



CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]
 PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)
 www.cuhimachal.ac.in

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 • Scope and importance of Services • The evolution of Sub-discipline of services marketing • Service Experience • Analysing the experience 	7 hours
2	Designing Services <ul style="list-style-type: none"> • Service orientation of organizations • Service goal 	8 hours

	<ul style="list-style-type: none"> • 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>	
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	BVFM21	Credits Equivalent : 04
Course Name	CORPORATE LAWS	Duration : 6 Months
Abbreviation	CL	Semester : 3rd

Course objective: The course is designed to:

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 Courts]; characteristics of a company: common seal;	7 Hours

	<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, alternate and adhoc director; women 	7 Hours

	<p>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>Emerging issues in Company Law</p> <p>Postal Ballot</p>	

	Small Shareholders on Board	
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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



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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.	6 hours

	<ul style="list-style-type: none"> • Biodiversity: definition, hotspots, national parks, biosphere reserves, wildlife sanctuaries. 	
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.