

NAME OF SUBJECT: LAW OF SPECIAL CONTRACT INCLUDING INDIAN PARTNERSHIP ACT & NEGOTIABLE INSTRUMENT ACT

PAPER CODE: BBL 301

MAXIMUM MARKS: 30+70=100

TIME ALLOWED: 3 HRS.

INTERNAL ASSESSMENT: 30 MARKS

TERM-END EXAMINATION: 70 MARKS

OBJECTIVE: This is a follow- up course on contract. When students are familiarized with the general principles of contract, special contracts are studied in the light of statutory provisions and decisional law. Some of growing sectors of economy such petroleum, mining, transportation and power etc. today require specialized legal professionals to handle growing contractual requirements, joint ventures etc. Special contracts justify special statutory provisions for some kinds of contracts.

MODULE-I: Indemnity & Guarantee / Bailment & Pledge.

- a) Meaning, Distinction between Indemnity and Guarantee.
- b) Indemnity in cases of MNC and new industrial transactions such as Power and Energy. (SECS: 124-125).
- c) Rights/ Duties of Indemnifier, Indemnified and Surety.
- d) Discharge of Surety.
- e) Kinds of Guarantee. (SECS: 126-147)
- f) Bailment (SECS: 148-171, 180) & Pledge (SECS: 172-179)
 - i. Meaning and Distinction.
 - ii. Rights and Duties of Bailor/ Bailee, Pawnor/ Pawnee.
 - iii. Lien.
 - iv. Termination of Bailment.

MODULE-II: Agency

- a) Definition of Agent and Principal.
- b) Essentials of Relationship of Agency.
- c) Creation of Agency: By agreement, Ratification and Law.
- d) Relation of Principal/ Agent, Subagent and Substituted Agent.
- e) Termination of Agency. (SECS: 182-210 & 226-238).

MODULE-III: Specifically enforceable Contracts

- a) Contracts which cannot be specifically enforced (SECS: 14).
- b) Discretion of the Court (SEC: 20).
- c) Rectification of Instruments (SEC: 26).
- d) Rescission of Contracts (SECS: 27-30).
- e) Cancellation of Instruments (SECS: 31-33).
- f) E- Contracts including Standard form of Contract.

MODULE-IV: The India Partnership Act, 1932.

- a) Nature and concept of Partnership firm and limited partnership.
- b) Relations of partners to one and another and outsiders.
 - i. Rights/ Duties of partners inter se.
 - ii. Partnership Property.
 - iii. Relations of Partners to Third parties: doctrine of holding out.
 - iv. Liability for holding out minor as a partner.
- c) Incoming and outgoing partners.
- d) Dissolution of firm: Modes and consequences.
- e) Registration of firms and effects on non-registration.

MODULE-V: Negotiable Instrument Act.

- a) Definitions.
- b) Types.
- c) Crossing of Cheques
- d) Dishonour of cheques and Penalties.

SUGGESTED READING

1. Indian Contract Act--- Pollock and Mulla
2. Indian Contract Act--- Avtar Singh.
3. Principles of Mercantile Law--- R.K. Bangia.
4. Law of Contracts and Partnerships and Sale of Goods Act--- T.R. Desai.
5. Equity, Trust and Specific Relief--- G.P. Singh.
6. Equity, Trust and Specific Relief--- Akil Ahmed.
7. Contract--- Tata McGraw.
8. Sales of Goods Act, 1930--- Avtar Singh.
9. Indian Partnership Act, 1930--- Avtar Singh.
10. Pollock and Mulla on Contracts and Specific Relief Act (1999)---R.K. Abhichandani (ed.).
11. Law of Contract (1999)--- Krishnan Nair.
12. The Negotiable Instrument Act--- Bhashyam and Adiga.
13. The Negotiable Instrument Act--- M.S. Parthasharthy (ed.), J.S. Kheragaamvala.
14. The Sales of Goods Act--- Saharay, H.K.
15. Anson's Law of Contract (1998)--- Beatson (ed.).

NAME OF SUBJECT: FAMILY LAW-I

PAPER CODE: BBL302
MAXIMUM MARKS: 30+70=100
TIME ALLOWED: 3 HRS.

INTERNAL ASSESSMENT: 30 MARKS
TERM-END EXAMINATION: 70 MARKS

OBJECTIVE: Main objective of this course is to provide adequate sociological perspectives to expound concepts relating to family in their social settings. It also highlights some of the current problems arising out of foundational inequalities in different family concepts. Another objective is to view family law not merely as a separate system of personal laws based upon religions but as the one system cutting across the religious lines and eventually enabling us to fulfill the constitutional directive of uniform civil code at jurisprudentially at the academic study by identifying the core concepts in marriage laws of all communities to evolve a Uniform Civil Code devoid of political nest. Women and children have special family relations and hence in family law administration students are expected to develop insight so that they could protect constitutional rights of women and children. Conversion is another problematic area. It affects the family and whether it is compatible with the concept of secularism and to what extent such problem would stand resolved with the enactment of Uniform Civil Code etc. are some of the issues that need proper examination.

UNIT I: GENERAL

Nature, who is Hindu & Sources of Hindu Law

Hindu Marriage Act, 1955: (Sec.5-23)

UNIT II

Maintenance under Hindu Marriage Act (Sec.24 & 25)

Maintenance under Hindu Adoption and Maintenance Act, 1956 (Sec.18, 19 &

20) Adoption: Essential & Effect (Sec.6 to 12 of HA&MA, 1956)

Kinds and Powers of guardian under Hindu Minority & Guardianship Act, 1956 (Sec.6-13)

ACTS

1. Hindu Marriage Act, 1955

2. Hindu Adoption and Maintenance Act, 1956

3. Hindu Minority and Guardianship Act, 1956

Joint Hindu Family: Origin, Nature of Joint Family and Coparcener, Characteristic features

of Coparcener, Distinction between Coparcener and Joint Family, Classification of Property: Joint Family Property and Separate Property, Karta: Position, Powers and Liabilities, Debts

UNIT-III

Partition: Definition, Persons entitled to demand Partition, Reopening and Reunion

Hindu Succession Act, 1956: Features, Devolution of interest in Coparcener Property (Sec.6), List of heirs in Class-I & II of the Schedule, Hindu Women's Right to Property

UNIT IV

Special Marriage Act

SUGGESTED READINGS

1. J.D.M. Derrett- Hindu Law 1. Mulla, D.N. Hindu Law.
2. Paras Diwan, Modern Hindu Law.
3. Mulla D. N. Hindu Law
4. Dr. B. K. Sharma, Hindu Law

NAME OF SUBJECT: MARKETING MANAGEMENT

PAPER CODE: BBL 303

MAXIMUM MARKS: 30+70=100

TIME ALLOWED: 3 HRS.

INTERNAL ASSESSMENT: 30 MARKS

TERM-END EXAMINATION: 70 MARKS

OBJECTIVE: The aim of the course is to orient the students in theories and practices of Management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

MODULE 1:

Role of marketing in today's organization: Core concepts- need, wants and demand, products, value and satisfaction, transactions and exchange, markets, market functionaries; Market management, Corporate response towards market place production concept, product, selling concepts, marketing concept, societal marketing concept; Marketing Management – Profit, non-profit and international sector

MODULE 2:

Marketing Environment: Mapping of Company's marketing environment, marketing system; Actors in Company's Microenvironment–Company, suppliers, marketing intermediaries, customers, Competitors, Public at large; Forces in the Company's Macro environment–demographic, physical, economic and technological, political & Legal, socio-cultural environment

MODULE 3:

Consumer market and Buying behaviour: Major factors influencing consumer behaviour- personal, social, psychological and cultural factors; Buying decision process – Buying roles, types of buying behaviour, researching in buying decision making process, stages of buying decision process

MODULE 4:

Organizational Markets and Buying Behaviour: Industrial market- players, decision making and impact, Industrial buying process, major influences on industrial buyers; Resellers Market – players, process, major influencing factors, buying of the resellers; Government Market- player, process, decision making process, participants, major influencing factors, procedure of buying

MODULE 5:

Marketing Strategies: Marketing planning process, New Product Development process, marketing strategies in different stages, Strategies for functionaries, strategies in challenging situation of inflation, recession, supply or production restriction, strategies in global market

MODULE 6:

Planning marketing tactics: Product, Brand, Franchising, Packaging and service decisions, Marketing channel decisions, Pricing decisions

MODULE 7:

Retail and wholesale marketing: Nature and importance, types, wholesale and marketing decisions, future of retail and wholesale trade, physical distribution, ordering process, warehousing and storing, inventory control, transportation, organizational responsibility, sales management and personal selling decisions

MODULE 8:

Advertising and Sales promotion: Advertising decisions, media determination, effectiveness, budget, advertising objects. Publicity, sales promotional activities

MODULE 9:

Implementing and controlling the marketing effort: Marketing Organization, marketing control and marketing implementation., Valuating marketing performance.

SUGGESTED READINGS

1. Philip Kotler, Marketing Management, Prentice-Hall of India, New Delhi
2. Green & Tull, Research for Marketing Decisions, Prentice-Hall of India, New Delhi
3. Green & Wind, Multiattribute Decisions in Marketing: A measurement approach, Dryden Press,
4. Boyd & Davis, Marketing Management Casebook, Homewood, III
5. George Stigler, Theory of Price, Macmillan, New York.
6. Robinson, Faris, & Wind, Industrial Buying and Creative Marketing, Allyn & Bacon, Boston
7. Howard & Jagadish N.Sheth, The Theory of Buyer Behavior, John Wiley, New York.

NAME OF SUBJECT: ORGANIZATIONAL BEHAVIOUR

PAPER CODE: BBL 304
MAXIMUM MARKS: 30+70=100
TIME ALLOWED: 3 HRS.

INTERNAL ASSESSMENT: 30 MARKS

TERM-END EXAMINATION: 70 MARKS

OBJECTIVE: This course is designed to familiarize the students with the behavioural patterns of Human beings at individual and group levels.

MODULE1:

Organisational Behaviour: Concept, nature and scope of OB, evolution of OB, contributing disciplines to the field of OB, Emerging trends and challenges, need and relevance of OB, OB models.

MODULE 2:

Foundations of individual behavior: Individual differences, biographical characteristics, Attitude, components, formation, changing attitudes, measurement of attitudes, work related Attitudes, values, job satisfaction and organizational commitment, Personality-determinants, theories and types, personality and OB, Perception-meaning, process and errors, factors affecting perception
Learning: theories, reinforcement, punishment, learning and behavior

MODULE-3:

Interpersonal behavior-Transaction analysis- ego states, life positions, types of transactions, johari window

Motivation- concept, importance, theories of motivation-Maslow's, Herzberg's, McClelland's, McGregor's theory X and Theory Y, Adams equity theory, and Vroom's Expectancy Theory.

MODULE 4:

Foundations of Group Behaviour: group formation, types, formal and informal groups, Group dynamics, group cohesiveness, group think, group norms, group decision making, quality circles, social loafing, social facilitation, conformity.

MODULE 5:

Organisational power and politics- sources of power, acquisition of power, reasons for organizational politics, managing organizational politics

Managing conflict- aspects, source and types, managing conflicts, Stress- sources and coping strategies Organisational culture- types, functions, creating and sustaining culture.

MODULE 6:

Communication- process, networks of communication, barriers and strategies to overcome barriers to communication

leadership- importance, styles of leadership, theories (trait, path-goal, contingency, situational theory), qualities , leadership styles in Indian organisations.

MODULE 7:

Organisational Change and Development: nature, levels, types of change, resistance to change, managing resistance, Force Field theory of change, organizational development- concept, characteristics and objectives, OD interventions.

SUGGESTED READINGS

1. **L.M. Prasad- Organisational Behaviour, Sultan Chand & Sons.**
2. **S. S. Khankka- Organisational Behaviour, Sultan Chand & Sons**
3. **Luthans-Organisational Behaviour, Tata Mc Graw Hill.**
4. **Stephen P. Robbins- Organisational Behaviour, Prentice Hall.**
5. **K. Aswathapa- Organisational Behaviour, Himalaya Publishing House.**

NAME OF SUBJECT: FINANCIAL MANAGEMENT

PAPER CODE: BBL 305
MAXIMUM MARKS: 30+70=100
TIME ALLOWED: 3 HRS.

INTERNAL ASSESSMENT: 30 MARKS

TERM-END EXAMINATION: 70 MARKS

OBJECTIVE: In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager in any of the functional areas be it Marketing, HR or IT requires a thorough cost and benefit analysis and a feel for Finance so as to look at the long term implications of his/her decision. This course in Financial Management will empower the marketing students to understand the financial aspects of decision making.

MODULE I: INTRODUCTION TO FINANCIAL MANAGEMENT

Evolution of Financial Management , Key activities of Finance Manager , Key Decision Areas in Financial Management, Objectives of the firm, Organization of Finance

MODULE II: BASICS OF CAPITAL BUDGETING

Concept of Time value of Money, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Steps in capital budgeting, Investment criteria - NPV, IRR, PI, Payback, ARR.

MODULE III: MANAGEMENT OF CASH, RECEIVABLES & INVENTORY

Meaning of Working capital, Factors influencing working capital, Financing of working capital, Management of inventory and receivables, Management of cash and marketable securities,

MODULE IV: FINANCING DECISIONS

Concept and significance of cost of capital, Computation of cost of capital of various sources.

Weighted average cost of capital.

Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

An Introduction to the Theory of Capital Structure Decisions (No Numericals), Factors affecting Capital Structure decisions.

MODULE V: DIVIDEND DECISIONS

Nature, Concept and Significance of dividend decisions, An Introduction to Theories of Dividend decisions (No Numericals). Issues in dividend policy. Bonus Shares, Stock Splits & Buyback of shares.

MODULE VI: MARKETING OF FINANCIAL SERVICES

An Introduction to Financial Services. Unique features of marketing these services. Recent Developments.

SUGGESTED READINGS

- 1. Fundamentals of Financial Management--- P. Chandra. Tata McGraw-Hills.**
- 2. Financial Management--- I.M. Pandey. Vikash Publishing Ltd. 9th Ed.**
- 3. Principles of Corporate Finance--- R.A. Brealey and S.C. Myers. Tata McGraw-Hill. 8th Ed.**
- 4. Financial Management and Policy--- V. Horne. Prentice-Hall of India. 10th Ed.**