

Year: 2 Semester: IV

S.N.	Subject Code	Subject	EVALUATION SCHEME								
						SESSIONAL EXAMS			ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	MCM-411	Business Research	3	2	-	20	10	30	70	100	4
2.	MCM-412	Economic Development and Planning	3	2	-	20	10	30	70	100	4
3.	MCM-413	Dissertation & Viva-Voce	-	-				30 (Viva)	70 (Project)	100	4
4	MCM-414	Foreign Trade Policy Procedures and Documentation	3	2		20	10	30	70	100	4
5.	MCM-415	Opt any one Travel & Tourism Management	3	2	-	20	10	30	70	100	4
	MCM-416	Educational Institution Management	3	2	-	20	10	30	70	100	4
		Total	12	8	-		40	180	420	500	20
6	MCM-417	Unnat Bharat Abhiyan (Non-CGPA)	3	1		20	10	30	70	100	2

SEMESTER IV

MCM-411

BUSINESS RESEARCH

CREDIT HOURS: 4

Unit I: Introduction to Business Research: Meaning and role of business research; Business research and scientific method; Scope of business research; Organisation of business research: Outsourcing and in-house research; Business research process: An overview; Ethics in business research.

Unit II: Problem Specification: Management problem specification, Formulating research problem, Developing research proposal – research objectives, research hypotheses, information needs; : Explorative research – major techniques and their evaluation; Descriptive researches – case study, survey method and observation method; Causal research – major experimental designs and their evaluation; Reliability validity in experimentation; Quantitative vs qualitative research.

Unit III: Determining Data Sources: Secondary data sources and their usefulness; Primary data collection

– Observation and questioning methods; Questionnaire preparation; Scaling techniques and attitude measurement; Reliability and validity assessment.

Unit IV: Survey Design: Census and survey methods; Designing sample survey – Defining universe, Determining sampling frame, sampling unit, sampling method and sample size.

Unit V: Data Collection: Organising fieldwork – selection, training, supervision and evaluation of fieldworkers, Survey errors – sampling vs. non-sampling errors; Types of non-sampling errors and ways to deal with them; Data analysis and interpretation: Data editing and coding, Univariate analysis; Bivariate analysis; Multivariate data analysis – Interdependence and dependence analyses and their basic assumptions; Time series analysis.

Unit VI: Major Multivariate Data Analysis Techniques: Basic concepts and applications of multivariate analysis of variance, multiple regression, factor analysis, cluster analysis, discriminant analysis and conjoint analysis.

Unit VII: Communicating Research Results: Research report preparation, presentation and follow-up.

Course Outcome:

Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues

- Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
- Conceptualise the research process

Suggested Readings:

1. Cooper, Donald R., and Schindler, Pamela S. *Business Research Methods*: Tata McGraw Hill
2. Emory, C. William, *Business Research Methods*, Richard D. Irwin .Inc. Homewood, Illinois.
3. Kerlinger Fred N, *Foundations of Behavioral Research*, Surjeet Publications, Delhi.
4. Sekaran Uma, and Bougie Roger, *Research Methods for Business, A Skill Building*

MCM-412

Economics Development and Planning

Credit Hours :4

Unit – I:

Economic Development

Economic Development and Economic Growth, Under Development and Development How Economics Grow and Changes, Characteristics of a Developing Economy, Nature and Problems of India Economy, Determinant of Economic Development, Obstacles to Development, Economic and Non- Economic factors in Economics Development.

Domestic Measure for Economic Development : Human Capital and Manpower Planning, Employment, Infrastructrem, Capital formation, Agriculture and Industrial Sector, National Income, Financial System, Monetary and Fiscal Policy, Public Debt and Deficit Financing.

Unit – II

International Economic, Co-operation NIEO, SAARC, MNEs, Multinationals, Transnational Mutual Agreements, FDI in LDCs: Foreign Capital and Aid, Globalization and Liberalization.

Theories of Economic Growth and Development : Classical Theory, Malthusian Theory, Karl Mark's Theory of Economic Development, Rostow's Stages of Economic Growth, Keynesian Development, Big Push Theory, Balanced and unbalanced Growth.

Unit-III

Economic Planning.

The concept of Economic Planning – Arguments for and Against Economics Planning, Objective, Characteristics, Purpose and Structure of a Planned Economy with Special reference to Inda, Types of Planning.

Unit-IV

Economic Planning in India: India's Five Year Plans, Strategy, Objective and Performance Appraisal, Financing of Plans, Progress and Obstacles, Resource Mobilization, Agricultural and Industrial Development in the Planning Era, Planning for Self-Reliance.

India and the World Economy : In Perspective.

Book and Report :

1. Lewis, W.A. – Principles of Economic Planning
2. Hansen A. – The process planning. A study of India's Five Year Plans.
3. Bhagwati J. & desai P – Planning for Industrialisation.
4. Todaro M.P – Economic develoment in the Third World.
5. Meler G.M. – Leading Issues in development Economics.
6. Dobb M. : Soviet Economic Development.
7. Bethelheim C.- Studies in the Theory of Planning.
8. Thirwal A.P. – Growth and Development.
9. Ghatak S. – Development Economics
10. Kurihara K.K. – Keynesian Theory of Economic Development.

MCM-413

Dissertation & Viva –Voce

Credit Hours :4

MCM-414: Foreign Trade Policy Procedures & Documentation

Credit Hours: 4

Course Objective:

The main objective is to Lean the importance and procedural & documentation aspects of export-import of goods and services ; impart knowledge of governments, departments, international institutions involved ; teach an Export Manager to develop a systematic methodology to handle exports ; understand the relevance and importance of various government policy measures for export as well as import.

Contents:

Unit-I

Introduction : Foreign trade & Economic Development, India's Foreign Trade – Trends, Problems and Prospects, India's Balance of Payments. Trade Policy – Recent Development, WTO.

Unit-II

Export Marketing, Sources of Export Trade Information, Selection of Products, Identification of Export Markets, Product Planning for Export, Export Marketing Channels, Business Communication in Export, Export Marketing Logistics, Export cargo Insurance.

Unit- III

Export Sales, Contract and In-coterms, Terms of Payment in Export, Export Finance – EXIM Bank ECGE, Export Pricing, Import Finance.

Unit-IV

Export Import Licensing Procedure and formalities.

Export Documents – Rotational Documents, Kinds & Function of Documents, Standardized Pre-Shipment Export Documents.

Import Documents : Customs Clearance of Import Cargo. Processing of an Export Order.

Institution set-up for Export Promotion in India

Export Assistance in India

Procedure for claiming Export Assistance

Course Outcome:

1. Understand and create the documents required for completing export and import transactions
2. Understand the procedure for export and import clearance
3. Understand the role of key government organizations like Customs and Excise, RBI, etc. in facilitating export transactions Examine the foreign trade policy framework to best utilize the opportunities available to organizations

Books Journals and Reports :

1. Nurkse R. – Pattern of Trade and development.
2. Bhagwati J and Srinivasan – Foreign Trade regimes and Economic development.
3. Panchamukhi V.r. – Trade Polices of India. A Quantitative Analysis.

Course objective

This course acquaints the student with the scope and complexity of the hospitality and tourism industry by exploring the national and global relationships.

UNIT I (08 Sessions)

What is Tourism? Definitions and Concepts, Tourist destination, services and industry, General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

New Trends of travel, E- Commerce and Online communication in Tourism

UNIT II (08 Sessions)

Definition of Tourism Product, Elements and characteristics of tourism products. Tourism product Life Cycle, Typology of tourism products.

Natural Resources:Wildlife Sanctuaries, National Parks and Natural Reserves in India

World Heritage Sites of India:Ajanta &Ellora Caves, TajMahal, Agra Fort, Sun Temple, Konark, Monuments at Khajuraho, Monuments at Hampi

Fairs and Festivals: Kumbha, Pushkar,Pongal/Makar-Sankranti, Baishakhi,Holi,Onam, Durga Puja, Diwali, KartikPurnima (DevDeepawali, Guru Parb), Rathayatra, Barawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Ganga Mahotsava, TajMahotsava, KhajurahoMahotsava and Desert Festival. Dance & Music:Classical

UNIT III (08 Sessions)

Origin of Travel Agency. Definition and scope of Travel Agency. Definition of Tour Operator and Tour operation. Differences between Travel Agency and Tour Operator.

Travel Agency: Functions, Organization, Tour operator functions and organizations, client handling; Income sources.

Setting up of Travel Agency, Approval procedure for Travel Agent and Tour operator by DOT: IATA rules and regulations.

UNIT IV (08 Sessions)

Introduction to the Hospitality Industry - Origin, Nature and Importance, Hotel Organisational structure and its hierarchy of Very Large, Large and medium hotels and Hotel Chains of India,Classification of Hotels and Hotel Categories (Star Rating), Hotel Revenue Centres – Rooms Division, F& B Division,

UNIT V (08 Sessions)

Hotel Cost Centres- Marketing, Engineering, Accounting, Human Resources, Security.

Types of Hotel Rooms, Plans and Rates, Front Office and its coordination with other , Classification of Hotels – as per Location, Size, Target Markets, Levels of Service, Ownership & Affiliation, Other Lodging Establishments departments, Laws and rules pertaining to Hospitality Industry, Hospitality Organisation-FHRAI, HRACC, IH&RA, Customer Care - general etiquettes, telephone handling, effective communication skills

Course Outcome:

- Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
- Apply the concepts and skills necessary to achieve guest satisfaction.
- Demonstrate leadership and teamwork to achieve common goals.

Suggested Readings:

- 1 Goeldner-Tourism Principles &Philosphy(Wiley Dreamtech)
- 2 Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2017)
- 3 Hospitality and Tourism – Kadam R (UDH Publishers edition 2019)

Course Objective: The objective is to provide Education which is the provision of a series of learning experiences to students in order to impart knowledge, values, attitudes and skills with the ultimate aim of making them productive members of society.

Unit-1

Concept of educational management- Meaning, nature, need and scope, Role of Educational manager. Types of Educational Management- Autocratic, Democratic, Laissez-Faire supervision. 6. Educational Planning- Meaning, need and significance of educational planning. Types and strategies of educational planning. Steps in Educational planning Institutional Planning.

Unit-2

Educational Management and Administration Difference between the two administrations at different levels Primary, Secondary and Tertiary, Board of Secondary Education, Council of H.S Education, Council of Higher education

Unit-3

Educational Measurement and Evaluation- Concept, Scope and Needs. Tools and Techniques of Evaluation - a) Test: Types, use of Norm- Referenced test and Criterion- Referenced test, essay type and objective type tests. b) Observation- Concept and Use c) Inquiry - concept and use d) Cumulative Record Card – concept and Use

Unit-4

Autonomy in Higher Education (concept, composition and importance). Dellar's Report, National Knowledge Commission (Main Recommendations), RUSA, Choice Base Credit System, professional development of higher education faculty and major changes in research.

Unit-5

Meaning, Definition, Aims, Components, Objectives, Scope and Significance of Educational Technology - Educational Technology and Instructional Technology - Educational Technology and Information Technology – personal learning environments, networked learning, virtual learning environments (VLE) m-learning, and digital education.

Course Outcome:

- Identify and describe the political, religious, economic, and social uses of art in Italy during the renaissance
- Identify a range of works of art and artists
- Analyze the role of art and of the artist in Italy at this time
- Analyze the art of the period according to objective methods

Suggested Books

Altabach, P.G.&Singh, A. (1974).The Higher Learning In India,New Delhi: Vikas Publishing House.

Dunkin, M.J. (1987). The International Encyclopedia of Teaching and Teacher Education. New York: Pergamon Press.

Malik,S.C.(Ed) (1971) Management and Organisation of Indian Universities, Shimla: Indian Institute of Advanced Study.

Course Objectives:

- To engage the students in understanding rural realities
- To identify and select existing innovative technologies, enable customization of technologies, or devise implementation method for innovative solutions, as per the local needs.
- To leverage the knowledge base of the institutions to devise processes for effective implementation of various government programmes
- To understand causes for rural distress and poverty and explore solutions for the same
- To apply classroom knowledge of courses to field realities and thereby improve quality of learning

UNIT: 1**Quality of rural life in villages and Unnat Bharat Abhiyan:**

Introduction to Unnat Bharat Abhiyan - concept, scope and objectives, rural life, rural society, cast and gender relations, rural values with respect to community, nature and resources, elaboration of “Soul of India lies in villages” – (Gandhi Ji), Rural infrastructure, problems in rural area.

Assignment: - 2

Prepare a map (Physical , visual and digital) of the village you visited and write an essay about inter-family relation in that village

UNIT: 2**Rural economy and livelihood :**

Agriculture, farming, land ownership pattern, water management, animal husbandry, non-farm livelihoods and artisans, rural entrepreneurs, rural market

Assignment: 1

Describe your analysis of rural household economy, it's challenges and possible pathways to address them.

Group discussion in class- (4)

Field visit 3**UNIT : 3****Rural Institutions: 2**

History of Rural Development, Traditional rural organizations, Self Help Groups, Gram Swaraj and 3- Tier Panchayat Raj Institutions(Gram Sabha, Gram Panchayat, Standing Committee), local civil society, local administration.

Introduction to Constitution, Constitutional Amendments in Panchayati Raj – Fundamental Rights and Directive Principles.

Assignment 2

Panchayati Raj institutions in villages? What would you suggest to improve their effectiveness? Present a case study (written or audio-visual).

Field Visit – 4

UNIT : 4

Rural Development Programmes: 2

National programmes - Sarva Shiksha Abhiyan, Beti Bachao, Beti Padhao, Ayushman Bharat, Swachh Bharat, PM Awas Yojana, Skill India, Gram Panchayat Decentralised Planning, NRLM, MNREGA, etc

Written Assignment – 2

Describe the benefits received and challenges faced in the delivery of one of these programmes in the rural community, give suggestions about improving implementation of the programme for the rural poor

Field work:

Each student selects one programme for field visit

Field based practical activities:

- Interaction with SHG women members, and study of their functions and challenges; planning for their skill building and livelihood activities
- Visit MGNREGS project sites, interact with beneficiaries and interview functionaries at the work site
- Field visit to Swachh Bharat project sites, conduct analysis and initiate problem solving measures
- Conduct Mission Antyodaya surveys to support under Gram Panchayat Development Plan(GPDP)
- Interactive community exercise with local leaders, panchayat functionaries, grass-root officials and local institutions regarding village development plan preparation and resource mobilization
- Visit Rural Schools / mid-day meal centres, study Academic and infrastructural resources and gaps
- Participate in Gram Sabha meetings, and study community participation
- Associate with Social audit exercises at the Gram Panchayat level, and interact with programme beneficiaries

- Attend Parent Teacher Association meetings, and interview school drop outs
- Visit local Anganwadi Centre and observe the services being provided
- Visit local NGOs, civil society organisations and interact with their staff and beneficiaries, .
- Organize awareness programmes, health camps, Disability camps and cleanliness camps o Conduct soil health test, drinking water analysis, energy use and fuel efficiency surveys
- Raise understanding of people's impacts of climate change, building up community's disaster preparedness
- Organise orientation programmes for farmers regarding organic cultivation, rational use of irrigation and fertilizers and promotion of traditional species of crops and plants
- Formation of committees for common property resource management, village pond maintenance and fishing

Course Outcomes:

After completing this course, student will be able to

- Gain an understanding of rural life, culture and social realities
- Develop a sense of empathy and bonds of mutuality with local community
- Appreciate significant contributions of local communities to Indian society and economy
- Learn to value the local knowledge and wisdom of the community

Suggested Books:

1. Singh, Katar, Rural Development Principles, Policies and Management, Sage Publications, New Delhi, 2015.
2. A Hand book on Village Panchayat Administration, Rajiv Gandhi Chair for Panchayati Raj Studies, 2002.
3. United Nations, Sustainable Development Goals, 2015 un.org

