

Negligence – *Res ipsa loquitor* – contributory negligence – The last opportunity rule – Nuisance

4. Liability under Motor Vehicles Act 1988 – Compensation in Motor Vehicle Accidents – nature and extent of insurer’s liability – Motor Accidents Claims Tribunal – award of compensation.
5. Concept of consumer protection – Consumer protection under the Consumer Protection Act, 2019 – Definitions – consumer – e-commerce – electronic service provider – goods – services - Defect – Deficiency - Unfair Trade Practice – Restrictive Trade Practices – Commercial service – Commercial purpose -Liability of Doctors and Hospitals and Other Professionals, Engineers, Lawyers etc – Consumer Protection Councils – Central Consumer Protection Authority - – Consumer Disputes Redressal Commissions – composition and jurisdiction – Mediation – Product Liability – Offences and Penalties .

**Prescribed Readings: (With amendments)**

1. Salmond, Law of Torts
2. Winfield, Law of Torts
3. Prof.P.S.Achutan Pillai, Law of Torts
4. Gurjeet Singh, The Law of Consumer Protection in India (New Delhi, Deep and Deep Publications 1996)
5. Avtar Singh, The Law of Consumer Protection (2<sup>nd</sup> Ed. )
6. Halsbury’s Laws of England (IV Ed. Reissue Vol.45 pp 555-725)
7. R.K. Bangia, A Handbook of Consumer Protection Laws and Procedure
8. P.K. Sarkar, The Motor Vehicles Act, 1988
9. R.K. Bangia, Law of Torts

**Second Semester**

**Paper – I**

**MODERN ENGLISH GRAMMAR AND USAGE**

No of Instructional Hours: 5 per week

**AIMS**

1. To help students have a good understanding of modern English grammar.
2. To enable them produce grammatically and idiomatically correct language.
3. To help them improve their verbal communication skills.
4. To help them minimise mother tongue influence.

**OBJECTIVES**

On completion of the course, the students should be able to

1. have an appreciable understanding of English grammar.
2. produce grammatically and idiomatically correct spoken and written discourse.
3. spot language errors and correct them.

**COURSE CONTENTS****Module 1:**

- Modern English grammar – what and why and how of grammar – grammar of spoken and written language
- Sentence as a self-contained unit – various types of sentence – simple – compound – complex – declarative – interrogative – imperative – exclamation.
- Basic sentence patterns in English – constituents of sentences – subject – verb – object – complement – adverbials.
- Clauses – main and subordinate clauses – noun clauses – relative clauses – adverbial clauses – finite and non-finite clauses – analysis and conversion of sentences – Active to Passive and vice versa – Direct to Indirect and vice versa – Degrees of Comparison, one form to the other.
- Phrases – various types of phrases – noun, verb, adjectival and prepositional phrases.
- Words – parts of speech – nouns – pronouns – adjectives verbs – adverbs – prepositions – conjunctions – determinatives.

**Module 2:**

- Nouns – different types – countable and uncountable – collective – mass – case – number – gender.
- Pronoun – different types – personal, reflexive – infinite-emphatic – reciprocal. Adjectives – predicative – attributive – pre- and post-modification of nouns.
- Verbs – tense-aspect – voice – mood – Concord – types of verbs – transitive – intransitive- finite – non- finite.

- Helping verbs and modal auxiliaries – function and use.

### Module 3:

- Adverbs – different types – various functions – modifying and connective.
- Prepositions – different types – syntactic occurrences – prepositional phrases – adverbial function.
- Conjunctions – subordinating and coordinating Determinatives articles – possessives – quantifiers

### Module 4:

- Legal terms

### COURSE MATERIAL

#### Modules 1-3

Core Reading: *Concise English Grammar* by Prof. V. K. Moothathu. OUP, 2012.

#### Further Reading:

1. Leech, Geoffrey et al. *English Grammar for Today: A New Introduction*. 2<sup>nd</sup> Edition. Palgrave, 2008.
2. Carter, Ronald and Michael McCarthy. *Cambridge Grammar of English*. CUP, 2006.
3. Greenbaum, Sidney. *Oxford English Grammar*. Indian Edition. Oxford University Press, 2005.
4. Sinclair, John ed. *Collins Cobuild English Grammar*. Harper Collins publishers, 2000.
5. Driscoll, Liz. *Common Mistakes at Intermediate and How to Avoid Them*. CUP, 2008.
6. Tayfoor, Susanne. *Common Mistakes at Upper-intermediate and How to Avoid Them*. CUP, 2008.
7. Powell, Debra. *Common Mistakes at Advanced and How to Avoid Them*. CUP, 2008.
8. Burt, Angela. *Quick Solutions to Common Errors in English*. Macmillan India Limited, 2008.
9. Turton. *ABC of Common Grammatical Errors*. Macmillan India Limited, 2008.

10. Leech, Geoffrey, Jan Svartvik. *A Communicative Grammar of English*. Third Edition. New Delhi: Pearson Education, 2009.

**Module 4:**

1. Oxford Dictionary of Law. OUP, 2015.

**Direction to Teachers:** The items in the modules should be taught at application level with only necessary details of concepts. The emphasis should be on how grammar works rather than on what it is. The aim is the correct usage based on Standard English and not conceptual excellence.

## Paper - II

### ORGANIZATIONAL BEHAVIOUR

**Objective:** The objective of this course is to familiarise students the basic concepts of Organisational Behaviour.

1. **Introduction to Organisational Behaviour** - Definition - Key elements - Nature and Scope - need for studying Organisational Behaviour - Contributing disciplines to OB - Modes of OB - Challenges and opportunities for OB
2. **Individual perspective** : Foundation of Individual behaviour - Biographical characteristics - Ability Fundamentals of learning - Value - attitude and Job satisfaction - personality - Fundamentals of perception.
3. **Groups** - Definition - Types - Development - Group norms - Group cohesiveness - Group decision making - Conflict - Individual conflict - Interpersonal conflict - Group conflict.-Conflict - Resolution - Introduction to transactional analysis.
4. **Motivation** - Maslow 's need - Hierarchy theory, Herzberg's two factor theory - Vrooms's expectancy theory - Theory X - Theory Y- Financial and non Financial incentives
5. **Organisational Development (OD)** : Meaning, Characteristics, Objectives, Modes of OD, interventions - Organisational Effectiveness (OE): meaning approaches, factors - Organisational climate - Quality of work life (QWL) : Definition . Evolution and development of the concept of QWL, constituents of QWL,,QWL in Indian context

Books Recommended

1. Organisational Behaviour     Stephen P. Robbins
2. Organisational Behaviour     S .S. Khanka
3. Organisational Behaviour     Jit. S. chandan

4. Organisational Behaviour K Aswathappa
5. OB human behaviour at work John. W Newstrom, Keith Davis

### Paper - III

## BUSINESS STATISTICS

**Objective:** To acquaint students with the techniques of statistical measures and analysis and their use in business.

1. **Introduction:** Meaning, Scope and Limitation of Statistics: Relationship with other Sciences.
2. **Statistical Data:** Type of Data- Collection and Editing of data; Diagrammatic and Graphical Representation of data statistical unit and errors; concepts of probability and sampling.
3. **Measures of Central Tendency:** Meaning and uses of Mean, Median, Mode, Geometric Mean, Harmonic Mean, Merits, Demerits, Computations.
4. **Measures of Variation:** Meaning, Objects of Measuring Range inter Quartile- Range, Mean Deviation, Standard Deviation and Quartile Deviations; Skew ness; Moments Kurtosis - Computation.
5. **Probability:- Fundamentals of permutation and combination -**

Random Variables; Probability Distribution – Expectation – Binomial Poisson and Normal Distribution - Random experiments and their outcomes - events - sure events - impossible events - mutually exclusive events- equally likely events - independent and dependent events - Definition of probability of an event - Laws of probability - addition and multiplication laws, conditional probability - Bayes' Theorem

#### Books Recommended

1. Statistics and their applications to Commerce Boddington to Commerce
2. Statistics (Theory & Practice) Dr. B.N. Gupta
3. Fundamentals of Statistics D.N. Elhance
4. Statistical Methods S.P. Gupta
5. Fundamentals of Statistics S.C. Gupta
6. Statistics for Business & Management Hodoo

## Paper – IV

### LAW OF CRIMES – PAPER – I – PENAL CODE

**Outcome:-** This paper enables the students to have a general evaluation and analysis of offences and punishments.

1. Concept and Nature of Crime – definitions – General principles of Criminal Liability – Constituent Elements of Crime – Intention – Dishonestly – Fraudulently – Maliciously etc. – Exceptions to Mens rea in Statutory Offences – General Defences and Exceptions.
2. Inchoate Offences – Attempt – Distinction between preparation and attempt – group liability – common object – aiding and abetting – unlawful assembly – rioting – Principal and Accessories - Joint and Constructive Liability – Jurisdiction – personal – Territorial – extra-territorial – Extradition as an exception to Jurisdiction – Punishment.
3. Offences affecting the State – Armed Forces – Public Peace – Public Administration – Offences by Public Servants and by Others – Administration of Justice – Elections – Public Economy – Public Nuisance – Offences against Religion.
4. Offences against Human Body – Causing Death – Culpable Homicide – Murder – Culpable Homicide not amounting to murder – Rash and negligent act causing death – Dowry death – Attempts – Suicide – Abetment – Hurt – Grievous hurt – Criminal force and Assault – Offences affecting liberty – Kidnapping – abduction – Sexual Offences – Rape – Custodial Rape – Unnatural Offences.
5. Offences against property – Theft – Extortion – Robbery – Dacoity – Criminal misappropriation – Criminal breach of trust – cheating – forgery – mischief – trespass – house breaking – arson – Offences against public safety and health – disturbances of public order – offences against environment. Offences by or relating to public servants – Offences relating to marriage – mock marriages – adultery – bigamy – offences relating dowry – Offences relating to reputation – defamation – libel and slander.

**Prescribed Readings: (With amendments)**

1. Outlines of Criminal Law, Kenny
2. Indian Penal Code, Ratanlal
3. Criminal Law Text and Materials 1990, Clarkaon and Keaty
4. Penal Law of India, Dr.Sir Hari Singh Gour
5. Some Aspects of Criminal Law, K.K.Dutta
6. A Text Book on the Indian Penal Code, K.D.Gaur
7. Law of Crimes, D.A.Desai
8. Criminal Law Cases and Materials, Ratanlal & Dhiraj Lal
9. Criminal Law, B.M.Gandhi
10. Criminal Law, P.S.Achuthan Pillai

11. Principles of Criminal Law, Andrew Ashworth 1995
12. Text Book of Criminal Law, Glanville Williams
13. Law of England, Halsbury, Vol II pp,16-536
14. Criminal Law: Cases and Materials – K.D.Gaur.

## Paper – V

### LAW OF CONTRACT

**Outcome :-** This paper familiarizes the students with principles of law relating to contract, formation of contracts and remedies in case of its breach.

1. General features of Contracts – classification – Historical Development - Formation of contracts with special reference to the different aspects of offer and acceptance – Consideration – Privity of contracts – Charitable subscriptions - Consideration and discharge of contracts – Doctrine of accord and satisfaction.
2. Capacity of parties – Minority – Indian and English Law – Mental incapacity - Drunkenness – Other incapacities like political status and corporate personality. Factors invalidating contracts like, mistake, coercion, undue influence, fraud, misrepresentation and unlawful object, immoral agreements and those opposed to public policy - Consequences of illegality.
3. Void agreements and voidable contracts – Legal proceedings and uncertain agreements – Wagering agreements – contingent contracts. Performance of contracts – privity of contracts and its limitations – Assignment of liabilities and benefits – Time and place of performance – Reciprocal promises – Appropriation of payments – Contracts which need not be performed.
4. Breach and impossibility – Meaning of Breach – Anticipatory breach – strict performance – Impossibility of performance and doctrine of frustration – Effect of frustration – discharge of contract by operation of law. Damages – Nature and meaning of Rule in Hadley’s case - penalty and liquidated damages.
5. Quasi-contracts – Nature and basis of Quasi-contracts – Quantum meruit - Specific Relief – General Principles – Parties in relation to specific performance – Specific performance of part – Rescission, rectification and cancellation – Preventive relief by way of injunction.

**Prescribed Readings: (With amendments)**

1. Guest A.G. Anson's Law of Contract, (Clarendon Press, Oxford).
2. Pollock and Mulla. Indian Contract Act.
3. M.Krishnana Nair. The Law of Contracts. (Orient Longman, Ltd)
4. Subba Rao, Law of Contracts
5. Dr. Avtar Singh. Law of Contracts
6. V.D. Kulshreshta. Indian Contract Act.
7. Halsbury's Law of England ( IV Edn. Reissue) Vol. 31 p. 611-690, Vol.32p.1-45
8. Leake M.S. Principles of the Law of Contract
9. Pollock and Mulla – Indian Contract Act and Specific Relief Act

**Third Semester  
PAPER – I**

**MARKETING MANAGEMENT**

**Objective:** -The aim of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

1. **Definition of marketing management** - scope of marketing, marketing concepts and tools - core marketing concepts, marketing environment -macro and micro environmental factors. Marketing Mix - role of marketing in modern management. Marketing information system. Marketing intelligence system.

2. **Analyzing consumer markets and Buyer behaviour** - determinants of consumer buying behaviour. Buying Decision process - buying roles. Stages of **the** Buying decision process - Analysing business markets and business buying - behaviour-buying behaviour models (simple models) - buying motives. Market segmentation- need and requirements of effective segmentation-basis for segmentation. Selecting Target markets. Positioning the market offering- How to differentiate differentiation tools - developing and communication a positing strategy.

3. **Product Planning:** Meaning of product - Types of product-product line **and** product mix'decisions - New product Development - product life cycle concept - Branding and Packaging.

Price Planning: Meaning - Break-even Analysis - importance and Relationship to other marketing variables - Price and Non-price Competition - Pricing objectives- factors affecting pricing Decisions - pricing strategies.