



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

B. VOC: MANAGEMENT PRINCIPLES AND APPLICATIONS

Course code	BVFM07	Credits Equivalent : 04
Course Name	MANAGEMENT PRINCIPLES AND APPLICATIONS	Duration : 6 Months
Abbreviation	MPA	Semester : 2nd

Course objective: The course is designed to:

- To provide the student with an understanding of basic management concepts principles and practices.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

- | | |
|-----------------------------------|-----|
| 1. Mid Term Examination | 25% |
| 2. End Semester Examination | 50% |
| 3. Continuous Internal Assessment | 25% |
| • Class participation | 10% |
| • Presentations | 5% |
| • Group Discussion | 5% |
| • Role Play | 5% |

Course Contents:

Unit	Course Content	Duration
1	<ul style="list-style-type: none">• Management—Concept ,Nature ,Process & Significance• An Overview of functional areas of Management• Evolution of Management Theory— Work of Fredrick W.Taylor ,Fayols Contribution , Behavioural Science Approach , Contingency Approach• Fortune at the Bottom of Pyramid.• Trends and Challenges of Management	7 Hours

	in Global Scenario, Emerging issues in management	
2	<ul style="list-style-type: none"> • Management Functions---Planning, Organising, Staffing, Directing & Controlling • Planning: Meaning – Importance – Elements – Process – Limitations. • Decision – Making – Concept ,nature & significance 	7 Hours
3	Organising—Concept ,Nature & Significance Authority and Responsibility Relationships, Centralisation and Decentralisation , Departmentation ,Organisation Sturcture forms	7 Hours
4	Directing—Meaning & steps in direction , motivation concept , theories , Maslow, Herzberg, McGregor, Leadership concept,styles and Traits.	7 Hours

Suggested Readings

1. Principles of Business Management by Stephen P. Robbins
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons 6th Edition
3. Gupta, Sharma & Bhalla, Prnciples of Business Management, Kalyani Pub. 1st Edition



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

B.VOC : Consumer Behaviour

Course Code:	BVFM08	Credits Equivalent: 04
Course Name:	Consumer Behaviour	Duration: 6 Months
Abbreviation:	CB	Semester: 2nd

Course Objectives: The course is designed to:

- Introduce and familiarize students with important aspects of consumer behavior
- Prepare students for critically analyzing the impact of individual determinants and external factors that influences consumer behavior and observe how marketers are incorporating these in real life marketing operations.
- Develop the capability to analyze the role consumer behavior plays in the marketing process.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination	25%
2. End Semester Examination	50%
3. Continuous Internal Assessment	25%
• Class participation	10%
• Presentations	5%
• Group Discussion	5%
• Role Play	5%

Course Contents:

Unit	Course Content	Duration
1	Introduction and role of CB in Marketing <ul style="list-style-type: none">• Consumer Behavior and Marketing Concept• Customer value, Satisfaction, Trust and Retention• Impact of new technologies on Marketing Strategies• Consumer Research Process	6 hours
2	Consumer as Individual Part 1 <ul style="list-style-type: none">• Customer Motivation• Types and System of Needs• Consumer Personality• Brand Personality	6 hours
3	Consumer as Individual Part 2 <ul style="list-style-type: none">• Consumer Perception• Dynamics and Elements of Perception• Learning• Behavioral and Cognitive Learning	6 hours
4	Consumer as Individual Part 3 <ul style="list-style-type: none">• Consumer Attitude• Attitude formulation and change• Self	6 hours
5	Consumer in Cultural and Social Setting <ul style="list-style-type: none">• Reference Groups• Social Class• Culture• Consumer Decision Making Process	5 hours

Prescribed Text books

1. Schiffman, Leon G; Leslie Lazar Kanuk & S. Ramesh Kumar (2013). Consumer Behavior, 10/e, Pearson Education, New Delhi.

2. Solomon Michael R. (2011). Consumer Behavior: Buying , Having, and Being, 9/e, Learning Pvt. Ltd. New Delhi.
3. Robert East; Malcolm Wright and Marc Vanhuele (2009). Consumer Behavior: Application in Marketing, Sage Publications, New Delhi.

Suggested Additional Readings:

1. Barbara Harriss-White (2005). India's Market Society, Three Essays Collective: Gurgaon.
2. Comer, Ronald and Elizabeth Gould (2012). Psychology Around Us, Wiley India: New Delhi.
3. Husain, Akbar (2012). Socail Psychology, Pearson: New Delhi.
4. Kumar, S. Ramesh 92011). Consumer Behavior and Branding – Concepts, Readings and Cases: The Indian Context, Pearson: New Delhi.
5. Kumar, S. Ramesh (edited) (2011). Consumer Behavior: Insights from Indian Market, PHI Learning Pvt. Ltd. New Delhi.
6. Hwwkins, Del; David Mothersonbaugh and Amit Mookerjee. (2010). Consumer Behavior: Building Marketing Strategy, 11/e, Tata Mcgraw-Hill Publishing Company Ltd. New Delhi
7. Majumdar, Ramanuj 92011). Consumer Behavior: Insights from Indian Market, PHI Learning Pvt. Ltd New Delhi.
8. Nair, Suja R. (2010). Consumer Behavior in indian Perspective: Text and Cases, Himalaya Publishing House: New Delhi
9. Pasricha, Seema (2007). Consumer Psychology, Deep and Deep Publications Pvt. Ltd New Delhi



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]
PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)
www.cuhimachal.ac.in

B. VOC : Cost Accounting and Management Accounting

Course code	BVFM09	Credits Equivalent : 04
Course Name	Cost Accounting and Management Accounting	Duration : 6 Months
Abbreviation	CA	Semester : 2nd

Course objective: The course is designed to :

- Students in understanding Basic concepts of cost accounting and also to know about the various types of costs.
- Understand the various concepts of costing.
- It is also aimed at helping student equip themselves with the various techniques used in Cost Accounting.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination	25%
2. End Semester Examination	50%
3. Continuous Internal Assessment	25%
• Class participation	10%
• Presentations	5%
• Group Discussion	5%
• Role Play	5%

Course Contents:

Unit	Course Content	Duration
1	<p>Introduction to Cost Accounting</p> <ul style="list-style-type: none"> • Cost: Meaning, Concept and Classification • Elements of Cost • Nature & Importance • Cost Accounting – comparison between Financial Accounting and Cost Accounting - Application of Cost Accounting- • Designing and installing a Cost Accounting system- Cost concepts and Classification of Costs – Cost Unit – Cost Centre –Elements of Cost – Preparation of cost sheet. • Reconciliation of Cost and Financial Accounts Need for reconciliation – Reasons for difference in profits. 	4 hours
2	<p>Unit Costing</p> <ul style="list-style-type: none"> • Unit Costing. • Preparation of cost Sheet and Statement of Cost (Including calculation of tender price) • Overhead costing, (Including calculation of machine hour rate.) <p>Contract and Job costing</p> <ul style="list-style-type: none"> • Contract and Job costing operating costing 	5 hours
3	<p>Material Costing :</p> <ul style="list-style-type: none"> • Classification of materials- Material Control – Purchasing procedure – store keeping- techniques of Inventory control- Setting of stock levels- EOQ- Methods of pricing materials issues – LIFO-FIFO – Weighted Average Method –Simple Average Method- Problems. 	5 hours
4	<ul style="list-style-type: none"> • Origin, Concept, nature and scope of Management Accounting. Distinction between management accounting and cost Accounting Nature, • Importance and Limitations of financial statements. Tools of Financial Analysis; Ratio Analysis (Liquidity, Activity, 	7 hours

	<p>Solvency and Profitability ratios). Trend Analysis common size financial statement and comparative financial statements.</p> <ul style="list-style-type: none">• Reporting to Management; Importance Needs, Types, Requirements of good report preparation of a report including prewriting and form of final draft.	
--	---	--

Prescribed Text Books:

1. Arora M.N.: Cost Accounting-Principles and Practice; Vikas, New Delhi.
2. Jain S.P. and Narang K.L.: Cost Accounting; Kalyani New Delhi.
3. Khan M.Y. and Jain P.K. Management Accounting; Tata McGraw Hill.

Suggested Extra Readings:

1. Maheshwari S.N.: Advanced Problems and Solutions in cost Accounting; Sultan Chand, New Delhi.
2. Tulsian P.C. Practical Costing: Vikas, New Delhi.