਪੱਤਰ ਨੰਬਰ Arch/D/23/1683 ਮਿਤੀ 19.05.2023 ਦੇ ਸਬੰਧ ਵਿੱਚ

OTHER DETAILS

Language : English**Remarks** :



Maharaja Ranjit Singh Punjab Technical University

Dabwali Road, Bathinda -151001

(Established by Govt. of Punjab vide Punjab Act No. 5 of 2015)
ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ।

Ref. No. Arch/D/23/ 1794

Date: 21/06/23

ਵੱਲ,

ਐਸੋਸੀਏਟ ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ),
ਐੱਮ.ਆਰ.ਐੱਸ.ਪੀ.ਟੀ.ਯੂ,
ਬਠਿੰਡਾ।

Sub: Revised detail of B.F.A, M.F.A (Applied Art) Integrated Degree, M.A in Fine Art ਅਤੇ M.F.A (Painting).

Ref No. ਪੱਤਰ ਨੰਬਰ Arch/D/23/1683 ਮਿਤੀ 19.05.2023 ਦੇ ਸਬੰਧ ਵਿੱਚ

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਦੇ ਸਬੰਧ ਵਿੱਚ ਅਤੇ ਉਪਰੋਕਤ ਦਰਸਾਏ ਪੱਤਰ ਨੰਬਰ ਦੀ ਲਗਾਤਾਰਤਾ ਵਿੱਚ ਜੀ.ਜੈੱਡ.ਐੱਸ ਸਕੂਲ ਆਫ ਆਰਕੀਟੈਕਚਰ ਅਤੇ ਪਲਾਨਿੰਗ ਵਿਭਾਗ ਵਿੱਚ ਜੇ ਕੋਰਸ ਸ਼ੁਰੂ ਕੀਤੇ ਜਾਣੇ ਹਨ ਉਹਨਾਂ ਕੋਰਸਾਂ ਦੀ ਡਿਟੇਲ ਅਤੇ Eligibility ਹੇਠ ਲਿਖੇ ਹੇਠ ਲਿਖੇ ਅਨੁਸਾਰ ਹੈ:

Sr. No.	Name of course	Eligibility	Duration	Fee Structure	Total Seats	Remarks
1	B.F.A, M.F.A (Applied Art) Integrated Degree	12 th with 40% Marks /10 TH + Art & Craft two years Diploma	5 Years (With Exit Policy)	As Per University Notification	30	-
	B.F.A, M.F.A (Applied Art) Integrated Degree	12 TH + Art & Craft two years Diploma (with 50% Marks for Gen. & 45% for SC)	5 Years (With Exit Policy)			2 nd year (Lateral Entry)
2	Master of Art in Fine Arts (M.A Fine Arts)	B.F.A/B.A with Fine Arts/B.A + Art and Craft two year Diploma /B.V.A (with 50% Marks for Gen. & 45% for SC)	2 Years	As Per University Notification	30	B.V.A (Bachelor of Visual Art)
3	Master of Fine Arts (M.F.A Painting)	B.F.A (Painting)/B.V.A (with 50% Marks for Gen. & 45% for SC)	2 years	As per University Notification	30	B.V.A (Bachelor of Visual Art)

ਉਪਰੋਕਤ ਦਰਸਾਏ ਕੋਰਸਾਂ ਨੂੰ ਦੇਖਦੇ ਹੋਏ ਇਹਨਾਂ ਨੂੰ ਸ਼ੁਰੂ ਕਰਨ ਦੀ ਪ੍ਰਵਾਨਗੀ ਦਿੱਤੀ ਜਾਵੇ ਜੀ। ਇਹ ਸੂਚਨਾ ਆਪ ਜੀ ਦੀ ਅਗਲੇਰੀ ਕਾਰਵਾਈ ਹਿੱਤ ਪੇਸ਼ ਹੈ ਜੀ।

ਡਾ. ਤੁਪਿੰਦਰ ਪਾਲ ਸਿੰਘ
ਪ੍ਰੋਫੈਸਰ ਅਤੇ ਵਿਭਾਗ ਮੁੱਖੀ,
ਜੀ.ਜੈੱਡ.ਐੱਸ.ਸਕੂਲ ਆਫ ਆਰਕੀਟੈਕਚਰ ਅਤੇ ਪਲਾਨਿੰਗ,

Note No. #1

This is for your kind approval please.

21/06/2023 11:26 AM

BHUPINDER PAL SINGH DHOT
(HOD(GZSSAP)-MRSPTU)

Note No. #2

Update eligibility in the information brochures.

22/06/2023 3:56 PM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)

Note No. #3

The programmes have already been notified and the eligibility have been updated in the Information Brochure 2023-24. This is for your information please.

26/06/2023 4:44 PM

KAILASH JOSHI
(JR ASST(DAA)-MRSPTU)

Note No. #4

For your information.

27/06/2023 11:22 AM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)

Maharaja Ranjit Singh
Punjab Technical University
Badal Road, Bathinda-151001, Punjab (INDIA)
Department of Computational Sciences



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ
ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ,
ਬਾਦਲ ਰੋਡ, ਬਠਿੰਡਾ 151001, ਪੰਜਾਬ (ਭਾਰਤ)
ਕੰਪਿਊਟੇਸ਼ਨਲ ਸਾਇੰਸਜ਼ ਵਿਭਾਗ

(Established by Govt. of Punjab vide Punjab Act No. 5 of 2015 under section 2(f) of UGC Act)

Ref. No./CS/2023-24/ 8684

Dated 12/09/2023

Sub:- Eligibility for B.A. (Computer Science)

The department has started the new program BA (Computer Science) from 2023 session. This has kind approval of the Hon'ble Vice Chancellor of Maharaja Ranjit Singh Punjab Technical University, Bathinda.

Eligibility of the program is:

Passed 10+2 or its equivalent examination in any stream conducted by Board recognized or established by Central/State Government through a legislation.

Chairperson BOS
Department of Computational Sciences

File No. I-15/618/2023-DEAN ACAD-MRSPTU-BTD

Autonomous

Universities of Punjab

UNI-MRSPTU-BTD

O/o DEAN ACADEMIC-MRSPTU-BATHINDA

SUBJECT

Main Category : Approvals

Sub Category :

Description : MoM held on 18.05.23 regarding programmes offered for session 2023-24

OTHER DETAILS

Language : English

Remarks :



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ
ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001

Maharaja Ranjit Singh Punjab Technical University
DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

ਐਸੋ. ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ)

Associate Dean(Academic Affairs)

Ref. No.: DAA/MRSPTU/2023/ 4183

Date: 19/05/2023

Minutes of Meeting

Sub: Minutes of meeting held on 18.05.2023 regarding programmes to be offered/increase or decrease of intake/ closure of some programmes in various University departments/ GZSCCET / PITs/ PSAEC Patiala by the MRSPTU, Bathinda for session 2023-24.

A meeting of Registrar/Campus Director GZSCCET/ Director CDC/ CoE/ Associate Dean (Academic Affairs)/ all HODs was held under the Chairmanship of Hon'ble Vice Chancellor on 18.05.2023 at 03:30PM in the committee room adjoining the office of Vice Chancellor regarding programmes to be offered/increase or decrease of intake/ closure of programmes in various University departments/ GZSCCET / PITs/ PSAEC Patiala by the MRSPTU, Bathinda for session 2023-24.

The following discussions were held:

1. If a programme has admissions less than 20% of approved intake for consecutive two years, that programme shall be closed.
2. The Hon'ble Vice Chancellor encouraged the HoDs to start in-demand, need-based & inter-department programmes.
3. B.Tech. (Agricultural Engineering) shall run under the School of Agriculture Sciences & Engineering, however HoD Mechanical Engg., GZSCCET, MRSPTU, Bathinda has been appointed as Nodal Officer for this programme.
4. It was discussed that HoD CSE shall design an integrated 4 years programme B.Tech. CSE with specialization in Artificial Intelligence, Machine Learning & Cyber security, as per NEP 2020.

It was also discussed and decided that the following programmes will be offered in various University departments/ GZSCCET / PITs/ PSAEC Patiala for the session 2023-24.

1. University Main Campus:

SNo.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Pharm.	4Yrs.	UA-PCI	100
2.	B.Pharm. LEET	3Yrs.	UA-PCI	As per rule
3.	M.Pharm. (Pharmaceutics)	2Yrs.	UA-PCI	09
4.	M.Pharm. (Pharmacology)	2Yrs.	UA-PCI	09
5.	M.Sc. (Food Sci. & Tech.)	2Yrs.	Non-AICTE	30
6.	M.Sc. (Physics)	2Yrs.	Non-AICTE	30
7.	M.Sc. (Chemistry)	2Yrs.	Non-AICTE	30
8.	M.Sc. (Mathematics)	2Yrs.	Non-AICTE	30

Page 1 of 5

9.	M.Tech. (Electronics & Communication Engineering)	2Yrs.	UA-AICTE	18
10.	M.Tech. Electrical Engineering (Power System)	2Yrs.	UA-AICTE	18
11.	M.Tech. (Textile Engineering)	2Yrs.	UA-AICTE	18
12.	MBA	2Yrs.	UA-AICTE	60
13.	MCA	2Yrs.	UA-AICTE	30
14.	B.Sc. (Hons.) Mathematics	3Yrs.	Non-AICTE	60
15.	B.Sc. (Hons.) Physics	3Yrs.	Non-AICTE	30
16.	B.Sc. (Hons.) Chemistry	3Yrs.	Non-AICTE	30
17.	M.Planning	2Yrs.	UA-AICTE	18
18.	Integrated UG Course B.Sc. (Food Science & Tech.) 3 years /Bachelor of Food Sciences & Tech. (Hons.) 4 years	3Yrs./ 4Yrs.	Non-AICTE	30
19.	Integrated/Dual degree BBA-MBA	5Yrs.	Non-AICTE	60
20.	B.Arch.	5Yrs.	CoA	40
21.	Integrated/Dual Degree BCA-MCA	5Yrs.	Non-AICTE	180
22.	Integrated/Dual Degree BCA-MCA (LEET)	4Yrs.	Non-AICTE	As per rule
23.	B.Sc. (Hons.) Agriculture	4Yrs.	Non-AICTE	60
24.	B.Sc. (Hons.) Agriculture LEET	3Yrs.	Non-AICTE	As per rule
25.	Integrated/Dual degree B.Com.-M.Com.	5Yrs.	Non-AICTE	60
26.	MBA (Hospital Administration)	2 Years	UA-AICTE	30
27.	Executive MBA	3 Years	UA-AICTE	30
28.	B.Sc. (Graphics & Web Designing)	3 Years	Non-AICTE	60
29.	PGDCA (Part Time)	1.5 Years	Non-AICTE	30
30.	Bachelor of Fine Arts (Applied Arts)**	4 Years	Non-AICTE	30
31.	Integrated/Dual Degree BFA-MFA (Applied Arts)	5 Years	Non-AICTE	30
32.	M.A. (Fine Arts)	2 Years	Non-AICTE	30
33.	Master of Fine Arts (Painting)	2 Years	Non-AICTE	30
34.	B. Sc. (Non-Medical)	3 Years	Non-AICTE	60
35.	B.Tech. (Agricultural Engineering)	4 Years	UA-AICTE	60
36.	M.Tech. (Computer Science & Engineering) Part Time	3 Years	UA-AICTE	18
37.	M.Tech. (Textile Engineering) Part Time	3 Years	UA-AICTE	18
38.	M.Tech. Electrical Engineering (Power System) Part Time	3 Years	UA-AICTE	18
39.	M.Tech. (Electronics & Communication Engineering) Part Time	3 Years	UA-AICTE	18
40.	Skill Certificate Course in Refrigeration & Air-Conditioning Mechanic	1 Year	Skill	30
41.	Skill Certificate Course in Welder	1 Year	Skill	30
42.	Skill Certificate Course in Additive Manufacturing	1 Year	Skill	60
43.	Skill Certificate Course in Electrician	1 Year	Skill	30
44.	B.Tech. CSE (Artificial Intelligence & Machine Learning)	4 Years	UA-AICTE	60



45.	B.Tech. (Biomedical Engineering)	4 Years	UA-AICTE	60
46.	B. Sc. (Fashion Technology)	3 Years	Non-AICTE	60
47.	B. Sc. (Fashion Technology) LEET	2 Years	Non-AICTE	As per rule
48.	Pharm.D.	6 Yrs.	UA-PCI	30
49.	PG Diploma in Pharmacovigilance	2Yrs.	Non-AICTE	30
50.	PG Diploma in Intellectual Property Rights	2Yrs.	Non-AICTE	30
51.	B.Sc. Medical Technology (Anesthesia & Operation Theatre Technology)	3Yrs.	Non-AICTE	30
52.	B.Sc. (Radio Medical Imaging Technology)	3Yrs.	Non-AICTE	30
53.	B.Sc. Medical Laboratory Science	3Yrs.	Non-AICTE	30
54.	Bachelor of Management Studies (Hotel Management & Catering Technology)	3Yrs.	Non-AICTE	30
55.	B.Sc. (Hons.) Forensic Science	3Yrs.	Non-AICTE	30

**** Exit Policy- Advance Diploma in Applied Arts after 3 years, Diploma after 2 years & Certificate Course in Applied Arts after 1 year.**

2. GZSCCET, MRSPTU, Bathinda

S. No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Civil Engineering)	4 Years	AICTE	60
2.	B.Tech. (Civil Engineering) LEET	3 Years	AICTE	As per rule
3.	B.Tech. (Electrical Engineering)	4 Years	AICTE	60
4.	B.Tech. (Electrical Engineering) LEET	3 Years	AICTE	As per rule
5.	B.Tech. (Electronics & Communication Engineering)	4 Years	AICTE	60
6.	B.Tech. (Electronics & Communication Engineering) LEET	3 Years	AICTE	As per rule
7.	B.Tech. (Mechanical Engineering)	4 Years	AICTE	90
8.	B.Tech. (Mechanical Engineering) LEET	3 Years	AICTE	As per rule
9.	B.Tech. (Textile Engineering)	4 Years	AICTE	60
10.	B.Tech. (Textile Engineering) LEET	3 Years	AICTE	As per rule
11.	B.Tech. (Computer Science & Engineering)	4 Years	AICTE	150
12.	B.Tech. (Computer Science & Engineering) LEET	3 Years	AICTE	As per rule
13.	M. Tech. (Construction Technology & Management)	2 Years	AICTE	18
14.	M.Tech. (Computer Science & Engineering)	2 Years	AICTE	18
15.	M.Tech. (Mechanical Engineering)	2 Years	AICTE	18

3. PIT, Nandgarh

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	BBA	3 Years	Non-AICTE	30
2.	BCA	3 Years	Non-AICTE	60
3.	BCA (LEET)	2 Years	Non-AICTE	As per rule
4.	B. Com. (Hons.)	3 Years	Non-AICTE	60
5.	MCA	2 Years	UA-AICTE	30
6.	M. Com.	2 Years	Non-AICTE	30

7.	Skill Certificate course in Computer Maintenance & Programming Assistant	1 Year	Skill	30
8.	Executive MBA	3 Years	UA-AICTE	18
9.	MBA	2 Years	UA-AICTE	18
10.	M.Tech. (Computer and Communication Engineering) Part Time	3 Years	UA-AICTE	18
11.	M.Tech. (Computer and Communication Engineering)	2 Years	UA-AICTE	18
12.	B.Tech. (Computer and Communication Engineering)	4 Years	UA-AICTE	30
13.	Skill Certificate Course in Computer Proficiency	6 months	Skill	30
14.	PG Diploma in Artificial Intelligence and Machine Learning	1 Year	Non-AICTE	18
15.	Skill Certificate Course in Sewing Machine Operator	6 months	Skill	15

4. PIT, GTB Garh, Moga

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Electrical Engineering)	4 Years	UA-AICTE	30
2.	B.Tech. (Electrical Engineering) LEET	3 Years	UA-AICTE	As per rule
3.	B.Tech. (Computer Science & Engineering)	4 Years	UA-AICTE	30
4.	B.Tech. (Computer Science & Engineering) LEET	3 Years	UA-AICTE	As per rule
5.	BBA	3 Years	Non-AICTE	30
6.	BCA	3 Years	Non-AICTE	90
7.	BCA (LEET)	2 Years	Non-AICTE	As per rule
8.	B.Com. (Hons.)	3 Years	Non-AICTE	60
9.	M.Tech. (Electrical Engineering)	2 Years	UA-AICTE	18
10.	Skill Certificate Course in Electrician	1 Years	Skill	30
11.	Skill Certificate Course in Computer Maintenance & Programming Assistant	1 Years	Skill	30
12.	Skill Certificate Course in Refrigeration & Air Conditioning Mechanic	1 Years	Skill	30
13.	MCA	2 Years	UA-AICTE	30
14.	MBA	2 Years	UA-AICTE	30
15.	Skill Certificate Course in Tally	6 Months	Skill	30

5. PIT, Raipura

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Computer Science & Engineering)	4 Years	UA-AICTE	30
2.	B.Tech. (Computer Science & Engineering) LEET	3 Years	UA-AICTE	As per rule
3.	B.Tech. (Electrical Engineering)	4 Years	UA-AICTE	30
4.	Skill Certificate Course in Welder	1 Year	Skill	30
5.	Skill Certificate Course in Refrigeration & Air Conditioning Mechanic	1 Year	Skill	30
6.	M.Tech. (Computer Science & Engineering)	2 Years	UA-AICTE	18
7.	MCA	2 Years	UA-AICTE	30
8.	BCA (LEET)	2 Years	Non-AICTE	As per rule
9.	BCA	3 Years	Non-AICTE	90
10.	BBA	3 Years	Non-AICTE	60
11.	B. Com. (Hons.)	3 Years	Non-AICTE	60
12.	Skill Certificate Course in Computer Maintenance & Programming Assistant	1 Year	Skill	30
13.	MBA	2 Years	UA-AICTE	30



14.	M.Com.	2 Years	Non-AICTE	30
15.	B.Sc. (Non-Medical)	3 Years	Non-AICTE	30
16.	Integrated/Dual Degree BCA-MCA	5 Years	Non-AICTE	30
17.	Integrated/Dual Degree BCA-MCA (LEET)	4 Years	Non-AICTE	As per rule
18.	Integrated/Dual Degree BBA-MBA	5 Years	Non-AICTE	30
19.	B. Sc. (Food Science & Technology)	3 Years	Non-AICTE	30
20.	PGDCA	1 Year	Non-AICTE	30
21.	B.Sc. (Fashion Technology)	3 Years	Non-AICTE	30
22.	B.Sc. (Fashion Technology) LEET	2 Years	Non-AICTE	As per rule
23.	Skill Certificate Course in Plumbing	1 Year	Skill	30


6. Punjab State Aeronautical Engineering College, Patiala

S.No	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Aeronautical Engg.)	4 Years	UA-AICTE	30
2.	B.Tech. (Aeronautical Engg.) LEET	3 Years	UA-AICTE	As per rule
3.	BBA (Aviation Management)	3 Years	Non-AICTE	40
4.	Bachelor of Management Studies (Airlines, Tourism & Hospitality)	3 Years	Non-AICTE	40
5.	B.Tech. (Aerospace Engineering)	4 Years	UA-AICTE	30
6.	B.Tech. (Aerospace Engineering) LEET	3 Years	UA-AICTE	As per rule
7.	MBA	2 Years	UA-AICTE	20
8.	BCA	3 Years	Non-AICTE	30
9.	BCA LEET	2 Years	Non-AICTE	As per rule
10.	B.Com. with Aviation and Logistic Management	3 Years	Non-AICTE	30
11.	Skill Certificate Course in Bakery and Confectionary	6 Months	Skill	30
12.	Skill Certificate Course in Airline Ticketing	(4 Month Teaching + 2 Month Training)	Skill	30
13.	Skill Certificate Course in Ansys	6 Months	Skill	15
14.	Skill Certificate Course in Catia	6 Months	Skill	15
15.	Skill Certificate Course in Solid Works	6 Months	Skill	15
16.	Skill Certificate Course in Nastran	6 Months	Skill	15

Programmes Type/Description of Programme:

UA-PCI : PCI Approved Programmes	UA-AICTE : University Approved AICTE
AICTE : AICTE Approved Programmes	Non-AICTE : UGC Programmes
CoA : Council of Architecture approved programme	Skill : Skill Certificate Courses

Note: Programme having admissions less than 20% of approved intake shall be discontinued for the session 2023-24.


Associate Dean (Academic Affairs)

Note No. #1

Minutes of meeting held on 18.05.2023 regarding programmes to be offered/increase or decrease of intake/ closure of some programmes in various University departments/ GZSCCET / PITs/ PSAEC Patiala by the MRSPTU, Bathinda for session 2023-24.

This is submitted for your kind approval please.

19/05/2023 5:21 PM

**KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)**

Note No. #2

Approved in anticipation of approval from Academic Council

22/05/2023 11:40 AM

**BUTA SINGH SIDHU
(VICE CHANCELLOR-MRSPTU-BTD)**

File No. I-15/772/2023-DEAN ACAD-MRSPTU-BTD

Autonomous

Universities of Punjab

UNI-MRSPTU-BTD

O/o DEAN ACADEMIC-MRSPTU-BATHINDA

SUBJECT

Main Category :
Sub Category :
Description : Regarding approval of course Integrated/Dual Degree
BSc-MSc (Forensic Science)

OTHER DETAILS

Language : English
Remarks :

Ref No. - MRSPTU/ACCTS/23-24/262

Date - 21/06/2023

Minutes Of Meeting

Reference: - Account Section/Diary No. 231 Dated 15-06-2023.

Associate Dean Academic Affairs ਦੇ Ref. No.: DAA/MRSPTU/2023/4187 Dated 26-05-2023 ਦੇ ਮੁਤਾਬਕ ਯੂਨੀਵਰਸਟੀ ਅਤੇ ਇਸ ਦੇ Constituent ਅਤੇ Affiliated College (s) ਵਿੱਚ ਸ਼ੁਰੂ ਹੋਏ ਕੁੱਝ ਨਵੇਂ ਕੋਰਸਾਂ ਦਾ Fee Structure ਬਣਾਉਣ ਲਈ ਕਮੇਟੀ ਗਠਤ ਕੀਤੀ ਗਈ ਸੀ। ਅੱਜ ਮਿੱਤੀ 13-06-2023 ਨੂੰ ਪ੍ਰੋਫੈਸਰ ਇੰਚਾਰਜ ਵਿੱਚ (ਚੇਅਰਮੈਨ) ਦੇ ਦਫਤਰ ਵਿੱਖੇ ਉਪਰੋਕਤ ਕਮੇਟੀ ਦੀ ਮੀਟਿੰਗ ਰੱਖੀ ਗਈ ਸੀ ਜਿਸ ਵਿੱਚ ਹੇਠ ਲਿਖੇ ਮੈਂਬਰ ਸ਼ਾਮਲ ਹੋਏ:-

1. Dr Harish Garg, Prof Incharge(Finance), MRSPTU, Bathinda (Chairman)
2. Dr Bhupinder Pal Singh Dhot, HOD School of Arch. & Planning, MRSPTU, Bathinda
3. Dr Amit Bhatia, HOD Pharmaceutical Sciences & Technology, MRSPTU, Bathinda
(For/ Nominee of Dr Rahul Deshmukh Associate Prof. Pharmaceutical Sciences & Technology, MRSPTU, Bathinda)
4. Mrs. Amandeep Kaur Assistant Registrar, (CDC) MRSPTU, Bathinda
(For/ Nominee of Dr Balwinder Singh Sidhu, Director (CDC), MRSPTU, Bathinda)
5. Dr Satnam Singh Assistant Dean (Academics) ਮੀਟਿੰਗ ਵਿੱਚ ਹਾਜ਼ਰ ਨਹੀਂ ਹੋਏ ਜਿੱਸ ਕਰਕੇ ਕੈਲਾਸ਼ ਜੋਸ਼ੀ (ਜੂਨੀਆ ਸਹਾਇਕ) ਅਤੇ ਸੁਸੀਲ ਸਿੰਗਲਾ (ਜੂਨੀਆਰ ਸਹਾਇਕ) ਨੂੰ ਰਿਕਾਰਡ ਸਮੇਤ ਬੁਲਾਇਆ ਗਿਆ।
6. Sh Chander Gagandeep Singh, Assistant Registrar, MRSPTU, Bathinda (Convener)

ਉਪਰੋਕਤ ਕਮੇਟੀ ਵੱਲੋਂ ਯੂਨੀਵਰਸਟੀ ਇਸ ਦੇ Constituent ਅਤੇ Affiliated College (s) ਵਿੱਚ ਸ਼ੁਰੂ ਹੋਏ ਨਵੇਂ ਕੋਰਸਾਂ ਦਾ Fee Structure ਉਪਰੋਕਤ ਹਵਾਲੇ ਰਾਹੀਂ ਭੇਜ ਦਿੱਤਾ ਗਿਆ ਸੀ। ਇਸ ਦੀ ਲਗਾਤਾਰਤਾ ਵਿੱਚ ਹੇਠ ਲਿਖਿਆ Fee Structure Propose ਕੀਤਾ ਜਾਂਦਾ ਹੈ :-

1. University Main Campus Programmes:-

S. No.	Name of Programme	Semester	Tuition Fee per Semester (in INR)	Development Fund per Semester (in INR)	Student Fund per Semester (in INR)	Security (Refundable) (in INR)	Other Charges Fee (in INR)	Exam Fee per Semester (in INR)	Counselling Fee (in INR)	Document Fee (in INR)	Registration Fee (in INR)	Total Fee per Sem. (in INR)
1	Integrated/Dual Degree B.Sc-M.Sc (Forensic Science)	1st	36000	6500	2750	5000	1600	2000	3000	500	57350
		2nd	36000	6500	2750	2000	47250
		3rd	36000	6500	2750	2000	500	47750
		4th	36000	6500	2750	2000	47250
		5th	36000	6500	2750	2000	500	47750
		6th	36000	6500	2750	2000	47250
		7 th sem.	36000	6500	2750	2000	500	47750
		8 th sem.	36000	6500	2750	2000	47250
		9 th sem.	36000	6500	2750	2000	500	47750
		10 th sem.	36000	6500	2750	2000	500	47750

1. Dr Harish Garg, P.I(Finance),
(Chairman)

2. Dr Bhupinder Pal Singh Dhot,
HOD (School of Arch. & Planning)

3. Dr Rahul Deshmukh Associate Prof.
Pharmaceutical Sciences & Technology)

4. Dr Balwinder Singh Sidhu, Director CDC

5. Sh Chander Gagandeep Singh,
AR Accounts (Convener)

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ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ

ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001

Maharaja Ranjit Singh Punjab Technical University

DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

ਐਸੋ. ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ)

Associate Dean(Academic Affairs)

Ref. No.: DAA/MRSPTU/2023/ 4191

Date: 30.05.2023


Minutes of Meeting

Sub: Minutes of meeting held on 26.05.2023 regarding new programmes to be offered in various University departments/ GZSCCET / PITs/ PSAEC Patiala by the MRSPTU, Bathinda for session 2023-24.

A meeting of Registrar/Campus Director GZSCCET/ Associate Dean (Academic Affairs)/ all HODs was held on 26.05.2023 at 10:30AM in the committee room adjoining the office of Vice Chancellor regarding new programmes to be offered in various University departments/ GZSCCET by the MRSPTU, Bathinda for session 2023-24.

The following discussions were held:

1. Programmes notification for session 2023-24 has already been issued vide no. DAA/MRSPTU/Notifications/161 dated 25.05.2023. Except these notified programmes, no any additional programme shall be offered for this session 2023-24 by any department.
2. Head, Department of Chemistry has pointed out that a programme notified in the above notification named as B.Sc. (Hons.) Forensic Science shall be replaced with 5 Years Integrated/Dual Degree B.Sc.-M.Sc. (Forensic Science) with exit option after B.Sc. as per NEP 2020.
3. It was discussed and decided that the syllabus of 5 Years Integrated/Dual Degree B.Sc.-M.Sc. (Forensic Science) with exit option after B.Sc. shall be prepared by Chairperson BoS in Chemistry.


Associate Dean (Academic Affairs)

Note No. #1

Please find attached the MoM held on 26.05.2023 to start the programmes Integrated/Dual Degree B.Sc.-M.Sc. (Forensic Science) 5 Years and MoM held on 21.06.2023 regarding the fee structure of the said programme.

Submitted for your consideration and approval please.

21/06/2023 1:34 PM

SATNAM SINGH
(ASST. DEAN(ACADEMICS)-MRSPTU)

Note No. #2

Recommended and forwarded for your kind approval please.

21/06/2023 1:36 PM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)

Note No. #3

Approved.

21/06/2023 3:01 PM

BUTA SINGH SIDHU
(VICE CHANCELLOR-MRSPTU-BTD)



Archit
Maharaja Ranjit Singh Punjab Technical University
 Dabwali Road, Bathinda -151001

(Established by Govt. of Punjab vide Punjab Act No. 5 of 2015)
 ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ, ਬਾਦਲ ਰੋਡ, ਬਠਿੰਡਾ

GZS SCHOOL OF ARCHITECTURE AND PLANNING

Ref. No. Arch/D/23/1853

Date: 07/07/23

To,

Chairman Admission Committee,
 MRSPTU, Bathinda.

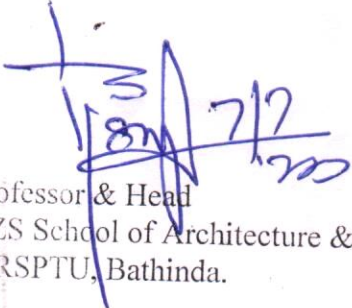
Subject: Regarding Re-Introduce of ^{Bachelor of Design} B. (Interior Design) programme in admission portal.

R/Sir,

This for your information that last year very few candidates showed interest in B. ^{Bachelor of Design} (Interior design) programme and was removed from the portal. But this year more than 8 candidates shows interest to take admission in this programme. The syllabus is already being approved by our Board of studies (BoS) and Board of Control (BoC).

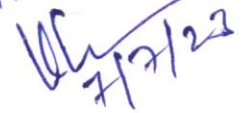
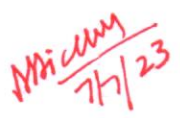
So, we request you to kindly Re-Introduce ^{Bachelor of Design} B. (Interior Design) programme on admission portal for registration and admission process. After this we will be able to commence our admissions.


Programme Name :- Bachelor's of Design (Interior Design)
 No of seats :- 30


 Professor & Head
 GZS School of Architecture & Planning
 MRSPTU, Bathinda.

*P. do the needful
 Kamli*

As requested, ~~DAA~~ Bachelor's of Design (Interior Design) may be allowed to restart from academic session 2023-24.

Vice-Chancellor

 7/7/23

 7/7/23

Actt

 7/7/23
 Actt ~~DAA~~

File No. I-15/875/2023-DEAN ACAD-MRSPTU-BTD

Autonomous

Universities of Punjab

UNI-MRSPTU-BTD

O/o DEAN ACADEMIC-MRSPTU-BATHINDA

SUBJECT

Main Category :
Sub Category :
Description : 5th Minutes of Meeting of Faculty of Commerce & Management

OTHER DETAILS

Language : English
Remarks :

6/2/23, 9:58 AM

Faculty of Comm. Mgt

PHOTO-2023-06-02-09-33-43.jpg

University Business School

MAHARAJA RANJIT SINGH PUNJAB TECHNICAL UNIVERSITY
(Est. By Govt. of Punjab vide Act No. 5(2015) and w/o 2(1) and 12.8 of UGC Act, 1956)

Dabwali Road, Bathinda-151001

www.mrsptu.ac.in

Ref. No. UBS/...../.....



ਯੂਨੀਵਰਸਿਟੀ ਬਿਜਨੈਸ ਸਕੂਲ

ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ
(ਯੂ.ਜੀ.ਐੱਸ. ਦੁਆਰਾ 2015 ਵਿੱਚ ਅਤੇ 12.8 ਆਰਟੀ ਐਕਟ 1956 ਦੇ ਅਧੀਨ)

ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ-151001

mgthod@mrsptu.ac.in

Date: / /

MINUTES OF MEETING

A prescheduled 5th Meeting of FACULTY OF COMMERCE & MANAGEMENT was held online at 03:30 pm on 29.05.2023.

The following members were present online:

1. Dr. A. S. Chawla (Dean Faculty of Commerce & Management) (In the Chair)
2. Professor Sanjeev Kumar Sharma (Professor, UIAMS, PU, Chandigarh) (Member)
3. Dr. Damanpreet Kaur (Member)
4. Dr. Pritpal Singh Bhullar (Member)
5. Dr. A.P. Mehta (Member)
6. Dr. Veerpaul Kaur Maaan, In-charge UBS, MRSPTU Bathinda (Member Secretary)

At the start of meeting, Member Secretary welcomed the Chairman and the Learned Members to the 5th Faculty meeting of Faculty of Commerce and Management of MRSPTU Bathinda. With the permission of the Chair, the pre-circulated agenda points were taken up. After detailed deliberations, the following decisions were unanimously arrived at:

ITEM	ITEM DESCRIPTION	DECISIONS
05.01	Syllabus of Integrated/Dual Degree B.Com-M.Com 3rd year (5 th & 6 th Sem)	Approved
05.02	Syllabus of Integrated/Dual Degree BBA-MBA 4th & 5 th year (7 th & 8 th , 9 th and 10 th Sem)	Approved
05.03	Syllabus B.A. Journalism and mass communication 3 rd year (5 th and 6 th sem)	Approved
05.04	Study scheme and syllabus of B.Com. (Aviation, Logistics and Supply Chain Management) And The existing programme B.com (Aviation and Logistics Management) nomenclature is to be changed to proposed nomenclature i.e. B.Com. (Aviation, Logistics and Supply Chain Management)	Approved
05.05	Syllabus of MBA Hospital Administration in collaboration with AIIMS, Bathinda 2 nd year (3 rd and 4 th sem)	Approved

A. S. Chawla
29/5/2023

Chairman cum Dean (Faculty of Commerce & Management)

V. Kaur
(Member Secretary)

E-office no:

Bhullar
(Member)
UBS/23/1585
Date: 02/6/2023

10/7/23
up
approval

Note No. #1

Sub:- Regarding 5th Minutes of Meeting of Faculty of Commerce & Management

Sir

Please find the attached Minute of Meeting of Faculty of Commerce & Management received from department of University Business School.

This is for your information and further directions please.

13/07/2023 3:05 PM

SIMRANJEET KAUR
(CLERK(ACADEMICS)-MRSPTU)

Note No. #2

Submitted for your kind approval please.

14/07/2023 12:53 PM

SATNAM SINGH
(ASST. DEAN(ACADEMICS)-MRSPTU)

Note No. #3

Submitted for your kind approval, please.

14/07/2023 12:55 PM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)

Note No. #4

Approved, subject to approval of Academic Council.

14/07/2023 4:58 PM

BUTA SINGH SIDHU
(VICE CHANCELLOR-MRSPTU-BTD)

Note No. #5

Forwarded for further necessary action.

17/07/2023 11:07 AM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)

File No. I-15/880/2023-DEAN ACAD-MRSPTU-BTD

Autonomous

Universities of Punjab

UNI-MRSPTU-BTD

O/o DEAN ACADEMIC-MRSPTU-BATHINDA

SUBJECT

Main Category :**Sub Category** :**Description** : Regarding approval of programme B.A. (Computer Science) & Bachelor of Physiotherapy for University Main Campus for session 2023-24

OTHER DETAILS

Language : English**Remarks** :

No correspondence is attached in this file.

Note No. #1**Sub.: Regarding approval to start programmes B.A. (Computer Science) & Bachelor of Physiotherapy in University Main Campus for session 2023-24 onwards.**

In reference to the meeting held yesterday i.e. on 13.07.2023 in the Committee Room adjoining to the o/o Vice Chancellor; in presence of Hon'ble Vice Chancellor with following members:

1. Dr. Karanvir Singh, Chairman Admission Cell
2. Dr. Kawaljit Singh Sandhu, ADAA
3. Dr. Amit Bhatia, Head Deptt. of Pharmaceutical Sciences
4. Dr. Munish Jindal for Head Deptt. of Computational Sciences
5. Dr. Satnam Singh, Asstt. DAA
6. Er. Sukhjinder Singh, Admission Coordinator

As per the discussions held in the above meeting the following two programmes have been decided to start in the University Main Campus from session 2023-24 onwards.

1. B.A. (Computer Science) with 120 seats in the Department of Computational Sciences. The Fee structure for this programme may be kept same as that of BCA programme.
2. Bachelor of Physiotherapy with 60 seats in the Department of Pharmaceutical Sciences. The Fee structure for this programme may be kept in line with B.Tech. programme.

This is submitted for your consideration and approval please.

14/07/2023 12:51 PM

SATNAM SINGH
(ASST. DEAN(ACADEMICS)-MRSPTU)

Note No. #2

Recommended. Submitted for your kind approval, please.

14/07/2023 12:52 PM

KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)

Note No. #3

Approved, subject to approval of Academic Council.

14/07/2023 4:58 PM

BUTA SINGH SIDHU
(VICE CHANCELLOR-MRSPTU-BTD)

Note No. #4

Forwarded for further necessary action.

17/07/2023 11:15 AM


**KAWALJIT SINGH SANDHU
(ASSO DEAN(ACADEMICS)-MRSPTU)**

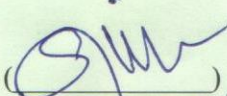
ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ।

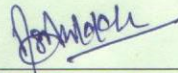
ਵਿਸ਼ਾ: Integrated/Dual degree BBA-MBA and Integrated/Dual degree B.Com.-M.Com.
 ਦੀਆਂ ਸੀਟਾਂ ਵਧਾਉਣ ਸਬੰਧੀ।

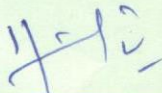
ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਦੇ ਸਬੰਧ ਵਿੱਚ ਆਪ ਜੀ ਦੇ ਧਿਆਨ ਹਿੱਤ ਲਿਆਂਦਾ ਜਾਂਦਾ ਹੈ ਕਿ ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਦੀ ਦਾਖਲਿਆ ਕਮੇਟੀ ਦੀ ਮੀਟਿੰਗ ਰੱਖੀ ਗਈ ਸੀ। ਜਿਸ ਵਿੱਚ ਮੁਖੀ (UBS) ਅਤੇ ਫੈਕਲਿਟੀ ਮੈਂਬਰ ਵੀ ਹਾਜ਼ਰ ਸਨ। ਮੀਟਿੰਗ ਵਿੱਚ ਹਾਜ਼ਰ ਮੈਂਬਰਾਂ ਵੱਲੋਂ ਇਹ ਫੈਸਲਾ ਲਿਆ ਗਿਆ ਹੈ ਕਿ Integrated/Dual degree BBA-MBA and Integrated/Dual degree B.Com.-M.Com ਕੋਰਸਾਂ ਦੇ ਦਾਖਲਿਆਂ ਦੀ ਮੰਗ ਜਿਆਦਾ ਹੋਣ ਕਰਕੇ ਇਹਨਾਂ ਕੋਰਸਾਂ ਵਿੱਚ ਸੀਟਾਂ ਵਧਾਉਣ ਦੀ ਤਜਵੀਜ਼ ਹੈ। ਇਹਨਾਂ ਕੋਰਸਾਂ ਦੀਆਂ 60-60 ਸੀਟਾਂ ਹਨ, ਪਰੰਤੂ 2023-24 ਦੇ ਦਾਖਲਿਆਂ ਅਨੁਸਾਰ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਰੁੱਚੀ ਇਹਨਾਂ ਵਿੱਚ ਜਿਆਦਾ ਹੋਣ ਕਾਰਨ ਆਪ ਜੀ ਨੂੰ ਇਹਨਾਂ ਕੋਰਸਾਂ ਵਿੱਚ ਹੋਰ 30-30 ਸੀਟਾ ਵਧਾਉਣ ਲਈ ਪ੍ਰਵਾਨਗੀ ਹਿੱਤ ਪੇਸ਼ ਹੈ।


ਆਪ ਜੀ ਦੀ ਪ੍ਰਵਾਨਗੀ ਅਤੇ ਅਗਲੇਰੀ ਕਾਰਵਾਈ ਹਿੱਤ ਪੇਸ਼ ਹੈ।



 Sudhanshu P. Singh
 Admission Coordinator

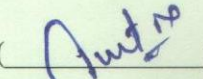

 Sukhjinder Singh
 Admission (Coordinator)


 Anoop Singh Anandh
 (O/E Admn. Cell)


 Sh. Harjot S. Sidhu
 Director T&P
 Member, Admission Committee


 Sh. Harjinder Singh Sidhu (Co-ordinator,
 Director, PR
 Member, Admission Committee


 for HOD (UBS)
 ਐਸੋਸੀਏਟ ਡੀਨ ਅਕਾਦਮਿਕ


 Faculty, Pr. Council Council.

ਰਜਿਸਟਰਾਰ

~~ਉੱਪ-ਕੋਲਪਤੀ~~

subject to ratification is Academic Council!

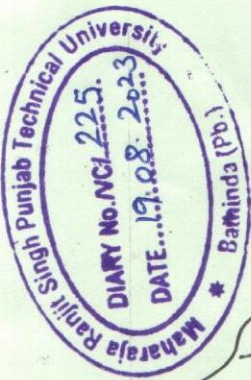
Dean (Acad.)

*11/8/23
 Asst. Dir. T&P*

Since counselling rounds are over therefore add the excess 30 seat in open counselling.

*Satinder
 21/08/23*

— CEO





ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ
ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001

Maharaja Ranjit Singh Punjab Technical University
DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

ਐਸੋ. ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ)

Associate Dean(Academic Affairs)

Ref. No.: DAA/MRSPTU/Notifications/161

Date: 25/5/2023

NOTIFICATION

(Through E-Mail only)

Consequent upon the approval of the competent authority vide File no: I-15/618/2023-DEAN ACAD-MRSPTU-BTD dated 22.05.2023, the list of programmes offered by Maharaja Ranjit Singh Punjab Technical University, Bathinda at its University Main Campus/ GZSCCET/PITs/PSAEC, Patiala for the Academic Session 2023-24 are hereby notified as under:

1. University Main Campus:

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Pharm.	4Yrs.	UA-PCI	100
2.	B.Pharm. LEET	3Yrs.	UA-PCI	As per rule
3.	M.Pharm. (Pharmaceutics)	2Yrs.	UA-PCI	09
4.	M.Pharm. (Pharmacology)	2Yrs.	UA-PCI	09
5.	PG Diploma in Pharmacovigilance	2Yrs.	Non-AICTE	30
6.	PG Diploma in Intellectual Property Rights	2Yrs.	Non-AICTE	30
7.	B.Sc. Medical Technology (Anesthesia & Operation Theatre Technology)	3Yrs.	Non-AICTE	30
8.	B.Sc. (Radio Medical Imaging Technology)	3Yrs.	Non-AICTE	30
9.	B.Sc. Medical Laboratory Science	3Yrs.	Non-AICTE	30
10.	Pharm.D.	6 Yrs.	UA-PCI	30
11.	Integrated UG Course B.Sc. (Food Science & Tech.) 3 years /Bachelor of Food Sciences & Tech. (Hons.) 4 years	3Yrs./ 4Yrs.	Non-AICTE	30
12.	M.Sc. (Food Sci. & Tech.)	2Yrs.	Non-AICTE	30
13.	B.Sc. (Hons.) Agriculture	4Yrs.	Non-AICTE	60
14.	B.Sc. (Hons.) Agriculture LEET	3Yrs.	Non-AICTE	As per rule
15.	B.Tech. (Agricultural Engineering)	4 Years	UA-AICTE	60
16.	B.Sc. (Hons.) Forensic Science	3Yrs.	Non-AICTE	30
17.	B. Sc. (Non-Medical)	3 Years	Non-AICTE	60
18.	B.Sc. (Hons.) Mathematics	3Yrs.	Non-AICTE	60
19.	B.Sc. (Hons.) Physics	3Yrs.	Non-AICTE	30
20.	B.Sc. (Hons.) Chemistry	3Yrs.	Non-AICTE	30
21.	M.Sc. (Physics)	2Yrs.	Non-AICTE	30
22.	M.Sc. (Chemistry)	2Yrs.	Non-AICTE	30
23.	M.Sc. (Mathematics)	2Yrs.	Non-AICTE	30
24.	B. Sc. (Fashion Technology)	3 Years	Non-AICTE	60
25.	B. Sc. (Fashion Technology) LEET	2 Years	Non-AICTE	As per rule
26.	M.Tech. (Electronics & Communication Engineering)	2Yrs.	UA-AICTE	18

27.	M.Tech. Electrical Engineering (Power System)	2Yrs.	UA-AICTE	18
28.	M.Tech. (Textile Engineering)	2Yrs.	UA-AICTE	18
29.	M.Tech. (Computer Science & Engineering) Part Time	3 Years	UA-AICTE	18
30.	M.Tech. (Textile Engineering) Part Time	3 Years	UA-AICTE	18
31.	M.Tech. Electrical Engineering (Power System) Part Time	3 Years	UA-AICTE	18
32.	M.Tech. (Electronics & Communication Engineering) Part Time	3 Years	UA-AICTE	18
33.	MBA	2Yrs.	UA-AICTE	60
34.	MBA (Hospital Administration)	2 Years	UA-AICTE	30
35.	Executive MBA	3 Years	UA-AICTE	30
36.	Bachelor of Management Studies (Hotel Management & Catering Technology)	3Yrs.	Non-AICTE	30
37.	MCA	2Yrs.	UA-AICTE	30
38.	B.Sc. (Graphics & Web Designing)	3 Years	Non-AICTE	60
39.	PGDCA (Part Time)	1.5 Years	Non-AICTE	30
40.	B.Arch.	5Yrs.	CoA	40
41.	M.Planning	2Yrs.	UA-AICTE	18
42.	Bachelor of Fine Arts (Applied Arts)**	4 Years	Non-AICTE	30
43.	M.A. (Fine Arts)	2 Years	Non-AICTE	30
44.	Master of Fine Arts (Painting)	2 Years	Non-AICTE	30
45.	Integrated/Dual degree BBA-MBA	5Yrs.	Non-AICTE	60
46.	Integrated/Dual Degree BCA-MCA	5Yrs.	Non-AICTE	180
47.	Integrated/Dual Degree BCA-MCA (LEET)	4Yrs.	Non-AICTE	As per rule
48.	Integrated/Dual degree B.Com.-M.Com.	5Yrs.	Non-AICTE	60
49.	Integrated/Dual Degree BFA-MFA (Applied Arts)	5 Years	Non-AICTE	30
50.	Skill Certificate Course in Refrigeration & Air-Conditioning Mechanic	1 Year	Skill	30
51.	Skill Certificate Course in Welder	1 Year	Skill	30
52.	Skill Certificate Course in Additive Manufacturing	1 Year	Skill	60
53.	Skill Certificate Course in Electrician	1 Year	Skill	30
54.	B.Tech. CSE (Artificial Intelligence & Machine Learning)	4 Years	UA-AICTE	60
55.	B.Tech. CSE (Artificial Intelligence & Machine Learning) LEET	3 Years	UA-AICTE	As per rule
56.	B.Tech. (Biomedical Engineering)	4 Years	UA-AICTE	60

**** Exit Policy- Advance Diploma in Applied Arts after 3 years, Diploma after 2 years & Certificate Course in Applied Arts after 1 year.**

2. GZSCCET, MRSPTU, Bathinda

S. No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Civil Engineering)	4 Years	AICTE	60
2.	B.Tech. (Civil Engineering) LEET	3 Years	AICTE	As per rule
3.	B.Tech. (Electrical Engineering)	4 Years	AICTE	60
4.	B.Tech. (Electrical Engineering) LEET	3 Years	AICTE	As per rule

5.	B.Tech. (Electronics & Communication Engineering)	4 Years	AICTE	60
6.	B.Tech. (Electronics & Communication Engineering) LEET	3 Years	AICTE	As per rule
7.	B.Tech. (Mechanical Engineering)	4 Years	AICTE	90
8.	B.Tech. (Mechanical Engineering) LEET	3 Years	AICTE	As per rule
9.	B.Tech. (Textile Engineering)	4 Years	AICTE	60
10.	B.Tech. (Textile Engineering) LEET	3 Years	AICTE	As per rule
11.	B.Tech. (Computer Science & Engineering)	4 Years	AICTE	150
12.	B.Tech. (Computer Science & Engineering) LEET	3 Years	AICTE	As per rule
13.	M. Tech. (Construction Technology & Management)	2 Years	AICTE	18
14.	M.Tech. (Computer Science & Engineering)	2 Years	AICTE	18
15.	M.Tech. (Mechanical Engineering)	2 Years	AICTE	18

3. PIT, Nandgarh

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	BBA	3 Years	Non-AICTE	30
2.	BCA	3 Years	Non-AICTE	60
3.	BCA (LEET)	2 Years	Non-AICTE	As per rule
4.	B. Com. (Hons.)	3 Years	Non-AICTE	60
5.	MCA	2 Years	UA-AICTE	30
6.	M. Com.	2 Years	Non-AICTE	30
7.	MBA	2 Years	UA-AICTE	18
8.	Executive MBA	3 Years	UA-AICTE	18
9.	B.Tech. (Computer and Communication Engineering)	4 Years	UA-AICTE	30
10.	M.Tech. (Computer and Communication Engineering) Part Time	3 Years	UA-AICTE	18
11.	M.Tech. (Computer and Communication Engineering)	2 Years	UA-AICTE	18
12.	Skill Certificate Course in Computer Proficiency	6 months	Skill	30
13.	Skill Certificate course in Computer Maintenance & Programming Assistant	1 Year	Skill	30
14.	Skill Certificate Course in Sewing Machine Operator	6 months	Skill	15
15.	PG Diploma in Artificial Intelligence and Machine Learning	1 Year	Non-AICTE	18

4. PIT, GTB Garh, Moga

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Electrical Engineering)	4 Years	UA-AICTE	30
2.	B.Tech. (Electrical Engineering) LEET	3 Years	UA-AICTE	As per rule
3.	B.Tech. (Computer Science & Engineering)	4 Years	UA-AICTE	30
4.	B.Tech. (Computer Science & Engineering) LEET	3 Years	UA-AICTE	As per rule
5.	BBA	3 Years	Non-AICTE	30
6.	BCA	3 Years	Non-AICTE	90
7.	BCA (LEET)	2 Years	Non-AICTE	As per rule
8.	B.Com. (Hons.)	3 Years	Non-AICTE	60
9.	MCA	2 Years	UA-AICTE	30
10.	MBA	2 Years	UA-AICTE	30

11.	M.Tech. (Electrical Engineering)	2 Years	UA-AICTE	18
12.	Skill Certificate Course in Electrician	1 Years	Skill	30
13.	Skill Certificate Course in Computer Maintenance & Programming Assistant	1 Years	Skill	30
14.	Skill Certificate Course in Refrigeration & Air Conditioning Mechanic	1 Years	Skill	30
15.	Skill Certificate Course in Tally	6 Months	Skill	30

5. PIT, Rajpura

S.No.	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Computer Science & Engineering)	4 Years	UA-AICTE	30
2.	B.Tech. (Computer Science & Engineering) LEET	3 Years	UA-AICTE	As per rule
3.	B.Tech. (Electrical Engineering)	4 Years	UA-AICTE	30
4.	BCA (LEET)	2 Years	Non-AICTE	As per rule
5.	BCA	3 Years	Non-AICTE	90
6.	BBA	3 Years	Non-AICTE	60
7.	B. Com. (Hons.)	3 Years	Non-AICTE	60
8.	M.Tech. (Computer Science & Engineering)	2 Years	UA-AICTE	18
9.	MCA	2 Years	UA-AICTE	30
10.	MBA	2 Years	UA-AICTE	30
11.	M.Com.	2 Years	Non-AICTE	30
12.	Integrated/Dual Degree BCA-MCA	5 Years	Non-AICTE	30
13.	Integrated/Dual Degree BCA-MCA (LEET)	4 Years	Non-AICTE	As per rule
14.	Integrated/Dual Degree BBA-MBA	5 Years	Non-AICTE	30
15.	PGDCA	1 Year	Non-AICTE	30
16.	B. Sc. (Food Science & Technology)	3 Years	Non-AICTE	30
17.	B.Sc. (Non-Medical)	3 Years	Non-AICTE	30
18.	B.Sc. (Fashion Technology)	3 Years	Non-AICTE	30
19.	B.Sc. (Fashion Technology) LEET	2 Years	Non-AICTE	As per rule
20.	Skill Certificate Course in Plumbing	1 Year	Skill	30
21.	Skill Certificate Course in Welder	1 Year	Skill	30
22.	Skill Certificate Course in Refrigeration & Air Conditioning Mechanic	1 Year	Skill	30
23.	Skill Certificate Course in Computer Maintenance & Programming Assistant	1 Year	Skill	30

6. Punjab State Aeronautical Engineering College, Patiala

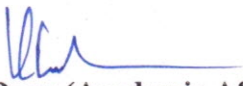
S.No	Programme Name	Duration (yrs)	Type of Programme	Sanctioned Intake
1.	B.Tech. (Aeronautical Engg.)	4 Years	UA-AICTE	30
2.	B.Tech. (Aeronautical Engg.) LEET	3 Years	UA-AICTE	As per rule
3.	BBA (Aviation Management)	3 Years	Non-AICTE	40
4.	Bachelor of Management Studies (Airlines, Tourism & Hospitality)	3 Years	Non-AICTE	40
5.	B.Tech. (Aerospace Engineering)	4 Years	UA-AICTE	30
6.	B.Tech. (Aerospace Engineering) LEET	3 Years	UA-AICTE	As per rule

7.	MBA	2 Years	UA-AICTE	20
8.	BCA	3 Years	Non-AICTE	30
9.	BCA LEET	2 Years	Non-AICTE	As per rule
10.	B.Com. with Aviation and Logistic Management	3 Years	Non-AICTE	30
11.	Skill Certificate Course in Bakery and Confectionary	6 Months	Skill	30
12.	Skill Certificate Course in Airline Ticketing	(4 Month Teaching + 2 Month Training)	Skill	30
13.	Skill Certificate Course in Ansys	6 Months	Skill	15
14.	Skill Certificate Course in Catia	6 Months	Skill	15
15.	Skill Certificate Course in Solid Works	6 Months	Skill	15
16.	Skill Certificate Course in Nastran	6 Months	Skill	15

Programmes Type/Description of Programme:

UA-PCI : PCI Approved Programmes	UA-AICTE : University Approved AICTE
AICTE : AICTE Approved Programmes	Non-AICTE : UGC Programmes
CoA : Council of Architecture approved programme	Skill : Skill Certificate Courses

Note: Programme having admissions less than 20% of approved intake shall be discontinued for the session 2023-24.


**Associate Dean (Academic Affairs),
MRSPTU, BATHINDA**

Copy to:

1. PA to Vice Chancellor, MRSPTU, Bathinda for information to the Hon'ble Vice Chancellor
2. Registrar, MRSPTU, Bathinda
3. COE, MRSPTU, Bathinda
4. Chairman Admissions, MRSPTU, Bathinda
5. Prof. I/C, Finance, MRSPTU, Bathinda
6. Prof. I/C, ITES, MRSPTU, Bathinda for uploading this on University website.
7. Dr Balkrishan, SAPMS, MRSPTU, Bathinda
8. Heads/Directors of University Main Campus/GZSCCET/PITs/PSAEC, Patiala through E-mail only



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ

ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001

Maharaja Ranjit Singh Punjab Technical University

DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

ਐਸੋ. ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ)

Associate Dean (Academic Affairs)

Ref. No.: DAA/MRSPTU/Notifications/ 165

Date: 26/06/2023

NOTIFICATION

(Through E-Mail only)

Consequent upon the approval from the Competent Authority vide e-office File No. I-15/772/2023-DEAN ACAD-MRSPTU-BTD dated 21.06.2023, university is pleased to notify the new programme Integrated/Dual Degree B.Sc.-M.Sc. (Forensic Science) along with fee structure in its Main Campus/ Constituent colleges from Academic Session 2023-24 onwards.

1. UNIVERSITY MAIN CAMPUS/ CONSTITUENTS PROGRAMMES:

S. No.	Name of Programme	Semester	Tuition Fee per Semester (in INR)	Development Fund per Semester (in INR)	Student Fund per Semester (in INR)	**Security (Refundable) (in INR)	***Other Charges Fee (in INR)	*Exam Fee per Semester (in INR)	Counselling Fee (in INR)	Document Fee (in INR)	Registration Fee (in INR)	Total Fee per Sem. (in INR)
1.	Integrated/Dual Degree B.Sc.-M.Sc. (Forensic Science) (5 Years)	1 st	36000	6500	2750	5000	1600	2000	3000	500	57350
		2 nd	36000	6500	2750	2000	47250
		3 rd	36000	6500	2750	2000	500	47750
		4 th	36000	6500	2750	2000	47250
		5 th	36000	6500	2750	2000	500	47750
		6 th	36000	6500	2750	2000	47250
		7 th	36000	6500	2750	2000	500	47750
		8 th	36000	6500	2750	2000	47250
		9 th	36000	6500	2750	2000	500	47750
		10 th	36000	6500	2750	2000	500	47750

Note: * Exam Fee shall be applicable as amended from time to time.

** Onetime payment only.

Securities Refundable**	Includes: College, Library Security, Hostel, Mess
Other Fee***	Includes: Souvenir, Institutional Membership, Students Amenities / Development, Identity Card & Library
University Related Fee (To be remitted to the University)	(University related fee includes: University Registration fee, Eligibility / Enrolment fee, University Continuation Fee, Youth Welfare Fee, Cultural & allied activities charges, University Sports facilities Development Fee, University Sports Fee etc.)

- The above fee does not include Hostel Related Fee & Mess charges, Sports facilities, Blazer (as applicable) etc.
- The syllabus of the above programme with Exit option after B.Sc. (Forensic Science) will be prepared by Chairperson BoS in Chemistry.

Assistant Dean (Academic Affairs)
MRSPTU, Bathinda

Copy to:

1. PA to Vice Chancellor, MRSPTU, Bathinda for information to the Hon'ble Vice Chancellor please.
2. Registrar, MRSPTU, Bathinda
3. Dean Academic Affairs, MRSPTU, Bathinda
4. Prof. I/C, Finance, MRSPTU, Bathinda
5. Prof. I/C, ITES, MRSPTU, Bathinda for uploading this on University website.
6. Chairman, Admission Cell, MRSPTU
7. HoDs of University Main campus/Directors of all PITs/Constituents colleges of MRSPTU, Bathinda through E-mail



ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ ਪੰਜਾਬ ਤਕਨੀਕੀ ਯੂਨੀਵਰਸਿਟੀ, ਬਠਿੰਡਾ
ਡੱਬਵਾਲੀ ਰੋਡ, ਬਠਿੰਡਾ - 151001
Maharaja Ranjit Singh Punjab Technical University
DABWALI ROAD, BATHINDA-151001

[A State University Estb. by Govt. of Punjab Act No. 5(2015) u/s 2(f) & Approved u/s 12B of UGC Act, 1956]

ਐਸੋ. ਡੀਨ (ਅਕਾਦਮਿਕ ਮਾਮਲੇ)

Associate Dean(Academic Affairs)

Ref. No.: DAA/MRSPTU/2023/Notification/167

Date: 20/07/2023


Notification

(Through E-Mail only)

In continuation to earlier notification issued vide no. DAA/MRSPTU/Notifications/161 dated 25.05.2023 and consequent upon the approval from the Competent Authority vide e-office File No. I-15/880/2023-DEAN ACAD-MRSPTU-BTD dated 14.07.2023 & Letter Ref. No. Arch/D/23/1853 dated 07.07.2023, MRSPTU is pleased to notify below mentioned new programmes in its Main Campus for session 2023-24 onwards.

Sr. No.	Name of the Programmes	#	Intake
1.	B.A. (Computer Science)		120
2.	Bachelor of Physiotherapy		60
3.	Bachelor of Design (Interior Design)		30

Further, upon the approval of the competent authority vide e-office File No. I-15/875/2023-DEAN ACAD-MRSPTU-BTD dated 14.07.2023, the nomenclature of programme “B.Com. with Aviation & Logistic Management” has been changed to “B.Com. (Aviation, Logistics and Supply Chain Management)” running at PSAEC, Patiala from to from 2023 Batch onwards.


Associate Dean (Academic Affairs),
MRSPTU, BATHINDA

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