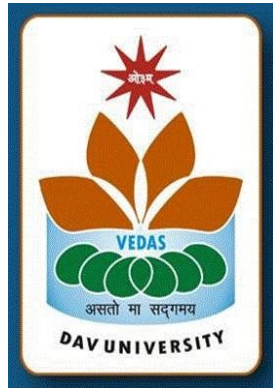


Department of Commerce & Business Management



Scheme and Syllabi  
for  
Bachelor of Business Administration  
(Honours/Honours with Research)

(As per NEP-2020)

Batch-2025 & onwards

Program Code:

BBA program prepares a student for a career in Business organizations catering to different levels in an organization. BBA program teaches the students theory and practice of different functional areas of management and prepares them for decision-making roles in organizations. The program offers a better understanding of the business world and aims at building students' entrepreneurial skills by giving them hands-on training.

### **Program Outcomes (POs)**

**PO1: Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO2: Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

**PO3: Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

**PO4: Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

**PO5: Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

**PO6: Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

**PO7: Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

### **Program Educational Objectives (PEOs)**

**PEO1-** To enable the learners to have an exhaustive understanding of business functions.

**PEO2-** To inculcate interpersonal, logical and analytical skills amongst the students.

**PEO3-** To develop entrepreneurial mindset amongst the learners.

**Program Specific Outcomes (PSO's)**

**PSO1-** To empower the students to use the information and communication technology in business operations.

**PSO2-**To develop the ability to critically analyze the complex business problems using appropriate tools and techniques.

**PSO3-** To orient the students to work collaboratively in teams, demonstrating initiative, and responsibility through industry exposure.

**Mapping of PEO with POs**

<b>PEOs</b> <b>POs</b>	<b>PEO 1</b>	<b>PEO 2</b>	<b>PEO 3</b>
<b>PO1</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>PO2</b>		<b>Yes</b>	<b>Yes</b>
<b>PO3</b>	<b>Yes</b>	<b>Yes</b>	
<b>PO4</b>			<b>Yes</b>
<b>PO5</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>PO6</b>	<b>Yes</b>		
<b>PO7</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

**Mapping of PEO with PSO**

<b>PEOs</b> <b>PSOs</b>	<b>PEO 1</b>	<b>PEO 2</b>	<b>PEO 3</b>
<b>PSO1</b>	<b>Yes</b>	<b>Yes</b>	
<b>PSO2</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>PSO3</b>	<b>Yes</b>		<b>Yes</b>

<b>Scheme of Courses- Bachelor of Business Administration (BBA)</b>
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<b>Credit Details</b>					
S.No.	Course Category	Course Category Abbreviation	3-Yr BBA (Credits)	4-Yr BBA H (Credits)	4-Yr BBA H +R(Credits)
1.1	Discipline Specific Courses-Core	DSC	58	92	76
1.2	Discipline Specific-Skill Enhancement Courses- Core	DS-SEC	3	3	3
1.3	Discipline Specific-Value Added Courses-Core	DS-VAC	-	-	-
<b>Total of Discipline Specific Core Courses</b>			61	95	79
2	Minor Courses	MC	24	32	32
3	Multidisciplinary Courses	MDC	9	9	9
4	Ability Enhancement Course-Common	AEC-C	8	8	8
5	Value Added Courses-Common	VAC-C	8	8	8
6.1	Skill Enhancement Courses-Common	SEC-C	20	20	20
6.2	Skill Enhancement Courses-Summer Internship	SEC-SI	2	2	2
7	Research Project Dissertation				12*
<b>Total Credits</b>			<b>132</b>	<b>174</b>	<b>170</b>

\*In case of 4-year Honours Program, 3 courses of 12 credits are to be completed by students instead of 12 credits research project dissertation.

**ANALYSIS OF CREDITS OF EACH COURSE**

Sr. no	Courses	Total Courses	Total Credits	Percentage of credits
		3 years	3 years	3 years
1	DSC/DS-SEC	15	61	46.21
2	AEC	4	8	6.06
3	MDC	3	9	6.81
4	Minor	6	24	18.18
5	SEC (incl internship)	11	22	16.66
6	VAC	4	8	6.06
	<b>Total</b>	43	132	100

**Semester & Course Wise Details of Credits**

S.No.	SEMESTER	DSC/ DS- SEC	MINOR	MDC	AEC	SEC	VAC	SEC- SI	SEC- RP	Total
1	<b>I</b>	4x2=8 3x1=3	-	3	2	4	2	-	-	<b>22</b>
2	<b>II</b>	5x1=5 4x1=4	-	3	2	4	4	-	-	<b>22</b>
3	<b>III</b>	4x2=8 5x1=5	-	3	2	4	-	-	-	<b>22</b>
4	<b>IV</b>	4x2= 8	4x2=8	-	2	2	2	-	-	<b>22</b>
5	<b>V</b>	4x2=8	4x2=8	-	-	4	-	2	-	<b>22</b>
6	<b>VI</b>	4x3=12	4x2=8	-	-	2	-	-	-	<b>22</b>
<b>TOTAL CREDITS</b>										<b>132</b>

**Honours / Honours with Research**

7	<b>VII</b>	4x4 = 16 2x1 = 2	4x1 = 4							<b>22</b>
8	<b>VIII</b>	4x4 = 16	4x1 = 4							<b>20</b>

### Semester 1

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGN101	Principles and Practices of Management	4	0	0	4	DSC
2	ECN101	Micro Economics	4	0	0	4	DSC
3	ECN107	Business Statistics	2	0	2	3	DS-SEC
4		Multi-disciplinary Elective	-	-	-	3	MDC
5		Ability Enhancement Course (AEC)-Common	-	-	-	2	AEC-C
6		Skill Enhancement Course (SEC)-Common	-	-	-	2	SEC-C
7		Value Added Courses-Common	-	-	-	2	VAC-C
8	MGN110	Workshop on Entrepreneurship-I	0	0	4	2	SEC-C
						<b>22</b>	

**L- Lectures T- Tutorial P- Practical Cr.- Credits**

**Note:**

- Student is required to opt for 1 Multi-disciplinary Course of three credits from the relative basket, 1 Ability enhancement course of two credits from the relative basket, 1 Skill Enhancement course of two credits from the relative basket and 1 Value Added course of three credits from the relative basket.
- Students will not be allowed to choose or repeat any multi-disciplinary course which he/she has already undertaken at higher secondary level (12th class)

### Semester 2

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	CMR103	Basic Financial Accounting	4	1	0	5	DSC
2	ECN102	Macro Economics	4	0	0	4	DSC
3		Multi-disciplinary Course	-	-	-	3	MDC
4		Ability Enhancement Course	-	-	-	2	AEC-C
5		Skill Enhancement Course (SEC)-Common	-	-	-	2	SEC-C
6		Value Added Course I	-	-	-	2	VAC-C
7		Value Added Course II	-	-	-	2	VAC-C
8	MGN111	Workshop on Entrepreneurship-II	0	0	4	2	SEC-C
						<b>22</b>	

**L: Lectures T: Tutorial P: Practical Cr: Credits**

**Note:**

- Student is required to opt for 1 Multi-disciplinary Course of three credits from the relative basket., 1 Ability enhancement course of two credits from the relative basket, 1 Skill Enhancement course of two credits from the relative basket and 1 Value Added course of three credits from the relative basket.
- Students will not be allowed to choose or repeat any multi-disciplinary course which he/she has already undertaken at higher secondary level (12th class)

**FIRST EXIT:**

The students will be awarded “Undergraduate Certificate in Business Administration” after exit at this point, provided they secure 4 Credits in skill/work-based vocational courses or internship/apprenticeship for 4-6 weeks (with minimum 120 hours) during summer term. `

**Semester 3**

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	CMR204	Cost & Management Accounting	4	1	0	5	DSC
2	MGN202	Marketing Management	4	0	0	4	DSC
3	MGN203	Human Resource Management	4	0	0	4	DSC
4		Multi-disciplinary Course-	-	-	-	3	MDC
5		Ability Enhancement Course (AEC)	-	-	-	2	AEC-C
6		Skill Enhancement Course (SEC)-Common	-	-	-	2	SEC-C
7	MGN220	Workshop on Entrepreneurship-III	0	0	4	2	SEC-C
						<b>22</b>	

**L- Lectures T- Tutorial P- Practical Cr.- Credits**

**Note:**

- Student is required to opt for 1 Multi-disciplinary Course of three credits from the relative basket, 1 Ability enhancement course of two credits from the relative basket and 1 Skill Enhancement course of two credits from the relative basket.
- Students will not be allowed to choose or repeat any multi-disciplinary course which he/she has already undertaken at higher secondary level (12th class).

**Semester 4**

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGN208	Financial Management	4	0	0	4	DSC
2	CMR205	Business and Corporate Laws	4	0	0	4	DSC
3		Value added Course	-	-	-	2	VAC-C
4		Ability Enhancement-Common	-	-	-	2	AEC-C
5		Minor -1	4	0	0	4	MC
6		Minor -2	4	0	0	4	MC
7	MGN221	Workshop on Entrepreneurship-IV	0	0	4	2	SEC-C
						<b>22</b>	

**L- Lectures T- Tutorial P- Practical Cr.- Credits**

**Note:**

- Student is required to opt for 1 Ability enhancement course of two credits from the relative basket and 1 Value added course of two credits from the relative basket.
- The student is required to opt two minor disciplines out of Marketing /HRM/ Finance/International Business baskets. A program elective course shall be offered to the students if at least 20% of the total strength of the class or 10 students, whichever is higher.
- Continuing students will undergo an internship in approved organizations for minimum 6 weeks during the summer vacations. They will be required to present Summer Internship Project (SIP) Report during the 5<sup>th</sup> Semester.

**SECOND EXIT:**

The student will be awarded “Undergraduate Diploma in Business Administration” after exit at this point if he/she secures 4 Credits in skill/work based vocational courses or internship/apprenticeship for 4 – 6 weeks (with minimum 60 hours) offered during first year summer term or second year summer term.

**Semester 5**

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	CMR301	Basic Corporate Accounting	4	0	0	4	DSC
2	MGN301	Strategic Management	4	0	0	4	DSC
3	CMR302	Excel Modeling	0	0	4	2	SEC-C
4	MGN302	Seminar on Summer Internship	0	0	0	2	SEC-SI
5		Minor -3	4	0	0	4	MC
6		Minor -4	4	0	0	4	MC
7	MGN324	Workshop on Entrepreneurship-V	0	0	4	2	SEC-C
						22	

L- Lectures T- Tutorial P- Practical Cr.- Credits

**Note:** The student is required to opt two minor disciplines out of Marketing /HRM/ Finance/International Business baskets. A program elective course shall be offered to the students if at least 20% of the total strength of the class or 10 students, whichever is higher. The student is required to select the course from the same basket as it was selected in the previous semester.

**Semester 6**

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGN303	Business Environment	4	0	0	4	DSC
2		Data Visualization	2	0	4	4	DSC
3	MGN305	Production and Operations Management	4	0	0	4	DSC
4		Minor -5	4	0	0	4	MC
5		Minor -6	4	0	0	4	MC
6	MGN325	Workshop on Entrepreneurship-VI	0	0	4	2	SEC-C
						22	

L- Lectures T- Tutorial P- Practical Cr.- Credits

**Note:** The student is required to opt two minor disciplines out of Marketing /HRM/ Finance/International Business baskets. A program elective course shall be offered to the students if at least 20% of the total strength of the class or 10 students, whichever is higher. The student is required to select the course from the same basket as it was selected in the previous semester.

**THIRD EXIT:**

The student will be awarded “**Bachelor of Business Administration**” Degree after exit at this point.

After 6<sup>th</sup> Semester, students can go for BBA (Honours) or BBA (Honours with Research)

**Semester 7  
BBA (Honours)**

S. No	Paper Code	Course Title	L	T	P	Cr	Course Type
1		Management Process and Organizational Behavior	4	0	0	4	DSC
2		Corporate Governance and Ethics	4	0	0	4	DSC
3		Business Research Methods	4	0	0	4	DSC
4		Quantitative Methods	4	0	0	4	DSC
5		Workshop on Business Communication	0	0	4	2	DSC
6		Minor -7	4	0	0	4	MC
						<b>22</b>	

**Semester 8  
BBA (Honours)**

S. No	Paper Code	Course Title	L	T	P	Cr	Course Type
1		Strategic HRM	4	0	0	4	DSC
2		Sustainable Supply Chain Management	4	0	0	4	DSC
3		Strategic Financial Management	4	0	0	4	DSC
4		Strategic Marketing Management	4	0	0	4	DSC
5		Minor -8	4	0	0	4	MC
						<b>20</b>	

**BBA (Honours with Research)**  
**Semester 7**

S. No	Paper Code	Course Title	L	T	P	Cr	Course Type
1		Management Process and Organizational Behavior	4	0	0	4	DSC
2		Corporate Governance and Ethics	4	0	0	4	DSC
3		Business Research Methods	4	0	0	4	DSC
4		Quantitative Methods	4	0	0	4	DSC
5		Research Project -I*	-	-	-	2	DSC
6		Minor -7	4	0	0	4	MC
						<b>22</b>	

\*Department will assign a faculty research supervisor in the beginning of the semester to each student. The student must submit a synopsis for the tentative research project that he/she wants to undertake (must be from the major discipline), under the guidance of the assigned supervisor. End term evaluation of synopsis will be made by the Department Research Committee (DRC). Work load of 2 hours per week will be allocated to each faculty for maximum up to 5 students.

**Semester 8**

S. No	Paper Code	Course Title	L	T	P	Cr	Course Type
1		Research Project -II *				10	DSC
2		Elective Subject**	4	0	0	4	DSC
3		Research & Publication Ethics	2	0	0	2	DSC
4		Minor -8	4	0	0	4	MC
						<b>20</b>	

\*Student will continue the research project as per the synopsis approved at the end of previous semester under the guidance of allocated supervisor. The final thesis defense of the research project will be held during the end semester examinations as per the University Schedule. Work load of 2 hours per week will be allocated to each faculty for maximum up to 5 students.

\*\*Select any one course from the following list, ensuring it aligns with the research you are currently pursuing.

Paper Code	Course Title	L	T	P	Cr
	Strategic HRM	4	0	0	4
	Sustainable Supply Chain Management	4	0	0	4
	Strategic Financial Management	4	0	0	4
	Strategic Marketing Management	4	0	0	4

## COMMON COURSES

Course Code	Ability-Enhancement Courses	Cr.	Course Code	Skill-Enhancement Courses	Cr.	Course Code	Value-Added Courses	Cr.
MGN901 A	Personality Enhancement	1L+1P	MGN901S	Essentials of Entrepreneurship-Thinking and Action	2L+1P		Environmental Studies <b>(Mandatory)</b>	2L+1P
MGN902 A	Personality Development	2P		Design Thinking	2P		Human Values and Ethics <b>(Mandatory)</b>	2L+1T
	Behavioural& Life Skills	1L+1P		Design Thinking & Innovation	2L		Gender Sensitization	2L
	Global Citizenship in Higher Education	2L		Data Analytics	2L+1P		Professional Ethics	2L
	Communication Skills <b>(Mandatory)</b>	1L+1P		Cyber Security	3 (2L+1P)		Sustainable Development	2L
	Health & Yoga	1L+1P		Digital Fluency	1L+1P		Green Technologies	2L
	Technical Report Writing	2L		Fundamentals of Computer programming & IT(FCPIT)	2L		General Studies	2L
MGN903 A	Leadership Management	2L		Python Programming	3 (2L+1P)		NSS	2 (1L+1P)
	Therapeutic Yoga	1L+1P		Disaster Preparedness and Planning	2L			
	Creative & Critical Thinking	1L+1P		Intellectual Property Rights	2L			
	Community Engagement & Social Responsibility <b>(Mandatory)</b>	1L+1P		Apiculture	2P			
				NCC*	3 (2L+1P)			

### Multidisciplinary Studies

Course Code	Course Name	Faculty/Department
	Basics of Physics	Physics
	Basics of Chemistry	Chemistry
	Basics of Biology	Zoology & Botany
	Introductory Biotechnology	Biotechnology
	Introductory Microbiology	Microbiology
	Functioning of the Human Body	Zoology
	Introductory Botany	Botany
MGN901M	Business Management for Beginners	CBME
MGN902M	Fundamental of Mutual Funds	CBME
ECN901M	Economics for Beginners	CBME
	Professional Communication	English
	Fine Arts	Arts, Fine Arts & Performing Arts
	Jyotish: 'Eye of the Veda'	Vedic Studies
	Mathematical Statistics	Mathematics
	Introductory Journalism	JMC
	Professional Photography	JMC
	Library Information Sciences	Library Sciences

### MINOR COURSES

#### 1. FINANCE AND INVESTMENT MANAGEMENT

Minor Discipline Electives: Finance and Investment Management						
Course Code	Semester	Course Name	L	T	P	Cr
CMR206	4	Banking and Insurance	4	0	0	4
CMR207	4	Financial Services	4	0	0	4
CMR303	5	Financial Institutions and Markets	4	0	0	4
CMR305	5	Personal Financial Planning	4	0	0	4
CMR306	6	Security Analysis and Portfolio Management	4	0	0	4
	6	Indirect Tax Laws	4	0	0	4
	7	Financial Derivatives	4	0	0	4
	8	Direct Tax Laws	4	0	0	4

## 2. MARKETING

<b>Minor Discipline Electives: Marketing</b>						
<b>Course Code</b>	<b>Semester</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
MGN209	4	Integrated Marketing Communication	4	0	0	4
MGN210	4	Consumer Behavior	4	0	0	4
MGN306	5	Retailing	4	0	0	4
MGN307	5	Services Marketing	4	0	0	4
MGN308	6	E-Business and Digital Marketing	4	0	0	4
MGN309	6	Rural Marketing	4	0	0	4
	7	Product and Brand Management	4	0	0	4
	8	International Marketing	4	0	0	4

## 3. HUMAN RESOURCE MANAGEMENT

<b>Minor Discipline Electives: Human Resource Management</b>						
<b>Course Code</b>	<b>Semester</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
MGN211	4	Performance Management system	4	0	0	4
MGN212	4	Organization Change and Development	4	0	0	4
MGN310	5	Manpower Planning and HRD	4	0	0	4
CMR307	5	Industrial Relations and Labor Laws	4	0	0	4
	6	Essentials of Organizational Leadership	4	0	0	4
MGN311	6	Global HRM	4	0	0	4
	7	Talent Management	4	0	0	4
	8	HR Analytics	4	0	0	4

#### 4. INTERNATIONAL BUSINESS

<b>Minor Discipline Electives: International Business</b>						
<b>Course Code</b>	<b>Semester</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
CMR208	4	International Business	4	0	0	4
MGN213	4	International Marketing	4	0	0	4
CMR312	5	International trade law	4	0	0	4
CMR313	5	International Finance	4	0	0	4
MGN311	6	Global HRM	4	0	0	4
CMR314	6	EXIM Procedures and Documentation	4	0	0	4
	7	Global Business Ethics and Corporate Social Responsibility (CSR)	4	0	0	4
	8	Emerging Markets and Global Entrepreneurship	4	0	0	4

L	T	P	Credit
4	0	0	4

Course Code	MGN 101								
Course Title	Principles and Practices of Management								
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand various functions and functional areas of management and preview the contributions made by different contributors in the management.</p> <p>CO2: Outline the concept of business environment for planning and organizing and formulating organization structures.</p> <p>CO3: Examine the functions of staffing and tools of directing and controlling.</p> <p>CO4: Understand emerging issue of management</p>								
Examination Mode	Theory								
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP	
Weightage	WQ	SAP	ABL/PBL	Lab Perf.					
	10	10	5	-	25	-	50	-	
Syllabus								<b>CO Mapping</b>	
Unit 1	Management- Concept							1	
<input type="checkbox"/>	Meaning, nature, scope, objectives and Functional Areas							1	
<input type="checkbox"/>	importance of management Levels in management,							1	
<input type="checkbox"/>	Managerial Roles Management as an Art and Science,							1	
<input type="checkbox"/>	Management as Profession, Functions of Management							1	
<input type="checkbox"/>	Evolution of management thought							1	
Unit 2	Planning & organizing							2	
<input type="checkbox"/>	Planning- Meaning, Characteristics, Need & Importance., process, Meaning of Authority and Responsibility,							2	
<input type="checkbox"/>	Planning Process and Types Components of Plan Concept of MBO							2	
<input type="checkbox"/>	Organizing-Concept, characteristics, process							2	
<input type="checkbox"/>	Organization-Meaning, Characteristics and Types of organizational structures							2	
<input type="checkbox"/>	Delegation, Decentralization and Departmentation, Span of control.							2	
Unit 3	Staffing & Communication							3	
<input type="checkbox"/>	Definition, Characteristics and Importance Direction & Coordination- Meaning, features and Importance, - and							3	
<input type="checkbox"/>	Tools & Techniques of Directing Leadership							3	
<input type="checkbox"/>	Concept, importance and styles Motivation- Meaning							3	
<input type="checkbox"/>	Significance Communication- Meaning, Characteristics, importance and process Supervision- Definition and characteristics Controlling- Nature, concept, process, types, scope, importance							3	
Unit 4	Emerging issues in management							4	

<input type="checkbox"/>	American and Japanese styles of Management	4
<input type="checkbox"/>	Meaning-TQM, Six-sigma, MIS	4
<input type="checkbox"/>	QWL, WLB, MBE	4
<input type="checkbox"/>	Managerial ethics: need and importance, Corporate social responsibility	4
Reference Book/s	<p>1. Rudani, R., Principles of Management, New Delhi, Tata McGraw-Hill Education. Koontz H. &amp; Weihrich, Essentials of Management, New Delhi, Tata Mc Graw Hill Education, Latest Edition.</p> <p>2. Prasad L. M., Principles and Practices Of Management, New Delhi, Sultan Chand &amp; Sons, Latest Edition. 3. Stoner J.A.F., Freeman R E and Gilbert D R, Management, New Delhi, Pearson Education, Latest Edition</p>	

L	T	P	Credit
4	0	0	4

	ECN101							
Course Title	Microeconomics							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Apply the basic concepts of scarcity and opportunity cost and manipulate the basic demand and supply model to determine an equilibrium price and quantity, changes to equilibrium price and quantity, and their impact on resource allocation.</p> <p>CO2: Explain the theory of consumer behavior.</p> <p>CO3: Apply theory of the production and cost in real market situation.</p> <p>CO4: Evaluate the pricing decisions under different market structures and use basic cost-benefit calculations as a means of decision making (i.e., thinking like an economist)</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Introducing Microeconomics</b>							1
<input type="checkbox"/>	Basic economic problems.							1
<input type="checkbox"/>	Demand and Supply							1
<input type="checkbox"/>	Types of demand, Determinants of Demand, Law of demand, Exception to law of demand. Demand schedule, Demand curve. Downward sloping demand curve, Movement along and shift in demand curve.							1
<input type="checkbox"/>	Supply; Meaning, its Determinants, Supply schedule and supply curve. Movements along a supply curve, Shift in supply curve, Exceptions of the law supply curve.							1
<input type="checkbox"/>	Market equilibrium							1
<input type="checkbox"/>	Elasticity of demand its types, degrees and methods of measurement and determinants of elasticity of demand.							1
Unit 2	<b>Utility Analysis</b>							
<input type="checkbox"/>	Cardinal Approach; Utility analysis; Law of diminishing marginal utility, Law of equi-marginal utility,							2
<input type="checkbox"/>	Ordinal Approach: Indifference curve analysis, properties of indifference curve, Marginal rate of substitution, Budget line, Shift in budget line, Consumer equilibrium, Price effect, Income effect, Substitution effect.							2
Unit 3	<b>Production and Cost</b>							

<input type="checkbox"/>	Production Function, Types of inputs, Factors of production, Total Product, Average Product, Marginal Product and their relationship, Short run and Long run production function, Marginal rate of Technical Substitution, Principle of marginal rate of technical substitution.	3
<input type="checkbox"/>	Isoquants, properties of isoquants, Iso-cost lines, shifts in Iso-cost lines, Law of variable proportion, Expansion path, Producer's Equilibrium.	3
<input type="checkbox"/>	Return to scale	3
<input type="checkbox"/>	Cost analysis, cost function and Types of costs	3
<input type="checkbox"/>	Traditional theory; Different shapes of cost curves in short run	3
<input type="checkbox"/>	Economies of scale; Internal and external economies and diseconomies.	3
<b>Unit 4</b>	<b>Market Forms</b>	
<input type="checkbox"/>	Markets: Perfect Competition	4
<input type="checkbox"/>	Markets: Monopoly	4
<input type="checkbox"/>	Markets: Monopolistic Competition.	4
<input type="checkbox"/>	Oligopoly (Brief Introduction)	4
<b>Reference Book/s</b>	1. Bernheim, B. D., Whinston, M. and Sen, A. Microeconomics. New Delhi: Tata McGraw-Hill Education, latest edition. 2. Geetika, et.al Managerial Economics. New Delhi: Tata McGraw-Hill, latest edition. 3. Salvatore, D. Microeconomics: Theory and Applications. New Delhi. Oxford University Press, latest edition. 4. Salvatore, D. Managerial Economics. New Delhi. Oxford University Press, latest edition. 5. Vengedasalam, D. and Karunakaran, M. Principles of Economics. Malaysia. Oxford University Press. Latest edition.	

					L	T	P	Credit
					2	0	2	3
<b>Course Code</b>	<b>ECN107</b>							
<b>Course Title</b>	<b>Business Statistics</b>							
<b>Course Outcomes</b>	<p>On the completion of the course the student will be able to</p> <p>CO1: Illustrate matrix operation, minors, co-factors, use cofactor method to find inverse of a matrix, use Cramer's rule to solve systems of equations.</p> <p>CO2: Demonstrate knowledge of basic concept to integrate is used to add small and discrete data, which cannot be added singularly and representing in a single value.</p> <p>CO3: Measure of central tendency provided to the teacher with a mathematical description of how well the students are performing and dispersion helps students for describing the spread of the data or its variation around a central value.</p> <p>CO4: understand problems to index numbers and different methods of analyzing them.</p>							
<b>Examination Mode</b>	Theory+Practical							
<b>*Assessment Tools</b>	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
<b>Weightage</b>	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
	10	-	5	-	25	-	35	25
<b>Syllabus</b>								<b>CO Mapping</b>
<b>Unit 1</b>	<b>Statistics- Concept</b>							<b>1</b>
<input type="checkbox"/>	Definition, Scope and limitation of statistics							1
<input type="checkbox"/>	Tabulation and classification of data							1
<input type="checkbox"/>	Discrete and continuous frequency distribution							1
<input type="checkbox"/>	Diagrammatic and graphic presentation of data.							1
<b>Unit 2</b>								<b>2</b>
<input type="checkbox"/>	Measures of Central Tendency, Arithmetic mean, Individual series, Discrete series Mean deviation, Standard deviation Variance Coefficient of variance							2
<input type="checkbox"/>	Continuous series Properties of arithmetic mean Combined mean Correcting incorrect value Open end classes, less than and more than series Median its uses Individual, discrete and continuous series							2
<input type="checkbox"/>	To find missing value Mode Its importance Mode: individual series, discrete series and continuous series							2
<input type="checkbox"/>	Merits and demerits of AM, Median and mode							2
<input type="checkbox"/>	Dispersion; meaning, Range Quartile deviation, Interquartile range							2
<b>Unit 3</b>								<b>3</b>
<input type="checkbox"/>	Correlation, Definition, types of correlation Simple, partial and multiple correlation							3
<input type="checkbox"/>	Correlation problem solution with direct method, Correlation problem solution with short cut method Correlation problem							3

	solution with step deviation method Properties of correlation	
<input type="checkbox"/>	Regression v/s correlation, Regression; definition, importance of regression	3
<input type="checkbox"/>	Problem solution with direct method, Problem solution with short cut method, Problem solution with step deviation method	3
Unit 4		4
<input type="checkbox"/>	Index Numbers: Meaning, Scope and limitations of Index numbers, Laspeyre's method	4
<input type="checkbox"/>	Paasche's method, Dorbisch- Bowley method, Fisher's Index numbers	4
<input type="checkbox"/>	Marshal-Edge worth price Index, Walsch Price Index	4
<input type="checkbox"/>	Kelly's price index, Consistency of index numbers	4
Reference Book/s	<ol style="list-style-type: none"> <li>1. Gupta, S.C., Fundamentals of Statistics, Mumbai, Himalya Publishing House, Latest Edition.</li> <li>2. Gupta, S.P., Statistical Methods, New Delhi Sultan Chand and Sons, Latest Edition.</li> <li>3. Black, K., Business Statistic for Contemporary Decision Making, New Delhi, Wiley Publisher, Latest Edition.</li> <li>4. Richard, I. L.&amp; David, S. R., Statistics for Management, New Delhi, Pearson Education, Latest Edition.</li> <li>5. Sharma J. K., Business Statistics, New Delhi, Addison Wesley, Latest Edition.</li> </ol>	

L	T	P	Credit
4	1	0	5

Course Code	CMR103							
Course Title	Basic Financial Accounting							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Recognize the applicability of concept of accounting to understand the financial statements.</p> <p>CO2: Apply the accounting standards and principles to record business transactions in journal, ledgers, and trial balance along with rectification of errors revealed and not revealed in trial balance.</p> <p>CO3: Preparation of various subsidiary books and Bank reconciliation statements taking balances from cash as well as pass book.</p> <p>CO4: Prepare financial statements of business with adjustment entries for decision making.</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	<b>Theoretical framework of Accounting and Accounting process</b>						1	
<input type="checkbox"/>	Meaning and Objectives of Accounting, Accounting Terminology, Advantages and Disadvantages of Accounting, Relationship between Accountancy and Accounting and Book Keeping, Users of Accounting Information						1	
<input type="checkbox"/>	Relationship of Accounting with other Disciplines, GAAP, Accounting Standards and Introduction to IFRS						1	
<input type="checkbox"/>	Accounting Equation-Meaning and Procedure of Developing Accounting Equation						1	
Unit 2	<b>Journal, Ledger and Trial Balance</b>						2	
<input type="checkbox"/>	Meaning and Rules of Debit and Credit, Format of Journal, Identification of Transactions, Recording of transactions in Journal						2	
<input type="checkbox"/>	Distinction between Journal and Ledger, Preparation of Ledgers from Journal, Posting, Balancing of Accounts						2	
<input type="checkbox"/>	Meaning, Objectives and Advantages of Trial balance, and Methods of Preparation of Trial Balance						2	
<input type="checkbox"/>	Errors Revealed and Not revealed by Trial Balance						2	
Unit 3	<b>Subsidiary Books and BRS</b>						3	
<input type="checkbox"/>	Subsidiary Books- Meaning and Advantages of Special Journals, Cash Book (Single, Double and Triple column), Petty Cash Book.						3	
<input type="checkbox"/>	Purchases Book, Sales Book, Purchases Returns Book, Sales						3	

	Returnsbooks Receivable Book, Payables Book, Journal Proper	
<input type="checkbox"/>	Bank Reconciliation Statements, Purpose and Use of Preparing BankReconciliation Statement	3
<input type="checkbox"/>	Bank Reconciliation Statements, Purpose and preparation of BRS	3
<b>Unit 4</b>	<b>Depreciation Accounting and Financial Statements</b>	<b>4</b>
<input type="checkbox"/>	Meaning and Causes of Depreciation, Factors affecting Depreciation, Methods of Depreciation (Straight line and Written down value method)	4
<input type="checkbox"/>	Provisions and Reserves	4
<input type="checkbox"/>	Financial Statements- Meaning, Preparation of Profit and Loss Accountand Balance Sheet	4
Reference Book/s	<ol style="list-style-type: none"> <li>1. Tulsian, P. C. Financial Accounting. New Delhi: PearsonEducation, Latest Edition</li> <li>2. Gupta, R.L and Radha swamy, M. Financial Accounting. NewDelhi: Sultan Chand and Sons, Latest Edition.</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	ECN102								
Course Title	Macro Economics								
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p><b>CO1:</b> Explain the concepts of Macroeconomics and its interrelations with Microeconomics.</p> <p><b>CO2:</b> Associate the current economic phenomenon with existing theory and put their views on contemporary economic issues.</p> <p><b>CO3:</b> Analyse the money market, inflation and business cycle, which will support the students to predict the macro variables for smooth understanding of economic problems.</p> <p><b>CO4:</b> Understand the working of monetary, fiscal policy for price stability, management of economic fluctuations and Balance of Payment is of great value in forecasting and evaluating its business and economic conditions.</p>								
Examination Mode	Theory								
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>	
Weightage	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>					
	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>	
<b>Syllabus</b>								<b>CO Mapping</b>	
Unit 1	Introduction to Macroeconomics, Micro economics and Macroeconomics							1	
<input type="checkbox"/>	Importance and scope of Macroeconomics							1	
<input type="checkbox"/>	National Income: Concepts							1	
<input type="checkbox"/>	Methods of measuring National Income							1	
<input type="checkbox"/>	Problems in measuring National Income							1	
<input type="checkbox"/>	Circular Flow of Income; Two sector, three sector and four model							1	
Unit 2	Classical Theory of Income Output and Employment Determination							2	
<input type="checkbox"/>	Say's Law of market							2	
<input type="checkbox"/>	Keynes Theory of Income Output and Employment							2	
<input type="checkbox"/>	Classical theory versus Keynes theory of income and employment							2	
<input type="checkbox"/>	Consumption Function; Concepts of consumption function							2	
<input type="checkbox"/>	Psychological law of Consumption							2	
<input type="checkbox"/>	Investment function, Types of investment and its determinants							2	
<input type="checkbox"/>	Multiplier; Concept of multiplier							2	
<input type="checkbox"/>	Working of the multiplier							2	
<input type="checkbox"/>	Types of Multipliers, Importance and Leakages of Multiplier							2	
Unit 3	General Equilibrium of economy							3	
<input type="checkbox"/>	IS Curve and its derivation							3	
<input type="checkbox"/>	LM Curve and its derivation							3	
<input type="checkbox"/>	IS-LM curve analysis							3	

<input type="checkbox"/>	Inflation; meaning and Types of inflation	3
<input type="checkbox"/>	Causes of inflation and impact of inflation	3
<input type="checkbox"/>	Demand pull inflation	3
<input type="checkbox"/>	Cost push inflation	3
<input type="checkbox"/>	Control of inflation, Phillips curve	
<input type="checkbox"/>	Business cycles; meaning, its phases	
<b>Unit 4</b>	<b>Monetary policy, Role of monetary policy</b>	<b>4</b>
<input type="checkbox"/>	instruments of monetary policy	4
<input type="checkbox"/>	Fiscal policy; role of fiscal policy	4
<input type="checkbox"/>	Instruments of fiscal policy	4
<input type="checkbox"/>	Latest fiscal and monetary policy of RBI	4
<input type="checkbox"/>	Balance of payment, meaning, its types, Structure of balance of payment and balance of trade	4
<input type="checkbox"/>	Factor responsible for disequilibrium in BOP	4
<input type="checkbox"/>	Methods to correct BOP	4
<b>Reference Book/s</b>	<ol style="list-style-type: none"> <li>1. Dornbush, R., S. Fisher and R. Startz. <i>Macro Economics</i>. New Delhi. Tata Mc. Graw Hill. Latest edition.</li> <li>2. Studenski, Paul, A. <i>The Income of Nations part 2, Theory and Methodology</i>, New York University Press, 1958.</li> <li>3. Ackley, G. <i>Macro Economics: Theory and Policy</i>. Macmillan publishers. 1978.</li> <li>4. Branson, William H. <i>Macro-Economic Theory and Policy</i>. Indian edition.</li> <li>5. Dornbush, R., S. Fisher and R. Startz. <i>Macro Economics</i>. Tata Mc. Graw Hill. 2004.</li> <li>6. Rana, K.C. and K.N. Verma. <i>Macro-Economic Analysis</i>. Vishal Publishing Co. 2014. Shapiro, Edward. <i>Macroeconomic Analysis</i>. Galgotia Publications. 1999. Indian edition.</li> </ol>	

L	T	P	Credit
4	1	0	5

Course Code	CMR204							
Course Title	Cost and Management Accounting							
Course Outcomes	After the completion of course the student will be able: CO1: To get insights into the concepts, techniques and methodology relevant to accounting function and to impart knowledge regarding elements of cost. CO2: To understand CVP analysis and Budgetary control and their application in managerial decision making CO3: To prepare and analyse Financial Statements make efficient use of scarce financial resources for best possible output. CO4: To prepare cash flow and Fund flow analysis.							
Examination Mode	Theory							
Assessment Tools	<b>Continuous Assessment</b>				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
<b>Unit 1</b>	<b>Introduction to Cost Accounting</b>							
<input type="checkbox"/>	Meaning & need of cost accounting, Cost Concepts and Classifications, Methods and techniques of costing, Preparation of cost sheet and unit or output costing.							CO1
<input type="checkbox"/>	Material control: Concept and techniques, Pricing of material issues.							CO1
<input type="checkbox"/>	Methods of wage payment and incentive plans.							CO1
<input type="checkbox"/>	Overhead: classification; absorption of Overhead; under and over absorption of Overhead.							CO1
<b>Unit 2</b>	<b>Marginal costing and Budgetary Control</b>							
<input type="checkbox"/>	CVP Analysis; Contribution, P/V ratio, break-even point, margin of safety, Angle of incidence.							CO2
<input type="checkbox"/>	Budgetary control- concept of budget, budgeting and budgetary control, objectives, types of budgets, zero based budgeting.							CO2
<b>Unit 3</b>	<b>Introduction to Management Accounting</b>							
<input type="checkbox"/>	Meaning, nature, scope and limitations, Relationship of financial, cost and management accounting							CO3
<input type="checkbox"/>	Analysis of financial statements: Tools, Comparative statements, common size statements and trend analysis.							CO3
<input type="checkbox"/>	Ratio Analysis- Meaning and Types of Ratios.							CO3
<b>Unit 4</b>	<b>Fund flow analysis and Cash flow analysis</b>							
<input type="checkbox"/>	Meaning, preparation of statement of changes in working capital & Fund Flow statement							CO4
<input type="checkbox"/>	Cash Flow analysis: Cash from operating, investing & financing activities, preparation of cash flow statement							CO4
Text Books	1.Khan, M. Y. & Jain, P. K., Management Accounting, New Delhi, Tata McGraw-Hill Education, Latest Edition							
	2.Arora, M.N., Cost and Management Accounting - Theory and Problems, Himalaya Publishing House Pvt. Ltd, Latest Edition							

L	T	P	Credit
4	0	0	4

Course Code	MGN202							
Course Title	Marketing Management							
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p><b>CO1:</b> Identify the core concept of marketing in different business scenario and understand marketing environment and marketing mix.</p> <p><b>CO2:</b> Understand the concept of consumer behavior and apply decisions related to segmentation, targeting and positioning to design product and understand product life cycle. <b>CO3:</b> Discover the pricing practices that can be followed by companies and design distribution strategies.</p> <p><b>CO4:</b> Understand the concept of promotion and enhance the ability to apply the same for</p>							
Examination Mode	Theory							
*Assessment Tools Weightage	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Introduction to marketing:</b> Meaning, nature and scope of Marketing, Marketing philosophies, Marketing Management Process, concept of Marketing mix, Meta Market, Market place and space, Key							1
<input type="checkbox"/>	<b>Understanding marketing environment:</b> Company's Microenvironment. Macro environment. Market analysis							1
Unit 2	Market segmentation, targeting and positioning. Consumer buyer behavior							2
<input type="checkbox"/>	<b>Product planning and pricing:</b> Product concept, types of products, major product decisions, product mix, brand, product life cycle, new product development process							2
Unit 3	<b>Pricing decisions:</b> defining price, pricing process, policies and strategies.							3
<input type="checkbox"/>	<b>Distribution channel decisions</b> – types and functions of intermediaries, channel design decisions. Definition of retailing, wholesaling, logistics and supply chain management.							3
Unit 4	<b>Promotion and distribution decisions:</b> Marketing Communication process, promotion mix tools: Advertising, personal selling, public relations and sales promotion							4
<input type="checkbox"/>	<b>Emerging trends and issues in marketing:</b> Direct and Online marketing, Rural marketing, Societal marketing, Green							4

	marketing, Retail marketing, Customer Relation Marketing.	
Reference Book/s	<ol style="list-style-type: none"> <li>1. Czinkota, M.R. &amp; Kotabe, M., Marketing Management, New Delhi, Vikas Publishing, Latest Edition.</li> <li>2. Douglas, J., Darymple, J. &amp; Parsons, L.J., Marketing Management: Text and Cases, New York, John Wiley and Sons. Latest Edition.</li> <li>3. Kotler, P., Marketing Management: Analysis, Planning, Implementation &amp; Control, New Delhi, Prentice Hall of India, Latest Edition.</li> <li>4. Michael, J.E., Bruce, J.W. &amp; William, J.S., Marketing Management, New Delhi, Tata McGrawHill, Latest Edition.</li> <li>5. Perreault, W.D. &amp; Jerome, E.M., Basic Marketing, New Delhi, Tata McGraw Hill, Latest Edition.</li> <li>6. Pride, W.M. &amp; Ferrell, O.C., Marketing: Concepts and Strategies, New Delhi, Biztantra Press, Latest Edition.</li> <li>7. Ramaswamy, V.S. &amp; Namakumari, S., Marketing Management: Planning, Control, New Delhi, MacMillan Press, Latest Edition.</li> </ol> <p>Zikmund, A., Marketing, Mumbai, Thomson Learning, Latest Edition.</p>	

					L	T	P	Credit
					4	0	0	4
Course Code	MGN203							
Course Title	Human Resource Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p><b>CO1.</b> Appreciate the understanding of significance of HR analytics in HR decision making.</p> <p><b>CO2.</b> Demonstrate the fundamental know-how of use of HR analytics in HR business processes.</p> <p><b>CO3.</b> Reflect the understanding of forecasting, measuring and data handling for HR analytics.</p> <p><b>CO4.</b> Exhibit the understanding of basics of predictive modelling in HR analytics.</p>							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
<b>Unit 1</b>	Introduction to HRM							
<input type="checkbox"/>	Meaning, Scope. Definition and Objectives of HRM							1
<input type="checkbox"/>	Functions of HRM and Models of HRM Activities of HRM Challenges of HRM Role of HR Manager							1
<input type="checkbox"/>	Human Resource Planning, HR Planning process							1
<input type="checkbox"/>	Job analysis, Job description and Job specification Job Rotation, Job enlargement and Job enrichment							1
<b>Unit 2</b>	HR Procurement							
<input type="checkbox"/>	Recruitment and Selection Recruitment Process and Methods of Recruiting, Wage and Salary administration.							2
<input type="checkbox"/>	Selection process – type of tests and types of interviews Designing and conducting the effective interview Reference							2
<input type="checkbox"/>	background verification and medical evaluation HR interview, Job offer, Induction and Placement							2
<input type="checkbox"/>	Principles and techniques of wage fixation, job evaluation, incentive schemes							2
<b>Unit 3</b>	Performance and Training							
<input type="checkbox"/>	Appraising and Managing Performance, Appraisal process,							3
<input type="checkbox"/>	methods, and potential problems in performance Evaluations The appraisal interview and feedback interview.							3

<input type="checkbox"/>	Methods to improve performance Career Planning and Development Training and Development Nature of Training,	3
<input type="checkbox"/>	Methods of Training Need Assessment Training Design Training Evaluation	3
<b>Unit 4</b>	Issues in HRM	
<input type="checkbox"/>	HR outsourcing, Management of Turnover and retention,	4
<input type="checkbox"/>	Workforce Rationalization and International HRM	4
<input type="checkbox"/>	Quality of work life Industrial Relations Industrial Disputes and causes Remedial measures Collective Bargaining Grievance Management	4
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. DeCenzo, David A, and Stephen P. Robbins. Fundamentals of Human Resource Management. Hoboken, NJ: Wiley, Latest Edition</li> <li>2. Noe, Raymond A. Fundamentals of Human Resource Management. Boston: McGraw-Hill/Irwin, Latest Edition</li> <li>3. Dessler, Gary. Human Resource Management. Upper Saddle River, NJ: Prentice Hall, Latest Edition</li> <li>4. Bernardin, H J, and Joyce E. A. Russell. Human Resource Management: An Experimental Approach. New York [etc.: McGraw-Hill, Latest Edition</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	MGN208							
Course Title	Financial Management							
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p><b>CO1:</b> Understand the role of the finance manager in growth of the firm by considering the agency relationship. Practical knowledge on the different concepts of cost of capital and application of relevance and irrelevance theories to take dividend decision and build the optimum capital structure to take the optimum financing decisions.</p> <p><b>CO2:</b> Gain the knowledge on application of different techniques of capital budgeting under riskless and risky conditions for the investment decisions.</p> <p><b>CO3:</b> Comprehend the peculiar features of different sources to fulfill short term and long- term financing needs of funds of an organization.</p> <p><b>CO4:</b> Determine the working capital needs of a firm by focusing on different components of working capital management.</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Financial Management: An Overview							1
<input type="checkbox"/>	The Cost of Capital							1
<input type="checkbox"/>	Capital Structure and Firm Value							1
<input type="checkbox"/>	Capital Structure Decisions							1
Unit 2	Dividend Policy and Firm Value							2
<input type="checkbox"/>	Dividend Decision							2
<input type="checkbox"/>	Techniques of Capital Budgeting							2
<input type="checkbox"/>	Estimation of Projected Cash Flows							2
Unit 3	Sources of Long-Term Finance							3
<input type="checkbox"/>	Raising Long Term Finance							3
<input type="checkbox"/>	Leasing							3
<input type="checkbox"/>	Hire-Purchase and Project Finance							3
Unit 4	Working Capital Policy							4
<input type="checkbox"/>	Cash and Liquidity Management							4
<input type="checkbox"/>	Credit Management							4
<input type="checkbox"/>	Inventory Management							4
Reference Book/s	1. Jain, K., Khan, Y. M., Jain, K. P. & Khan, Y. M., Basic Financial Management, New Delhi, Tata McGraw-Hill Education, Latest Edition. 2. Van Horne J. C. and Dhamija S., Financial Management and							

	Policy, New Delhi, Pearson Education, Latest Edition. 3. Chandra, P., Financial Management: Theory and Practice, New Delhi, Tata McGraw Hill Education, Latest Edition.	
Textbooks	1. Srivastva, R & Misra, A., Financial Management: Theory and Practice, New Delhi, Oxford University Press, Latest Edition.	

L	T	P	Credit
4	0	0	4

Course Code	CMR205							
Course Title	Business and Corporate Laws							
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p><b>CO1:</b> Interpret the legal provision related to Indian Contract act.</p> <p><b>CO2:</b> Understand the statutory provisions of sales of goods act, contract of agency and negotiable instruments.</p> <p><b>CO3:</b> will gain insights about company and its kinds along with the various stages involved in the formation of company.</p> <p><b>CO4:</b> understand Company Administration and Corporate Meetings.</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Indian Contract Act, 1872</b>							
<input type="checkbox"/>	Classification and Essentials of Contracts							1
<input type="checkbox"/>	Offer and Acceptance- Legal Rules as to Offer and Acceptance, Communication and Revocation of Offer and Acceptance							1
<input type="checkbox"/>	Consideration- Meaning, Legal Rules as to Consideration, Meaning of Stranger to Contract, Contracts without Consideration.							1
<input type="checkbox"/>	Capacity to Contract- Minors, Persons of Unsound Mind, Persons Disqualified by any Law.							1
<input type="checkbox"/>	Free Consent- Meaning of Free Consent, Coercion, Undue Influence, Misrepresentation, Fraud, and Mistake.							1
<input type="checkbox"/>	Discharge of Contract- Meaning, Discharge by Performance, Consent, Impossibility, Laps of Time, Operation of Law, Breach of Contract.							1
<input type="checkbox"/>	Remedies for Breach of Contract- Rescission of the Contract, Suit for Damages, Suit upon Quantum Meruit, Suit for Specific Performance of the Contract, Suit for Injunction.							1
Unit 2	<b>Special Contracts</b>							
<input type="checkbox"/>	Sales of Goods Act- Essentials of Contract of Sale, Distinction between Sale and Agreement to Sale, Distinction between Sale and Hire- Purchase Agreement, Classification of Goods, Effect of Destruction of Goods.							2
<input type="checkbox"/>	Agency- Definition of Agent and Principal, Test of Agency, Type of Agents, Creation and Termination of Agency							2
<input type="checkbox"/>	Negotiable Instruments Act, 1881- Meaning, Characteristics and Types of Negotiable Instruments.							2
<input type="checkbox"/>	Notes, Bills and Cheques- Meaning and Essential Elements of							2

	Promissory Note, Meaning and Essential Elements of Bills of Exchange, Distinction between Promissory Notes and Bill of Exchange. Meaning of Cheque, Distinction between Bill of Exchange and Cheque, Crossing of Cheques.	
<input type="checkbox"/>	Parties to Negotiable Instruments, Capacity of Parties to a Negotiable Instrument, Holder and Holder in Due Course, Meaning of Negotiation, Indorsement, Kinds of Indorsement, Dishonour of Negotiable Instrument, Duties of Holder upon Dishonour of Negotiable Instrument.	2
<b>Unit 3</b>	<b>Introduction to Company and Stages in its Formation</b>	
<input type="checkbox"/>	Introduction to Company Meaning and Definition – Features –, High Lights of Companies Act 2013 - Body Corporate, Kinds of Companies	3
<input type="checkbox"/>	Formation of a Company Steps in formation of a Company, Promotion Stage, Incorporation Stage – Meaning, Contents, Forms of Memorandum of Association & Articles of Association and its alteration, Distinction between Memorandum of Association and Articles of Association Certificate of Incorporation, Subscription Stage	3
<b>Unit 4</b>	<b>Company Administration and Corporate Meetings</b>	
<input type="checkbox"/>	Director (Concept and Definition), DIN, Qualification, Disqualification, Appointment, Position, Rights, Duties, Power, Resignation, Liabilities, Removal and Resignation of director, Key Managerial Personnel (Definition, Appointment and Qualifications) – Managing Director, Whole time Directors, the Companies Secretary, Chief Financial Officer, Resident Director, Independent Director, Women director.	4
<input type="checkbox"/>	Corporate Meetings - Shareholder and Board, Types of Meetings – Annual General Meeting Extraordinary General meeting, Minutes of Proceedings of General Meeting, Meeting of BOD and other meetings (Section 118), Requisite of Valid Meeting- Notice, Agenda, Chairman, Quorum, Proxy, Resolutions, Minutes, Postal Ballot, E- voting, Video Conferencing	4
Reference Book/s	<ol style="list-style-type: none"> <li>1. A Compendium of Companies Act 2013, along with Rules, by Taxmann Publications.</li> <li>2. Gogna, P.P.S – Company Law, S. Chand</li> <li>3. Corporate Laws-Maheswari, Maheswari- Himalaya Publishing House</li> </ol>	

		L	T	P	Credit			
		4	0	0	4			
Course Code	CMR301							
Course Title	Basic Corporate Accounting							
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p><b>CO1:</b> After the completion of the course Students will be able to understand, prepare and use the financial Records of the companies and will know the Procedural Aspects for the issue of various securities by the companies.</p> <p><b>CO2:</b> To understand how to communicate financial information to parties outside the business organization like equity investors, creditors, employees, suppliers and clients.</p> <p><b>CO3:</b> Develop an understanding of accounting for share capital (including the issue, forfeiture and reissue of shares), accounting of preference shares and debentures and be able to perform journal entries of various accounts.</p> <p><b>CO4:</b> Have a comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	<b>Issue of Shares</b>							
<input type="checkbox"/>	Meaning, Characteristics and Kinds of Companies, Introduction to Share Capital, Issue of Shares at Par, Discount and Premium, Calls in Advance and Calls in Arrears, Issue of Shares for Consideration other than Cash						1	
<input type="checkbox"/>	Pro-rata Allotment of Shares						1	
<input type="checkbox"/>	Legal Provisions Related to Forfeiture and its Accounting Treatment Reissue of Shares						1	
<input type="checkbox"/>	Provisions Related to Reissue of Shares, Accounting Entries. Redemption of Preference Shares : Concept and Types of Preference Shares						1	
<input type="checkbox"/>	Book Building, ESOS and Sweat Equity						1	
Unit 2	<b>Issue &amp; Redemption of Debentures</b>							
<input type="checkbox"/>	Meaning and Types of Debentures, Accounting Entries at the Time of Issue of Debentures,						2	
<input type="checkbox"/>	Conditions of Issue with Redemption Point of View, Issue of Debentures as Collateral Security, Treatment of Discount.						2	
<input type="checkbox"/>	Redemption of Debentures : Redemption of debentures: Out of Capital and Profits, Redemption of Debentures through Sinking Fund, Insurance Policy Method, Purchase from Open Market.						2	
Unit 3	<b>Final Accounts of Companies</b>							
<input type="checkbox"/>	Form and Contents of Profit and Loss Accounts, Form and Content of Balance Sheet as per Sixth Schedule						3	

<input type="checkbox"/>	Divisible Profits: Provisions and Accounting Treatment	3
<input type="checkbox"/>	Adjustments in Profit and Loss Account.	3
<input type="checkbox"/>	Managerial Remuneration: Provisions Related to Managerial Remuneration	3
<b>Unit 4</b>	<b>Valuation of Goodwill and Shares</b>	
<input type="checkbox"/>	Introduction and Need for Valuation	4
<input type="checkbox"/>	Methods of Calculation Valuation of goodwill	4
<input type="checkbox"/>	Methods for Valuation of Shares	4
Reference Book/s	1. Shukla, M. C., Grewal, T. S. & Gupta, B. C., Advanced Accounts, New Delhi, S. Chand, Latest Edition. 2. Gupta, R. L. & Radhaswamy, M., Advanced Accountancy, New Delhi, Sultan Chand and Sons, Latest Edition.	
Textbooks	2. Mukherjee, A. & Hanif, M., Corporate Accounting, New Delhi, Tata McGraw Hill, Latest Edition.	

L	T	P	Credit
4	0	0	4

Course Code	MGN301							
Course Title	Strategic Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Build the conceptual understanding regarding strategy, mission, and vision statement in the company along with the environmental appraisal.</p> <p>CO2: Get the in – depth knowledge about the internal appraisal held within an organization along with the methods and techniques used for organizational appraisal.</p> <p>CO3: Get the clear understanding regarding different levels of strategy such as business level strategies, corporate level strategies and also learn about the concept of strategic analysis &amp; choice.</p> <p>CO4: Equip with the concept of strategy implementation and understanding about the strategic &amp; operational control within an organization</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Strategic Management- Concept							1
<input type="checkbox"/>	Definition, nature, scope, and importance of strategy; and strategic management (Business policy)							1
<input type="checkbox"/>	Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists							1
<input type="checkbox"/>	Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.							1
<input type="checkbox"/>	Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS) PEST.							
Unit 2	Appraisal system							2
<input type="checkbox"/>	Internal Appraisal – The internal environment, organisational capabilities in various functional areas and Strategic Advantage Profile.							2
<input type="checkbox"/>	Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non financial analysis, historical analysis,							2
<input type="checkbox"/>	Industry standards and benchmarking, Balanced scorecard and key factor rating).							2
<input type="checkbox"/>	Identification of Critical Success Factors (CSF).							
Unit 3	<i>Organizational strategies</i>							3
<input type="checkbox"/>	Corporate level strategies-- Stability, Expansion, Retrenchment and							3

	Combination strategies. Corporate restructuring. Concept of Synergy.	
<input type="checkbox"/>	Business level strategies—Porter’s framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies.	3
<input type="checkbox"/>	Location and timing tactics. Concept, Importance, Industry level analysis; Porters’s five forces model. Qualitative factors in strategic choice	3
<input type="checkbox"/>	Strategic Analysis and choice—Corporate level analysis (BCG, GE Ninecell, Hofer’s product market evolution and Shell Directional policy Matrix).	3
Unit 4	Implementation and Control	4
<input type="checkbox"/>	Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation 4. 7	4
<input type="checkbox"/>	Leadership and corporate culture, Values, Ethics and Social responsibility.	4
<input type="checkbox"/>	Operational and derived functional plans to implement strategy. Integration of functional plans	4
<input type="checkbox"/>	Strategic control and operational Control. Organistional systems and Techniques of strategic evaluation.	
Reference Book/s	<p>Kazmi, A., Business Policy &amp; Strategic Management, New Delhi, Tata McGraw Hill, Latest Edition.</p> <p>2. Glueck, W.F. &amp; Jauch, L.R., Business Policy and Strategic Management, New York, Tata McGraw Hill, Latest Edition.</p> <p>3. Thomas, J.G., Strategic Management- Practices and Cases, New York, Harper and Row, Latest Edition.</p> <p>4. Jeyarathnam, M., Strategic Management, Mumbai, Himalaya Publishing House, Latest Edition.</p> <p>5. Sharplin, A., Strategic Management, New York, Tata McGraw Hill, Latest Edition. 6. Francis, C., Strategic Management, Mumbai, Himalaya Publishing House, Latest Edition.</p> <p>7. White, C., Strategic Management, New York, Palgrave Macmilan, Latest Edition. 8. Hitt, M. A. &amp; Hoskisson, R.E., Strategic Management – Competitiveness and Globalization, Mason, Southwestern Cengage, Latest Edition.</p> <p>9. David H.J., Thomas L. W. &amp; Wheelen, T., Essentials of Strategic Management, New Delhi, Prentice Hall, Latest Edition.</p> <p>10. M.E. Porter: Competitive Advantage, New York, The Free Press, Latest Edition.</p>	

L	T	P	Credit
0	0	4	2

Course Code	CMR302							
Course Title	Excel Modeling							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: The student will practically learn about the foundations of MS-Excel</p> <p>CO2: The student will pragmatically get exposure to applying different formulas under MS-Excel</p> <p>CO3: The student is able to perform data modeling and visualization tools and techniques under MS Excel under different data sets.</p> <p>CO4: The student will get familiar with the advanced concepts of MS Excel under different data sets.</p>							
Examination Mode	Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	-	-	-	20	-	30	-	50
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	<b>Foundations of MS-Excel</b>							
<input type="checkbox"/>	Introduction to MS-excel							CO1
<input type="checkbox"/>	Data Entry, editing, and number formatting, Data formatting in excel, Working with cells and ranges							CO1
<input type="checkbox"/>	Managing worksheets in MS-excel,							CO1
<input type="checkbox"/>	Overview of Excel tables, Auto fill, custom list, and flash fill							CO1
Unit 2	<b>Formulas and their applications in MS-Excel</b>							
<input type="checkbox"/>	Basic formulas under MS-Excel							CO2
<input type="checkbox"/>	Mathematical and statistical formulas under MS-Excel							CO2
<input type="checkbox"/>	Logical formulas under MS-Excel							CO2
<input type="checkbox"/>	Working on different data sets with MS Excel formulas							CO2

Unit 3	<b>Data modeling and visualization applications under MS-Excel</b>	
<input type="checkbox"/>	Data Validation, sorting, and filtering under MS-Excel	CO3
<input type="checkbox"/>	Excel conditional formatting with data sets	CO3
<input type="checkbox"/>	Excel charting in MS Excel, Creating advanced and dynamic charts under MS Excel,	CO3
<input type="checkbox"/>	Pivot tables under MS-Excel	CO3
Unit 4	<b>Advance concepts under MS-Excel</b>	
<input type="checkbox"/>	Protecting worksheets, and workbooks under MS-Excel	CO4
<input type="checkbox"/>	Excel Macros	CO4
<input type="checkbox"/>	Excel VBA and applications	CO4
<input type="checkbox"/>	Power query, and Creating dashboards under MS-Excel	CO4
Text Books	1. Microsoft Excel 365 Bible; Michael Alexander (2022 edition) 2. Microsoft Excel 2019: Data Analysis & Business Model; L. Winston Wayne (Latest edition)	

L	T	P	Credit
0	0	0	2

**Course Title: - Seminar on Summer Internship**

**Course Code: - MGN302**

## **GUIDELINES FOR SUMMER INTERNSHIP PROGRAM**

**All the students have to connect with their faculty mentors on Zoom or Google meet every week for 15 minutes as per the convenience of the mentors.**

**Each week student has to submit the report online and there will be 25 marks for Regular reporting on [tinyurl.com/davusip2023](https://tinyurl.com/davusip2023)**

## **SEQUENCE OF THE FINAL REPORT TO BE SUBMITTED**

1. Title
2. Certificate by the organization
3. Acknowledgement
4. Table of contents
5. Executive summary
6. Internship details (format on page 2 of the guidelines)
7. Daily dairy (format on page 3 of the guidelines)
8. Industry guides feedback (format on page 4 of the guidelines)

### **Final Report- Table of contents**

In case research project allocated by the organization the report should have the following contents

1. Introduction-Purpose and Objectives
2. Literature Review and Research Methodology
3. Data Analysis, Data Interpretation, Findings, Recommendations and References

In case of routine or special work being performed in the organization

1. Introduction to organization
2. Concepts or process followed
3. Data presentation, Recommendations, References etc

### **Report print**

1. Font Size : 12 Times New Roman
2. Line Spacing : 1.5
3. Paper Size : A4
4. Margins : One inch on all sides of the page

Students shall also maintain a daily dairy

		L	T	P	Credit			
		4	0	0	4			
Course Code	MGN303							
Course Title	Business Environment							
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p><b>CO1-</b> Articulate the concept of business environment and explore the political, economic, social, technological and legal factors affecting business environment.</p> <p><b>CO2-</b> Interpret the fiscal policy and Central Bank's policy prevailing in India.</p> <p><b>CO3-</b> Describe the concept of trade flow, capital flow and international linkages with respect to external environment.</p> <p><b>CO4-</b> Outline the corporate governance policies, exchange rate regimes along with description of Indian Financial system.</p>							
Examination Mode	Theory							
*Assessment Tools Weightage	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1								
<input type="checkbox"/>	Business Environment: Meaning, Nature, Importance and scope of Environment.							1
<input type="checkbox"/>	Types of environment- Internal and External							1
<input type="checkbox"/>	Need and techniques of scanning the business environment							1
<input type="checkbox"/>	Political Environment and Economic Environment							1
<input type="checkbox"/>	Demographic and Social environment							1
<input type="checkbox"/>	Industrial Policy, IDRA and Industrial Licensing							1
Unit 2								
<input type="checkbox"/>	Monetary and Fiscal Policies							2
<input type="checkbox"/>	Industrial Financial Institutions							2
<input type="checkbox"/>	Planning in India							2
<input type="checkbox"/>	Industrial Development Strategy							2
<input type="checkbox"/>	Public, Private and Joint Sectors in India							2
<input type="checkbox"/>	Privatisation and Disinvestment							2
<input type="checkbox"/>	Price and Distribution control							2
Unit 3								
<input type="checkbox"/>	Ecological Environment Protection: Green Management, Global Warming, The Environment Protection Act 1986							3
<input type="checkbox"/>	Competition policy and law							3
<input type="checkbox"/>	Company regulatory regulations in India, FERA, FEMA							3
<input type="checkbox"/>	Latest EXIM policy							3
<input type="checkbox"/>	Consumer rights and Consumer Protection Act 1986							3
<input type="checkbox"/>	Right to Information act 2005							3
Unit 4								

<input type="checkbox"/>	Globalization & its impact, Multinational corporations	4
<input type="checkbox"/>	International Investments	
<input type="checkbox"/>	WTO: Agreements and Current Issues	4
<input type="checkbox"/>	Trading Blocs	4
<input type="checkbox"/>	Patents and Trade Marks	4
<input type="checkbox"/>	Development and regulation of foreign trade	4
Reference Book/s	1. Paul,J., Business Environment, New Delhi, Tata McGraw Hill Publication, Latest Edition. 2. Puri, M., Economic Environment of Business, New Delhi, Himalaya Publishing House, Latest Edition.	
Textbooks	1. Francis C., Business Environment Text & Cases, Mumbai, Himalaya Publishing, Latest Edition.	

L	T	P	Credit
4	0	0	4

Course Code	MGN304							
Course Title	Knowledge Management							
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p><b>CO1:</b> To understand the concept of knowledge management and develop skills for building a sustaining knowledge culture.</p> <p><b>CO2:</b> Students will be able to be able to develop human resource management practices and align with technology.</p> <p><b>CO3:</b> To make the students conversant with knowledge framework and develop effective knowledge service.</p> <p><b>CO4:</b> To enhance strategic knowledge and evaluate the effectiveness of knowledge strategy.</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Knowledge Influences</b>							
<input type="checkbox"/>	The Knowledge Context							1
<input type="checkbox"/>	An Introduction to Strategic Knowledge Management							1
<input type="checkbox"/>	The Knowledge Leader							1
<input type="checkbox"/>	Developing and Sustaining a Knowledge Culture							1
Unit 2	<b>Knowledge Foundations</b>							
<input type="checkbox"/>	Supporting Knowledge Management through Human Resource Management Practices							2
Unit 3	<b>Knowledge Application</b>							
<input type="checkbox"/>	Developing a Core Knowledge Framework							3
<input type="checkbox"/>	Developing and Managing Knowledge Repositories							3
<input type="checkbox"/>	Developing an Effective Knowledge Service							3
<input type="checkbox"/>	Learning and Development in a Knowledge Setting							3
Unit 4	<b>Knowledge Enhancement</b>							
<input type="checkbox"/>	Evaluating the Effectiveness of the Knowledge Strategy							4
<input type="checkbox"/>	Sustainable Knowledge Management							4
<input type="checkbox"/>	Overall View of Strategic Knowledge Development							4
Reference Book/s	<p>1. Awad, E.M. &amp; Ghaziri, H.M., Knowledge Management, New Delhi, Prentice Hall of India, Latest Edition</p> <p>2. Jashapara, A., Knowledge Management: An Integrated Approach, New Delhi, Prentice Hall of India, Latest Edition.</p> <p>3. Meliha, H. and Albert, Z. Knowledge Management: An Integrative Approach, Chandos Publishing (Oxford) Ltd, Latest Edition.</p>							

Textbooks	1. Debowski, S., Knowledge Management, New Delhi, Wiley, Latest Edition.	
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L	T	P	Credit
4	0	0	4

Course Code	MGN305								
Course Title	Production and Operations Management								
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p>CO1: Make students acquaint with Operation management development and strategies.</p> <p>CO2: Apply technique of LPP Graphic, Simplex &amp; Assignment in optimizing production processes.</p> <p>CO3: Understand Supply chain Management and make students acquaint with modern production techniques like TQM, JIT, SIX Sigma.</p> <p>CO4: Acquire required skills to solve various problems of Transportation Problems and Network PERT-CPM.</p>								
Examination Mode	Theory								
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP	
Weightage	WQ	SAP	ABL/PBL	Lab Perf.					
	10	10	5	-	25	-	50	-	
Syllabus								CO Mapping	
Unit 1	<p><b>Operations management:</b> Concept, Historical Milestones in POM, Operations strategy, transformation process model: inputs, responsibilities of operations manager.</p> <p><b>Facility:</b> capacity, Location and Layouts.</p> <p><b>Product Design and development:</b> Levels of product, product &amp; service feature, product design and its characteristics, product development process (technical), product development techniques. Productivity: Method study; Work measurement, Employee Productivity.</p> <p><b>Operations Quality management:</b> Quality Characteristics of Goods and Services, Total Quality management, Quality Control.</p>							1	
Unit 2	<p><b>Linear Programming:</b> Definitions of LP, Basic requirements, Terminology of LP, Basic assumptions of LP, General form of LP problem, Applications of LP methods, Solution procedure of LPP, Formulation of LPP.</p> <p><b>Graphic method of solving LPP:</b> Unbounded problem, Infeasible problem, Multiple optimal solutions.</p> <p><b>Simplex Method:</b> Introduction, Steps in the solution of LPP by simplex method, Minimization problem by Big M method/Penalty method, Rules for simplex method for minimization problem, Simplex problem (Mixed constraints)</p> <p><b>Assignment Problems:</b> Hungarian method [Minimization case]/HAM, Steps to follow, Maximization case in Assignment Problems, Travelling salesman Problems, Un-balanced Assignment Problem</p>							2	
Unit 3	<p><b>Supply Chain Management:</b> Purchasing; Importance, Purchase departments, Purchasing processes. Logistics; Movement of materials, shipment, Innovations in Logistics. Warehousing; warehousing operations, Inventory accounting. Third party logistics Management. E-Business and supply chain management.</p> <p><b>JIT and Lean Production System:</b> Elements of JIT, Benefits of JIT,</p>								

	JIT in services. <b>Inventory Management:</b> Concepts, Classification, Objectives, Factors Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis.	3
Unit 4	<b>Transportation Problems:</b> Introduction, Terminology used in Transportation model, Optimal solution of Transportation problem, Methods for initial basic feasible solutions- NWCM, LCEM, VAM, Optimality Tests- Modified distribution method, Degeneracy in Transportation problem, Profit maximization in Transportation problem, Unbalanced Transportation problems.  <b>Network Analysis- PERT and CPM:</b> Introduction, Objectives of Network Analysis, Applications of Network Model, Terminology or Concepts used, Rules to frame a Network, Fulkerson's Rule to numbering of events, Stages of project management, Activity Times & Critical Path Computation of Critical Path Slack & Float, PERT-Steps & computing variance, Merits & demerits of PERT, CPM-Time estimating & Limitations, Comparison between PERT & CPM.	4
Textbooks	<ol style="list-style-type: none"> <li>1. Kalavathy, S. Operations Research. New Delhi: Vikas Publishing House.</li> <li>2. Gaither &amp; Frazier, Operations Management, Cengage learning</li> </ol>	
Reference Book/s	<ol style="list-style-type: none"> <li>1. Buffa &amp; Sarin, Modern Production/Operations Management, 8th John Wiley</li> <li>2. Chary, Production and Operations Management, Tata McGraw-Hill</li> <li>3. Mahadevan B, Operations Management: Theory and Practice, 2nd Edition, Pearson Education</li> <li>4. Adam and Eben, Production &amp; Operations, 5th ed Prentice Hall</li> <li>5. Krajewski &amp; Ritzman, Operations Management, 5th Pearson Education</li> </ol>	

## 1. Finance and Investment Management

L	T	P	Credit
4	0	0	4

Course Code	CMR206							
Course Title	Banking & Insurance							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the Banking structure, Banking products and business development.</p> <p>CO2: Regulations related to customer services, inclusive banking and future banking.</p> <p>CO3: Understand the growth and development of insurance sector in India, Major reforms in insurance sector.</p> <p>CO4: Understand about the insurance operations, Ethics and Compliance in Insurance, Profitability Drivers for Insurance.</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>							<b>CO Mapping</b>	
<b>Unit 1</b>	<b>Introduction to Banking</b>						1	
<input type="checkbox"/>	Branch Banking, Customers and their needs						1	
<input type="checkbox"/>	Overview of Banking Products, Liability Products, Asset Products						1	
<input type="checkbox"/>	Third Party and fee-based Products						1	
<input type="checkbox"/>	Business Development, Transaction Processing						1	
<b>Unit 2</b>	<b>Customer Services</b>						2	
<input type="checkbox"/>	Compliance and Ethics						2	
<input type="checkbox"/>	Future of Banking						2	
<input type="checkbox"/>	Inclusive Banking						2	
<input type="checkbox"/>	Introduction to NBFCs						2	
<input type="checkbox"/>	Overview of Corporate banking						2	
<input type="checkbox"/>	Banking and me						2	
<b>Unit 3</b>	<b>Insurance</b>						3	
<input type="checkbox"/>	Need for insurance, Evolution of Insurance						3	
<input type="checkbox"/>	Overview of an Insurance Company						3	
<input type="checkbox"/>	Overview of Retail Insurance Products						3	
<input type="checkbox"/>	Overview of the Companion Products						3	
<input type="checkbox"/>	Overview of Insurance Distribution Channels						3	
<input type="checkbox"/>	Selling Insurance						3	
<b>Unit 4</b>	<b>Insurance Operations</b>						4	
<input type="checkbox"/>	Customer Service						4	

<input type="checkbox"/>	Ethics and Compliance in Insurance	4
<input type="checkbox"/>	Future of Insurance	4
<input type="checkbox"/>	Inclusive Insurance	4
<input type="checkbox"/>	Profitability Drivers for Insurance	4
Textbooks	1. N. Jain& R.K. Jain: Modern Banking and Insurance, Regal Publications	

L	T	P	Credit
4	0	0	4

Course Code	CMR207							
Course Title	Financial Services							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Students will learn about financial services and its contribution in promoting industry.</p> <p>CO2: Understand the concept of Venture Capital and Investment Banking.</p> <p>CO3: Students will know about the concept of Discounting and Credit rating agencies in India.</p> <p>CO4: They will know how Securitization, Depository system and concept of Dematerialization.</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>
Syllabus								CO Mapping
Unit 1	Introduction to Financial Services and Mutual Funds							
<input type="checkbox"/>	Financial services – meaning – features – importance – contribution of financial services in promoting industry – service sector							1
<input type="checkbox"/>	Mutual funds- Concept, Structure, Types, Performance measurement of Mutual funds, Benefits, Mutual fund industry in India							1
Unit 2	Venture capital and Investment Banking							
<input type="checkbox"/>	Venture capital-Concept, stages of venture capital financing, Methods of venture financing, Venture capital in India							2
<input type="checkbox"/>	Investment Banking-Concept, Areas; Merchant Banking- Concept, Functions, Types of financial services; Investment vs Merchant banking							2
Unit 3	Discounting and Credit rating							
<input type="checkbox"/>	Discounting- Concept, Tradition vs Bill financing; Factoring-Meaning, Functions, Types; Forfeiting- Meaning, Working, Benefits and drawbacks; Discounting vs Factoring; Factoring vs forfeiting							3
<input type="checkbox"/>	Credit rating- Concept, Functions, Credit rating process, Uses, Credit rating agencies in India							3
Unit 4	Securitization and Depository System & Dematerialization							
<input type="checkbox"/>	Securitization- Concept, Securitization vs Factoring, Participants, Process, Mechanism of Securitization, Benefits, problems, regulatory framework							4
<input type="checkbox"/>	Depository System and Dematerialization: Introduction, SEBI guidelines for participants, Code of conduct for issuer, Participants, Dematerialization/ Rematerialisation of shares, Electronic settlement of shares; pledging, hypothecation of dematerialized shares. Freezing of demat accounts.							4
Textbooks	1. Khan, M Y. Financial Services. New Delhi: Tata McGraw Hill, Latest Edition							
Reference	1. Gordon,E. and Natarajan, K. “Financial Markets and							

Books	<p>Services” Himalaya Publishing house, Latest Edition</p> <ol style="list-style-type: none"><li>2. Bhole, L.M. “Financial Institutions and Markets”. Victoria: Tata McGraw- Hill, Latest Edition</li><li>3. Shanmugam, R. “Financial Services”, Wiley Publications, Latest Edition Swain,</li><li>4. P.K. “Fundamentals of Financial Derivatives”. Himalaya Publishing house, Latest Edition</li></ol>	
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L	T	P	Credit
4	0	0	4

Course Code	CMR303							
Course Title	Financial Institutions and Markets							
Course Outcomes	<p>On completion of this course, students will be able to:</p> <p>CO1: Students Will Learn About Financial System, Its Components, Government Policies, Banking Industry.</p> <p>CO2: Understand the Concept of Financial Market, Different Financial Instruments and About SEBI.</p> <p>CO3: Students Will Know About Various Non - Banking Financial Companies, Mutual Fund and Insurance Companies.</p> <p>CO4: They Will Know How Foreign Exchange Markets Run, Their Problems and How to Manage Risk.</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	(Overview of Financial System and Details of Banking Industry)							1
<input type="checkbox"/>	Overview of the Financial System- Introduction, Components of Financial System, functions							1
<input type="checkbox"/>	Financial Market Reforms							1
<input type="checkbox"/>	Structure of Central Banks and the Federal Reserve System- Reserve Bank of India							1
<input type="checkbox"/>	Conduct of Monetary Policy- Tools, Goals, Strategy, and Tactics							1
<input type="checkbox"/>	Banking and the Management of Financial Institution, Commercial Banking Industry- Structure and Competition, Savings Associations and Credit Unions. Regional Rural Banks, Co-operative Banking, Credit Creation							1
<input type="checkbox"/>	Regulation of industry, Problems and Policies of Allocation of Institutional Credit							1
Unit 2	(Financial Markets)							2
<input type="checkbox"/>	The Money Markets – Meaning, Functions, Instruments, Recent Trends							2
<input type="checkbox"/>	The Capital Market, Mortgage Markets, Bond Market							2
<input type="checkbox"/>	Government Securities Markets							2
<input type="checkbox"/>	SEBI- Objectives and Functions, Unregulated Credit markets in India							2
Unit 3	(Other Financial Sources)							3
<input type="checkbox"/>	Non- Banking Financial Companies, Development Banks							3
<input type="checkbox"/>	The Mutual Fund Industry, Insurance Companies, Security Brokers and Dealers							3
<input type="checkbox"/>	Venture Capital Firms							3
Unit 4	(Foreign Exchange Markets)							4
<input type="checkbox"/>	Foreign Exchange Markets – Introduction, recent Developments,							4

	Problems. Convertibility	
□	Risk Management in Financial Institutions, Hedging with Financial Derivatives	4
□	Interest Rates in India	4
Textbooks	1. Mishkin, F. S. & Eakins, S. G., Financial Markets and Institutions, New Delhi, Pearson Education, Latest Edition.	
Reference Books	1. Christopher, V., Financial Institutions Instruments and Markets, New Delhi, Tata McGraw-Hill Education, Latest Edition. 2. Gurusamy, S., Financial Markets and Institutions, New Delhi, Tata McGraw-Hill Education, Latest Edition. 3. Burton, M., Nesiba, R. & Brown, B., An Introduction to Financial Markets and Institutions, Latest Edition.	

L	T	P	Credit
4	0	0	4

Course Code	CMR304							
Course Title	Investment Management							
Course Outcomes	On completion of this course, students will be able to: CO1- Describe the basic investment fundamentals. CO2- Description regarding various fundamental analysis tools. CO3- Background of Mutual funds along with its types CO4- Concept of derivatives in investment.							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Investing Fundamentals							1
<input type="checkbox"/>	Meaning and Nature of investments							1
<input type="checkbox"/>	Different avenues for investment and their Norms							1
<input type="checkbox"/>	Objectives of investments							1
<input type="checkbox"/>	Types of Investments - Commodities, Real Estate and Financing Assets. Buying and selling of stocks							1
Unit 2	Stock Market Investment							2
<input type="checkbox"/>	Indian Securities Market: the market participants, trading of securities, security market indices calculation of return and risk for an individual							2
<input type="checkbox"/>	Sources of financial information. Role of Stock Exchange, Stock exchanges in India: BSE, NSE, OTCEI							2
<input type="checkbox"/>	Trade-off between return and risk of stocks.							2
<input type="checkbox"/>	Economic Analysis							2
<input type="checkbox"/>	Industry Analysis							2
<input type="checkbox"/>	Company Analysis Including ratios							2
Unit 3	Mutual Funds							3
<input type="checkbox"/>	Background on Mutual Funds							3
<input type="checkbox"/>	Mechanisms for Investing in Mutual Funds							3
<input type="checkbox"/>	Need and advantages							3
<input type="checkbox"/>	Motives of mutual fund investments							3
<input type="checkbox"/>	Net Asset Value, Types of Mutual funds							3
Unit 4	Derivatives							4
<input type="checkbox"/>	Meaning and concept of derivatives							4
<input type="checkbox"/>	Kinds of derivatives							4
<input type="checkbox"/>	Guidelines for investing in derivatives							4
<input type="checkbox"/>	Investing the derivatives							4
Textbooks	1. Chandra, P., Investment Analysis and Portfolio Management, New Delhi, Tata McGraw Hill, Latest Edition.							
Reference Books	1. Fischer, D. E. & Ronald J. J., Security Analysis and Portfolio Management, New Jersey, Prentice Hall, Latest Edition. Reilly, Frank K., & Keith C. Brown, Investment Analysis and Portfolio Management, Thomson, Latest Edition. 3. Singh, P., Investment Management, Mumbai, Himalaya Publication, Latest Edition.							

L	T	P	Credit
4	0	0	4

Course Code	CMR305							
Course Title	Personal Financial Planning							
Course Outcomes	CO1: An in-depth understanding of components, process and underlying precautions required for personal financial planning. CO2: Application of essential tools to measure risk and return in portfolio. CO3: Use of investment strategies for designing a personal financial plan along with in depth understanding of investment, retirement, insurance, tax and estate planning. CO4: Ability to take sound and ethical investment decision with the help of thorough understanding of investment vehicles and regulatory environment prevalent in the economy.							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Concept of Financial Planning							1
<input type="checkbox"/>	Components of financial planning							1
<input type="checkbox"/>	Precautions in financial planning							1
Unit 2	Meaning of risk							2
<input type="checkbox"/>	Types of risks							2
<input type="checkbox"/>	Difference between risk and uncertainty							2
<input type="checkbox"/>	Balancing of risk							2
<input type="checkbox"/>	Managing Investment Risk							2
<input type="checkbox"/>	Measuring Investment Returns							2
Unit 3	Investment Strategies							3
<input type="checkbox"/>	Insurance Planning							3
<input type="checkbox"/>	Retirement Planning							3
<input type="checkbox"/>	Tax and Estate Planning							3
Unit 4	Investment Vehicles							4
<input type="checkbox"/>	Importance and strategies for investment vehicles							4
<input type="checkbox"/>	Regulatory Environment							4
<input type="checkbox"/>	Ethical Issues in personal financial planning							4
Textbooks	1. NISM, Workbook of Certified Personal Financial Advisor (CPFA) Examination, SEBI, Latest Edition.							
Reference Books	1. Kapoor, J. Personal Finance. New Delhi: Tata McGraw Hill, Latest Edition. 2. Maudra, J. Personal Finance. New Delhi: Pearson Education, Latest Edition.							

		L	T	P	Credit			
		4	0	0	4			
Course Code	CMR306							
Course Title	Security and Portfolio Management							
Course Outcomes	After completion of this course, students will be able to CO1. Understand the investment decisions, securities markets, and process of trading. CO2. Learn fundamental and technical analysis for security evaluation. CO3. Get familiar with portfolio construction & management. CO4. Get insights into the different theories for optimal portfolio and ability to evaluate portfolios.							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b><i>The Investment Environment: investment decisions &amp; securities market</i></b>							
<input type="checkbox"/>	The investment decision process, Types of Investments, Investment attributes, Investment Vs speculation						CO1	
<input type="checkbox"/>	Securities Market: Participants in securities market, Role and regulation of primary market, Modes, and methods of floating new issues						CO1	
<input type="checkbox"/>	Secondary Market: Introduction to stock exchanges in India, Regulators, Trading and settlement Mechanism, Types of orders, Stock market indices						CO1	
Unit 2	<b><i>Security Analysis: Fundamental and Technical Analysis</i></b>							
<input type="checkbox"/>	Risk and Return: Concepts of risk and return, Measurement of risk: standard deviation and variance, the relationship between risk and return						CO2	
<input type="checkbox"/>	Fundamental Analysis: Economy analysis, Industry and Company Analysis - Analysis of Financial statements, Weaknesses of fundamental analysis						CO2	
<input type="checkbox"/>	Technical Analysis: Introduction, Principles, Difference from fundamental analysis, Basic Tenets of Dow Theory, Critical Appraisal of Dow theory						CO2	
<input type="checkbox"/>	Different Types of charts, Chart patterns						CO2	
Unit 3	<b><i>Portfolio Management</i></b>							
<input type="checkbox"/>	Efficient Market Hypothesis and Behavioural Finance						CO3	
<input type="checkbox"/>	Portfolio Construction						CO3	
<input type="checkbox"/>	Portfolio Markowitz Model (Mean Variance Analysis)						CO3	
<input type="checkbox"/>	The Sharpe Single Index Model						CO3	
Unit 4	<b><i>Portfolio theories, evaluation, and revision</i></b>							
<input type="checkbox"/>	Capital Asset Pricing Model - assumptions of CAPM; Inputs required for applying CAPM, Limitations of this Model						CO4	
<input type="checkbox"/>	Arbitrage Pricing Theory and its principles, Comparison of Arbitrage Pricing Theory with the Capital Asset Pricing Model.						CO4	
<input type="checkbox"/>	Portfolio Evaluation						CO4	
<input type="checkbox"/>	Portfolio Revision						CO4	
Textbooks	1.Chandra, P. Investment Analysis and Portfolio Management. New Delhi: TataMcGraw-Hill Education, Latest Edition							

## 2. Marketing

		L	T	P	Credit			
		4	0	0	4			
Course Code	MGN209							
Course Title	Integrated Marketing Communication							
Course Outcomes	After completion of this course student will be able to: CO1.Understand the fundamental concepts of Integrated Marketing Communications CO2.Develop advertising strategy for a brand CO3.Formulate strategies for various promotional tools of a brand CO4. Develop a Media plan matching the IMC strategy CO5.Formulate the promotional objectives, budget, and ways to measure the results of IMC tools							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>
Syllabus								CO Mapping
Unit 1	Challenges and Opportunities of Promotions Career, Introduction of Integrated Marketing Communication: Introduction, IMC as integral part of marketing mix, Understanding Consumer Behavior, Understanding Communications Process							1
Unit 2	Advertising: Advertising Research and Strategy, Finding the Big Idea, Creative Execution in Advertising, Creative Execution and design in Print, Creative Execution on Broadcast							2
Unit 3	Managing Other Promotional Tools: Sales Promotion, Direct Marketing, Public Relations and Publicity, Communication in the New Age: Online and Mobile Media							3
Unit 4	Media Planning and Strategy: Broadcast Media, Developing Media Plan, Promotion Objectives and Budget Determination, Measuring IMC Performance							4
Text Books	1. Shah Kruti, Advertising and Integrated Marketing Communication, Tata Mc Graw Hill, New Delhi, Latest Edition.							
Reference Books	2. Schultz, Don E, and Heidi F. Schultz. Imc, the Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication. New York: McGraw-Hill, Latest Edition. 3. Duncan, Tom, and Tom Duncan. Principles of Advertising and Imc. Chicago, IL: McGraw-Hill/Irwin, Latest Edition. 4. Dahlén, Micael, Fredrik Lange, and Terry Smith. Marketing Communications: A Brand, Narrative Approach. Chichester, U.K: Wiley, Latest Edition. 5. Belch, George E, and Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill/Irwin, Latest Edition.							

L	T	P	Credit
4	0	0	4

Course Code	MGN210							
Course Title	Consumer Behaviour							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the concepts of consumer behaviour and segmentation CO2: Articulate the external factors influencing buying behaviour of consumer. CO3: Analyze the internal factors influencing consumer behaviour CO4: Learn consumer decision making and consumer research							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	<b>Consumer Behaviour and Segmentation</b>							1
	Definition, Nature, Scope, Consumer Behavior's Applications in Marketing,							1
	Market Segmentation, Targeting and Positioning							1
Unit 2	<b>External Factors Influencing Consumer Behaviour</b>							2
	Culture, Sub Culture and Social Class, Family and Roles							2
	Family and Socialization							2
	Reference Groups -Opinion Leadership, Celebrity Endorsers and Word-of Mouth							2
Unit 3	<b>Internal Factors Influencing Consumer Behaviour</b>							3
	Internal Influences– Needs & Motivations, Personality, Learning, Perception, Beliefs & Attitudes.							3
	Consumer Motivation– Needs, Goals, Maslow's Hierarchy of Needs, Freud's Theory of Motivation.							3
	Consumer Personality – Self-Concept, Brand Personality.							3
	Consumer Learning- Elements, Classical Conditioning							3
	Consumer Perception- Brand Positioning and Repositioning							3
Unit 4	<b>Consumer Decision Making and Consumer Research</b>							4
	Consumer Decision Making Process- Routinised Response, Limited and Extensive Problem-Solving Behaviour, Opinion Leadership and Diffusion of Innovation.							4
	Consumer Research Process –Defining Research Objectives							4
	Quantitative and Qualitative Research							4
Textbooks	1. Consumer Behaviour – Satish K Batra, S H H Kazmi 2. Schiffman, L.G. and Kanuk, L.L., 'Consumer Behavior', Pearson Education							

Reference Books	<ol style="list-style-type: none"><li>1. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai</li><li>2. Kumar, Dinesh., ‘Consumer Behaviour’, Oxford University Press</li><li>3. Loudon, D. and Bitta, D., ‘Consumer Behaviour’, Tata McGraw Hill</li><li>4. Assael, H., ‘Consumer Behaviour in Action’, Cengage Learning</li><li>5. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi</li></ol>	
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L	T	P	Credit
4	0	0	4

Course Code	MGN306							
Course Title	Retailing							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the concepts of retailing and various retail formats, and theories of retail development. CO2: Discover market segmentation and setting up the retail strategy. CO3: Develop retail mix strategies for different types of retail formats. CO4: Elaborate the other aspects of retail such as customer relationship management, human resource management, and store operations.							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	<b>Introduction</b>							CO1
<input type="checkbox"/>	Meaning, Nature and Importance of retailing and retailer							CO1
<input type="checkbox"/>	Functions and Challenges of Retailer							
<input type="checkbox"/>	Types of Retail Formats-General Merchandise, Service, Operational Structure, Store & Non-Store Retailers, Multi-Channel Retailing							CO1
<input type="checkbox"/>	Evolution of Retail and Theories of Retail Development							CO1
Unit 2	<b>Segmentation and Strategic Planning in Retail</b>							
<input type="checkbox"/>	Retail Market Segmentation							CO2
<input type="checkbox"/>	Strategic Retail Planning Process							CO2
Unit 3	<b>Retail Marketing Mix</b>							
<input type="checkbox"/>	Concept of Merchandising Management and Category Management							CO3
<input type="checkbox"/>	Factors Influencing Retail Location and Location Decision							CO3
<input type="checkbox"/>	Merchandise Pricing Strategies							CO3
<input type="checkbox"/>	Promotion and Communication Mix in Retail, Concept of Sales Promotion and Personal selling							
Unit 4	<b>Managing Store Operations, Human Resource and Customer Relations in Retail</b>							
<input type="checkbox"/>	Customer Relationship Management: Concept, Types and Application of CRM in Retailing.							CO4
<input type="checkbox"/>	Human Resource Management in Retail and its Functions							CO4
<input type="checkbox"/>	Retail Store Operations and Importance of Visual Merchandising							CO4
Text Books	1. Bajaj, C., Tuli R. and Srivastava, N. Retail Management, Oxford University Press, New Delhi, Latest Edition							

	<ol style="list-style-type: none"><li>2. Pradhan, S. Retailing Management, Tata McGraw Hill, New Delhi, Latest Edition.</li><li>3. Giri, A., Paul, P. and Chatterjee, S. Retail Management: Text and Cases, PHI Learning, Delhi, Latest Edition</li><li>4. Levy, M. and Wertz, B. A., Retailing Management. McGraw Hill/Irwin, USA, Latest Edition</li></ol>	
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L	T	P	Credit
4	0	0	4

Course Code	MGN307							
Course Title	Service Marketing							
Course Outcomes	On the completion of the course the student will be able to CO1: To make students acquaint with service perceptions and gap models CO2: Understanding Service Industry design models and importance of physical evidence. CO3: Understanding importance of Customer and Employees in service delivery. CO4: Understanding communication channels in service delivery.							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Services: meaning, importance, growth and characteristics of services, difference between goods and services, challenges for service marketers, Services marketing mix							1
□	The gaps model of service quality: the customer gap, the provider gaps, closing the gaps, Consumer behaviour in services: consumer choice, service purchase, consumer experience, evaluation, customer expectations of service: meaning and type of service expectations, zone of tolerance, factors influencing expectations, various issues of service expectations, customer perceptions of service: customer satisfaction, service quality, service encounters.							1
□	Building customer relationships: relationship marketing, value of customer, relationship development strategies, relationship challenges							1
Unit 2	Service recovery: the recovery paradox, customer's response to service failure, customer's recovery expectations, recovery strategies, service guarantees.							2
□	Service development and design: new service development, types of new services, stages in new service development, service blueprinting,							2
□	Physical evidence and servicescape: Physical evidence, types and roles of servicescape, framework for understanding servicescape, environmental dimensions of the servicescape, and guidelines for physical evidence strategy.							2
Unit 3	Employees' role in service delivery: service culture, critical importance of service employees, boundary-spanning roles, strategies for delivering service quality through people, customer-oriented service delivery							3
□	Customers' roles in service delivery: importance of customer in service delivery, customers' roles, self-service technologies- the ultimate in customer participation, strategies for enhancing customer participation, recruit, educate and reward customers, manage the customer-mix.							3

Unit 4	Integrated services marketing communications: need for coordination in marketing communication, key reasons for service communication, four categories of strategies to match service promises with delivery	4
□	Pricing of services: three key ways that service prices are different for consumers. approaches to pricing services, pricing strategies that link to the four-value definition,	4
Reference Books	<ol style="list-style-type: none"> <li>1. Zeithmal A Valarie and Bitner Mary, Services Marketing, Tata McGraw Hill, New Delhi.</li> <li>2. Adrian Paye: The Essence of Services Marketing, Prentice Hall India.</li> <li>3. Sanjay P. Palankar: Services Marketing, Himalaya Publishing House.</li> <li>4. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing: People, Technology, Strategy, Pearson Education.</li> <li>5. K. Rama Mohana Rao: Services Marketing, Pearson Education.</li> <li>6. J.N. Jain and P.P. Singh: Modern Marketing of Services-Principles and Techniques, Regal Publications.</li> <li>7. Deepak Bhandari and Amit Sharma: Marketing of Services, Vrinda Publications.</li> <li>8. Bidhi Chand: Marketing of Services, Rawat Publications.</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	MGN308							
Course Title	E-Business and Digital Marketing							
Course Outcomes	On the completion of the course the student will be able to CO1: Develop a comprehensive digital marketing strategy CO2: Make use of search engines and social networking sites for e-business promotion. CO3: Apply measurement techniques to evaluate the digital marketing efforts. CO4: Evaluate the social media platforms and formulate social media marketing strategies.							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	<b>Starting an Online Business</b>							
	Starting an Online Business Steps for starting online business, Choosing and Equipping E-business, Selecting and choosing the right web host and design tools, Developing a website and blog for e-business							CO1
Unit 2	<b>Digital Marketing</b>							
	Introduction to Digital Marketing, Pay per Click Advertising, Digital Display Advertising, Mobile Marketing, Email Marketing							CO2
Unit 3	<b>Social Media Marketing</b>							
	Developing social media marketing plan, Marketing through facebook, Instagram, Youtube and other leading social media channels							CO3
Unit 4	<b>Analytics and Planning</b>							
	Developing analytics for e-business, Analysing Acquisition, Behavioural and Conversion reports, Strategy and Planning							CO4
Reference Books	1. Holden Greg, Starting an Online Business for Dummies, Wiley Publishing, Latest Edition 2. Dodson Ian, The art of Digital Marketing, Wiley Publishing, Latest Edition 3. Schneider Gary, E-Marketing, Cengage Learning, Latest Edition 4. Kulkarni Parag, Jahirabadkar and Chande Pradip, E-Business, Oxford University Press, Latest Edition 5. Ahuja Vandana, Digital Marketing, Oxford University Press, Latest Edition							

L	T	P	Credit
4	0	0	4

Course Code	MGN309							
Course Title	Rural Marketing							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the fundamentals of rural marketing. CO2: Analyze and apply the rural product and pricing strategies. CO3: Analyze the rural distribution and communication strategies. CO4: Understand and apply the rural business models and global insights for future							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5		25	-	50	-
	<b>Syllabus</b>						<b>CO Mapping</b>	
Unit 1	<b>Introduction to Rural Marketing</b>						CO1	
	Rural Environment – Economic Environment, Rural Marketing Mix Challenges, Evolution of Rural markets							
	Rural Consumer Behavior – Buyer Decision Process, Product Adoption Process, Diffusion of Innovation							
	Rural Marketing Research							
Unit 2	<b>Introduction to Rural Marketing Strategy</b>						CO2	
	Segmenting and Targeting Rural Markets							
	Product Strategy							
	Pricing Strategy							
Unit 3	<b>Rural Marketing Strategy</b>						CO3	
	Distribution strategy							
	Communication Strategy							
	Rural Services Marketing							
	Marketing in Small Towns							
Unit 4	<b>Emerging Issue in Rural Marketing</b>						CO4	
<input type="checkbox"/>	Role of Government in Rural India							
<input type="checkbox"/>	New Business Models							
<input type="checkbox"/>	Rural Markets: Global Insights							
<input type="checkbox"/>	The Future of Rural Marketing							
Reference Books	Kashyap, P. (2020). Digital marketing. McGraw Hill Education (India) Private Limited. Kumar, S & Kaur, S. (2023). Digital marketing. Taxmann Publications Private Limited Bhatia, P. (2020). Fundamentals of Digital marketing. Pearson India Education Services Private Limited.							

### 3. Human Resource Management

L	T	P	Credit
4	0	0	4

Course Code	MGN211							
Course Title	Performance Management system							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Get the in-depth knowledge about the foundations of performance management i.e., its Pre-Requisites, philosophy and Characteristics of Effective Performance</p> <p>CO2: Get the conceptual understanding about the planning and implementation of Performance</p> <p>CO3: Equip with the concepts of Performance Appraisal and Monitoring along the management practices held in Indian organizations.</p> <p>CO4: Learn about the concept of developmental issues in performance management and the Role of HR Professionals in Performance Management.</p>							
Examination Mode	Theory							
Assessment Tools	<b>Continuous Assessment</b>				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25		50	
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	<b>Introduction to Performance Management</b>							1
<input type="checkbox"/>	Foundations of Performance Management: Concept							1
<input type="checkbox"/>	Philosophy underlying Performance Management							1
<input type="checkbox"/>	Significance, Objectives							1
<input type="checkbox"/>	Pre-Requisites, and Characteristics of Effective Performance Management							
Unit 2	<b>Planning and Implementation of Performance Management</b>							2
<input type="checkbox"/>	Defining Performance and Selecting a Measurement Approach							2
<input type="checkbox"/>	Developing Job Descriptions, Defining Performance Standards							2
<input type="checkbox"/>	Overview Planning and Implementation of Performance Management							2
<input type="checkbox"/>	Key Result Areas, Competencies and Skills, Characteristics of Effective Performance Metrics							
Unit 3	<b>Performance Appraisal and Monitoring</b>							3
<input type="checkbox"/>	Performance Appraisal and Monitoring: Characteristics of effective Appraisals; Methods of Performance Appraisal							3
<input type="checkbox"/>	360-degree appraisal							3
<input type="checkbox"/>	E-appraisal Performance Monitoring Appraisal							3
<input type="checkbox"/>	Management Practices in Indian Organizations							3
Unit 4	<b>Performance Management and Development Issues</b>							4
	Other Performance Management and Development Issues: Coaching, Counselling and Mentoring;							4
	Potential Appraisal, Competency Mapping; Performance Related Pay							4

	Role of HR Professionals in Performance Management	4
	Dr. C. Appa Rao, Performance Management, biztantra.	
Reference Book/s	<ol style="list-style-type: none"> <li>1. Aquinis, H., Performance Management, New Delhi, Pearson Education, Latest Edition.</li> <li>2. Fusch &amp; Gillespie, Practical Approach to Performance Interventions and Analysis: A 50 Models for Building a High-Performance Culture, London, Pearson Education, Latest Edition.</li> <li>3. Smither, J.W., Performance Management: Putting Research into Practice, New York, Wiley Publication, Latest Edition.</li> <li>4. Bagchi., S.N., Performance Management, New Delhi, Cengage Learning, Latest Edition.</li> </ol>	

			L	T	P	Credit		
			4	0	0	4		
Course Code	MGN212							
Course Title	Organization Change and Development							
Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: Understand the concept of organizational development and its significance for the organization.</p> <p>CO2: Gain knowledge related to the process of bringing about planned change in the organization and how they can practically implement those interventions.</p> <p>CO3: Become fully conversant with the techniques and factors required for bringing change in the organization</p> <p>CO4: Practically examine the success and failure of changes as well as enable students to draw its implications for future.</p>							
Examination Mode	Theory							
Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ES</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>			<b>E</b>	
Weightage	10	10	5	-	25		50	
<b>Syllabus</b>							<b>CO Mapping</b>	
Unit 1	Organization development-meaning and framework						1	
<input type="checkbox"/>	Nature, Assumptions, Characteristics of Organizational Development.						1	
<input type="checkbox"/>	The Lab training stem, The survey research and feedback stem						1	
<input type="checkbox"/>	Factors affecting Organizational Development.						1	
<input type="checkbox"/>	Inter-group Relations, Weisboard Model.							
Unit 2	OD interventions						2	
<input type="checkbox"/>	Introduction to Action Research, Action Research as a Process and as an Approach						2	
<input type="checkbox"/>	Determinants of Organizational Design, Components of Organization Design, Organization Environment Interface, Organizational Decision Making						2	
<input type="checkbox"/>	Team Interventions, Intergroup Interventions, Comprehensive Interventions, Structural Interventions,						2	
<input type="checkbox"/>	Issues in Consultant-Client Relationship; Power, Politics and Organizational Development							
Unit 3	Organization change						3	
<input type="checkbox"/>	Why Organization Change, Need for change						3	
<input type="checkbox"/>	Factors causing change-Environmental, Technological, Legal, Political, Social, and, Cultural factors of change						3	
<input type="checkbox"/>	Models and techniques involved in change management						3	
<input type="checkbox"/>	Total Quality Management, Business Process Reengineering						3	
Unit 4	Models of planned change						4	

<input type="checkbox"/>	Changing values, Cultural Models and theories of planned change	4
<input type="checkbox"/>	Organizing for the Future, Organizations as learning systems	4
<input type="checkbox"/>	Implications for future managers	4
<input type="checkbox"/>	Success and failure of organization change and development	
Reference Book/s	<ol style="list-style-type: none"> <li>1. French, W. and Bell, Cl. Organization Development and Transformation. New Delhi: Prentice Hall, Latest Edition.</li> <li>2. Cummings, T., and Worley, C., Organizational Development &amp; Change, New Delhi: Cengage Learning, Latest Edition.</li> <li>3. Palmer, I., Dunford, R., and Akin, G. Managing Organizational Change a Multiple Perspectives Approach. New Delhi: Tata McGraw Hill Publication, Latest Edition.</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	MGN310							
Course Title	Manpower Planning and HRD							
Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: Conceptualize manpower planning and enable the students to acquire skills for manpower planning in the organization.</p> <p>CO2: Understand Human resource development and the role of strategic human resource management in the changing business environment.</p> <p>CO3: Acquire knowledge related to new paradigms of organization development and the evolving concept to learning organization.</p> <p>CO4: Think globally in context with acquisition, development and retention of manpower in the organization.</p>							
Examination Mode	Theory							
Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
Weightage	10	10	5	-	25		50	
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	Manpower planning–concept							1
<input type="checkbox"/>	Manpower Planning Objectives (Micro and Macrolevels) Benefits Advantages Limitations and Problems							1
<input type="checkbox"/>	HR Planning Linkage of HR Planning with other HR Functions.							1
<input type="checkbox"/>	Manpower Planning: Tools, Methods And Techniques, Job Analysis, Job Description, Job Specification, Skills Analysis/Skill Inventory,							1
<input type="checkbox"/>	Performance Appraisal, Manpower Inventory, Quantitative Aspects,							
Unit 2	Qualitative Aspects Methodology, Computerized Manpower Planning Information System,							2
<input type="checkbox"/>	Strategic Human Resource development							2
<input type="checkbox"/>	HRD: Meaning, Scope, Functions, Introductions to Strategic Human Resource Management and Strategic Human Resource Development,							2
<input type="checkbox"/>	Importance, Approaches to Human Resource Development, Role of HRD Managers							2
<input type="checkbox"/>	Relationship between HRD and HRM							
Unit 3	Strategic Selection, Re-Deployment, Re-Training, Retention Strategies							3
<input type="checkbox"/>	Organizational Development							3
<input type="checkbox"/>	Organizational Development: Objectives, Characteristics							3
<input type="checkbox"/>	Process, Models of Organization Development, Learning Organization							3
<input type="checkbox"/>	Implementing Organizational Development Program,							3
Unit 4	Global HRM							4

<input type="checkbox"/>	Global Organizational Culture–meaning and importance	4
<input type="checkbox"/>	Global HRM –meaning, importance	4
<input type="checkbox"/>	Challenges, Retention and Career Management in Global Employees	4
Reference Book/s	<ol style="list-style-type: none"> <li>1. Bhattacharyya, DK. Human Resource Development. Mumbai: Himalaya Publishing. House, Latest Edition.</li> <li>2. Belcourt, M., Kenneth J.M. and Kenneth J.M., Strategic Human Resources Planning. Toronto: Nelson Education, Latest Edition</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	CMR307							
Course Title	Industrial Relations and Labour laws							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p><b>CO1-</b> To understand the framework of industrial relations and impact of industrialization &amp; globalization on it.</p> <p><b>CO2-</b> Understanding of trade unionism, existence at national level &amp; its legal framework</p> <p><b>CO3-</b> Understanding of industrial conflict/disputes &amp; its legal framework</p> <p><b>CO4-</b> To understand the mechanisms of maintaining industrial relations &amp; international practices related to industrial relations</p>							
Examination Mode	Theory							
	Continuous Assessment				MS	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PB L	Lab Performance	E			
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	<b>Industrial Relations-Meaning and Approaches</b>							
<input type="checkbox"/>	Industrial Relations- Meaning, Scope, Participants,							1
<input type="checkbox"/>	The various approaches-The systems model, John Dunlop Model, The Pluralist Approach, Marxian Approach, Gandhian Approach							1
<input type="checkbox"/>	Foundations of a Sound Industrial Relations System, Partnership model							1
<input type="checkbox"/>	Industrialization & Industrial relations							1
Unit 2	<b>Trade Unions and legislation</b>							
<input type="checkbox"/>	Trade Unionism							2
<input type="checkbox"/>	Trade Unionism in India-Growth, Approaches, Reasons for joining a Union,							2
<input type="checkbox"/>	Problems of Indian Trade Unions, National Trade Unions-AITUC, INTUC, CITU, HMS, BMS.							2
<input type="checkbox"/>	Trade Union Act, 1926- Object of Act, Scope and Application of the Act, Definitions. Registration of Trade Union and Cancellation of Trade Union, Duties and Liabilities of Registered Trade Union, Regulations and Penalties.							2
Unit 3	<b>Anatomy of Industrial Conflict/Disputes-</b>							
<input type="checkbox"/>	Industrial Disputes Act- Definition of Industrial Dispute, Object and Extent of Act, Causes of Industrial Dispute, Modes of Settlement of industrial Dispute -Conciliation, Adjudication and Arbitration.							3
<input type="checkbox"/>	Strikes vs. Lock-outs, Lay -off vs. Retrenchment, Unfair Labour Practices under Fifth Schedule.							3
<input type="checkbox"/>	Definition of Continuous Service, Calculation of Working Days, Right of Workmen Laid-off for Compensation,							3
<input type="checkbox"/>	Conditions Precedent to Retrenchment of Workmen, Transfer and							3

	Closing Down of Undertakings, Compensation of Workmen in Case of Closing Down of Undertaking, Penalties. Binarism & Tripartism: Types, Binarism's linkage with Tripartism	
Unit 4	<b>Grievance &amp; Discipline Handling</b>	
<input type="checkbox"/>	Grievance procedure as per National Commission on Labour (1969)	4
<input type="checkbox"/>	Workplace Discipline and its management	4
<input type="checkbox"/>	Collective Bargaining- Model, Principles, Essential Conditions, Process of collective bargaining, National Commission Recommendations on Collective Bargaining.	4
Text Books	1. Bagri, P R. Law of Industrial Disputes: A Commentary on the Industrial Disputes Act, 1947 As Amended by the Industrial Disputes (amendment) Act, 1984 (49 of 1984). New Delhi: Bharat Law House, Latest Edition 2. Venkata, R. C. S. Industrial Relations. New Delhi: Oxford University Press, Latest Edition.	
Reference Books	1. Kumar, H L., What Everybody Should Know About Labour Laws. New Delhi: Universal law, Latest Edition. 2. Malhotra, O P. The Law of Industrial Disputes. Bombay: N.M. Tripathi	

L	T	P	Credit
4	0	0	4

Course Code	CMR311							
Course Title	Strategic Human Resource Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concepts of Strategic Human Resource Management and strategy formulation.</p> <p>CO2: Develop strategic HR plans and to gather knowledge about staffing of manpower.</p> <p>CO3: comprehend the various approaches to training and development and analyze as well evaluate the performance of employees.</p> <p>CO4: Learn about compensation and reward systems in ever – changing global business environment.</p>							
Examination Mode	Theory							
	Continuous Assessment				MS	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance	E			
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
<b>Unit 1</b>	<b>Strategic HRM – Introduction</b>							
<input type="checkbox"/>	Nature and Significance; Dimensions of Strategic Decisions; Evolution of Strategic HRM, Theoretical perspective on SHRM							1
<input type="checkbox"/>	HR environment overview, HRM Knowledge economy, HR Outsourcing, Technology and HRM.							1
<input type="checkbox"/>	HRM Evaluation – Definition & overview, Rationale of HRM evaluation, Approaches to HR evaluation							1
<input type="checkbox"/>	Strategy Formulation: Formulating a Company Mission; Forces Influencing the Strategy Formulation; Porter’s Model							1
<b>Unit 2</b>	<b>Strategic HR planning &amp; Staffing</b>							
<input type="checkbox"/>	Business strategy & HRP – Objectives, perspective and significance of HRP in changing environment.							2
<input type="checkbox"/>	Job Analysis and SHRM, HRP process, Challenges in HRP							2
<input type="checkbox"/>	External and Internal influences of staffing, sources of recruitment, recruitment method.							2
<input type="checkbox"/>	Methods of employee selection, staffing process, Hiring for diverse workforce, evaluation of staffing process.							2
<b>Unit 3</b>	<b>Strategic Training and performance management</b>							
<input type="checkbox"/>	Need and purpose of training and development, significance of training and development, HRM approaches to training and development.							3
<input type="checkbox"/>	Process of training and development, modern trends and developments in Strategic HRM.							3
<input type="checkbox"/>	Objectives of performance management, Developing performance management system.							3

□	Problems in performance management, Technology and performance management, work – life balance.	3
<b>Unit 4</b>	<b>Compensation management and Managing career</b>	
□	Compensation and reward objectives, approaches, pay for performance approaches.	4
□	Business strategy and compensation, Equity in reward decisions.	4
□	Career planning, Development and management	4
□	Career management and strategic HRM, work – life issues and work – life culture	4
<b>Textbooks</b>	1. Agarwala Tanuja, Strategic Human resource management, Oxford higher education.	
<b>Reference Books</b>	1. Boselie Paul, Strategic Human resource management – A balanced approach, MC- graw Hill education. 2. Mello J.A, Strategic Human resource management, Cengage India limited.	

L	T	P	Credit
4	0	0	4

Course Code	MGN311							
Course Title	Global HRM							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To make the students understand the importance of culture in taking management decisions</p> <p>CO2: To develop skills in students related to international staffing operations and to enable them perform international recruitment and selection decision effectively.</p> <p>CO3: to demonstrate competence related to decisions regarding training and development as well as compensation for the expatriates.</p> <p>CO4: Students will get a practical know how related to the concept of performance Management and its application in the global context.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
Unit1	Culture and cross cultures							1
	Concept and significance of culture, different dimensions of Culture							1
	Convergence of culture, National culture							1
	Impact of culture in management decisions.							1
	Cross cultural models-Hofstede study, Kluchohm & Stoodbeck							1
Unit2	International HRM-concept and significance							2
	Understanding of International Human Resource Management: Meaning, Expatriation: Concept of Expatriate							2
	Differences between Domestic and International HRM, Variables that Moderate differences between Domestic and International HRM.							2
	Staffing International Operations: Approaches to Staffing, Transferring Staff or International Business							2
	Recruiting and Selecting Staff or International Assignments							2
Unit3	Compensation and repatriation in IHRM							3
	International Compensation: Concept and Objectives of International Compensation							3
	Designing a Repatriation Program							3

	Components of Effective Pre-departure Training Programs, Developing Staff through International Assignments	3
	Problems with Re-entry and Career Issues: Concept and Repatriation Process	3
Unit4	Performance Management and conflict resolution	4
	Concept of multinational performance and performance management	4
	Performance Appraisal of International Employees	4
	Negotiating across cultures	4
	Performance Management of International Employees	4
Text Book/s	1. Ashwathappa, Dash S., International Human Resource Management, Text and Cases, McGraw Hill companies, New Delhi, Latest Edition 2. Gupta, S.C., Text Book of International HRM, New Delhi, Mac Millan, Latest Edition	
Reference Books	1. Rao, P.L., International Human Resource Management, New Delhi, Excelbooks, Latest Edition.	

## 1. International Business

		L	T	P	Credit			
		4	0	0	4			
Course Code	CMR208							
Course Title	International Business							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Learn the relevance of globalization and key drivers to enter into international business</p> <p>CO2: Get familiar with research grounded theories of international trade and relevance for the same in integrating economy at global level</p> <p>CO3: Understand international financial markets in context to money circulation and currency exchange elements for trade efficiency</p> <p>CO4: Get insights about international bodies, tie-ups and integration for international trade</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
<b>Unit 1</b>								CO 1
<input type="checkbox"/>	Globalization – Effect of globalization and its Drivers Modes of entry for corporations into international business The globalization debate - arguments for and against, Differences between domestic and international business; Multinational Corporations- Definition and Types							
<b>Unit 2</b>								CO 2
<input type="checkbox"/>	Introduction to International Trade - Theory of Mercantilism, Absolute advantage, Comparative advantage, Hecksher-Ohlin theory, The new product life cycle theory, The new trade theory, Porter’s diamond model							
<input type="checkbox"/>	Instruments of International trade policy – tariffs, subsidies, local content requirements, and administrative policies, anti-dumping policies, political and economic arguments for intervention							
<input type="checkbox"/>	International trade bodies- GATT, WTO, IPR, TRIPS, TRIMS, GATS, Introduction to current EXIM policy of India International Regulatory and Dispute Settlement Mechanisms							
<b>Unit 3</b>								CO 3
<input type="checkbox"/>	International Financial Markets – Equity, Debt, Foreign Exchange and Commodities; World Bank and International Monetary System							
<input type="checkbox"/>	International Financial Risks of Trade Payments, Methods of payment in International Trade, Foreign investments (FDI and FII), Currency fluctuations etc.							

<input type="checkbox"/>	Introduction to Foreign Exchange Market – functions, nature, trading, rate determination, currency convertibility	
<b>Unit 4</b>		<b>CO 4</b>
<input type="checkbox"/>	Regional Integrations, Trading Blocks - EU, NAFTA, SAARC, ASEAN	
<input type="checkbox"/>	International Financial System and institutions, Foreign Investments – types and flows, SEZs	
Textbooks	<ol style="list-style-type: none"> <li>1. Charles W L Hill, Arun K Jain. International Business. The McGraw Hill. Latest Edition</li> <li>2. Daniels, J. Radebaugh, L. and Sullivan, D.P. International Business Plus NEW My Management Lab with Pearson eText -Access Card Package, New Delhi, Pearson Education. Latest Edition.</li> </ol>	
Reference Books	<ol style="list-style-type: none"> <li>1. K Aswathappa. International Business. Latest Edition</li> <li>2. A.Nag. International Business by Atlantic Publishers</li> <li>3. Hill, C.W.L. International Business. New York, McGraw Hill, Latest Edition.</li> <li>4. Sundaram, A.K. and Black, J.S. International Business Environment, New Delhi, Prentice-Hall of India Pvt. Ltd., Latest Edition.</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	MGN213							
Course Title	International Marketing							
Course Outcomes	On the completion of the course the student will be able to CO1: Students will be able to understand the basic concepts of international marketing CO2: Students should be able to identify and analyze key trends, opportunities and problems in local and regional marketing environments CO3: They will research, define and evaluate markets for given products and product ideas, and services CO4: To study specify products rigorously, match them with corresponding markets, and outline appropriate marketing strategies at international level							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
	<b>Unit 1</b>							CO 1
<input type="checkbox"/>	International Marketing: An Introduction Market Potential of Countries,							
<input type="checkbox"/>	International Organizations, International Trading							
<input type="checkbox"/>	International Competitive Advantage and Buyer's Profile							
<input type="checkbox"/>	EPRG Framework, Socio – cultural environment, Political and Legal Environment							
	<b>Unit 2</b>							CO 2
<input type="checkbox"/>	International Environment for Business, Customer, Competition and Controls							
<input type="checkbox"/>	International Pricing, International Business-to-Business Marketing							
<input type="checkbox"/>	International Marketing of Services, International Strategic Marketing							
	<b>Unit 3</b>							CO 3
<input type="checkbox"/>	International Stakeholders							
<input type="checkbox"/>	International Brands							
<input type="checkbox"/>	International Marketing Concepts							
<input type="checkbox"/>	Market Competitive Forces Worldwide, Advertising and Promotion in International Markets							
	<b>Unit 4</b>							CO 4
<input type="checkbox"/>	International Public Relations							
<input type="checkbox"/>	International Marketing Research							
<input type="checkbox"/>	Distribution of Goods Worldwide							
Text Books	1. Mathur, U. C. (2008). International marketing management: Text and cases. 2. Cateora, P. R., Graham, J. L., International Marketing, McGraw Hill.Latest Edition							

Reference Books	<ol style="list-style-type: none"><li>1. Ephraim Clark. International Financial Management by Cengage Learning India Edition</li><li>2. Onkysist, S., and Shaw, J., International Marketing, Routledge.</li><li>3. Subhash C. J., International Marketing, Cengage Learning India Pvt Ltd</li><li>4. Livingstone, J. M. (1983). International marketing management. London: Macmillan</li></ol>	
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L	T	P	Credit
4	0	0	4

Course Code	CMR312							
Course Title	International Trade Law							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Students will be able to understand the legal rules and regulations governing trade between countries</p> <p>CO2: It provides in-depth knowledge about the functions, principles, and rules governing international trade as regulated by the WTO</p> <p>CO3: It helps in understanding of global trade practices, trade agreements, dispute resolution mechanisms, and the role of the WTO in facilitating trade relations</p> <p>CO4: They provide in depth analysis of regulation policies, TRIPS and Custom Valuation</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
	Unit 1							CO 1
<input type="checkbox"/>	Introduction to International Trade Law, International Trade Agreements							
<input type="checkbox"/>	Trade Policy and Economic Law							
<input type="checkbox"/>	Intellectual Property Rights							
<input type="checkbox"/>	Trade-Related Investment Measures Agreement (TRIMs) Local Content Provisions and WTO Disputes							
	Unit 2							CO 2
<input type="checkbox"/>	International Sales and Trade Finance							
<input type="checkbox"/>	Carriage of Goods by Sea							
<input type="checkbox"/>	Investment and Dispute Resolution							
	Unit 3							CO 3
<input type="checkbox"/>	International Trade and Finance							
<input type="checkbox"/>	Law and Development							
<input type="checkbox"/>	Rules of Dumping and Anti-Dumping Determination of Injury, Definition of Industry, Domestic Industry, Casual Link Procedural Aspects and Indian Laws on Anti-Dumping							
<input type="checkbox"/>	Copyright, Industrial Design and Integrated Circuits Geographical Indications and Trade Secrets Doha Declaration and Post-TRIPs Scenario							
	Unit 4							CO 4
<input type="checkbox"/>	International Trade Regulation and Policy							

<input type="checkbox"/>	Intellectual Property and Technology Transfer	
<input type="checkbox"/>	International Business Transactions	
<input type="checkbox"/>	Agreement on Customs Valuation (CV), Different Methods of Calculating Customs Valuation, Indian Laws on Customs Valuation, The Agreement on Pre-Shipment Inspection	
Textbooks	<ol style="list-style-type: none"> <li>1. Raju KD, WTO and India</li> <li>2. John H. Jackson, The Jurisprudence of GATT and the WTO: Insights on Treaty Law and Economic Relations</li> </ol>	
References	<ol style="list-style-type: none"> <li>1. Raju KD, WTO Agreement on Anti-dumping, Kluwer Law International.</li> <li>2. WTO Online Resources <a href="https://www.wto.org/english/res_e/booksp_e/bookshop_e.htm">https://www.wto.org/english/res_e/booksp_e/bookshop_e.htm</a></li> <li>3. Swayam NPTEL Course</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	CMR313							
Course Title	International Finance							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Students will be able to understand how companies' finance is affected by international trade.</p> <p>CO2: They will be equipped with abilities to understand mechanics of free flows of foreign capital and floating exchange rates.</p> <p>CO3: To understand the Cross-border Capital Budgeting.</p> <p>CO4: To study the Foreign Exchange Risk Management and their instruments</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
	<b>Unit 1</b>							CO 1
<input type="checkbox"/>	Finance in Global Companies- rise of Multinational Corporations, Domestic vs International Finance, International financial market integration							
<input type="checkbox"/>	Relationship of Multinational Finance with domestic Finance							
<input type="checkbox"/>	Financing the Multinational Corporation, International Monetary System							
<input type="checkbox"/>	Foreign Exchange Rate Determination and Currency Forecasting - Spot Market and Forward, Market, Exchange Rate Equilibrium, Asset Market model of Exchange Rates, Purchasing Power Parity, Intervention of Central Bank in Determination of Exchange Rates.							
	<b>Unit 2</b>							CO 2
<input type="checkbox"/>	Managing and measuring Translation and Transaction Exposure							
<input type="checkbox"/>	Foreign market entry and country risk management							
<input type="checkbox"/>	Balance of Payments – Contents of Current, Capital and Reserve accounts, Capital Markets and economy – Understanding BOP structure of a country for Investment and raising finance							
	<b>Unit 3</b>							CO 3
<input type="checkbox"/>	Cross border Capital Budgeting- Meaning, IFRS							
<input type="checkbox"/>	Calculation of Cash Outlay and Future Cash Inflows for Parent and Subsidiary.							
	<b>Unit 4</b>							CO 4
<input type="checkbox"/>	Foreign Exchange Risk Management - Currency Futures and Options Market, Swaps, Interest Rate Forwards and Futures							
<input type="checkbox"/>	Foreign Exchange Instruments, Swaps							
<input type="checkbox"/>	Investment Management – Issues in foreign Investment analysis, International Bond Investing, Strategies for Direct Investment							

Textbooks	<ol style="list-style-type: none"> <li>1. Cheol S Eun , Bruce Resnick. International Financial Management. Mcgraw Hill. Latest Edition</li> <li>2. Shapiro, A.C. Multinational Financial Management. New York, John Wiley &amp; Sons, Latest Edition</li> </ol>	
Reference Books	<ol style="list-style-type: none"> <li>1. Ephraim Clark. International Financial Management by Cengage Learning India Edition</li> <li>2. Apte, P.G. International Financial Management. New Delhi, Tata McGraw Hill, Latest Edition.</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code	MGN311							
Course Title	Global HRM							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To make the students understand the importance of culture in taking management decisions</p> <p>CO2: To develop skills in students related to international staffing operations and to enable them to perform international recruitment and selection decision effectively.</p> <p>CO3: to demonstrate competence related to decisions regarding training and development as well as compensation for the expatriates.</p> <p>CO4: Students will get a practical know how related to the concept of performance. Management and its application in the global context.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL /PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
Unit-1	Culture and cross cultures							1
	Concept and significance of culture, different dimensions of Culture							1
	Convergence of culture, National culture							1
	Impact of culture in management decisions.							1
	Cross cultural models-Hofstede study, Kluchohm & Stoodbeck							1
Unit-2	International HRM-concept and significance							2
	Understanding of International Human Resource Management: Meaning, Expatriation: Concept of Expatriate							2
	Differences between Domestic and International HRM, Variables that							2
	Moderate differences between Domestic and International HRM.							
	Staffing International Operations: Approaches to Staffing, Transferring Staff or International Business							2
	Recruiting and Selecting Staff or International Assignments							2
Unit-3	Compensation and repatriation in IHRM							3
	International Compensation: Concept and Objectives of International Compensation							3
	Designing a Repatriation Program							3

	Components of Effective Pre-departure Training Programs, Developing Staff through International Assignments	3
	Problems with Re-entry and Career Issues: Concept and Repatriation Process	3
Unit-4	Performance Management and conflict resolution	4
	Concept of multinational performance and performance management	4
	Performance Appraisal of International Employees	4
	Negotiating across cultures	4
	Performance Management of International Employees	4
Textbook/s	1. Ashwathappa, Dash S. International Human Resource Management, Text and Cases, Mc Graw Hill companies, New Delhi, Latest Edition 2. Gupta, S.C., Text Book of International HRM, New Delhi, MacMillan, Latest Edition	
Reference Books	1. Rao P.L., International Human Resource Management, New Delhi, Excel books, Latest Edition.	

L	T	P	Credit
4	0	0	4

Course Code	CMR314							
Course Title	EXIM Procedures and Documentation							
Course Outcomes	On the completion of the course the student will be able to CO1: Acquire a basic understanding of the structure of shipping terms encompassing Incoterms 2020 CO2: Identify and understand the different types of Import/Export Documents and also they would recognize export-import Procedure CO3: Prepare the necessary export & import documents based on requirements. CO4: Learn the fundamentals of the numerous exporter incentives and rules governing the custom clearance process							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
<b>Weightage</b>	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
	<b>Unit 1</b>							CO 1
<input type="checkbox"/>	EXIM Policy Framework: Policy Framework for India's Foreign Trade in Pre and Post-Liberalization Era							
<input type="checkbox"/>	Setting up Export Company IEC Number / RCMC from Export Promotion Council							
<input type="checkbox"/>	Terms of Shipment, Processing of Export Order							
<input type="checkbox"/>	Import Procedure: Trade enquiry, procurement of import license and quota, obtaining foreign exchange, placing order, Making payment and closing of transactions							
	<b>Unit 2</b>							CO 2
<input type="checkbox"/>	Commercial Documents: Commercial Invoices, Bill of lading, Airway Bill, Bill of Exchange, letter of credit							
<input type="checkbox"/>	Regulatory documents: GR Form, PP form, VP or COD form, SOFTEX form, shipping bill, marine insurance policy							
<input type="checkbox"/>	Export Assistance documents: Application form for registration, duty drawbacks, REP License and CCS.							
<input type="checkbox"/>	Documents required by importing countries and misc. Bill of Entry, Bank Realization Certificate, Insurance Certificate, Consular Invoice and other related documents. Performa Invoice Packing List, Inspection Certificate, Certificate of Origin, Shipping Bills, AR1 Form, Mate's Receipt,							
	<b>Unit 3</b>							CO 3
<input type="checkbox"/>	ECGC, ECGC Policy, Marine Insurance Policy, Canalization Policy							
<input type="checkbox"/>	Methods and Terms of Payments for Exports; Letter of Credit, Instruments of Payment, Credit and Foreign Exchange Risk; Types of							

	Risks, Quality control and Pre Shipment Inspection	
<input type="checkbox"/>	Export Incentives: Major Incentives and Procedures for claiming them, Duty Exemption Schemes, Duty Remission Schemes, EPCG Scheme	
<input type="checkbox"/>	Excise and Custom Clearance; Custom Clearance of Imports and Export Cargo – Regulations and Procedures	
	<b>Unit 4</b>	CO 4
<input type="checkbox"/>	Methods of Financing: Pre and Post-Shipment Finance, Role of EXIM Banks	
<input type="checkbox"/>	Export Marketing and Different forms of International Trades	
<input type="checkbox"/>	Information Technology and International Business: Electronic Procurement and Marketing, Electronic Logistics	
Textbooks	Paul, Justin and Aserkar, Rajiv. Export Import Management. Oxford Higher Education, 2014, Print.	
Reference Books	Jain, S, Khushpat. Export Import Procedures and Documentation, 2015	

**Course Title: Workshop on Entrepreneurship – I**  
**Course Code: MGN110**

L	T	P	Credits
0	0	4	2

**Course Outcomes:**

After completion of this course students will be able to:

**CO1. Analyze and evaluate** the strategies of content creators by examining audience profiles, branding elements, and engagement techniques to derive actionable insights for personal brand development.

**CO2. Design and produce** a content creation plan by selecting a niche topic, developing a creator profile, and generating original scripts, captions, and raw footage that align with a cohesive brand identity.

**CO3. Apply and assess** video editing techniques and content optimization strategies using relevant hashtags and keywords to enhance content discoverability and platform reach.

**CO4. Develop and manage** a comprehensive content publishing monthly schedule, **formulate strategies** for audience engagement, and **interpret content performance data** to improve content outcomes through analytics-driven decision making.

**Instructions:** Group of 3-5 students can be made depending on the class strength.

**Evaluation Framework:**

Evaluation Component	Description	Weightage	Remarks
Weekly Task	Timely submission of weekly tasks including reflection, activities, quizzes etc.	20%	SAP
Target Completion	Performance based evaluation on hitting revenue or profit targets	30%	MSP
Final Project	A comprehensive project based on the semester’s theme	50%	ESP

**Revenue Target : ₹10,000**

Week	Online Learning	Practical Work	Deliverable
1	Defining your niche and target audience	Research top creators and outline audience profile	Document with target audience and top 5 creators
2	Choosing the right content platform	Choose platforms and create accounts	Live accounts on selected platforms
3	Setting up content accounts and branding	Create bio, profile picture, banner	Complete channel branding setup
4	Creating your first post or video	Plan and write script	Script and shot list
5	Writing simple scripts and captions	Write captions and supporting text	Captions/scripts ready
6	Shooting content with a phone	Record initial content	Raw footage
7	Editing basics for mobile-friendly videos	Edit and refine content	Final edited content ready
8	Writing your bio and ‘about’ section	Complete bios and About Me	Bio/About Me updated
9	Using hashtags and keywords for visibility	Research/apply hashtags keywords	Post with optimized tags
10	Building a basic content calendar	Plan next month’s content	1-month calendar
11	Engaging with your first followers	Respond to comments, start conversations	Screenshots of engagement
12	Reviewing analytics and setting goals	Review performance set next-step goals	Analytics report reflection

**Course Title: Workshop on Entrepreneurship – II**  
**Course Code: MGN111**

L	T	P	Credits
0	0	4	2

**Course Outcomes:**

After completion of this course students will be able to:

**CO1. Design and evaluate** a high-conversion content funnel by mapping user journeys, developing an effective content calendar, and creating visually impactful thumbnails aligned with branding goals.

**CO2. Develop and execute** persuasive marketing copy and call-to-actions (CTAs), **formulate** a targeted paid advertising strategy, and **initiate and manage** collaborative campaigns with aligned partners.

**CO3. Construct and manage** follower engagement systems by collecting user-generated content and testimonials, and **strategically implement** post-scheduling through digital automation tools such as Meta Business Suite or Buffer.

**CO4. Create and present** an integrated marketing campaign by planning interactive elements such as contests or giveaways, **experimenting with and refining** visual branding themes, and **synthesizing** these components into a cohesive strategy.

**Instructions:** Group of 3-5 students can be made depending on the class strength.

**Evaluation Framework:**

Evaluation Component	Description	Weightage	Remarks
Weekly Task	Timely submission of weekly tasks including reflection, activities, quizzes etc.	20%	SAP
Target Completion	Performance based evaluation on hitting revenue or profit targets	30%	MSP
Final Project	A comprehensive project based on the semester's theme	50%	ESP

**Revenue Target : ₹40,000**

Week	Online Learning	Action Lab	Deliverable
1	Understanding the content marketing funnel	Map out a simple funnel for a chosen content idea	Funnel diagram
2	Planning content that converts	Draft a high-conversion content calendar	1-month content plan
3	Designing catchy thumbnails and covers	Create thumbnails and covers for upcoming posts	3 thumbnails samples
4	Writing engaging captions and CTAs	Write captions and CTAs for the next 5 posts	Captions/CTAs doc
5	Running low-budget promotion campaign	Design and launch a small paid ad	Screenshot of ad setup
6	Collaborating with other creators	Plan and initiate collaboration	Proof of outreach
7	Collecting and sharing testimonials	Request testimonials from early followers	2-3 testimonials
8	Scheduling content using free tools	Schedule posts using a free tool (e.g. Meta, Buffer)	Scheduled post screenshots
9	Responding to comments and DMs effectively	Craft response templates	DM and comment templates
10	Organizing giveaways and contests	Plan and announce a simple giveaway or contest	Giveaway/contest plan
11	Refreshing your visual style	Experiment with new visual themes and colour	Mood board or sample visuals
12	Building a simple content marketing plan	Present an integrated content marketing strategy	1-page marketing plan

**Course Title: Workshop on Entrepreneurship – III**  
**Course Code: MGN220**

L	T	P	Credits
0	0	4	2

**Course Outcomes:**

After completion of this course students will be able to:

**CO1. Analyze and document** existing content workflows, and **design a cross-platform posting strategy** integrated with a customized monetization plan tailored to the content niche.

**CO2. Compose and evaluate** professional brand outreach communications, **establish and monitor** key performance indicators (KPIs) and revenue streams, and **assess** content for potential copyright and compliance risks.

**CO3. Strategize and implement** content production workflows by identifying tasks for outsourcing, selecting appropriate service providers, and **developing operational contracts** for collaborations and batch content planning.

**CO4. Create and validate** a comprehensive content review checklist, **develop a structured communication strategy** for clients or sponsors, and **design and present** a professional pitch deck tailored for brand or investor engagement.

**Instructions:** Group of 3-5 students can be made depending on the class strength.

**Evaluation Framework:**

Evaluation Component	Description	Weightage	Remarks
Weekly Task	Timely submission of weekly tasks including reflection, activities, quizzes etc.	20%	SAP
Target Completion	Performance based evaluation on hitting revenue or profit targets	30%	MSP
Final Project	A comprehensive project based on the semester's theme	50%	ESP

**Revenue Target : ₹80,000**

Week	Online Learning	Action Lab	Deliverable
1	Streamlining content production workflows	Map and document your current workflow	Workflow diagram
2	Managing multiple platforms efficiently	Draft a multi-platform positing plan	Platform plan
3	Monetizing content with ads and sponsors	Design monetization strategy	Monetization strategy outline
4	Negotiating brand partnerships	Draft a sample brand outreach email	Outreach email draft
5	Tracking revenue and performance metrics	Set up tracking for revenue and KPIs	Metric tracking sheet
6	Handling copyright and licensing basics	Identify potential copyright risks	Copyright checklist
7	Outsourcing editing or design tasks	Identify a task to outsource and find a provider	Proof of outreach
8	Creating content in batches	Plan and produce a batch of content	Batch content samples
9	Setting up contracts with collaborators	Draft a simple collaboration contract	Contract template
10	Building a content review checklist	Create a set-by-step content review list	Review checklist
11	Managing client or sponsor expectations	Create a client/sponsor communication plan	Communication plan
12	Preparing a pitch deck for a new partnerships	Design and present a sample pitch deck	Pitch deck

**Course Title: Workshop on Entrepreneurship – IV**  
**Course Code: MGN221**

L	T	P	Credits
0	0	4	2

**Course Outcomes:**

After completion of this course students will be able to:

**CO1.** Design and implement a consistent multi-platform posting strategy by identifying relevant trends, adapting content formats, and managing audience engagement through timely responses and community interaction.

**CO2.** Strategize and execute outreach campaigns by identifying collaboration opportunities, submitting content to aggregators or media outlets, and curating and evaluating user-generated content for brand alignment.

**CO3.** Plan and deliver live interactive sessions or webinars, craft and share authentic personal content narratives, and design and promote community-building initiatives such as social media challenges.

**CO4.** Produce and publish instructional content (e.g., tutorials or how-to posts), establish and manage community groups on messaging platforms (e.g., WhatsApp/Telegram), and compile and present a toolkit of platform-specific best practices for creators.

**Instructions:** Group of 3-5 students can be made depending on the class strength.

**Evaluation Framework:**

Evaluation Component	Description	Weightage	Remarks
Weekly Task	Timely submission of weekly tasks including reflection, activities, quizzes etc.	20%	SAP
Target Completion	Performance based evaluation on hitting revenue or profit targets	30%	MSP
Final Project	A comprehensive project based on the semester's theme	50%	ESP

**Revenue Target : ₹160,000**

Week	Online Learning	Acton Lab	Deliverable
1	Growing an audience through consistency	Create a consistent posting schedule	Posting calendar
2	Leveraging viral trends creatively	Identify and adapt a trending concept	Content post with trend
3	Engaging authentically with your community	Reply to comments and messages	Screenshots of engagement
4	Building partnerships with other creators	Reach out for collaborations opportunities	Proof of outreach
5	Getting featured on other platforms	Submit content to aggregators or media	Screenshot of submission
6	Collecting and showcasing UGC	Gather user-generated content examples	UGC collection
7	Hosting live sessions or webinars	Host a live session or webinar	Live link or screenshot
8	Sharing your journey on LinkedIn or Twitter	Post a personal content story	Post Link
9	Running referral programs or challenges	Design and announce a simple challenge	Challenge plan
10	Sharing educational content to add value	Create a tutorial or how-to-post	Educational content
11	Starting a community channel group	Launch a group on WhatsApp/Telegram	Group invite link
12	Creating a growth toolkit for future content	Compile a toolkit of best practices	Toolkit document

**Course Title: Workshop on Entrepreneurship – V**  
**Course Code: MGN324**

L	T	P	Credits
0	0	4	2

**Course Outcomes:**

After completion of this course students will be able to:

**CO1. Evaluate and optimize** repetitive content creation tasks by selecting suitable AI automation tools, **generate and refine** content ideas using AI, and **create engaging scripts and captions** that align with audience needs.

**CO2. Design and implement** AI-generated visual assets, **develop and manage** automated content scheduling systems, and **analyze performance metrics** using AI tools to enhance campaign effectiveness.

**CO3. Test and assess** AI recommendation systems for content planning, **enhance video content** through AI-based editing, and **interpret audience behavior** using data analytics tools to guide strategic decisions.

**CO4. Develop and automate** outreach workflows, **publish AI-generated content** aligned with branding goals, and **synthesize a comprehensive workflow summary deck** demonstrating the integration of AI tools across the content pipeline.

**Instructions:** Group of 3-5 students can be made depending on the class strength.

**Evaluation Framework:**

Evaluation Component	Description	Weightage	Remarks
Weekly Task	Timely submission of weekly tasks including reflection, activities, quizzes etc.	20%	SAP
Target Completion	Performance based evaluation on hitting revenue or profit targets	30%	MSP
Final Project	A comprehensive project based on the semester’s theme	50%	ESP

**Revenue Target : ₹400,000**

Week	Online Learning	Acton Lab	Deliverable
1	Identifying repetitive content tasks to automate	List repetitive tasks and choose automation tools	Task list
2	Using AI for idea generation	Create 10 content ideas using AI	Ai-generated idea list
3	Writing scripts and captions with AI tools	Create scripts/captions using AI	Script/caption document
4	Creating visuals and videos using AI platforms	Generate visuals using AI tools	Visual samples
5	Automating social media posting	Schedule posts with automation tools	Proof of scheduling
6	Analyzing performance with AI analytics	Review metrics with AI tools	Analytics summary
7	Personalizing content recommendations	Test AI recommendation tools	Personalized recommendations
8	Testing AI tools for video editing	Edit a video using an AI tool	Edited Video
9	Using AI for audience insights	Analyze audience data with AI tools	Audience insight report
10	Automating outreach and collaboration	Set up automated outreach	Proof of setup
11	Launching an AI-powered content series	Publish the first AI-generated content piece	Content link
12	Presenting your AI content workflow	Create a workflow summary deck	Workflow presentation

**Course Title: Workshop on Entrepreneurship –V I**  
**Course Code: MGN325**

L	T	P	Credits
0	0	4	2

**Course Outcomes:**

After completion of this course students will be able to:

**CO1. Design and implement** a basic financial management system by setting up an income-expense tracker, **developing a strategic pricing model**, and **mapping diversified revenue streams** aligned with the business idea.

**CO2. Analyze and evaluate** legal and regulatory compliance needs, **apply negotiation frameworks** in entrepreneurial contexts, and **construct a structured digital product outline** for monetization.

**CO3. Draft and assess** basic contractual agreements, **prioritize reinvestment strategies** based on business goals, and **critically evaluate** suitable funding options for entrepreneurial ventures.

**CO4. Develop and present** a standard operating procedure (SOP), **compile audit readiness checklists**, and **create a profit summary presentation** that communicates key financial insights to stakeholders.

**Instructions:** Group of 3-5 students can be made depending on the class strength.

**Evaluation Framework:**

Evaluation Component	Description	Weightage	Remarks
Weekly Task	Timely submission of weekly tasks including reflection, activities, quizzes etc.	20%	SAP
Target Completion	Performance based evaluation on hitting revenue or profit targets	30%	MSP
Final Project	A comprehensive project based on the semester's theme	50%	ESP

**Revenue Target : ₹800,000**

Week	Online Learning	Acton Lab	Deliverable
1	Tracking income and expenses from content	Set up a basic income/expense tracker	Tracker spreadsheet
2	Setting prices for collaborations and sponsorships	Draft a pricing structure	Pricing document
3	Managing multiple revenue streams	Map revenue sources	Revenue map
4	Planning taxes and compliance for creators	Identify compliance needs	Compliance checklist
5	Negotiating better rates with brands	Practice negotiation strategies	Negotiation plan
6	Diversifying income with digital products	Create a digital product outline	Product draft
7	Managing payments and contracts	Draft a sample contract	Contract template
8	Planning reinvestments into your brand	Identify reinvestments priorities	Reinvestment Plan
9	Exploring funding or partnerships	Research funding options	Funding report
10	Creating a financial SOP for content businesses	Write a simple SOP	SOP document
11	Preparing for financial audits	List of audit requirements	Audit checklist
12	Presenting a profit story to partner	Build a profit summary presentations	Profit presentation

L	T	P	Credit
4	0	0	4

Course Code	Management Process and Organisational Behaviour								
Course Title									
Course Outcomes	<b>CO1.</b> Understand the conceptual & historical & modern framework of business management & planning process <b>CO2.</b> Appreciate the decision making & controlling process & understanding of organization structures & its designing <b>CO3.</b> Understand the conceptual framework of organisation behaviour and different aspects of individual behavior <b>CO4.</b> Understand the dimensions of group behavior								
Examination Mode	Theory								
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP	
Weightage	WQ	SAP	ABL/PBL	Lab Perf.					
	10	10	5	-	25	-	50	-	
Syllabus								<b>CO Mapping</b>	
Unit 1								1	
<input type="checkbox"/>	Management- Meaning, its nature, scope and significance, functions, roles of a manager, skills of manager, professionalism of management, <u>management as art, science &amp; profession.</u>							1	
<input type="checkbox"/>	Schools of Management Thought: Classical, Neo Classical and Modern School.							1	
<input type="checkbox"/>	Planning- Meaning, process, Planning Premises, Types of plans, MBO.							1	
<input type="checkbox"/>	Management- Meaning, its nature, scope and significance, functions,							1	
Unit 2								2	
<input type="checkbox"/>	Decision making: Meaning, Process, Types of decisions, Techniques, Rationality in decision making.							2	
<input type="checkbox"/>	Designing Organisational Structure- Work Specialisation, departmentalisation, chain of command, span of control, centralisation and decentralisation, formalisation. Common organisational designs, contemporary organizational designs.							2	
<input type="checkbox"/>	Controlling- Meaning, process, types, techniques – traditional and modern.								
Unit 3								3	
<input type="checkbox"/>	Introduction to organizational behavior- concept and significance, foundations, contributing disciplines to OB, OB Model- independent and dependent variables.							3	
<input type="checkbox"/>	Introduction to Individual human behavior-Ability, Learning and its theories.							3	
<input type="checkbox"/>	Perception, Attitude formation, relationship between attitude and behavior, Major Job Attitudes.							3	
<input type="checkbox"/>	Concepts of Personality- Meaning, The Myers-Briggs Type Indicator, The Big Five Model, Other significant personality traits.							3	
Unit 4								4	

□	Concept of Leadership- Meaning, Traits Theory, Behavioral theories, Contingency theories. Charismatic and Transformational Leadership.	4
□	Work stress: causes, organizational and extra organizational stressor, individual and group stressor, effect of stress, stress coping strategies.	4
□	Organisational Culture- Meaning, Uniformity in cultures, Strong versus Weak Culture. Functions of culture, Culture as Liability. Concept of Emotional Intelligence.	4
Reference Book/s	<p>Robbins, S. P. &amp; Judge, T.A. Organizational Behavior. New Delhi, Prentice Hall, Latest Edition</p> <p><b>Reference Book</b></p> <p>Rudani, R.B. Management and Organisational Behaviour. New Delhi, McGraw Hill, Latest Edition.</p> <p>Luthans, Fred. Organizational Behavior. New York: McGraw-Hill, Latest Edition</p> <p>Koontz, Harold, and Heinz Wehrich. Essentials of Management. New York Montréal: McGraw-Hill, Latest Edition.</p>	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Corporate Governance and Ethics							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand Basic concepts of Business Ethics, Values, Norms and Beliefs CO2: Analyze the Role of values for managers and ethical issues in working conditions CO3: Understand Ethical Codes, Corporate Social Responsibility and analyse the Ethical issues in Corporate Governance CO4: Articulate major corporate scandals.							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
Weightage	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1								1
<input type="checkbox"/>	Business Ethics: An Overview – Principles of Personal and Professional Ethics, Code of Conduct and Ethics for Managers, Significance and Importance of Business Ethics, Values, Ethics and Business Strategy, Corporate Governance Ethics							1
<input type="checkbox"/>	Concepts and Theories of Business Ethics – Personal Ethics and Business Ethics, Morality and Law, Management and Ethics, Normative Theories, Teachings of the Church, Indian Ethical Traditions							1
<input type="checkbox"/>	Ethical Dilemmas, Sources and Their Resolutions – Corporate Dilemma over Ethical Behaviour, Sources of Ethical Problems, Walton’s Six Model of Business Conduct, Resolving Ethical Problems and Dilemmas							1
Unit 2								2
<input type="checkbox"/>	Ethical Decision Making in Business –Ethical Models that Guide Decision Making, Ethical Decision Making with Cross-Holder Conflicts and Competition, Kohlberg’s Model of Cognitive Moral Development, Influences on Ethical Decision Making, Personal & Corporate values, Framework of Ethical Decision Making, Process of Making Good Ethical Decisions							2
<input type="checkbox"/>	Creating an Ethical Organization – Role of Accounting, Independent directors, Corporate Culture, Corporate Governance, Corporate Social Responsibility, Codes of Conduct, Ethics Committees, Ethics office, Ethics Training Programs, Disciplinary System							2

<input type="checkbox"/>	Corporate Ethics: Good Governance -Definition, Significance and Issues of Governance, Major Thrust Areas, Model of Good Corporate Governance, Obligations to Investors, Employees, Customers, Regulations and Self-regulations	2
<b>Unit 3</b>		<b>3</b>
<input type="checkbox"/>	Corporate Ethics: Investors Rights, Privileges, Problems and Protection - Ethical Governance Needed to Protect Stakeholders, Theoretical Basis – Agency Costs, Long-term Shareholder Value, Rights of Shareholders	3
<input type="checkbox"/>	Dr JJ Irani Committee Report, Investor Protection, NK Mitra Committee on Investors Protection, Problems of Investors, Investor Protection	3
<input type="checkbox"/>	Handmaid of Ethics: Corporate Social Responsibility – Social Responsibility of Business, Models of Implementation of CSR,	3
<input type="checkbox"/>	Advantages, Scope and Steps to Attain CSR, External Standards of CSR, Indian Perspective, Ethics and Social Responsibility	3
<b>Unit 4</b>		<b>4</b>
<input type="checkbox"/>	Junk Bond Scam (USA), Enron (USA), WorldCom (USA), Tyco (USA)	4
<input type="checkbox"/>	Andersen Worldwide (USA), Kirch Media (Germany), Vivendi (France),	4
<input type="checkbox"/>	Common Governance Problems Noticed in various Corporate Failures, Is	4
<b>Reference Book/s</b>	1. Fernando, A.C., Business Ethics – An Indian Perspective. Pearson Education. New Delhi. Latest Edition 2. Stanwick, P. A. and Stanwick S. D., Understanding Business Ethics. Pearson Education. New Delhi. Latest Edition 3. Weiss W. J., Business Ethics Concepts and Cases. Cengage Learning. New Delhi. Latest Edition	

L	T	P	Credit
4	0	0	4

Course Code									
Course Title	Business Research Methods								
Course Outcomes	CO1.Develop aptitude for business research, and enable them to take efficient business decisions. CO2.Choose right sampling methods for conducting research, and enhance their knowledge related to secondary and primary data collection. CO3.Develop data analytical skills through hypothesis formulation and use of different statistical tools. CO4.Analyze categorical data and present it in the form of research report.								
Examination Mode	Theory								
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>	
Weightage	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>					
	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>	
<b>Syllabus</b>								<b>CO Mapping</b>	
Unit 1								1	
<input type="checkbox"/>	Business Research Methods-Introduction: Introduction to Research-Basic, Applied and Business Research Methods, Road Map to Learn Business Research Methods,							1	
<input type="checkbox"/>	Business research methods: A Decision-Making Tool, Use of Software in Data Preparation and Analysis, Introduction and Business Research Process Design							1	
<input type="checkbox"/>	Introduction and Scales of Measurement, Four Levels of Data Measurement, The Criteria for Good Measurement, Factors in selecting an appropriate Measurement Scale,							1	
<input type="checkbox"/>	Questionnaire: Introduction and Design Process							1	
Unit 2								2	
<input type="checkbox"/>	Introduction to Sampling- Importance and Sampling Design Process, Random Sampling Methods and Non-Random Sampling, Central Limit Theorem and Sampling distribution.							2	
<input type="checkbox"/>	Classification of Secondary Data Sources, Road Map to Use Secondary Data, Survey and Observation: Classification of Survey Methods, Observation Techniques and Classification of Observation Methods							2	
Unit 3								3	
<input type="checkbox"/>	Hypothesis Testing for Single Population: Introduction, Hypothesis Testing Procedure, Two-Tailed Test of Hypothesis and One - Tailed Test							3	
<input type="checkbox"/>	Hypothesis Testing for a Single Population Mean Using the Z and T statistic, Hypothesis Testing for a Population Proportion, Hypothesis Testing for Two Populations, Hypothesis Testing for the Difference Between Two Population Means Using the z and t-Statistic							3	

□	Statistical Inference About the Difference between the means of Two Related Population, One way ANOVA- Introduction and Application in Business Research	3
Unit 4		4
	Hypothesis testing for Categorical data (Chi-square test), non-parametric	4
	Presentation of Result: Report Writing, Organization of Written Report,	4
Reference Book/s	Text Book 1. 4 4 Bajpai, N., Business Research Methods, New Delhi: Pearson Education, Latest Edition Reference Books: 1 Nargundkar, R., Marketing Research: Text and Cases, New Delhi: Tata McGraw Hill, Latest Edition 2. Malhotra, N., Marketing Research, New Delhi: Pearson Education, Latest Edition	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Quantitative methods							
Course Outcomes	<p>After completion of this course student will be able to:</p> <p>CO1.Manage applications of progression series in context to business and economy.</p> <p>CO2.Know the application of measure of central tendency and dispersion to condense large data in meaning information for decision making.</p> <p>CO3.Know the application of correlation, regression and time series concepts to study the relationship between quantitative factors of business for decision making.</p> <p>CO4.Know the practical implications of probability to frame expected future outcomes of business to attain sustainability.</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
Weightage	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>
<b>Syllabus</b>								<b>CO Mapping</b>
Unit 1	Progression Series							1
<input type="checkbox"/>	Arithmetic Progression; Definition nth term of an A.P, sum of n terms							1
<input type="checkbox"/>	Arithmetic mean, A.M. between two numbers							1
<input type="checkbox"/>	Managerial application of A.P. series							1
<input type="checkbox"/>	Geometric Progression; Definition, nth terms of G.P. series, sum of n terms							1
<input type="checkbox"/>	Geometric mean between two numbers, managerial application of G.P. series							1
Unit 2								2
<input type="checkbox"/>	Measures of Central Tendency; Arithmetic Mean; Calculation of mean in individual, discrete and continuous series, Properties of arithmetic mean, combined mean, Median; Calculation of median in individual, discrete and continuous series, Mode; Calculation of mode in individual, discrete and							2
<input type="checkbox"/>	Measures of Dispersion; Range, Quartile deviation, coefficients of range and quartile deviation, Mean Deviation; Calculation of mean deviation in individual discrete and continuous series							2
<input type="checkbox"/>	Standard deviation; Calculation of standard deviation in individual, discrete and continuous series, Combined standard deviation, Variance, Coefficient of variation							2
Unit 3								3
<input type="checkbox"/>	Correlation; Meaning, Types of correlation, Properties of correlation,							3
<input type="checkbox"/>	Karl Pearson method, Covariance. Probable error, coefficient of determination, Spearman's Rank method.							3

<input type="checkbox"/>	Regression Analysis: Regression lines, Types of regression analysis,	3
<input type="checkbox"/>	Estimation of regression coefficient, standard error	3
Unit 4		4
	Basic concepts of probability, Addition theorem with numerical problems	4
	Multiplication theorem with numerical problems, Binomial	4
	Poisson distribution; meaning, properties of Poisson distribution,	4
	Normal distribution: Meaning, properties of normal distribution	4
Reference Book/s	<ol style="list-style-type: none"> <li>1. Bajpai Naval, (2013), Business Statistics, Pearson Publication, New Delhi.</li> <li>2. Anderson, Sweeney and Williams, (2014), Statistics for Business and Economics, Cengage Publication.</li> <li>3. Kazmier, L. J. and N. F. Pohl Basic Statistics for Business and Economics. New York, Mc Graw Hill</li> </ol>	

L	T	P	Credit
0	0	4	2

Course Code	
Course Title	Workshop on Business Communication
Course Outcomes	<p>After completion of this course student will be able to:</p> <p>CO1.Utilize the business writing process and strategies to create effective messages, including emails, memos, letters, reports, and proposals</p> <p>CO2.Develop an effective job search strategy, create an effective cover message and resume, and prepare for an effective interview.</p> <p>CO3.Enhance credibility via workplace interactions.</p> <p>CO4.Design and deliver effective business presentations.</p>
Syllabus	<b>Topics to be covered</b>
	<ul style="list-style-type: none"> <li>• Defining Career Goals</li> <li>• Developing Curriculum Vitae</li> <li>• Developing LinkedIn Profile</li> <li>• Fundamentals of Business Writing</li> <li>• Letter-writing</li> <li>• Report-writing</li> <li>• Writing an Email</li> <li>• Developing Effective Presentation Skills</li> <li>• Introducing themselves</li> <li>• Handling group discussion</li> <li>• Facing a personal interview</li> <li>• Managing successful meetings</li> <li>• Non-verbal communication</li> <li>• Cross-cultural communication in International Business</li> <li>• Reading, Writing, Listening and Speaking Activity related to HRM, Marketing Management, Entrepreneurship, Business Abroad and CRM</li> </ul>

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Strategic Human Resource Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concepts of Strategic Human Resource Management and strategy formulation.</p> <p>CO2: Develop strategic HR plans and to gather knowledge about staffing of manpower.</p> <p>CO3: comprehend the various approaches to training and development and analyze as well evaluate the performance of employees.</p> <p>CO4: Learn about compensation and reward systems in ever – changing global business environment.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
<b>Syllabus</b>								<b>CO Mapping</b>
<b>Unit 1</b>	<b>Strategic HRM - Introduction</b>							
<input type="checkbox"/>	Nature and Significance; Dimensions of Strategic Decisions; Evolution of Strategic HRM, Theoretical perspective on SHRM							1
<input type="checkbox"/>	HR environment overview, HRM Knowledge economy, HR Outsourcing, Technology and HRM.							1
<input type="checkbox"/>	HRM Evaluation – Definition & overview, Rationale of HRM evaluation, Approaches to HR evaluation							1
<input type="checkbox"/>	Strategy Formulation: Formulating a Company Mission; Forces Influencing the Strategy Formulation; Porter’s Model							1
<b>Unit 2</b>	<b>Strategic HR planning &amp; Staffing</b>							
<input type="checkbox"/>	Business strategy& HRP – Objectives, perspective and significance of HRP in changing environment.							2
<input type="checkbox"/>	Job Analysis and SHRM, HRP process, Challenges in HRP							2
<input type="checkbox"/>	External and Internal influences of staffing, sources of recruitment, recruitment method.							2
<input type="checkbox"/>	Methods of employee selection, staffing process, Hiring for diverse workforce, evaluation of staffing process.							2
<b>Unit 3</b>	<b>Strategic Training and performance management</b>							
<input type="checkbox"/>	Need and purpose of training and development, significance of training and development, HRM approaches to training and development.							3
<input type="checkbox"/>	Process of training and development, modern trends and developments in Strategic HRM.							3

<input type="checkbox"/>	Objectives of performance management, Developing performance management system.	3
<input type="checkbox"/>	Problems in performance management, Technology and performance management, work – life balance.	3
<b>Unit 4</b>	<b>Compensation management and Managing career</b>	
<input type="checkbox"/>	Compensation and reward objectives, approaches, pay for performance approaches.	4
<input type="checkbox"/>	Business strategy and compensation, Equity in reward decisions.	4
<input type="checkbox"/>	Career planning, Development and management	4
<input type="checkbox"/>	Career management and strategic HRM, work – life issues and work – life culture	4
<b>Text Books</b>	1. Agarwala Tanuja, Strategic Human resource management, Oxford higher education.	
<b>Reference Books</b>	1. Boselie Paul, Strategic Human resource management – A balanced approach, MC- graw Hill education. 2. Mello J.A, Strategic Human resource management , Cengage India limited.	

L	T	P	Credit
4	0	0	4

Course Code	
Course Title	Strategic Financial Management
Course Outcomes	<p>After completion of this course student will be able to:</p> <p><b>CO1.</b>Gain knowledge regarding various aspects of corporate valuation &amp; corporate governance.</p> <p><b>CO2.</b>Make valuations of shares, bonds and various finance options.</p> <p><b>CO3.</b>Understand Investment Banking, Financial Restructuring &amp; IPOs.</p> <p><b>CO4.</b>Articulate the various concepts of Bankruptcy, reorganization, liquidation, Mergers &amp; LBOs.</p>
<b>Syllabus</b>	<b>CO Mapping</b>
Unit A	<b>Introduction to Strategic Financial Management and Corporate Valuation</b> 1
•	An Overview of Financial Management 1
•	An Overview of Financial Environment 1
•	Corporate Valuation 1
•	Value-Based Management 1
•	Corporate Governance 1
Unit B	<b>Unit- B (Securities and Their Valuation)</b> 2
•	Bonds and Their Valuation 2
•	Stocks and Their Valuation 2
•	Financial Options 2
•	Valuation of Financial Options 2
Unit C	<b>Unit- C (Strategic and Tactical Financing Decisions)</b> 3
•	Distribution to Shareholders: Dividends and Repurchases 3
•	Initial Public Offerings 3
•	Investment Banking, 3
•	Financial Restructuring 3
Unit D	<b>Unit- D (Special Topics)</b> 4
•	Derivatives and Risk Management 4
•	Bankruptcy 4
•	Reorganization 4
•	Liquidation 4
•	Mergers 4
•	LBOs 4
•	Divestitures 4
•	Holding companies 4

Text Book/s	Brigham, E.F. and Ehrhardt, M.C. Financial Management- Text and Cases. Fort Worth: Cengage Learning, Latest Edition	
Reference Book/s	1. Grinblatt, Mark, and Sheridan Titman. Financial Markets and Corporate Strategy. Boston: McGraw-Hill Irwin, Latest Edition	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Strategic Marketing Management							
Course Outcomes	CO1: Equip students with the core skills and knowledge of developing and implementing marketing strategies for organizational sustenance and growth in a dynamic global environment CO2: Analyze marketing strategy formation and identify its different elements CO3: Identify the analytical and action dimensions, tools and methods of marketing strategy formulation CO4: Identify situations that present ethical dilemmas in strategic marketing management							
Examination Mode	Theory							
*Assessment Tools Weightage	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus							<b>CO Mapping</b>	
Unit 1							1	
<input type="checkbox"/>	Introduction – Market driven Organization.						1	
<input type="checkbox"/>	Market – Customer – Competition frameworks in strategy.						1	
<input type="checkbox"/>	Customer Analysis – I: Buyer choice behaviour.						1	
Unit 2							2	
<input type="checkbox"/>	Segmentation Analysis – purpose and objectives.						2	
<input type="checkbox"/>	Market Analysis – Types of Markets – Types of competition						2	
<input type="checkbox"/>	Business Choice Analysis.						2	
Unit 3							3	
<input type="checkbox"/>	Business models for competitive marketing.						3	
<input type="checkbox"/>	Product/ price based strategies.						3	
<input type="checkbox"/>	Segmentation based strategies.						3	
<input type="checkbox"/>	Channel based strategies.						3	
Unit 4							4	

□	Communication based strategies – roles(s) of advertisement and promotion strategies.	4
□	The various aspects of ethics in strategic marketing management.	4
Reference Book/s	<p><b>Course readings:</b></p> <ol style="list-style-type: none"> <li>1. Marketing Management – Text and Cases – Rajiv Lal, John Quelch and V Rangan. McGraw Hill Education; 1st edition (2005).</li> <li>2. Harvard Manage Mentor: Strategic Thinking.</li> <li>3. Harvard Manage-Mentor: Strategy Planning and Execution</li> </ol> <p><b>Reference cases:</b></p> <ol style="list-style-type: none"> <li>1. Airbnb, Etsy, Uber: Growing from One Thousand to One Million Customers.</li> <li>2. Disney at the Crossroads of Disruptive Trends.</li> <li>3. Kookaburra Cricket Bats: Dealing with Cannibalization.</li> <li>4. Colgate-Palmolive: Cleopatra</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Sustainable Supply Chain Management							
Course Outcomes	<p><b>CO1:</b> Understand the fundamental principles and importance of green logistics in modern supply chain management.</p> <p><b>CO2:</b> Analyze the environmental impacts of logistics activities, including transport, warehousing, and packaging.</p> <p><b>CO3:</b> Evaluate strategies and technologies that improve environmental sustainability in logistics operations.</p> <p><b>CO4:</b> Apply best practices and policy frameworks to design environmentally sustainable logistics solutions.</p>							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
Weightage	10%	10%	5%	-	25%	-	50%	-
Syllabus								CO Mapping
<b>Unit 1</b>	<b>Introduction to Green Logistics</b>							1
	Definition and Scope of Green Logistics							1
	Importance of Sustainability in Logistics							1
	Environmental Challenges in Logistics							1
	Carbon Footprint of Supply Chains							1
	Global Trends and Regulations in Green Logistics							1
<b>Unit 2</b>	<b>Environmental Impact of Transport and Warehousing</b>							2
	Energy Consumption in Transport Modes (Road, Rail, Air, Sea)							2
	Emission Types and their Impacts							2
	Eco-driving and Fuel-Efficient Transport							2
	Sustainable Warehousing Practices							2
	Green Facility Design and Energy Efficiency							2
<b>Unit 3</b>	<b>Green Supply Chain Strategies and Technologies</b>							3
	Green Supply Chain Management (GSCM) Principles							3
	Reverse Logistics and Waste Management							3
	Use of Information Technology in Green Logistics							3
	Optimization of Routes for Emission Reduction							3
	Renewable Energy Applications in Logistics							3
<b>Unit 4</b>	<b>Policy, Best Practices, and Case Studies</b>							4
	International and National Regulations on Emissions							4
	Corporate Social Responsibility (CSR) in Logistics							4
	Green Logistics Performance Metrics							4

	Best Practices from Industry Leaders	4
	Case Studies of Successful Green Logistics Implementations	4
Text Books	Green Logistics: Improving the Environmental Sustainability of Logistics: Edited by Alan McKinnon, Sharon Cullinane, Michael Browne, Anthony Whiteing. Kogan Page	
Reference Books	<p>Sustainable Logistics and Supply Chain Management Principles and Practices for Sustainable Operations and Management By David B. Grant, Alexander Trautrim, Chee Yew Wong ·</p> <p>Sustainable Supply Chains: A Research-Based Textbook on Operations and Strategy. Corbett, C. J., Fransoo, J. C., Tan, T., &amp; Bouchery, Y. (Eds.). Springer International Publishing.</p>	

L	T	P	Credit
2	0	4	4

Course Code									
Course Title	Data Visualization								
Course Outcomes	CO1: Provides a foundation of essential principles and techniques of data visualization CO2: Significance and role of data visualization in simplifying complex information and relating it to decision-making. CO3: Students get hands-on experience with basic data visualization tools such as Excel, Tableau, or Google Charts. CO4: Learning how to create basic charts such as bar graphs, line charts, pie charts, and scatter plots.								
Examination Mode	Theory								
*Assessment Tools Weightage	Continuous Assessment				MSE	MSP	ESE	ESP	
	WQ	SAP	ABL/PBL	Lab Perf.					
	10	10	5	-	25	-	50	-	
Syllabus								<b>CO Mapping</b>	
Unit 1								1	
<input type="checkbox"/>	Introduction to data visualization							1	
<input type="checkbox"/>	Importance of visualization in decision-making.							1	
<input type="checkbox"/>	Real-life use cases.							1	
Unit 2									
<input type="checkbox"/>	Getting started with tools (MS Excel, Tableau, Google Charts).							2	
<input type="checkbox"/>	Key features of each tool.							2	
<input type="checkbox"/>	Creating a first visualization.							2	
<input type="checkbox"/>	Line graph, scatter plot, pie chart, histogram, bar chart, area chart, heatmap, waterfall chart, treemap, etc.							2	
Unit 3									
<input type="checkbox"/>	Understanding data formats (csv, excel, etc.).							3	
<input type="checkbox"/>	Handling missing or inconsistent data.							3	
<input type="checkbox"/>	Filtering and sorting data.							3	
<input type="checkbox"/>	Principles of tailoring visuals to the target audience, focusing on clarity and engagement for different stakeholders.							3	
Unit 4									

□	Layout and spacing, Colour theory and accessibility, Choosing appropriate fonts, and labels.	4
□	Structuring a simple data story, Highlighting key insights, Using titles and annotations effectively.	4
□	Replicating real-world visualizations, Creating a simple dashboard or report, Peer feedback, and refinement.	4
Reference Book/s	<p>Tableau Your Data Fast and Easy Visual Analysis with Tableau Software by Daniel G. Murray. 1st Edition, WILEY.</p> <ul style="list-style-type: none"> <li>• Steve Wexler, Jeffrey Shaffer, Andy Cotgreave: The Big Book of Dashboards – visualizing your data using real world business scenarios; Wiley</li> <li>• Ryan Sleeper: Practical Tableau</li> <li>• Cole Nussabaumer Knaflie : Storytelling with data- a data visualization guide for business professionals ; Wiley</li> <li>• Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics by Nathan Yau. 1st Edition</li> </ul>	

L	T	P	Credit
2	0	0	2

Course Code									
Course Title	Research & Publication Ethics								
Course Outcomes	CO 1. Be aware about the publication ethics and publication misconducts CO 2. Understand the philosophy of science and ethics and research integrity CO 3. Develop hands-on skills to identify research misconduct and predatory publications. CO 4. Differentiate indexing and citation databases, open access publication and research metrics								
Examination Mode	Theory								
*Assessment Tools Weightage	Continuous Assessment				MSE	MSP	ESE	ESP	
	WQ	SAP	ABL/PBL	Lab Perf.					
	10	10	5	-	25	-	50	-	
Syllabus								<b>CO Mapping</b>	
Unit 1								1	
<input type="checkbox"/>	Introduction to philosophy, definition, nature and scope, concept, branches.							1	
<input type="checkbox"/>	Ethics: definition, moral philosophy, nature of moral judgments and reactions.							1	
<input type="checkbox"/>	Ethics with respect to science and research.							1	
<input type="checkbox"/>	Intellectual honesty and research integrity.							1	
Unit 2								2	
<input type="checkbox"/>	Scientific misconducts: falsification, fabrication, and plagiarism (FFP)							2	
<input type="checkbox"/>	Redundant publications: duplicate and overlapping publications, salami slicing.							2	
<input type="checkbox"/>	Selective reporting and misrepresentation of data.							2	
Unit 3								3	
<input type="checkbox"/>	Publication ethics: definition, introduction and importance. Best practices/standards setting initiatives and guidelines: COPE, WAME, etc.							3	
<input type="checkbox"/>	Conflicts of interest. Publication misconduct: definition, concepts, problems that lead to unethical behavior and vice versa, types.							3	
Unit 4								4	

<input type="checkbox"/>	Violation of publication ethics, authorship and contributorship.	4
<input type="checkbox"/>	Identifications of publication misconduct, complaints and appeals.	4
<input type="checkbox"/>	Predatory publishers and journals.	4
Reference Book/s	1. Yadav, Santosh Kumar (2020). Research & Publication Ethics 1st edition. ANE books, New Delhi. 2. Murlidhar, K; Ghosh, A and Singhvi, A. K. (2019). Ethics in Sciece Education, Research and Governance, Indian National Science Academy, New Delhi.	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Direct Taxes							
Course Outcomes	On the completion of the course the student will be able to CO1: Concept and important terminologies under direct tax. CO2: Computation of salary and house property income under income tax. CO3: Computation of PGBP, capital gains & Other sources under income tax Act. CO4: Learning Concepts related with deduction and tax liability. Cost-benefit calculations as a means of decision making (i.e., thinking like an economist)							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit1	<b>Concepts And Definition</b>							1
•	History of Income Tax in India							1
•	Introduction to DTC							1
•	Fundamental Concepts and definitions under Income Tax Act1961							1
•	Rates of taxes, Basis of charge							1
•	Residential status and scope of total income							1
•	Income Exempt from tax- Capital & Revenue							1
Unit2	<b>Heads of Income: Salaries &amp; House Property</b>							
•	Salaries: Chargeability							2
•	Allowances and Taxability							2
•	Perquisites-Valuation of perquisites							2
•	Provident Funds							2
•	Deduction from salaries (Theory & Advanced problems).							2
•	Income from House Property: Annual Value-Self occupied property							2
•	Let out property -deemed to be let out property							2
•	Permissible deductions ( Theory & Advanced problems).							2
Unit 3	<b>Heads Of Income: Business &amp; Profession: Heads Of Income: Capital Gains &amp; Other Sources:</b>							
•	Meaning of Business Profession							3

•	Deductions expressly allowed-Specific disallowances	3
•	Method of accounting- Maintenance of Books of Account	3
•	Capital Gains: Meaning, Types and Exemptions	3
•	Income from Other Sources: Chargeability-Deductions-Amounts not deductible	3
Unit 4	<b>Deductions and Tax Liability</b>	
•	Deductions from Gross Total Income	4
•	Rebates and Reliefs, Agricultural Income	4
•	Calculation of Tax Liability	4
Text Books	1. Lal, B.B. Income Tax. Pearson Education. New Delhi. Latest Edition.	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Indirect Taxes							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: The students are able to learn the traditional indirect taxes and the need of GST to replace the old taxes.</p> <p>CO2: The students are able to get familiar with Levy, Exemption, Time, Value, place of supply, Registration &amp; ITC</p> <p>CO3: The students are able to get familiar with Invoice, E-Way bill, and returns, job work, Payment and refunds</p> <p>CO4: The students are able to get familiar with Transitional provisions, Assessment, Inspection, search, seizure, arrest, offenses, penalties, and advance ruling.</p>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>GST v/s. Present Indirect tax Structure</b>							1
<input type="checkbox"/>	Evolution of Indirect Tax, Types of old Indirect taxes in India, Implications and loopholes of old indirect taxes in India							1
<input type="checkbox"/>	Comparative analysis between GST and old indirect taxes in India							1
<input type="checkbox"/>	Features and implications of GST at global level							1
<input type="checkbox"/>	Impact of GST on Indian Economy							1
Unit2	<b>Levy, Exemption, Time, Value, place of supply, Registration &amp; ITC</b>							
•	Concept of composition levy and composition rules, Time and value of supply, Time-Reverse charge							2
•	Concept of supply, Time and place of supply, Provisions for supply after change in the rate of tax, Place of supply, Value of supply, computation of supply							2
•	Concept of registration, types of registration, registration procedure, Registration process, amendment, and cancellation of registration							2

•	Input tax credit system, eligibility and conditions to take input tax credit system, reversal due to nonpayment of supply, restrictions to input tax credit system. ITC adjustment	2
Unit 3	<b>Invoice, E-Waybill, and returns, job work, Payment and refunds</b>	
•	Tax invoice, credit, Debit note, Credit note, Requirements of invoice ,Importance and Manner of issuing right invoice, revised invoice	3
•	Bill of supply, Particulars of BOS, Receipt voucher for advance payment, E-way bill, Generation of E-way bill, cancellation and validation of E-way Bill	3
•	Outward supplies, inward supplies, sections of GSTR-2, Types of returns, returns for composition dealer, other returns, other provisions related with GST returns	3
•	Payments of tax, interest, penalty and other amounts, adjustment of payments, TCS, TDS, payment rules, refund	3
Unit 4	<b>Transitional provisions, Assessment, Inspection, search, seizure, arrest, offenses, penalties, and advance ruling</b>	
•	Stock, Unutilized credit CENVAT, job work, returned goods, supplementary invoices, pending refund claims, adjustment proceedings, work contracts and other special cases	4
•	Self-assessment, provisional assessment, scrutiny of returns, assessment of non-filer of returns and unregistered persons, Audit, audit by tax authorities, process of audit, Recovery of tax	4
•	Power of inspection, search, seizure, and arrest, Prosecution, access to business premises	4
•	Types of offenses and penalties under different circumstances, Concept of advance ruling, rules, authority of advance ruling, application and procedure for advance ruling, appeal, rectification of advance ruling.	4
Text Books	1. Garg. K.R. GST Ready Reckoner. Bharat Publication. Latest Edition. 2. Jain, B.Bansal, I.GST Law and analysis, Young global Publication. Ltd. Latest Edition.	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Financial Derivatives							
Course Outcomes	On the completion of the course the student will be able to CO1: The students are able to understand the concept of derivatives and their types. CO2: The students are able to get familiar with options. CO3: The students are able to get familiar with futures CO4: The students are able to know about hedging and the developmental position of derivatives in India.							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Basics of Financial Derivatives</b>							
<input type="checkbox"/>	Basics of Financial Derivatives: Features, types.							1
<input type="checkbox"/>	History of Derivatives Markets; Uses and Critiques of Derivatives.							1
<input type="checkbox"/>	Forward Market: Pricing & Trading Mechanism; Forward Contracts – Features; Classification; Forward vs Futures.							1
Unit2	<b>Options &amp; Swaps</b>							
•	Options & Swaps: Concept, types of options, valuation.							2
•	Option Positions (naked, covered), underlying assets in exchange-traded options.							2
•	Determinants of Option Prices; Binomial Option Pricing Model; Black-Scholes Model.							2
•	Swaps: Concept, evaluation, features; types of swaps – interest rate swap, currency swap, debt-equity swap.							2
Unit 3	<b>Futures</b>							
•	Futures: financial futures contracts; types of futures.							3
•	Evolution of futures markets in India.							3

•	Trading mechanism: specification of futures contracts, clearing house, margins, settlement.	3
•	Theories of futures pricing; futures vs forward contracts.	3
Unit 4	<b>Hedging and Stock Index Futures</b>	
•	Hedging & Stock Index Futures: Long & short hedges; perfect hedging; cross hedging; basis risk; hedging effectiveness.	4
•	Stock Index Futures: concept, their use in portfolio management; speculation; trading in Indian markets.	4
Text Books	<ol style="list-style-type: none"> <li>1. Gupta, S. L., Financial Derivatives: Theory, Concepts and Problems</li> <li>2. Kumar, S. S. S., Financial Derivatives</li> <li>3. Chance, Don M., Derivatives and Risk Management Basics</li> <li>4. Stulz, Rene M., Risk Management &amp; Derivatives</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Product and Brand Management							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the basics of product and product management. CO2: Learn and develop product planning and strategies. CO3: Develop the knowledge of brand management CO4: Get in depth knowledge of various branding strategies							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Introduction to Product Management</b>							
•	Product Management Meaning and Objectives- Define Product, Levels and Classification of Products							1
•	Product Differentiation- Major Product Decisions.							1
•	Product Hierarchy, Product Mix -Product Line, Product Length, Product Width, Product Depth and Consistency. Product Mix Decisions							1
Unit2	<b>Product Planning and Strategies</b>							
•	Product Development Process							2
•	Product Life Cycle							2
•	Product Market Strategies for Leaders, Challengers and Followers.							2
Unit 3	<b>Brand Management and Brand Equity</b>							
•	Brand Management- Define Brand and Branding, Why Branding, Scope of Branding, Product Vs Brands, Branding Challenges and Opportunities, Brand Equity							3
•	Brand Equity-Building and Measuring Brand Equity							3
Unit 4	<b>Branding Strategies</b>							
•	Branding Strategies- Brand Portfolio, Brand Hierarchy and Brand Extension.							4
•	Reinforcing Brand and Brand Revitalization, E-Branding							4
•	Positioning Strategies-Crafting Brand Positioning Strategies and Repositioning							4

Text Books	1. K. Venugopal Rao, Product and Brand Management, Himalaya Publishing House 2. Kirti Dutta, Brand Management, Oxford University Press	
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L	T	P	Credit
4	0	0	4

Course Code								
Course Title	International Marketing							
Course Outcomes	<p>At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>Identify the key skills that a (good) business (international) manager should have.</li> <li>Articulate factors that promote business and business environments.</li> <li>Implement various tools and actions for a beneficial situation within a given operating (business) environment.</li> <li>Fundamentals of sustainable (profitable) business growth with focus on international expansion, operating in multiple markets, new business opportunities and market analysis.</li> <li>Articulate the various support systems that a business can use and access (governmental interventions and policies; operating market level advantages such as access to capital, quality and quantity of labour available; availability of land; size, purchasing power and buying behaviour of the target market; MNC level advantages; etc.)</li> </ul>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1								
	<ul style="list-style-type: none"> <li>Introduction; Reasons behind international expansion; types of MNCs; Expatriates and Inpatriates; Stages of International Exposure; Global Marketing Using Social Media tools.</li> </ul>							1
Unit2								
	<ul style="list-style-type: none"> <li>National-level variables, regional trading blocs; Physical variables, Geographic distance, Grouping of industries in specific areas/regions, Environment specific impacts, Distribution of Natural Resources; Cultural Variables, Impact on doing business (Distance, Power, Decision Making, People Management, Delegation, Corruption, Quality Benchmarks Etc.), Gender biases, Festivals, Buying Behaviour; PESTEL; Porter's Diamond Model; Positioning; Protectionism and its impact on international trade.</li> </ul>							2
Unit 3								

•	Porter's Five Forces Model; Ghemawat's CAGE framework; Globalisation; Demographics and Segmentation; Assessing Market Potential, How markets behave, Selling in specific markets (Developed, Developing, Post-Communist); "Right" Market to enter and "Right" Time to enter; What (mis-selling, outdated products), Where, Why, and How are we selling; Customer needs (of the new/foreign market); Location of manufacturing facilities; Labelling and Packaging (Export and Retail); Selling to and in emerging markets; Concerns and issues with available market analysis tools.	3
Unit 4		
•	Strategic (and global) Alliances; Global level of competition; Product Development; E-Commerce and Changing International Marketing Paradigms; Supply Chain as a source of International Advantages; Managing International Sales (Channels and Logistics); International Advertising and Promotions; Pricing for international markets, Pricing wars (War Chests), Approaches – Full-cost v/s Variable, Skimming v/s Penetration (non-numeric), factors influencing pricing; Implementing a Global Marketing Strategy; Support Mechanisms for Exports and International Trade, Export Infrastructure and Assistance in India, ITPO; International Payment Methods, Finance and Raising Funds, Taxation and Tax Havens, Marine and Cargo Insurance. Managing Risks in International Trade.	4
Text Books	1. Cateora, Philip R. & Graham, John L.: International Marketing, Tata McGraw Hill. 2. Joshi, Rakesh Mohan: International Marketing, Oxford University Press.	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	HR Analytics							
Course Outcomes	<p>The students will be able to :-</p> <ul style="list-style-type: none"> <li>▪ Gain an understanding of the relevance of HR Analytics in the current business scenario.</li> <li>▪ Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining &amp; purifying data for conduction of HR Analytics.</li> <li>▪ Use MS Excel for conduction of HR Analytics for key HR Processes</li> <li>▪ Appreciate the significance of Predictive and Prescriptive Analytics</li> </ul>							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Introduction to HR Analytics</b>							
•	History of Different HRM Perspectives, Transition from HRM to HCM and Gaining Sustainable Advantage through HCM. HR Analytics and Changing Role of HR Professionals. Importance and Scope of HR Analytics. Significance of HR Analytics, Benefits of HR Analytics. Levels of Analysis and Conducting analytics. Key Influencers of HR Analytics Process. Big Data Era in HR Analytics, HR Analytics – Linkage to Business Outcomes.							1
Unit2	<b>Understanding HR Analytics: Conducting HR/Workforce Analytics</b>							
•	Models of HR Analytics, How to Conduct HR Analytics. Understanding HR Data: Importance of Data, Types and Scales of Data; Methods of Capturing Data, Data Examination & Purification. Understanding various HR Metrics from the perspective of HR Analytics.							2
Unit 3	<b>Analytics for Key HR Processes Using MS Excel</b>							
•	HR Analytics for Recruitment & Selection, Training & Development, Performance Appraisal, Talent Management, Employee Engagement, Compensation Management and Expatriate Management.							3
Unit 4	<b>Predictive &amp; Prescriptive HR Analytics</b>							

•	Predictive HR Analytics: Correlation, Linear and Multiple Regression, Factor Analysis and Cluster Analysis, Comparison of Means and Analysis of Variance for Manpower Demographics, Employee Satisfaction, Training Effectiveness etc. Prescriptive HR Analytics, Predictive vs Prescriptive HR Analytics, Future of HR Analytics.	4
Text Books	<ol style="list-style-type: none"> <li>1. Rama Shankar Yadav &amp; Sunil Maheshwari, HR Analytics, Wiley, 2021.</li> <li>2. Pratyush Banerjee, Jatin Pandey &amp; Manish Gupta, HR Analytics: Practical Applications of HRAnalytics, Sage, 2019.</li> <li>3. Dipak Kumar Bhattacharya, HR Analytics, Sage, 2017</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Talent Management							
Course Outcomes	After completion of the course students shall be able to: CO1:- Understand the concept of talent management CO2:- Understand the concept of talent acquisition CO3:- Understand the concept of talent retention CO4:- Evaluate the opportunities in talent and challenges							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
Weightage	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>
Syllabus								<b>CO Mapping</b>
Unit 1	<b>Understanding Talent Management</b>							
•	Talent Management: Definition, Meaning of Talent Management, Objectives & Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Consequences of Failure in Managing Talent, Benefits of Talent Management: How Your Business Can Benefit From it, Responsibilities of Talent Management Manager & Professionals							1
•	Talent Management Planning: Understanding the Needs and Mind set of Employee, Steps in Talent Management Process, Knowledge, Values, Beliefs and Skill Implications for Talent Management, Modelling Excellence							1
Unit2	<b>Talent Acquisition</b>							
•	Defining Talent Acquisition, Develop high potential employee - High performance workforce, Importance of Talent Development Process, Steps in Developing Talent, Succession Planning, Difference between Talent Acquisition and Recruitment, Current Trends in Talent Acquisition							2
Unit 3	<b>Talent Retention</b>							
•	Talent Retention: "SMR Model" (Satisfy, Motivate and Reward) – The Formula to Win Your Employees & Retain Them, Employee Retention Programs, Career Planning & Development, Return on Investment (ROI) on Talent Management, Employee Engagement, Best Practices in Employee Retention.							3
Unit 4	<b>Opportunities and Challenges in Talent Management</b>							

•	Talent Management Challenges, Strategies to Overcome the Challenges, Opportunities in Talent Management, Talent Management in the Digital Era, Current trends in Talent Management.	4
Text Books	<ol style="list-style-type: none"> <li>1. A Framework for Human Resource Management, Dessler Gary, Pearson, Edition: 7th</li> <li>2. Fundamentals of Human Resource Management, Varkkey Biju, Dessler Gary, Pearson, Edition: 14th</li> <li>3. Talent Management Hand Book, Lance A Berger, Dorothy R Berger, McGraw-Hill, Edition: 13th</li> <li>4. Talent management in India: Challenges and opportunities, Hasan,&amp; Singh, Atlantic Publication</li> </ol>	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Business Ethics and Corporate Social Responsibility							
Course Outcomes	After completion of the course students shall be able to: CO1:- Understand the historical development and evolution of business ethics. CO2:- Examine the ethical practices prevalent in the Indian business landscape. CO3:- Define Corporate Social Responsibility (CSR) and its significance in contemporary business. CO4:- Develop and understand the challenges and opportunities associated with implementing CSR initiatives.							
Examination Mode	Theory							
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	<b>Introduction to Business Ethics</b>							
•	Business Ethics - Concept, Characteristics, Importance and Need for business ethics, Indian Ethos, Ethics and Values, Work Ethos, Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee.							1
•	Various approaches to Business Ethics - Theories of Ethics, Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory							1
•	Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business.							1
Unit2	<b>Indian Ethical Practices and Corporate Governance</b>							
•	Ethics in- Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents							2
•	Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance							2
•	Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.							2
Unit 3	<b>Introduction to Corporate Social Responsibility</b>							

•	Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society, Models for Implementation of CSR, Drivers of CSR..	3
•	CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. Role of NGO's and International Agencies in CSR, Integrating CSR into Business.	3
Unit 4	<b>Areas of CSR and CSR Policy</b>	
•	Areas of CSR and CSR Policy CSR towards Stakeholders- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society.	4
•	CSR and environmental concerns. Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR	4
Text Books	[1] Sharma J.P Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi [2] Sharma J.P. Corporate Governance and Social Responsibility of business, Ane Books Pvt ltd, New Delhi [3] S.K.Bhatia, Business Ethics and Corporate Governance [4] William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company.	

L	T	P	Credit
4	0	0	4

Course Code								
Course Title	Emerging Markets and Global Entrepreneurs							
Course Outcomes	On the completion of the course the student will be able to CO1: Concept and importance of markets CO2: Concept of entrepreneurship and Entrepreneurs CO3: Understand how emerging markets affect entrepreneurs							
Examination Mode	Theory							
*Assessment Tools	<b>Continuous Assessment</b>				<b>MSE</b>	<b>MSP</b>	<b>ESE</b>	<b>ESP</b>
	<b>WQ</b>	<b>SAP</b>	<b>ABL/PBL</b>	<b>Lab Perf.</b>				
Weightage								
	<b>10</b>	<b>10</b>	<b>5</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>50</b>	<b>-</b>
Syllabus								<b>CO Mapping</b>
Unit1	<b>Concepts And Definition</b>							1
•	What constitutes an emerging market.							1
•	Key indicators of emerging markets (eg lower per capita income, industrializing sectors), how it differ from developed markets.							1
•	Analysing the political, economic and social context of emerging markets, including risk like political instability and currency volatility.							1
Unit2	<b>Global Entrepreneurship Strategies</b>							
•	Evaluating different methods and strategies for entering ad operating in foreign markets.							2
•	Techniques for conducting market research to identify opportunities and assess the competitive landscape in emerging markets.							2
•	Understanding local consumer needs and developing effective global marketing startegies							2
Unit 3	Challenges and Opportunities							
•	Analysing both local and global competition within these markets.							3
•	Addressing challenges related to funding and access to finance for entrepreneurs							3
Unit 4	<b>Business Planning and execution</b>							
•	Creating viable business models that address the specific needs and conditions of emerging markets							4
•	Understanding the ethical responsibilities and the role of sustainability in business operations within emerging markets							4
Text Books	International entrepreneurship in Emerging Markets: Contexts, Behaviors and successful entry by Jafari- Sadeghi & Dana							