

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	Introductiun <ul style="list-style-type: none">• Need for study: Managerial functions - An overview; Coordination –Essence Management• Evolution of Management Thought: Classical approach- Taylor, Fayol, Neo classical and Humun relations approach- Hawthone experiments, Behavioural approach, Systems approach, Contingency approach, MBO, Re-engineering, Five-force analysis, Learning Organisation, Fortune al the Bottom of Pyramid.• Trends and Challenges of Management in Global Scenario, Emerging issues in management	7 Hours

2	<p>Planning</p> <ul style="list-style-type: none"> • Types of Plan- An overview. Strategic planning Concept, process, Importance and limitations; Growth strategies- internal and external • Environmental analysis and diagnosis (Internal and external environment)- Definition, Importance and Techniques (SWOT TOWS/WOTS-UP, BCG Matrix, Competitor Analysis), Business environment Concept and components. • Decision making- Concept, importance, group decision making, Individual versus group Decision making process, perfect rationality and bounded rationality techniques (qualitative and quantitative, MIS, DSS). 	7 Hours
3	<p>Organising</p> <ul style="list-style-type: none"> • Process of organizing - An overview, span of management, different types of authority (line, staff and functional), decentralization, delegation. • Formal and informal organization. Principles of organizing. Types of organization structure. 	7 Hours
4	<p>Staffing and Directing</p> <ul style="list-style-type: none"> • Concept of staffing-Recruitment and Selection: Orientation; Training and Development Career Development; Performance Appraisal. • Motivation -Concept, importance, intrinsic and extrinsic motivation; Major motivation theories- Maslow's need hierarchy theory. Hertzberg's two factor theory. McGregor's Theory X and Theory Y, Ouchi's Theory Z. • Leadership - Concept, importance; Major theories of leadership (Likert's scale theory Blake and Mouton's Grid theory, House's path goal theory, Fred Fielder's situational leadership), Transactional leadership, Transformational leadership, Transforming leadership • Communication - Concept, purpose, process: Oral and written 	7 Hours

	communication; Formal and informal communication networks; Barriers to communication, overcoming barriers to communication.	
5	Control <ul style="list-style-type: none"> • Concept, process, limitation, principles of effective control, Major techniques of control Ratio analysis (ROI), budgetary control, EVA, MVA, PERT, and CPM. 	7 Hours

Suggested Readings

1. Koontz, H. and Wehrich, H. Essentials of Management Pearson Education .
2. Robbins, S. and Coulter. M Management. Pearson Education
3. Robbins, S. P., Decenzo, D.A., Bhattacharya, S. and Agrawal, M.M. Fundamentals of Management:
Essentials, Concepts and Applications. Pearson Education.
6. Drucker P. F. Practice of Management. Mercury Books, London.
7. Chhabra, T.N. Essentials of Management. Sun India.
8. Griffin, R.W. Management Principles and Application Cengage Learning
9. Luthans, F. Iniroduction to Management. McGraw Hill.



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

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

B.VOC : Consumer Behaviour

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: Bying , 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



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B. VOC : Cost Accounting and Management Accounting

Course code	BVFM09	Credits Equivalent : 04
Course Name	Cost Accounting and Management Accounting	Duration : 6 Months
Abbreviation	CAMA	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. 	5 hours

	<ul style="list-style-type: none"> • 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 	
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, Solvency and Profitability ratios). Trend Analysis common size financial statement and comparative financial statements. • Reporting to Management; Importance Needs, Types, Requirements of good report preparation of a report including prewriting and form of final draft. 	7 hours

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.

B.VOC: ENVIRONMENTAL STUDIES

Course Code:	BVFM19	Credits Equivalent: 04
Course Name:	ENVIRONMENTAL STUDIES	Duration: 6 Months
Abbreviation:	ES	Semester : 4th

Course Objectives: The course is designed to –

- The objective of the paper is to understand the basic concepts of the natural environment, to identify the different sources of pollution and their related effects, and to have awareness about the conservation strategies and laws followed in India

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	Basics of environment: <ul style="list-style-type: none">• Introduction, concept of biosphere— lithosphere, hydrosphere,• atmosphere. Ecology, types of ecosystems, natural resources-types, importance, conservation.	6 hours
2	<ul style="list-style-type: none">• Renewable and non-renewable resources. Concept of sustainable development.• Biodiversity: definition, hotspots, national parks, biosphere reserves, wildlife sanctuaries.	6 hours

3	<ul style="list-style-type: none"> • Pollution: Air, water, soil, noise and marine, Natural and anthropogenic sources of pollution. • Effects of different types of pollutions Primary and secondary pollutants. Radioactive and thermal pollution. Acid rain. 	6 hours
4	<ul style="list-style-type: none"> • Global environment issues: Ozone depletion, global warming and climatic change. • Environmental conservation strategies and projects in India, Ganga action plan, Yamuna action plan, Project tiger etc. Environmental laws in India. 	6 hours

Prescribed Text Books:

1. 'Ecology - Principles and Applications' by Chapman and Reiss, Cambridge University Press, Cambridge, U.K., 2004
2. 'Basic Environmental Biotechnology' by G.E. Omenn, Plenum Press, N.Y., 1987.
3. 'Environmental Challenges and Solutions' by Robert Jr. Cabin.
4. 'Global Environmental Change and Land Use' by H.J.T.M Harmaan, Jan Verhagen, C.A. Rovers, Springer, 2003.
5. 'A Textbook of Environment Science' by Thakur Vidya, Scientific Publishers, 2012.
6. 'Living in the Environment : Principles, Connections, and Solutions' by Jr., G. Tyler Miller, Brooks Cole.



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B.VOC: Service Marketing

Course code	BVFM20	Credits Equivalent : 04
Course Name	Service Marketing	Duration : 6 Months
Abbreviation	SM	Semester : 2nd

Course Objectives: The course is designed to:

- Understand the importance of Services.
- Understand the challenges towards Managing Services.
- Review and understand the past and ongoing trends in service industry.
- Understand the overall dynamics of services.

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	Introduction to Services <ul style="list-style-type: none">• Emergence of Service Economy• Introduction to Services: Definition• Concepts & Nature of Services• Service Environment	7 hours

	<ul style="list-style-type: none"> • Scope and importance of Services • The evolution of Sub-discipline of services marketing • Service Experience • Analysing the experience 	
2	<p>Designing Services</p> <ul style="list-style-type: none"> • Service orientation of organizations • Service goal • Classifying services • Service Marketing Mix • Physical Evidence and Servicescape • Designing and Managing Services Processes • Service Encounters • Customer interactions in service encounter <p>Service Standards</p>	8 hours
3	<p>Consumer experiences of Services</p> <ul style="list-style-type: none"> • Service as consumer experience • Reasons for interest in consumer experience • Perspective on consumer experience • Implications for service management • Customer Expectation of Services • Customer Perception of Services. 	6 hours
4	<p>Pricing & Distribution of Services, Service Promotion</p> <ul style="list-style-type: none"> • Demand Capacity Management • Pricing the Services • Distribution of Services • Positioning of Services 	4 hours
5	<p>Managing Service Failure</p> <ul style="list-style-type: none"> • Service Quality and customer satisfaction • Service Quality Model • Employees and Service Delivery • Customers and Service Delivery • Service Failure and Recovery 	5 hours

Prescribed Text Books:

1. Gilmore, Audrey (2010). Services Marketing and Management; Response Book, New Delhi.

2. Lovelock, Christopher; Jochen Wirtz, and Jayanta Chatterjee (2010). Service Marketing - People, Technology, Strategy, 7 e.; Pearson, New Delhi.
3. Zeithaml, Valarie A.; Mary ho Bitner, Dwayne D. Gremler and Ajay Pandit (2011). Service marketing - Integrating Customer Focus across firm, 5 e.; Tata Mc-Graw-Hill, New Delhi

Suggested Reading:

1. Baron, Steve and Kim Harris (2003). Services Marketing: Text and Cases, 2 e; Palgrave New York.
2. Jha, S.M. (2010). Services Marketing ; Himalaya Publishing House, New Delhi.
3. Ellis, Nick; James Fitchett, Matthew Higgins, Gavin Jack, Ming Lim, Michael Saren and Mark Tadajewski (2012). MARKETING: A Critical Text, sage South Asia ed.; SAGE Publications India Pvt. Ltd., New Delhi.
4. Shahjahan, S. (2010). Services Marketing: Concepts, Practices and Cases from Indian Environment; Himalaya Publishing House, New Delhi.
5. Venugopal, Vasanti and V. N Raghu (2013). Services Marketing; Himalaya Publishing House, New Delhi.



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B. VOC: CORPORATE LAWS

Course code	BVMC21	Credits Equivalent : 04
Course Name	CORPORATE LAWS	Duration : 6 Months
Abbreviation	CL	Semester : 3rd

Course objective: The course is designed to:

- To gain In depth knowledge of history of Journalism in India.
- To provide knowledge about Emergence of Journalism in India.
- To know about colonial rule and role of Media.
- To have knowledge of Vernacular and English media at different times.
- To know about Journalism of freedom fighters and other journalists at that time and post Independence.

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	Introduction <ul style="list-style-type: none">• Administration of company Law [including National Company Law Tribunal (NCLT),• Appellate Tribunal (NCLAT), Special	7 Hours

	<p>Counts]; characteristics of a company: common seal;</p> <ul style="list-style-type: none"> • Lifting of corporate veil: types of companies including private and public company, government company. Foreign company, • one person company, small company associate company, dormant company, producer company: association not for profit; • illegal association: formation of company, promoters and their legal position, • Pre incorporation contract and provisional contracts; on-line registration of a company. 	
2	<p>Documents</p> <ul style="list-style-type: none"> • Memorandum of association and its alteration, articles of association and its alteration, doctrine of constructive notice and indoor management, • Prospectus; self prospectus and red herring prospectus, misstatement in a prospectus; GDR; book building; issue, allotment and forfeiture of shares, • Calls on shares; public offer and private placement; issue of sweat capital; employee stock options; issue of bonus shares; transmission of shares, • Buyback and provisions regarding buyback; share certificate; D-Mat system; Membership of accompany. 	7 Hours
3	<p>Management and Meetings</p> <ul style="list-style-type: none"> • Classification of directors, additional, 	7 Hours

	<p>alternate and adhoc director; women directors, independent director,</p> <ul style="list-style-type: none"> • small shareholders' director: director identity number (DIN): appointment, who can appoint a director, disqualifications, removal of directors; legal position, • powers and duties: key managerial personnel, managing director, manager; meetings of shareholders and board; types of meeting, convening and conduct of meetings, • requisites of a valid meeting: postal ballot, meeting through video conferencing, e-voting; committees of board of directors- audit committee, nomination and remuneration committee, • stakeholders relationship committee corporate social responsibility committee: prohibition of insider trading. 	
4	<p>Dividends, Accounts, Audit</p> <ul style="list-style-type: none"> • Provisions relating to payment of dividend. provisions relating to books of account, provisions relating to audit, auditors' appointment, • Rotation of auditors, auditors' report, secretarial standards and secretarial audit; on-line filing of documents, winding up -concept and modes of winding up. 	7 Hours
5	<p>The Depositories Act 1996</p> <ul style="list-style-type: none"> • Definitions; rights and obligations of 	

	depositories; participants, issuers and beneficial owners: inquiry and inspections,penalties	
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Suggested Readings

1. Hicks, Andrew & Goo S.H. Cases and Material on Company Law. Oxford University Press
2. Gower, LCB, Principles of Modern Company Law. Stevens & Sons, London.
3. Majumdar, A.K. and Kapoor, G.K. Company Law and Practice. Taxman, New Delhi
4. Hanningan, Brenda. Company Law. Oxford University Press, U.K.
5. Sharma, J.P. An Easy Approach to Corporate laws. Ane Books Pvt. Ltd. New Delhi
1. Ramaiya. A Guide so Companies Act. LexisNexis Butters worth wadhwa.
6. Kannal, S. & Sowrirajan, V.S.Company Law Procedure. Taxman's Allied Services (P) Ltd...New Delhi.
7. Singh, Harpal. Indian Company Low. Galgotia Publishing, Delhi.
8. Companies Act and Corporate Laws.Bharat Law House Pvt Ltd, New Delhi
9. The Depositories Act, 1996