

First Year Semester I

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS1	English	ELS1	5	5	40+60
SL1	Second Language	SL1	5	5	40+60
DSC101	Principles & Practices of Management	Major Core	5	5	40+60
DSC102	Basics of Business Economics	Major Core	5	5	40+60
DSC103	Fundamentals of Marketing	Major Core	5	5	40+60
IKS -I	Ancient Indian Economy	Non-CGPA	2	2	20+30
	MOOCS		2		
	Total		25+4	25+4	500+50

First Year Semester II

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS2	English	ELS2	5	5	40+60
SL2	Second Language	SL2	5	5	40+60
DSC201	Financial Accounting	Major Core	5	5	40+60
DSC202	Business Statistics	Major Core	5	5	40+60
DSC203	Organizational Behaviour	Major Core	5	5	40+60
IKS -II	Indian Economics and Business Model	Non-CGPA	2	2	20+30
	Total		25+2	25+2	500+50

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Second Year –III Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS3	English	CC-1C	5	5	40+60
SL3	Second Language	CC-1C	5	5	40+60
DSC 301	Fundamentals of Human Resource Management	DSC-1C	5	5	40+60
DSC 302	Fundamentals of Financial Management	DSC-2C	5	5	40+60
DSC 303	Operations Research	DSC-3C	5	5	40+60
IKS -III	Indian Knowledge System-III	Non-CGPA	2	2	20+30
	Total		25+2	25+2	500+50

Second Year –IV Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS4	English	CC-1D	5	5	40+60
SL4	Second Language	CC-2D	5	5	40+60
DSC 401	Operations Management	DSC-1D	5	5	40+60
DSC 402	Business Law & Ethics	DSC-2D	5	5	40+60
DSC 403	Excel for Business Decision Making	DSC-3D	5	5	40+60
IKS -IV	Indian Knowledge System-IV	Non-CGPA	2	2	20+30
	Total		25+2	25+2	550+50

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Third Year –V Semester:

Course Code	Course Title	Course Type	HPW	Credits	Max. Marks (IA+SE)
DSC-501	Marketing: a. Product Management b. Brand Management Finance: a. Financial Markets and Services b. Investment and Portfolio Analysis Human Resource: a. Organizational Development b. Performance Appraisal Management	DSC-501	5	5	40+60
DSC-502	Business Research Methods	DSC-502	5	5	40+60
MDC	Multi- Disciplinary Course	MDC	4	4	40 +60
SEC 1	Start-up Management	SEC	2	2	20+30
SEC 3	Internship	SEC	2	2	
VAC	Value Added Course	VAC	3	3	
	Total		21	21	

Third Year: VI Semester:

Course Code	Course Title	Course Type	HPW	Credits	Max. Marks (IA+SEE)
DSC -601	a. Strategic Management	DSC - 601	5	5	40+60
DSC-602	Marketing: a. Retail Marketing b. Services Marketing Finance: a. International Finance b. Compensation Management Human Resource: a. Talent Management b. Compensation Management	DSC - 602	5	5	40+60
SEC-2	Business Communication	SEC	2	2	20+30
SEC-4	Soft Skills	SEC	2	2	20+30
	Value Added Course		3	3	
PR	Project Report and Viva Voce	PR	4	4	
	Total		21	21	

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SEMESTER-I

RBVRR WOMEN'S COLLEGE
(Autonomous)
DEPARTMENT OF BUSINESS MANAGEMENT
YEAR-I, SEMESTER -I
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029

COURSE CODE - DSC101
PRINCIPLES & PRACTICES OF MANAGEMENT

Course Objectives:

1. To define the nature, scope, and significance of management as both an art and a science, and to identify key managerial roles and functions.
2. To examine the evolution of management theories and understand the processes of planning and decision-making.
3. To analyze the principles of organizing, various organizational structures, and the concepts of authority, responsibility, delegation, and decentralization.
4. To study staffing processes, leadership and motivation techniques, communication networks, and control mechanisms.
5. To explore contemporary management issues, including digital transformation, data-driven decision-making, remote work practices, ethical leadership, and sustainability.

Course Outcomes:

Students will be able to

CO1: Describe management concepts, its nature as both an art and a science, and identify key managerial roles and functions. (Understand)

CO2: Analyze management theories and apply appropriate planning and decision-making techniques in organizational contexts. (Analyze)

CO3: Evaluate different organizational structures and implement effective delegation, authority, and decentralization strategies. (Evaluate)

CO4: Demonstrate effective staffing, leadership, communication, and control practices in managerial settings. (Apply)

CO5: Integrate digital transformation, data analytics, ethical considerations, and sustainability into modern management practices. (Understand)

Syllabus

UNIT -I: INTRODUCTION TO MANAGEMENT

Definition, Nature & Scope of Management; Management as both art and science; distinction between managers and administrators; Managerial Roles Skills; Functions of Management.

UNIT-II: MANAGEMENT THEORY AND APPROACHES

Evolution of Management Thought: Classical (Taylor, Fayol, Max Weber), Human Relations (Mayo), Behavioral (McGregor), Systems & Contingency approaches;

UNIT-III: PLANNING AND DECISION- MAKING

Planning: Nature, Scope and Importance of Planning; Planning Process and Components: Objectives, Strategies, policies, Procedures, Rules; Types of Planning: Strategic, Tactical, Operational; Forecasting and its role in planning; Decision -Making process: Meaning, Steps and Types; Strategic Planning and Its Application in Organizations.

UNIT-IV ORGANIZING

Organizational Structure: Principles of organizing, Formal vs informal, common organizational structures, departmentalization, line–staff authority, span of control, Authority & Responsibility; Delegation & Decentralization.

UNIT V STAFFING, DIRECTING & CONTROLLING

Staffing: Recruitment, Selection, Induction & Orientation; Directing: Meaning, Elements, Importance, Supervision, Coordination; Communication: Process, channels, barriers; Control Mechanisms: Types and Techniques of control, Steps and Challenges, Relationships between Planning and Control.

Suggested Books:

1. Prasad, L. M. (2020). Principles and practice of management. Sultan Chand & Sons.
2. Ramasamy, T. (2018). Principles of management. Mumbai: Himalaya Publishing House.
3. Koontz, H., & Weihrich, H. (2016). Essentials of management. Tata McGraw-Hill.
4. Schermerhorn, J. R., & Bachrach, D. G. (2016). Introduction to management (13th ed.). Wiley.
5. Tripathi, P. C., & Reddy, P. N. (2016) Principles of management. Tata McGraw- Hill Education.
6. Robbins, S. P., Bergman, R., Stagg, I., & Coulter, M. (2014). Management. Pearson.
7. Sr. Prof. D. Sreeramulu & Prof. S. Lakshmi Narasimham, Principles & Practices of Management, Tata Publications, First Edition, 2025

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DEPARTMENT OF BUSINESS MANAGEMENT
YEAR-I, SEMESTER -I
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029

COURSE CODE - DSC102
BASICS OF BUSINESS ECONOMICS

COURSE OBJECTIVES:

1. To enable students to apply microeconomic concepts and analytical tools in solving real-world business problems.
2. To gain an understanding of concept of demand, demand determinants, and elasticity of demand
3. To enable students to understand production functions in short run and long run
4. To develop a comprehensive understanding of various cost concepts and their relevance in managerial decision-making.
5. To help students understand different market structures and their dynamics, and their impact on pricing and output decisions.

COURSE OUTCOMES

CO1: Explain the nature, scope, and fundamental principles of Business Economics (understand)

CO2: Analyze demand and supply concepts, including determinants, laws, exceptions, and elasticity, to evaluate consumer behavior and market responsiveness. (Analyse)

CO3: Apply the theory of production and cost concepts, including production functions, laws of returns, isoquants, and isocosts, to optimize input-output relationships. (Apply)

CO4: Examine cost structures and managerial tools such as CVP analysis, cost classifications, economies of scale, and budget line concepts for cost control and business planning. (Analyze)

CO5: Evaluate different market structures and pricing strategies, including perfect competition, monopoly, monopolistic competition, and oligopoly, to assess firm behavior and price determination. (evaluate)

UNIT - I: BUSINESS ECONOMICS NATURE AND SCOPE:

Introduction to business Economics-Characteristics-Nature and scope concept of opportunities
Cost- Incremental Cost- Time Perspective-Discounting and Equi-Marginal Principle

UNIT – II: DEMAND CONCEPTS & ELASTICITY OF DEMAND:

Concept of Demand Determinants of Demand- Law of Demand- Exception to the law of demand- Elasticity of Demand- Types of demand elasticity- Uses of demand elasticity-Concept of Supply- Determinants of Supply-Law of Supply-Elasticity of Supply.

UNIT – III: PRODUCTION AND COST CONCEPTS:

Theory of production-Production function- Input output combination-Short run production laws, Law of diminishing marginal returns to scale- ISO-quant curves, ISO-cost curves

UNIT – IV: BUDGET LINE:

Cost concepts- Cost classification-CVP Analysis-short run cost curves and long run cost curves-Experience curve-Economies and diseconomies to the scale- Economies of scope.

UNIT – V: MARKET STRUCTURES AND PRICING:

Concept of market structures- Perfect competition market and price determination- Monopoly and abnormal profits- Monopolistic Competition-Price Discrimination-Oligopoly-Features of oligopoly- Syndicating in oligopoly-Kinked demand curve- Price leadership and market positioning.

Suggested Books:

1. Mc Connell, Brue and Flynn, Economics, Tata Mc Graw Hill
2. Dr. D N Mithani, Managerial Economics Theory and Application, HPH
3. Varshney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Chrystal, Economics, International Oxford University Press.
5. Kutosynnis, Modern Micro Economics, Mac Millan Publishers
6. Rubin field and Mehathe, Micro Economics, Pearson Publishers.
7. Venugopal & Ramakrishna, Business Economics, Dreamtech Press

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DEPARTMENT OF BUSINESS MANAGEMENT
YEAR-I, SEMESTER -I
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029

COURSE CODE - DSC103

FUNDAMENTALS OF MARKETING

COURSE OBJECTIVES:

1. To define marketing, its core concepts, and distinguish it from selling while addressing the concept of marketing myopia.
2. To evaluate the micro and macro marketing environments and apply consumer market segmentation, targeting, and positioning strategies.
3. To analyze product classifications, life cycle management, and pricing methods for effective marketing decisions.
4. To assess integrated marketing communications, distribution channel design, and logistics management.
5. To examine online marketing, social media engagement, customer and partner relationship management (CRM and PRM), and green marketing practices.

COURSE OUTCOMES:

CO1: Define and explain marketing concepts, its evolution, and differentiate it from selling while addressing marketing myopia and value creation. (Understand)

CO2: Analyze micro and macro marketing environments and apply segmentation, targeting, and positioning (STP) strategies effectively. (Analyse)

CO3: Design product strategies across various life cycle stages and implement pricing methods for competitive advantage. (Apply)

CO4: Evaluate integrated marketing communications, distribution channels, and logistics to enhance value delivery. (Evaluate)

CO5: Examine and integrate digital marketing, social media, CRM/PRM systems, and sustainable marketing practices into business strategies. (Examine)

UNIT I: INTRODUCTION TO MARKETING:

Marketing: Definitions, nature, and scope; core concepts – needs, wants, demand, value, and customer satisfaction, Evolution of marketing philosophies; marketing vs selling; marketing myopia; Customer value and relationship marketing; Marketing Mix (4Ps & extended 7Ps overview)

UNIT II: MARKETING ENVIRONMENT & STP

Marketing environment: Micro and macro factors; PESTLE framework and environmental scanning; Market Segmentation: Definition, bases (demographic, psychographic, behavioral, geographic); Targeting: Strategies and key factor considerations; Positioning: Concept, positioning strategies, and perceptual mapping

UNIT III: MARKETING MIX: PRODUCT AND PRICING STRATEGIES

Product: Levels (core, actual, augmented); product classification (consumer & industrial goods); Product Life Cycle (PLC) and its strategic implications; New product development process (brief); Pricing: Objectives, methods (cost-based, value-based, competitive), and factors influencing pricing decisions.

UNIT IV: MARKETING MIX: PROMOTION& PLACE DECISIONS

Integrated Marketing Communications (IMC): Meaning, elements, and role in brand building; Promotion mix: Advertising, sales promotion, public relations, personal selling, direct marketing; Place decisions: Distribution channels – types, role, and design; intermediaries and channel conflicts; Logistics and supply chain management: Concepts and importance in marketing.

UNIT V: EMERGING TRENDS IN MARKETING

Digital marketing: Online marketing, social media, and influencer marketing; Customer Relationship Management (CRM) and Partner Relationship Management (PRM); Experiential and event marketing; Green and sustainable marketing practices, Personalization, data-driven marketing, and ethical considerations in modern marketing

Suggested Books:

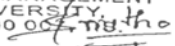
1. Saxena, R. (2019) Marketing management. Tata McGraw-Hill.
2. Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of marketing (17th ed.). Pearson Education.
3. Kotler, P., Armstrong, G., Agnihotri, P., & Haque, E. U. (2018) Principles of marketing. Pearson Education/Prentice Hall of India.
4. Ramaswamy, V. S., & Namakumari, S. (2018). Marketing management: Global perspective Indian context. Macmillan Publishers India Limited.
5. Lamb, C. W., Hair, J. F., Sharma, D., & McDaniel, C. (2016). Principles of marketing: A South Asian perspective. Cengage Learning.

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YEAR-I, SEMESTER -I
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029

COURSE CODE: IKS-I

SUBJECT: ANCIENT INDIAN ECONOMY
INDIAN KNOWLEDGE SYSTEM –I

COURSE OUTCOMES:

At the end of the course, student will be able to

CO-1: To equip students with knowledge of ancient Indian economy and thoughts. (Understand)

CO-2: To understand the growth of Indian economy (Understand)

UNIT-I: ANCIENT INDIAN ECONOMY:

History of Indian Economy, Ancient Indian approaches wealth, Economic principles from Dharmashastras, Shukraniti, Mahabharata, and Arthashastra; Kautliya's contribution to economy, Economy and Trade in Indus Valley Civilization, International trade routes from India.

UNIT-II: NEW INDIAN ECONOMIC MODEL:

Sectoral Contribution, India and Global GDP. Ancient India -beyond Capitalism and Communalism, Dharmic, Caste as Social Capital, Black Money, and Tax Heaven.

Suggested Books:

1. Kanagasabapathi; "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi.
2. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd.
3. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.
4. <https://amzn.in/d/2anfNeK>
5. <https://www.amazon.in/Indias-Ancient-Economic-Thought-Monograph-ebook/dp/B0C5DXQYTT>

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SEMESTER-II

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DEPARTMENT OF BUSINESS MANAGEMENT
YEAR-I, SEMESTER -II
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029

COURSE NO. DSC 201
FINANCIAL ACCOUNTING

COURSE OBJECTIVES:

1. To familiarize students with the mechanics of preparation of financial statements
2. To understand corporate financial statements.
3. To analysis and interpret financial statements
4. To learn Ratio analysis
5. To gain knowledge of Indian Accounting Standards

COURSE OUTCOMES:

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

CO-1: Understand the concept of Financial Accounting and its principles (Understand)

CO-2: Learn the procedure of recording and classifying the financial transactions by preparing Journal & Ledger (Apply)

CO-3: Prepare profit and loss account and balance sheet of the company (Apply)

CO-4: Analyze the financial statements of a company using horizontal, vertical and ratio analysis (Analyze)

CO-5: Understand the importance of Indian and international accounting standards in preparation of financial statements. (Understand)

UNIT-I: INTRODUCTION TO FINANCIAL ACCOUNTING:

Accounting as an Information System - Importance and Scope - Limitations - Uses of accounting information - Accounting Principles – Accounting Concepts – Principles and Conventions–Generally Accepted Accounting Principles (GAAPs)

UNIT-II: TYPES OF BOOKS (PRIMARY AND SECONDARY):

Nature of Accounts - The Accounting Equation - Rules of Debit and Credit - Recording Transactions in Journal – Preparation of Ledger Accounts – Ledger balancing - Opening and Closing Entries - Preparation of Trial Balance

UNIT- III: PREPARATION OF FINANCIAL STATEMENTS:

Trading Account - Profit & Loss Account and Balance Sheet - Adjustment Entries – Understanding contents of financial statements of a joint stock company as per the Companies Act 2013

UNIT-IV: FINANCIAL STATEMENT ANALYSIS USING RATIOS:

Financial statement analysis - Sources of information- Techniques of financial statement analysis – Horizontal analysis - Vertical analysis and Ratio Analysis - Financial Ratios - Meaning and Usefulness of Financial Ratios – Analysis of ratios – Liquidity Ratios – Solvency Ratios – Profitability Ratios and Turnover Ratios - Limitations of ratio analysis

UNIT-V: INDIAN ACCOUNTING STANDARDS (IND-AS):

Concept - Benefits - Procedure for issuing Ind-AS in India – Salient features of Ind-AS issued by ICAI – International Financial Reporting Standards (IFRS) - Features - Uses and objectives of IFRS - IFRS issued by IASB

Suggested Books:

1. Tulsian, P.C., Financial Accounting, Pearson
2. Goyal, Accounting for Managers, Wiley
3. Haneef and Mukherjee, Financial Accounting, Mc Graw Hill
4. Maheshwari, Maheshwari & Maheshwari, S.K., Financial Accounting, Vikas Publishing House Pvt. Ltd.
5. Jain, S.P. & Narang, K.L., Advanced Accountancy, Kalyani Publishers

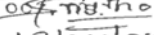
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YEAR-I, SEMESTER -II
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029

COURSE NO. DSC- 202

BUSINESS STATISTICS

COURSE OBJECTIVES:

1. To introduce the fundamentals, scope, and applications of statistics in managerial decision-making.
2. To develop the ability to summarize, present, and interpret business data effectively.
3. To compute and analyze measures of central tendency, dispersion, and correlation for business insights.
4. To apply regression analysis, time series methods, and index numbers to solve business problems.
5. To explain probability concepts and sampling techniques relevant to business research and data analysis.

COURSE OUTCOMES:

After the completion of the course, Students will be able to:

CO1: Explain the meaning, scope, and limitations of statistics in business context, Organize, summarize, and present business data using frequency distributions, tables, and graphical methods. (Understand/Analyze)

CO2: Evaluate measures of central tendency and dispersion for decision-making. (Evaluate)

CO3: Analyze relationships between variables using correlation and simple regression techniques. (Analyze)

CO4: Identify components of time series and apply simple trend estimation and index number methods. (Remember /Apply)

CO5: Explain basic concepts in probability concepts and select appropriate sampling techniques for business studies. (Understand)

UNIT I: INTRODUCTION & DATA PRESENTATION:

Meaning, scope, and importance of statistics in business; Limitations of statistics; Data types: primary and secondary; Classification and tabulation of data; Construction of frequency distributions; Graphical presentation: bar charts, pie charts, histograms, frequency polygons.

UNIT II: MEASURES OF CENTRAL TENDENCY & DISPERSION

Central Tendency: Mean, Median, Mode, Dispersion- Range, Quartile Deviation, Standard Deviation, Coefficient of Variation; Skewness, Business interpretation and Application.

UNIT III: CORRELATION & REGRESSION

Correlation: Meaning, types (positive/negative), scatter plots, Karl Pearson's coefficient, Spearman's rank correlation; Simple regression: Least squares method (line of best fit), slope/intercept interpretation (no multiple regression)

UNIT IV: TIME SERIES & INDEX NUMBERS (BASIC)

Time series: concept, components (trend, seasonal, cyclical, irregular); Simple trend estimation: moving average, semi-average method; Index numbers: meaning, types (price and quantity); Laspeyres and Paasche, Fishers methods (introductory level, interpretation focus)

UNIT V: PROBABILITY & SAMPLING (CONCEPTUAL)

Introduction & Definition; Types of Events; Addition and multiplication theorems; Joint Probability, Marginal Probability, Conditional Probability, Bayes' Theorem (Introductory- no problems); Sampling (Concepts only) Population vs Sample; Importance in business decision-making. Sampling Techniques: Probability sampling (simple random, stratified, cluster) and non-probability sampling (convenience, quota, judgment)

Suggested Books:

1. Singh, J. K. Business mathematics. (2025) Himalaya Publishing House.
2. Keller, G. (2022) Statistics for management and economics. Cengage Learning.
3. Gupta, S. C., & Kapoor, V. K. (2020). Fundamentals of mathematical statistics. Sultan Chand & Sons.
4. Gupta, S. C. (2019). Fundamentals of statistics (7th ed.). Himalaya Publishing House.
5. Sharma, J. K. (n.d.). (2019) Business statistics. Pearson Education.
6. Gupta, S. P. (2018). Statistical methods. Sultan Chand & Sons.

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RBVRR WOMEN'S COLLEGE
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DEPARTMENT OF BUSINESS MANAGEMENT
YEAR-I, SEMESTER -II
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029

COURSE NO: DSC 203

ORGANIZATIONAL BEHAVIOUR

COURSE OBJECTIVES:

1. To define organizational behaviour, its scope, and apply key models — autocratic, custodial, supportive, collegial, and system-oriented.
2. To examine personality traits, attitudes, perception, cognitive biases, and attribution theories influencing workplace behaviour.
3. To analyze major motivation theories, leadership styles, and ethical leadership approaches.
4. To evaluate group dynamics, communication processes, and conflict management techniques.
5. To assess organizational culture, change management strategies, workforce diversity, and the impact of digital transformation on OB.

COURSE OUTCOMES:

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

CO-1: Explain the concepts, scope, models, and multidisciplinary foundations of Organizational Behaviour. (Understand)

CO-2: Apply concepts of personality, perception, attitudes, and attribution theories to analyze individual behaviour in organizations. (Apply)

CO-3: Analyze motivation theories and leadership styles to evaluate their impact on employee performance and organizational effectiveness. (Analyze)

CO-4: Examine group behaviour, communication, and conflict management to improve interpersonal effectiveness in organizations. (Analyse)

CO-5: Evaluate organizational culture, change management practices, and contemporary trends for effective organizational development. (Analyse)

UNIT -I: FOUNDATIONS OF ORGANIZATIONAL BEHAVIOUR

Concept, Nature & Scope of OB; multidisciplinary foundations (psychology, sociology, anthropology) Models of OB: Autocratic, custodial, supportive, collegial, and system oriented.

UNIT -II: INDIVIDUAL BEHAVIOUR

Personality and Attitudes – Meaning of personality – Traits Theory, MBTI, Big Five, Attitude: Meaning, Components; Johari Window; Perception and Attribution: Nature and importance of Perception – Perceptual Process, Biases, Bounded Rationality

UNIT-III: MOTIVATION & LEADERSHIP

Motivation Theories: Maslow, Theory X/Y, ERG, Herzberg, McClelland, Vroom, goal-setting, self-efficacy; Leadership Styles, Transactional Leadership, Transformational Leadership, Servant leadership; Ethical & Responsible Leadership.

UNIT -IV: GROUP & INTERPERSONAL DYNAMICS

Group Behaviour & Teams: Formation stages, roles, norms, cohesiveness, team effectiveness, cross-cultural teams; Communication & Interpersonal Skills: Channels, barriers; Conflict in Organizations: Functional vs dysfunctional conflict, conflict process

UNIT- V: ORGANISATIONAL CULTURE, CHANGE & CONTEMPORARY TRENDS

Culture: Definition, functions, cultural dimensions (Schein, Hofstede); Change Management: Forces/drivers of change, resistance strategies, Lewin's 3-step model; Contemporary Topics: Managing diversity/ inclusion, Role of OB in digital era, Remote Teams; Ethics & Well-Being.

Suggested Books:

1. Aswathappa, K. (2024) Organizational behavior. Himalaya Publishing House.
2. Luthans, (2020) F. Organizational behavior. McGraw-Hill.
3. Prasad, L. M. (2019) Organizational theory and behavior. Sultan Chand & Sons.
4. Robbins, S. P., Judge, T. A., & Vohra, N. (2019). Organizational behaviour by Pearson 18e. Pearson Education India.
5. Hitt, M. A. (2009). Management. Pearson Education India.
6. Luthans, F. (2009). Organizational behaviour (10th ed.). McGraw-Hill.
7. McShane, S. L., & Von Glinow, M. A. (2008). Organizational behaviour (3rd ed.). Tata McGraw-Hill.

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RBVRR WOMEN'S COLLEGE
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DEPARTMENT OF BUSINESS MANAGEMENT
YEAR-I, SEMESTER -II
ACADEMIC YEAR – 2026-27
BATCH: 2026-2029
COURSE CODE- IKS-II
INDIAN KNOWLEDGE SYSTEM –II
Indian Economics and Business Model

COURSE OUTCOMES:

At the end of the course, student will be able to

CO-1: To understand the Indian business and its core principles (Understand)

CO-2: To learn principles of Management and leadership from the Vedas and ancient texts (Understand)

UNIT-I: ANCIENT INDIA:

Agriculture, Manufacturing, Education and Wealth in India, Governance, and Business in India, Growth in Indian Business Indian Business Model: Based on 10-point formula: Family Base, High Level of Savings, Self-Employment, Highly Entrepreneurial Nature, Non-corporate Sector as the Core of the Economy, Community Orientation and Higher Social Capital, Faith and Relationship in Economic Affairs, A Society-driven Economy, Driven by Norms and Values

UNIT-II: MANAGEMENT PRINCIPLES:

Vedas, Upanishads and Bhawadgita, Bhartiya thought in Management: Universalism, purpose, Dharma, Ethics and Self-Management Leadership principles from Ramayana and Mahabharata

Suggested Books:

1. Goswami Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.
2. Ganguly Anirban, Redefining Governance, published by Prabhat Prakashan, Latest Edition.
3. VaidyanathanR., India Unincorporated, ICFAI Books, Latest Edition.
4. <https://www.vedic-management.com/latest-book-the-vedic-approach-to-management-for-sustainable-leadership/>
5. https://www.exoticindiaart.com/book/details/leadership-secrets-from-mahabharata-naf109/?sitecurrency=INR&gad_source=1&gclid=CjwKCAjwh4-wBhB3EiwAeJspPtaXLQC6nqwZ3yMEXTBET2dOS67a7L2NLCb55VUhotn0KjvbIRnsxoCR C8QAvD_BwE
6. https://www.amazon.in/gp/aw/ya?ref_=navm_hdr_hello

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