

DAV UNIVERSITY
Empowering Students with 21st century Skills

Department of
Commerce, Business Management and Economics



Scheme and Syllabi
for
Bachelor of Business Administration (BBA) – Retail
Management
(In Collaboration with Maruti Suzuki India Ltd.)

Batch-2023 & onwards

Bachelor of Business Administration (BBA) – Retail Management

(In Collaboration with Maruti Suzuki India Ltd.)

BBA Retail Management (In Collaboration with Maruti Suzuki India Ltd.) programme focusses on preparing students as per industry requirements. This programme broadens the professional periphery for students. It shall equip the students with requisite skill-set in order to mark the beginning of a successful career in the retail automobile industry. It will provide the students an exclusive opportunity to gain hands-on experience in the real industry environment. The program offers a perfect combination of theoretical and practical exposure by industry and academic expert to make them job ready.

Program Educational Objectives (PEO)

The program is aimed to bridge the employability gap. It will provide students with the requisite knowledge, skills and abilities that will make them effective workforce in the area of automobile retail industry.

PEO1-To comprehend the knowledge of retail management in automobile sector with the business processes in the distribution network.

PEO2-To equip the students with fundamental and advanced knowledge of retail management and automobile technologies.

PEO3- To develop digital mindset to analyses and interpret data and embrace digital tools and platforms.

Program Outcome (PO)

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 centered 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 Specific Outcomes (PSO's)

PSO1: To provide a skilling experience that make students ready for immediate deployment across automotive retail industry with a skill set to manage shop floor product merchandising, customer service, selling and marketing skills.

Mapping of PEOs with POs

PEOs→ POs↓	PEO 1	PEO 2	PEO 3
PO1	Yes	Yes	Yes
PO2			Yes
PO3			
PO4		Yes	
PO5			
PO6			Yes
PO7	Yes	Yes	Yes

Mapping of PEOs with PSO

PEOs→ PSO↓	PEO 1	PEO 2	PEO 3
PSO1	Yes	Yes	Yes

**Scheme of Courses- Bachelor of Business Administration (BBA) – Retail
Management
(In Collaboration with Maruti Suzuki India Ltd.)**

Semester I 20 Credits (10CD+ 02AE+ 03VA+05SE)

Semester II 20 Credits (10CD+ 03VA+ 07 SE)

Semester III 20 Credits (03CD+ 03 AE+ 14 SE)

Semester IV 20 Credits (03CD+ 03 AE+ 14 SE)

Semester V 20 Credits (06 CD+ 14 SE)

Semester VI 20 Credits (06 CD+ 14 SE)

CD = Core Discipline

AE = Ability Enhancement

SE = Skill Enhancement

VA = Value Added

Semester1

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
MGN101	Principles and Practices of Management	3	0	0	3	Core Discipline
MGN102	Marketing Management	3	0	0	3	Core Discipline
MGN103	Fundamentals of Retail Management	4	0	0	4	Core Discipline
ENH151	Communication Skills	1	0	2	2	Ability Enhancement
CSP191	Digital Fluency	1	0	2	2	Skill Enhancement
HVE	Human Values and Ethics	2	1	0	3	Value Added
MGN106	Basics of Automobile Technology	3	0	0	3	Skill Enhancement
	Total	17	1	4	20	

L- Lectures T- Tutorial P- Practical Cr.- Credits**Semester2**

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
CMR105	Fundamentals of Accounting	3	0	0	3	Core Discipline
MGN104	Merchandise Planning and Buying	4	0	0	4	Core Discipline
MGN107	Introduction to Retail Store Operations	3	0	0	3	Core Discipline
EVS104	Environmental Studies	2	0	2	3	Value Added
MGN105	Maruti Product and Process	7	0	0	7	Skill Enhancement
	Total	19	0	2	20	

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

Semester3

Pathway I (Industry)

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
MGN204	Customer Relationship Management	3	0	0	3	Core Discipline
MGN205	Technical Report Writing	3	0	0	3	Ability Enhancement
MGN206	Auto Insurance (OJT)	0	0	20	10	Skill Enhancement
MGN207	Seminar on Auto Insurance	0	0	8	4	Skill Enhancement
	Total	6	0	28	20	

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

Pathway II: Academic

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
MGN204	Customer Relationship Management	3	0	0	3	Core Discipline
CMR204	Cost & Management Accounting	4	1	0	5	Department Elective
MGN203	Human Resource Management	4	0	0	4	Department Elective
	Multi-disciplinary Course-	-	-	-	3	Multi-Disciplinary
	Ability Enhancement Course (AEC)	-	-	-	2	Ability Enhancement
	Skill Enhancement Course (SEC)-Common	-	-	-	2	Skill Enhancement
	Total	11	1	0	19	

Semester 4

Pathway I (Industry)

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
MGN214	Retail Brand Management	3	0	0	3	Core Discipline
MGN215	Creative &Critical Thinking	3	0	0	3	Ability Enhancement
MGN216	Auto Finance (OJT)	0	0	20	10	Skill Enhancement
MGN217	Seminar on Auto finance	0	0	8	4	Skill Enhancement
	Total	06	0	28	20	

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

Pathway II: Academics

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
MGN214	Retail Brand Management	3	0	0	3	Core Discipline
MGN208	Financial Management	4	0	0	4	Department Elective
CMR205	Business and Corporate Laws	4	0	0	4	Department Elective
MGN209	Integrated Marketing Communication	4	0	0	4	Department Elective
MGN210	Consumer Behavior	4	0	0	4	Department Elective
ECN102	Macro Economics	4	0	0	4	Department Elective
	Ability Enhancement Common	-	-	-	2	Ability Enhancement
	Total	23	0	0	25	

Semester 5

Pathway I (Industry)

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
MGN312	Retail Marketing Research	3	0	0	3	Core Discipline
MGN313	Rural Retailing	3	0	0	3	Core Discipline
MGN314	Pre-owned Vehicle Sales (OJT)	0	0	20	10	Skill Enhancement
MGN315	Seminar on pre-owned vehicle Sales	0	0	8	4	Skill Enhancement
	Total	06	0	28	20	

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

Pathway II: Academics

		In hours				
Course Codes	Course Title	L	T	P	Cr	Course Type
MGN312	Retail Marketing Research	3	0	0	3	Core Discipline
CMR301	Basic Corporate Accounting	4	0	0	4	Department Elective
MGN301	Strategic Management	4	0	0	4	Department Elective
CMR302	Excel Modeling	0	0	4	2	Department Elective
MGN302	Seminar on Summer Internship	0	0	0	2	Department Elective
MGN307	Service Marketing	4	0	0	4	Department Elective
ECN101	Micro Economics	4	0	0	4	Department Elective
	Product and Brand Management	4	0	0	4	Department Elective
	Total	23	0	4	27	

Semester 6

Pathway I(Industry)

Course Codes	Course Title	In hours			Cr	Course Type
		L	T	P		
MGN316	Digital and social media in E-Commerce	3	0	0	3	Core Discipline
MGN317	Business Ethics and Corporate Governance	3	0	0	3	Core Discipline
MGN318	Social media/Digital Marketing (OJT)	0	0	20	10	Skill Enhancement
MGN319	Seminar on social media /Digital Marketing	0	0	8	4	Skill Enhancement
	Total	06	0	28	20	

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

Pathway II: Academics

Course Codes	Course Title	In hours			Cr	Course Type
		L	T	P		
MGN317	Business Ethics and Corporate Governance	3	0	0	3	Core Discipline
MGN303	Business Environment	4	0	0	4	Department Elective
MGN304	Knowledge Management	4	0	0	4	Department Elective
MGN305	Production and Operations Management	4	0	0	4	Department Elective
MGN309	Rural Marketing	4	0	0	4	Department Elective
	E-Business and Digital Marketing	4	0	0	4	Department Elective
	Total	23	0	0	23	



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN101							
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 the concept of management and determine the functions of a manager</p> <p>CO2: Analyze the components and importance of planning and organizing.</p> <p>CO3: Develop leadership abilities, understand communication process and direction</p> <p>CO4: Comprehend different emerging issues in management.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Management							1
•	Management-Meaning, nature, scope, objectives							1
•	Managerial Roles							1
•	Management as an Art and Science							1
•	Functions of Management and Functional Areas							1
Unit 2	Planning							2
•	Planning-Meaning, Characteristics, Importance							2
•	Components of planning							2
•	Organizing-Concept, characteristics, process							2
•	Types of organization structures							2
Unit 3	Staffing and Motivation							3
•	Staffing-Definition, Characteristics, Tools & Techniques of Directing							3
•	Direction & Coordination- Meaning, features and Importance							3
•	Leadership- Concept, importance and styles							3
•	Communication- Meaning, Characteristics, importance and process							3
Unit 4	Emerging issues in management							4

•	American and Japanese Styles	4
•	TQM, Six-sigma	4
•	MIS, QWL WLB, MBE	4
•	Managerial ethics: need and importance, Corporate Social Responsibility	4
Text Book/s	1. Rudrani, R., Principles of Management, New Delhi, Tata McGraw-Hill Education, Latest Edition	
Reference Book/s	1. Koontz H. & Weirich, Essentials of Management, New Delhi, Tata McGraw-Hill Education, Latest Edition. 2. Prasad L. M. Principles and Practices of Management, New Delhi, Sultan Chand& Sons, Latest Edition. 3. Stoner J.A.F., Freeman R E and Gilbert D R, Management, New Delhi, Pearson Education, Latest Edition.	



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN102							
Course Title	Marketing Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Identify the core concept of marketing in different business scenario and understand marketing environment and marketing mix.</p> <p>CO2: Understand the concept of consumer behavior and apply decisions related to segmentation, targeting and positioning to design product and understand product life cycle.</p> <p>CO3: Discover the pricing practices that can be followed by companies and design distribution strategies.</p> <p>CO4: Understand the concept of promotion and enhance the ability to apply the same for advertising, sales promotion and personal selling.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Introduction to marketing						1	
•	Meaning, nature and scope of Marketing						1	
•	Marketing Management Process, Marketing mix, Meta Market						1	
•	Market place and space, Key customer markets.						1	
•	Micro environment, Macro environment, Market analysis						1	
Unit 2	Product planning and pricing						2	
•	Market segmentation, Targeting and positioning.						2	
•	Consumer buyer behavior						2	
•	Product concept, major product decisions						2	
•	Product life cycle, new product development process						2	
Unit 3	Pricing decisions & Distribution channel decisions						3	
•	Defining price, pricing process						3	
•	Policies and strategies						3	

●	Types and functions of intermediaries, channel design decisions.	3
●	Definition of retailing, logistics and supply chain management.	3
Unit 4	Promotion and distribution decisions	4
●	Marketing Communication process, promotion mix tools,	4
●	public relations and sales promotion	4
●	Direct and online marketing, rural marketing	4
●	Retail marketing, Green marketing	4
Text Book/s	<ol style="list-style-type: none"> 1. Kotler, P., Marketing Management: Analysis, Planning, Implementation & Control, New Delhi, Prentice Hall of India, Latest Edition. 2. Czinkota, M.R.& Kotabe, M., Marketing Management, New Delhi, Vikas Publishing, Latest Edition 	
Reference Book/s	<ol style="list-style-type: none"> 1. Douglas, J., Darymple, J. & Parsons, L.J., Marketing Management: Text and Cases, New York, John Wiley and Sons. Latest Edition. 2. Michael, J.E., Bruce, J.W. & William, J.S., Marketing Management, New Delhi, Tata McGraw-Hill, Latest Edition. 3. Pride, W.M. & Ferrell, O.C., Marketing: Concepts and Strategies, New Delhi, Biztantra Press, Latest Edition. 	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN103							
Course Title	Fundamentals of Retail Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concept and different components of Retail management</p> <p>CO2: Comprehend information gathering in retailing, prepare retail financial strategy, operation management.</p> <p>CO3: Develop logistic framework and understand transportation, warehousing, inventory management, packaging and communication.</p> <p>CO4: Understand the role of information technology in logistics, ecommerce in retailing and mall management.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Retail management: Concept							1
•	Retailing Management: Functions, strategic retail management process							1
•	Management of retailing operations							1
•	Retail Communication Mix							1
•	Retail Human Resources Management							1
Unit 2	Information gathering in retailing							2
•	Retail strategic planning and operation management							2
•	Retail financial strategy							2
•	Retail location, store design and layout							2
•	Visual merchandising and displays							2
Unit 3	Logistics Framework							3
•	Concept, objectives, scope							3

●	Transportation, Warehousing, Inventory Management	3
●	Packaging and unitization	3
●	Communication and control	3
Unit 4	Information technology and Logistics	4
●	Role of Information technology in Logistics	4
●	Role of ecommerce in retailing	4
●	Legal and ethical issues in retailing	4
●	Mall introduction and mall management.	4
Text Book/s	1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill. 2. Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.	
Reference Book/s	1.Kapal Rishi (2023) Future of Retail Management: Blending Digital and traditional practices, KBI Publisher. 2. Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi. 3. Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.	



In hours			Credit
L	T	P	
1	0	2	2

Course Code	ENH-151				
Course Title	Communication Skills				
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Communicate effectively, identify and resolve barriers to communication.</p> <p>CO2: Develop listening and speaking skills to articulate words and sentences clearly and efficiently.</p> <p>CO3: Develop reading skills and write efficiently in a professional context.</p> <p>CO4: Perform efficiently in interviews, presentations, group discussions etc. through thorough practice provided during the course.</p>				
Examination Mode	Theory + Practical				
	Continuous Assessment				
Assessment Tools	Quiz	ABL/PBL	MSP	ESE	ESP
Weightage	10	5	20	35	30
Syllabus					CO Mapping
Unit 1	Communication: Process and Barriers				
•	Grammar: Tenses and Parts of Speech				CO1
•	Communication: Introduction and Importance Verbal and Non-verbal communication.				CO1
•	The Communication Process: Source, message, channel, receiver, feedback, environment, context and interference; Barriers to Communication.				CO1
•	Indianism: Teacher will introduce the concept of Indianism through detailed analysis of 'The Patriot' by Nissim Ezekiel.				CO1
•	Role-playing: Teacher will guide teams of students to act-out roles to explore a particular scenario related but not limited to sales meeting, interviews, emotionally difficult conversations, conflict resolution etc.				CO1
Unit 2	Listening and Speaking Skills				
•	Voices: Active and Passive				CO2
•	Listening Skills: Introduction, Self-awareness, Active-listening, becoming an active listener, listening in difficult situations.				CO2
•	Practicing listening skills: Students will be shown movie-clippings, documentaries on a variety of topics. This activity shall be followed by a listening quiz and discussion.				CO2
•	Speaking Skills: Introduction, Active-speaking, becoming an active-speaker, Elements: Fluency, Vocabulary, Grammar, Pronunciation.				CO2
•	Practicing speaking skills: Students will be asked to present orally the topics of their choice in the class. Subsequently, impromptu topics shall be given to the students.				CO2
Unit 3	Reading and Writing Skills				

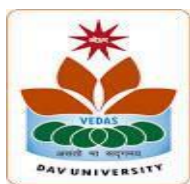
•	Reading Skills: Introduction, Types: Skimming, scanning, extensive and intensive reading, Strategies to develop a good reading speed.	CO3
•	Practicing reading skills: A comprehensive reading of 'Sexism in English' by Alleen Pace Nilsen in the class followed by reading comprehension exercises. In addition to this, students shall be encouraged to develop a reading habit.	CO3
•	Writing Skills: Introduction, Formal and Informal Writing, Writing Effectively: Knowing your audience, organizing the message, Shades of meaning, Clarity and Brevity.	CO3
•	Practicing writing skills: Students will practice writing skills by writing <ul style="list-style-type: none"> • Memos • Emails • Letters • Reports 	CO3
Unit 4	Industry Readiness	
•	Interviews: Purpose of an interview Frequently Asked Questions and how to answer them, Preparation for an interview.	CO4
•	Group Discussions: Communication skills used in group discussion, how to give your opinion, Interpersonal Skills assessed in group discussion.	CO4
•	Curriculum Vitae and Cover Letter: Importance, how to write, what to include.	CO4
•	Group discussions and mock interviews in the class to prepare the students well for placements.	CO4
Text Book/s	<ol style="list-style-type: none"> 1. Kumar, Sanjay and Pushp Lata. Communication Skills. New Delhi: Oxford University Press, 2015. 2. Ezekiel, Nissim. Collected Poems 1952-1988. New Delhi: Oxford University Press, 1999. 3. Koneru, Aruna. Professional Communication. Delhi: McGraw, 2008. 4. English Grammar & Composition, Wren and Martin. 	
Reference Book/s	<ol style="list-style-type: none"> 1. Oxford Advanced Learner's Dictionary, 10th edition. Oxford University Press, 2020. 2. Sharma, R.C. and Krishna Mohan. Business Correspondence and Report Writing. Delhi: McGraw, 2013. 3. Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw, 2013. 4. Dulai, Surjit S. "NISSIM EZEKIEL and the Evolution of Modern Indian English Poetry: A Chronology". Journal of South Asian Literature, 2000. 5. Murphy, Raymond. English Grammar in Use. Delhi: Cambridge University Press, 2015. 	



In hours			Credit
L	T	P	
1	0	2	2

Course Code	CSP-191					
Course Title	Digital Fluency					
Course Outcomes	On the completion of the course the student will be able to CO1: Understand the Fundamentals of computers. CO2: Work in Word Processor effectively. CO3: Discover the arena of the Internet and its possibilities. CO4: Effectively communicate through email.					
Examination Mode	Theory + Practical					
Assessment Tools	Quiz	MSE	ETE	ETP	ABL/PBL	Total
Weightage	10	25	35	25	5	100
Syllabus						CO Mapping
Unit 1	Fundamentals of Computer (08 Hours)					CO1
•	Introduction – Objectives - Computer, Mobile/ Tablet and their application.					
•	Components of a Computer System - Central Processing Unit- Common Input & Output devices- USB ports and Pen Drive - Connecting Power cord, Keyboard, Mouse, Monitor and Printer to CPU.					
Unit 2	Word Processor (08 Hours)					CO2
•	Introduction – Objective -Word Processing Basic - Opening Word Processing Package - Title Bar, Menu Bar, - Toolbars & Sidebar.					
•	Creating a New Document - Opening and Closing Documents Opening Documents - Save and Save As - Closing Document.					
•	Using The Help - Page Setup – Print Preview - Printing of Documents - PDF file and Saving a Document as PDF file – Document manipulation & Formatting - Text Selection - Cut, Copy and Paste.					
•	Font, Color, Style and Size selection - Alignment of Text - Undo & Redo - Spelling & Grammar Shortcut Keys.					
Unit 3	Internet (08 Hours)					CO3
•	Introduction – Objectives – Internet - protocols: HTTP, HTTPS, FTP, Concept of Internet & WWW - Website Address and URL - Applications of Internet.					
•	Modes of Connecting Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) - Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox.)					
•	Exploring the Internet - Surfing the web - Popular Search Engines - Searching on Internet.					
Unit 4	E-mail (06 Hours)					CO4

•	Introduction -Objectives - Structure - protocols: SMTP, IMAP, POP3 - Opening Email account -Mailbox: Inbox and Outbox.	
•	Creating and sending a new E-mail - CC – BCC- Replying -Mail Merge Forwarding - attachments – Scheduling – Password Protect – Delete.	
	Skill Developments Activities: (06 Hours) • Use word processor to prepare Resume • Draft a covering letter using Word Processor • Systematically draft different emails • Prepare a Letter of Internship requisition and send email. • Install and uninstall a Web Browser and Record the Steps Any other activities, which are relevant to the course.	
Reference Book/s	• Fundamentals of Computers, by Rajaraman V , Adabala N • Fundamentals of Computers by Manoj Wadhwa (Author) • Fundamentals of Computers by (V. Rajaraman) • Learning MS-Word and MS-Excel, by Rohit Khurana • Microsoft Word 2019 Step by Step Joan Lambert (Author) • MICROSOFT WORD FOR BEGINNERS 2021: LEARN WORD PROCESSING SKILLS by RICHARDSTEVE	



In hours			Credit
L	T	P	
2	1	0	3

Course Code	HVE-101							
Course Title	Human Values and Ethics							
Course Outcomes	On the completion of the course the student will be able to CO1: Development of a holistic perspective based on self – exploration aboutthemselves (human being), family, society and nature/existence. CO2: Understanding (or developing clarity) of the harmony in the human being, family, society and nature/existence CO3: Strengthening of self-reflection. CO4: Development of commitment and courage to act.							
Examination Mode	Theory/ Practical/ Theory + Practical							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Course Introduction - Need, Basic Guidelines, Content and Processfor Value Education and Understanding Harmony in the Human Being – Harmony in Myself!							
•	Purpose and motivation for the course, recapitulation from Universal Human Values -1, Self – Exploration – what is it? – its content and process; ‘Natural Acceptance’ and Experiential Validation – as theprocess for self – exploration.							1
•	Continuous Happiness and Prosperity – A look at basic HumanAspirations.							1
•	Right understanding, Relationship and Physical Facility – the basic requirements for fulfilment of aspirations of every human being with their correct priority.							1
•	Understanding the needs of Self (‘I’) and ‘Body’ – happiness and physical facility.							1
•	Understanding the characteristics and activities of ‘I’ and harmony in ‘I’.							1
•	Understanding the harmony of I with the Body : Sanyam and Health;correct appraisal of Physical needs, meaning of Prosperity in detail.							1
Unit 2	Understanding Harmony in the Family and Society – Harmony in Human – Human Relationship							

•	Understanding values in human- human relationship; meaning of Justice(nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship.	2
•	Understanding the detailed meaning of Trust and Respect: Difference between intention and competence, Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship.	2
•	Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co – existence as comprehensive Human Goals.	2
Unit 3	Understanding Harmony in the Nature and Existence – Whole existence as Coexistence	
•	Understanding the harmony in the Nature.	3
•	Understanding Existence as Co – existence of mutually interacting units in all-pervasive space.	3
•	Holistic perception of harmony at all levels of existence.	3
•	Include practice sessions to discuss human being as cause of imbalance in nature (film “Home” can be used), pollution, depletion of resources and role of technology etc.	3
Unit 4	Implications of the above Holistic Understanding of Harmony on Professional Ethics	
•	Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order	4
•	Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco- friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems.	4
•	Case studies of typical holistic technologies, management models and production systems	4
•	Sum up.	4



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN106							
Course Title	Basics of Automobile Technology							
Course Objective	a) The aim of the course is to provide basic knowledge about the chassis, power unit, suspension system, steering system, transmission system, braking system etc. b) The other objective is to understand emission system and government standards for any vehicle. c) To offer basic information about the various safety features and Air conditioning system of vehicle							
Course Outcomes	After the successful completion of this course, the student will be able to: CO-1. To understand the construction, function and working of individual component of a vehicle and the system in which they function CO-2. To understand the features, advantages and benefits of all the technologies provided in the vehicle CO-3. To understand the working of safety features and assembly of air conditioning system of a vehicle CO-4. To get basic understanding of necessary emission standards as per Bharat-IV and Bharat-VI							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus	Name of Topic							CO Mapping
Unit A	Introduction: Introduction to automobiles, their utility and classification. Main components of an automobile and their functions, Various mechanisms and systems in an automobile, Scheduled and preventive maintenance, electrical system. Types of chassis layout with reference to power plant locations and drive, Vehicle frames. Aerodynamic design and its importance.							1
Unit B	Engine System: Engine System: Automobile engine, its main components, construction and working Types of engines – two stroke/ four, Introduction to Engine cooling system and lubrication system. Introduction to types of engine present in market (e.g. V6, TDI, CRDI, etc.) Front Axle & Steering System: Types of front axles, Front wheel geometry viz. Castor, Camber, King pin inclination, Toe. Wheel Alignment							2

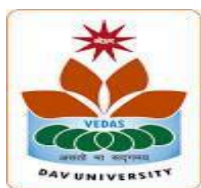
Unit C	Suspension system and Transmission & Braking System <p>Suspension system: Need of suspension system, Types of suspension, Constructional details and characteristics of leaf, coil and torsion bar springs, independent suspension, Rubber suspension, Pneumatic suspension, Shock absorbers. Transmission & Braking System: Working of single and multi-plate clutches. Construction, function and working of a gearbox. Introduction to Manual shifting and automatic transmission. Function and principles of braking system, working of various brakes (mechanical, hydraulic, pneumatic, ABS System. Introduction to various types of transmissions available in market (e.g. AGS, AMT, CVT, IVT, MT, AT, etc.) and their relevance to customer.</p>	3
Unit D	Wheels and Tires and Air conditioning fundamentals <ul style="list-style-type: none"> Wheels and Tires: Types of wheels (wire spoke, disc solid and split type, alloy type, offset etc.), denomination of rim, types of tires, materials, structure, denomination and function of tires, effects of tire pressure on tire performance. Tire wears patterns and their causes. Air Conditioning fundamentals: Basics of vehicle air conditioning system, Schematic layout of air conditioning component in a car (like compressor, condenser, fan blower, expansion device evaporator. Automatic air conditioning in automobiles and its benefits to customers Introduction to Emission, Safety Equipment and Electrical Systems <p>Introduction to Emission: Pollutants, sources, formation of HC and CO in SI NO formation in SI and CI engines, Particulate emission from SI and CI engines, Smoke Emission in CI engines. Emission system and standards (Bharat IV and Bharat VI). Government Norms</p> <p>Safety Equipment: Seat belt, regulations, automatic seat belt tightener system, air bags, electronic system for activating air bags, ABS with EBD, ESP, bumper design for safety, hill assist control, ISO-Fix, child lock.</p> <p>Electrical System: Headlamp (Projector/ LED), high level adjustment, tail lamp, brake lights, anti-theft door alarm, electronic hand brake, central locking</p>	4



In hours			
L	T	P	Credit
3	0	0	3

Course Code	CMR105							
Course Title	Fundamentals of 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: Preparation of various subsidiary books and Bank reconciliation statements taking balances from cash as well as pass book.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Financial Accounting							1
•	Meaning, Objectives of Accounting, Accounting and Book Keeping,							1
•	Generally Accepted Accounting Principles – Meaning							1
•	Accounting Standards, Double Entry System of Book-keeping,							1
•	Accrual & Cash basis of Accounting, Accounting Equation							1
Unit 2	Journal, Ledger and Trial Balance							2
•	Journalizing-Meaning and Rules of Debit and Credit							2
•	Trial Balance: Objectives, Meaning and Methods							2
•	Format of Journal, Identification of Transactions							2
•	Preparation of Ledgers from Journal, Posting, Balancing of Accounts							2
Unit 3	Subsidiary Books							3

●	Subsidiary Books- Need of Subdivision of Journal	3
●	Meaning and Advantages of Special Journals	3
●	Cash Book (Single, Double and Triple column)	3
●	Purchases Book, Sales Book, Purchases Returns Book, Payables Book	3
Unit 4	Depreciation Accounting and Financial Statements	4
●	Meaning & Causes of Depreciation, Factors affecting Depreciation	4
●	Methods of Depreciation (Straight Line and Written Down value Method)	4
●	Financial Statements-Meaning and Usefulness of Financial Statements	4
●	Recognition of Assets, Liabilities, Income and Expenses	4
Text Book/s	1. Tulsian, P.C., Financial Accounting, New Delhi, Pearson Education, Latest Edition. 2. Gupta, R.L. & Radhaswamy, M., Financial Accounting, New Delhi, Sultan Chand and Sons, Latest Edition.	
Reference Book/s	1. Shukla. M.C., Grewal T.S. & Gupta, S.C., Advanced Accounts, New Delhi, S. Chand & Co. Latest Edition. 2. Bhattacharyya, A. K., Financial Accounting, New Delhi, Prentice Hall of India, Latest Edition.	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN104							
Course Title	Merchandise Planning and Buying							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Identify the core concept of marketing in different business scenario and understand marketing environment and marketing mix.</p> <p>CO2: Understand the concept of consumer behavior and apply decisions related to segmentation, targeting and positioning to design product and understand product life cycle.</p> <p>CO3: Discover the pricing practices that can be followed by companies and design distribution strategies.</p> <p>CO4: Understand the concept of promotion and enhance the ability to apply the same for advertising, sales promotion and personal selling.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Merchandise Management							1
•	Objective of merchandise management							1
•	Presentation and Demonstrating Merchandise							1
•	Strategies for Creating Good looking Retail Stores Displays,							1
•	Retail Plano Gram.							1
Unit 2	Visual Merchandise							2
•	Objective of visual merchandise							2
•	Principle of successful visual Merchandise							2
•	Types and Character							2
•	Visual Display, Signage							2
Unit 3	Management of Service and Quality							3
•	Management of Service							3

●	Quality in Merchandise Planning	3
●	Devising Merchandise Plan: Innovativeness, Assortment,	3
●	Category Management.	3
Unit 4	Role of Information Technology	4
●	Role of Information Technology in Point-of-Sale System	4
●	Electronic Fund Transfer at POS	4
●	Ware House and Data Mining	4
●	Data General Merchandise Planning Software.	4
Text Book/s	1. Retail Management: Pateric M Dulle& Robert F Lusch 2. Retail Management: Gaurav Ghosal	
Reference Book/s	1. Reflection in Retailing: Stanley Marcus 2. Retail Merchandising: Risch E. H. 3. Merchandise Buying: M Smith Bohlinger	



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN107							
Course Title	Introduction to Retail Store Operations							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To understand how to organize display of products at the store.</p> <p>CO2: To plan visual merchandise in a store</p> <p>CO3: Demonstrate store operations for the job role of team leader.</p> <p>CO4: Understand the concept of promotion and enhance the ability to apply the same for advertising, sales promotion and personal selling.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Introduction to Retail Store Operations						1	
•	Store Processes introduction						1	
•	Retail Mix: Introduction, Concept, Relevance and Activities;						1	
•	Importance - Pre-store Opening, Store Opening and Closing						1	
•	Store Merchandise Handling; Basics of Visual Merchandising.						1	
Unit 2	Store Hygiene and Product Display						2	
•	Store Hygiene and Cleanliness						2	
•	Organizing the Product Display at the Store						2	
•	Product Labeling, Arranging and Maintaining Products for Display;						2	
•	Planning Visual Merchandising.						2	
Unit 3	Functions and Responsibilities of Sales Associate						3	
•	Functions and Skills of Sales Associate; Team Work						3	
•	Inter-personal Communication among Team Members; Conflict Resolution						3	
•	Etiquettes and Relationship; Task Objectives and Completion - Work Instructions;						3	

●	Problem Solving Mechanism; Health and Safety; Employee's Motivation	3
Unit 4	Managing Health, Safety and Security	4
●	Maintaining Healthy and Safety;	4
●	Reporting Hazards	4
●	Safety Concerns and Emergency Medical Plans	4
●	Evacuation Plans and Employee Health.	4
Text Book/s	<ol style="list-style-type: none"> 1. Singh, Y. (2007). Dictionary of Retailing. Cyber Tech Publications 2. Siva Kumar A. (2007). Retail Marketing (1sted.). New Delhi: Excel Books 	
Reference Book/s	<ol style="list-style-type: none"> 1. Pradhan, S. (2004). Retailing Management: Text and Cases (3rd Reprint). New Delhi: Tata McGraw Hill Publishing Company Ltd. 2. Levy, M. & Weitz, B. A. (2006). Retail Management (6thed.). McGraw Hill Higher Education. 3. Gopal R., Manjrekar, P. (2010). Retail Management: An Indian Perspective. New Delhi: Excel Books. 	



In hours			Credit
L	T	P	
2	0	2	3

Course Code	EVS104							
Course Title	Environment Studies							
Course Outcomes	<p>On the completion of the course the student will be able to:</p> <p>CO1: Understand the interconnected and interdisciplinary nature of environmental studies and develop critical thinking skills in relation to environmental affairs. Acquire knowledge about the depletion of the root cause of natural resources and their effective management. CO2: To aware about the ecosystems, biodiversity and its importance to mankind. Interpret and propose solutions to various environmental pollution, solid waste and disaster management.</p> <p>CO3: Expand awareness of self in a global society and effectively engage diverse perspectives, values, and cultures, ranging from local to global in dealing with environmental and social issues.</p> <p>CO4: Awareness about effect of population increase on humans itself. Causes of spread of different diseases in society. How Indian government is supporting women and children that considered weakest section of society.</p>							
Examination Mode	Theory/ Practical/ Theory + Practical							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	-	5	-	25	-	35	25
Syllabus								CO Mapping
Unit 1	Introduction to Environmental Studies, Natural Resources and Ecosystem							1
•	The multidisciplinary nature of environmental studies							1
•	Natural Resources: Renewable and non-renewable resources.							1
•	Forest resources: Use and over-exploitation							1
•	Water resources: Over-utilization of surface and ground water							1
•	Mineral resources: Use and exploitation, environmental effects of mining							1
•	Food resources: Effects of modern agriculture on environment							1
•	Energy resources: renewable and non-renewable energy sources.							1
•	Land resources: Uses and land degradation, soil erosion							1
•	Ecosystem: Structure and function of an ecosystem. Producers, consumers and decomposers							1
•	Energy flow in the ecosystem, Ecological succession							1
•	Food chains, food webs, ecological pyramids							1
Unit 2	Biodiversity and Environmental Pollution							
•	Biodiversity definition. Genetic, species and ecosystem diversity. Bio-geographical classification of India.							2
•	Value of biodiversity. India as mega-diversity nation. Hot-spots of biodiversity.							2
•	Threats to biodiversity. Man, wildlife conflicts. In-situ and Ex-situ							2

	conservation of biodiversity.	
•	Environmental Pollution: Definition, causes, effects and control measures of: Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear pollution	2
•	Solid waste management and techniques.	2
•	Disaster management: floods, earthquake, cyclone and landslides.	2
Unit 3	Social Issues, Human Population and Environment	
•	Sustainable Development: From unsustainable to sustainable development. Urban problems related to energy.	3
•	Water conservation: Rain water harvesting and watershed management. Resettlement and rehabilitation of people	3
•	Environmental Issues: Climate change, global warming, acid rain, ozone depletion, nuclear accidents and holocaust.	3
•	Wasteland reclamation. Consumerism and waste products.	3
•	Environmental Laws: The Environment Protection Act, 1986; The Air Act, 1981; The Water Act, 1974; The Wildlife Protection Act, 1972; Forest Conservation Act, 1980.	3
•	Human Population and Environment: Population growth and population explosion, causes and effects	3
•	HIV/ AIDS	3
•	Women and child welfare programmes in India	3
•	Role of IT in environment and human health.	3
Unit 4	Practical and field study	
•	Visit to sewage treatment plant and rain water harvesting system	4
•	Solid waste management by vermin-composting and biogas plant	4
•	Visit to incineration plant of your area.	4
•	A visit to pond, river and lake ecosystem	4
•	Visit to different industries with respect to pollution	4
•	Testing of water parameters: Hardness, pH, Conductivity, Total dissolved solids, Total suspended solids, BOD and DO	4
•	Study of plants in their natural habitat	4



In hours			Credit
L	T	P	
7	0	0	7

Course Code	MGN105							
Course Title	Maruti Products & Processes							
Course Objective	<ul style="list-style-type: none">• The aim of the course is to provide basic knowledge on Maruti products.• Also aims at understanding of all allied businesses of Maruti Suzuki India Ltd.• The other objective is to understand sales process and how to deal with customers							
Course Outcomes	After the successful completion of this course, the student will be able to CO1: To understand the various features offered in Maruti vehicles CO2: To understand the car demonstration process CO3: To understand importance of grooming and knowledge of sales process CO4: To offer various other value-added services to customers, like, finance, insurance, exchange of old car, etc.							
Examination Mode	Theory							
	Continuous Assessment				MSE	MSP	ESE	ESP
Assessment Tools	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus	Name of Topic							CO Mapping
1.	Pr P Products Introduction, Models & Variants, Dimensions, Specifications, Demonstration, Competition Comparison, Role Plays, Activities, Recap and Quizzes.							1
2.	Car Finance & Insurance Need, Benefits, Terms, Documents, Approval Process, EMI Calculation, Rejection/Delay, Vehicle Insurance, Terms/Forms, Role Plays, Activities, Recap and Quizzes.							2
3	Extended Warranty & Loyalty Program Extended warranty & Types, Need, Benefits, Objections, Reward Programs & its benefits, Tiers and schemes, Enrolment, Points accumulation & Redemption, Role Plays, Activities, Recap and Quizzes.							3
4	Accessories & Customization Accessories, Need of Accessories, Types of Accessories, Benefits of Accessories, Accessories Products and car customization process, Role Plays, Activities, Recap and Quizzes.							4
5	Car Exchange & Driving School Introduction, Benefits to Sellers, Benefits to buyers, Tools, Car exchange process, Evaluation, Driving Courses & Benefits, Role Plays, Activities, Recap and Quizzes.							5
6	Sales Process Importance of Process, Introduction, Importance of preparation, how to prepare, Importance of Welcome, Probing, Listening, Importance of FABing, Demo, Test drive, Objection handling, buying signal, Negotiation, Closing techniques, Deal Closure & Finance, Document Collection, Vehicle Delivery,							6

	Sales App: Feature and Functionalities and Dos & Don'ts, Role Plays, Activities, Recap and Quizzes, Role Plays, Activities, Recap and Quizzes.	
7	Grooming & Behavioural Skills Importance of Grooming, Impression, Attitude, Knowledge, Skill, Essentials of grooming, Personal hygiene, dress-up, Behavioral Skill, Communication skill, Types of communication, Aggressive, assertive, passive, Verbal non- verbal, Listening skill, Body language, Email Etiquette, Role Plays, Activities, Recap and Quizzes.	7



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN204							
Course Title	Customer Relationship Management							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: This course will enable the students to learn the basics of Customer Relationship Management</p> <p>CO2: To understand Relationship Marketing, Sales Force Automation, Database Marketing</p> <p>CO3: Build customer value and understand the concept of CRM in India.</p> <p>CO4: understand value chain and integration with business management.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Introduction to Relationship marketing						1	
•	Understood Relationship Marketing						1	
•	Learnt Sales Force Automation						1	
•	Introduction to Database Marketing						1	
•	Learnt Database Marketing						1	
Unit 2	CRM						2	
•	Overview and Evolution of the Concept						2	
•	CRM and Relationship Marketing						2	
•	CRM Strategy, Importance of Customer Divisibility in CRM,						2	
•	Customer Mental Process, Customer Satisfaction Index						2	
Unit 3	Building Customer Value						3	
•	Satisfaction and Loyalty, Total Customer Satisfaction,						3	
•	Cultivating Customer Relationship, Sales,						3	

●	Force Automation, Contact Management	3
●	CRM in India.	3
Unit 4	Value Chain	4
●	Concept of value chain	4
●	Integration Business Management	4
●	Benchmarks and Metrics, Culture Change,	4
●	Alignment with Customer Eco System, Vendor Selection.	4
Text Book/s	1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill 2. CRM Paul Green Berg (1997) - Tata Mc Graw Hill	
Reference Book/s	1. Marketing Management: Philip Kotler (2002), Prentice Hall, 2013 2. Retail Management – A Strategic Approach- Barry Berman and Joel R Evans –Prentice Hall of India, Tenth Edition, 2006.	



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN205				
Course Title	Technical Report Writing				
Course Outcomes	On the completion of the course the student will be able to CO1: The students will be able to identify the different types of technical writings andwill also able to recognize technical from non-technical writing. CO2: The students will be able to relate to the steps for technical writing and reportstructure. CO3: The students will be able to apply their knowledge of technical writing to constructtechnical reports and develop presentations. CO4: The students will be able to analyze and appreciate the different most frequentlyused technical writing manuals.				
Examination Mode	Theory				
Assessment Tools	Quiz	Assignment	ABL/PBL	MSE	ESE
Weightage	10	10	5	25	50
Syllabus					CO Mapping
Unit 1	Introduction to Technical Writing.				CO1
•	What is technical writing?				
•	Examples of technical writing – white papers, journal articles, training materials, instructional manuals, policy and procedure manuals, process manuals, user manuals, reports of analysis and design, instructions for assembling and using a product.				
Unit 2	Technical writing Process and Ethics				CO2
•	Emphasis on the use of planning, clarity, shortness, simplicity, word choice and organization in technical writing.				
•	Technical writing ethics				
•	Formal technical report structure – universal aspects of report, reportformat (title, abstract, table of content)				
Unit 3	Components of technical report				CO3
•	introduction, background theory, analysis/design, procedure, result anddiscussion, conclusion, citation, appendix.				
•	Technical presentation: basics of informal and formal presentation				

Unit 4	Introduction to the writing style guides/manuals	CO4
•	Chicago manual of style	
•	APA style guide	
•	MLA style guide	
•	The elements of style	
•	ACS style guide	
•	Harvard style guide.	
Reference Books	1. Technical Writing 101: A Real-World Guide to Planning and Writing Technical Documentation - by Alan S. Pringle and Sarah S. O'Keefe 2. The Elements of Style - William Strunk Jr. and E.B. White 3. The Chicago Manual of Style 4. Publication Manual of the American Psychological Association (APA) 5. MLA Handbook - The Modern Language Association of America	
Online Resources:	1. The Purdue Online Writing Lab (OWL) 2. Society for Technical Communication (STC)	



In hours			
L	T	P	Credit
0	0	20	10

Course Code	MGN206
Course Title	Auto Insurance (OJT)
Examination Mode	Students will undertake the project in the selected Dealer allocated by Maruti Suzuki.External, by the experts of Maruti Suzuki India Ltd. (MSIL)
Assessment Tools	The assessment shall be as per the OJT Evaluation criteria by Maruti Suzuki (Attached herewith)

OJT Evaluation

Name of Trainee :

College ID : _____ MSPIN : _____

Name of Mentor from Dealership : _____

Name of Dealership : _____

Location of Dealership Outlet : _____

Month : _____

Parameter	Weightage	Ratings					Actual Marks [(Ratings/ 5)* Weightage*100]
Rate on following parameters	%	5 Excellent	4 V. Good	3 Good	2 Avg	1 Poor	
Retail Target vs Achievement*	50%						
Punctuality of trainee	10%						
Willingness to learn (Product & Processes)	10%						
Trainee shows basic courtesy, respect, ethics in work area	10%						
Coordination with fellow colleagues	10%						
Compliance with Dealer policies in work area	10%						
Total Score (Out of 100)							
Dealer Team Leader		Remarks :					
Name :							
Mobile :							
Signature							
University Mentor		Remarks :					
Name :							
Mobile :							
Signature							

*Retail Targets: Sem-3 (from 3rd month of OJT): 2 | Sem-4: 3 | Sem-5: 4 | Sem-6: 4

Checked by

GM Sales/ HR Manager
_____ Motors

FSDM
RO

MGR
VSST



In hours			
L	T	P	Credit
0	0	8	4

Course Code	MGN207				
Course Title	Seminar on Auto Insurance				
Examination Mode	Presentation and Viva Voce				
Assessment Tools	Proposal-Objectives & Literature	Project Plan	Data or Results	Project Report & Presentation	Future Scope
Weightage	20	15	15	40	10

PROJECT GUIDELINES:

Following guidelines need to be followed by the students for project submission:

1. Choose a topic: Select a topic that aligns with the area/subject as mentioned in semester wise scheme as per the interests and expertise, and that has the potential to make a meaningful contribution to your field of study.
2. Identify a faculty advisor and the industry: Department will assign a faculty mentor to the student who can provide guidance and support throughout the project. Student need to identify an industry problem which he/she wants to solve through this capstone project under the supervision of industry mentor.
3. Develop a proposal: Create a proposal that outlines the scope and objectives of the project, the research or methods that will be used, and the expected outcomes or deliverables.
4. Conduct research: Conduct a thorough review of relevant literature and data to inform your project and collect primary data or conduct experiments if necessary.
5. Develop a plan: Develop a detailed plan for how you will carry out the project, including a timeline, milestones, and any necessary resources or materials.
6. Carry out the project: Implement the plan and carry out the project, staying on track with the timeline and addressing any obstacles or challenges that arise.
7. Analyse and interpret results: Analyse and interpret the data or results collected during the project, drawing conclusions and making recommendations as appropriate.
8. Prepare a final report or presentation: Prepare a final report or presentation that summarizes the project, including background, methods, results, and conclusions, and that showcases any visual aids or other relevant materials.
9. Reflect on the project: Reflect on the experience and what you learned throughout the project, identifying any strengths, weaknesses, or areas for improvement.
10. Submit and present the project: Submit the project to the faculty advisor or committee for review, and present the project in front of the panel for assessment.



In hours			Credit
L	T	P	
4	1	0	5

Course Code	CMR204							
Course Title	Cost and Management Accounting							
Course Outcomes	<p>After the completion of course the student will be able:</p> <p>CO1: To get insights into the concepts, techniques and methodology relevant to accounting function and to impart knowledge regarding elements of cost.</p> <p>CO2: To understand CVP analysis and Budgetary control and their application in managerial decision making</p> <p>CO3: To prepare and analyze Financial Statements make efficient use of scarce financial resources for best possible output.</p> <p>CO4: To prepare cash flow and Fund flow analysis.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Cost Accounting							
	<ul style="list-style-type: none"> Meaning & need of cost accounting, Cost Concepts and Classifications, Methods and techniques of costing, Preparation of cost sheet and unit or output costing. 							1
	<ul style="list-style-type: none"> Material control: Concept and techniques, Pricing of material issues. 							1
	<ul style="list-style-type: none"> Methods of wage payment and incentive plans. 							1
	<ul style="list-style-type: none"> Overhead: classification; absorption of Overhead; under and over absorption of Overhead. 							1
Unit 2	Marginal costing and Budgetary Control							
	<ul style="list-style-type: none"> CVP Analysis; Contribution, P/V ratio, break-even point, margin of safety, Angle of incidence. 							2
	<ul style="list-style-type: none"> Budgetary control- concept of budget, budgeting and budgetary control, objectives, types of budgets, zero based budgeting. 							2
Unit 3	Introduction to Management Accounting							
	<ul style="list-style-type: none"> Meaning, nature, scope and limitations, Relationship of financial, cost and management accounting 							3
	<ul style="list-style-type: none"> Analysis of financial statements: Tools, Comparative statements, common size statements and trend analysis. 							3
	<ul style="list-style-type: none"> Ratio Analysis- Meaning and Types of Ratios. 							3
Unit 4	Fund flow analysis and Cash flow analysis							
	<ul style="list-style-type: none"> Meaning, preparation of statement of changes in working capital & Fund Flow statement 							4

•	Cash Flow analysis: Cash from operating, investing & financing activities, preparation of cash flow statement	4
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	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN203								
Course Title	Human Resource Management								
Course Outcomes	On the completion of the course the student will be able to CO1. Appreciate the understanding of significance of HR analytics in HR decision making. CO2. Demonstrate the fundamental know-how of use of HR analytics in HR business processes. CO3. Reflect the understanding of forecasting, measuring and data handling for HR analytics CO4. Exhibit the understanding of basics of predictive modelling in HR analytics.								
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	Introduction to HRM								
•	Meaning, Scope. Definition and Objectives of HRM							1	
•	Functions of HRM and Models of HRM Activities of HRM Challenges of HRM Role of HR Manager							1	
•	Human Resource Planning, HR Planning process							1	
•	Job analysis, Job description and Job specification Job Rotation, Job enlargement and Job enrichment							1	
Unit 2	HR Procurement								
•	Recruitment and Selection Recruitment Process and Methods of Recruiting, Wage and Salary administration.							2	
•	Selection process – type of tests and types of interviews Designing and conducting the effective interview Reference							2	
•	background verification and medical evaluation HR interview, Job offer, Induction and Placement							2	
•	Principles and techniques of wage fixation, job evaluation, incentive schemes							2	
Unit 3	Performance and Training								
•	Appraising and Managing Performance, Appraisal process,							3	
•	methods, and potential problems in performance Evaluations The appraisal interview and feedback interview.							3	
•	Methods to improve performance Career Planning and Development Training and Development Nature of Training,							3	
•	Methods of Training Need Assessment Training Design Training Evaluation							3	
Unit 4	Issues in HRM								
•	HR outsourcing, Management of Turnover and retention,							4	
•	Workforce Rationalization and International HRM							4	

•	Quality of work life Industrial Relations Industrial Disputes and causes Remedial measures Collective Bargaining Grievance Management	4
Reference Books	<ol style="list-style-type: none"> 1. DeCenzo, David A, and Stephen P. Robbins. Fundamentals of Human Resource Management. Hoboken, NJ: Wiley, Latest Edition 2.Noel, Raymond A. Fundamentals of Human Resource Management. Boston: McGraw-Hill/Irwin, Latest Edition 3. Dessler, Gary. Human Resource Management. Upper Saddle River, NJ: Prentice Hall, Latest Edition 4. Bernardin, H J, and Joyce E. A. Russell. Human Resource Management: An Experimental Approach. New York [etc.: McGraw-Hill, Latest Edition 	



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN214							
Course Title	Retail Brand Management							
Course Outcomes	On the completion of the course the student will be able to CO1: Understand concept of brand positioning and personality CO2: comprehend brand proposition and manage brand over their life cycle CO3: develop and update their own brands CO4: understand the concept of retail selling							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Concept of Brand						1	
•	Definition & Role of Brand						1	
•	Characteristics of a brand						1	
•	Positioning of a Brand						1	
•	Personality of a Brand						1	
Unit 2	Brand creation						2	
•	Consumer's Concept of 'Self-Image'						2	
•	Brand Proposition						2	
•	Brand Name & Brand Awareness						2	
•	Managing Brand over their Life Cycle						2	
Unit 3	Brand management						3	
•	Brand updating						3	
•	Brand Extension						3	
•	Corporate Branding						3	
•	Own Brand and Copycat Brands						3	
Unit 4	Retail selling						4	

•	Making the Sale	4
•	Brand Loyalty	4
•	Retail Selling: Approaches	4
•	Techniques of retail selling	4
Text Book/s	Retail Management by S.L. Gupta	
Reference Book/s	Retail Marketing Management by David Gilbert	



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN215				
Course Title	Creative and Critical Thinking				
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand and explain the conceptual framework of creativity & creative thinking.</p> <p>CO2: Explain and use various creativity tools and understand the relevance of creative intelligence.</p> <p>CO3: Describe the nature of critical thinking.</p> <p>CO4: Understand and apply the importance of creative & critical thinking for problem solving.</p>				
Examination Mode	Theory + Practical				
Assessment Tools	Written Quiz	ABL+PBL	MSP	ESE	ESP
Weightage	10	5	20	35	30
Syllabus					CO Mapping
Unit 1	Conceptual framework of Creativity and Creative Thinking				
	• Creativity- Meaning, Concept, Characteristics and Objectives.				1
	• Introduction to the principles of Creativity- Basic Principles, Importance in tackling global challenges, Levels of Creativity				1
	• Creative Thinking- Meaning and Principles of creative thinking, Role of Creative thinking skills in problem solving, Impact of Limitations (such as rules) on creative thinking, Learning Outcomes of Creative Thinking				1
Unit 2	Tools and identification of Creativity				
	• Identification of Creativity – Creativity tests- Torrance, Baquer Mehdi, Techniques of nurturing creativity				2
	• Creativity Tools- Mind Mapping, brain storming, Random Words, Role Playing, Story Boarding, 5 W's and 1 H				2
	• Creative Intelligence- Meaning, components and types of creative intelligence				2
Unit 3	Framework of Critical Thinking				
	• Defining Critical Thinking, Critical Thinking Skills, The Essential Skills				3
	• Critical Thinking Models - Paul Elder Model & Collegiate Learning Assessment (CLA)				3
	• The 3 C's: context, credibility and consistency				3
	• Intellectual Standards, Traits and Elements of Reasoning				3
	• How not to judge prematurely?				3
	• The importance of maintaining a broad perspective, acquiring facts, listening and reflecting				
Unit 4	Creative and Critical Thinking for Problem Solving				
	• How to make judgments in a disciplined way, with rationality whilst minimizing emotion				4
	• Creative Vs Critical Thinking				4
	• Convergent and Divergent Thinking				4

•	Creative intelligence tests- WKOPAY, Reverse thinking, Anagram	4
•	Class based/ real life-based problems or situations to develop creative and critical thinking for practical application	4
Text Book/s	1. Paul, R. and Elder, L., 2019, The Nature and Functions of Critical & Creative Thinking, Rowman & Littlefield.	
Reference Book/s	1. S.K Mangal "Understanding the learner and Teaching-Learning Process" Tandon Publications 2. Martinez, P. 2021, Critical Thinking: Decision Making, Problem Solving and Self Development (Effective Strategies That Will Make You Improve Critical Thinking), Tomas Edwards Publication 3. Bowell, T., Cowan, R. and Kemp, G. (2019) Critical Thinking: A Concise Guide. 5th Edition. Routledge: Abingdon, Oxon; New York, NY 4. Paul, R. and Elder, L., 2019, The Nature and Functions of Critical & Creative Thinking, Rowman & Littlefield	



In hours			
L	T	P	Credit
0	0	20	10

Course Code	MGN216
Course Title	Auto Finance (OJT)
Examination Mode	External, by the experts of Maruti Suzuki India Ltd. (MSIL)
Assessment Tools	The assessment shall be as per the OJT Evaluation criteria by Maruti Suzuki (Attached herewith)

OJT Evaluation

Name of Trainee: _____

College ID: _____ MSPIN: _____

Name of Mentor from Dealership: _____

Name of Dealership: _____

Location of Dealership Outlet: _____

Month: _____

Parameter	Weightage	Ratings					Actual Marks [(Ratings/ 5)* Weightage*100]
Rate on following parameters	%	5 Excellent	4 V. Good	3 Good	2 Avg	1 Poor	
Retail Target vs Achievement*	50%						
Punctuality of trainee	10%						
Willingness to learn (Product & Processes)	10%						
Trainee shows basic courtesy, respect, ethics in work area	10%						
Coordination with fellow colleagues	10%						
Compliance with Dealer policies in work area	10%						
Total Score (Out of 100)							
Dealer Team Leader		Remarks :					
Name :							
Mobile :							
Signature							
University Mentor		Remarks :					
Name :							
Mobile :							
Signature							

*Retail Targets: Sem-3 (from 3rd month of OJT): 2 | Sem-4: 3 | Sem-5: 4 | Sem-6: 4

Checked by

GM Sales/ HR Manager

Motors

FSDM
RO

MGR
VSST



In hours			Credit
L	T	P	
0	0	8	4

Course Code	MGN217				
Course Title	Seminar on Auto Finance				
Examination Mode	Presentation and Viva Voce				
Assessment Tools	Proposal-Objectives & Literature	Project Plan	Data or Results	Project Presentation Report &	Future Scope
Weightage	20	15	15	40	10

PROJECT GUIDELINES:

Following guidelines need to be followed by the students for project submission:

1. Choose a topic: Select a topic that aligns with the area/subject as mentioned in semester wise scheme as per the interests and expertise, and that has the potential to make a meaningful contribution to your field of study.
2. Identify a faculty advisor and the industry: Department will assign a faculty mentor to the student who can provide guidance and support throughout the project. Student need to identify an industry problem which he/she wants to solve through this capstone project under the supervision of industry mentor.
3. Develop a proposal: Create a proposal that outlines the scope and objectives of the project, the research or methods that will be used, and the expected outcomes or deliverables.
4. Conduct research: Conduct a thorough review of relevant literature and data to inform your project and collect primary data or conduct experiments if necessary.
5. Develop a plan: Develop a detailed plan for how you will carry out the project, including a timeline, milestones, and any necessary resources or materials.
6. Carry out the project: Implement the plan and carry out the project, staying on track with the timeline and addressing any obstacles or challenges that arise.
7. Analyse and interpret results: Analyse and interpret the data or results collected during the project, drawing conclusions and making recommendations as appropriate.
8. Prepare a final report or presentation: Prepare a final report or presentation that summarizes the project, including background, methods, results, and conclusions, and that showcases any visual aids or other relevant materials.
9. Reflect on the project: Reflect on the experience and what you learned throughout the project, identifying any strengths, weaknesses, or areas for improvement.
10. Submit and present the project: Submit the project to the faculty advisor or committee for review, and present the project in front of the panel for assessment.



In hours			60
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>CO1: 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>CO2: Gain the knowledge on application of different techniques of capital budgeting under riskless and risky conditions for the investment decisions.</p> <p>CO3: Comprehend the peculiar features of different sources to fulfill short term and long- term financing needs of funds of an organization.</p> <p>CO4: 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
•	The Cost of Capital							1
•	Capital Structure and Firm Value							1
•	Capital Structure Decisions							1
Unit 2	Dividend Policy and Firm Value							2
•	Dividend Decision							2
•	Techniques of Capital Budgeting							2
•	Estimation of Projected Cash Flows							2
Unit 3	Sources of Long-Term Finance							3
•	Raising Long Term Finance							3
•	Leasing							3
•	Hire-Purchase and Project Finance							3
Unit 4	Working Capital Policy							4
•	Cash and Liquidity Management							4
•	Credit Management							4
•	Inventory Management							4
Reference Book/s	<p>1. Jain, K., Khan, Y. M., Jain, K. P. & Khan, Y. M., Basic Financial Management, New Delhi, Tata McGraw-Hill Education, Latest Edition.</p> <p>2. Van Horne J. C. and Dhamija S., Financial Management and</p>							

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



In hours			60
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>CO1: Interpret the legal provision related to Indian Contract act.</p> <p>CO2: Understand the statutory provisions of sales of goods act, contract of agency and negotiable instruments.</p> <p>CO3: will gain insights about company and its kinds along with the various stages involved in the formation of company.</p> <p>CO4: 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	Indian Contract Act, 1872							
•	Classification and Essentials of Contracts							1
•	Offer and Acceptance- Legal Rules as to Offer and Acceptance, Communication and Revocation of Offer and Acceptance							1
•	Consideration- Meaning, Legal Rules as to Consideration, Meaning of Stranger to Contract, Contracts without Consideration.							1
•	Capacity to Contract- Minors, Persons of Unsound Mind, Persons Disqualified by any Law.							1
•	Free Consent- Meaning of Free Consent, Coercion, Undue Influence, Misrepresentation, Fraud, and Mistake.							1
•	Discharge of Contract- Meaning, Discharge by Performance, Consent, Impossibility, Laps of Time, Operation of Law, Breach of Contract.							1
•	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	Special Contracts							
•	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
•	Agency- Definition of Agent and Principal, Test of Agency, Type of Agents, Creation and Termination of Agency							2
•	Negotiable Instruments Act, 1881- Meaning, Characteristics and Types of Negotiable Instruments.							2
•	Notes, Bills and Cheques- Meaning and Essential Elements of Promissory							2

	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.	
•	Parties to Negotiable Instruments, Capacity of Parties to a Negotiable Instrument, Holder and Holder in Due Course, Meaning of Negotiation, Indorsement, Kinds of Indorsement, Dishonor of Negotiable Instrument, Duties of Holder upon Dishonor of Negotiable Instrument.	2
Unit 3	Introduction to Company and Stages in its Formation	
•	Introduction to Company Meaning and Definition – Features –, High Lights of Companies Act 2013 - Body Corporate, Kinds of Companies	3
•	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
Unit 4	Company Administration and Corporate Meetings	
•	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
•	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"> 1. A Compendium of Companies Act 2013, along with Rules, by Taxmann Publications. 2. Gogna, P.P.S – Company Law, S. Chand 3. Corporate Laws-Maheswari, Maheswari- Himalaya Publishing House 	



In hours			60
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	Continuous Assessment				MSE	MSP	ESE	ESP
	WQ	SAP	ABL/PBL	Lab Perf.				
Weightage	10	10	5	-	25	-	50	-
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.							



In hours			60
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: Analyse 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	-
Syllabus								CO Mapping
Unit 1	Consumer Behaviour and Segmentation							1
	Definition, Nature, Scope, Consumer Behavior's Applications in Marketing,							1
	Market Segmentation, Targeting and Positioning							1
Unit 2	External Factors Influencing Consumer Behaviour							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	Internal Factors Influencing Consumer Behaviour							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	Consumer Decision Making and Consumer Research							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
Reference Books	<ol style="list-style-type: none"> 1. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai 2. Kumar, Dinesh., 'Consumer Behaviour', Oxford University Press 3. Loudon, D. and Bitta, D., 'Consumer Behaviour', Tata McGraw Hill 4. Assael, H., 'Consumer Behaviour in Action', Cengage Learning 5. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi 	



In hours			60
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>CO1: Explain the concepts of Macroeconomics and its interrelations with Microeconomics.</p> <p>CO2: Associate the current economic phenomenon with existing theory and put their views on contemporary economic issues.</p> <p>CO3: Analyze 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>CO4: 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	Continuous Assessment				MSE	MSP	ESE	ESP
Weightage	WQ	SAP	ABL/PBL	Lab Perf.				
	10	10	5	-	25	-	50	-
Syllabus								CO Mapping
Unit 1	Introduction to Macroeconomics, Micro economics and Macroeconomics							1
•	Importance and scope of Macroeconomics							1
•	National Income: Concepts							1
•	Methods of measuring National Income							1
•	Problems in measuring National Income							1
•	Circular Flow of Income; Two sector, three sector and four model							1
Unit 2	Classical Theory of Income Output and Employment Determination							2
•	Say's Law of market							2
•	Keynes Theory of Income Output and Employment							2
•	Classical theory versus Keynes theory of income and employment							2
•	Consumption Function; Concepts of consumption function							2
•	Psychological law of Consumption							2
•	Investment function, Types of investment and its determinants							2
•	Multiplier; Concept of multiplier							2
•	Working of the multiplier							2
•	Types of Multipliers, Importance and Leakages of Multiplier							2
Unit 3	General Equilibrium of economy							3
•	IS Curve and its derivation							3
•	LM Curve and its derivation							3
•	IS-LM curve analysis							3

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



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN312							
Course Title	Retail marketing research							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: understand the concept of rural marketing research.</p> <p>CO2: develop research proposals for carrying out marketing research.</p> <p>CO3: identify sources of data collection.</p> <p>CO4: develop a complete research report.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Rural marketing research: overview						1	
•	Definition, characteristics						1	
•	Objectives of rural marketing research						1	
•	Importance of rural marketing research						1	
•	Scope of marketing research						1	
Unit 2	Research methodology						2	
•	Defining the research problem						2	
•	Research process						2	
•	Research design						2	
•	Sampling for research						2	
Unit 3	Data collection						3	
•	Data collection methods and techniques						3	
•	Types and sources of data						3	
•	Methods of data collection						3	
•	Questionnaire design						3	
Unit 4	Retail marketing research report						4	
•	Attitude scale						4	
•	Data analysis						4	
•	Preparation of research report						4	
•	Presentation of research report						4	
Text Book/s	1. Business Research, Naval Vajpae, Pearson publication 2. Research Methodology: SP Gupta, New age international publisher							
Reference Book/s	1. Marketing Research: Green and Tull, Prantice hall 2. Marketing Research: Beri, G. C							



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN313							
Course Title	Rural retailing							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: Understand the concept, nature and scope of rural retail as well as factors for the growth of rural market.</p> <p>CO2: Comprehend agricultural rural market products, marketing channels and rural retail functions.</p> <p>CO3: Analyze risks involved in rural retail and understand contract retailing.</p> <p>CO4: Understand different issues in rural retail in India.</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Concept of rural retailing						1	
•	Nature and scope of rural retailing						1	
•	Significance						1	
•	Factors contributing to growth of rural market						1	
•	Rural retailing and urban retailing						1	
Unit 2	Agricultural rural market						2	
•	Nature and types of agriculture products						2	
•	Marketing channels						2	
•	Methods of sales						2	
•	Rural retailing functions						2	
Unit 3	Rural retailer risk						3	
•	Marketable surplus						3	
•	Risks involved in rural marketing						3	
•	Measure to minimize risk						3	
•	Contract retailing						3	
Unit 4	Issues in rural retail						4	
•	Rural consumer behavior						4	
•	FMCG in rural India						4	
•	Marketing channels in rural India						4	
•	Marketing of customer durables						4	
Text Book/s	1.Badi R.V. Badi N.V. Rural Marketing Himalaya Publishing House							

	2.Acharya S.S. Agarwal N.L. Agriculture Marketing in India Oxford & IBH Publishing Company Pvt. Ltd. 3.Dantwala M. L Indian Agriculture Since Independence Oxford & IBH Publishing Co.Pvt.Ltd.	
Reference Book/s	1.Habeeb U.R., Rahman K.S. Rural Marketing in India HPH- Mumbai 2.Rural Marketing Gopalaswamy Vikas Publishing House	



In hours			60
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>CO1: 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>CO2: To understand how to communicate financial information to parties outside the business organization like equity investors, creditors, employees, suppliers and clients.</p> <p>CO3: 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>CO4: 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	Issue of Shares							
•	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
•	Pro-rata Allotment of Shares							1
•	Legal Provisions Related to Forfeiture and its Accounting Treatment Reissue of Shares							1
•	Provisions Related to Reissue of Shares, Accounting Entries. Redemption of Preference Shares: Concept and Types of Preference Shares							1
•	Book Building, ESOS and Sweat Equity							1
Unit 2	Issue & Redemption of Debentures							
•	Meaning and Types of Debentures, Accounting Entries at the. Time of Issue of Debentures,							2
•	Conditions of Issue with Redemption Point of View, Issue of Debentures as Collateral Security, Treatment of Discount.							2
•	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	Final Accounts of Companies							
•	Form and Contents of Profit and Loss Accounts, Form and Content of							3

	Balance Sheet as per Sixth Schedule	
•	Divisible Profits: Provisions and Accounting Treatment	3
•	Adjustments in Profit and Loss Account.	3
•	Managerial Remuneration: Provisions Related to Managerial Remuneration	3
Unit 4	Valuation of Goodwill and Shares	
•	Introduction and Need for Valuation	4
•	Methods of Calculation Valuation of goodwill	4
•	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. & Radha swamy, M., Advanced Accountancy, New Delhi, Sultan Chand and Sons, Latest Edition.	
Text Books	2. Mukherjee, A. & Hanif, M., Corporate Accounting, New Delhi, Tata McGraw Hill, Latest Edition.	



In hours			Credit
L	T	P	
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 & choice.</p> <p>CO4: Equip with the concept of strategy implementation and understanding about the strategic & 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
•	Definition, nature, scope, and importance of strategy; and strategic management (Business policy)							1
•	Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists							1
•	Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.							1
•	Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS) PEST.							1
Unit 2	Appraisal system							2
•	Internal Appraisal – The internal environment, organizational capabilities in various functional areas and Strategic Advantage Profile.							2
•	Methods and techniques used for organizational appraisal (Value chain analysis, Financial and non-financial analysis, historical analysis,							2
•	Industry standards and benchmarking, Balanced scorecard and key factor rating).							2
•	Identification of Critical Success Factors (CSF).							2
Unit 3	<i>Organizational strategies</i>							3
•	Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy.							3

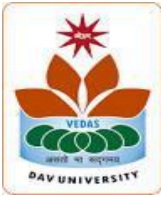
•	Business level strategies—Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies.	3
•	Location and timing tactics. Concept, Importance, Industry level analysis; Porters' five forces model. Qualitative factors in strategic choice	3
•	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
•	Strategy implementation: Resource allocation, Projects and Procedural issues. Organization structure and systems in strategy implementation 4. 7	4
•	Leadership and corporate culture, Values, Ethics and Social responsibility.	4
•	Operational and derived functional plans to implement strategy. Integration of functional plans	4
•	Strategic control and operational Control. Organizational systems and Techniques of strategic evaluation.	4
Reference Book/s	<p>Kazmi, A., Business Policy & Strategic Management, New Delhi, Tata McGraw Hill, Latest Edition.</p> <p>2. Glueck, W.F. & 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. Jayaratne, M., Strategic Management, Mumbai, Himalaya Publishing House, Latest Edition.</p> <p>5. Sharplin, A., Strategic Management, New York, Tata McGraw Hill, Latest Edition.</p> <p>6. Francis, C., Strategic Management, Mumbai, Himalaya Publishing House, Latest Edition.</p> <p>7. White, C., Strategic Management, New York, Palgrave Macmillan, Latest Edition.</p> <p>8. Hitt, M. A. & Hoskisson, R.E., Strategic Management – Competitiveness and Globalization, Mason, South Western Cengage, Latest Edition.</p> <p>9. David H.J., Thomas L. W. & 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>	



In hours			Credit
L	T	P	
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		
Syllabus			CO Mapping
Unit 1	Foundations of MS-Excel		
•	Introduction to MS-excel		1
•	Data Entry, editing, and number formatting, Data formatting in excel, Working with cells and ranges		1
•	Managing worksheets in MS-excel,		1
•	Overview of Excel tables, Auto fill, custom list, and flash fill		1
Unit 2	Formulas and their applications in MS-Excel		
•	Basic formulas under MS-Excel		2
•	Mathematical and statistical formulas under MS-Excel		2
•	Logical formulas under MS-Excel		2
•	Working on different data sets with MS Excel formulas		2
Unit 3	Data modeling and visualization applications under MS-Excel		
•	Data Validation, sorting, and filtering under MS-Excel		3
•	Excel conditional formatting with data sets		3
•	Excel charting in MS Excel, Creating advanced and dynamic charts under MS Excel,		3
•	Pivot tables under MS-Excel		3
Unit 4	Advance concepts under MS-Excel		

•	Protecting worksheets, and workbooks under MS-Excel	4
•	Excel Macros	4
•	Excel VBA and applications	4
•	Power query, and Creating dashboards under MS-Excel	4
Text Books	1. Microsoft Excel 365 Bible; Michael Alexander (2022 edition) 2. Microsoft Excel 2019: Data Analysis & Business Model; L. Winston Wayne (Latest edition)	



In hours			Credit
L	T	P	
0	0	0	2

Course code: MGT302

Course Title: Seminar on Summer Internship

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

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



In hours			Credit
L	T	P	
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 service scape, 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							3

	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.	
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"> 1. Zeithaml A Valarie and Bitner Mary, Services Marketing, Tata McGraw Hill, New Delhi. 2. Adrian Paye: The Essence of Services Marketing, Prentice Hall India. 3. Sanjay P. Palankar: Services Marketing, Himalaya Publishing House. 4. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing: People, Technology, Strategy, Pearson Education. 5. K. Rama Mohana Rao: Services Marketing, Pearson Education. 6. J.N. Jain and P.P. Singh: Modern Marketing of Services-Principles and Techniques, Regal Publications. 7. Deepak Bhandari and Amit Sharma: Marketing of Services, Vrinda Publications. 8. Bidhi Chand: Marketing of Services, Rawat Publications. 	



In hours			Credit
L	T	P	
4	0	0	4

Course Code	ECN101							
Course Title	Micro Economics							
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	Introducing Microeconomics							1
•	Basic economic problems.							1
•	Demand and Supply;							1
•	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
•	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
•	Market equilibrium							1
•	Elasticity of demand its types, degrees and methods of measurement and determinants of elasticity of demand.							1
Unit 2	Utility Analysis							
•	Cardinal Approach; Utility analysis; Law of diminishing marginal utility, Law of equi-marginal utility,							2
•	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	Production and Cost							
•	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							3

	Substitution, Principle of marginal rate of technical substitution.	
•	Isoquants, properties of isoquants, Iso-cost lines, shifts in Iso-cost lines, Law of variable proportion, Expansion path, Producer's Equilibrium.	3
•	Return to scale	3
•	Cost analysis, cost function and Types of costs	3
•	Traditional theory; Different shapes of cost curves in short run	3
•	Economies of scale; Internal and external economies and diseconomies.	3
Unit 4	Market Forms	
•	Markets: Perfect Competition	4
•	Markets: Monopoly	4
•	Markets: Monopolistic Competition.	4
•	Oligopoly (Brief Introduction)	4
Reference Book/s	<ol style="list-style-type: none"> 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. Malayasia. Oxford University Press. Latest edition. 	



In hours			
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							
	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	Introduction to Product Management							1
•	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
Unit 2	Product Planning and Strategies							2
•	Product Development Process							2
•	Product Life Cycle							2
•	Product Market Strategies for Leaders, Challengers and Followers.							2
Unit 3	Brand Management and Brand Equity							3
•	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	Branding Strategies							4
•	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							

Reference Books	<ol style="list-style-type: none">1. Keller, Kevin Lane, Strategic Brand Management, Pearson Education2. Kotler, Keller, Marketing Management, Pearson Education3. Lehmann and Winer, Product Management, McGraw-Hill Education4. S. A. Chunawalla, Product Management, Himalaya Publishing House	
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In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN316							
Course Title	Digital and social media in E-Commerce							
Course Outcomes	On the completion of the course the student will be able to CO1: understand the concept of e- commerce. CO2: develop marketing strategies. CO3: understand digital marketing. CO4: develop pages in social media marketing.							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Introduction to E- commerce						1	
•	Meaning and concept – E- commerce v/s Traditional Commerce– E- Business						1	
•	EDI – Importance, features & benefits of E- Commerce						1	
•	Impacts, Challenges & Limitations of E- Commerce						1	
•	Supply chain management & E – Commerce						1	
Unit 2	Marketing strategies & E – Commerce						2	
•	Website – components of website — Corporate Website						2	
•	Concept & Designing website for E- Commerce						2	
•	Emergence of the internet as a competitive advertising media						2	
•	Mobile Commerce						2	
Unit 3	Digital marketing						3	
•	Digital Marketing Assets						3	
•	Digital Marketing Tools and Tactics						3	
•	Earned and Integrated social media						3	
•	Introduction to Mobile - Reputation and Reviews						3	
Unit 4	Social media in ecommerce						4	
•	Networks Effects and Virality						4	
•	Social Advertising and Social Targeting						4	

•	Media and Communication Platforms and Persuasion	4
•	Media Platforms and sentiments	4
Text Book/s	1. Ahuja Vandana, Digital Marketing, Oxford University Press, Latest Edition Schneider Gary, E-Marketing, Cengage Learning, Latest Edition	
Reference Book/s	1. Kulkarni Parag, Jahirabadkar and Chander Pradip, E-Business, Oxford University Press, Latest Edition	



In hours			Credit
L	T	P	
3	0	0	3

Course Code	MGN317							
Course Title	Business Ethics and Corporate Governance							
Course Outcomes	<p>On the completion of the course the student will be able to</p> <p>CO1: To Understand Basic concepts of Business Ethics, Values, Norms and Beliefs.</p> <p>CO2: To Analyze the Role of values for managers and ethical issues in working conditions.</p> <p>CO3: Understand Ethical Codes, Corporate Social Responsibility and analyze the Ethical issues in Corporate Governance.</p> <p>CO4: To Understand the Corporate Ethics, Corporate Culture and Ethical issues in employer – employee relation"</p>							
Examination Mode	Theory							
Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP
	Quiz	Assignment	ABL/PBL	Lab Performance				
Weightage	10	10	5	-	25	-	50	-
Syllabus							CO Mapping	
Unit 1	Business Ethics						1	
•	An Overview – Principles of Personal and Professional Ethics						1	
•	Significance and Importance of Business Ethics						1	
•	Concepts and Theories of Business Ethics						1	
•	Management and Ethics and theories						1	
Unit 2	Ethical Decision Making in Business						2	
•	Ethical Models Holder Conflicts and Competition,						2	
•	Personal & Corporate values, Framework of Ethical Decision Making,						2	
•	Creating an Ethical Organization–Role of Accounting, Independent directors						2	
•	Codes of Conduct, Ethics Committees,						2	
Unit 3	Corporate Ethics: Good Governance						3	
•	Definition, Significance						3	
•	Model of Good Corporate Governance						3	
•	Corporate Ethics: Investors Rights, Privileges, Problems and Protection						3	
•	Theoretical Basis						3	

Unit 4	Role of various agencies in ensuring ethics in corporations	4
•	Public Opinion, Role of Auditors	4
•	Media and Business Ethics, Ethics in Advertising	4
•	Role of Government Agencies	4
•	Role of SEBI, Whistle Blowing	4
Text Book/s	1. Fernando, A.C., Business Ethics—An Indian Perspective, New Delhi, Pearson Education, Latest Edition. 2.Stanwick, P.A. & Stanwick S. D., Understanding Business Ethics, New Delhi Pearson Education, Latest Edition.	
Reference Book/s	1.Weiss W.J., Business Ethics Concepts and Cases, New Delhi, Cengage Learning, Latest Edition.	



In hours			
L	T	P	Credit
0	0	20	10

Course Code	MGN318
Course Title	Social media/Digital Marketing (OJT)
Examination Mode	External, by the experts of Maruti Suzuki India Ltd. (MSIL)
Assessment Tools	The assessment shall be as per the OJT Evaluation criteria by Maruti Suzuki (Attached herewith)

OJT Evaluation

Name of Trainee :

College ID : _____ MSPIN : _____

Name of Mentor from Dealership : _____

Name of Dealership : _____

Location of Dealership Outlet : _____

Month : _____

Parameter	Weightage	Ratings					Actual Marks [(Ratings/ 5)* Weightage*100]
Rate on following parameters	%	5 Excellent	4 V. Good	3 Good	2 Avg	1 Poor	
Retail Target vs Achievement*	50%						
Punctuality of trainee	10%						
Willingness to learn (Product & Processes)	10%						
Trainee shows basic courtesy, respect, ethics in work area	10%						
Coordination with fellow colleagues	10%						
Compliance with Dealer policies in work area	10%						
Total Score (Out of 100)							
Dealer Team Leader		Remarks :					
Name :							
Mobile :							
Signature							
University Mentor		Remarks :					
Name :							
Mobile :							
Signature							

*Retail Targets: Sem-3 (from 3rd month of OJT): 2 | Sem-4: 3 | Sem-5: 4 | Sem-6: 4

Checked by

GM Sales/ HR Manager
_____ Motors

FSDM
RO

MGR
VSST



In hours			
L	T	P	Credit
0	0	8	4

Course Code	MGN319				
Course Title	Seminar on social media/ Digital Marketing				
Examination Mode	Presentation and Viva Voce				
Assessment Tools	Proposal- Objectives & Literature	Project Plan	Data or Results	Project Report & Presentation	Future Scope
Weightage	20	15	15	40	10

PROJECT GUIDELINES:

Following guidelines need to be followed by the students for project submission:

1. Choose a topic: Select a topic that aligns with the area/subject as mentioned in semester wise scheme as per the interests and expertise, and that has the potential to make a meaningful contribution to your field of study.
2. Identify a faculty advisor and the industry: Department will assign a faculty mentor to the student who can provide guidance and support throughout the project. Student need to identify an industry problem which he/she wants to solve through this capstone project under the supervision of industry mentor.
3. Develop a proposal: Create a proposal that outlines the scope and objectives of the project, the research or methods that will be used, and the expected outcomes or deliverables.
4. Conduct research: Conduct a thorough review of relevant literature and data to inform your project and collect primary data or conduct experiments if necessary.
5. Develop a plan: Develop a detailed plan for how you will carry out the project, including a timeline, milestones, and any necessary resources or materials.
6. Carry out the project: Implement the plan and carry out the project, staying on track with the timeline and addressing any obstacles or challenges that arise.
7. Analyse and interpret results: Analyse and interpret the data or results collected during the project, drawing conclusions and making recommendations as appropriate.
8. Prepare a final report or presentation: Prepare a final report or presentation that summarizes the project, including background, methods, results, and conclusions, and that showcases any visual aids or other relevant materials.
9. Reflect on the project: Reflect on the experience and what you learned throughout the project, identifying any strengths, weaknesses, or areas for improvement.
10. Submit and present the project: Submit the project to the faculty advisor or committee for review, and present the project



In hours			Credit
L	T	P	
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>CO1- Articulate the concept of business environment and explore the political, economic, social, technological and legal factors affecting business environment.</p> <p>CO2- Interpret the fiscal policy and Central Bank's policy prevailing in India.</p> <p>CO3- Describe the concept of trade flow, capital flow and international linkages with respect to external environment.</p> <p>CO4- Outline the corporate governance policies, exchange rate regimes along with description of Indian Financial system.</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								
•	Business Environment: Meaning, Nature, Importance and scope of Environment.							1
•	Types of environments- Internal and External							1
•	Need and techniques of scanning the business environment							1
•	Political Environment and Economic Environment							1
•	Demographic and Social environment							1
•	Industrial Policy, IDRA and Industrial Licensing							1
Unit 2								
•	Monetary and Fiscal Policies							2
•	Industrial Financial Institutions							2
•	Planning in India							2
•	Industrial Development Strategy							2
•	Public, Private and Joint Sectors in India							2
•	Privatization and Disinvestment							2
•	Price and Distribution control							2
Unit 3								
•	Ecological Environment Protection: Green Management, Global Warming, The Environment Protection Act 1986							3
•	Competition policy and law							3
•	Company regulatory regulations in India, FERA, FEMA							3
•	Latest EXIM policy							3
•	Consumer rights and Consumer Protection Act 1986							3

•	Right to Information act 2005	3
Unit 4		
•	Globalization & its impact, Multinational corporations	4
•	International Investments	
•	WTO: Agreements and Current Issues	4
•	Trading Blocs	4
•	Patents and Trade Marks	4
•	Development and regulation of foreign trade	4
Reference Book/s	1. Paul., Business Environment, New Delhi, Tata McGraw Hill Publication, Latest Edition. 2. Puri, M., Economic Environment of Business, New Delhi, Himalaya Publishing House, Latest Edition.	
Text Books	Francis C., Business Environment Text & Cases, Mumbai, Himalaya Publishing, Latest Edition.	



In hours			Credit
L	T	P	
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>CO1: To understand the concept of knowledge management and develop skills for building a sustaining knowledge culture.</p> <p>CO2: Students will be able to be able to develop human resource management practices and align with technology.</p> <p>CO3: To make the students conversant with knowledge framework and develop effective knowledge service.</p> <p>CO4: 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	Knowledge Influences							
•	The Knowledge Context							1
•	An Introduction to Strategic Knowledge Management							1
•	The Knowledge Leader							1
•	Developing and Sustaining a Knowledge Culture							1
Unit 2	Knowledge Foundations							
•	Supporting Knowledge Management through Human Resource Management Practices							2
Unit 3	Knowledge Application							
•	Developing a Core Knowledge Framework							3
•	Developing and Managing Knowledge Repositories							3
•	Developing an Effective Knowledge Service							3
•	Learning and Development in a Knowledge Setting							3
Unit 4	Knowledge Enhancement							
•	Evaluating the Effectiveness of the Knowledge Strategy							4
•	Sustainable Knowledge Management							4
•	Overall, View of Strategic Knowledge Development							4
Text Books	1. Debowski, S., Knowledge Management, New Delhi, Wiley, Latest Edition.							



In hours			Credit
L	T	P	
4	0	0	4

Course Code	MGN305								
Course Title	Production and Operations Management								
Course Outcomes	On completion of this course, students will be able to: CO1: Make students acquaint with Operation management development and strategies. CO2: Apply technique of LPP Graphic, Simplex & Assignment in optimizing production processes. CO3: Understand Supply chain Management and make students acquaint with modern production techniques like TQM, JIT, SIX Sigma. CO4: Acquire required skills to solve various problems of Transportation Problems and Network PERT-CPM.								
Examination Mode	Theory								
*Assessment Tools	Continuous Assessment				MSE	MSP	ESE	ESP	
Weightage	WQ	SAP	ABL/PBL	Lab Perf.					
	10	10	5	-					
Syllabus									CO Mapping
Unit 1	Operations management: Concept, Historical Milestones in POM, Operations strategy, transformation process model: inputs, responsibilities of operations manager. Facility: capacity, Location and Layouts. Product Design and development: Levels of product, product & service feature, product design and its characteristics, product development process (technical), product development techniques. Productivity: Method study; Work measurement, Employee Productivity. Operations Quality management: Quality Characteristics of Goods and Services, Total Quality management, Quality Control.								1
Unit 2	Linear Programming: 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. Graphic method of solving LPP: Unbounded problem, Infeasible problem, Multiple optimal solutions. Simplex Method: 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) Assignment Problems: Hungarian method [Minimization case]/HAM, Steps to follow, Maximization case in Assignment Problems, Travelling salesman Problems, Un-balanced Assignment Problem								2
Unit 3	Supply Chain Management: 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. JIT and Lean Production System: Elements of JIT, Benefits of JIT, JIT in services. Inventory Management: Concepts, Classification, Objectives, Factors Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis.	3
Unit 4	Transportation Problems: 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. Network Analysis- PERT and CPM: 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
Text Books	<ol style="list-style-type: none"> 1. Kalavathy, S. Operations Research. New Delhi: Vikas Publishing House. 2. Gaither & Frazier, Operations Management, Cengage learning 	
Reference Book/s	<ol style="list-style-type: none"> 1. Buffa & Sarin, Modern Production/Operations Management, 8th John Wiley 2. Chary, Production and Operations Management, Tata McGraw-Hill 3. Mahadevan B, Operations Management: Theory and Practice, 2nd Edition, Pearson Education 4. Adam and Eben, Production & Operations, 5th ed Prentice Hall 5. Krajewski & Ritzman, Operations Management, 5th Pearson Education 	



In hours			Credit
L	T	P	
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: Analyse and apply the rural product and pricing strategies. CO3: Analyse 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	-
	Syllabus							CO Mapping
Unit 1	Introduction to Rural Marketing							1
	Rural Environment – Economic Environment, Rural Marketing Mix Challenges, Evolution of Rural markets							
	Rural Consumer Behaviour – Buyer Decision Process, Product Adoption Process, Diffusion of Innovation							
	Rural Marketing Research							
Unit 2	Introduction to Rural Marketing Strategy							2
	Segmenting and Targeting Rural Markets							
	Product Strategy							
	Pricing Strategy							
Unit 3	Rural Marketing Strategy							3
	Distribution strategy							
	Communication Strategy							
	Rural Services Marketing							
	Marketing in Small Towns							
Unit 4	Emerging Issue in Rural Marketing							4
•	Role of Government in Rural India							
•	New Business Models							
•	Rural Markets: Global Insights							
•	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.							