



**Shoolini
University**

**Online
Degrees**
UGC Entitled

Bachelor of Business Administration

(Syllabus File)

**Shoolini University Centre for
Distance and Online Education
(SCDOE)**

April (2025 – 2028)

Program Structure/Syllabus

Credit Scheme of BBA

SEMESTER- I

Sr no.	Course Name	Credit	Code
1	Functional English-1	4	SOC101
2	Principles of Management	4	SOBB101
3	Entrepreneurship	4	SOC202
4	Creativity Decoded	4	SOC103
5	Open Elective (To be chosen from the elective list given below)	4	
	Total credit hours	20	

Open Elective

Sr No.	Course Name	Credits	Code
1	Digital and Technological Solutions	4	SOC102
2	Linguistics	4	SOME401

SEMESTER- II

Sr No.	Course Name	Credits	Code
1	Functional English -2	4	SOC201
2	Human Resource Management	4	SOBB201
3	Marketing Management	4	SOBB102
4	Consumer Behavior	4	SOBB202
5	Open Elective (To be chosen from the elective list given below)	4	
	Total credit hours	20	

Open Elective

Sr No.	Course Name	Credits	Code
1	Saying it with presentations	4	SOC203
2	Journalism in India – Historical Perspective	4	SOBJ202

SEMESTER- III

Sr. No.	Course Name	Credits	Code
1	Acing the interviews through AI	4	SOC302
2	Financial Accounting	4	SOBC101
3	Marketing Research	4	SOBB301
4	Principles of Economics	4	SOBB302
5	Open Elective (To be chosen from the elective list given below)	4	
	Total credit hours	20	

Open Elective:

Sr No	Course Name	Credits	Code
1	Critical Thinking and Problem Solving	4	SOC301
2	New Media	4	SOBJ302

SEMESTER- IV

Sr. No.	Course Name	Credits	Code
1	Business Statistics	4	SOBB402
2	Business Law	4	SOBB403
3	Financial Management	4	SOBB401
4	Organizational Behavior	4	SOBB404
5	Open Elective (To be chosen from the elective list given below)	4	
	Total credit hours	20	

Open Elective

Sr No	Course Name	Credits	Code
1	Advertising and Public Relations (Elective)	4	SOBJ401
2	Effective Negotiations and Conflict Management	4	SOC401

SEMESTER- V

Sr. No.	Course Name	Credits	Code
1	Taxation	4	SOBB501
2	Sales Management	4	SOBB502
3	Cost accounting	4	SOBB503
4	Subject Elective	4	
5	Open Elective (To be chosen from the elective list given below)	4	
	Total credit hours	20	

Open Elective

Sr No	Course Name	Credits	Code
1	Basics of Micro Finance	4	SOBB504
2	Banking Types and Services	4	SOBB505

SEMESTER- VI

Sr. No.	Course Name	Credits	Code
1	Insurance Products and Purpose	4	SOBB601
2	Subject Elective I	4	
3	Subject Elective II	4	
4	Subject Elective III	4	
5	Open Elective (To be chosen from the elective list given below)	4	
	Total credit hours	20	

Open Elective

Sr No	Course Name	Credits	Code
1	Research Methodology	4	SOBB602

List of Subject Areas:

Financial Management:

Semester V:

Sr no.	Course Name	Code	Credits
1	Corporate Accounting	SOBB(F)101	4

Semester VI:

Sr no.	Course Name	Code	Credits
1	International Business	SOBC(A)101	4
2	Indirect Taxes	SOBB(F)103	4
3	Introduction to Financial Markets	SOBB(F)104	4

Human Resource Management:

Semester V:

Sr no.	Course Name	Code	Credits
1	Industrial Relations and Labor law	SOBB(HR)101	4

Semester VI:

Sr no.	Course Name	Code	Credits
1	Effective Negotiation and Conflict Management	SOC401	4
2	Training and development	SOBB(HR)103	4
3	International Business	SOBC(A)101	4

Digital Marketing:

Semester V:

Sr no.	Course Name	Code	Credits
1	Digital Marketing for practitioners	SOBB(DM)101	4

Semester VI:

Sr no.	Course Name	Code	Credits
1	Customer Relationship Management (CRM)	SOBB(DM)102	4
2	International Business	SOBC(A)101	4
3	Social Media Marketing	SOBB(DM)104	4

Computer Sciences:

Semester V:

Sr no.	Course Name	Code	Credits
1	Data Base Management System	SOBB(CS)101	4

Semester VI:

Sr no.	Course Name	Code	Credits
1	AI for Business	SOBB(CS)102	4
2	Software Project Management	SOBB(CS)103	4
3	Data Communication & Computer Networks	SOBB(CS)104	4

Marketing Management:

Semester V:

Sr no.	Course Name	Code	Credits
1	Service Marketing	SOBB(M)101	4

Semester VI:

Sr no.	Course Name	Code	Credits
1	International Business	SOBC(A)101	4
2	Supply Chain Management	SOBB(M)103	4
3	Customer Relationship Management	SOBB(DM)102	4

Direct Selling:

Semester V:

Sr no.	Course Name	Code	Credits
1	Critical Success Factors	SOBB(DS)104	4

Semester VI:

Sr no.	Course Name	Code	Credits
1	Tools and Techniques for a Successful Direct Seller	SOBB(DS)105	4
2	Direct Selling: Digital & Brand Strategy	SOBB(DS)106	4
3	Mastering Direct Sales: Case Based Learning	SOBB(DS)107	4

SEMESTER-I



Course Name : Functional English I

Credits: 4

Course Objectives:

- ☐ To enhance the skills needed to work in a formal English-speaking global environment.
- ☐ To equip the learners with required linguistic skills, guiding them to excel in the academic field.
- ☐ To emphasize the need for fluency in the English language and refining language proficiency.
- ☐ To enable students to communicate better through writing and oral expression.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
CO2	To enable students to improve their ability to communicate and their linguistic competence in English.
CO3	Acquire and hone communication skills.
CO4	Lifelong: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life.

Course Content:

Unit- I

- ☐ Listening and Reading
- ☐ Unseen Passage
- ☐ Comprehension

Unit- II

- ☐ Functional English
- ☐ Specific fixed expressions
- ☐ Practice

Unit- III

- ☐ Effective Writing
- ☐ How to write a paragraph and an essay
- ☐ Practice

Unit- IV

- ☐ Phrasal Verbs
- ☐ Idioms
- ☐ Collocations
- ☐ Grammatical rules
- ☐ Exercises that have to do with grammar

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- ☐ Collins Cobuild, *Dictionary of Phrasal Verbs*, Indus
- ☐ Oxford Collocation Dictionary, Oxford University Press
- ☐ Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.
- ☐ Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India
- ☐ Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press
- ☐ Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.
- ☐ Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer
- ☐ Collins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrrat Publishing
- ☐ O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Course Name: Principles of Management

Credits: 4

Course Objectives:

- ☐ The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- ☐ To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain fundamental management theories and their application to real-world business scenarios.
CO2	Demonstrate effective decision-making and problem-solving skills in organizational contexts.
CO3	Analyze the impact of ethical considerations and corporate social responsibility in management practices.
CO4	Develop skills to effectively plan, organize, lead, and control within team-based environments
CO5	Evaluate organizational behavior and its influence on overall business performance and strategy.

Course Content:

Unit- I: Understanding Business and Its Forms

- ☐ A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co-operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

- ☐ Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- ☐ Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.

- ❑ Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- ❑ Finance: Money and banking, financial management and securities markets, risk management and insurance
- ❑ Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- ❑ Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

- ❑ Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- ❑ Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit- IV: Development of Management Thought

- ❑ Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker’s MBO, Porter’s 5- Force Model, Prahalad’s Core Competency, Peter Senge’s Learning Organization and Tom Peters’ Excellence approach

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books And Materials: Text Book:

- Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.

Further Readings:

- Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.
- Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.
- Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.

Course Name: Entrepreneurship

Credits: 4

Course Objectives:

The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them. This course also provides practical proven tools for transforming an idea into a product or service that creates value for others. As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit. Above all, it would help them understand the magic of thinking BIG.

In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:

- Identifying and developing entrepreneurial opportunities.
- Building business models.
- Creating strategies for leading innovation; and
- Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Explain fundamental concepts of entrepreneurship and the role of entrepreneurs in economic development.
CO2	Analyze various entrepreneurial opportunities and identify key market needs to develop viable business ideas
CO3	Apply knowledge of business planning to design effective business models and growth strategies.
CO4	Assess the importance of innovation and creativity in entrepreneurship and demonstrate how to integrate them into business operations.
CO5	Evaluate the risks, challenges, and ethical responsibilities involved in establishing and managing a new venture.

Course Content:

Unit I: Introduction to Entrepreneurship

- ☐ Understanding an Entrepreneur's mindset
- ☐ Exploring the Four Pillars of Entrepreneurship
- ☐ Viability Quartet and its significance
- ☐ Innovation and Entrepreneurship
- ☐ Indovation or Jugad

Unit II: Financial Literacy and Business Strategy

- ☐ Grasping the Cash-flow Quadrant by Robert T. Kiyosaki
- ☐ Disintermediation and its necessity
- ☐ Conducting Feasibility Studies & Crafting Business Plans
- ☐ Unraveling the Laws of Success and identifying **viable business ventures**

Unit III: Strategic Business Models and Distribution Channels

- ☐ Analyzing Traditional Distribution Systems
- ☐ Understanding the Role of Middlemen
- ☐ Embracing Disintermediation & its Significance
- ☐ Formulating Franchising Business Strategies
- ☐ Exploring the Pros and Cons of Franchising
- ☐ Setting up a Franchise and insights into Network Marketing

Unit IV: Innovation, Creativity, and Business Setup

- ☐ Cracking the Creativity Code and its importance
- ☐ Balancing Discovery vs. Delivery
- ☐ Choosing Suitable Business Ownership
- ☐ Establishing Small-Scale Ventures
- ☐ Exploring the Magic of Thinking Big
- ☐ Understanding Unicorns and their key features

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	30%
End Term Exam	70%

Further Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
- The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC, USA.
- Complete E-Commerce book: Design, build & maintain a successful web based business- Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, GeoffreyRandall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, USA

Course Name: Creativity Decoded

Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students with specific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Apply creativity and innovation frameworks, such as brainstorming and design thinking, to solve complex business problems.
CO2	Develop critical thinking skills to generate and evaluate creative ideas for addressing real-world business challenges.
CO3	Demonstrate the ability to overcome creative blocks and adapt innovative solutions in diverse business contexts.
CO4	Collaborate effectively in team-based projects to enhance creative problem-solving and drive innovation in professional environments.
CO5	Evaluate the impact of creativity and innovation on organizational success, fostering a culture of continuous improvement and growth.

Course Content:

Unit- I: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit- II: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit- III: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit- IV: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- ☐ Synchronous Lectures
- ☐ Asynchronous Videos / Lectures on LMS
- ☐ Assignment
- ☐ Quizzes
- ☐ Project Work

Grading:

Internal Assessment	30%
End Term Exam	70%

Books and Materials:

Text Books:

- Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House (October 2017)

Further Readings:

- Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”, Harper Collins, (1990)
 - Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)

Open Elective

Course Name: Digital and
Technology solutions

Credits: 4

Course Objectives:

- ☐ The course is designed to aim at imparting a basic level appreciation program for the common man.
- ☐ After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc.
- ☐ This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- ☐ This would also aid the PC penetration program.
- ☐ This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- ☐ The aim of this course is to help you understand what programming is, and what is a programming language.
- ☐ The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- ☐ The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

- ☐ After completing this course, you will be able to:

Sr. No	Course Outcome
CO1	Demonstrate an understanding of digital transformation concepts and their impact on modern business practices, enabling effective adaptation to technological changes.
CO2	Apply data analytics techniques to interpret business data, facilitating informed decision-making and strategic planning.
CO3	Evaluate various digital tools and technologies, such as cloud computing and artificial intelligence, and their applicability in enhancing business operations.

CO4	Develop and propose innovative technology solutions to address specific business challenges, showcasing creativity and critical thinking skills.
CO5	Assess the ethical implications and security considerations associated with the adoption of digital technologies in business environments, ensuring responsible technology use.

Course Content:

Unit- I: Knowing computer:

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- III: Introduction to the C Language

C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- IV: Functions, Arrays and Pointers

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Text Books:

- ☐ Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
- ☐ The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

Further Readings:

- ☐ Let Us C Yashavant kanetkar BPB.
- ☐ Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
- ☐ Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

SEMESTER IV



Course Name : Linguistics

Credits: 4

Course Objectives:

- To make students understand the systematic study of language.
- To familiarise students with the history and evolution of the English language
- To make them understand the structure and dynamics of the English language.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Expose to a wide array of linguistic diversity as well as systematic patterns and crosslinguistic universals that constrain this diversity.
CO2	Understand and appreciate the systematic study of language.
CO3	Get familiarise with the history of linguistics and enhance the communication skills.
CO4	Opt for more advanced coursework in linguistics.

Course Content:

Unit A:

Short notes on the following: Langue and Parole; Dialect and Accent; Motivation; Phonetic transcription; Stress and Rhythm; Morph and Allomorph; language registers, Consonants and Vowels, Tone and Accent; Allophone classification of English speech sounds

Unit B:

A brief history of linguistics: The growth of modern linguistics with particular reference to the main ideas contained in the works of Bloomfield (*Language*), Saussure (*A Course in General Linguistics*)

Unit C:

The organs of speech (production and classification of speech, sounds, the I.P.A. classification). The phonatory system. The concept of the phoneme, minimal pairs of allophonic variations. Vowels and consonants, cardinal vowels

The phonetics of English, Transcription of words, and connected English speech concerning Jones, E.P.D. The description of English vowels and consonants. Some differences between R.P. and Indian English, Syllable structure in English, Word Stress and Word Accent, rhythm, and intonation in connected speech

Unit D:

Theory of Grammar: The differences between traditional and structural approaches to grammar. The major tenets of the structural approach, including the study of:

Morphology: The nature and function of the morpheme, morph, and allomorph, Morphological analysis of English words

Syntax: Constituent Structure: Immediate-constituent analysis of sentences. The theory of transformational generative grammar (with reference to the work of Chomsky up to *Aspects* - 1965).

Transformation rules, transforming Kernel Sentences into passive, interrogatives, negatives

Recent Theories: A brief overview of the functional approach to grammar with reference to the work of Halliday. (Study Lyons, Palmer, Robins)

Unit E:

The grammar and usage of modern English: The constituents of simple sentences, verb-based sentence patterns, the noun phrase, the verb phrase, auxiliary, adverbial and prepositional phrases, direct and indirect reference, sentence connection (Ref. To Chapters 2-7, 10, Quirk and Greenbaum, *University Grammar of English*, and exercises in the workbook on *University Grammar of English* by Close

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Allen, H.B.: *Reading in Applied English Linguistics* (Amerind)
2. Crystal D.: *What is Linguistics?*
3. Crystal D.: *Linguistics* (Penguin)
4. Grimson, A.C.: *An Introduction to the Pronunciation of English*
5. Jones, D: *English Pronouncing Dictionary 14th Ed*
6. Krishnaswamy and Verma: *Modern Linguistics*
7. Leech, G.: *Semantics* (Penguin Chapters 1,2,6,10)
8. Lyons, J.: *Introduction to Theoretical Linguistics -Last Two Chapters*
9. Lyons.J.: *Chomsky* (Fontana)
10. Mackey, W.F.: *Language Teaching Analysis*
11. Palmer, F: *Grammar and Semantics* (Penguin)
12. Parren, G.E, and J.L.M. Trim: *Application of Linguistics* (OUP)
13. Pimsleur, Paul, and Terence: *The Psychology of Second Language Learning* (OUP)
14. Quirk and Greenbaum: *University Grammar of English*
15. Robin R.H: *A Short History of Linguistics* (Longmans)
16. Robin R.H: *General Linguistics: An Introductory Survey*
17. Sethi and Dhamija: *A Course in Phonetics and Spoken English*
18. Syal and Jindal: *An Introduction to Linguistics* (Prentice Hall of India)
19. Wilkin, D.A.: *Linguistics in Language Teaching* (Edward Arnold)
20. Yule, G.: *The Study of Language* (O.U.P)

SEMESTER - II

Course Name:
Functional English-2

Credits: 4

Course Objectives:

The objective of this course is to help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more. The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset. Students will be able to ace the IELTS test through many informative pointers which will be discussed throughout the course.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Strengthen their communicative abilities.
CO2	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO3	Prepare for the IELTS test by coming up with test-taking tactics.
CO4	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.

Course Content

Unit- I:

- ☐ Introduction to the Level 2 of Functional English
- ☐ Overview of IELTS
- ☐ General Training
- ☐ Band Score
- ☐ Fluency

Unit- II:

- ☐ Lucidity and Concision
- ☐ Tips to develop good communication skills
- ☐ Grammar and Vocabulary
- ☐ Why is Functional Language important?

Unit- III:

- ☐ Difference between Hearing and Listening
- ☐ Role of Listening
- ☐ General Training Reading
- ☐ Important steps for Writing
- ☐ Writing Strategies
- ☐ Speaking Test

Unit -IV:

- ☐ Factors that influence Concentration
- ☐ Inspiration
- ☐ Perspiration
- ☐ Tips for IELTS Preparation

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- L. Thimmesha- Functional English

Course Name: Human Resource Management

Credits: 4

Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Understand the importance and aspects of human resources in an organization
CO2	Delineate process of job analysis and job design.
CO3	Elucidate the process of human resource planning.
CO4	Understand the concept of recruitment and selection.
CO5	Understand the significance of training, development and appraisal programs.

Course Content:

Unit- I: Human resource planning

- Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- II: Recruitment, Selection and Job Analysis

- Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- III: Training and development

- Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- IV: Performance Appraisal

- Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Text Book:

- Human Resource Management- Text and Cases, by R Ashwathapa, Tata McGraw-Hill ,Sixth Edition

Further Readings:

- Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
- Human Resource Management, by C.B.gupta, Sultan Chand and Brothers, 13th Edition
- Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Course Objectives:

- This course aims at introducing the basic concepts of marketing in order to build a strong foundation for marketing concepts.
- The course builds practical skills in introducing marketing management, marketing environment, buying behavior, marketing mix concept & sales management.
- It aims at equipping the students with knowledge of marketing mix with special focus on product, price, place & promotion.
- The course will also equip students with knowledge on contemporary issues in marketing.
- The students will also learn the concept of emerging marketing in reference to Rural Marketing.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No	Course Outcome
CO1	Demonstrate an understanding of core marketing principles, including market research, consumer behavior, and branding, to inform effective marketing strategies.
CO2	Analyze and interpret market data to identify consumer needs and preferences, applying insights to develop targeted product and pricing strategies.
CO3	Evaluate various distribution and promotional strategies, including digital marketing techniques, to effectively reach and engage target audiences.
CO4	Develop a comprehensive marketing plan that aligns with organizational goals and responds to market opportunities, incorporating elements such as segmentation, positioning, and value creation
CO5	Assess emerging trends and technologies in marketing, demonstrating adaptability and strategic thinking to address the evolving marketing landscape.

Course Content:

Unit- I: Understanding the Marketing Process and Segmentation

- ☐ Core concepts – Needs, wants, demands, product, exchange, philosophies
- ☐ Marketing environment
- ☐ Consumer behavior
- ☐ Segmentation

Unit- II: Targeting, Positioning and Marketing Program

- ☐ Targeting

- ☐ Positioning
- ☐ Marketing mix
- ☐ Sales Management
- ☐ Product, product dimensions, new product development

Unit- III: Pricing Strategies, Promotion and communication

- ☐ Pricing & pricing strategies
- ☐ Place Decisions & Integrated marketing communications
- ☐ Promotion Mix

Unit- IV: Branding, Current Scenario, dynamics and Rural Marketing

- ☐ Contemporary Issues in marketing
- ☐ Consumerism and legal aspects of marketing
- ☐ Emerging marketing (Rural Marketing)

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

- ☐ Philip Kotler, Keller, Koshy and Jha, “Marketing Management,” 14e, Pearson Education, New Delhi

Further Readings:

- ☐ Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, “Marketing,” Tata McGraw Hill, New Delhi

Course Name : Consumer Behavior

Credits: 4

Course Objectives:

The course is designed to develop understanding of psychological & socio-cultural influences on consumer behavior. This course will cover topics such as the role of motivation, perception, memory, attitudes, personality and social, cultural & political aspects on how consumers behave while they select, buy, use, consume & dispose goods & services.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand core concepts in consumer behavior
CO2	Become aware of process of consumer decision making
CO3	Understand the variables influencing CB
CO4	Know how behavior can be changed

Course Content:

Unit- I: Introduction to consumer behavior and marketing Strategy

- ☐ Introduction to consumer behavior
- ☐ Simple model of Consumer behavior
- ☐ Consumer behavior & marketing strategy

Unit- II: Consumer Involvement and process in consumer behavior

- ☐ Consumer involvement
- ☐ Information search
- ☐ Evaluative criteria & selection

Unit- III: Process & output stage in CB

- ☐ Motivation
- ☐ Consumer Attitude
- ☐ Personality & self-concept

Unit- IV: Social & cultural settings

- ☐ Social, cultural, political & economic influences

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- ☐ "Influence: The Psychology of Persuasion" by Robert B. Cialdini
- ☐ "Predictably Irrational: The Hidden Forces That Shape Our Decisions" by Dan Ariely
- ☐ "Nudge: Improving Decisions About Health, Wealth, and Happiness" by Richard H. Thaler and Cass R. Sunstein

Course Name: Saying it with Presentations

Course Objectives:**Credits: 4**

The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience. This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience. Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Help in delivering a presentation
CO2	Understand the concept of the most important components of a presentation
CO3	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO4	Aid to establish priorities and goals while making and demonstrating a presentation
CO5	Identify, understand, and conduct our target audience while demonstration

Course Content:

Unit- I

- ☐ What Exactly Is the Point of Giving a Presentation?
- ☐ Establishing Priorities and Goals
- ☐ Identifying and Understanding Your Target Audience
- ☐ The Conduct of The Audience

Unit- II

- ☐ Human Memory: What We Remember and What We Forget
- ☐ Choosing A Topic and Organizing Your Information in Order

Unit- III

- ☐ Writing The Script
- ☐ Visuals
- ☐ Putting Together the Presentation
- ☐ Skills – Voice, and Performance
- ☐ Body Language and Nerves

Unit- IV

- ☐ Rehearsals
- ☐ Bringing Forward the Presentation
- ☐ Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- ☐ Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- ☐ Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- ☐ Audience Analysis (1997), Denis McQuail
- ☐ Remember: The Science of Memory and the Art of Forgetting by Lisa Genova

- ☐ Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- ☐ Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- ☐ Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- ☐ The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- ☐ The Art of Public Speaking by Stephen Lucas
- ☐ The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- ☐ Confession of a Public Speaker by Scott Berkun

Course Name: Journalism in India- Historical Perspective

Credits: 4

Course Description:

- ☐ To acquaint students with the glorious journey of journalism.
- ☐ To enhance understanding of the origin of the traditional print, electronic and web media.
- ☐ To inculcate the knowledge of growth of print, electronic and cinema.
- ☐ To acquaint learners with technological advancements in print, electronic and web media.
- ☐ To throw light on the present status of various mass media.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Students would be able to acquaint themselves with the glorious journey of journalism
CO2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.
CO3	Students would be able to inculcate the knowledge of growth of print, electronic and web media
CO4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
CO5	Students would be able to throw light on the present status of various mass media

Course Content:

Unit - A:

- ☐ Earliest Communication Methods
- ☐ Folk Media
- ☐ Mass Media
- ☐ New Media

Unit - B:

- ☐ Origin of Press
- ☐ Birth of Indian News Agencies
- ☐ English Press in India

Unit - C:

- ☐ Press Before Independence
- ☐ Hindi and Vernacular Press before Independence

- ☐ Role of Press in Freedom Struggle
- ☐ Mahatma Gandhi as a Journalist

Unit - D:

- ☐ Press after Independence Origin of regulatory bodies PCI, PIB etc

- ☐ Advent of Radio and TV in India
- ☐ Eminent personalities of India Journalism after Independence

Teaching / Assessment Methodology:

- ☐ Synchronous Lectures
- ☐ Lectures on LMS
- ☐ Assignments
- ☐ Quizzes
- ☐ Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- ☐ Kumar KevalJ., MassCommunicationinIndia.Jaico, Mumbai.
- ☐ B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- ☐ Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- ☐ Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- ☐ Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- ☐ M. Chalapathi Rau, The Press
- ☐ NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- ☐ Chatterjee, P.C., Broadcasting in India, New Delhi
- ☐ Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.

SEMESTER-III



Course Name: Acing the Interviews through AI

Credits: 4

Course Objectives:

The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process. The course will be largely concerned with life skills development and personality development. The course's goal is to familiarize students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again. The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	To understand the types of question they will be facing in future.
CO2	To critically analyze their personality and what are their strengths and weaknesses.
CO3	Apply a few of the types of interview questions they will encounter.
CO4	Mock interviews can be practiced using an AI platform like Siqandar.

Course Content:

Unit- I: Introduction

- ☐ Introduction to Interviewing
- ☐ Types of interviews
- ☐ Interviewers Perspective

Unit- II: Research before interview

- ☐ Before the Interview
- ☐ Conducting Research
- ☐ Assessing Your Strengths and Skills

Unit- III: Preparation

- ☐ Preparing yourself (best impression1)

- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit- IV: Types of Questions

- ☐ Typical interview questions
- ☐ Behavioral-Based Interviewing
- ☐ Some more general questions
- ☐ Difficult or tricky situations
- ☐ Managing Yourself
- ☐ Your interview checklist
- ☐ References

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- ☐ David Portney- The Secret of How to ace any job interview with Confidence!
- ☐ Abhishek (Andy) Anand and Pradeep (Shastri) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Name : Financial Accounting

Credits: 4

Course Objectives:

The course intends to make students understand measuring and recording business transactions, Business income and adjusting entries, completion of the accounting cycle, introduction to cost accounting, what is the use of cost accounting and how is cost sheet made and used by individual and a company.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Make and analyze accounts of a firm.
CO2	Journalize the entries and put them into different accounts.
CO3	Intelligently interpret and use the financial statements in managing and analyzing business operations
CO4	Use basic accounting terminology and the process by which transactions are analyzed and transformed into financial statements and
CO5	Differentiate between types of costs involved in a business and what impact it has on the firm's profit.

Course Content:

Unit- I: Introduction

- Basic overview of accounts, DRIL, CGOG, (Golden rules), understanding Accounting equations, introduction to Journal Entries, Ledger posting.

Unit- II: Ledgers and Books

- Types of subsidiary books, cash book (Single, double, triple column cash book and petty cash book), why and when is BRS (Bank Reconciliation Statement), and rectification of errors.

Unit- III: Final Accounts

- Why and how is Trial Balance made? Importance of trial balance, Final Accounts with adjustments and Accounting Standards of India.

Unit- IV: Ratio Analysis

- Reading of the Balance Sheet, Key Ratios: Liquidity Ratio, Debt Equity Ratio, PE Ratio, ROI, ROCE etc.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Text Book:

1. Financial Accounting by C. Mohan Juneja, Arora, Kalyani Publishers, Ludhiana.
2. Cost Accounting: Principles and Methods by Jain, S.P. and K.L. Narang, Kalyani Publishers, Ludhiana.

Reference Book:

- Accounting Principles, 10th edition by Weygandt, Kimmel and Kieso, Wiley Publication

Course Name : Marketing Research

Credits: 4

Course Objectives:

Marketing Research is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics.

Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation. Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.

Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

Course Outcomes:

At the end of the course, the student will be able to:

Sr.No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire

Course Content:

Unit-I: Types and Methods of Research

- ☐ Research and its types, characteristics of good research, identifying and defining research problem and introduction to different research designs, exploratory, descriptive & causal studies.

Unit-II: The language of Research

- ☐ Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables.
- ☐ Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis. Essential constituents of Literature Review.

Unit-III: Sampling Techniques and Collection of Data

- ☐ Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgement sampling, quota sampling.
- ☐ Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires.
- ☐ Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-IV: Report Writing

- ☐ Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography, footnotes and end notes.

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Asynchronous videos/ Lectures on LMS
- ☐ Assignments
- ☐ Quizzes
- ☐ Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Suggested Readings:

- ☐ Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi.
- ☐ C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi
- ☐ Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi.

Course Name: Principles of Economics

Credits: 4

Course Objectives:

This course is a basic course on micro economics designed to acquaint students of all the streams with basic economic concepts and principles that they must know and understand while dealing with problem solving in any organization/industry. Course provides an introduction to the basic concepts like demand, supply, production, cost, market structures and pricing decisions under different market types. Course will give an insight into the economic problems, behavior of consumer and the firm which provides a basis for decision making. The course will involve the use of videos and case studies to demonstrate how the basic micro economic principles are used in decision making under different market conditions.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Evaluate price change in markets applying working of market forces viz. supply and demand.
CO2	Understand the pricing strategy using concept of elasticity of demand and supply.
CO3	Know the production function and costs involved to determine the least cost combination of inputs to maximize profit.
CO4	Analyze impact of competition on working of a firm through the understanding of different market structures.
CO5	Describe the nature of economics in dealing with the issue of scarcity.

Course Content:

Unit- I: Basic Economic Concepts and Overview

- ☐ General Overview
- ☐ Economics- Nature & Scope of Economics
- ☐ Demand and Supply
- ☐ Determinants of demand and supply
- ☐ Law of demand and law of supply
- ☐ Shift in demand and supply
- ☐ Market equilibrium
- ☐ Elasticity of Demand and Supply

Unit- II: Utility and Consumer Choices

- ☐ Utility Analysis
- ☐ Indifference Curve- Properties and Consumer Equilibrium
- ☐ PCC, ICC
- ☐ Revealed Preference Theory

Unit- III: Production and Costs

- ☐ Cost of Production- different cost concepts
- ☐ Relationship between cost and production concepts
- ☐ Production Function
- ☐ Scale of Production
- ☐ Iso-quant Curve- Producer's Equilibrium

Unit- IV: Market Structures

- ☐ Introduction
- ☐ Perfect competition
- ☐ Imperfect competition
- ☐ Pricing and output decisions under different market types

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Text Book:

- Principles of Economics by T.R. Jain, V.K. Publications.

Reference Books:

- Economics by Paul A. Samuelson & William D. Nordhaus, Tata McGraw Hill.
- Principles of Economics by Robert H. Frank & Ben S. Bernanke, Tata McGraw Hill.

Open Elective



Course Name : Critical Thinking and Problem Solving

Credits: 4

Course Objectives:

- ☐ The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- ☐ The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- ☐ The course will use in-house practicals to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No	Course Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis

Course Contents:

Unit- I: Language of Reasoning

- ☐ Arguments vs other language forms
- ☐ Criticality vs un-criticality

- ☐ Critical thinking and its indicators
- ☐ Elements, standard and traits of critical thinking
- ☐ Classical model of Critical Thinking
- ☐ Types of reasoning and its identification

Unit- II: Identifying the Problem

- ☐ Defining the problem
- ☐ Classifying the problem
 - Simple Problem
 - Customary Problems
 - Introspective Problems
 - Complex Problems
- ☐ Tools for problem identification:
 - Why-why analysis
 - What if analysis
 - Root Cause Technique (RCT)
 - Cause and Effect diagram
 - Pareto Analysis, etc.
- ☐ Problem formulation principle

Unit- III: Breaking up of Problem

- ☐ Identifying components of problem
 - Making logic trees
 - Constructing issue maps
 - Constructing mind maps
 - Priority matrix, etc.
 - Use of MECE concept

Unit- IV: Decision Making

- ☐ Measuring the impact of problem
- ☐ Reverse cause and effect analysis
- ☐ Creating hypotheses
- ☐ Developing research instrument
- ☐ Introduction to researching
- ☐ Preparing a project report

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes

- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- ☐ "Thinking, Fast and Slow" by Daniel Kahneman
- ☐ "Critical Thinking: A Concise Guide" by Tracy Bowlle and Gary Kemp
- ☐ "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- ☐ "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee

Course Name : New Media

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of new media in various facets. This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication. The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Sr. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for communication.
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and Learn to use search engines
CO5	Create an email and understand its features and blog writing

Course Content:

Unit - A: Introduction to New Media

- ☐ Introduction to concepts of digitization and convergence.
- ☐ Introduction to Internet, World Wide Web (WWW), Search Engines.
- ☐ Multimedia elements and Interactivity.

Unit - B: Data Journalism

- ☐ Web Content Management System,
- ☐ News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data,
- ☐ Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C: social media

- ☐ Social networking; Introduction to social profile management products- Facebook,
- ☐ Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube,
- ☐ Blogging: a brief history of blogs, blogs as narratives
- ☐ Digital Divide
- ☐ Security issues in using digital technology

Unit - D: Writing for New Media

- ☐ Blogs
- ☐ Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- ☐ Digital marketing, Emails etc.

- ☐ Digital Story telling formats
- ☐ Content writing, editing, reporting and its management

Teaching / Assessment Methodology:

- ☐ Synchronous Lectures
- ☐ Lectures on LMS
- ☐ Assignments
- ☐ Quizzes
- ☐ Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- ☐ The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- ☐ A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- ☐ Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
- ☐ Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
- ☐ Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
- ☐ Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
- ☐ John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
- ☐ Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.

SEMESTER IV



Course Name: Business Statistics

Credits: 4

Course Objective:

The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course Outcomes:

At the end of the course, the student should be able:

Sr.No.	Course Outcome
CO1	A depth of knowledge in algebra, analysis, or statistics.
CO2	Students will formulate complete, concise, and correct mathematical proofs.
CO3	Students will frame problems using multiple mathematical and statistical representations of relevant structures and relationships and solve using standard techniques.

Course Content:

Unit- I: Data Organization & Central Tendency

- ☐ Data Classification Tabulation and Presentation
 - o Introduction, Classification and graphical presentation of Data.
- ☐ Measures of Central Tendency
 - o Mathematical averages including arithmetic mean geometric mean and harmonic mean. Properties and applications.
 - o Positional Averages Mode, Median (and other partition values including quartiles, deciles, and percentiles).
- ☐ Standard Deviation
 - o Range, quartile deviation, mean deviation, standard deviation, and their co-efficient,
 - o Properties of standard deviation/variance.

Unit- II: Probability

- ☐ Theory of Probability. Approaches to the calculation of probability
- ☐ Calculation of event probabilities. Addition and multiplication laws of probability.
- ☐ Probability distributions: Binomial, Poisson and Normal

Unit- III: Decision Theory & Index Numbers

- ☐ Decision Theory
 - o The decision environment. Pay-off and regret matrices.

- Criteria of decision-making: Laplace, Maximin/Minimax, Maximax/Minimum Salvage; and Expectation. (Excluding Bayesian analysis)
- EVPI and its calculation.
- Decision Trees.
- Index Numbers
 - Meaning and uses of index numbers.
 - Construction of index numbers: fixed and chain base; univariate and composite. Aggregative and average of relatives – simple and weighted.

Unit- IV: Correlation, Regression Analysis

- Correlation Analysis.
 - Meaning of Correlation: simple, multiple and partial; linear and non-linear.
 - Causation and correlation.
 - Scatter diagram. Pearson's co-efficient of correlation: calculation and properties (proofs not required). Probable and standard errors. Rank Correlation.
- Regression Analysis.
 - Principle of least squares and regression lines.
 - Regression equations and estimation. Standard Error of Estimates.
- Hypothesis testing
 - Z & T test
 - Introduction to SPSS

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Textbook:

- J K Sharma, "Business Statistics," Pearson Education, New Delhi
- S. P. Gupta, "Statistical Methods," Sultan Chand & Sons

Reference Book:

- Richard Levin and S. Rubin, "Statistics for Management", Pearson Education, New Delhi

Course Name : Business Law

Credits: 4

Course Objectives:

This course provides students with an overview of the Indian legal system. It explores the basic concepts of law in society including the different sources of law followed by specific lectures on various branches of law. This course gives an insight in our constitutional and contractual law and teaches the beginnings of legal analysis through case briefing, statutory construction and application of law to fact situations.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Describe the source of law
CO2	Acquire adequate knowledge of the basic concepts of laws
CO3	Properly define and discuss legal issues of general concern.
CO4	Implement basic legal principles and explain fundamental legal terms.

Course Content:

Unit- I:

- Definition of Law, Nature and scopes of Law, Kinds of Law, Purpose of Law, Source of Law- Custom, Precedent, Legislation, Some other source of law, Law & morals.

Unit- II:

- Sanctions, Types of legal Sanctions, Theories of punishment. Making of Indian Constitution, Nature and special features of the constitution, Preamble, Citizenship, Fundamental Rights.

Unit- III:

- Directive Principles of State Policy & Fundamental Duties, the President and the Vice President, the Union Judiciary, Parliament, Emergency.

Unit- IV:

- Contract, Agreement, Essential elements of a contract, offer and acceptance, capacity of parties, free consent, Valid contract, Void and voidable agreements Illegal contracts- there distinction, Consideration, legality of object and consideration.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Jurisprudence Legal Theory by Dr. B.N.ManiTripathi
- Constitutional Law of India by Narender Kumar
- Indian Contract Act by R.K.Bangia

Course Name: Financial Management

Credits: 4

Course Objectives:

This course of financial management will help in knowing the theories of modern finance and develop the familiarity with the analytical techniques helpful in financial decision making. This course will broadly deal in Dividend policies, Capital structure and working capital management. The course is designed to provide a foundation of financial concepts to students from varied backgrounds. Clarification of theoretical concepts and jargons marks the initial stages of the course. As financial decision-making involves usage of concrete mathematical operators and techniques, the module ascribes due weightage to these practical concepts.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand the nature and scope of financial management (Why do we need financial management; Wealth maximization Vs. Profit maximization)
CO2	Understand the ways in which a business is financed (Equity, debt, bonds etc.)
CO3	Understand the significance of the concept of time value of money
CO4	Understand the types and characteristics of major financial instruments (shares, debentures, bonds)
CO5	Assimilate the theory basics behind tools of financial decision making such as capital budgeting and cost of capital

Course Content:

Unit- I:

- ☐ Nature and scope of financial management

Unit- II:

- ☐ Financing a new business through Equity, Bonds and debt

Unit- III:

- ☐ Time value of money (Understanding the use and application of the discounting factor)

Unit- IV:

- ☐ Capital budgeting: Theoretical concepts plus the discounted and non-discounted techniques: Payback period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, Terminal Value Method

Unit- V:

- ☐ Cost of capital

Unit- VI:

- ☐ Financial & Operating leverages

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Text Book:

1. Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, “Principles of Corporate Finance,” Tata McGraw Hill, New Delhi

Further Readings:

- ☐ Prasanna Chandra, “Financial Management: Theory and Practice,” Tata McGraw Hill, New Delhi
- ☐ Shashi K. Gupta and R.K. Sharma, “Financial Management,” Kalyani Publications, New Delhi

Course Name:

Organizational Behavior

Credits: 4

Course Objectives:

Students study the behaviour of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behaviour, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Course Outcomes:

At the end of the course, the student should be able to:

Sr.No.	Course Outcome
CO1	To discuss the development of the field of organizational behaviour and explain the micro and macro approaches
CO2	To analyse and compare different models used to explain individual behaviour related to motivation and rewards
CO3	To identify the processes used in developing communication and resolving conflicts
CO4	To explain group dynamics and demonstrate skills required for working in groups (team building)
CO5	To identify the various leadership styles and the role of leaders in a decision making process.

Course Content:

Unit- I:

- Definition & Meaning, why to study OB, An OB model, challenges for OB Manager.

Unit- II:

- Learning: Nature of learning, how learning occurs, Learning & Ob; Personality: Meaning & Definition, Determinants of Personality, Personality Traits; Perception: Meaning & Definition, Perceptual process, Importance of Perception in OB.

Unit- III: Motivation:

- Process of motivation; Theories of motivation - need hierarchy theory, theory X and theory Y, two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

Unit- IV: Leadership:

- Concept; Leadership styles; Theories -trait theory, behavioral theory, Fielder's contingency theory; Harsey and Blanchard's situational theory; Managerial grid; Likert's four systems of leadership, contemporary issues in leadership.

Unit- V:

- Group Dynamics and Team Development: Group dynamics -definition and importance, types of groups, group formation, group development, group composition, group performance factors; Principle-centred approach to team development. **Organizational Development:** Concept; Need for change, resistance to change; Theories of planned change; organization change and stress management.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Prasad, LM, Organizational Behaviour, Sultan Chand & Sons, New Delhi.

Open Elective

**Course Name : Advertising
and Public Relations
(Elective)**

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of Public relations. This course will help the students to learn the meaning, importance, functions and scope of Public relations.

Course Outcomes:

At the end of the course, the students will be able to:

Sr.No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of Public Relations
CO2	Explain important theories of Public Relations
CO3	Explain various tools of PR and writing for PR
CO4	Write for PR internal publics and media
CO5	Write for press release, press briefs etc

Course Content:

Unit-I

- Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

Unit-II

- Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication , Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

Unit-III

- Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function Code of ethics for PR professional organisations of PR – emerging trends in PR.

Unit-IV

- Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

Course Name: Effective Negotiations and Conflict Management

Credits: 4

Course Objectives:

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:

At the end of this course the students will be able to:

Sr. No.	Course Outcome
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives

Course content:

Unit- I

- ☐ Meaning of Negotiation
- ☐ Techniques of Negotiation
- ☐ Types and stages of Negotiation
- ☐ Strategies of Negotiation
- ☐ Setting Strategic Objectives

Unit- II

- ☐ Benefits of setting Affirmations
- ☐ Use of power of Negotiation

- ☐ Methods of Persuasion
- ☐ Negotiation resulting in a win-win situation

Unit- III

- ☐ Importance of Commitments
- ☐ Four basic precepts
- ☐ Potential Negotiation angles
- ☐ Social styles in Negotiation
- ☐ Handling high stake decision
- ☐ Gaining success in a high stake decision

Unit- IV

- ☐ Aims of Contract Discussions and Negotiations
- ☐ Meaning of Bluff
- ☐ Risks of Bluffing
- ☐ Alternatives of false statements
- ☐ Examples of Negotiation around the world

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- ☐ Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- ☐ 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- ☐ The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- ☐ Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.

SEMESTER V



Course Name : Taxation

Credits: 4

Course Objectives:

This course will simplify the understanding of INCOME TAX and its practical understanding of the LAW and making it is to Save TAX.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define different terms used in Income Tax.
CO2	Will be able to recognize the nature of a transaction and rules to treat the same under Income tax act.
CO3	Differentiate between types of income and sources of income for an individual.
CO4	Types of heads of income.

Course Content:

Unit- I:

- ☐ Introduction of INCOME TAX, Basic Concepts, Difference between Revenue and Capital, Basis on which TAX is imposed and Exempted Income

Unit- II:

- ☐ Understanding types of INCOME, Income from Salaries, and Income from House property.

Unit- III:

- ☐ Profits and Gains of Business and Profession I and Understanding Depreciation, capital Gains, Income from other Sources. Aggregation of Income.

Unit- IV:

- ☐ Set Off and Carry Forwards, Deductions to be made in computing Income, Double Taxation relief

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- ☐ "Principles of Taxation for Business and Investment Planning" by Sally Jones, Shelley Rhoades-Catanach, Sandra Callaghan
- ☐ "Federal Income Taxation of Corporations and Stockholders" by Boris I. Bittker, James S. Eustice, Joel D. Kuntz
- ☐ "South-Western Federal Taxation: Corporations, Partnerships, Estates & Trusts" by William H. Hoffman, Jr., William A. Raabe, David M. Maloney, James C. Young
- ☐ "Taxation: Finance Act 2023" by Kevin Reed, Andrew White

Course Name:**Sales Management****Credits: 4****Course Objectives:**

The Sales Management course is designed to enhance students' skills in planning, organizing, and leading sales teams to meet organizational objectives. It provides a comprehensive understanding of sales strategies, customer relationship management, and the critical role of effective sales leadership in driving business success.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key principles of sales management.
CO2	Develop effective sales strategies and plans.
CO3	Understand customer relationship management and its role in sales.
CO4	Lead and motivate a sales team to achieve targets.
CO5	Analyze sales performance and implement techniques for improving sales effectiveness and efficiency.

Course Content:**Unit-A: Introduction to Sales Management**

- Overview of sales management
- Role of sales in organizational success
- Sales management process
- Sales strategies and their importance
- Ethical considerations in sales

Unit-B: Sales Strategy and Planning

- Setting sales objectives and targets
- Developing a sales plan
- Sales forecasting and budgeting
- Sales territory management
- Sales force automation

Unit-C: Customer Relationship Management (CRM)

- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting
- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management

- Leadership in sales
- Motivating and coaching sales teams
- Sales performance evaluation
- Compensation and incentive schemes
- Sales team development

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment: - 30%

End Term Exam: - 70%

Further Readings:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making.
- Johnston, M. W., & Marshall, G. W. (2018). Sales Force Management: Leadership, Innovation, Technology.

Course Name : Cost Accounting

Credits: 4

Course Objectives:

To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Prepare cost sheet
CO2	Interpretation of cost sheet.
CO3	Material control, requisition, issuance and cost control of the same.
CO4	Preparation of budget and its importance for the company.

Course Content:

Unit- I:

- Introduction: meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications. Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

Unit- II:

- Materials: material/inventory control- concept and techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard. Treatment of material losses.
- Labour: accounting and control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

Unit- III:

- Overhead: classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, bad debts, research and development expenses. Activity – based cost allocation.

Unit- IV:

- Methods of Costing: Unit costing. Job costing. Contract Costing. Process costing (process losses, valuation of work in progress, joint and byproducts.) Service costing (only transport). Reconciliation of Cost and Financial Accounts. Integral Accounting

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- ☐ "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren
- ☐ "Cost Accounting: Foundations and Evolutions" by Michael R. Kinney and Cecily A. Raiborn
- ☐ "Management and Cost Accounting" by Colin Drury
- ☐ "Cost Accounting: Principles and Applications" by Horace R. Brock and Linda M. Tullis

Course Name : Basics of Microfinance

Credits: 4

Course Objectives:

The course on Basics of Micro Finance is designed to provide students with foundational knowledge and skills in the field of microfinance. The course will cover fundamental concepts, principles, and practices of microfinance, including the role of microfinance institutions, financial inclusion, microcredit, and the impact of microfinance on poverty alleviation.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Define the concept of microfinance and its significance
CO 2	Explain the principles and functions of microfinance institutions
CO 3	Analyze the role of microfinance in promoting financial inclusion
CO 4	Understand the basics of microcredit and its application
CO 5	Evaluate the impact of microfinance on poverty alleviation

Course Content:

Unit-I: Introduction to Micro Finance

- ☐ Definition and evolution of microfinance
- ☐ Significance of microfinance in economic development
- ☐ Types of microfinance institutions
- ☐ Principles and functions of microfinance

Unit-II: Microcredit and Financial Inclusion

- ☐ Basics of microcredit
- ☐ Group lending vs. individual lending

- ☐ Financial inclusion and its role in poverty reduction
- ☐ Challenges and opportunities in microfinance

Unit-III: Impact Assessment and Case Studies

- ☐ Evaluating the impact of microfinance programs
- ☐ Case studies of successful microfinance initiatives
- ☐ Lessons learned from failures in microfinance

Unit-IV: Regulatory Framework and Future Trends

- ☐ Regulatory framework for microfinance institutions
- ☐ Ethical considerations in microfinance
- ☐ Future trends and innovations in microfinance

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Asynchronous videos/ Lectures on LMS
- ☐ Assignments
- ☐ Quizzes
- ☐ Project work
- ☐

Grading:

Internal assessment - 30%

End Term Exam - 70%

Further Readings:

- ☐ Beatriz Armendariz and Jonathan Morduch (2005). The Economics of Microfinance.
- ☐ Joanna Ledgerwood (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- ☐ Thomas Dichter, Malcolm Harper (2007). What's Wrong with Microfinance?

Course Objectives:

This course aims to provide students with a thorough understanding of the banking industry, focusing on the different types of banks, their operational structures, and the wide range of financial services they offer. Students will gain insights into banking products, customer relationship management, and the regulatory framework governing banking operations, preparing them to navigate and manage various banking services in a dynamic financial environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and differentiate various types of banks and their roles in the financial ecosystem.
CO 2	Explain the range of banking services and financial products offered to individuals, businesses, and institutions.
CO 3	Analyze customer service strategies in banking and their impact on customer satisfaction and retention.
CO 4	Evaluate the evolving trends, technological advancements, and regulatory challenges shaping the banking sector.
CO 5	Assess the operational and risk management practices within different types of banks to ensure efficient financial services delivery.

Course Contents:

Unit-A: Introduction to Banking and Types of Banks

- Overview of the banking industry
- Structure of Indian Banking System
- Functions and roles of different types of banks
- Central Banking System
- Reserve Bank of India
- Banking regulations and governance

Unit-B: Banking and Indian Financial System

- Retail Banking services
- Financial Services
- Money Markets
- Capital Markets

- Non-Bank Financial Intermediaries

Unit-C: Customer Service and Challenges in Banking

- Customer Service and Satisfaction
- Quality of service and customer satisfaction
- Cybersecurity and risk management in banking
- Financial inclusion and social banking initiatives
- Sustainability and environmental banking practices

Unit-D: Technology in Banking

- Evolution of technology adoption in Indian Banks
- Digital banking platforms in India
- Unified Payments Interface (UPI) and Aadhaar-enabled payment system (AEPS)
- Role of fintech companies in transforming Indian banking
- Future Trends and Innovations in Indian banking

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions.
- Rose, P. S., & Hudgins, S. C. (2014). Bank Management & Financial Services.
- Casu, B., Girardone, C., & Molyneux, P. (2015). Introduction to Banking.

Course Objectives:

The course on Insurance: Products & Purposes aims to equip MBA students with a comprehensive understanding of the key insurance products available in the market and their role in risk management and financial planning. Students will explore the various types of insurance, including life, health, property, and liability insurance, along with their purposes and how they contribute to individual and organizational financial security. The course also emphasizes the importance of understanding insurance policies, underwriting, and the regulatory framework governing the insurance industry.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key principles and types of insurance products, including life, health, property, and liability insurance.
CO 2	Evaluate and compare different insurance policies to assess their benefits and suitability for individuals and businesses.
CO 3	Explain the role and importance of insurance in personal financial planning, wealth management, and risk mitigation.
CO 4	Analyze the impact of insurance in business contexts, focusing on risk management, operational continuity, and financial security.
CO 5	Assess the regulatory environment governing insurance products and understand the role of underwriters and claims processes.

Course Contents:**Unit-A: Introduction to Insurance**

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage
- Annuities and retirement planning

- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability
- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance

Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.

Course Name: RESEARCH METHODOLOGY

Credits: 4

Course Objectives:

This course provides an introduction to the fundamentals of research methods, with a focus on practical applications for business administration students. The curriculum is designed to help students develop a solid foundation in research, from identifying research problems to collecting and analyzing data. Students will learn about various research methodologies, sampling techniques, and data processing methods. The course also covers the essentials of writing research reports, including proper citation practices. By the end of this course, students will be equipped with the skills necessary to conduct basic research and effectively communicate their findings.

Course Outcomes:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire
CO 5	How to select a sample and determine sample size

Course Content:

Unit 1: Introduction to Research

1. Meaning, Purpose, and Scope of Research
2. Steps in the Research Process
3. Identifying the Research Problem
4. Concepts, Constructs, and Theoretical Framework
5. Types and Methods of Research

Unit 2: Review of Literature and Sampling Techniques

1. Need for Literature Review
2. Sources for Literature Review
3. Writing a Literature Review
4. Introduction to Sampling
5. Sampling Techniques

Unit 3: Data Processing and Presentation

1. Processing Data.
2. Tabulation of Data
3. Data Presentation
4. Hypothesis Testing: Concept and Need

5. Types of Hypothesis Tests

Unit 4: Report Writing

1. Introduction to Report Writing
2. Types of Research Reports
3. Format of a Research Report
4. Documentation: Footnotes, Endnotes, and Bibliography
5. Citation Guidelines (APA Model)

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

1. **"Research Methods for Business Students"** by Mark Saunders, Philip Lewis, and Adrian Thornhill
 - A comprehensive guide covering a range of research methodologies and techniques tailored for business students.
2. **"Business Research Methods"** by William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin
 - This book provides an in-depth exploration of business research concepts, including sampling, data analysis, and reporting.
3. **"The Craft of Research"** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams
 - An essential read for students looking to improve their research writing skills and understanding of the research process.

Subject Elective

Financial Management

(Semester V)



Course Name : Corporate Accounting

Credits:
4

Course Objectives:

The Corporate Accounting course in the Financial Management aims to provide students with an in-depth understanding of accounting principles and practices specific to corporate entities. The course will cover topics such as financial statement preparation, consolidation, accounting for mergers and acquisitions, and international financial reporting standards.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Prepare and analyze financial statements for corporations
CO 2	Understand the principles of consolidation accounting
CO 3	Apply accounting standards for mergers and acquisitions
CO 4	Analyze the impact of international financial reporting standards
CO 5	Evaluate accounting issues in complex financial transactions

Course Content:

Unit-A: Financial Statement Preparation for Corporations

- ☐ Overview of corporate financial reporting
- ☐ Income statement, balance sheet, and cash flow statement preparation
- ☐ Accounting for revenue recognition and expenses
- ☐ Accounting for income taxes

Unit-B: Consolidation Accounting

- ☐ Principles of consolidation

- ☐ Intercompany transactions and balances
- ☐ Non-controlling interest and goodwill
- ☐ Consolidated financial statement preparation

Unit-C: Accounting for Mergers and Acquisitions

- ☐ Merger and acquisition strategies
- ☐ Purchase method and pooling of interest method
- ☐ Goodwill accounting and impairment
- ☐ Integration and consolidation post-merger

Unit-D: International Financial Reporting Standards (IFRS)

- ☐ Introduction to IFRS
- ☐ IFRS vs. Generally Accepted Accounting Principles (GAAP)
- ☐ IFRS adoption and convergence
- ☐ Accounting for foreign currency transactions

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Assignments
- ☐ Midterm exams
- ☐ Group project on a corporate accounting case

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Group project - 50%

Further Readings:

- ☐ Warfield, T. D., Weygandt, J. J., & Kieso, D. E. (2015). Intermediate Accounting.
- ☐ Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2014). Advanced Accounting.
- ☐ Epstein, B. J., & Jermakowicz, E. K. (2010). Interpretation and Application of International Financial Reporting Standards.
- ☐ Palepu, K. G., Healy, P. M., & Bernard, V. L. (2012). Business Analysis and Valuation: Using Financial Statements.

(Semester VI)



Course Name: International Business

Credits: 4

Course Objectives:

This course aims to introduce students to the international business, trading and financial environment. Students are also expected to understand the basic features of the foreign exchange market and types of exchange rates. The course also creates awareness about emerging issues such as outsourcing and environmental sustainability in the context of international business.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the process of globalization, its impact on the evolution and growth of international business and to appreciate the changing dynamics of the diverse international business environment.
CO 2	Analyse the theoretical dimensions of international trade and intervention measures adopted; to appreciate the significance of different forms of regional economic integration and to understand the concept of Balance of payment account and its components.
CO 3	Understand the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank.
CO 4	Familiarize students with the international financial environment and get them acquainted with the basic features of the foreign exchange market – its characteristics and determinants.
CO 5	Critically examine the concept and form of foreign direct investment, and to create awareness about emerging issues in international business such as outsourcing and ecological issues.

Course Contents:

Unit-A: Introduction to International Business

Globalization: Impact of Globalization, International business contrasted with domestic businesses – complexities of international business.

International Business Environment: Economic, Demographic, Cultural and Political – Legal Environment.

International Trade: Theories of International Trade - Absolute advantage theory, Comparative advantage theory, Factory proportion theory and Leontief paradox.

BOP- Balance of payment account and its components

Unit-B: International Economic Organizations

WTO.

UNCTAD.

World Bank.

IMF.

Unit-C: International Financial Environment

Foreign exchange markets.

Types of exchange rate systems – fixed and floating, soft peg, crawling peg, free float, managed float;

Foreign exchange risk and exposure.

Exchange rate Determination: Types of Exchange rates, Factors affecting exchange rate relative inflation rates, interest rates, relative interest rates, relative income levels, government controls, expectations.

Unit-D: Foreign Direct Investment

Types of FDI - Greenfield investment, Brownfield investments,

Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI.

Developments and Issues in International Business: Outsourcing and its potential for India

Teaching / Assessment Methodology:

Synchronous lectures with interactive discussions.

understanding of the practical implications of the corporate accounting.

Asynchronous teaching through numerical and simulations.

Peer-to-peer teaching exercises and feedback sessions.

Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%

End Term Exam	-	70%

Further Readings:

Bennett, Roger. International Business, Delhi: Pearson.

Charles, W L Hill and Jain, Arun Kumar, International Business, New Delhi: Tata McGraw Hill.

Daniels John. D. Lee H. Radenbaugh and David P Sullivan. International Business, Pearson Education.

Griffin, Ricky W and Michael W Pustay- International Business-A Managerial Perspective Prentice Hall.

Michael R. Czinkota, et al. International Business. Fortforth. The Dryden Press.

Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

Course Name : Indirect Taxes

Credits: 4

Course Objectives:

The Indirect Tax course in the Financial Management aims to provide students with a comprehensive understanding of Tax regulations, compliance, and its impact on financial management. The course will cover topics such as Tax fundamentals, registration, filing, and implications for financial decision-making.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the principles and fundamentals of Tax
CO 2	Evaluate the impact of Tax on financial transactions
CO 3	Apply GST registration and compliance procedures
CO 4	Analyze the financial implications of Tax on businesses
CO 5	Demonstrate proficiency in Tax filing and documentation

Course Content:

Unit-A: Introduction to Goods and Services Tax (GST)

- ☐ Overview of GST and its significance
- ☐ Principles and fundamentals of GST
- ☐ Comparison with previous taxation systems
- ☐ GST Council and regulatory framework

Unit-B: GST Registration and Compliance

- ☐ GST registration process and eligibility
- ☐ Input tax credit and reverse charge mechanism
- ☐ GST compliance and filing requirements
- ☐ GST audit and assessment

Unit-C: Financial Implications of GST

- ☐ Impact of GST on pricing and costing
- ☐ GST and financial statements
- ☐ GST and working capital management
- ☐ GST and financial decision-making

Unit-D: GST in International Trade and Ethical Considerations

- ☐ GST in import and export transactions
- ☐ GST implications on cross-border trade
- ☐ Ethical considerations in GST compliance
- ☐ Case studies on ethical dilemmas in GST

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Assignments
- ☐ Midterm exams
- ☐ Group project on a GST compliance case

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Group project - 50%

Further Readings:

- ☐ Saini, M. (2019). GST: How to Meet Your Obligations.
- ☐ Jain, S. (2018). Goods and Services Tax: Law and Practice.
- ☐ Garg, M., & Arora, M. (2019). GST: Concepts and Road Ahead.

Course Objectives:

This course provides a comprehensive foundation in modern finance, focusing on key areas like dividend policies, capital structure, and working capital management. It aims to clarify theoretical concepts and financial jargon, ensuring students from diverse backgrounds understand the fundamentals. Emphasizing practical techniques, the course integrates mathematical tools to enhance financial decision-making, equipping students with the analytical skills needed to navigate complex financial challenges effectively.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand financial management, focusing on wealth vs. profit maximization and its importance in business decisions.
CO2	Learn business financing sources (equity, debt, bonds) and their pros and cons.
CO3	Grasp the time value of money, including present and future value calculations, and factors like inflation and opportunity cost.
CO4	Understand capital budgeting tools (Payback, ARR, NPV, IRR, Profitability Index) and leverage effects on financial decisions.
CO5	Calculate cost of capital (debt, equity, bonds) using models like CAPM and WACC, and analyze leverage's impact on EPS and EBIT.

Course Content:

Unit I: Introduction and Financial Planning

- Introduction to Financial Management
- Objectives and Scope of Financial Management
- Role of Financial Manager

Unit II: Time Value of Money and Cost of Capital

- Time Value of Money Concepts
- Techniques for Evaluating Time Value of Money
- Cost of Capital Determination

Unit III: Capital Budgeting

- Capital Budgeting - I: Overview and Process
- Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period
- Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit IV: Financial Decisions and Management

- Risk and Return Analysis in Financial Management
- Capitalisation: Meaning and Types
- Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit
- Sources of Long-Term Finance: Equity, Debt, Preference Shares
- Leverage Analysis: Operating, Financial, and Combined Leverage
- Capital Structure Decision: Factors and Theories
- Working Capital Management: Components and Strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, "Principles of Corporate Finance," Tata McGraw Hill, New Delhi

Further Readings:

- Prasanna Chandra, "Financial Management: Theory and Practice," Tata McGraw Hill, New Delhi
- Shashi K. Gupta and R.K. Sharma, "Financial Management," Kalyani Publications, New Delhi

Human Resource Management (Semester V)

Course Name: Industrial Relations and Labor Codes

Credits: 4

Course Description:

This course focuses on the effective management of employee and management relation. The course includes important legislations important in the effective handling of employees in any organization. The goals of this course for the organization to remain ethical and legal in its industrial relations. This course provides an overview of how an organization is to accomplish these purposes.

Course Outcomes:

CO 1	Understand workplace relations, trade union functions, and their historical development.
CO 2	Grasp collective bargaining, worker management participation, and dispute resolution.
CO 3	Comprehend wage laws, payment structures, and incentive systems in India.
CO 4	Apply health, safety, and social security regulations to ensure employee welfare.
CO 5	Stay updated with industrial relations trends and develop skills for legal compliance.

Course Content:

Unit 1: Understanding the Foundations of Industrial Relations

- Fundamentals Of Industrial Relations
- Historical Perspectives On Trade Unionism
- Legal Framework For Trade Unions

Unit 2: The Process and Impact of Collective Bargaining

- The Dynamics Of Collective Bargaining
- Labour Participation In Management
- Conflict Resolution In Industrial Disputes

Unit 3: Compensation and Wage Structures

- Wage Legislation In India
- Payment Of Wages And Worker Compensation
- Incentive And Bonus Compensation

Unit 4: Workplace Welfare and Future Directions

- Health And Safety Regulations
- Social Security And Maternity Benefits
- Employee Insurance And Security
- Provident Fund And Retirement Benefits
- Emerging Trends And Reforms In Industrial Relations

Grading:

Internal assessment

30%

End term exam

70%

Required Books and Materials:**Text Book:**

1. Sasane, Anil P., “*Industrial and labour Laws*, AITBS, India.

References:

1. Singh, B.D., “*Industrial and labour Laws*, Excel books, New Delhi

Course Name : Effective Negotiation and Conflict Management**Credits: 4****Course Objectives:**

The Conflict Management course in the Human Resource Management aims to provide students with the knowledge and skills to effectively identify, analyze, and manage conflicts within the organizational context.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of conflict management and its significance in HR management
CO 2	Analyze the sources and types of conflicts in the workplace
CO 3	Develop strategies for preventing and mitigating conflicts
CO 4	Apply effective communication and negotiation techniques in conflict resolution
CO 5	Understand the role of leadership in conflict management

Course Content:**Unit-A: Fundamentals of Conflict Management**

- ☐ Definition and scope of conflict management
- ☐ The psychology of conflict
- ☐ Role of conflict in organizational dynamics
- ☐ The impact of organizational culture on conflict

Unit-B: Sources and Types of Conflicts

- ☐ Identification of conflict sources
- ☐ Types of conflicts in the workplace

- ☐ Intrapersonal and interpersonal conflicts
- ☐ Group and organizational conflicts

Unit-C: Conflict Prevention and Resolution Strategies

- ☐ Strategies for preventing conflicts
- ☐ Collaborative problem-solving techniques
- ☐ Negotiation and communication in conflict resolution
- ☐ Leadership's role in conflict prevention and resolution

Unit-D: Cultural Diversity and Ethical Considerations in Conflict Management

- ☐ Managing conflicts in culturally diverse teams
- ☐ Cross-cultural communication in conflict resolution
- ☐ Ethical considerations in conflict management
- ☐ Case studies of ethical challenges in conflict resolution

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Role-play exercises
- ☐ Assignments
- ☐ Conflict resolution project

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Conflict resolution project - 50%

Further Readings:

- ☐ Folger, J. P., Poole, M. S., & Stutman, R. K. (2017). Working Through Conflict: Strategies for Relationships, Groups, and Organizations.
- ☐ Rahim, M. A. (2011). Managing Conflict in Organizations.
- ☐ Kilmann, R. H., Thomas, K. W., & Kilmann, C. (2016). Thomas-Kilmann Conflict Mode Instrument (TKI).
- ☐ De Bono, E. (2014). Six Thinking Hats.

Course Name: Training and Development

Credits: 4

Course Objectives:

The Conflict Management course in the Human Resource Management aims to provide students with the knowledge and skills to effectively identify, analyze, and manage conflicts within the organizational context.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of conflict management and its significance in HR management
CO 2	Analyze the sources and types of conflicts in the workplace
CO 3	Develop strategies for preventing and mitigating conflicts
CO 4	Apply effective communication and negotiation techniques in conflict resolution
CO 5	Understand the role of leadership in conflict management

Course Content:

Unit-A: Fundamentals of Conflict Management

- ☐ Definition and scope of conflict management
- ☐ The psychology of conflict
- ☐ Role of conflict in organizational dynamics
- ☐ The impact of organizational culture on conflict

Unit-B: Sources and Types of Conflicts

- ☐ Identification of conflict sources
- ☐ Types of conflicts in the workplace
- ☐ Intrapersonal and interpersonal conflicts
- ☐ Group and organizational conflicts

Unit-C: Conflict Prevention and Resolution Strategies

- ☐ Strategies for preventing conflicts
- ☐ Collaborative problem-solving techniques
- ☐ Negotiation and communication in conflict resolution
- ☐ Leadership's role in conflict prevention and resolution

Unit-D: Cultural Diversity and Ethical Considerations in Conflict Management

- ☐ Managing conflicts in culturally diverse teams
- ☐ Cross-cultural communication in conflict resolution
- ☐ Ethical considerations in conflict management
- ☐ Case studies of ethical challenges in conflict resolution

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Role-play exercises
- ☐ Assignments
- ☐ Conflict resolution project

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Conflict resolution project - 50%

Further Readings:

- ☐ Folger, J. P., Poole, M. S., & Stutman, R. K. (2017). Working Through Conflict: Strategies for Relationships, Groups, and Organizations.
- ☐ Rahim, M. A. (2011). Managing Conflict in Organizations.
- ☐ Kilmann, R. H., Thomas, K. W., & Kilmann, C. (2016). Thomas-Kilmann Conflict Mode Instrument (TKI).
- ☐ De Bono, E. (2014). Six Thinking Hats.

Credits: 4**Course Objectives:**

This course aims to introduce students to the international business, trading and financial environment. Students are also expected to understand the basic features of the foreign exchange market and types of exchange rates. The course also creates awareness about emerging issues such as outsourcing and environmental sustainability in the context of international business.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the process of globalization, its impact on the evolution and growth of international business and to appreciate the changing dynamics of the diverse international business environment.
CO 2	Analyse the theoretical dimensions of international trade and intervention measures adopted; to appreciate the significance of different forms of regional economic integration and to understand the concept of Balance of payment account and its components.
CO 3	Understand the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank.
CO 4	Familiarize students with the international financial environment and get them acquainted with the basic features of the foreign exchange market – its characteristics and determinants.
CO 5	Critically examine the concept and form of foreign direct investment, and to create awareness about emerging issues in international business such as outsourcing and ecological issues.

Course Contents:**Unit-A: Introduction to International Business**

Globalization: Impact of Globalization, International business contrasted with domestic businesses – complexities of international business.

International Business Environment: Economic, Demographic, Cultural and Political – Legal Environment.

International Trade: Theories of International Trade - Absolute advantage theory, Comparative advantage theory, Factory proportion theory and Leontief paradox.

BOP- Balance of payment account and its components

Unit-B: International Economic Organizations

WTO.

UNCTAD.

World Bank.

IMF.

Unit-C: International Financial Environment

Foreign exchange markets.

Types of exchange rate systems – fixed and floating, soft peg, crawling peg, free float, managed float; Foreign exchange risk and exposure.

Exchange rate Determination: Types of Exchange rates, Factors affecting exchange rate relative inflation rates, interest rates, relative interest rates, relative income levels, government controls, expectations.

Unit-D: Foreign Direct Investment

Types of FDI - Greenfield investment, Brownfield investments,
Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI.
Developments and Issues in International Business: Outsourcing and its potential for India

Teaching / Assessment Methodology:

Synchronous lectures with interactive discussions.
understanding of the practical implications of the corporate accounting.
Asynchronous teaching through numerical and simulations.
Peer-to-peer teaching exercises and feedback sessions.
Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

Bennett, Roger. International Business, Delhi: Pearson.
Charles, W L Hill and Jain, Arun Kumar, International Business, New Delhi: Tata McGraw Hill.
Daniels John. D. Lee H. Radenbaugh and David P Sullivan. International Business, Pearson Education.
Griffin, Ricky W and Michael W Pustay- International Business-A Managerial Perspective Prentice Hall.
Michael R. Czinkota, et al. International Business. Fortforth. The Dryden Press.
Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

Digital Marketing (Semester V)

Course Name : Digital Marketing for practitioners



Credits: 4

Course Objectives:

The Digital Marketing Strategy course in the Digital Marketing aims to provide students with advanced knowledge and skills to develop and implement effective digital marketing strategies that align with organizational goals.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of digital marketing strategy and its significance
CO 2	Analyze the digital marketing landscape and emerging trends
CO 3	Develop and implement comprehensive digital marketing plans
CO 4	Apply data-driven decision-making in digital marketing strategy
CO 5	Evaluate the performance of digital marketing strategies

Course Content:

Unit-A: Fundamentals of Digital Marketing Strategy

- ☐ Definition and scope of digital marketing strategy
- ☐ Key components of a digital marketing strategy
- ☐ The strategic role of digital marketing in organizations
- ☐ Legal and ethical considerations in digital marketing strategy

Unit-B: Digital Marketing Landscape and Emerging Trends

- ☐ Analysis of the digital marketing landscape
- ☐ Emerging trends in digital marketing
- ☐ Case studies of successful digital marketing strategies

- ☐ International perspectives on digital marketing

Unit-C: Developing and Implementing Digital Marketing Plans

- ☐ Steps in developing a digital marketing plan
- ☐ Aligning digital marketing with organizational goals
- ☐ Budgeting and resource allocation for digital marketing
- ☐ Metrics and key performance indicators in digital marketing

Unit-D: Social Media Strategy and SEO

- ☐ Developing effective social media strategies
- ☐ Social media advertising and influencer marketing
- ☐ Search engine optimization (SEO) techniques
- ☐ Integrating social media and SEO in digital strategies

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Group discussions and presentations
- ☐ Assignments
- ☐ Digital marketing plan development project

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Digital marketing plan development project - 50%

Further Readings:

- ☐ Smith, A. N., & Zook, M. (2018). Marketing the City: The Role of Flagship Developments in Urban Regeneration.
- ☐ Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation, and Practice.
- ☐ Ryan, D., & Jones, C. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.
- ☐ Dave Chaffey, PR Smith. (2017). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing.

Course Name: **Customer Relationship Management (CRM)**

• **Credits: 4**

Course Objectives:

The Customer Relationship Management (CRM) course is designed to provide students with a deep understanding of the strategic importance of CRM in driving business success. Emphasizing customer acquisition, retention, and growth, the course explores CRM systems, software tools, and data-driven insights to optimize customer interactions. Key topics include managing the customer lifecycle, designing customer-centric strategies, and leveraging CRM in the context of digital marketing to enhance engagement and loyalty. Students will gain practical skills in utilizing CRM platforms to create personalized experiences and foster long-term, profitable customer relationships.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.

Credits: 4**Course Objectives:**

This course aims to introduce students to the international business, trading and financial environment. Students are also expected to understand the basic features of the foreign exchange market and types of exchange rates. The course also creates awareness about emerging issues such as outsourcing and environmental sustainability in the context of international business.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the process of globalization, its impact on the evolution and growth of international business and to appreciate the changing dynamics of the diverse international business environment.
CO 2	Analyse the theoretical dimensions of international trade and intervention measures adopted; to appreciate the significance of different forms of regional economic integration and to understand the concept of Balance of payment account and its components.
CO 3	Understand the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank.
CO 4	Familiarize students with the international financial environment and get them acquainted with the basic features of the foreign exchange market – its characteristics and determinants.
CO 5	Critically examine the concept and form of foreign direct investment, and to create awareness about emerging issues in international business such as outsourcing and ecological issues.

Course Contents:**Unit-A: Introduction to International Business**

Globalization: Impact of Globalization, International business contrasted with domestic businesses – complexities of international business.

International Business Environment: Economic, Demographic, Cultural and Political – Legal Environment.

International Trade: Theories of International Trade - Absolute advantage theory, Comparative advantage theory, Factor proportion theory and Leontief paradox.

BOP- Balance of payment account and its components

Unit-B: International Economic Organizations

WTO.

UNCTAD.

World Bank.

IMF.

Unit-C: International Financial Environment

Foreign exchange markets.

Types of exchange rate systems – fixed and floating, soft peg, crawling peg, free float, managed float; Foreign exchange risk and exposure.

Exchange rate Determination: Types of Exchange rates, Factors affecting exchange rate relative inflation rates, interest rates, relative interest rates, relative income levels, government controls, expectations.

Unit-D: Foreign Direct Investment

Types of FDI - Greenfield investment, Brownfield investments,

Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI.

Developments and Issues in International Business: Outsourcing and its potential for India

Teaching / Assessment Methodology:

Synchronous lectures with interactive discussions.

understanding of the practical implications of the corporate accounting.

Asynchronous teaching through numerical and simulations.

Peer-to-peer teaching exercises and feedback sessions.

Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%

End Term Exam	-	70%

Further Readings:

Bennett, Roger. International Business, Delhi: Pearson.

Charles, W L Hill and Jain, Arun Kumar, International Business, New Delhi: Tata McGraw Hill.

Daniels John. D. Lee H. Radenbaugh and David P Sullivan. International Business, Pearson Education.

Griffin, Ricky W and Michael W Pustay- International Business-A Managerial Perspective Prentice Hall.

Michael R. Czinkota, et al. International Business. Fortforth. The Dryden Press.

Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

- Weiermair, K., & Peters, M. (2012). Innovation and Entrepreneurship: Strategies and Processes for Success in Tourism.

Subject Elective
Tourism Management (Semester IV)



Course Name: Social Media Marketing

Credits: 4

Course Objectives:

The **Social Media Marketing and Strategy** course is designed to provide students with a comprehensive understanding of how to effectively leverage social media platforms as part of a broader digital marketing strategy. It covers the creation and execution of targeted social media campaigns, content development tailored to specific platforms, and the use of data-driven insights to measure and optimize performance. Students will learn how to engage audiences, build brand awareness, and drive conversions through strategic social media efforts, while also analyzing key metrics to refine and enhance digital marketing outcomes.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand key social media platforms, brand building, and consumer behavior in digital marketing.
CO 2	Create engaging, shareable content using visual storytelling and adhere to legal and ethical standards.
CO 3	Plan and execute social media campaigns, set objectives, KPIs, and use advertising and influencer marketing.
CO 4	Analyze social media performance with analytics tools and optimize campaigns based on data insights.
CO 5	Conduct A/B testing and report campaign outcomes to refine strategies and improve results.

Course Contents:

Unit-A: Fundamentals of Social Media Marketing

- Introduction to social media and digital marketing
- Overview of major social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest)
- Building a brand presence on social media
- Social media and consumer behavior
- Strategies for community building and management

Unit-B: Content Creation and Curation

- Content marketing fundamentals
- Crafting compelling and shareable content
- Visual storytelling through videos, images, and infographics
- Tools for content creation and curation
- Legal and ethical considerations in social media content

Unit-C: Social Media Campaigns and Advertising

- Objectives and KPIs of social media campaigns
- Campaign planning and execution
- Social media advertising options and targeting
- Influencer marketing and partnerships
- Case studies of successful social media campaigns

Unit-D: Analytics and Metrics

- Introduction to social media analytics
- Tools for measuring social media performance
- Interpreting data and metrics for insights
- A/B testing and optimization of social media activities
- Reporting and communicating campaign outcomes

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ryan, D. (2021). Understanding Social Media: How to Create a Plan for Your Business that Works.
- Handley, A., & Chapman, C. C. (2020). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, and Webinars (and Engage Customers and Ignite Your Business).
- Kerpen, D. (2019). Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing on All Social Networks That Matter.
- Weinberg, T., & Paharia, R. (2021). The New Community Rules: Marketing on the Social Web.

Computer Sciences (Semester V)

Course Name : Database Management System



Credits: 4

Course Objectives:

The Database Management System course in the Computer Science aims to provide students with a comprehensive understanding of database concepts, design, and management.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Database Management Systems (DBMS)
CO 2	Design and implement relational databases
CO 3	Apply SQL for data retrieval and manipulation
CO 4	Demonstrate proficiency in database normalization
CO 5	Understand transaction management and concurrency control

Course Content:

Unit-A: Fundamentals of Database Management Systems (DBMS)

- ☐ Definition and scope of DBMS
- ☐ Components and architecture of DBMS
- ☐ Types of databases (relational, NoSQL, etc.)
- ☐ Legal and ethical considerations in database management

Unit-B: Database Design and Normalization

- ☐ Entity-Relationship (ER) modeling
- ☐ Database design principles
- ☐ Normalization and denormalization techniques
- ☐ Case studies of database design

Unit-C: SQL and Data Retrieval

- ☐ Structured Query Language (SQL) fundamentals
- ☐ Advanced SQL queries and joins
- ☐ Data manipulation using SQL
- ☐ Optimization of SQL queries

Unit-D: Transaction Management, Security, and Performance Optimization

- ☐ Transaction management and concurrency control
- ☐ Database security measures (authentication, authorization)
- ☐ Database performance optimization techniques
- ☐ Emerging trends in database management

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Hands-on database exercises
- ☐ Case studies and real-world scenarios
- ☐ Assignments
- ☐ Database project

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Database project - 50%

Further Readings:

- ☐ Elmasri, R., & Navathe, S. B. (2015). Fundamentals of Database Systems.
- ☐ Garcia-Molina, H., Ullman, J. D., & Widom, J. (2008). Database Systems: The Complete Book.
- ☐ Date, C. J. (2003). An Introduction to Database Systems.
- ☐ Silberschatz, A., Korth, H. F., & Sudarshan, S. (2019). Database System Concepts.

Subject Elective
Computer Science (Semester VI)



Course Name: **AI for Business**

Credits: 4

Course Objectives:

The course aims to equip students with a foundational understanding of artificial intelligence and its transformative role in modern business. Students will explore AI concepts, including machine learning, deep learning, and generative AI, and their practical applications in areas like marketing, human resources, fraud detection, and customer service. The course emphasizes the ethical considerations of AI, addressing privacy, bias, and societal impacts. Through case studies and hands-on tools, learners will develop the skills to harness AI technologies, integrate them into business strategies, and make responsible, informed decisions to drive innovation and create value in the digital economy.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the foundational concepts of artificial intelligence, including its historical evolution, branches (machine learning, deep learning, neural networks), and their relevance to business contexts
CO 2	Explore the Turing Test, ethical considerations of AI, and address challenges such as privacy concerns, algorithmic bias, and societal impacts, preparing students to navigate AI deployment responsibly
CO 3	Gain insights into machine learning algorithms (supervised, unsupervised, reinforcement learning) and generative AI, focusing on their functionality and potential for innovation in business practices
CO 4	Analyze practical applications of AI in marketing, human resources, customer engagement, fraud detection, inventory management, and more through real-world case studies.

Course Contents:

Unit-A: Introduction to Artificial Intelligence

- Understanding artificial intelligence and its history
- Types of artificial intelligence: Narrow vs. General AI
- AI applications in various industries
- Ethical considerations in AI development
- The impact of AI on the job market

Unit-B: Machine Learning Fundamentals

- Basics of machine learning and its role in AI
- Supervised, unsupervised, and reinforcement learning
- Data preprocessing and feature engineering
- Model training and evaluation
- Overfitting and underfitting in machine learning

Unit-C: Machine Learning Algorithms

- Linear regression and logistic regression
- Decision trees and random forests
- Clustering algorithms (k-means, hierarchical)
- Introduction to neural networks and deep learning
- Model selection and hyperparameter tuning

Unit-D: Real-World Applications and Future Trends

- AI and machine learning in healthcare, finance, and marketing
- Natural language processing and computer vision
- Challenges and opportunities in AI and machine learning
- The future of AI and its societal impact
- Case studies on AI and machine learning applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Goodfellow, I., Bengio, Y., Courville, A., & Bengio, Y. (2016). Deep Learning.
- Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.
- Russell, S. J., & Norvig, P. (2016). Artificial Intelligence: A Modern Approach.
- Chollet, F. (2017). Deep Learning with Python.

Semester VI

Course Name : Software Project Management

Credits: 4**Course Objectives:**

The Software Project Management course in the Computer Science aims to equip students with the knowledge and skills necessary to effectively plan, execute, and manage software development projects.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of software project management
CO 2	Apply project management methodologies for software development
CO 3	Develop and implement project plans
CO 4	Demonstrate proficiency in project scheduling and resource allocation
CO 5	Understand risk management in software projects

Course Content:**Unit-A: Fundamentals of Software Project Management**

- ☐ Definition and scope of software project management
- ☐ Key components of software projects
- ☐ The role of project management in software development
- ☐ Legal and ethical considerations in project management

Unit-B: Project Planning and Scheduling

- ☐ Project planning techniques
- ☐ Work breakdown structure (WBS)
- ☐ Gantt charts and project scheduling
- ☐ Resource allocation and management

Unit-C: Risk Management and Quality Assurance

- ☐ Identifying and analyzing project risks
- ☐ Risk mitigation strategies
- ☐ Quality assurance in software development
- ☐ Testing and debugging practices

Unit-D: Communication and Collaboration in Project Management

- ☐ Effective project communication
- ☐ Collaboration tools for project teams
- ☐ Agile project management methodologies
- ☐ Case studies of successful software project management

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Group discussions and presentations
- ☐ Assignments
- ☐ Software project management plan development project

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Project plan development project - 50%

Further Readings:

- ☐ Schwalbe, K. (2018). Information Technology Project Management.
- ☐ Pressman, R. S. (2014). Software Engineering: A Practitioner's Approach.
- ☐ Boehm, B. W. (1988). A Spiral Model of Software Development and Enhancement.
- ☐ Sommerville, I. (2011). Software Engineering.

Course Name : Data Communication & Computer Networks

Course Objectives:

The Data Communication & Computer Networks course in the Computer Science aims to provide students with a comprehensive understanding of the principles, protocols, and technologies used in data communication and computer networks.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of data communication
CO 2	Analyze the principles and protocols of computer networks
CO 3	Design and implement computer network architectures
CO 4	Demonstrate proficiency in network security
CO 5	Understand the role of the Internet and its components

Course Content:

Unit-A: Fundamentals of Data Communication

- ☐ Definition and scope of data communication
- ☐ Communication models and types
- ☐ Signal encoding and modulation
- ☐ Legal and ethical considerations in data communication

Unit-B: Principles and Protocols of Computer Networks

- ☐ Introduction to computer networks
- ☐ Network topologies and architectures
- ☐ OSI and TCP/IP models
- ☐ Routing and switching

Unit-C: Network Security

- ☐ Overview of network security

- ☐ Cryptography and encryption
- ☐ Firewalls and intrusion detection systems
- ☐ Security protocols (SSL, TLS)

Unit-D: Internet and Emerging Trends

- ☐ The role of the Internet in data communication
- ☐ Internet protocols (HTTP, FTP, DNS)
- ☐ Emerging trends in computer networks (IoT, 5G)
- ☐ Case studies of successful network implementations

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Hands-on networking exercises
- ☐ Case studies and real-world scenarios
- ☐ Assignments
- ☐ Computer network design and implementation project

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Network design and implementation project - 50%

Further Readings:

- ☐ Forouzan, B. A. (2012). Data Communications and Networking.
- ☐ Kurose, J. F., & Ross, K. W. (2017). Computer Networking: A Top-Down Approach.
- ☐ Tanenbaum, A. S., & Wetherall, D. J. (2018). Computer Networks.
- ☐ Stallings, W. (2013). Data and Computer Communications.

Marketing Management (Semester V)

Course Name:

Service Marketing



Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organizations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards
- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Marketing Management (Semester V)



Course Name: International Business

Credits: 4

Course Objectives:

This course aims to introduce students to the international business, trading and financial environment. Students are also expected to understand the basic features of the foreign exchange market and types of exchange rates. The course also creates awareness about emerging issues such as outsourcing and environmental sustainability in the context of international business.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the process of globalization, its impact on the evolution and growth of international business and to appreciate the changing dynamics of the diverse international business environment.
CO 2	Analyse the theoretical dimensions of international trade and intervention measures adopted; to appreciate the significance of different forms of regional economic integration and to understand the concept of Balance of payment account and its components.
CO 3	Understand the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank.
CO 4	Familiarize students with the international financial environment and get them acquainted with the basic features of the foreign exchange market – its characteristics and determinants.
CO 5	Critically examine the concept and form of foreign direct investment, and to create awareness about emerging issues in international business such as outsourcing and ecological issues.

Course Contents:

Unit-A: Introduction to International Business

Globalization: Impact of Globalization, International business contrasted with domestic businesses – complexities of international business.

International Business Environment: Economic, Demographic, Cultural and Political – Legal Environment.

International Trade: Theories of International Trade - Absolute advantage theory, Comparative advantage theory, Factory proportion theory and Leontief paradox.

BOP- Balance of payment account and its components

Unit-B: International Economic Organizations

WTO.

UNCTAD.

World Bank.

IMF.

Unit-C: International Financial Environment

Foreign exchange markets.

Types of exchange rate systems – fixed and floating, soft peg, crawling peg, free float, managed float;

Foreign exchange risk and exposure.

Exchange rate Determination: Types of Exchange rates, Factors affecting exchange rate relative inflation rates, interest rates, relative interest rates, relative income levels, government controls, expectations.

Unit-D: Foreign Direct Investment

Types of FDI - Greenfield investment, Brownfield investments,

Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI.

Developments and Issues in International Business: Outsourcing and its potential for India

Teaching / Assessment Methodology:

Synchronous lectures with interactive discussions.

understanding of the practical implications of the corporate accounting.

Asynchronous teaching through numerical and simulations.

Peer-to-peer teaching exercises and feedback sessions.

Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Further Readings:

Bennett, Roger. International Business, Delhi: Pearson.

Charles, W L Hill and Jain, Arun Kumar, International Business, New Delhi: Tata McGraw Hill.

Daniels John. D. Lee H. Radenbaugh and David P Sullivan. International Business, Pearson Education.

Griffin, Ricky W and Michael W Pustay- International Business-A Managerial Perspective Prentice Hall.

Michael R. Czinkota, et al. International Business. Fortforth. The Dryden Press.

Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

Course Name : Supply Chain Management



Course Objectives:

The Supply Chain Management course in the Marketing Management aims to provide students with a comprehensive understanding of supply chain strategies, logistics, demand forecasting, and sustainable supply chain practices.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of supply chain management and its role in marketing strategies
CO 2	Analyze demand forecasting and planning strategies
CO 3	Develop and implement effective logistics and distribution management
CO 4	Apply sustainable and ethical practices in supply chain management
CO 5	Evaluate the role of technology and data in supply chain optimization

Course Content:

Unit-A: Fundamentals of Supply Chain Management

- ☐ Definition and scope of supply chain management
- ☐ Key components of the supply chain
- ☐ Supply chain integration and collaboration
- ☐ Role of supply chain management in the marketing mix

Unit-B: Demand Forecasting and Planning

- ☐ Demand forecasting techniques
- ☐ Inventory planning and optimization
- ☐ Sales and operations planning (S&OP)
- ☐ Supplier relationship management

Unit-C: Logistics and Distribution Management

- ☐ Transportation and distribution strategies
- ☐ Warehouse management and optimization
- ☐ Last-mile delivery and reverse logistics
- ☐ Technology applications in logistics

Unit-D: Sustainable Supply Chain Practices and Global Challenges

- ☐ Sustainable supply chain practices
- ☐ Ethical considerations in supply chain management
- ☐ Global supply chain challenges and opportunities
- ☐ Risk management in the supply chain

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Assignments
- ☐ Midterm exams
- ☐ Group project on a supply chain optimization plan

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Group project - 50%

Further Readings:

- ☐ Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- ☐ Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2014). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.
- ☐ Bowersox, D. J., Closs, D. J., Cooper, M. B., & Bowersox, J. C. (2013). Supply Chain Logistics Management.
- ☐ Seuring, S., & Müller, M. (2008). From a Literature Review to a Conceptual Framework for Sustainable Supply Chain Management. Journal of Cleaner Production.

Course Name : Customer Relationship Management



Course Objectives:

The Customer Relationship Management (CRM) course in the Marketing Management aims to provide students with a comprehensive understanding of customer-centric strategies, CRM technologies, customer segmentation, and personalized marketing.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Customer Relationship Management and its role in marketing strategies
CO 2	Analyze customer segmentation and profiling
CO 3	Develop and implement effective CRM strategies
CO 4	Apply CRM technologies and data analytics for customer insights
CO 5	Evaluate the role of personalization in marketing

Course Content:

Unit-A: Fundamentals of Customer Relationship Management

- ☐ Definition and scope of Customer Relationship Management
- ☐ Importance of customer-centric strategies
- ☐ CRM in the marketing mix
- ☐ Key components of a CRM framework

Unit-B: Customer Segmentation and Profiling

- ☐ Techniques for customer segmentation
- ☐ Developing customer profiles and personas
- ☐ Targeting and positioning in CRM
- ☐ Predictive modeling and analytics

Unit-C: CRM Strategies and Technologies

- ☐ Designing and implementing effective CRM strategies
- ☐ CRM technologies and tools
- ☐ Integration of CRM with other marketing functions
- ☐ Customer loyalty programs

Unit-D: Personalization in Marketing and Ethical Considerations

- ☐ Role of personalization in marketing
- ☐ Personalized marketing strategies
- ☐ Ethical considerations in CRM practices
- ☐ Privacy and data protection in CRM

Teaching / Assessment Methodology:

- ☐ Synchronous lectures
- ☐ Case studies and real-world scenarios
- ☐ Assignments
- ☐ Midterm exams
- ☐ Group project on an integrated CRM plan

Grading:

- ☐ Midterm exams - 30%
- ☐ Assignments - 20%
- ☐ Group project - 50%

Further Readings:

- ☐ Payne, A., & Frow, P. (2013). Strategic Customer Management: Integrating Relationship Marketing and CRM.
- ☐ Buttle, F. (2012). Customer Relationship Management: Concepts and Technologies.
- ☐ Greenberg, P. (2014). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- ☐ Rigby, D. K., Reichheld, F. F., & Schefter, P. (2002). Avoid the Four Perils of CRM. Harvard Business Review.

Subject Elective
Direct Selling Management (Semester V)



Course Name: Critical Success Factors

Credits: 4

Course Objectives:

This course aims to equip students with a deep understanding of the key factors driving success in the direct selling industry. It covers essential aspects such as effective sales techniques, customer relationship management (CRM), business development strategies, and performance enhancement. The course also focuses on developing skills to identify, analyze, and leverage critical success factors for sustained growth and profitability in direct selling businesses.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and explain critical success factors in the direct selling industry.
CO 2	Understand the importance of effective sales techniques and strategies.
CO 3	Develop and manage customer relationships for long-term success.
CO 4	Apply business development strategies to enhance the performance of direct selling businesses.
CO 5	Evaluate and optimize key business processes and practices to sustain competitive advantage in the direct selling industry

Course Contents:

Unit-A: Introduction to Direct Selling Management

- Overview of the direct selling industry
- Historical perspective and evolution of direct selling
- Regulatory and legal considerations in direct selling
- Business models in direct selling
- The role of ethics and social responsibility

Unit-B: Sales Techniques and Strategies

- Direct selling as a personal selling process
- Sales presentations and communication skills
- Customer acquisition and lead generation
- Effective product knowledge and demonstration
- Handling objections and closing sales

Unit-C: Customer Relationship Management in Direct Selling

- Understanding customer needs and preferences

- Building and maintaining customer relationships
- Customer loyalty and retention strategies
- Handling customer complaints and inquiries
- Using technology in customer relationship management

Unit-D: Business Development and Growth

- Strategies for business expansion and diversification
- Training and development of direct selling teams
- Compensation plans and incentives for sales representatives
- Market analysis and competition assessment
- Case studies on successful direct selling businesses

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Coughlan, A. T., & Grayson, K. (2017). Direct Selling Success: From Amway to Zombies.
- Hollander, S. C., Rassuli, K. M., & Jones, D. M. (2018). Sales Force Management: Leadership, Innovation, Technology.
- Keenan, A. (2016). The Secrets to Success in the Direct Selling: How to Become a Top 1% Direct Sales Rep.
- Sharma, R. R., & Reddy, K. V. (2015). Direct Selling as a Business Model in Indian Market.

Subject Elective
Direct Selling Management (Semester VI)



Course Name: Tools and Techniques for a Successful Direct Seller

Credits: 4

Course Objectives:

This course is designed to provide MBA students with the essential tools, strategies, and skills necessary for success in direct selling. The curriculum emphasizes the development of advanced sales techniques, effective customer relationship management (CRM), personal branding, and the integration of technology to build and sustain a successful direct selling business. By the end of the course, students will be equipped to drive sales, build lasting customer relationships, and use modern tools to scale their direct selling business in a competitive marketplace.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Master core selling skills and techniques unique to the direct selling industry.
CO 2	Utilize CRM systems to manage customer interactions and enhance sales productivity.
CO 3	Develop personal branding and social media strategies to build a strong network.
CO 4	Integrate various technological tools to streamline the sales process and analyze performance.
CO 5	Formulate and execute business growth strategies to effectively manage sales pipelines, expand market reach, and ensure long-term success in direct selling.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of the direct selling industry and business models.
- Setting personal and business goals in direct selling.
- Product knowledge and its importance in selling techniques.
- Ethical and legal considerations in direct selling.

Unit-B: Sales Techniques in Direct Selling

- Relationship-building and prospecting strategies.
- Effective communication and presentation skills.
- Handling objections and closing techniques.
- Follow-up strategies to foster customer loyalty.

Unit-C: Customer Relationship Management (CRM)

- Principles of CRM and its importance in direct selling.
- Using CRM tools to track customer interactions and sales.
- Personalized marketing and customer service best practices.
- Data analysis to enhance customer satisfaction and retention.

Unit-D: Leveraging Technology and Personal Branding

- Digital and social media marketing for direct selling success.
- Building a personal brand to differentiate and compete.
- Technological platforms for virtual demonstrations, training, and sales.
- Key performance indicators (KPIs) and analytics for tracking sales growth.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Robinson, Keith, and William W. Cato. (2018). Direct Selling For Dummies.
- Maurer, Michael. (2011). The Complete Idiot's Guide to Direct Marketing.
- Landrum, Neil H. (2016). Entrepreneurial Success in Direct Sales.
- Wotruba, Thomas R., and Diane H. F. Welsh. (2016). Direct Sales Entrepreneurship: Characteristics, Strategies, and Outcomes.

Direct Selling: Digital and Brand Strategy

Credits: 4

Course Objectives:

- This course equips students with essential digital marketing, social media, and brand-building skills tailored for direct selling and network marketing businesses.
- It introduces core digital marketing concepts, tools for prospecting and customer engagement, personal branding strategies, and analytics-based decision-making.
- The course also covers influencer collaborations, paid advertising, and online community building to scale a direct selling business digitally.

Course Outcomes:

SN	Course Outcomes
CO1	Understand the core principles of digital marketing and customer journey concepts relevant to direct selling.
CO2	Create a strong personal brand and online presence, optimize social media platforms, and implement audience engagement strategies.
CO3	Leverage automation tools, CRM systems, and analytics to improve prospecting, lead nurturing, and business growth.
CO4	Design and manage content calendars, influencer campaigns, and paid ad strategies for scaling network marketing businesses online.
CO5	Build and manage virtual teams using online training, gamification, and tech-driven accountability practices.

Course Content:

Unit A: Fundamentals of Digital Marketing for Direct Selling

Introduction to Digital Marketing; Digital vs Traditional Marketing in Direct Selling; Key Components: SEO, SEM, Social Media, Email, and Content Marketing; Understanding the Customer Journey (Awareness, Consideration, Decision); Identifying Pain Points and Defining Target Audience.

Unit B: Personal Branding, Social Media Platforms & Prospecting

Defining Your Personal Brand; Crafting Brand Story; Optimizing Social Media Profiles; Audience Engagement Strategies; Prospecting via Hashtags, Groups, and DMs; DM Etiquette and Prospecting Mistakes to Avoid; Team Building via Social Media.

Unit C: Leveraging Technology, Automation & Analytics

Marketing Tools and Platforms (Canva, Hootsuite, CRM Tools); Chatbots and Automated Email Sequences; Online Training Platforms (Zoom, Teachable); Virtual Team Building and Gamification; SMART Goal Setting and Tech-Driven Goal Tracking; Digital Analytics Tools (Google Analytics, Social Media Insights, CRM Reports).

Unit D: Advanced Growth Strategies for Digital Network Marketing

Paid Advertising Strategies (Facebook, Google, LinkedIn Ads); Ad Targeting and ROI Measurement; Influencer Marketing for Network Growth; Micro vs Macro Influencers; Campaign Planning and Tracking; Analytics-Driven Decision-Making and Weekly Reporting Routines.

Teaching / Assessment Methodology:

- Synchronous interactive lectures
- Asynchronous recorded sessions via LMS
- Assignments based on digital marketing application and strategy building
- Quizzes on modules and real-world case application
- Project work: Digital branding and online business development plan for a direct selling business

Grading:

Assessment Component	Weightage
Internal Assessment	30%
End Term Exam	70%

Required Books and Materials:

- Jab, Jab, Jab, Right Hook — Gary Vaynerchuk
- Go Pro: 7 Steps to Becoming a Network Marketing Professional — Eric Worre
- Measure What Matters — Katie Delahaye Paine
- Building a StoryBrand — Donald Miller
- Content Inc. — Joe Pulizzi

Mastering Direct Sales: Case Based Learning

Credits: 4

Course Objectives:

- Develop a deep understanding of direct selling through real-life case studies and leadership journeys.
- Impart practical knowledge on network building, personal transformation, mentorship, business strategy, ethical leadership, and digital leverage.
- Learn to apply mindset strategies, manage teams, and grow sustainable businesses through values-driven leadership.

Course Outcomes:

SN	Course Outcomes
CO1	Understand the importance of mentorship, leadership, and duplication in building sustainable direct selling teams.
CO2	Apply personal branding, prospecting, and digital tools to expand networks and build influence.
CO3	Build high-performance cultures through discipline, training, events, and systematic duplication.
CO4	Examine real-world leadership strategies from top industry leaders and design personal business growth roadmaps.
CO5	Implement ethical, educational, and inclusive practices in building direct selling networks for long-term stability.

Course Content:

Unit A: Leadership, Duplication & Mentorship in Direct Selling: Surrender Vats: Power of

duplication, energy management, mentorship, high-performance culture; Anil Narang: Mentorship, risk-taking, redefining entrepreneurship, resilience; Deepak Bajaj: Transformation, tools, social media, ecosystem building

Unit B: Prospecting, Digital Strategy & Personal Development: Lalit Arora: Consistent prospecting, social media leverage, niche focus; Surekha Bhargav: Empowerment, consistency, women leadership, time discipline; Vijay Tak: Overcoming limitations, education as growth driver, digital adaptability

Unit C: Visionary Leadership, Community Building & Ethical Selling: Mukesh Kothari: Visionary leadership, resilience, network expansion, advocacy for industry legitimacy; Harshvardhan Jain: Discipline, education, community growth, legacy planning; Rajat Kumar Kar: Mindset, gratitude, persistence, emotional intelligence

Unit D: Modern Tools, Inclusivity, and Industry Evolution: Prof. Vasu: Mindset shift, professionalism, ethics, industry challenges, personal branding; Deepak Kumar Singh: Education's role, resilience, digital tools, time compression success; Siddharth Singh: Simplicity, dream mode, business planning, nationwide networks; Dipal Patrawala & Archana Kumar: Women empowerment, ethical leadership, network depth, and width strategies

Teaching / Assessment Methodology:

- Synchronous lectures and discussions
- Asynchronous video modules via LMS
- Case-based assignments
- Quizzes and reflective reviews
- Project work: Personal direct selling business roadmap and leadership analysis

Grading:

Assessment Component	Weightage
Internal Assessment	30%
End Term Exam	70%

Recommended Books and Materials:

- Go Pro – Eric Worre
- Building an Empire – Brian Carruthers
- Your First Year in Network Marketing – Mark Yarnell
- Think and Grow Rich – Napoleon Hill
- The Greatest Networker in the World – John Milton Fogg



Scheme
Bachelor of Computer
Applications
(Syllabus File)

Shoolini University Centre for
Distance and Online Education
(SCDOE)

April (2025 – 2028)

Program Structure/Syllabus Credit Scheme of BCA

Semester I			
Sr No.	Course Name	Course Code	Credits
1	Functional English-1	SOC101	4
2	Problem Solving with Programming	SOBCA102	4
3	Mathematics	SOBCA103	4
4	Creativity Decoded	SOC103	4
5	Open Elective (To be chosen from the elective list given below)		4
	Total Credit Hours		20
Open Elective			
Sr No.	Course Name	Course Code	Credits
2	Linguistics	SOME4001	4
3	Principles of Management	SOBB101	4

Semester II			
Sr No.	Course Name	Course Code	Credits
1	Entrepreneurship	SOC202	4
2	Functional English-2	SOC201	4
3	Data Structure with C	SOBCA203	4
4	Web Technology	SOBCA204	4
5	Open Elective (To be chosen from the elective list given below)		4
	Total Credit Hours		20
Open Elective			
Sr No.	Course Name	Course Code	Credits
1	Saying it with presentations	SOC203	4
2	Human Resource Management	SOBB201	4

Semester III			
Sr No.	Course Name	Course Code	Credits
1	Acing the Interviews through AI	SOC302	4
2	Operating System	SOBCA302	4
3	Object-Oriented Programming with C++	SOBCA303	4
4	Software Engineering	SOBCA304	4

5	Open Elective (To be chosen from the elective list given below)		4
	Total Credit Hours		20
Open Elective			
Sr No.	Course Name	Course Code	Credits
1	Critical Thinking and Problem Solving	SOC301	4
2	New Media	SOBJ302	4

Semester IV			
Sr No.	Course Name	Course Code	Credits
1	Database Management System	SOBB(CS)101	4
2	Python Programming	SOBCA402	4
3	Digital Marketing for Practitioners	SOBCA403	4
4	Organizational Behavior	SOBB404	4
5	Open Elective (To be chosen from the elective list given below)		4
	Total Credit Hours		20
Open Elective			
Sr No.	Course Name	Course Code	Credits
1	Advertising and Public Relations	SOBJ401	4
2	Effective Negotiations and Conflict Management	SOBC401	4

Semester V			
Sr No.	Course Name	Course Code	Credits
1	Java Programming	SOBCA501	4
2	Subject Elective		4
3	Cloud Computing	SOBCA502	4
4	Open Elective (To be chosen from the elective list given below)		4
5	Minor Project		4
	Total Credit Hours		20
Open Elective			
Sr No.	Course Name	Course Code	Credits
1	Emotional Intelligence	SOEBC110	4
2	Research methodology	SOBB602	4

Semester VI			
Sr No.	Course Name	Course Code	Credits
1	Major Project	SOBCA602	8
2	Project Management	SOBCA601	4
3	Subject Elective		4
4	Subject Elective		4
	Total Credit Hours		20
Open Elective			
Sr No.	Course Name	Course Code	Credits
1	Corporate Communication	SOBB(F)101	4
2	Stock Market and Investment	SOBB603	4

Subject Elective Courses

Subject Elective: Artificial Intelligence and Machine Learning			
Semester V			
Sr No.	Course Name	Course Code	
1	Artificial Intelligence	SOBCA(AI)101	
Semester VI			
Sr No.	Course Name	Course Code	
1	Machine Learning	SOBCA(AI)102	
2	Deep Learning	SOBCA(AI)103	

Subject Elective: Cyber Security			
Semester V			
Sr No.	Course Name	Course Code	
1	Introduction to Cyber Security	SOBCA(CS)101	
Semester VI			
Sr No.	Course Name	Course Code	
1	Biometric Security	SOBCA(CS)102	
2	Ethical Hacking	SOBCA(CS)103	

Subject Elective: Data Science		
Semester V		
Sr No.	Course Name	Course Code
1	Data Handling and Visualization	SOBCA(DS)101
Semester VI		
Sr No.	Course Name	Course Code
1	Information Security and Privacy	SOBCA(DS)102
2	Computing for Data Science	SOBCA(DS)103

Subject Elective: Full Stack Development		
Semester V		
Sr No.	Course Name	Course Code
1	Mongo DB	SOBCA(FS)101
Semester VI		
Sr No.	Course Name	Course Code
1	PHP Programming	SOBCA(FS)102
2	Development with Node and React JS	SOBCA(FS)103

SEMESTER-I

Course Name: Functional English- 1

Credits: 4

Course Objectives:

- To enhance the skills needed to work in a formal English-speaking global environment.
- To equip the learners with required linguistic skills, guiding them to excel in the academic field.
- To emphasize the need for fluency in the English language and refining language proficiency.
- To enable students to communicate better through writing and oral expression.

Course Outcomes:

At the end of the course, the student will be able to:

CO1: Develop proficiency in the English language, achieving a solid foundation in reading, writing, speaking, and listening skills.

CO2: Enhance students' ability to communicate effectively in various contexts, improving their linguistic competence and confidence in English.

CO3: Acquire and refine essential communication skills, including technical writing, business correspondence, and presentation techniques.

CO4: Foster critical thinking and problem-solving abilities through effective communication, enabling students to articulate their ideas clearly and persuasively.

CO5: Instill a mindset of lifelong learning by equipping students with the skills and strategies needed to continuously improve their language proficiency and adapt to diverse communication needs in personal and professional environments.

Course Contents:

Unit - A

- Listening and Reading
- Unseen Passage
- Comprehension

Unit - B

- Functional English
- Specific fixed expressions
- Practice

Unit - C

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit - D

- Phrasal Verbs
- Idioms
- Collocations

- Grammatical rules
- Exercises that have to do with grammar

Course Outcome:

1 Knowledge Outcomes:

- To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
- To enable students to improve their ability to communicate and their linguistic competence in English.

2 Skill Outcomes:

- Acquire and hone communication skills
- Lifelong: Ability to acquire knowledge and skills, including ‘learning how to learn’, that are necessary for participating in learning activities throughout life.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Suggested Reading:

- *Collins Cobuild, Dictionary of Phrasal Verbs*, Indus
- *Oxford Collocation Dictionary*, Oxford University Press
- Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.
- Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India
- Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press
- Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.
- Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer
- Colins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrat Publishing
- O’Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

- www.Englishclub.com
- www.writingcentre.uottawa.ca
- <http://grammar.about.com>
- <http://learnenglish.britishcouncil.org>
- <http://www.bbc.co.uk/worldservice/learningenglish/>

Course Objectives:

- The course is designed to aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc.
- This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- This would also aid the PC penetration program.
- This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

After completing this course, you will be able to:

Sr. No.	Course Outcome
CO1	Write efficient algorithms to solve various problems.
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

Course Content:**Unit- A:**

Knowing computer: Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- B:

Number System and Computer Codes: Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- C:

Introduction to the C Language: C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- D:

Functions, Arrays and Pointers: Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays, Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment 30%

End Term Exams 70%

Text Books:

- Computer Science: A Structured Programming Approach Using C, B.A. Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
- The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

Reference Books:

- Let Us C Yashavant kanetkar BPB.
- Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
- Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

Course Name: Mathematics**Credits: 4****Course Objectives:**

The mathematics course aims to provide students with a foundational understanding of key mathematical concepts and their applications. The course will cover fundamental topics in algebra, calculus, complex theory and differential fostering the analytical and problem-solving problems to the learners. Moreover, the mathematics the provides the foundation for computer application enabling the creation of efficient and reliable and innovative technologies that transform the world.

Course Outcome:

At the end of the course, the student will be able to:

Sr.No.	Course Outcome
CO1	Demonstrate the algebraic operations efficiently
CO2	Analyse and understand the fundamentals of the differential to solve the mathematical problems.
CO3	Apply calculus concepts to solve mathematical problems and apply the mathematical concept in other disciplines
CO4	Recognize the concept of the complex theory and apply various mathematical modelling techniques in soft computing.
CO5	Develop the logical, critical and analytical thinking which helps to solve the decision-making problems in real time scenario.

Course Content:**Unit 1: Algebra****Introduction of Matrices**

- Algebra of Matrices,
- Matrix type
- Minor and Cofactor of the matrix,
- Matrix inverse
- Determinant of a square matrix,
- Application and properties of the determinants,
- Solution of simultaneous linear algebraic equations by different methods

Unit 2: Differential**Introduction of Differentiation:**

- Basic concept of limit and continuity.

- Rules of differentiation, theorem relating to the derivatives of the sum, difference,
- Product and quotient of functions.
- Derivative of Trigonometric functions, inverse trigonometric functions,
- Logarithmic and exponential functions,
- Differentiation of Implicit functions, Chain Rule,
- Derivative of functions in parametric form.
- Rolle's Theorem and Mean value theorem

Unit 3 Integral Calculus

Introduction of Integration:

- Integration as the inverse of differentiation,
- Indefinite integral or antiderivative.
- Fundamental integrals involving algebraic, trigonometric, Exponential, and Logarithmic functions,
- Integration by parts (statement only),
- Substitution and partial fractions.
- Important properties of definite integrals.

Unit-4 Complex Theory

- Introduction, Algebra of Complex Number,
- Modulus and Amplitude form,
- Representation of a Complex Number (Polar form Representation),
- Geometrical Representations of the sum and difference of the complex number,
- Euler's Formula, n th root of unity.

Grading:

Internal assessment: 30%

End Term Exam: 70%

Further Readings:

1. Stewart, J. (2015). Calculus: Early Transcendentals.
2. Stroud, K. A., & Booth, D. J. (2013). Engineering Mathematics.

3. Devore, J. L., & Berk, K. N. (2011). Modern Mathematical Statistics with Applications.
4. Larson, R., Edwards, B. H., & Falvo, C. (2018). Elementary Linear Algebra.
5. Paulos, J. A. (1988). Innumeracy: Mathematical Illiteracy and Its Consequences.

Course Objectives:

The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students with specific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Enumerate the steps in the creative process and understand that it is non linear
CO2	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO 3	Understand the role of concepts like mindfulness, use of right brain, empathy, and curiosity in creativity
CO 4	Explain the importance of deliberate practice for achieving excellence
CO 5	Comprehend the role of opposites (upside- down) in reframing
CO 6	Understand the various ways of combining things to create something new

Course Content:**Unit-A: What is Creativity**

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit-B: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit-C: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit-D: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:

Text Books:

- Ashoo Khosla, “Off the corporate bus and into the creativity boat, aico Publishing House(October 2017)

Reference Books:

- Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”,Harper Collins, (1990)
- Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)

Course Objectives:

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Define Business and its objectives.
CO2	Explore the various forms of Business and outline the pros & cons associated with each of them.
CO3	Develop an understanding of Globalization, Liberalization & Privatization and their Indian perspective.
CO4	Explain the basic concepts of the various functional aspects of the Business viz.- Marketing, Operations, HR, Finance and IT.
CO5	Define Entrepreneurship and explore the various entrepreneurial business models and opportunities available in contemporary India.
CO6	Enumerate and explain the various theories and concepts related with Leadership & Motivation.
CO7	Outline the development of management thought – from the Classical Theory till the most recent contemporary management concepts.

Course Content:

Unit- I: Understanding Business and Its Forms

Critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co- operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

- a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.
- c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing

- decisions, Distribution and promotional decisions
- d) Finance: Money and banking, Financial management and securities markets, risk management and insurance
 - e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
 - f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

- a) Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- b) Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit- IV: Development of Management Thought

Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker’s MBO, Porter’s 5- Force Model, Prahalad’s Core Competency, Peter Senge’s Learning Organization and Tom Peters’ Excellence approach

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books And Materials: Text Book:

1. Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.

References:

2. Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.
3. Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.

4. Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.

Course Objectives:

- To make students understand the systematic study of language.
- To familiarise students with the history and evolution of the English language
- To make them understand the structure and dynamics of the English language.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Expose to a wide array of linguistic diversity as well as systematic patterns and crosslinguistic universals that constrain this diversity.
CO2	Understand and appreciate the systematic study of language.
CO3	Get familiarise with the history of linguistics and enhance the communication skills.
CO4	Opt for more advanced coursework in linguistics.

Course Content:**Unit A:**

Short notes on the following: Langue and Parole; Dialect and Accent; Motivation; Phonetic transcription; Stress and Rhythm; Morph and Allomorph; language registers, Consonants and Vowels, Tone and Accent; Allophone classification of English speech sounds

Unit B:

A brief history of linguistics: The growth of modern linguistics with particular reference to the main ideas contained in the works of Bloomfield (*Language*), Saussure (*A Course in General Linguistics*)

Unit C:

The organs of speech (production and classification of speech, sounds, the I.P.A. classification). The phonatory system. The concept of the phoneme, minimal pairs of allophonic variations. Vowels and consonants, cardinal vowels

The phonetics of English, Transcription of words, and connected English speech concerning Jones, E.P.D. The description of English vowels and consonants. Some differences between

R.P. and Indian English, Syllable structure in English, Word Stress and Word Accent, rhythm, and intonation in connected speech

Unit D:

Theory of Grammar: The differences between traditional and structural approaches to grammar. The major tenets of the structural approach, including the study of:

Morphology: The nature and function of the morpheme, morph, and allomorph, Morphological analysis of English words

Syntax: Constituent Structure: Immediate-constituent analysis of sentences. The theory of transformational generative grammar (with reference to the work of Chomsky up to Aspects - 1965). Transformation rules, transforming Kernel Sentences into passive, interrogatives, negatives

Recent Theories: A brief overview of the functional approach to grammar with reference to the work of Halliday. (Study Lyons, Palmer, Robins)

Unit E:

The grammar and usage of modern English: The constituents of simple sentences, verb-based sentence patterns, the noun phrase, the verb phrase, auxiliary, adverbial and prepositional phrases, direct and indirect reference, sentence connection (Ref. To Chapters 2-7, 10, Quirk and Greenbaum, *University Grammar of English*, and exercises in the workbook on *University Grammar of English* by Close

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Allen, H.B.: *Reading in Applied English Linguistics* (Amerind)
2. Crystal D.: *What is Linguistics?*
3. Crystal D.: *Linguistics* (Penguin)
4. Grimson, A.C.: *An Introduction to the Pronunciation of English*
5. Jones, D: *English Pronouncing Dictionary 14th Ed*
6. Krishnaswamy and Verma: *Modern Linguistics*
7. Leech, G.: *Semantics* (Penguin Chapters 1,2,6,10)
8. Lyons, J.: *Introduction to Theoretical Linguistics -Last Two Chapters*
9. Lyons.J.: *Chomsky* (Fontana)
10. Mackey, W.F.: *Language Teaching Analysis*
11. Palmer, F: *Grammar and Semantics* (Penguin)
12. Parren, G.E, and J.L.M. Trim: *Application of Linguistics* (OUP)
13. Pimsleur, Paul, and Terence: *The Psychology of Second Language Learning* (OUP)
14. Quirk and Greenbaum: *University Grammar of English*
15. Robin R.H: *A Short History of Linguistics* (Longmans)
16. Robin R.H: *General Linguistics: An Introductory Survey*
17. Sethi and Dhamija: *A Course in Phonetics and Spoken English*
18. Syal and Jindal: *An Introduction to Linguistics* (Prentice Hall of India)
19. Wilkin, D.A.: *Linguistics in Language Teaching* (Edward Arnold)
20. Yule, G.: *The Study of Language* (O.U.P)

Course Objectives:

The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats, and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them. This course also provides practical proven tools for transforming an idea into a product or service that creates value for others. As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit. Above all, it would help them understand the magic of thinking BIG.

In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:

- Identifying and developing entrepreneurial opportunities.
- Building business models.
- Creating strategies for leading innovation; and
- Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define Entrepreneurship and outline its essence.
CO2	Explore the various entrepreneurial business models and opportunities available in contemporary India.
CO3	Clearly define the basics of the entrepreneurial spirit like one to 'Be a job creator rather than a job seeker'.
CO4	Develop an understanding of the benefits and risks associated with each of them.
CO5	Select and set a target market associated with each of the contemporary models.
CO6	Enumerate and explain the similarities and dissimilarities amongst them all.
CO7	Adapt and develop any of these entrepreneurial models at any stage of their life.
CO8	Make a comparison with the traditional business models and understand the need for change in the middlemen dominated system of distribution.
CO9	Formulate a strategic, tactical, and operational modus operandi of these business models.

Course Content:**Unit –A:****Introduction to Entrepreneurship**

Introduction to Entrepreneurship: A peep into an entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Indovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cash-flow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit –B:

Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, setting up a small-scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools Kill Creativity?

Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit –C:

Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, what are the types, Reason why there is a Problem - Root Cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit –D:

Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems, and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing, and products Grameen bank - Founders, History, Distribution channel, pricing, and products

Rang de - Concept, Founders, History, Distribution channel, pricing, and products Ashoka - Founders, History, Distribution channel, pricing, and products Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies, and examples

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the

theoretical concepts and applications

- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment - **30%**

End Term Exam - **70%**

Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
- Complete E-Commerce book: Design, build & maintain a successful web-based business-Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, Geoffrey Randall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, US

Course Objectives:

- The objective of this course is to help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more.
- The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset.

Course Outcomes:

At the end of the course, the student should be able to:

CO1: Develop proficiency in the English language, achieving a solid foundation in reading, writing, speaking, and listening skills.

CO2: Enhance students' ability to communicate effectively in various contexts, improving their linguistic competence and confidence in English.

CO3: Acquire and refine essential communication skills, including technical writing, business correspondence, and presentation techniques.

CO4: Foster critical thinking and problem-solving abilities through effective communication, enabling students to articulate their ideas clearly and persuasively.

CO5: Instill a mindset of lifelong learning by equipping students with the skills and strategies needed to continuously improve their language proficiency and adapt to diverse communication needs in personal and professional environments.

Course Content:

Unit - A:

Introduction to the Level 2 of Functional English, Overview of IELTS, General Training, Band Score, Fluency

Unit - B:

Lucidity and Concision, Tips to develop good communication skills, Grammar and Vocabulary, why is Functional Language important?

Unit - C:

Difference between Hearing and Listening, Role of Listening, General Training Reading, Important steps for Writing, Writing Strategies, Speaking Test

Unit - D:

Factors that influence Concentration, Inspiration, Perspiration, Tips for IELTS Preparation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

L. Thimmesha- Functional English

Course Name: Data Structures with C**Credits: 4****Course Objectives:**

The Data Structures with C course is designed to provide students with a solid foundation in data structures and algorithms using the C programming language. The course will cover essential data structures such as arrays, linked lists, stacks, queues, and trees, and introduce algorithmic concepts for efficient problem-solving.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the basics of data structures and their importance
CO2	Implement and analyze algorithms in the C programming language
CO3	Design and implement various data structures, including arrays and linked lists
CO4	Analyze the time and space complexity of algorithms
CO5	Solve problems using stack and queue data structures
CO6	Implement tree and graph data structures and associated algorithms
CO7	Apply recursion and dynamic programming for problem-solving
CO8	Develop efficient algorithms for searching and sorting
CO9	Apply data structures to real-world programming challenges
CO10	Write efficient and optimized C code

Course Content:**Unit-A: Introduction to Data Structures**

- Overview of data structures and algorithms
- Basic concepts of arrays and linked lists
- Time and space complexity analysis

Unit-B: Stacks and Queues

- Implementation and applications of stacks
- Implementation and applications of queues
- Solving problems using stacks and queues

Unit-C: Trees and Graphs

- Introduction to tree data structures
- Binary trees and their traversals
- Graph data structures and algorithms

Unit-D: Algorithmic Techniques

- Recursion and its applications
- Dynamic programming concepts
- Searching and sorting algorithms
- Applications of data structures in programming challenges

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Weiss, M. A. (2014). Data Structures and Algorithm Analysis in C++.
2. Horowitz, E., Sahni, S., & Mehta, D. (2007). Fundamentals of Data Structures in C++.
3. Cormen, T. H., Leiserson, C. E., Rivest, R. L., & Stein, C. (2009). Introduction to Algorithms.
4. Carrano, F. M., & Henry, M. H. (2012). Data Structures and Abstractions with Java.
5. Goodrich, M. T., Tamassia, R., & Mount, D. M. (2011). Data Structures and Algorithms in Java.

Course Objectives:

The students will be able:

1. To Understand the structure and semantics of HTML (Hypertext Markup Language).
2. To create responsive designs that work well on various devices and screen sizes.
3. To learn the principles of responsive web design.
4. To Understand the importance of web accessibility.
5. To gain industry best practices, coding standards, and code organization.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Students should be able to create well-structured and semantically meaningful HTML documents that provide a solid foundation for web content.
CO2	Students should be proficient in using CSS to apply styling to HTML elements, creating visually appealing and consistent designs across web pages.
CO 3	Students should understand and implement best practices for securing front-end code.
CO 4	Students should demonstrate an ability to adapt to new front-end technologies and frameworks as the field of web development evolves.
CO 5	Students should be aware of accessibility standards and be able to create websites that are accessible to users
CO 6	Students should understand the principles of version control and be able to use tools like Git to manage and collaborate on code projects
CO 7	To learn various creative measures related to website.

Course Content:**Unit-A: Introduction to Front End**

Overview of Front-end vs Backend, Advantages of HTML, Front-end development, CSS, Role of HTML and CSS in web development HTML Tags, Nesting of Tags, Attribute and values within Tag, Basic Structure, Formatting advantages in HTML, Background Color

Unit-B: List and Tables

Types of Lists, Nested List, Advantages of List, Links and Multimedia, Basic Table Structure, Table Syntax, Interactive Elements and Scripting, Importance of Forms, Forms and Input, Semantic Elements.

Unit-C: CSS and Responsive Design

Basics of CSS, CSS Tags, Concept of styling, Linking, CSS Box Model, CSS Layout and Positioning, Advanced Styling, Responsive designs, Importance of

Responsive design, Goals, Media Queries, Importance of Maintainable CSS, CSS Methodologies, Evolution of web design, Mobile web, Core Techniques in Responsive Design, CSS Framework for Responsiveness, Benefits of using Framework, Drawbacks, Advance Responsive Patterns

Unit-D: Web Accessibility and Java Script

Principal for writing maintainable CSS, Modular CSS, Performance Optimization, Web Accessibility, Tools, Staying Updated, how to develop JavaScript, Simple JavaScript, Variables, Functions, Conditions, Loops, Arithmetic Operators, Comparison Operators, Logical Operators, Bitwise Operators, Assignment Operators

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment

30%

End Term Exam

70%

Required Books and Materials:

Textbook:

1. HTML and CSS: Design and Build Websites" by Jon Duckett
2. Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics" by Jennifer Niederst Robbins

Reference Book:

1. Headfirst HTML and CSS" by Elisabeth Robson and Eric Freeman
2. HTML & CSS: The Complete Reference, Fifth Edition" by Thomas Powell and Theresa Hunt
3. HTML5 Pocket Reference" by Jennifer Niederst Robbins

Course Objectives:

The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience. This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience. Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Basics of Good presentation
CO2	Understand the concept and identify and understand our target audience
CO3	Understand the importance of choosing an appropriate topic
CO4	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO5	Understand the role of eyes and voice while creating a presentation
CO6	Know how to observe and influence the audience while giving a presentation
CO7	Time management skills in presentation

Course Content:**UNIT-A**

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

UNIT-B

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

UNIT-C

- Writing The Script

- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

UNIT-D

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte

- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

Course Description:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the difference between training and development
CO2	Delineate process of employee training.
CO3	Elucidate the process of management development.
CO4	Understand the significance of appraisal programs and its various methods.
CO5	Recognize the best methodology in welfare and security measures for employees.
CO6	Discuss the general guidelines followed for administering discipline in an organization.
CO7	Understand the concept of Industrial Relations.
CO8	Constructing training and development programs for the employees.
CO9	Effectively run a performance appraisal program.
CO10	Knowing your employees and look out for their welfare.
CO11	Designing better retention policies for employees
CO12	To effectively handle discipline among employees.

Course Content:**Unit- A: Human resource planning**

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- B: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- C: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- D: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:**Text Book:**

1. Sixth Edition
Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill,

Reference Book:

1. Edition.
Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First
2. Human Resource Management, by C.B. Gupta, Sultan Chand and Brothers, 13th Edition
3. Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Course Objectives:

- The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process.
- The course will be largely concerned with life skills development and personality development. The course's goal is to familiarise students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again.
- The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	To understand the types of question they will be facing in future.
CO2	To critically analyze their personality and what are their strengths and weaknesses.
CO3	Apply a few of the types of interview questions they will encounter.
CO4	Mock interviews can be practiced using an AI platform like Siqandar.

Course Content:**Unit - A: Introduction**

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit - D: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing

- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Objectives:

The Operating System course is designed to provide students with a comprehensive understanding of the fundamental concepts and principles of operating systems. The course will cover topics ranging from process management to memory management, file systems, and security.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the role and functions of operating systems
CO2	Analyze and design process management in operating systems
CO3	Evaluate different memory management schemes
CO4	Design and implement file systems
CO5	Analyze and implement input/output systems
CO6	Understand the concepts of deadlock and concurrency
CO7	Evaluate different scheduling algorithms
CO8	Implement and analyze security measures in operating systems
CO9	Analyze and implement virtualization concepts
CO10	Apply operating system principles to real-world scenarios

Course Content:**Unit-A: Introduction to Operating Systems**

- Definition and functions of operating systems
- History and evolution of operating systems
- Types of operating systems (Batch, Multi-programming, Time-sharing)

Unit-B: Process Management

- Processes and threads
- Process scheduling algorithms
- Inter-process communication
- Synchronization and deadlock resolution

Unit-C: Memory Management and File Systems

- Memory hierarchy and management
- Virtual memory concepts
- File system organization and structure
- File system implementation and management

Unit-D: Input/Output Systems and Security

- I/O devices and systems
- Disk scheduling algorithms
- Security and protection mechanisms
- Virtualization concepts and implementation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Silberschatz, A., Galvin, P. B., & Gagne, G. (2018). Operating System Concepts.
2. Tanenbaum, A. S., & Bos, H. (2014). Modern Operating Systems.
3. Stallings, W. (2014). Operating Systems: Internals and Design Principles.
4. Tanenbaum, A. S. (2007). Distributed Systems: Principles and Paradigms.
5. Smith, J. E., & Nair, I. (2005). Virtual Machines: Versatile Platforms for Systems and Processes.

Course Name: Object-Oriented Programming with C++

Credits: 4

Course Objectives:

The Object-Oriented Programming with C++ course is designed to provide students with a solid understanding of object-oriented programming concepts using the C++ programming language. The course will cover topics such as classes, inheritance, polymorphism, and templates.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the principles and concepts of object-oriented programming
CO2	Design and implement classes and objects in C++
CO3	Apply inheritance and polymorphism for code reusability
CO4	Utilize templates and generic programming in C++
CO5	Implement exception handling and file handling in C++
CO6	Design and implement graphical user interfaces using C++
CO7	Apply object-oriented design principles
CO8	Develop efficient and modular C++ code
CO9	Understand and implement operator overloading
CO10	Apply advanced C++ features for real-world applications

Course Content:

Unit-A: Introduction to Object-Oriented Programming

- Basics of object-oriented programming
- Understanding classes and objects
- Constructors and destructors
- Function overloading and operator overloading

Unit-B: Inheritance and Polymorphism

- Inheritance and its types
- Polymorphism and its implementation
- Function overriding and virtual functions
- Abstract classes and interfaces

Unit-C: Templates and Generic Programming

- Introduction to templates
- Function templates and class templates
- Generic programming concepts
- Standard Template Library (STL)

Unit-D: Advanced C++ Features and Applications

- Exception handling and file handling
- Advanced topics in C++ (smart pointers, move semantics)
- Design patterns in C++
- Graphical User Interface (GUI) programming in C++

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Stroustrup, B. (2014). Programming: Principles and Practice Using C++.
2. Eckel, B. (2003). Thinking in C++.
3. Lippman, S. B., Lajoie, J., & Moo, B. (2012). C++ Primer.
4. Schildt, H. (2012). C++: The Complete Reference.
5. Meyers, S. (2014). Effective Modern C++: 42 Specific Ways to Improve Your Use of C++11 and C++14.

Course Objectives:

The students will be able:

1. To comprehend the various software process models.
2. To understand the types of software requirements and SRS documents.
3. To know the different software design and architectural styles.
4. To learn the software testing approaches and metrics used in software development.
5. To know about quality control and risk management.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	To compare and select a process model for a business system.
CO2	To identify and specify the requirements for the development of an application.
CO3	To develop and maintain efficient, reliable and cost-effective software solutions.
CO4	To learn about generic models of software development process.
CO5	To understand fundamental concepts of requirements engineering and Analysis Modeling.
CO6	To understand the different design techniques and their implementation.
CO7	To learn various testing measures
CO8	To learn various maintenance and project management techniques
CO 9	To learn various ISO Standards

Course Content:**Unit-A: Introduction to Software Engineering**

The evolving role of software, Changing Nature of Software, Software myths. A Generic view of process: Software engineering- A layered technology, a process framework, Process patterns, process assessment. Process models: The waterfall model, Incremental process models, Evolutionary process models, The Unified process, Agility and Agile Process model, Extreme Programming, Other process models of Agile Development and Tools.

Unit-B: Software Requirements

Functional and non-functional requirements, User requirements, System requirements, Interface specification, the software requirements document. Requirements engineering process: Feasibility studies, Requirements elicitation and analysis, Requirements validation, Requirements management. System models: Context Models, Behavioral models, Data models, Object models, structured methods. UML Diagrams.

Unit-C: Design Engineering

Design process and Design quality, Design concepts, the design model. Creating architectural design: Software architecture, Data design, Architectural styles and patterns, Architectural Design. ObjectOriented Design: Objects and classes, An Object-Oriented design process, Design evolution. Performing User interface design: Golden rules, User interface analysis and design, interface analysis, interface design steps, Design evaluation.

Unit-D: Testing Strategies

A strategic approach to software testing, test strategies for conventional software, Black-Box and White-Box testing, Validation testing, System testing, the art of Debugging. Product metrics: Software Quality, Metrics for Analysis Model, Metrics for Design Model, Metrics for source code, Metrics for testing, Metrics for maintenance. Metrics for Process and Products: Software Measurement, Metrics for software quality. Quality concepts, Software quality assurance, Software Reviews, Formal technical reviews, Statistical Software quality Assurance, The Capability Maturity Model Integration (CMMI), Software reliability, The ISO 9000 quality standards.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Textbook:

- Software Engineering A practitioner's Approach, Roger S Pressman, 6th edition. McGraw Hill International Edition.
- Software Engineering, Ian Sommerville, 7th edition, Pearson education.

Reference Book:

- Software Engineering, A Precise Approach, Pankaj Jalote, Wiley India, 2010.
- Software Engineering: A Primer, Waman S Jawadekar, Tata McGraw-Hill, 2008
- Software Engineering, Principles and Practices, Deepak Jain, Oxford University Press.

- Software Engineering1: Abstraction and modelling, Diner Bjorner, Springer International, edition, 2006.
- Software Engineering2: Specification of systems and languages, Diner Bjorner, Springer International edition 2006.
- Software Engineering Principles and Practice, Hans Van Vliet, 3rd edition, John Wiley & Sons Ltd.
- Software Engineering3: Domains, Requirements, and Software Design, D. Bjorner, Springer International Edition.
- Introduction to Software Engineering, R. J. Leach, CRC Press.

Course Objectives:

- The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- The course will use in-house practical to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

SR. No	Skill Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Apply MECE and CRAP to find solution to a problem
CO14	Write a research proposal

Course Contents:**Unit- I: Language of Reasoning**

- Arguments vs other language forms
- Criticality vs un-criticality
- Critical thinking and its indicators
- Elements, standard and traits of critical thinking
- Classical model of Critical Thinking
- Types of reasoning and its identification

Unit- II: Identifying the Problem

- Defining the problem
- Classifying the problem

- Simple Problem
- Customary Problems
- Introspective Problems
- Complex Problems
- Tools for problem identification:
 - Why-why analysis
 - What if analysis
 - Root Cause Technique (RCT)
 - Cause and Effect diagram
 - Pareto Analysis, etc.
- Problem formulation principle

Unit- III: Breaking up of Problem

- Identifying components of problem
 - Making logic trees
 - Constructing issue maps
 - Constructing mind maps
 - Priority matrix, etc.
 - Use of MECE concept

Unit- IV: Decision Making

- Measuring the impact of problem
- Reverse cause and effect analysis
- Creating hypotheses
- Developing research instrument
- Introduction to researching
- Preparing a project report

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Reference Books:

- "Critical Thinking: The Nature of Critical and Creative Thought" by Robert DiYanni
- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowell and Gary Kemp

Course Objectives:

- This course is designed to be a conceptual work based on the application of new media in various facets.
- This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication.
- The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

Course Content:**Unit - A:**

Introduction to New Media: Introduction to concepts of digitization and convergence, Introduction to Internet, World Wide Web (WWW), Search Engines, Multimedia elements and Interactivity.

Unit - B:

Data Journalism: Web Content Management System, News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data, Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C:

Social media: Social networking; Introduction to social profile management products- Facebook, Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube, Blogging: a brief history of blogs, blogs as narratives, Digital Divide, Security issues in using digital technology

Unit - D:

Writing for New Media: Blogs, Micro blogging & Social networking/Facebook/Twitter/RSS feeds, Digital marketing, Emails etc., Digital Story telling formats, Content writing, editing, reporting and its management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- A Journalist Guide to the Internet: The Net as a Reporting Tool, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- Cyber Media Journalism: Emerging Technologies, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
- Online Journalism: A Critical Primer, Jim Hall, Pluto press, London, 2001
- Producing Online News: Stronger Skills, Stronger Stories, Ryan M. Thornburg, CQ Press, Washington, 2011
- Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
- John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
- Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. The Communication Revolution. National Book Trust. Pavlik J.V. Media in the Digital Age, Columbia University Press.

Course Name: Database Management System

Credits: 4

Course Objectives:

The Database Management System course is designed to provide students with a comprehensive understanding of database concepts and principles. The course will cover topics such as database design, normalization, SQL, and transaction management.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the fundamentals of database management systems
CO2	Design and implement relational databases
CO3	Apply normalization techniques for efficient database design
CO4	Utilize SQL for data retrieval, manipulation, and management
CO5	Implement transaction management and concurrency control
CO6	Design and implement database security measures
CO7	Understand and apply distributed database concepts
CO8	Develop stored procedures and triggers
CO9	Apply indexing and optimization techniques
CO10	Implement and manage NoSQL databases

Course Content:

Unit-A: Introduction to Database Management Systems

- Definition and importance of database management systems
- Components and architecture of DBMS
- Types of databases (relational, hierarchical, network, etc.)
- Data models: Entity-Relationship Model (ER Model)

Unit-B: Relational Database Design and Normalization

- Relational database concepts
- Functional dependencies and normalization
- Normal forms (1NF, 2NF, 3NF)
- Denormalization and its trade-offs

Unit-C: SQL and Transaction Management

- Structured Query Language (SQL)
- Database queries, updates, and data definition language
- Transaction management and ACID properties
- Concurrency control and locking mechanisms

Unit-D: Advanced Database Concepts

- Database security and access control
- Distributed databases and replication
- Stored procedures and triggers
- Indexing and optimization techniques
- Introduction to NoSQL databases

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Connolly, T., & Begg, C. (2014). Database Systems: A Practical Approach to Design, Implementation, and Management.
2. Elmasri, R., & Navathe, S. B. (2016). Fundamentals of Database Systems.
3. Garcia-Molina, H., Ullman, J. D., & Widom, J. (2008). Database Systems: The Complete Book.
4. Date, C. J. (2003). An Introduction to Database Systems.
5. Atzeni, P., & Ceri, S. (1997). Database Systems: Concepts, Languages, and Architectures.

Course Name: Python Programming

Credits: 4

Course Objectives

Python is a free and open-source programming language. Python is used for development and design in applications. To develop logical skills and basic technical skills so that students should be able to solve basic computing problems. The students should be able to learn the basic of any computer programming language. The course aims to provide students with the following objectives:

- Develop a strong foundation in programming: The course should help students develop a solid understanding of programming concepts, including basic syntax, control structures, data types, and algorithms.
- Master Python language features and libraries: The course should cover the most used Python language features and libraries, including collections, file I/O, exception handling, multithreading, networking, and GUI programming.
- Develop problem-solving skills: The course should challenge students with real-world problems and encourage them to use critical thinking and problem-solving skills to design and implement effective solutions.
- Write efficient and maintainable code: The course should emphasize the importance of writing clean, efficient, and maintainable code, and teach students how to use tools and techniques like debugging, testing, and code profiling to optimize their code.
- Collaborate with others: The course should teach students how to work collaboratively on software projects, including version control, code review, and collaboration tools.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Learn basics of object-oriented programming in python
CO2	Knowledge of creating and implementing class and object in development process
CO 3	Constructors in Python – parameterized and non-parameterized and exception handling
CO 4	Ability to collaborate on software projects.
CO 5	Developed strong programming skill.
CO 6	Object Oriented programming and problem-solving skill.
CO 7	Handling inheritance in Python
CO 8	Implementing of in built class, methods and attributes
CO 9	Develop projects using OOPs Concepts

Course Content:

Unit-A: Basics of Python

Python Installation and Working of it, get familiar with python variables and data types, Operator understanding and its usage, detail study of python blocks

Unit-B: Structure Types and mutability

Hands on with conditional blocks using if, else and elif, Loops: for, while continue, pass, range (), tuple, list, sets and dictionaries.

Unit-C: Function and File Handling:

Hands on with functions, Anonymous method, hands on with Lambda function in python coding, file handling (Opening, reading, writing, appending), Exception Handling

Unit-D: Classes and OOP Concepts

Procedural and Object-Oriented Programming, Classes and working with instances, Method overloading, Polymorphism, importing internal module as well as external modules in the code Packages understanding and their usage.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment

-

30%

End Term Exam

-

70%

Required Books and Materials:

Textbook(s):

1. Lutz, M. (2013). Learning python: Powerful object-oriented programming. " O'Reilly Media, Inc."
2. Head-First Python (2nd edition) Paul Barry
3. Learning with Python' by Allen Downey, Jeff Elkner, and Chris Meyers

Reference(s):

1. Fluent Python' by Luciano Ramalho
2. Python Cookbook' by David Beazley and Brian K.

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Explain digital marketing landscape
CO 2	Describe ingredients of digital marketing
CO 3	Understand website, SEO, content and social media
CO 4	Analyze performance through analytics
CO 5	Discuss PR mix in digital marketing
CO 6	Develop strategy for marketing online
CO 7	Create effective website
CO 8	Develop skills in search engine optimization
CO 9	Successfully run social media campaign to engage customers
CO 10	Develop and implement online PR strategy

Course Contents:**Unit-A: Foundations of Digital Marketing**

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing

- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

Rajan Gupta, Supriya Madan- Digital Marketing

Course Objectives:

Students study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understanding individual behavior and attitude at a workplace.
CO2	Identify different personality types based on Big five model and MBTI.
CO 3	Study the relationship between motivation and performance.
CO 4	Identify common errors in perception.
CO 5	Understand how groups are formed and work in an organization.
CO 6	Address to the different leadership styles, conflict management techniques and stress management process.
CO 7	Knowledge of different organizational designs and its elements.
CO 8	Identify personalities of individual using models like MBTI and Big five model.
CO 9	Avoid biasness and other perceptual errors while decision making processes.
CO 10	To motivate one's subordinates and employees.
CO 11	To lead successfully and handle groups for higher returns.
CO 12	Effectively handle conflict and stress at work place.
CO 13	Construct an organizational structure.

Course Content:

UNIT-I Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.

UNIT-II The individual behavior: Attitude and job related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

UNIT-III The Group behavior: Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.

UNIT-IV The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

1. Robbins, S, “Organizational Behaviour” 15th Edition, Pearson Education, New Delhi.

References:

1. Prasad, LM, Organizational Behaviour, Sultan Chand & Sons, New Delhi.

Course Objectives:

This course is designed to be a conceptual work based on the application of Public relations. This course will help the students to learn the meaning, importance, functions and scope of Public relations.

Course Outcomes:

At the end of the course, the students will be able to:

Sr. No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of Public Relations
CO2	Explain important theories of Public Relations
CO3	Explain various tools of PR and writing for PR
CO4	Write for PR internal publics and media
CO5	Write for press release, press briefs etc
CO6	Understand the concept of Advertising
CO7	Understand types of Advertising Agencies
CO8	Understand the working of Advertising Agencies

Course Content:

UNIT-I

Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

UNIT II

Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication , Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

UNIT-III

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function
Code of ethics for PR professional organisations of PR – emerging trends in PR.

UNIT-IV

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

Course Name: **Effective Negotiations and Conflict Management**

Credits: 4

Course Objectives:

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course outcomes:

At the end of this course the students will be able to:

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations

Course content:

Unit A-

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit B-

- Benefits of setting Affirmations
- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit C-

- Importance of Commitments
- Four basic preceptt

- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high-stake decision

Unit D-

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.

Course Objectives:

The objective of a Java programming course is to teach students the fundamentals of programming in the Java language, as well as the essential tools and techniques needed to develop robust, efficient, and scalable software applications. The course aims to provide students with the following objectives:

- **Develop a strong foundation in programming:** The course should help students develop a solid understanding of programming concepts, including basic syntax, control structures, data types, and algorithms.
- **Learn object-oriented programming:** Java is an object-oriented language, and the course should teach students the principles of object-oriented programming, including classes, objects, inheritance, and polymorphism.
- **Master Java language features and libraries:** The course should cover the most used Java language features and libraries, including collections, file I/O, exception handling, multithreading, networking, and GUI programming.
- **Develop problem-solving skills:** The course should challenge students with real-world problems and encourage them to use critical thinking and problem-solving skills to design and implement effective solutions.
- **Write efficient and maintainable code:** The course should emphasize the importance of writing clean, efficient, and maintainable code, and teach students how to use tools and techniques like debugging, testing, and code profiling to optimize their code.
- **Collaborate with others:** The course should teach students how to work collaboratively on software projects, including version control, code review, and collaboration tools.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Proficiency in Java syntax and control structures and understanding of object-oriented programming principles.
CO2	Knowledge of Java libraries and tools and ability to write efficient and maintainable code.
CO 3	Familiarity with Java frameworks
CO 4	Ability to collaborate on software projects.
CO 5	Developed strong programming skill.
CO 6	Object Oriented programming and problem-solving skill.
CO 7	Collaboration and Communication skill
CO 8	Web Development skill.
CO 9	To learn various IDE and Editions of java frameworks.

Course Content:**Unit 1: Introduction to Java Programming**

No of Lectures: 6; No of Tutorials:0; No of Practicals:5

Programming language: Types and Paradigms, Computer Programming Hierarchy, Computer Architecture Affects a Language, Java History, Java Designing Goal, Role of Java Programmer in Industry, Features of Java Language, JVM, Bytecode.

The Java Environment: Installing Java, Java Program Development, Java Source File Structure, Compilation, Executions. Basic Language Elements: Lexical Tokens, Identifiers, Keywords, Literals, Comments, Primitive Datatypes, Operators Assignments.

Package: Organizing Classes and Interfaces in Packages, Package as Access Protection, Defining Package ,CLASSPATH Setting for Packages , Making JAR Files for Library Packages Import and Static Import Naming Convention For Packages.

Unit 2: Exception, Array and Thread

No of Lectures:7; No of Tutorials:0; No of Practicals:7

Exception Handling: The Idea behind Exception, Exceptions & Errors ,Types of Exception ,Control Flow In Exceptions, JVM reaction to Exceptions ,Use of try, catch, finally, throw, throws in Exception Handling ,In-built and User Defined Exceptions, Checked and Un-Checked Exceptions.

Array & String: Defining an Array, Initializing & Accessing Array, Multi –Dimensional Array, Operation on String, Mutable & Immutable String, Using Collection Bases Loop for String, Tokenizing a String, Creating Strings using String Buffer .

Thread: Understanding Threads, Needs of Multi-Threaded Programming, Thread Lifecycle, Thread Priorities, Synchronizing Threads, Inter Communication of Threads, Critical Factor in Thread –Deadlocks.

Unit 3 Classes Collection and GUI Programming

No of Lectures: 9; No of Tutorials:0; No of Practicals:5

A Collection of Useful Classes: Utility Methods for Arrays ,Observable and Observer Objects , Date & Times ,Using Scanner Regular Expression, Input/Output Operation in Java(java.io Package),Streams and the new I/O Capabilities ,Understanding Streams, The Classes for Input and Output, The Standard Streams, Working with File Object, File I/O Basics, Reading and Writing to Files, Buffer and Buffer Management, Read/Write Operations with File Channel, Serializing Objects .

GUI Programming: Designing Graphical User Interfaces in Java, Components and Containers, Basics of Components, Using Containers, Layout Managers, AWT Components, Adding a Menu to Window, Extending GUI Features Using Swing Components, Java Utilities (java.util Package) The Collection Framework : Collections of Objects , Collection Types, Sets , Sequence, Map, Understanding Hashing, Use of Array List & Vector.

Unit-4 Event Handling, JDBC and Servlet

No of Lectures: 8; No of Tutorials:0; No of Practicals:5

Event Handling: Event-Driven Programming in Java, Event- Handling Process, Event Handling Mechanism, The Delegation Model of Event Handling, Event Classes, Event Sources, Event Listeners, Adapter Classes as Helper Classes in Event Handling. Database Programming using **JDBC:** Introduction to JDBC, JDBC Drivers & Architecture, CURD operation Using JDBC, Connecting to non-conventional Databases.

Java Server Technologies: Servlet Web Application Basics, Architecture and challenges of Web Application, Introduction to servlet, Servlet life cycle, Developing and Deploying Servlets, Exploring Deployment, Descriptor (web.xml), Handling Request and Response.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications

- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
- 12 participative lectures to discuss the theoretical concepts and applications

Grading:

Internal assessment

-

30%

End Term Exam

-

70%

Required Books and Materials:

Textbook:

1. Java: A Beginner's Guide - Herbert Schildt
2. Head-First Java - Kathy Sierra and Bert Bates
3. Effective Java - Joshua Bloch
4. Java How to Program - Paul and Harvey Deitel
5. Thinking in Java - Bruce Eckel

Reference Book:

1. Java: The Complete Reference - Herbert Schildt
2. Java in a Nutshell - Benjamin J. Evans and David
3. Core Java Volume I - Fundamentals - Cay S. Horstmann and Gary Cornell
4. Effective Java - Joshua Bloch
5. Java Concurrency in Practice -Brian Goetz et al

Course Objectives:

The Introduction to Cloud Computing course aims to provide students with a foundational understanding of cloud computing concepts, services, and architectures. The course will cover topics such as cloud deployment models, virtualization, service models, and security in cloud computing.

Course Outcome:

At the end of the course, the student will be able to:

Sr.No.	Course Outcome
CO1	Understand the fundamentals and evolution of cloud computing
CO2	Analyze different cloud deployment models
CO3	Evaluate various cloud service models
CO4	Implement and manage virtualized environments
CO5	Design and deploy applications in the cloud
CO6	Understand and implement cloud security measures
CO7	Analyze and optimize cloud performance
CO8	Explore emerging trends and innovations in cloud computing
CO9	Apply cloud computing concepts to real-world scenarios
CO10	Discuss ethical considerations in cloud computing

Course Content:**Unit-A: Fundamentals of Cloud Computing**

- Definition and characteristics of cloud computing
- Evolution of cloud computing
- Cloud service providers and market trends
- Cloud deployment models (public, private, hybrid, and community clouds)

Unit-B: Cloud Service Models and Virtualization

- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Software as a Service (SaaS)
- Virtualization technologies and hypervisors

Unit-C: Cloud Architecture and Application Deployment

- Cloud architecture and design principles
- Cloud storage and data management
- Cloud-based application development
- Microservices and containers in the cloud

Unit-D: Cloud Security and Optimization

- Security challenges in cloud computing
- Identity and access management in the cloud
- Data encryption and compliance in the cloud
- Performance optimization and cost management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Midterm exams - 40%

Assignments - 20%

Final project - 40%

Further Readings:

- Mell, P., & Grance, T. (2011). The NIST Definition of Cloud Computing.
- Armbrust, M., Fox, A., Griffith, R., Joseph, A. D., Katz, R., Konwinski, A., ... & Zaharia, M. (2010). A view of cloud computing.
- Chou, D. C., & Jin, Q. (2012). Cloud computing: Strategies and tactics for business and IT decision makers.
- Jamsa, K. (2013). Cloud computing: SaaS, PaaS, IaaS, virtualization, business models, mobile, security and more.

Course Objectives:

The Minor Project course aims to introduce students to project work in the field of computer applications, emphasizing fundamental research skills and practical application of theoretical knowledge. The course intends to provide a foundational understanding of project execution within the field.

Course Outcomes:

By the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply basic methodologies and frameworks for executing a small-scale project in computer applications.
CO 2	Demonstrate an understanding of theoretical concepts and their practical relevance within the chosen project area.
CO 3	Collect, analyze, and present basic project-related data in the field of computer applications.
CO 4	Comprehend foundational literature and research methodologies relevant to the project.
CO 5	Begin applying computer application theories to address rudimentary industry problems.
CO 6	Develop initial analytical and critical thinking abilities for data-driven decision-making in computer application scenarios.
CO 7	Collaborate effectively within a team setting for project completion within the realm of computer applications.

Project Scope:

The Minor Project can cover various scopes within the field of computer applications, including but not limited to:

1. Basic Software Development Projects
2. Database Management Systems
3. Web Development Projects
4. Simple Application Prototypes
5. Basic Networking Projects
6. System Analysis and Design Projects
7. Data Structure and Algorithms Implementations
8. Other foundational projects within computer applications

Evaluation:

The evaluation will be based on the Minor Project Report, which will contribute 100% towards the final assessment.

Project Report Structure:

The report structure should encompass the following elements:

1. Introduction to the Project
2. Literature Review (Basic)
3. Methodology Overview
4. Simple Data Analysis (if applicable)
5. Basic Findings
6. Limitations (if any)
7. Conclusions (Preliminary)
8. Recommendations (Basic)
9. Bibliography and References

Students are expected to adhere to a specified report format to effectively present their understanding and execution of the minor project.

Methodology:

Students will conceive, execute, and submit a concise project report based on a designated topic relevant to computer applications.

Course Description:

The objective of this course is to help students understand the meaning and importance of Emotional Intelligence and how they can become more Intelligent in a professional setting by using techniques used by emotionally intelligent people in various domains. The course will equip the students with specific strategies and standard tools to enhance their intelligence. This course will help the students to understand the importance of emotional intelligence at work place.

Course Outcome:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Define Emotional Intelligence (EQ)
CO2	Identify the benefits of of Emotional Intelligence
CO3	Learn the four core skills required to practice emotional intelligence
CO4	Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy. Successfully communicate with others in a non-verbal manner.
CO5	Verbally communicate with others. Interpret and manage your emotions.
CO6	Master tools to regulate and gain control of one's own emotions Articulate your emotions using the right language. Balance optimism and pessimism.
CO7	Effectively impact others. Relate emotional intelligence to the workplace.
CO8	Use the concepts and techniques in the workplace.

Course Content:**Unit - A: Intelligence:**

History of Intelligence, concept of multi-intelligences, benefits of being intelligent.

Unit - B: Emotional Intelligence:

Concept of Emotional Intelligence, Understanding the history and origin of Emotional Intelligence, Contributors to Emotional Intelligence, Science of Emotional Intelligence, EQ and IQ, Scope of Emotional Intelligence.

Unit - C: Components of Emotional Intelligence:

Self-awareness, Self-regulation, Motivation, Empathy, Social skills. Emotional Intelligence Competencies, Elements of Emotional Intelligence, Models of Emotional Intelligence: The Ability-based Model, The Trait Model of Emotional Intelligence, Mixed Models of Emotional Intelligence.

Unit - D: Emotional Intelligence at Workplace:

Importance of Emotional Intelligence at Workplace, Emotionally Intelligent Leaders, Case Studies Measuring Emotional Intelligence: Emotionally Intelligence Tests, Research on Emotional Intelligence,

Developing Emotional Intelligence.

Course Outcome:

- Define Emotional Intelligence (EQ).
- Identify the benefits of emotional intelligence.
- Learn the four core skills required to practice emotional intelligence.
- Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy. Successfully communicate with others in a non-verbal manner.
- Verbally communicate with others. Interpret and manage your emotions.
- Master tools to regulate and gain control of one's own emotions Articulate your emotions using the right language. Balance optimism and pessimism.
- Effectively impact others. Relate emotional intelligence to the workplace.
- Use the concepts and techniques in the workplace.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- "Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman
- "The Emotionally Intelligent Workplace" edited by Cary Cherniss and Daniel Goleman
- "Primal Leadership" by Daniel Goleman, Richard Boyatzis, and Annie McKee
- "Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves

Course Name: **RESEARCH METHODOLOGY**

Credits: 4

Course Objectives:

This course provides an introduction to the fundamentals of research methods, with a focus on practical applications for business administration students. The curriculum is designed to help students develop a solid foundation in research, from identifying research problems to collecting and analyzing data. Students will learn about various research methodologies, sampling techniques, and data processing methods. The course also covers the essentials of writing research reports, including proper citation practices. By the end of this course, students will be equipped with the skills necessary to conduct basic research and effectively communicate their findings.

Course Outcomes:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire
CO 5	How to select a sample and determine sample size

Course Content:

Unit 1: Introduction to Research

1. Meaning, Purpose, and Scope of Research
2. Steps in the Research Process
3. Identifying the Research Problem
4. Concepts, Constructs, and Theoretical Framework
5. Types and Methods of Research

Unit 2: Review of Literature and Sampling Techniques

1. Need for Literature Review
2. Sources for Literature Review
3. Writing a Literature Review
4. Introduction to Sampling
5. Sampling Techniques

Unit 3: Data Processing and Presentation

1. Processing Data.
2. Tabulation of Data

3. Data Presentation
4. Hypothesis Testing: Concept and Need
5. Types of Hypothesis Tests

Unit 4: Report Writing

1. Introduction to Report Writing
2. Types of Research Reports
3. Format of a Research Report
4. Documentation: Footnotes, Endnotes, and Bibliography
5. Citation Guidelines (APA Model)

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

1. **"Research Methods for Business Students" by Mark Saunders, Philip Lewis, and Adrian Thornhill**
 - A comprehensive guide covering a range of research methodologies and techniques tailored for business students.
2. **"Business Research Methods" by William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin**
 - This book provides an in-depth exploration of business research concepts, including sampling, data analysis, and reporting.
3. **"The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams**
 - An essential read for students looking to improve their research writing skills and understanding of the research process.

Course Objectives:

In this course, students will undertake a comprehensive project applying their theoretical knowledge to practical scenarios. The project aims to sensitize students to real-world demands within the field of computer applications. Evaluation will emphasize the project's relevance, methodology, analysis, and presentation skills.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Develop and execute a project using established methodologies in computer applications.
CO 2	Synthesize theoretical knowledge to address practical problems in the field.
CO 3	Collect, analyze, and interpret data relevant to the project in computer applications.
CO 4	Evaluate and critically analyze existing literature and methodologies in computer science research.
CO 5	Apply computer application theories and practices to solve industry-specific problems.
CO 6	Cultivate analytical and critical thinking skills for informed decision-making in a technological context.
CO 7	Demonstrate leadership abilities in collaborative team projects within the realm of computer applications.

Project Scope:

The Research Project Work can be conducted in various settings including:

1. Software Development Firms
2. Government Institutions and Public Sector Organizations
3. International Organizations
4. Small and Medium-Sized Enterprises (SMEs)
5. Non-Governmental Organizations (NGOs)
6. Academic Institutions for specialized projects
7. Other relevant industry entities

Evaluation:

The evaluation will be conducted by a team of project guides and will focus solely on the Project Report, which accounts for 100% of the final grade.

Project Report Structure:

The report structure should encompass the following elements:

1. Executive Summary
2. Introduction to the Project
3. Literature Review
4. Methodology
5. Data Analysis
6. Findings
7. Limitations
8. Conclusions
9. Recommendations
10. Bibliography and References
11. Organizational Profile
12. Certificate from Industry Project Guide
13. Acknowledgments
14. Table of Contents
15. Table of Figures

Students must adhere to the prescribed report format to effectively communicate their semester's work, justifying the chosen project's nature and extent.

Methodology:

Students will conceive, execute, and submit a comprehensive project report on a designated topic relevant to computer applications.

Course Objectives:

The Project Management course is designed to provide students with a comprehensive understanding of project management principles and practices. The course will cover topics such as project planning, scheduling, budgeting, risk management, and leadership.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the principles and importance of project management
CO2	Apply project initiation and planning processes
CO3	Develop project schedules and budgets
CO4	Implement project risk management strategies
CO5	Apply project execution and control processes
CO6	Demonstrate effective leadership and team management skills
CO7	Evaluate project performance and implement improvements
CO8	Utilize project management tools and software
CO9	Understand ethical considerations in project management
CO10	Apply project management principles to real-world projects

Course Content:

Unit-A: Introduction to Project Management

- Definition and principles of project management
- Project life cycle and phases
- Key stakeholders and their roles
- Project management methodologies (Waterfall, Agile, Scrum)

Unit-B: Project Planning and Scheduling

- Project initiation and planning processes
- Work breakdown structure (WBS)
- Gantt charts and network diagrams
- Resource allocation and scheduling

Unit-C: Project Budgeting and Risk Management

- Project budgeting and cost estimation
- Risk identification, analysis, and response planning
- Risk monitoring and control
- Contingency planning and mitigation strategies

Unit-D: Project Execution, Control, and Leadership

- Project execution and monitoring processes
- Change management and control
- Leadership and team management in projects
- Project closure and post-project evaluation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Schwalbe, K. (2018). Information Technology Project Management.
2. PMI (Project Management Institute). (2017). A Guide to the Project Management Body of Knowledge (PMBOK Guide).
3. Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling.
4. Schwalbe, K. (2019). Agile Project Management with Scrum.
5. Heagney, J. (2016). Fundamentals of Project Management.

Course Objectives:

This course is designed to be a conceptual work based on the application of corporate communication (CC) in mass communication. This course will help the students to comprehend the characteristics of corporate communication. Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. The course will also involve the use of PPTs and visits to corporates to demonstrate the working of corporate houses and the communication patterns.

Course Outcomes:

At the end of the course, the student should be able to:

Sr.No.	Course Outcome
CO1	Describe the characteristics of corporate communication
CO2	Understand the role of CC in crisis communication and disaster management
CO3	Understand building a distinct corporate identity
CO4	Understand media relations
CO5	Organize press conferences, facility visits.
CO6	Prepare press briefs

Course Content:**Unit - A:**

- Defining CC, Strategic CC and management: defining strategy and its relevance in public relations and corporate communication,
- campaign planning, management and execution.

Unit - B:

- Media relations: organizing press conferences, facility visits, press briefs
- proactive and reactive media relations
- ethical aspects in media relations.

Unit - C:

- Building a distinct corporate identity: concepts, variables and process
- role of technology in CC.

Unit - D:

- Role of CC/PR in crisis communication and disaster management,
- Defining stakeholders and media selection

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Text Books:

- Corporate Communication: Principles and Practice; Jaishri Jethwaney

Reference Books:

- Corporate Communication: A Guide to Theory and Practice; Joep P. Cornelissen

Course Name: **Stock Market and Investment**

Credits: 4

Course Objectives:

The Stock Market and Investment course in the open elective category aim to provide students with a comprehensive understanding of stock markets, investment strategies, and financial decision-making. The course will cover key concepts related to stock market operations, portfolio management, risk assessment, and the role of financial instruments.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Analyze the functioning of stock markets
CO2	Evaluate different investment instruments
CO3	Develop and manage an investment portfolio
CO4	Understand risk and return in investment
CO5	Apply fundamental and technical analysis in stock trading
CO6	Analyze the impact of economic indicators on the stock market
CO7	Demonstrate proficiency in financial decision-making
CO8	Explore ethical considerations in stock market operations
CO9	Discuss the impact of global events on financial markets
CO10	Stay informed about current trends and innovations in investment strategies

Course Content:

Unit-A: Fundamentals of Stock Markets

- Introduction to stock markets and exchanges
- Stock market participants and their roles
- Trading mechanisms and settlement procedures
- Regulatory framework and market ethics

Unit-B: Investment Instruments and Portfolio Management

- Types of investment instruments (stocks, bonds, mutual funds)
- Modern portfolio theory
- Asset allocation and diversification
- Building and managing an investment portfolio

Unit-C: Risk and Analysis in Investment

- Understanding risk and return
- Fundamental analysis of stocks
- Technical analysis and charting
- Evaluating economic indicators and their impact on investments

Unit-D: Global Perspective and Ethical Considerations

- Globalization and its impact on financial markets
- Investing in international markets
- Ethical considerations in stock market operations
- Case studies of ethical and unethical practices in finance

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Bodie, Z., Kane, A., & Marcus, A. J. (2014). Investments.
2. Malkiel, B. G. (2015). A Random Walk Down Wall Street.
3. Graham, B., & Zweig, J. (2003). The Intelligent Investor.

Course Name: Artificial Intelligence**Credits: 4****Course Objectives:**

The course on Artificial Intelligence aims to introduce students to the foundational concepts, principles, and applications of AI. It covers essential AI techniques, algorithms, and their relevance in various domains.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and principles of artificial intelligence.
CO2	Analyze various AI techniques and their applications.
CO3	Apply AI algorithms for problem-solving and decision-making.
CO4	Evaluate the ethical implications of AI technologies.

Course Content:**Unit-A: Introduction to Artificial Intelligence**

- Overview of artificial intelligence: definitions and history
- AI problem-solving approaches: search, reasoning, learning
- Ethics and societal impacts of artificial intelligence
- AI applications in diverse fields

Unit-B: Machine Learning Basics

- Introduction to machine learning: supervised, unsupervised, reinforcement learning
- Types of machine learning algorithms: regression, classification, clustering
- Evaluation and validation techniques in machine learning
- Feature selection and dimensionality reduction

Unit-C: Neural Networks and Deep Learning

- Basics of artificial neural networks (ANNs)
- Deep learning architectures: CNNs, RNNs, and their applications
- Training neural networks: backpropagation, optimization techniques
- Deep learning libraries and frameworks

Unit-D: AI Applications and Future Trends

- Natural Language Processing (NLP) and language understanding
- Computer vision and image recognition
- AI in robotics and autonomous systems
- Ethical considerations and future trends in AI

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Russell, S., & Norvig, P. (2021). Artificial Intelligence: A Modern Approach.
2. Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep Learning.
3. Murphy, K. P. (2012). Machine Learning: A Probabilistic Perspective.
4. Chollet, F. (2017). Deep Learning with Python.

Course Name: Machine Learning

Credits: 4

Course Objectives:

The course on Machine Learning aims to introduce students to the principles, algorithms, and applications of machine learning. It covers fundamental concepts, techniques, and methodologies used in machine learning.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and types of machine learning algorithms.
CO2	Implement and evaluate basic machine learning algorithms.
CO3	Apply machine learning techniques to solve real-world problems.
CO4	Analyze and interpret machine learning results.

Course Content:

Unit-A: Introduction to Machine Learning

- Basics of machine learning: definitions and applications
- Types of machine learning: supervised, unsupervised, and reinforcement learning
- Overview of machine learning frameworks and tools
- Ethical considerations in machine learning

Unit-B: Supervised Learning Algorithms

- Regression models: linear regression, logistic regression
- Classification algorithms: decision trees, k-nearest neighbors, support vector machines
- Model evaluation and selection techniques
- Ensemble learning techniques: bagging, boosting

Unit-C: Unsupervised Learning Algorithms

- Clustering techniques: k-means clustering, hierarchical clustering
- Dimensionality reduction methods: PCA (Principal Component Analysis), t-SNE (t-distributed Stochastic Neighbor Embedding)
- Association rule learning: Apriori algorithm
- Anomaly detection methods

Unit-D: Advanced Topics in Machine Learning

- Neural networks and deep learning basics
- Convolutional Neural Networks (CNNs) and their applications
- Recurrent Neural Networks (RNNs) and sequential data analysis
- Case studies and applications in various domains

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS
-

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.
2. Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep Learning.
3. Murphy, K. P. (2012). Machine Learning: A Probabilistic Perspective.
4. Géron, A. (2019). Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow.

Course Name: Deep Learning**Credits: 4****Course Objectives:**

The course on Deep Learning aims to introduce students to the principles, architectures, and applications of deep neural networks. It covers the fundamentals of deep learning, various architectures, and their use in artificial intelligence applications.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and architectures of deep neural networks.
CO2	Implement and train deep learning models using relevant tools and frameworks.
CO3	Apply deep learning algorithms in various domains.
CO4	Evaluate and optimize deep learning models for performance.

Course Content:**Unit-A: Introduction to Deep Learning**

- Basics of artificial neural networks (ANNs)
- Evolution and motivation behind deep learning
- Deep learning versus traditional machine learning
- Overview of deep learning frameworks

Unit-B: Deep Neural Network Architectures

- Multilayer perceptrons (MLPs) and their training
- Convolutional neural networks (CNNs) for image data
- Recurrent neural networks (RNNs) for sequential data
- Autoencoders and generative adversarial networks (GANs)

Unit-C: Deep Learning Applications

- Image classification and object detection with CNNs
- Natural language processing (NLP) with RNNs and transformers
- Recommendation systems using deep learning
- Deep reinforcement learning in gaming and control

Unit-D: Optimization and Evaluation of Deep Models

- Optimization techniques: gradient descent, backpropagation
- Model evaluation metrics for deep learning
- Regularization and dropout techniques
- Hyperparameter tuning and model optimization

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep Learning.
2. Chollet, F. (2017). Deep Learning with Python.
3. Géron, A. (2019). Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow.
4. Zhang, Z., Lipton, Z. C., Li, M., & Smola, A. J. (2018). Dive into Deep Learning.

Course Name: Introduction to Cyber Security**Credits: 4****Course Objectives:**

The course on Introduction to Cyber Security aims to provide students with foundational knowledge about cyber threats, vulnerabilities, and basic security measures. It covers essential concepts, principles, and practices in cybersecurity.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and terminologies related to cybersecurity.
CO2	Identify common cyber threats and vulnerabilities.
CO3	Apply basic security measures to safeguard systems and data.
CO4	Analyze and assess security risks in various computing environments.

Course Content:**Unit-A: Fundamentals of Cyber Security**

- Introduction to cybersecurity: concepts and terminologies
- Brief history of cybersecurity and its evolution
- Key objectives and principles of cybersecurity
- Ethical and legal aspects of cybersecurity

Unit-B: Cyber Threats and Attack Vectors

- Types of cyber threats: malware, phishing, social engineering
- Common attack vectors: vulnerabilities and exploits
- Understanding cyber-attacks and their impacts
- Incident response and handling basics

Unit-C: Basic Security Measures

- Overview of security controls: preventive, detective, and corrective
- Access control mechanisms: authentication and authorization
- Introduction to encryption and cryptography
- Network security fundamentals: firewalls, VPNs, and secure protocols

Unit-D: Risk Assessment and Management

- Basics of risk assessment in cybersecurity
- Identifying and prioritizing security risks
- Mitigation strategies and risk management frameworks
- Case studies on cybersecurity incidents and their resolutions

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. NIST Special Publication 800-12 Revision 1
(<https://csrc.nist.gov/publications/detail/sp/800-12/rev-1/final>)
2. Schneier, B. (2015). Secrets and Lies: Digital Security in a Networked World.
3. Easttom, C. (2018). Computer Security Fundamentals.
4. Rada, R. (2017). Cyber Security Basics: Protect Your Organization by Applying the Fundamentals.

Course Objectives:

The course on Biometric Security aims to introduce students to the principles, technologies, and applications of biometrics in cybersecurity. It covers various biometric modalities, authentication methods, and their significance in secure systems.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and types of biometric systems.
CO2	Analyze different biometric modalities and their applications.
CO3	Evaluate the strengths and limitations of biometric authentication methods.
CO4	Apply biometric technologies in designing secure systems.

Course Content:**Unit-A: Introduction to Biometrics**

- Basics of biometric security: definitions and concepts
- Evolution and history of biometric authentication
- Biometric traits: physiological and behavioral characteristics
- Importance of biometrics in cybersecurity

Unit-B: Biometric Modalities

- Overview of different biometric modalities: fingerprint, iris, face, voice, etc.
- Biometric data acquisition and processing techniques
- Biometric templates and feature extraction methods
- Multimodal biometrics and fusion techniques

Unit-C: Biometric Authentication and Systems

- Principles of biometric authentication
- Biometric system architecture and components
- Performance evaluation metrics in biometric systems
- Vulnerabilities and attacks on biometric systems

Unit-D: Applications and Future Trends

- Real-world applications of biometric security: access control, forensics, etc.
- Privacy and ethical concerns in biometric data usage
- Emerging trends and advancements in biometric technologies
- Case studies on successful biometric implementations

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Jain, A. K., Ross, A., & Nandakumar, K. (2016). Introduction to Biometrics.
2. Wayman, J. L., Jain, A. K., & Maltoni, D. (2005). Biometric Systems: Technology, Design, and Performance Evaluation.
3. Ratha, N. K., Connell, J. H., & Bolle, R. M. (2001). An Introduction to Biometric Authentication Systems.
4. Ross, A., Jain, A. K., & Nandakumar, K. (2019). Handbook of Biometrics.

Course Name: Ethical Hacking**Credits: 4****Course Objectives:**

The course on Ethical Hacking aims to provide students with an understanding of ethical hacking principles, methodologies, and techniques used to identify and resolve security vulnerabilities. It covers the ethical aspects of hacking, penetration testing, and security assessment.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and principles of ethical hacking.
CO2	Employ various hacking techniques for vulnerability assessment and testing.
CO3	Identify and assess security risks in computer systems and networks.
CO4	Apply ethical hacking methodologies for securing systems.

Course Content:**Unit-A: Introduction to Ethical Hacking**

- Definitions and concepts of ethical hacking
- The difference between ethical and illegal hacking
- Ethical hacker roles and responsibilities
- Legal and ethical aspects of hacking

Unit-B: Information Gathering and Footprinting

- Reconnaissance and footprinting techniques
- Scanning networks and discovering vulnerabilities
- Enumeration techniques for system information gathering
- Tools and methodologies for information gathering

Unit-C: Vulnerability Assessment and Exploitation

- Vulnerability assessment tools and techniques
- Exploiting system and network vulnerabilities
- Social engineering attacks and mitigation strategies
- Penetration testing methodologies

Unit-D: Ethical Hacking in Practice

- Assessing web application security
- Wireless network security testing
- Incident handling and response in ethical hacking
- Case studies and real-world ethical hacking scenarios

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%

- End Term Exam: 70%

Further Readings:

1. Engebretson, P. (2016). The Basics of Hacking and Penetration Testing.
2. Oriyano, S. (2018). Ethical Hacking and Penetration Testing Guide.
3. Simpson, R. (2017). Cybersecurity: Ethics, Strategy, and Tactics.
4. EC-Council. (2018). Certified Ethical Hacker (CEH) v10 Study Guide.

Course Name: Data Handling and Visualization**Credits: 4****Course Objectives:**

The course on Data Handling and Visualization is designed to equip students with fundamental skills in managing and visualizing data. It covers techniques for data handling, manipulation, exploration, and effective visualization methods essential for data-driven decision-making.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the principles and techniques of data handling and manipulation.
CO2	Apply various data structures and algorithms for efficient data processing.
CO3	Visualize data effectively using appropriate tools and techniques.
CO4	Analyze and interpret visualized data for meaningful insights.

Course Content:**Unit-A: Introduction to Data Handling**

- Introduction to data types and structures
- Data collection and storage methods
- Data preprocessing and cleaning techniques
- Exploratory data analysis (EDA) methods

Unit-B: Data Manipulation Techniques

- Data manipulation using libraries such as Pandas in Python
- Data transformation and feature engineering
- Handling missing data and outliers
- Data aggregation and summarization techniques

Unit-C: Data Visualization Tools and Techniques

- Principles of data visualization
- Introduction to data visualization libraries like Matplotlib, Seaborn, and Plotly
- Plotting graphs, charts, and maps
- Interactive data visualization tools and dashboards

Unit-D: Interpretation and Application of Visualized Data

- Best practices in data visualization
- Interpreting visualized data for insights
- Communicating findings through visualized data
- Case studies and projects on real-world data visualization

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%

- End Term Exam: 70%

Further Readings:

1. McKinney, W. (2018). Python for Data Analysis.
2. VanderPlas, J. (2017). Python Data Science Handbook.
3. Cairo, A. (2016). The Truthful Art: Data, Charts, and Maps for Communication.
4. Healy, K. (2019). Data Visualization: A Practical Introduction.

Course Name: Information Security and Privacy**Credits: 4****Course Objectives:**

The course on Information Security and Privacy aims to provide students with foundational knowledge and practices concerning information security and privacy concerns. It covers essential concepts, methodologies, and technologies to safeguard data and systems.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamentals of information security and privacy.
CO2	Analyze potential vulnerabilities and threats to information systems.
CO3	Implement security measures to protect data and systems.
CO4	Apply privacy protection techniques in various data environments.

Course Content:**Unit-A: Introduction to Information Security**

- Fundamentals of information security
- Types of security threats: cyber threats, social engineering, malware
- Security policies and compliance
- Risk assessment and management in information security

Unit-B: Cybersecurity Measures and Technologies

- Cryptography and encryption techniques
- Network security: firewalls, IDS/IPS
- Secure software development practices
- Endpoint security and access control

Unit-C: Data Privacy Protection

- Privacy laws and regulations (e.g., GDPR, CCPA)
- Privacy-enhancing technologies
- Anonymization and de-identification techniques
- Privacy-preserving data mining and analysis

Unit-D: Implementation and Management of Security Measures

- Incident response and management
- Security auditing and compliance
- Ethical and legal considerations in information security
- Case studies on security breaches and their impact

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%
- End Term Exam: 70%

Further Readings:

1. Schneier, B. (2015). Applied Cryptography: Protocols, Algorithms, and Source Code in C.
2. Ross, S. (2019). NIST Cybersecurity Framework: A Pocket Guide.
3. Cavoukian, A., & Jonas, J. (2013). Privacy by Design: The 7 Foundational Principles.
4. Anderson, R. (2015). Security Engineering: A Guide to Building Dependable Distributed Systems.

Course Name: Computing for Data Science**Credits:** 4**Course Objectives:**

The course on Computing for Data Science is designed to equip students with the fundamental computational concepts and programming skills essential for data science. It covers key programming languages, data structures, and algorithms used in data analysis and manipulation.

Course Outcome:

By the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Understand the core concepts of programming languages used in data science.
CO2	Implement data structures and algorithms for efficient data handling.
CO3	Apply computational techniques for data manipulation and analysis.
CO4	Develop basic data-driven applications using programming languages.

Course Content:**Unit-A: Introduction to Programming for Data Science**

- Overview of programming languages for data science (Python, R, SQL)
- Basics of Python programming: syntax, data types, loops, and functions
- Data manipulation libraries in Python (NumPy, Pandas)
- Introduction to R programming and SQL for data retrieval

Unit-B: Data Structures and Algorithms

- Understanding data structures: arrays, lists, stacks, queues, trees
- Introduction to algorithms for sorting, searching, and data processing
- Implementation of data structures and algorithms in Python
- Algorithmic complexity and optimization techniques

Unit-C: Data Handling and Processing

- File handling and input/output operations in Python
- Data preprocessing techniques: cleaning, transformation, and normalization
- Introduction to data visualization libraries (Matplotlib, Seaborn)
- Exploratory data analysis (EDA) using Python and R

Unit-D: Developing Data-Driven Applications

- Basics of web scraping and data extraction
- Building simple data-driven applications using Python or R
- Case studies on data-driven applications in various domains
- Ethical considerations in data collection and application development

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/Lectures on LMS

Grading:

- Internal assessment: 30%

- End Term Exam: 70%

Further Readings:

1. McKinney, W. (2018). Python for Data Analysis.
2. Grolemund, G., & Wickham, H. (2017). R for Data Science.
3. Lutz, M. (2013). Learning Python.
4. Cormen, T. H., Leiserson, C. E., Rivest, R. L., & Stein, C. (2009). Introduction to Algorithms.

MongoDB

DETAILED SYLLABUS

Unit 1: Introduction to MongoDB (Lecture: 06, Practical: 02)

NoSQL Basics: Overview of databases, Differences between SQL and NoSQL, Advantages of NoSQL databases. MongoDB Overview: History, Features, Advantages of MongoDB, Use cases of MongoDB. Installing MongoDB on Windows/Linux, Introduction to MongoDB Shell and Compass, Basic MongoDB commands. MongoDB Structure: Understanding databases, collections, and documents, JSON/BSON format.

Unit 2: CRUD Operations in MongoDB (Lecture: 08, Practical: 03)

Creating and Reading Documents: InsertOne, InsertMany, find(), findOne(), Query filters. Updating Documents: updateOne(), updateMany(), ReplaceOne(), Operators (\$set, \$inc, \$push, etc.). Deleting Documents: deleteOne(), deleteMany(). Practical Applications: Creating, updating, and managing collections.

Unit 3: Indexing, Aggregation, and Relationships (Lecture: 08, Practical: 03)

Indexes: Types of indexes, Creating indexes, Dropping indexes, Importance of indexes for query performance. Aggregation Framework: Introduction to pipelines, \$match, \$group, \$sort, \$project. Relationships in MongoDB: Embedded documents, Referenced relationships, Pros and cons of both approaches.

Unit 4: Advanced MongoDB Features and File Handling (Lecture: 06, Practical: 02)

Advanced MongoDB Features: MongoDB Atlas, Data replication, Sharding basics, Backup and restore. File Handling: Storing and retrieving files using GridFS. Security Basics: Authentication and authorization, User roles in MongoDB.

Suggested Book Readings

1. Kristina Chodorow, MongoDB: The Definitive Guide, O'Reilly Media.
2. Shakuntala Gupta Edward and Navin Sabharwal, Practical MongoDB, Apress.
3. Kyle Banker, MongoDB in Action, Manning Publications.
4. Amol Nayak, MongoDB Cookbook, Packt Publishing.
5. Dr. M M Ahuja and Shivani Bhardwaj, Fundamentals of MongoDB, BPB Publications.

Development with Node and React JS

DETAILED SYLLABUS

Unit 1: Introduction to Node.js (Lecture: 06, Practical: 02)

Overview of JavaScript: Basics of JavaScript, ES6 features (let, const, arrow functions, destructuring, etc.). Introduction to Node.js: History and features, Installation and setup, Understanding the event-driven, non-blocking I/O model. Core Modules: fs, http, path, os, url, Events, Timers, and Streams. Package Management: Introduction to npm, Installing and managing dependencies, Creating a package.json file.

Unit 2: Building Server-Side Applications with Node.js (Lecture: 08, Practical: 03)

Creating Web Servers: Handling requests and responses, Setting up basic HTTP servers. Express.js Framework: Installing and configuring Express.js, Middleware, Routing, Serving static files. Database Integration: Connecting to databases (MongoDB/SQL), Performing CRUD operations, Using Mongoose for MongoDB. Error Handling: Error-handling middleware, Debugging Node.js applications.

Unit 3: Introduction to React.js (Lecture: 08, Practical: 03)

Overview of React: Features and benefits, Single-page applications, React vs other frameworks. React Basics: Creating React apps with Create React App (CRA), JSX syntax, React components (functional and class-based). State and Props: Managing component state, Passing props, Prop validation using PropTypes. Event Handling and Lifecycle Methods: Handling events in React, Component lifecycle methods (componentDidMount, componentDidUpdate, componentWillUnmount).

Unit 4: Advanced React.js and Integration with Node.js (Lecture: 06, Practical: 02)

React Router: Introduction to routing in React, Setting up React Router, Nested and dynamic routes. State Management: Using Context API, Introduction to Redux for complex state management. Connecting React with Node.js: Integrating React frontend with Node.js backend via REST APIs. Deploying Applications: Deploying Node.js and React apps on platforms like Heroku/Netlify.

Suggested Book Readings

1. Ethan Brown, Learning Node.js Development, O'Reilly Media.
2. Alex R. Young, Node.js Design Patterns, Packt Publishing.
3. Robin Wieruch, The Road to React, Independently Published.
4. Adam D. Scott, Modern Full-Stack Development, O'Reilly Media.
5. Stoyan Stefanov, JavaScript Patterns, O'Reilly Media.
6. Kirupa Chinnathambi, Learning React, Addison-Wesley.

PHP Programming**DETAILED SYLLABUS****Unit 1: Introduction to PHP (Lecture: 06, Practical: 02)**

Overview of Web Technologies: Introduction to client-side and server-side programming, Basics of HTTP and web servers. Introduction to PHP: History of PHP, Features, Advantages of PHP, Installing and configuring PHP with a web server (XAMPP/WAMP). Basic Syntax: PHP scripts, Embedding PHP in HTML, PHP variables, constants, and data types. Control Structures: if, if-else, nested if-else, switch-case, loops (for, while, do-while), break and continue statements.

Unit 2: Functions, Arrays, and Strings in PHP (Lecture: 08, Practical: 03)

PHP Functions: Built-in functions, User-defined functions, Passing parameters by value and reference, Returning values. Arrays in PHP: Indexed arrays, Associative arrays,

Multidimensional arrays, Array functions (sorting, merging, searching). String Handling: String operations, String functions (concatenation, length, substrings, replacing, etc.).

Unit 3: Forms, File Handling, and Session Management (Lecture: 08, Practical: 03)

Working with Forms: GET and POST methods, Retrieving form data, Validating and sanitizing user input. File Handling: Opening, reading, writing, and appending to files, Uploading files using forms, Handling file permissions. Session and Cookies: Introduction to sessions and cookies, Creating and managing sessions, Storing and retrieving cookies, Differences between sessions and cookies.

Unit 4: Database Connectivity and Advanced PHP Features (Lecture: 06, Practical: 02)

PHP and MySQL: Connecting PHP with MySQL, Performing CRUD operations, Prepared statements for secure data handling. Error Handling: Types of errors, Using try-catch blocks, Error logging in PHP. Advanced PHP Features: Introduction to Object-Oriented PHP (classes, objects, constructors), Introduction to PHP frameworks (Laravel/CodeIgniter).

Suggested Book Readings

1. Robin Nixon, Learning PHP, MySQL & JavaScript, O'Reilly Media.
2. Luke Welling and Laura Thomson, PHP and MySQL Web Development, Addison-Wesley.
3. Steven Holzner, PHP: The Complete Reference, McGraw-Hill.
4. Tim Converse and Joyce Park, PHP5 and MySQL Bible, Wiley.
5. David Sklar, PHP Cookbook, O'Reilly Media.
6. Vardhan J. G., Core PHP Programming, BPB Publications.



Bachelor of Commerce

(Syllabus File)

**Shoolini University Centre for
Distance and Online Education
(SCDOE)**

April (2025 -2028)

Program Structure/Syllabus Credit Scheme of B. Com (Hons.)			
			Total Credit=120
SEMESTER-I			
S. No.	Course Name	Credits	Subject Codes
1	Functional English-1	4	SOC101
2	Principles of Management	4	SOBB101
3	Financial Accounting	4	SOC202
4	Creativity Decoded	4	SOC103
5	Open Elective: To be chosen from the elective list given below	4	
Total		20	
Open Elective			
Sr No.	Course Name	Credits	Subject Codes
1	Digital and Technological Solutions	4	SOC102
2	Linguistics	4	SOME401

SEMESTER-II			
S. No.	Course Name	Credits	Subject Codes
1	Entrepreneurship	4	SOC202
2	Functional English -2	4	SOC201
3	Computerized Accounting Systems	4	SOBC201
4	Human Resource Management	4	SOBB201
5	Open Elective: To be chosen from the elective list given below	4	
Total		20	
Open Elective			
Sr No.	Course Name	Credits	Subject Codes
1	Saying it with presentations	4	SOC203
2	Consumer Behaviour	4	SOBB202

SEMESTER-III

S. No.	Course Name	Credits	Subject Codes
1	Acing the Interviews through AI	4	SOC302
2	Marketing Management	4	SOBB102
3	Marketing Research	4	SOBB301
4	Principles of economics	4	SOBB302
5	Open Elective: To be chosen from the elective list given below	4	
Total		20	
Open Elective			
Sr No.	Course Name	Credits	Subject Codes
1	Critical Thinking and Problem Solving	4	SOC301
2	New Media	4	SOBJ302

SEMESTER-IV			
Sr. No.	Course Name	Credits	Subject Codes
1	Business Statistics	4	SOBB402
2	Business Law	4	SOBB403
3	Financial Management	4	SOBB401
4	Organizational Behaviour	4	SOBB404
5	Open Elective: To be chosen from the elective list given below	4	
Total		20	
Open Elective			
Sr No.	Course Name	Credits	Subject Codes
1	Advertising and Public Relations	4	SOBJ401
2	Effective Negotiations and Conflict Management	4	SOC401

SEMESTER-V

S. No.	Course Name	Credits	Subject Codes
1	Taxation	4	SOBB501
2	Sales Management	4	SOBB502
3	Cost accounting	4	SOBB503
4	Subject Elective 1		
5	Open Elective: To be chosen from the elective list given below	4	
Total		20	
Open Elective			
Sr No.	Course Name	Credits	Subject Codes
1	Basics of Micro Finance	4	SOBB504
2	Cultural Communication	4	SOBJ501

SEMESTER-VI			
S. No.	Course Name	Credits	Subject Codes
1	Subject Elective I		
2	Research Methodology	4	SOBB602
3	Subject Elective II		
4	Subject Elective III		
5	Open Elective: To be chosen from the elective list given below	4	
Total		20	
Open Elective			
Sr No.	Course Name	Credits	Subject Codes
1	Effective Negotiations and conflict Management	4	

List of Subject Electives

Accounting			
SEMESTER-V			
S. No.	Course Name	Credits	Subject Codes
1	Corporate accounting	4	SOBB(F)101
SEMESTER-VI			
S. No.	Course Name	Credits	Subject Codes
1	International Business	4	SOBC(A)101
2	Management Accounting	4	SOBB(F)102
3	Personal Finance	4	SOBC(A)102

FINANCE			
SEMESTER-V			
S. No.	Course Name	Credits	Subject Codes
1	Introduction to financial markets	5	SOBB(F)104
SEMESTER-VI			
S. No.	Course Name	Credits	Subject Codes
1	International Business	4	SOBC(A)101
2	Risk Management	4	SOBC(A)102
3	Personal Finance	4	SOBC(A)102

Taxation

SEMESTER-V			
S. No.	Course Name	Credits	Subject Codes
1	Indirect Taxation	6	SOBC(T)101
SEMESTER-VI			
S. No.	Course Name	Credits	Subject Codes
1	Personal Finance	4	SOBC(A)102
2	International Business	4	SOBC(A)101
3	Corporate Tax	4	SOBC(T)102

SEMESTER-I



Course Name : Functional English I

Credits: 4

Course Objectives:

- To enhance the skills needed to work in a formal English-speaking global environment.
- To equip the learners with required linguistic skills, guiding them to excel in the academic field.
- To emphasize the need for fluency in the English language and refining language proficiency.
- To enable students to communicate better through writing and oral expression.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Develop proficiency in written and spoken communication, demonstrating clarity, accuracy, and professionalism, particularly in business and professional contexts.
CO2	Apply basic principles of grammar, vocabulary, and syntax to effectively convey business ideas, ensuring the ability to create content with precision and
CO3	Analyze business-related texts, identifying key concepts and trends, and applying ~~critical thinking to communicate ideas effectively in both formal and informal~~
CO4	Demonstrate the ability to create professional documents such as emails, reports, and presentations, applying proper format, tone, and style for various business
CO5	Evaluate and adapt communication styles for different business audiences, using appropriate language and tone to ensure effective and responsible

Course Contents:

Unit- I

- Listening and Reading
- Unseen Passage
- Comprehension

Unit- II

- Functional English
- Specific fixed expressions
- Practice

Unit- III

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit- IV

- Phrasal Verbs
- Idioms
- Collocations
- Grammatical rules
- Exercises that have to do with grammar

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Suggested Reading:

- *Collins Cobuild, Dictionary of Phrasal Verbs*, Indus
- *Oxford Collocation Dictionary*, Oxford University Press
- Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.
- Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India
- Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press
- Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.
- Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer
- Collins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrat Publishing
- O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

- www.Englishclub.com

- www.writing-centre.uottawa.ca
- <http://grammar.about.com>
- <http://learnenglish.britishcouncil.org>
- <http://www.bbc.co.uk/worldservice/learningenglish/>

Course Objectives:

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Students will demonstrate a comprehensive understanding of fundamental financial theories, principles, and concepts, including financial statements.
CO2	Students will apply various financial analysis tools to evaluate financial statements, assess the financial health of a business, and make data-driven financial decisions.
CO3	Students will develop financial strategies and plans, including budgeting, forecasting, and capital investment strategies, to ensure sustainable financial growth.
CO4	Students will demonstrate the ability to create clear, accurate, and professional financial reports, presentations, and documents for stakeholders.
CO5	Students will evaluate the ethical implications of financial decisions and adopt practices that uphold integrity, transparency, and social responsibility in financial management.

Course Content:

Unit –I: Understanding Business and Its Forms

A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co-operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit –II: Functional Aspects of Business

- (a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- (b) Operations: business size and location decisions. Lay out: mass production and

mass customization, productivity, quality and logistics.

- (c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- (d) Finance: Money and banking, financial management and securities markets, risk management and insurance
- (e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- (f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit –III: Process of Management

- (a) Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- (b) Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit –IV: Development of Management Thought

Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker’s MBO, Porter’s 5- Force Model, Prahalad’s Core Competency, Peter Senge’s Learning Organization and Tom Peters’ Excellence approach

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:**Textbook:**

1. Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.

References:

2. Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.
3. Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.
4. Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.

Course Objectives:

The course intends to make students understand measuring and recording business transactions, Business income and adjusting entries, completion of the accounting cycle, introduction to cost accounting, what is the use of cost accounting and how is cost sheet made and used by individual and a company.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Students will demonstrate a comprehensive understanding of the fundamental principles and concepts of financial accounting, including the preparation of financial
CO2	Students will apply financial accounting techniques to record and classify business
CO 3	Students will develop the ability to create clear and professional financial reports and
CO 4	Students will assess the ethical implications of financial reporting and accounting
CO 5	Students will apply financial accounting knowledge in practical business scenarios,

Course Content:

Unit-I: Introduction

Basic overview of accounts, DRIL, CGOG, (Golden rules), understanding Accounting equations, introduction to Journal Entries, Ledger posting.

Unit- II: Ledgers and Books

Types of subsidiary books, cash book (Single, double, triple column cash book and petty cash book), why and when is BRS (Bank Reconciliation Statement), and rectification of errors.

Unit- III: Final Accounts

Why and how is Trial Balance made? Importance of trial balance, Final Accounts with adjustments and Accounting Standards of India.

Unit- IV: Ratio Analysis

Reading of the Balance Sheet, Key Ratios: Liquidity Ratio, Debt Equity Ratio, PE Ratio, ROI, ROCE etc.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:**Text Book:**

1. Financial Accounting by C. Mohan Juneja, Arora, Kalyani Publishers, Ludhiana.
2. Cost Accounting: Principles and Methods by Jain, S.P. and K.L. Narang, Kalyani Publishers, Ludhiana.

Reference Book:

1. Accounting Principles, 10th edition by Weygandt, Kimmel and Kieso, Wiley Publication

Course Objectives:

- To help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains.
- The course will equip the students with specific strategies and standard tools to enhance their creativity and through a novel 3- S model approach.
- To systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO 1	Develop a deep understanding of the creative process and its application in business contexts, recognizing how creativity influences decision-making in
CO2	Demonstrate the ability to create innovative business solutions by analyzing real-world business issues and market trends through creative thinking and strategic
CO 3	Apply creative content creation strategies across various business communication platforms, ensuring professionalism, clarity, and effectiveness in
CO 4	Utilize digital tools and emerging technologies to adapt and create business content, fostering creativity in decision-making, marketing strategies, and
CO 5	Evaluate ethical considerations in the creative process, ensuring that creative solutions align with business values of integrity, social responsibility, and ethical

Course Content:

Unit-I: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit-II: Seeking An Artist's Mindset

- Mindful observation
- Visualization
- Empathy

- Perspective
- Curiosity

Unit-III: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit-IV: Shaping Your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- Synchronous Lectures
- Asynchronous Videos / Lectures on LMS
- Assignment
- Quizzes
- Project Work

Grading:

Internal Assessment 30%

End Term Exam 70%

Books and Materials:

Text Books:

Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House (October 2017)

Reference Books:

1. Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”, Harper Collins, (1990)
2. Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)

Course Objectives:

- The course is designed to aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc.
- This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- This would also aid the PC penetration program.
- This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

After completing this course, you will be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental principles of digital technologies, software solutions, and technical tools used in modern business environments,
CO2	Develop the ability to create and implement digital solutions for business challenges, utilizing emerging technologies such as cloud computing, AI, and
CO3	Analyze business issues and opportunities, identifying how digital and technical solutions can address challenges in various business sectors, using
CO4	Apply digital and technical tools to manage business processes, streamline operations, and enhance decision-making, emphasizing how technology can
CO5	Evaluate the ethical implications of implementing digital and technical solutions in business, ensuring that technology use aligns with ethical

Course Content:

Unit- I: Knowing computer:

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- III: Introduction to the C Language

C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- IV: Functions, Arrays and Pointers

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes- auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / assessment methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

TEXTBOOKS:

1. Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
2. The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

REFERENCE BOOKS:

1. Let Us C Yashavant kanetkar BPB.
2. Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
3. Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

Course Name : Linguistics

Credits: 4

Course Objectives:

- To make students understand the systematic study of language.
- To familiarize students with the history and evolution of the English language
- To make them understand the structure and dynamics of the English language.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Expose to a wide array of linguistic diversity as well as systematic patterns and crosslinguistic universals that constrain this diversity.
CO2	Understand and appreciate the systematic study of language.
CO3	Get familiarize with the history of linguistics and enhance the communication skills.
CO4	opt for more advanced coursework in linguistics.

Course Content:

Unit A:

Short notes on the following: Langue and Parole; Dialect and Accent; Motivation; Phonetic transcription; Stress and Rhythm; Morph and Allomorph; language registers, Consonants and Vowels, Tone and Accent; Allophone classification of English speech sounds

Unit B:

A brief history of linguistics: The growth of modern linguistics with particular reference to the main ideas contained in the works of Bloomfield (*Language*), Saussure (*A Course in General Linguistics*)

Unit C:

The organs of speech (production and classification of speech, sounds, the I.P.A. classification). The phonatory system. The concept of the phoneme, minimal pairs of allophonic variations. Vowels and consonants, cardinal vowels

The phonetics of English, Transcription of words, and connected English speech concerning Jones, E.P.D. The description of English vowels and consonants. Some differences between R.P. and Indian English, Syllable structure in English, Word Stress and Word Accent, rhythm, and intonation in connected speech

Unit D:

Theory of Grammar: The differences between traditional and structural approaches to grammar. The major tenets of the structural approach, including the study of:

Morphology: The nature and function of the morpheme, morph, and allomorph, Morphological analysis of English words

Syntax: Constituent Structure: Immediate-constituent analysis of sentences. The theory of transformational generative grammar (with reference to the work of Chomsky up to *Aspects* - 1965). Transformation rules, transforming Kernel Sentences into passive, interrogatives, negatives

Recent Theories: A brief overview of the functional approach to grammar with reference to the work of Halliday. (Study Lyons, Palmer, Robins)

Unit E:

The grammar and usage of modern English: The constituents of simple sentences, verb-based sentence patterns, the noun phrase, the verb phrase, auxiliary, adverbial and prepositional phrases, direct and indirect reference, sentence connection (Ref. To Chapters 2-7, 10, Quirk and Greenbaum, *University Grammar of English*, and exercises in the workbook on *University Grammar of English* by Close

TEACHING / ASSESSMENT METHODOLOGY:

- SYNCHRONOUS LECTURES
- LECTURES ON LMS
- ASSIGNMENTS
- QUIZZES
- PROJECT REPORT

GRADING:

INTERNAL ASSESSMENT	30%
END TERM EXAMS	70%

Further Reading:

1. Allen, H.B.: *Reading in Applied English Linguistics* (Amerind)
2. Crystal D.: *What is Linguistics?*
3. Crystal D.: *Linguistics* (Penguin)
4. Grimson, A.C.: *An Introduction to the Pronunciation of English*
5. Jones, D: *English Pronouncing Dictionary 14th Ed*
6. Krishnaswamy and Verma: *Modern Linguistics*

7. Leech, G.: *Semantics* (Penguin Chapters 1,2,6,10)
8. Lyons, J.: *Introduction to Theoretical Linguistics -Last Two Chapters*
9. Lyons.J.: *Chomsky* (Fontana)
10. Mackey, W.F.: *Language Teaching Analysis*
11. Palmer, F: *Grammar and Semantics* (Penguin)
12. Parren, G.E, and J.L.M. Trim: *Application of Linguistics* (OUP)
13. Pimsleur, Paul, and Terence: *The Psychology of Second Language Learning* (OUP)
14. Quirk and Greenbaum: *University Grammar of English*
15. Robin R.H: *A Short History of Linguistics* (Longmans)
16. Robin R.H: *General Linguistics: An Introductory Survey*
17. Sethi and Dhamija: *A Course in Phonetics and Spoken English*
18. Syal and Jindal: *An Introduction to Linguistics* (Prentice Hall of India)
19. Wilkin, D.A.: *Linguistics in Language Teaching* (Edward Arnold)
20. Yule, G.: *The Study of Language* (O.U.P)

SEMESTER II

Course Name: Entrepreneurship



Credits: 4

Course Objectives:

- The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them.
- This course also provides practical proven tools for transforming an idea into a product or service that creates value for others.
- As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit.
- Identifying and developing entrepreneurial opportunities.
- Building business models.
- Creating strategies for leading innovation; and
- Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts of entrepreneurship, including business models,
CO2	Develop effective business plans and pitch presentations, demonstrating clarity, professionalism, and persuasive communication skills tailored to potential investors and
CO3	Analyze market opportunities, industry trends, and competitive landscapes using critical thinking to develop innovative, responsible, and sustainable business strategies
CO4	Apply management and resource planning techniques in a simulated or real
CO5	Evaluate ethical considerations in entrepreneurship, including social responsibility, transparency, and ethical implications of business decisions, to ensure integrity in

Course Content:

Unit –I: Introduction to Entrepreneurship

Introduction to Entrepreneurship: A peep into an Entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Indovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cashflow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit –II: Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, Setting up a small scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, Understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? , USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools kill Creativity?

Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit –III: Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, Borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, What are the types, Reason why there is a Problem - Root cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a Business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit - IV: Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing and products
Grameen bank - Founders, History, Distribution channel, pricing and products

Rang de - Concept, Founders, History, Distribution channel, pricing and products

Ashoka - Founders, History, Distribution channel, pricing and products

Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies and examples

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

Readings:

1. \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
2. Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
3. Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
4. Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
5. The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
6. Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC, USA.

7. Complete E-Commerce book: Design, build & maintain a successful web based business-Janice Reynolds, Taylor & Francis Inc., London, UK.
8. Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
9. The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, GeoffreyRandall, Kogan Page Publishers, Philadelphia, USA.
10. The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, USA

Course Objectives:

- To help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more.
- The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset.
- Students will be ace the IELTS test through many informative pointers which will be discussed throughout the course.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand advanced grammatical structures and vocabulary to effectively ~~comprehend and analyse complex business texts, supporting a solid foundation in~~
CO2	Develop clear, professional writing skills across various business formats, such as ~~emails, reports, and proposals, ensuring accuracy, clarity, and a professional tone~~
CO3	Analyze business scenarios and case studies to identify the main ideas, supporting details, and conclusions, applying critical thinking and comprehension skills
CO4	Demonstrate effective verbal communication skills, including presentations and
CO5	Evaluate the role of language in maintaining ethical standards in business, ~~considering how word choice, tone, and clarity contribute to transparency and~~

Course Content

Unit- I:

- Introduction to the Level 2 of Functional English
- Overview of IELTS
- General Training
- Band Score
- Fluency

Unit- II:

- Lucidity and Concision
- Tips to develop good communication skills
- Grammar and Vocabulary
- Why is Functional Language important?

Unit-III:

- Difference between Hearing and Listening
- Role of Listening
- General Training Reading
- Important steps for Writing
- Writing Strategies
- Speaking Test

Unit- IV:

- Factors that influence Concentration
- Inspiration
- Perspiration
- Tips for IELTS Preparation

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

L. Thimmsha- Functional English

Course Objectives:

- Students are trained to operate accounting software (Tally).
- All students irrespective of their backgrounds can learn the practical accounting with the help of software.
- This course will broadly deal in fundamentals of Tally, creating accounting masters, inventory masters, voucher entry and generating reports.
- After completion of this course student will be having complete knowledge of tally and will be able to use this software for practical accounting.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand the core principles of computerized accounting systems, including software functionalities for managing general ledger accounts.
CO2	Develop proficiency in using accounting software (e.g., QuickBooks, Tally)
CO3	Analyze financial data and trends using computerized tools to identify key
CO4	Apply digital accounting tools to simulate real-world business scenarios,
CO5	Evaluate the ethical considerations in the use of computerized accounting

Course Content:

Unit-I: Basics of Accounting

- Accounting principles
- Double entry system
- Financial statements.

Unit-II: Fundamentals of tally

- Creating accounting masters in tally ERP 9
- Creating inventory masters in tally ERP 9
- Voucher entry in tally ERP 9

Unit-III: Generating reports

- Generating basic reports in tally ERP 9
- Multilingual capabilities and technological advantages of tally ERP 9

Unit-IV: Advanced approaches

- Advanced accounting in tally
- Advanced inventory in tally
- Job costing

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Computerized Accounting System, Sahaj Publications, Tally ERP 9 Volume 1 & 2

Course Objectives:

- HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business.
- The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively.
- This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness.
- It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No	Course Outcome
CO1	Understand the core principles and functions of human resource management,
CO2	Develop the skills to effectively communicate HR policies and practices across
CO3	Analyze HR-related issues, trends, and market dynamics using critical thinking,
CO4	Apply HR strategies in real-world business scenarios, utilizing knowledge of
CO5	Evaluate the ethical considerations in HR practices, focusing on diversity, fairness, transparency, and compliance with legal frameworks to foster an

Course Content:

Unit- I: Human resource planning

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- II: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- III: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- IV: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

1. Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill, Sixth Edition

Reference Book:

1. Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
2. Human Resource Management, by C.B.gupta, Sultan Chand and Brothers, 13th Edition
3. Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Course Objectives:

- The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience.
- This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience.
- Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Develop the ability to understand and apply fundamental business,
CO2	Demonstrate proficiency in creating and writing clear, accurate, and
CO3	Analyze and address complex business issues, trends, and market dynamics
CO4	Apply business management concepts, strategies, and ethical frameworks
CO5	Leverage digital tools and emerging technologies to enhance the design,

Course Content:

Unit- I

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

Unit- II

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

Unit- III

- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

Unit- IV

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh

- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

Course Objectives:

The course is designed to develop understanding of psychological & socio-cultural influences on consumer behavior. This course will cover topics such as the role of motivation, perception, memory, attitudes, personality and social, cultural & political aspects on how consumers behave while they select, buy, use, consume & dispose goods & services.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Explain fundamental concepts and theories of consumer behavior, connecting them to core principles in business, economics, and finance to understand consumer decision-making processes
CO2	Demonstrate effective written and verbal communication skills by analyzing consumer data and presenting insights on consumer behavior trends in a professional and clear format
CO3	Critically evaluate consumer behavior patterns and market influences, applying analytical skills to develop strategies that address consumer needs and drive business growth
CO4	Apply knowledge of consumer behavior to create targeted marketing and management strategies, considering resource allocation and stakeholder engagement in competitive business environments
CO5	Identify ethical considerations in consumer behavior research and marketing practices, making responsible decisions that respect consumer rights and promote transparency

Course Content:**Unit- I: Introduction to consumer behavior and marketing Strategy**

- Introduction to consumer behavior
- Simple model of Consumer behavior
- Consumer behavior & marketing strategy

Unit- II: Consumer Involvement and process in consumer behavior

- Consumer involvement
- Information search
- Evaluative criteria & selection

Unit- III: Process & output stage in CB

- Motivation

- Perception
- Attitude
- Personality & self-concept

Unit- IV: Social & cultural settings

- Consumer Behaviour Models
- Family Influence on Consumer Behaviour
- Children's Influence on Consumer Behaviour
- Social Class Influence on Consumer Behaviour
- Culture
- Economic and Political Influence on Consumer Behaviour

Teaching / assessment methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- "Influence: The Psychology of Persuasion" by Robert B. Cialdini
- "Predictably Irrational: The Hidden Forces That Shape Our Decisions" by Dan Ariely
- "Nudge: Improving Decisions About Health, Wealth, and Happiness" by Richard H. Thaler and Cass R. Sunstein

SEMESTER-III

Course Name: Acing Interview through AI



Credits: 4

Course Objectives:

- The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process.
- The course will be largely concerned with life skills development and personality development.
- The course's goal is to familiarize students with some of the issues they run into during interviews and to offer them solutions, so they won't make the same mistakes again.
- The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sl. No.	Course Outcome
CO1	Understand and apply fundamental principles of business, economics, and finance when responding to interview questions, demonstrating
CO2	Develop effective communication skills by crafting and presenting responses with clarity, accuracy, and professionalism across a range of
CO3	Analyze and interpret common business scenarios and interview prompts, using critical thinking to craft thoughtful responses that
CO4	Demonstrate familiarity with digital tools and AI-powered platforms to practice interview techniques, refine responses, and analyse feedback.
CO5	Evaluate ethical considerations in interview responses and decision-making, ensuring that answers reflect integrity, transparency, and social

Course Content:

Unit-I: Introduction

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit-II: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit-III: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit-IV: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing
- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Objectives:

- This course aims at introducing the basic concepts of marketing in order to build a strong foundation for marketing concepts.
- The course builds practical skills in introducing marketing management, marketing environment, buying behavior, marketing mix concept & sales management.
- It aims at equipping the students with knowledge of marketing mix with special focus on product, price, place & promotion.
- The course will also equip students with knowledge on contemporary issues in marketing.
- The students will also learn the concept of emerging marketing in reference to Rural Marketing.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand and explain key marketing principles, concepts, and strategies, connecting them with fundamental business, economics, and financial theories to
CO2	Develop effective communication skills by creating and presenting marketing plans, strategies, and reports with clarity, accuracy, and professionalism across various
CO3	Analyze market dynamics, consumer behavior, and competitive forces using critical thinking to develop informed and responsible marketing strategies that contribute
CO4	Apply marketing management practices and strategic decision-making to real-world business scenarios, considering resource allocation, stakeholder engagement, and
CO5	Evaluate ethical considerations in marketing practices, ensuring that marketing strategies align with principles of integrity, transparency, and social responsibility.

Course Content:

Unit-I Understanding the Marketing Process and Segmentation

- Core concepts – Needs, wants, demands, product, exchange, philosophies
- Marketing environment
- Consumer behavior
- Segmentation

Unit-II: Targeting, Positioning and Marketing Program

- Targeting
- Positioning
- Marketing mix

- Sales Management
- Product, product dimensions, new product development

Unit-III: Pricing Strategies, Promotion and communication

- Pricing & pricing strategies
- Place Decisions & Integrated marketing communications
- Promotion Mix

Unit IV: Branding, Current Scenario, dynamics and Rural Marketing

- Contemporary Issues in marketing
- Consumerism and legal aspects of marketing
- Emerging marketing (Rural Marketing)

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Required Books and Materials:

1. Philip Kotler, Keller, Koshy and Jha, "Marketing Management," 14e, Pearson Education, New Delhi

Reference Book:

1. Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, "Marketing," Tata McGraw Hill, New Delhi

Course Objectives:

Marketing Research is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation. Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.

Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No	Course Outcomes
CO 1	Understand and explain the fundamental principles of marketing research, including research design, data collection methods, and statistical analysis, in the context of business, economics, and finance.
CO2	Develop the ability to create and present clear, accurate, and professional marketing research reports, demonstrating effective communication across various business platforms.
CO 3	Analyze market data, consumer behavior, and business trends using critical thinking to generate actionable insights that inform strategic marketing decisions.
CO 4	Apply marketing research techniques to real-world business scenarios, demonstrating effective research planning, execution, and interpretation to support marketing strategies and decision-making.
CO 5	Evaluate ethical considerations in marketing research practices, ensuring that data collection, analysis, and reporting adhere to principles of integrity, transparency, and social responsibility.

Course Content:**Unit-A: Types and Methods of Research**

Research and its types, characteristics of good research, identifying and defining research problem and introduction to different research designs, exploratory, descriptive & causal studies.

Unit-B: The Language of Research

Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables. Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis. Essential constituents of Literature Review.

Unit-C: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgement sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-D: Report Writing

Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography, footnotes and end notes.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Suggested Readings:

- Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGrawHill, New Delhi.
- C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi

- Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi.

Course Objectives:

- This course is a basic course on microeconomics designed to acquaint students of all the streams with basic economic concepts and principles that they must know and understand while dealing with problem solving in any organization/industry.
- Course introduces the basic concepts like demand, supply, production, cost, market structures and pricing decisions under different market types.
- Course will give an insight into the economic problems, behavior of consumer and the firm which provides a basis for decision making.
- The course will involve the use of videos and case studies to demonstrate how the basic micro economic principles are used in decision making under different market conditions.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand and explain the fundamental economic principles and theories, including key concepts in microeconomics and macroeconomics, to support
CO2	Develop the ability to communicate economic concepts clearly and professionally
CO3	Analyze economic data, market trends, and business dynamics using critical thinking to identify opportunities and challenges, and develop strategic solutions that align
CO4	Apply economic principles and theories to real-world business situations, including financial planning, resource management, and market strategy development,
CO5	Evaluate the ethical implications of economic decisions, ensuring that solutions to business challenges reflect integrity, transparency, and social responsibility, aligning

Course Content:

Unit- I: Basic Economic Concepts and Overview

- General Overview
- Economics- Nature & Scope of Economics
- Demand and Supply
- Determinants of demand and supply
- Law of demand and law of supply
- Shift in demand and supply
- Market equilibrium
- Elasticity of Demand and Supply

Unit- II: Utility and Consumer Choices

- Utility Analysis
- Indifference Curve- Properties and Consumer Equilibrium
- PCC, ICC
- Revealed Preference Theory

Unit-III: Production and Costs

- Cost of Production- different cost concepts
- Relationship between cost and production concepts
- Production Function
- Scale of Production
- Iso-quant Curve- Producer's Equilibrium

Unit-IV: Market Structures

- Introduction
- Perfect competition
- Imperfect competition
- Pricing and output decisions under different market types

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

1. Principles of Economics by T.R. Jain, V.K. Publications.

Reference Books:

1. Economics by Paul A. Samuelson & William D. Nordhaus, Tata McGraw Hill.
2. Principles of Economics by Robert H. Frank & Ben S. Bernanke, Tata McGraw Hill.

Course Objectives:

- To help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- The course will use in-house practical's to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Develop the ability to apply critical thinking techniques to identify, analyses, and evaluate complex business problems, fostering better decision-making in both
CO2	Enhance communication skills by presenting logical arguments and solutions
CO3	Analyze business situations using structured problem-solving approaches,
CO4	Apply critical thinking and problem-solving techniques to real-world business
CO5	Evaluate the ethical implications of decisions in business, ensuring that solutions are based on integrity, transparency, and social responsibility, aligning with

Course Contents:

Unit-I: Language of Reasoning

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit-II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit-III: Breaking up of Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit-IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by TracyBowell and Gary Kemp
- "Mindware: Tools for Smart Thinking" byRichard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business
or
- Design School" by Idris Mootee

Course Objectives:

- This course is designed to be a conceptual work based on the application of new media in various facets.
- This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication.
- The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand the fundamental principles of new media, including the role of digital platforms, social media, and emerging technologies in shaping communication,
CO2	Develop the ability to create and manage content across various digital and social
CO3	Analyze the impact of new media trends, digital marketing strategies, and online consumer behavior, using critical thinking to develop informed and responsible
CO4	Apply knowledge of new media tools and platforms to create effective marketing
CO5	Evaluate ethical issues in new media, ensuring that content creation, digital

Course Content:

Unit - A: Introduction to New Media: Introduction to concepts of digitization and convergence, Introduction to Internet, World Wide Web (WWW), Search Engines, Multimedia elements and Interactivity.

Unit - B: Data Journalism: Web Content Management System, News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data, Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C: Social media: Social networking; Introduction to social profile management products- Facebook, Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube, Blogging: a brief history of blogs, blogs as narratives, Digital Divide, Security issues in using digital technology

Unit - D: Writing for New Media: Blogs, Micro blogging & Social networking/Facebook/Twitter/RSS feeds, Digital marketing, Emails etc. Digital Story telling formats, Content writing, editing, reporting and its management

TEACHING / ASSESSMENT METHODOLOGY:

- Synchronous lectures
- Lectures on lms
- Assignments
- Quizzes
- Project report

Grading:

Internal assessment 30%

End term exams 70%

Required Books and Materials:

Reference Books:

1. The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
2. A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
3. Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
4. Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
5. Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
6. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
7. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
8. Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.

SEMESTER IV

Course Name: Business Statistics



Credits: 4

Course Objective:

- The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course Outcomes:

Sl. No.	Course Outcome
CO1	Students will gain a strong foundation in statistical principles, including data collection,
CO2	Students will develop the skills to analyses business data, identify trends, and make
CO3	Students will apply statistical tools to solve real-world business problems, such as market research, financial forecasting, and performance evaluation, using quantitative data to
CO4	Students will develop the ability to present complex statistical findings and data analysis results clearly and professionally, both in written reports and verbal presentations,
CO5	Students will evaluate ethical considerations when collecting, analyzing, and presenting business data, ensuring that statistical methods and interpretations uphold integrity,

Course Content:

Unit- I: Data Organization & Central Tendency

- Data Classification Tabulation and Presentation
 - Introduction, Classification and graphical presentation of Data.
- Measures of Central Tendency
 - Mathematical averages including arithmetic mean geometric mean and harmonic mean. Properties and applications.
 - Positional Averages Mode, Median (and other partition values including quartiles, deciles, and percentiles).
- Standard Deviation
 - Range, quartile deviation, mean deviation, standard deviation, and their co-efficient,
 - Properties of standard deviation/variance.

Unit- II: Probability

- Theory of Probability. Approaches to the calculation of probability
- Calculation of event probabilities. Addition and multiplication laws of probability.

- Probability distributions: Binomial, Poisson and Normal

Unit- III: Decision Theory & Index Numbers

- Decision Theory
 - The decision environment. Pay-off and regret matrices.
 - Criteria of decision-making: Laplace, Maximin/Minimax, Maximax/Minimum Salvage; and Expectation. (Excluding Bayesian analysis)
 - EVPI and its calculation.
 - Decision Trees.
- Index Numbers
 - Meaning and uses of index numbers.
 - Construction of index numbers: fixed and chain base; univariate and composite. Aggregative and average of relatives – simple and weighted.

Unit- IV: Correlation, Regression Analysis

- Correlation Analysis.
 - Meaning of Correlation: simple, multiple and partial; linear and non-linear.
 - Causation and correlation.
 - Scatter diagram. Pearson's co-efficient of correlation: calculation and properties (proofs not required). Probable and standard errors. Rank Correlation.
- Regression Analysis.
 - Principle of least squares and regression lines.
 - Regression equations and estimation. Standard Error of Estimates.
- Hypothesis testing
 - Z & T test
 - Introduction to SPSS

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Textbook:

1. J K Sharma, "Business Statistics," Pearson Education, New Delhi
2. S. P. Gupta, "Statistical Methods," Sultan Chand & Sons

Reference Book:

1. Richard Levin and S. Rubin, “Statistics for Management”, Pearson Education, New Delhi

Course Objectives:

- This course provides students with an overview of the Indian legal system.
- It explores the basic concepts of law in society including the different sources of law followed by specific lectures on various branches of law.
- This course gives an insight in our constitutional and contractual law and teaches the beginnings of legal analysis through case briefing, statutory construction and application of law to fact situations.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Students will gain a comprehensive understanding of the legal principles that govern business operations, including contract law, corporate law, and
CO2	Students will develop the ability to critically analyses legal issues that arise in business contexts, such as disputes, compliance issues, and regulatory
CO3	Students will learn to draft, review, and interpret legal documents, such as
CO4	Students will assess the importance of business law in ensuring corporate
CO5	Students will explore the ethical dimensions of business law, making decisions that uphold legal integrity, transparency, and social responsibility while

Course Content:

Unit-I:

Definition of Law, Nature and scopes of Law, Kinds of Law, Purpose of Law, Source of Law- Custom, Precedent, Legislation, Some other source of law, Law & morals,

Unit-II:

Sanctions, Types of legal Sanctions, Theories of punishment. Making of Indian Constitution, Nature and special features of the constitution, Preamble, Citizenship, Fundamental Rights.

Unit-III:

Directive Principles of State Policy & Fundamental Duties, the President and the Vice President, the Union Judiciary, Parliament, Emergency.

Unit-IV:

Contract, Agreement, Essential elements of a contract, offer and acceptance, capacity of parties, free consent, Valid contract, Void and voidable agreements Illegal contracts- there distinction, Consideration, legality of object and consideration.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:**Internal assessment**

- 30%

End Term Exam

- 70%

Required Books and Materials:**Text Book:**

- Jurisprudence Legal Theory by Dr. B.N.ManiTripathi
- Constitutional Law of India by Narender Kumar
- Indian Contract Act by R.K.Bangia

Course Objectives:

This course of financial management will help in knowing the theories of modern finance and develop the familiarity with the analytical techniques helpful in financial decision making. This course will broadly deal in Dividend policies, Capital structure and working capital management. The course is designed to provide a foundation of financial concepts to students from varied backgrounds. Clarification of theoretical concepts and jargons marks the initial stages of the course. As financial decision-making involves usage of concrete mathematical operators and techniques, the module ascribes due weightage to these practical concepts.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Students will gain a comprehensive understanding of the core principles of financial management, including financial planning, capital budgeting, and capital structure, enabling them to apply financial theories and concepts to real-world business decision-making.
CO2	Students will develop the ability to analyses financial statements and reports, using key financial ratios and tools to assess the financial health of an organization and support effective financial decision-making
CO3	Students will learn to evaluate investment opportunities and manage financial risks, using techniques such as net present value (NPV), internal rate of return (IRR), and risk-return analysis to make informed strategic financial decisions.
CO4	Students will develop strong communication skills, enabling them to effectively present financial information, create reports, and explain complex financial concepts with clarity and professionalism to both financial and non-financial stakeholders.
CO5	Students will assess the ethical implications of financial decisions, ensuring that financial strategies and operations align with the principles of transparency, integrity, and social responsibility in business practices.

Course Content:**Unit I: Introduction and Financial Planning**

- Introduction to Financial Management

- Objectives and Scope of Financial Management
- Role of Financial Manager

Unit II: Time Value of Money and Cost of Capital

- Time Value of Money Concepts
- Techniques for Evaluating Time Value of Money
- Cost of Capital Determination

Unit III: Capital Budgeting

- Capital Budgeting - I: Overview and Process
- Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period
- Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit IV: Financial Decisions and Management

- Risk and Return Analysis in Financial Management
- Capitalisation: Meaning and Types
- Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit
- Sources of Long-Term Finance: Equity, Debt, Preference Shares
- Leverage Analysis: Operating, Financial, and Combined Leverage
- Capital Structure Decision: Factors and Theories
- Working Capital Management: Components and Strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, "Principles of Corporate Finance," Tata McGraw Hill, New Delhi

Further Readings:

- Prasanna Chandra, “Financial Management: Theory and Practice,” Tata McGraw Hill, New Delhi
- Shashi K. Gupta and R.K. Sharma, “Financial Management,” Kalyani Publications, New Delhi

Course Objectives:

Students study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Students will gain a comprehensive understanding of the key principles and theories of organizational behavior, including motivation, leadership, communication, and group dynamics, enabling them to analyze how individual and group behaviors impact organizational performance and decision-making
CO2	Students will develop the ability to assess and analyze the behavior of individuals and groups within an organization, identifying key factors that influence motivation, productivity, and teamwork, and applying appropriate strategies to enhance employee engagement and organizational effectiveness.
CO 3	Students will learn to apply various leadership styles and communication strategies to manage and motivate teams, resolve conflicts, and facilitate organizational change effectively, contributing to improved organizational performance and employee satisfaction.
CO 4	Students will develop strong communication skills, enabling them to effectively convey organizational behavior concepts, influence team dynamics, and create written and verbal reports that communicate behavioral insights and solutions clearly and professionally to various stakeholders.
CO 5	Students will evaluate the ethical implications of organizational decisions and behaviors, applying ethical frameworks to ensure that organizational practices promote fairness, transparency, and social responsibility in both leadership and employee relations.

Course Content:

UNIT-I Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.

UNIT-II The individual behavior: Attitude and job related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

UNIT-III The Group behavior: Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.

UNIT-IV The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work
- Grading:
- Internal assessment

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Robbins, S, “Organizational Behaviour” 15th Edition, Pearson Education, New Delhi.

References:

- Prasad, LM, Organizational Behaviour, Sultan Chand & Sons, New Delhi.

Course Objectives:

This course is designed to be a conceptual work based on the application of Public relations. This course will help the students to learn the meaning, importance, functions and scope of Public relations.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Students will gain a comprehensive understanding of the key principles and strategies involved in advertising and public relations, including media planning, brand communication, consumer behavior, and crisis management, enabling them to design and manage effective advertising and PR campaigns.
CO2	Students will develop the ability to create and write compelling content for diverse advertising and PR platforms, demonstrating accuracy, creativity, and professionalism in both written and verbal formats, tailored to the target audience.
CO3	Students will learn to analyze market trends, consumer behavior, and public perception to develop strategic advertising and public relations solutions that address business challenges and enhance brand reputation.
CO4	Students will apply advertising and PR strategies to real-world business scenarios, learning how to manage brand communication, reputation, and stakeholder engagement in competitive markets, while integrating digital tools and emerging technologies for effective communication.
CO5	Students will evaluate the ethical considerations involved in advertising and public relations practices, ensuring that advertising campaigns and PR strategies are transparent, socially responsible, and uphold the principles of integrity and fairness.

Course Content:

UNIT-I

Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

UNIT II

Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication, Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

UNIT-III

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function
Code of ethics for PR professional organizations of PR – emerging trends in PR.

UNIT-IV

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work
- Grading:
- Internal assessment

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Reference Books:

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.

- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

Course Description:

- This course is focused to help students understand the techniques required to holistically develop their personalities.
- In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:

At the end of this course the students will be able to:

Sl. No.	Course Outcome
CO1	Understand and explain core negotiation principles and theories, including the role of communication, psychology, and economics in negotiation processes.
CO2	Develop clear, persuasive, and professional communication skills for various negotiation contexts, demonstrating the ability to anticipate negotiation needs.
CO3	Analyze negotiation scenarios to identify key issues, interests, and potential barriers, using critical thinking to devise strategies that lead to mutually beneficial outcomes.
CO4	Apply negotiation strategies to real-world business situations, adapting to changing circumstances and negotiating effectively.
CO5	Evaluate ethical considerations in negotiation, ensuring that negotiation practices align with organizational values and legal requirements.

Course content:

Unit- I

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit- II

- Benefits of setting Affirmations
- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit- III

- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high stake decision

Unit- IV

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

End Term Exam

Further Readings

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.

SEMESTER V



Course Name : Taxation

Credits: 4

Course Objectives:

This course will simplify the understanding of Income Tax and its practical understanding of the Law and making it is to Save Tax.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand and explain the fundamental principles of taxation, including tax structures, types, and the role of taxation in economic and social policy
CO2	Develop the ability to prepare clear, accurate, and professional tax documents and
CO3	Analyze tax laws and regulations to determine tax obligations and apply critical thinking to identify tax saving strategies within legal and ethical boundaries
CO4	Apply tax knowledge to real-world business scenarios, interpreting tax implications for
CO5	Evaluate ethical considerations in tax practices, ensuring compliance with regulations and promoting responsible financial decision-making.

Course Content:

Unit-I:

Introduction of Income Tax, Basic Concepts, Difference between Revenue and Capital, Basis on which Tax is imposed and Exempted Income

Unit-II:

Understanding types of Income, Income from Salaries, and Income from House property.

Unit-III:

Profits and Gains of Business and Profession I and Understanding Depreciation, capital Gains, Income from other Sources. Aggregation of Income

Unit-IV:

Set Off and Carry Forwards, Deductions to be made in computing Income, Double Taxation relief

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Direct Taxes Law & Practice" by Dr. Vinod K. Singhania and Dr. Kapil Singhania
- "Income Tax Law and Practice" by V.P. Gaur and D.B. Narang
- "Students' Guide to Income Tax" by Dr. Vinod K. Singhania and Dr. Monica Singhania
- "Income Tax: Theory, Law & Practice" by Dr. H.C. Mehrotra and Dr. S.P. Goyal

Course Name : Sales Management

Credits: 4**Course Objectives:**

The course in Sales Management aims to develop students' skills in planning, organizing, and leading sales teams to achieve organizational sales goals. It provides an understanding of sales strategies, customer relationship management, and the importance of effective sales leadership.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the core principles of sales management, including sales strategies, forecasting, target setting, and performance evaluation, enabling students to analyze and implement effective sales plans
CO2	Develop the ability to create and communicate persuasive sales content, both written and verbal, that is clear, accurate, and tailored to different audiences, enhancing sales presentations and negotiations.
CO3	Analyze market trends, customer behavior, and competitive dynamics to develop data-driven sales strategies, using critical thinking to solve complex sales challenges and identify opportunities for growth.
CO4	Apply sales management concepts to real-world business scenarios, utilizing effective sales techniques, team management skills, and customer relationship strategies to achieve sales objectives and drive business success.
CO5	Evaluate the ethical considerations in sales management, ensuring that sales strategies and practices align with corporate integrity, transparency, and social responsibility, promoting ethical decision-making in business operations.

Course Content:**Unit-A: Introduction to Sales Management**

- Overview of sales management
- Role of sales in organizational success
- Sales management process
- Sales strategies and their importance

- Ethical considerations in sales

Unit-B: Sales Strategy and Planning

- Setting sales objectives and targets
- Developing a sales plan
- Sales forecasting and budgeting
- Sales territory management
- Sales force automation

Unit-C: Customer Relationship Management (CRM)

- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting
- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management

- Leadership in sales
- Motivating and coaching sales teams
- Sales performance evaluation
- Compensation and incentive schemes
- Sales team development

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and role plays

Grading:

Internal assessment: - 30%

End Term Exam: - 70%

Further Readings:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making.
- Johnston, M. W., & Marshall, G. W. (2018). Sales Force Management: Leadership, Innovation, Technology.

Course Objectives:

To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand and explain the fundamental principles and techniques of cost
CO2	Develop the ability to prepare and interpret cost data, including job order costing,
CO3	Analyze business costs and financial trends using critical thinking to identify cost-
CO4	Apply cost accounting techniques to real-world business scenarios, improving
CO5	Evaluate the ethical considerations in cost accounting practices, ensuring
	transparency, fairness, and compliance with relevant regulations in cost reporting

Course
Content:
Unit I:

Introduction: meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications. Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

Unit II:

Materials: material/inventory control- concept and techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard. Treatment of material losses.

Labour: accounting and control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

Unit III:

Overhead: classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, bad debts, research and development expenses. Activity – based cost allocation.

Unit IV:

Methods of Costing: Unit costing. Job costing. Contract Costing. Process costing (process losses, valuation of work in progress, joint and byproducts.) Service costing (only transport). Reconciliation of Cost and Financial Accounts. Integral Accounting

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes

- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan
 - "Principles of Cost Accounting" by Edward J. Vanderbeck and Maria R. Mitchell
 - "Cost Accounting: Foundations and Evolutions" by Kinney and Raiborn
 - "Managerial and Cost Accounting" by Larry M. Walther and Christopher J. Skousen
-

Course Objectives:

To provide the students' knowledge about use of costing data for planning, control and decision making.

Course Outcome:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand and explain the fundamental principles of corporate accounting, including the preparation and presentation of financial statements, shareholder
CO2	Develop the ability to prepare, analyze, and interpret financial statements of
CO3	Analyze the financial impact of corporate decisions such as mergers, acquisitions,
CO4	Apply corporate accounting practices to real-world business scenarios, ensuring
CO5	Evaluate ethical issues in corporate accounting, ensuring the integrity and transparency of financial reports and compliance with legal standards promoting

Course Content:**Unit-I:**

Accounting for Issue, Forfeiture and Re-issue of shares. Accounting for Issue and Redemption of Debentures.

Unit-II:

Final Accounts of Companies. Valuation of Shares and Goodwill.

Unit-III:

Accounting Issues related to Amalgamation, Absorption and Reconstruction of Companies; Accounts related to Liquidation of Companies.

Unit- IV:

Accounting for Holding and Subsidiary Companies. Royalty Accounts and Insurance Company Accounts

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Corporate Accounting" by Naseem Ahmed
- "Corporate Accounting" by Dr. S.M. Shukla
- "Corporate Accounting" by Jain S.P. and Narang K.L.
- "Advanced Accounting" by R.L. Gupta and M. Radhaswamy

Course Objectives:

The course on Basics of Micro Finance is designed to provide students with foundational knowledge and skills in the field of microfinance. The course will cover fundamental concepts, principles, and practices of microfinance, including the role of microfinance institutions, financial inclusion, microcredit, and the impact of microfinance on poverty alleviation.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Understand the fundamental principles of microfinance, including microcredit, micro-savings, micro-insurance, and financial inclusion, with a focus on their impact on poverty alleviation and economic development
CO 2	Develop the ability to assess the role of microfinance institutions (MFIs) in supporting small businesses and individuals and analyze their strategies for delivering financial services to underserved populations.
CO 3	Apply microfinance concepts to real-world business scenarios, evaluating the challenges and opportunities of financial inclusion and designing strategies for effective microfinance solutions.
CO 4	Evaluate ethical issues in microfinance, ensuring the sustainability of financial products and services while maintaining transparency, fairness, and social responsibility in the operations of microfinance institutions.
CO 5	Analyze the regulatory frameworks and policies that govern microfinance institutions, understanding their role in promoting financial inclusion, ensuring compliance, and sustaining the growth of microfinance markets.

Course Content:**Unit-I: Introduction to Micro Finance**

- Definition and evolution of microfinance
- Significance of microfinance in economic development
- Types of microfinance institutions
- Principles and functions of microfinance

Unit-II: Microcredit and Financial Inclusion

- Basics of microcredit
- Group lending vs. individual lending
- Financial inclusion and its role in poverty reduction
- Challenges and opportunities in microfinance

Unit-III: Impact Assessment and Case Studies

- Evaluating the impact of microfinance programs

- Case studies of successful microfinance initiatives
- Lessons learned from failures in microfinance

Unit-IV: Regulatory Framework and Future Trends

- Regulatory framework for microfinance institutions
- Ethical considerations in microfinance
- Future trends and innovations in microfinance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment - 30%

End Term Exam - 70%

Further Readings:

- Beatriz Armendariz and Jonathan Morduch (2005). The Economics of Microfinance.
- Joanna Ledgerwood (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- Thomas Dichter, Malcolm Harper (2007). What's Wrong with Microfinance?

Course Objectives:

In this course the student will be able to learn about

- Major terms and concepts related to cultural communication.
- Identify factors that can influence the cultural communication process.
- Understand how communication processes differ among cultures.
- Identify challenges that arise from cultural differences in intercultural interactions and learn ways to creatively address them.
- Discover the importance of the roles of context and power in studying cultural communication.

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts of cultural communication, including the role of culture in shaping communication styles, behaviors, and perceptions in both domestic and international business contexts.
CO2	Develop the ability to identify and navigate communication barriers caused by cultural differences, including language, non-verbal cues, and
CO3	Analyze the impact of cultural diversity on business negotiations, marketing strategies, and leadership practices, and apply this understanding to create effective cross-cultural business strategies.
CO4	Apply cultural communication principles to real-world business scenarios, including managing cross-cultural teams, facilitating international negotiations, and marketing products to diverse audiences
CO4	Evaluate ethical considerations in cultural communication, ensuring that communication practices respect cultural differences and promote social responsibility, fairness, and transparency in business interactions.

**Course
Content:****Unit - A:**

- Culture: Definition; Concept and Scope
- Culture of Punjab and various sub-cultures
- Relationship between Culture and Communication;
- Different approaches to the Study of Inter-cultural communication; Cultural patterns; values, norms and perceptions.
- Traditional and Modern Media as Vehicles of Inter-cultural communication

Unit - B:

- Inter-cultural Communication in Cyber Space;
- Globalization, Localization
- Cultural collisions, clashes, shocks and assimilations;
- Strategies for Managing Inter-cultural conflicts.

Unit - C:

- Definition and issues in International Communication: Political, economic and cultural dimensions of international communication
- International Media systems, Global Print Media, Global Broadcasting;
- Comparative Media systems, Control and Ownership of the Media

Unit - D:

- Impact of new communication technologies on media messages;
- Satellite communication
- Computerization and digitization of global media;
- Internet and International news flow
- International concerns about cyber news;
- Effects of globalization on media systems and their functions.

Teaching / Assessment Methodology:

- Synchronous lectures
- Lectures on lms
- Assignments
- Quizzes
- Project report

Grading:

Internal assessment **30%**

End term exams **70%**

Books and Materials:**Reference Books:**

- Global Media: The new missionaries of global capitalism, Herman, & Robert W. McChesney, A& C Black (2001).
- Global Media, Neoliberalism and Imperialism, Robert McChesney, Blackwell Publishing (2005).
- Transnational Media and Third World Development, William H. Meyer, Greenwood Press (1988).
- International Communication & Globalization, Ali Mohammadi, Sage Publication (1997).
- The Media and Globalization, Terhi Rantanen, Sage Publication (2005).
- International Communication: An introduction, Daya Kishan Thussu, Sage Publication (2012).
- Handbook of International Communication, William B. Gudykunst, Bella Mody, Sage publications (2002)

SEMESTER VI



Course Name: RESEARCH METHODOLOGY

Credits: 4

Course Objectives:

This course provides an introduction to the fundamentals of research methods, with a focus on practical applications for business administration students. The curriculum is designed to help students develop a solid foundation in research, from identifying research problems to collecting and analysing data. Students will learn about various research methodologies, sampling techniques, and data processing methods. The course also covers the essentials of writing research reports, including proper citation practices. By the end of this course, students will be equipped with the skills necessary to conduct basic research and effectively communicate their findings.

Course Outcomes:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire
CO 5	How to select a sample and determine sample size

Course Content:

Unit 1: Introduction to Research

1. Meaning, Purpose, and Scope of Research
2. Steps in the Research Process
3. Identifying the Research Problem
4. Concepts, Constructs, and Theoretical Framework
5. Types and Methods of Research

Unit 2: Review of Literature and Sampling Techniques

1. Need for Literature Review
2. Sources for Literature Review
3. Writing a Literature Review
4. Introduction to Sampling
5. Sampling Techniques

Unit 3: Data Processing and Presentation

1. Processing Data.
2. Tabulation of Data
3. Data Presentation
4. Hypothesis Testing: Concept and Need
5. Types of Hypothesis Tests

Unit 4: Report Writing

1. Introduction to Report Writing
2. Types of Research Reports
3. Format of a Research Report
4. Documentation: Footnotes, Endnotes, and Bibliography
5. Citation Guidelines (APA Model)

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment - **30%**

Further Readings:

1. **"Research Methods for Business Students"** by Mark Saunders, Philip Lewis, and Adrian Thornhill
 - A comprehensive guide covering a range of research methodologies and techniques tailored for business students.
2. **"Business Research Methods"** by William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin
 - This book provides an in-depth exploration of business research concepts, including sampling, data analysis, and reporting.
3. **"The Craft of Research"** by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams
 - An essential read for students looking to improve their research writing skills and understanding of the research process.

Credits: 4**Course Objectives:**

This course aims to introduce students to the international business, trading and financial environment. Students are also expected to understand the basic features of the foreign exchange market and types of exchange rates. The course also creates awareness about emerging issues such as outsourcing and environmental sustainability in the context of international business.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the process of globalization, its impact on the evolution and growth of international business and to appreciate the changing dynamics of the diverse international business environment.
CO 2	Analyse the theoretical dimensions of international trade and intervention measures adopted; to appreciate the significance of different forms of regional economic integration and to understand the concept of Balance of payment account and its components.
CO 3	Understand the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank.
CO 4	Familiarize students with the international financial environment and get them acquainted with the basic features of the foreign exchange market – its characteristics and determinants.
CO 5	Critically examine the concept and form of foreign direct investment, and to create awareness about emerging issues in international business such as outsourcing and ecological issues.

Course Contents:**Unit-A: Introduction to International Business**

Globalization: Impact of Globalization, International business contrasted with domestic businesses – complexities of international business.

International Business Environment: Economic, Demographic, Cultural and Political – Legal Environment.

International Trade: Theories of International Trade - Absolute advantage theory, Comparative advantage theory, Factor proportion theory and Leontief paradox.

BOP- Balance of payment account and its components

Unit-B: International Economic Organizations

WTO.

UNCTAD.

World Bank.

IMF.

Unit-C: International Financial Environment

Foreign exchange markets.

Types of exchange rate systems – fixed and floating, soft peg, crawling peg, free float, managed float; Foreign exchange risk and exposure.

Exchange rate Determination: Types of Exchange rates, Factors affecting exchange rate relative inflation rates, interest rates, relative interest rates, relative income levels, government controls, expectations.

Unit-D: Foreign Direct Investment

Types of FDI - Greenfield investment, Brownfield investments,

Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI.

Developments and Issues in International Business: Outsourcing and its potential for India

Teaching / Assessment Methodology:

Synchronous lectures with interactive discussions.

understanding of the practical implications of the corporate accounting.

Asynchronous teaching through numerical and simulations.

Peer-to-peer teaching exercises and feedback sessions.

Continuous assessment through quizzes, reflective journals.

Grading:**Internal assessment****- 30%****End Term Exam****- 70%****Further Readings:**

Bennett, Roger. International Business, Delhi: Pearson.

Charles, W L Hill and Jain, Arun Kumar, International Business, New Delhi: Tata McGraw Hill.

Daniels John. D. Lee H. Radenbaugh and David P Sullivan. International Business, Pearson Education.

Griffin, Ricky W and Michael W Pustay- International Business-A Managerial Perspective Prentice Hall.

Michael R. Czinkota, et al. International Business. Fortforth. The Dryden Press.

Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

Course Name: Management Accounting**Credits: 4****Course Objectives:**

The Management Accounting course in the Financial Management aims to equip students with the knowledge and skills needed for effective managerial decision-making. The course will cover topics such as cost management, budgeting, performance measurement, and strategic management accounting.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role and scope of management accounting
CO 2	Apply cost management techniques for decision-making
CO 3	Develop and analyze budgets for planning and control
CO 4	Implement performance measurement and variance analysis
CO 5	Apply activity-based costing for cost allocation

Course Content:**Unit-A: Introduction to Management Accounting**

Definition and scope of management accounting

Role of management accounting in decision-making

Differences between financial accounting and management accounting

Ethical considerations in management accounting

Unit-B: Cost Management Techniques

Cost classification and behavior

Cost-volume-profit analysis

Job order costing and process costing

Activity-based costing (ABC)

Unit-C: Budgeting and Performance Measurement

Budgeting fundamentals

Flexible budgets and variance analysis

Standard costing and variance analysis

Performance measurement frameworks

Unit-D: Strategic Management Accounting

Strategic decision-making and management accounting

Capital budgeting and investment appraisal

Cost of quality and sustainability accounting

Impact of information technology on management accounting

Teaching / Assessment Methodology:

Synchronous lectures

Case studies and real-world scenarios

Assignments

Midterm exams

Group project on a management accounting case

Grading:

Midterm exams - 30%

Assignments - 20%

Group project - 50%

Further Readings:

Horngren, C. T., Datar, S. M., & Rajan, M. V. (2018). Cost Accounting: A Managerial Emphasis.

Hansen, D. R., & Mowen, M. M. (2015). Cost Management: Accounting and Control.

Garrison, R. H., Noreen, E. W., & Brewer, P. C. (2018). Managerial Accounting.

Atkinson, A. A., Kaplan, R. S., Matsumura, E. M., & Young, S. M. (2019). *Management Accounting: Information for Decision-Making*

Course Name: Indirect Tax



Credits: 4

Course Objectives:

Upon completing the Indirect Tax course, students will gain a comprehensive understanding of the principles and framework of indirect taxation, with a particular focus on Goods and Services Tax (GST). They will acquire the skills to compute tax liabilities, interpret tax provisions, and apply them in real-world scenarios. The course will enhance their ability to navigate compliance procedures, including registration, filing, and audit processes.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate an understanding of the fundamental concepts and structure of indirect taxation, including the Goods and Services Tax (GST) framework and its application.
CO 2	Analyse and compute tax liabilities under GST and other indirect tax laws for individuals and businesses.
CO 3	Apply knowledge of compliance procedures, such as registration, returns filing, and documentation, to ensure adherence to indirect tax regulations.
CO 4	Evaluate the economic and business implications of indirect tax policies and their impact on different industries.
CO 5	Develop problem-solving skills to address challenges in tax planning, dispute resolution, and audits within the realm of indirect taxation.

Course Contents:

Unit-A: Introduction to Indirect Tax

Concepts and Features of Indirect Tax.

Difference between Direct and Indirect Tax.

Background of Indirect tax (Central Excise and VAT etc.).

Unit-B: Goods and Service Tax Framework

GST: Concept, objectives, and structure (CGST, SGST, IGST, and UTGST).

GST Council: Role and functions.

GST Registration and compliance.

Constitutional Validity of GST.

Unit-C: Levy of Goods and Service Tax

Levy of GST- SGST, CGST and IGST.

Input Tax Credit.

Computation of GST Liability.

Returns and Payment of Taxes.

Unit-D: Concept of Excise and Custom Duty

Introduction to Central Excise Duty.

Important definitions: Excisable Goods, Manufacturer, Classification of Goods.

Introduction to Custom Duty.

Types of Custom Duty.

Teaching / Assessment Methodology:

Synchronous lectures with interactive discussions.

understanding of the practical implications of the corporate accounting.

Asynchronous teaching through numerical and simulations.

Peer-to-peer teaching exercises and feedback sessions.

Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%

End Term Exam	-	70%

Further Readings:

Indirect Taxes Law and Practice by V.S. Datey.

GST and Customs Law by Bimal Jain and Aashita Jain.

Course Name: Personal Finance



Credits: 4

Course Objectives: The Personal Finance course aims to provide students with foundational knowledge and skills in financial planning, enabling them to make informed and effective financial decisions. Through this course, students will learn to create, manage, and evaluate personal budgets, establish savings strategies, and understand the principles of investing and risk management. Additionally, the course introduces tax planning basics, emphasizing strategies to optimize personal finances. Students will explore the essentials of retirement and estate planning, equipping them with tools to prepare for long-term financial security. Overall, the course encourages a proactive approach to financial independence and adaptability, tailored to meet various financial goals across different life stages.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Explain the importance of personal financial planning and analyse the impact of personal finance decisions on long-term financial goals.
CO 2	Construct and manage a personal budget and understand cash flow management.
CO 3	Evaluate various investment options, including stocks, bonds, mutual funds, and real estate.
CO 4	Apply basic tax planning strategies to optimize personal financial outcomes.
CO 5	Analyse and select appropriate insurance products for risk management.

Course Contents:

Unit-A: Introduction to Personal Finance

- Importance of Personal Financial Planning.
- Goal Setting and Financial Planning Process.
- Basics of Time Value of Money.
- Applications of Time Value of Money in Personal Finance.

Unit-B: Savings and Investments

- Importance of Savings and Investment Planning.
- Types of Investments: Stocks, Bonds, Mutual Funds, Real Estate, and Commodities.
- Risk-Return Trade-off and Diversification.
- Understanding the Stock Market and Investment Strategies.

Unit-C: Tax Planning, Credit and Debt Management

- Basics of Personal Income Tax, Tax Planning Strategies and Deductions.
- Capital Gains and Tax Implications on Investments.
- Types of Credit and Debt (Loans, Credit Cards, Mortgages).
- Credit Score and Its Impact on Personal Finance

Unit-D: Retirement and Estate Planning

- Importance of Retirement Planning.
- Types of Retirement Plans (EPF, PPF, NPS, Pension Plans).
- Estate Planning Basics: Wills, Trusts, and Power of Attorney.
- Creating a Comprehensive Personal Financial Plan

Teaching / Assessment Methodology:

- Synchronous lectures with interactive discussions.
- understanding of the practical implications of the corporate accounting.
- Asynchronous teaching through numerical and simulations.
- Peer-to-peer teaching exercises and feedback sessions.
- Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. *Personal Finance*. McGraw-Hill.
- Keown, A.J. *Personal Finance: Turning Money into Wealth*. Pearson.

- Gitman, L.J., Joehnk, M.D., & Billingsley, R. *Personal Financial Planning*. Cengage Learning.

Course Name: Risk Management



Credits: 4

Course Objectives:

- Introduce fundamental principles of risk management**
- Understand types of risks in business and finance.**
- Apply tools, techniques, and strategies for risk mitigation.**
- Develop critical thinking regarding risk management challenges.**

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Define and explain key risk management concepts and risk assessment processes.
CO 2	Analyse various business risks and their impacts.
CO 3	Apply risk assessment techniques and control measures.
CO 4	Evaluate risk management strategies and their effectiveness.
CO 5	Develop the ability to critically evaluate and apply ethical standards and regulatory frameworks in risk management practices, ensuring responsible and compliant decision-making in business contexts.

Course Contents:

Unit-A: Foundations of Risk Management

Introduction to Risk Management: Definition, scope, importance, and role in business success.

Types of Risks: Financial, operational, strategic, compliance, and market risks.

Risk vs. Uncertainty: Key differences and relevance in decision-making.

Risk Identification Methods: SWOT analysis, PEST analysis, and scenario analysis.

Unit-B: Risk Assessment and Control Techniques

Risk Assessment Techniques: Qualitative and quantitative approaches.

Risk Mapping and Prioritization.

Approaches to Risk Control: Avoidance, transfer, acceptance, and reduction.

Financial Risk Management Tools: Value at Risk (VAR), cash flow management, capital allocation, and credit risk management.

Derivatives in Risk Management: Basics of futures, options, and swaps.

Unit-C: Operational, Strategic, and Enterprise Risk Management (ERM)

Operational Risk: Causes, impacts, and mitigation strategies.

Strategic Risk Management: Addressing market changes, competition, and technological trends.

Enterprise Risk Management (ERM): Overview, significance, and integration into strategic planning.

Unit-D: Legal, Ethical, and Regulatory Aspects of Risk Management

Legal and Regulatory Frameworks: International guidelines, standards, and industry regulations

Ethical Issues in Risk Management: Importance of transparency, risk disclosure, and corporate governance.

Compliance and Corporate Governance in Risk Management.

Teaching / Assessment Methodology:

Synchronous lectures with interactive discussions.

understanding of the practical implications of the corporate accounting.

Asynchronous teaching through numerical and simulations.

Peer-to-peer teaching exercises and feedback sessions.

Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

Harrington, S. E., & Niehaus, G. R. (2004). *Risk Management and Insurance*. McGraw-Hill Education.

Rejda, G. E., & McNamara, M. J. (2017). *Principles of Risk Management and Insurance*. Pearson.

Dorfman, M. S. (2007). *Introduction to Risk Management and Insurance*. Pearson Education. Griffin, Ricky W and Michael W Pustay- International Business-A Managerial Perspective Prentice Hall.

Semester V

Finance (Subject Elective)

Introduction to financial markets

Course Name:



Credits: 4

Course Objectives:

This course provides a comprehensive foundation in modern finance, focusing on key areas like dividend policies, capital structure, and working capital management. It aims to clarify theoretical concepts and financial jargon, ensuring students from diverse backgrounds understand the fundamentals. Emphasizing practical techniques, the course integrates mathematical tools to enhance financial decision-making, equipping students with the analytical skills needed to navigate complex financial challenges effectively.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand financial management, focusing on wealth vs. profit maximization and its importance in business decisions.
CO2	Learn business financing sources (equity, debt, bonds) and their pros and cons.
CO3	Grasp the time value of money, including present and future value calculations, and factors like inflation and opportunity cost.
CO4	Understand capital budgeting tools (Payback, ARR, NPV, IRR, Profitability Index) and leverage effects on financial decisions.
CO5	Calculate cost of capital (debt, equity, bonds) using models like CAPM and WACC, and analyse leverage's impact on EPS and EBIT.

Course Content:

Unit I: Introduction and Financial Planning

Introduction to Financial Management

Objectives and Scope of Financial Management

Role of Financial Manager

Unit II: Time Value of Money and Cost of Capital

Time Value of Money Concepts

Techniques for Evaluating Time Value of Money

Cost of Capital Determination

Unit III: Capital Budgeting

Capital Budgeting - I: Overview and Process

Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period

Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit IV: Financial Decisions and Management

Risk and Return Analysis in Financial Management

Capitalisation: Meaning and Types

Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit

Sources of Long-Term Finance: Equity, Debt, Preference Shares

Leverage Analysis: Operating, Financial, and Combined Leverage

Capital Structure Decision: Factors and Theories

Working Capital Management: Components and Strategies

Teaching / Assessment Methodology:

12 participative lectures to discuss the theoretical concepts and applications

2 Assignments based on subject matter

2 Quizzes based on subject matter

Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, "Principles of Corporate Finance," Tata McGraw Hill, New Delhi

Further Readings:

Prasanna Chandra, "Financial Management: Theory and Practice," Tata McGraw Hill, New Delhi

Shashi K. Gupta and R.K. Sharma, "Financial Management," Kalyani Publications, New Delhi



Bachelor of Journalism and Mass Communication

(Syllabus File)

**Shoolini University Centre for
Distance and Online Education
(SCDOE)**

August (2024-2027)

Program Structure/Syllabus Credit Scheme of BAJMC

SEMESTER-I

Sr No.	Course Name	Credits	Subject Code
1	Creativity Decoded	4	SOC103
2	Functional English-1	4	SOC101
3	Introduction to Reporting	4	SOBJ102
4	Fundamentals of Journalism	4	SOBJ101
	Open Elective (To be chosen from the list given below)		

Open Elective:

Sr No.	Course Name	Credits	Subject Code
1	Principles of Management	4	SOBB101
2	Digital and Technological Solutions	4	SOC102

SEMESTER-II

Sr No	Course Name	Credits	Subject Code
1	Journalism in India- Historical Perspective	4	SOBJ202
2	Introduction to Editing	4	SOBJ201
3	Functional English -2	4	SOC201
	Open Elective (To be chosen from the list given below)		

Open Elective:

Sr No.	Course Name	Credits	Subject Code
1	Saying it with presentations	4	SOC203
2	Human Resource Management	4	SOBB201

SEMESTER-III

Sr No	Course Name	Credits	Subject Code
1	Radio Journalism and Production	4	SOBJ301
2	Drafting the Scripts and News Stories	4	SOBJ303
3	New Media	4	SOBJ302
4	Acing the Interviews through AI	4	SOC302
5	Open Elective (To be chosen from the list given below)		

Open Elective:

Sr No.	Course Name	Credits	Subject Code
1	Principles of Economics	4	SOBB302
2	Critical Thinking and Problem solving	4	SOC301

SEMESTER IV

Sr No	Course Name	Credits	Subject Code
1	Media Ethics and Laws	4	SOBJ402
2	Advertising and Public Relations	4	SOBJ401
3	Development Communication	4	SOBJ403
4	Mass Communication Theories	4	SOBJ405
5	Open Elective (To be chosen from the list given below)		

Open Elective:

Sr No.	Course Name	Credits	Subject Code
1	Research methodology	4	SOBB602

SEMESTER V

Sr No	Course Name	Credits	Subject Code
1	Digital Marketing for practitioners	4	SOBB(DM)101
2	Film Studies	4	SOBJ502
3	Brand Management	4	SOBJ503
4	Media Research	4	SOBJ504
5	Open Elective (To be chosen from the list given below)		

Open Elective:

Sr No.	Course Name	Credits	Subject Code
1	Sales Management	4	SOBB502
2	Effective negotiation	4	SOC401

SEMESTER VI

Sr No	Course Name	Credits	Subject Code
1	Photojournalism	4	SOBJ601
2	Television Journalism	4	SOBJ602
3	Television Production	4	SOBJ603
4	Corporate Communication	4	SOBJ604
5	Open Elective (To be chosen from the list given below)		

Open Elective:

Sr No.	Course Name	Credits	Subject Code
1	Insurance products and purposes	4	SOBB601
2	Introduction to Financial management	4	SOBB(F)104

SEMESTER-I

Course Name:

Creativity Decoded



Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students with specific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand and articulate the foundational principles of creativity within the context of journalism and mass communication.
CO2	Apply creative techniques to produce original and engaging content across various media platforms, demonstrating proficiency in media writing.
CO3	Utilize creative problem-solving strategies to analyze complex media issues and develop innovative solutions that reflect critical thinking.
CO4	Integrate creative thinking into media management practices, effectively designing content that engages diverse audiences.
CO5	Demonstrate the ability to leverage creativity to navigate and succeed in various roles within the media industry, enhancing career readiness.

Course Content:

Unit- I: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit- II: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective

- Curiosity

Unit- III: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit- IV: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- Synchronous Lectures
- Asynchronous Videos / Lectures on LMS
- Assignment
- Quizzes
- Project Work

Grading:

Internal Assessment 30%

End Term Exam 70%

Books and Materials:

Text Books:

- Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House (October 2017)

Reference Books:

1. Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”, Harper Collins, (1990)
2. Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)

Course Objectives:

- To enhance the skills needed to work in a formal English-speaking global environment.
- To equip the learners with required linguistic skills, guiding them to excel in the academic field.
- To emphasize the need for fluency in the English language and refining language proficiency.
- To enable students to communicate better through writing and oral expression.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Develop proficiency in the English language, achieving a solid foundation in reading, writing, speaking, and listening skills.
CO2	Enhance students' ability to communicate effectively in various contexts, improving their linguistic competence and confidence in English.
CO3	Acquire and refine essential communication skills, including technical writing, business correspondence, and presentation techniques.
CO4	Foster critical thinking and problem-solving abilities through effective communication, enabling students to articulate their ideas clearly and persuasively.
CO5	Instill a mindset of lifelong learning by equipping students with the skills and strategies needed to continuously improve their language proficiency and adapt to

Course Contents:

Unit - A

- Listening and Reading
- Unseen Passage
- Comprehension

Unit - B

- Functional English
- Specific fixed expressions
- Practice

Unit - C

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit - D

- Phrasal Verbs
- Idioms
- Collocations
- Grammatical rules
- Exercises that have to do with grammar

Course Outcome:

1 Knowledge Outcomes:

- To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
- To enable students to improve their ability to communicate and their linguistic competence in English.

2 Skill Outcomes:

- Acquire and hone communication skills
- Lifelong: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Suggested Reading:

- *Collins Cobuild, Dictionary of Phrasal Verbs*, Indus
- *Oxford Collocation Dictionary*, Oxford University Press
- Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.
- Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India
- Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press
- Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.
- Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer
- Colins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrat Publishing
- O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

- www.Englishclub.com
- www.writingcentre.uottawa.ca
- <http://grammar.about.com>

- <http://learnenglish.britishcouncil.org>
- <http://www.bbc.co.uk/worldservice/learningenglish/>

Course Objectives:

This course is designed to be a conceptual work based on the application of the principles of reporting for the print and electronic media. The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, specialized reporting, reporting for print media and electronic media.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate a solid understanding of the fundamental principles of journalism, mass communication, and media theory, as well as the ethical responsibilities of reporters in producing accurate and credible news.
CO2	Produce clear, accurate, and engaging news reports across multiple formats, applying various styles of media writing, including hard news, feature articles, and digital content.
CO3	Utilize critical thinking skills to analyse news stories, identify key issues, and develop thoughtful narratives that reflect the complexities of current events and societal challenges.
CO4	Understand and apply audience engagement strategies to create content that resonates with target audiences, enhancing the effectiveness of news dissemination in various media platforms.
CO5	Demonstrate proficiency in using digital media tools and platforms for news reporting, adapting content for social media, blogs, and other online channels to effectively reach and engage diverse audiences.

Course Content:**UNIT A**

- Concept and definition of news
- News values
- News sources, Basic tools of information gathering, research and references,
- Maintaining a diary, use of computer, internet, mobile and other gadgets
- Cultivating the sources
- Structure of news- 5Ws and 1H
- Organizing a news story
- Importance of Intro and types of intros
- Inverted pyramid pattern needs and usefulness
- Alternate formats of news writing
- Developing a news story
- Organization of reporting staff in a daily newspaper

- Ethics and fairness in reporting

UNIT B

- Interview
- Types of interviews
- Conducting interview
- Reporting press conference
- On the spot coverage
- Advance stories
- Follow up stories
- Post event descriptive coverage

UNIT C

Reporting

- Crime
- Court
- Education
- Sports
- Weather and Disaster
- Politics
- Health

UNIT D

Specialized Reporting

- Business
- Parliament
- Life style and entertainment
- Investigative

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
- George A. Hough, News Writing, Kanishka Publishers, Delhi, 2006
- Suhas Chakravarty, News Reporting & Editing: An Overview, Kanishka Publishers, Delhi,
- Wynford Hicks., Writing for Journalist, Routledge, London, 2000
- Robert Mc. Lesh Radio Production, Focal Press

- Rogers Reaching Audiences: *A Guide to Media Writing*, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
- Reporting for Journalists, Chris Frost, Routledge, London, 2001
- Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
- Feature Writing for Journalists, Sharon Wheeler, Routledge, New York, 2009
- Charnley V. Mitchell. *Reporting* (4th Ed.). Holt, Rinehart and Winston.
- Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
- Parthasarthy Rangaswami. *Basic Journalism*. McMillan India Ltd.
- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- William Strunk & E. B. White – *Elements of Style*.
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.
- Various style guides and handbooks (in print and online): UNI and PTI; Statesman (Calcutta); The Economist, Reuters, The Times, Guardian (London); Associated Press, UPI (New York).

Course objective:

The objective of this course is designed to be a conceptual work based on the application of the principles of journalism. The course will equip the students in understanding the concepts of news, different forms of journalism and the role of media in a democracy.

Sl. No.	Course Outcome
CO1	Demonstrate a comprehensive understanding of the fundamental principles of journalism and mass communication, including media theory and ethical
CO2	Develop proficiency in various media writing techniques by producing clear, engaging, and well-structured news articles and reports across different formats
CO3	Apply critical thinking and analytical skills to evaluate news stories, identify key issues, and create narratives that reflect the complexities of current events and societal challenges.
CO4	Understand and implement audience engagement strategies, tailoring content to effectively resonate with target audiences and enhance the reach and impact of news dissemination
CO5	Utilize digital media tools and emerging technologies to enhance journalistic practices, adapting content for various platforms, including social media, blogs, and

Course Content:**Unit - A: Concept of News**

- Basics of News
- Components of News: Ingredients and elements of news
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline and prinline.
- Structure of a Newspaper: masthead, ear panel, editorials, features, letters to editor, Columns.

Unit - B: Language of news-

- Principles of clear writing
- essential skills to write news
- 5 w and 1 H
- structure of News
- inverted pyramid Sociology of news: Factors affecting news treatment
- Paid news
- Politics of news
- Neutrality and bias in news

Unit - C: News Gathering Techniques:

- Criteria for news worthiness

- Principles of news selection
- Writing Headlines for News Stories
- Writing Intro
- Gatekeeping
- Sources of news gathering: Speeches, Meetings, News Conferences, Use of Internet

Unit - D: Different forms of Journalism

- Traditional Media
- Print
- Electronic
- Broadcast
- Digital Journalism

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; Mcgraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006 T.J.S.
6. George: *Editing – A Handbook for Journalists*.

Course Objectives:

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate a solid understanding of key management principles and theories, ~~including planning, organizing, leading, and controlling as they apply to journalism~~
CO2	Apply effective communication and leadership techniques to manage teams, facilitate collaboration, and enhance organizational performance in media-related
CO3	Utilize critical thinking and analytical skills to identify and address managerial challenges within media organizations, developing innovative solutions to enhance
CO4	Implement strategies for audience and stakeholder engagement, understanding how to effectively manage relationships with various stakeholders in the media ~~industry to ensure content relevance and organizational success~~
CO5	Demonstrate proficiency in using digital management tools and technologies to improve project management, workflow processes, and content distribution within ~~journalism and media organizations.~~

Course Content:

Unit- I: Understanding Business and Its Forms

A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co- operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

- a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.
- c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- d) Finance: Money and banking, financial management and securities markets, risk management and insurance

- e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking, Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

- a) Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- b) Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit- IV: Development of Management Thought

Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker’s MBO, Porter’s 5- Force Model, Prahalad’s Core Competency, Peter Senge’s Learning Organization and Tom Peters’ Excellence approach

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books And Materials: Text Book:

1. Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.

References:

2. Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.

3. Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.
4. Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.

Course Objectives:

- To aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc. This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- To aid the PC penetration program. This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

After completing this course, you will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate a comprehensive understanding of various digital media tools, ~~platforms and technologies that are essential for content creation and~~
CO2	Utilize innovative digital and technological solutions to create engaging and interactive content across multiple media formats, including articles, videos, and
CO3	Critically analyze the influence of emerging technologies, such as artificial ~~intelligence and data analytics on media practices and audience engagement~~
CO4	Implement effective digital strategies for audience engagement, leveraging social
CO5	Evaluate the ethical challenges and responsibilities associated with the use of digital ~~technologies in journalism, emphasizing the importance of integrity, accuracy, and~~

Course Content:**Unit- I: Knowing computer:**

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software:

Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- III: Introduction to the C Language

C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- IV: Functions, Arrays and Pointers

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

TEXTBOOKS:

- Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
- The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

REFERENCE BOOKS:

- Let Us C Yashavant kanetkar BPB.
- Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
- Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

SEMESTER-II



Course Name: Journalism in India- Historical Perspective

Credits: 4

Course Description:

- To acquaint students with the glorious journey of journalism.
- To enhance understanding of the origin of the traditional print, electronic and web media.
- To inculcate the knowledge of growth of print, electronic and cinema.
- To acquaint learners with technological advancements in print, electronic and web media.
- To throw light on the present status of various mass media.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Students will demonstrate a comprehensive understanding of the historical development of journalism in India, including key milestones, influential figures,
CO2	Students will critically analyze the transformation of journalism in India, evaluating the role of various media forms (print, broadcast, and digital) in shaping public
CO3	Students will apply relevant media theories and principles to assess historical journalism practices, enabling them to connect theoretical frameworks to real-
CO4	Students will reflect on the ethical considerations and challenges faced by journalists in different historical contexts, fostering a deeper understanding of
CO5	Students will effectively engage with digital archives, historical documents, and

Course Content:

Unit - A:

- Earliest Communication Methods
- Folk Media
- Mass Media
- New Media

Unit - B:

- Origin of Press
- Birth of Indian News Agencies
- English Press in India

Unit - C:

- Press Before Independence
- Hindi and Vernacular Press before Independence
- Role of Press in Freedom Struggle
- Mahatma Gandhi as a Journalist

Unit - D:

- Press after Independence Origin of regulatory bodies PCI, PIB etc
- Advent of Radio and TV in India

- Eminent personalities of India Journalism after Independence

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Reference Books:

- Kumar KevalJ., MassCommunicationinIndia.Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.

Course Name : Introduction to Editing**Credits: 4****Course Objectives:**

This course is designed to be a conceptual work based on the application of the principles of covering news, interviews, writing for print and the organization of newspaper newsroom. The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, reporting and editing for print media, sociology of news, trends in sectional news and the organization of newspaper newsroom.

Course Outcomes:

At the end of the course, the students will be able to:

Sr. No.	Course Outcome
CO1	Students will identify and apply fundamental editing principles and journalistic standards, understanding their relevance in both traditional and digital media contexts.
CO2	Students will refine their skills in grammar, style, structure, and clarity to enhance readability and accuracy across diverse media platforms.
CO3	Students will evaluate and make editorial decisions with a critical approach, considering audience, ethical implications, and the purpose of media content.
CO4	Students will gain proficiency in using digital editing tools and platforms, adapting content for effective engagement on various media channels.
CO5	Students will recognize and apply ethical standards in editing, ensuring accuracy, fairness, and sensitivity in content while maintaining the integrity of journalistic work.

Course Content:**Unit - A:**

Covering news, Reporter- role, functions and qualities, General assignment reporting/working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MC, hospitals, health, education, sports.

Unit - B:

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification, Articles, features, types of features and human-interest stories, leads for features, difference, between articles and features.

Unit - C:

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, language, types of headlines, importance of pictures, selection of news pictures,

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light, leader, Opinion pieces, op. Ed page

Unit - D:

Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists

Understanding media and news, Sociology of news: factors affecting news treatment, Paid news, agenda setting, Pressures in, the newsroom, Trial by media, gatekeepers., Objectivity and politics of news, Neutrality, and bias in news.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper's Handbook, Richard Keeble, Routledge Publication Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Reporting for the Print media (2nd ed);Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

Course Description

The objective of this course is to help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more. The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset. Students will be able to ace the IELTS test through many informative pointers which will be discussed throughout the course.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Demonstrate proficiency in advanced grammar, sentence structures, and vocabulary usage to improve clarity and effectiveness in written and spoken English, supporting high standards in journalism and mass communication.
CO2	Develop the ability to craft precise, engaging, and audience-centred content across different formats, preparing students for versatile media writing.
CO3	Apply critical reading and analysis skills to interpret complex texts, enabling students to evaluate diverse sources and integrate insights into media narratives.
CO4	Utilize digital media tools and platforms to create content for various digital spaces, honing adaptability in communicating with modern audiences.
CO5	Recognize the importance of ethical language and representation in media, understanding the social implications of word choice and narrative framing in journalism.

Course Content**Unit - A:**

- Introduction to the Level 2 of Functional English
- Overview of IELTS
- General Training
- Band Score
- Fluency

Unit - B:

- Lucidity and Concision
- Tips to develop good communication skills
- Grammar and Vocabulary
- Why is Functional Language important?

Unit - C:

- Difference between Hearing and Listening
- Role of Listening
- General Training Reading
- Important steps for Writing
- Writing Strategies
- Speaking Test

Unit - D:

- Factors that influence Concentration
- Inspiration
- Perspiration
- Tips for IELTS Preparation

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- L. Thimmesha- Functional English

Course Description:

The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience. This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience. Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Demonstrate an understanding of key presentation principles, including audience analysis, message clarity, and visual storytelling, establishing a strong foundation in effective communication within journalism and mass communication contexts.
CO2	Develop proficiency in structuring and creating engaging presentation content that integrates visuals, data, and narrative techniques, enhancing media writing and content creation skills for clear and compelling communication across platforms.
CO3	Apply critical thinking and problem-solving skills to design presentations that address complex media issues, tailoring content to resonate with specific audiences and adapting messages to varying contexts.
CO4	Utilize digital tools and emerging presentation technologies to enhance presentation effectiveness, integrating multimedia elements such as graphics, video, and interactive components for a dynamic delivery.
CO5	Demonstrate an understanding of ethical standards in media presentations, ensuring accuracy, fairness, and integrity in content to promote responsible journalism and respect for audience trust.

Course Content:**Unit – A:**

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

Unit – B:

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

Unit – C:

- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

Unit - D

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Demonstrate an understanding of core human resource management principles, including recruitment, selection, training, and employee relations, establishing a strong foundation in the organizational aspects relevant to journalism and mass communication contexts.
CO2	Develop effective written and oral communication skills in crafting HR-related documents, such as job descriptions, performance appraisals, and employee engagement content, enhancing media writing and content creation skills applicable to managing human resources.
CO3	Apply critical thinking and problem-solving skills to address HR challenges such as conflict resolution, talent management, and retention strategies, preparing students to handle complex interpersonal and organizational issues in media settings.
CO4	Demonstrate knowledge of effective management practices and employee engagement techniques, applying them to create supportive, productive workplace environments within media organizations.
CO5	Understand the ethical considerations in human resource management, ensuring fairness, respect, and responsible practices in hiring, evaluation, and workplace behaviour to foster ethical standards within media organizations.

Course Content:**Unit- I: Human resource planning**

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- II: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- III: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- IV: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

- Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill ,Sixth Edition

Reference Book:

- Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
- Human Resource Management, by C.B.gupta, Sultan Chand and Brothers, 13th Edition
- Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

SEMESTER-III

Course Name: Radio Journalism



Credits: 4

Course Objectives:

- This course is designed to be a conceptual work based on the application of radio as a tool of mass communication.
- It will help the students to comprehend the characteristics of radio as a medium of mass communication and its limitations.
- To understand the radio journalism, radio formats.
- To Understand different types of radio (AIR, Commercial Radio, Community Radio, Internet Radio and Podcast)

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate a solid understanding of the fundamental principles of radio journalism, including its historical context, role in society, and the unique
CO2	Develop the ability to write, record, and produce clear and engaging audio content, including news reports, interviews, and feature stories, while adhering to
CO3	Apply critical thinking and problem-solving skills to evaluate newsworthy events and issues, enabling the development of thoughtful, responsible narratives that
CO4	Understand and implement effective audience engagement strategies, analyzing listener demographics and preferences to create relevant and impactful radio content that fosters community connection.
CO5	Uphold the highest ethical standards in radio journalism by recognizing the social impact of reporting, ensuring accuracy, fairness, and responsible representation.

Course Content:

Unit-A: Introduction to Radio

- Characteristics of Radio,
- Components of Radio Broadcasting
- Limitations of Radio
- The Evolution of Radio Broadcast
- Growth of Radio Broadcast in India
- Private Radio Broadcast.

Unit-B: WRITING FOR RADIO

- Scripting for Audio Medium
- Compilation of Radio Bulletin Audio Editing Skills
- Presenting Radio News

- Formats of Radio Shows (Radio Magazine, News Feature, Radio Talk, Discussion, Interview, Sound Bites, Voice Despatch, Radio Bridge)
- Newsgathering Process for Radio

Unit-C: RADIO PROGRAMMING AND PRODUCTION

- Radio Production (Pre-Production, Production, Post-Production)
- Presentation Technique (Announcer/Compere, News Reader, Narrator/Voiceover Artist, Radio Jockey, Commentator, Anchor/Host, Stock Characters)
- Voice Modulation.
- Types of Microphones
- Use and Mixing of Sound

Unit-D: Types of Radio

- AM Broadcasting
- FM Broadcasting,
- Internet Radio
- The Differences: Conventional Radio vs Internet Radio
- The Advantages of Internet Radio
- Community Radio
- Podcast

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment 30%

End Term Exams 70%

Required Books and Materials:

- Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
- Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
- Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
- Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
- Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris, 1971
- Modern radio Production: Production, Programming and Performance, Hausman, Messere,

Benoit & O'Donnel, Wadsworth, Boston, 2010

- The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
- Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
- Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997

Course Objectives:

This course is focused on the application of writing techniques for print, radio, and television. Students will get a grasp of news concepts, different forms of writing, interviews, news beats, reporting, and editing for print and electronic media through this course.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Students will demonstrate the ability to write clear, engaging, and well-structured scripts for various media formats, showcasing an understanding of the principles of journalism and mass communication.
CO2	Students will apply effective news gathering techniques, utilizing interviews, research, and observation, to produce accurate and timely news scripts that adhere to journalistic standards.
CO3	Students will critically analyse and evaluate news scripts and reports, demonstrating the ability to identify biases, factual inaccuracies, and ethical considerations in media narratives.
CO4	Students will recognize the importance of audience engagement by adapting news scripts to suit different demographics and platforms, ensuring relevance and effectiveness in communication.
CO5	Students will explore and apply ethical considerations in scriptwriting, understanding the social implications of their work and committing to responsible journalism and integrity in news reporting.

Course Content:**Unit - A:****Introduction to News**

- News: Meaning & definition
- Sources and elements of news
- Characteristics of news
- Mass Communication: Concept & Characteristics
- Different styles of news writing.
- Headline: Importance & types

Different Types of writing

- Writing for newspapers and magazines: Nature & Difference
- Feature writing: Meaning, definition & nature.
- Editorial: Importance & art of writing
- Writing columns, Reportage, analyses, etc.

Interview:

- Interviewing for news stories and features;
- on the spot interviews, profile interviews, common man and celebrities;
- Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview;
- Interview on the phone, through e-mail or chat, dos & don'ts.
- Analysis of some of the best news stories being published during the academic year from various newspapers

Unit – B:

News Beats:

- Crime,
- Education,
- Science and Technology,
- Health, etc.;
- Coordination among beat reporters; briefing & debriefing; planning & teamwork;

Unit - C:

Reporting for Print Media

- Definition, scope, concept & principles of news reporting
- Different Forms of Print Media
- Use of archives

Editing for Print Media

- Preparing good copies for Newspaper, Magazine & others
- Introduction to Copy desk
- Role, functions and responsibilities of Copy editor

Unit - D:

Writing for Electronic Media

- Basic principles of writing for electronic media: Radio & TV
- Elements and Importance of News writing for Radio & TV

Categorization of news coverage:

- On the spot coverage, advance write ups, follow up stories, rewrites, post event descriptive coverage, etc.;
- Types of stories: press conferences, briefs, speeches, community activities, grievances;
- events and functions, agriculture, sports, seasons and weather, disaster, natural calamities, human interest stories;
- Changing styles of News Reporting

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes

- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Textbooks:

- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi
- Parthasarthy Rangaswami. *Basic Journalism*. McMillan India Ltd.

Reference Books:

- George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
- Wynford Hicks, Writing for Journalist, Routledge, London, 2000
- Robert Mc. Lesh Radio Production, Focal Press
- Rogers Reaching Audiences: *A Guide to Media Writing*, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
- Reporting for Journalists, Chris Frost, Routledge, London, 2001
- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.

Course Objectives:

This course is designed to be a conceptual work based on the application of new media in various facets. This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication. The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Students will demonstrate a comprehensive understanding of the fundamental
CO2	Students will apply effective media writing and content creation skills to develop
CO3	Students will analyze audience demographics and behaviors to create strategic content that fosters engagement and interaction, utilizing insights to inform their
CO4	Students will critically evaluate ethical issues related to new media practices, understanding the social implications of their work and committing to responsible
CO5	Students will demonstrate proficiency in using digital media tools and emerging

Course Content:**Unit - A: Introduction to New Media**

- Introduction to concepts of digitization and convergence.
- Introduction to Internet, World Wide Web (WWW), Search Engines.
- Multimedia elements and Interactivity.

Unit - B: Data Journalism

- Web Content Management System,
- News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data,
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C: Social media

- Social networking: Introduction to social profile management products- Facebook,
- Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube,
- Blogging: a brief history of blogs, blogs as narratives
- Digital Divide
- Security issues in using digital technology

Unit - D: Writing for New Media

- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Digital marketing, Emails etc.
- Digital Story telling formats
- Content writing, editing, reporting and its management

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
- Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
- Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
- Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
- John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
- Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.

Course Name:**Acing Interview through AI****Credits: 4****Course Description:**

The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process. The course will be largely concerned with life skills development and personality development. The course's goal is to familiarize students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again. The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	Students will demonstrate a solid understanding of the principles and best practices of job interviews, including preparation techniques, common interview formats, and the role of artificial intelligence in enhancing interview skills.
CO2	Students will effectively apply various AI-driven tools and platforms to optimize their resumes, generate personalized practice questions, and receive constructive feedback on their interview performance, enhancing their content creation skills in the process.
CO3	Students will cultivate critical thinking and problem-solving abilities by analysing common interview scenarios, preparing thoughtful responses, and adapting their strategies based on real-time AI feedback to navigate complex interview situations.
CO4	Students will demonstrate proficiency in verbal and non-verbal communication techniques, utilizing AI analysis to refine their presentation style, body language, and storytelling abilities, ensuring clarity and engagement during interviews.
CO5	Students will evaluate the ethical implications of using AI tools in the interview process, understanding the balance between leveraging technology for personal advancement and maintaining integrity and authenticity in their communication and interactions.

Course Content:**Unit - A: Introduction**

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit - D: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing
- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Name: Principle of Economics

Credits: 4

Course Objectives:

This course is a basic course on micro economics designed to acquaint students of all the streams with basic economic concepts and principles that they must know and understand while dealing with problem solving in any organization/industry. Course provides an introduction to the basic concepts like demand, supply, production, cost, market structures and pricing decisions under different market types. Course will give an insight into the economic problems, behavior of consumer and the firm which provides a basis for decision making. The course will involve the use of videos and case studies to demonstrate how the basic micro economic principles are used in decision making under different market conditions.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Students will demonstrate a solid understanding of fundamental economic concepts and theories, including supply and demand, market equilibrium, and the role of government intervention, enabling them to analyze various economic scenarios and their implications.
CO2	Students will apply economic models and tools to assess real-world economic issues, evaluating the impact of policy decisions and market changes on consumers, businesses, and the overall economy.
CO3	Students will develop critical thinking and analytical skills by examining current economic events, interpreting economic data, and constructing informed arguments regarding economic policies and their effects on society.
CO4	Students will analyze different market structures and their implications for pricing, competition, and consumer behavior, fostering a deeper comprehension of how various industries operate within the economy.
CO5	Students will evaluate the ethical dimensions of economic decision-making, including the social impacts of economic policies, ensuring they understand the importance of ethical considerations in the formulation and implementation of economic strategies.

Course Content:**Unit- I: Basic Economic Concepts and Overview**

- General Overview
- Economics- Nature & Scope of Economics
- Demand and Supply
- Determinants of demand and supply
- Law of demand and law of supply
- Shift in demand and supply
- Market equilibrium
- Elasticity of Demand and Supply

Unit- II: Utility and Consumer Choices

- Utility Analysis
- Indifference Curve- Properties and Consumer Equilibrium
- PCC, ICC
- Revealed Preference Theory

Unit- III: Production and Costs

- Cost of Production- different cost concepts
- Relationship between cost and production concepts
- Production Function
- Scale of Production
- Iso-quant Curve- Producer's Equilibrium

Unit- IV: Market Structures

- Introduction
- Perfect competition
- Imperfect competition
- Pricing and output decisions under different market types

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:**Text Book:**

- Principles of Economics by T.R. Jain, V.K. Publications.

Reference Books:

- Economics by Paul A. Samuelson & William D. Nordhaus, Tata McGraw Hill.
- Principles of Economics by Robert H. Frank & Ben S. Bernanke, Tata McGraw Hill.

Course Objectives:

- The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- The course will use in-house practicals to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

SR. No	Skill Outcome
CO1	Develop a foundational understanding of critical thinking principles and analytical frameworks applicable to journalism and mass communication.
CO2	Demonstrate proficiency in identifying, analyzing, and evaluating diverse media content, enhancing clarity and coherence in media narratives across platforms.
CO3	Apply problem-solving techniques to assess and address complex issues within media contexts, fostering responsible and thoughtful media communication.
CO4	Utilize media management strategies and audience insights to make informed decisions about content creation and distribution.
CO5	Uphold ethical standards in critical analysis and decision-making processes, promoting integrity and social responsibility in media practice.

Course Contents:

Unit I: Language of Reasoning

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit III: Breaking up the Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowl and Gary Kemp
- "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee.

SEMESTER-IV



Course Name: Media Ethics and Laws

Credits: 4

Course Description:

This course is designed to be a conceptual work based on the framework of Media Ethics and Laws and will aid the students in the practical understanding of the same. The course will aid the students to understand the Indian media scenario of the media ethics and laws.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate an understanding of foundational ethical theories and legal
CO2	Analyze and critically evaluate ethical dilemmas and legal challenges in media,
CO3	Apply ethical principles and legal standards to real-world media scenarios,
CO4	Identify and interpret key laws, regulations, and policies related to intellectual property, privacy, and freedom of the press, understanding their impact on media
CO5	Develop a commitment to ethical and socially responsible journalism by recognizing the societal implications of media decisions and promoting integrity

Course Content:

Unit – A:

Laws, Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Press laws before and after Independence, Press Commissions after Independence, The Press Council Acts.

National Emergency; Composition, role, powers, guidelines and functions of the Press Council; Freedom of the press and the Constitution, need for a free press in a democracy, Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)(b) reasonable restrictions to freedom of the press. Idea of Fair Trial/Trial by Media, Attack on Freedom of artists and authors.

Unit – B:

Defamation, IPC (499, 500) civil and criminal defamation-libel, slander; Parliamentary privileges / Articles 105 (Parliament), Article 194 (State Legislation); Contempt of Court, Covering and reporting court proceedings (Article 361A); Sedition, Media coverage of violence and related laws - inflammatory writing (IPC 353), incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists.

Unit – C:

Press & Registration of Books Act.1867/1955, Role and functions of the Registrar of Newspapers of India, Intellectual Property Rights, Copyright Act 1957, Official Secrets Act 1923, Right to Information Act 2005. Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of The supreme court). Discussion of Important cases-eg- Operation Westend

Unit – D:

General Acts: Juvenile Justice Act, Domestic Violence Act, NDPS Act, Working Journalists Act, Electronic and New Media Laws: Emergence of electronic and new media law, The AIR Code, The Commercial Code of AIR & Doordarshan, Cable Television Act and Rules, Advertising Standards Council. Advertisement and Women, Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Act, 2013, Sec 67 of IT Act 2000 and 292 IPC

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:**Textbooks:**

1. Juhi P.Pathak, Introduction to Media Laws and Ethics.
2. Jan R. Hakemulder, Fay AC De Jonge, P.P. Singh, Media Ethics and Laws.

Reference Books:

1. Relevant Units of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194), The Law Dictionary, Universal
3. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
5. R.K.Ravindrana Press in the Indian Constitution

Course Objectives:

This course is designed to be a conceptual work based on the application of Public relations. This course will help the students to learn the meaning, importance, functions and scope of Public relations.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate a strong foundation in the key principles, theories, and practices of advertising and public relations, including the role of media in shaping public perception and consumer behaviour.
CO2	Produce clear, persuasive, and audience-targeted advertising content across various media platforms, showcasing proficiency in message design, brand management, and strategic communication.
CO3	Critically analyse and assess the effectiveness of public relations campaigns, applying problem-solving and critical thinking skills to develop responsible narratives that address complex media issues.
CO4	Demonstrate knowledge of media management practices by designing and implementing audience engagement strategies that enhance communication efforts and foster positive relationships with target audiences.
CO5	Commit to ethical practices in advertising and public relations, understanding the social impact of communication strategies and ensuring transparency, accuracy, and integrity in all media interactions.

Course Content:**UNIT-I**

Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

UNIT II

Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication, Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

UNIT-III

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function Code of ethics for PR professional organizations of PR – emerging trends in PR.

UNIT-IV

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

Course Objectives:

This course is designed to be a conceptual work based on the application of development communication. This course will help the students to learn the meaning, importance, functions and scope of development communication.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate an understanding of key concepts and theories in development communication, articulating the role of communication in facilitating social change and community engagement.
CO2	Produce effective communication materials for development initiatives, utilizing diverse media formats to inform, engage, and mobilize target audiences.
CO3	Analyse and evaluate the impact of communication strategies on development projects, employing critical thinking and problem-solving skills to address complex community issues.
CO4	Design and implement audience engagement strategies that enhance communication efforts in development projects, applying knowledge of media management practices.
CO5	Uphold ethical standards in development communication, recognizing the social implications of communication practices and promoting transparency and integrity in media interactions.

Course Content:**Unit - A:**

- Development: Concept, concerns, paradigms
- Concept of development
- Development versus growth
- Human development
- Development as freedom
- Models of development
- Basic needs model
- Nehruvian model
- Gandhian model
- Panchayati raj
- Developing countries versus developed countries

Unit - B:

- Development communication: Concept and approaches
- Paradigms of development: Dominant paradigm, dependency, alternative paradigm
- Dev comm. approaches – diffusion of innovation, empathy, magic multiplier
- Alternative Dev comm. Approaches
- Sustainable Development

- Participatory Development
- Development support comm. – definition, genesis

Unit - C:

- Role of media in development
- Mass Media as a tool for development
- Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;

Unit - D:

- Practicing development communication
- Community radio and development Television programmes for rural India (Krishi Darshan)
- Using new media technologies for development

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Text Books:

- Srinivas R. Melkote & H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.

Reference Books:

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.

Course Objectives:

1. The course will facilitate a fundamental understanding of Radio Production.
2. This course will equip you with the fundamentals of radio and audio production by giving you hands-on experience in the creation of a variety of different types of programming.
3. Understanding of Radio equipment's and software.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate proficiency in using audio production equipment and software, including recording, editing, and mixing, to create high-quality radio content that
CO2	Develop and produce compelling scripts for various radio formats, ensuring clarity and audience engagement while adhering to journalistic principles and standards.
CO3	Apply critical thinking skills to evaluate the effectiveness of radio programs, identifying strengths and areas for improvement in content, production quality,
CO4	Produce and present original radio segments that reflect an understanding of audience dynamics and media management practices, showcasing creativity and effective communication.
CO5	Recognize and implement ethical practices in radio production, understanding the

Course Content:**Unit-A: Being Familiar with the Studio**

- Studio layout
- Recording equipment
- Types of microphones
- Mixers and transmitters.

Unit-B: Scripting for audio and Voice modulation

- Introduction to various radio formats
- Elements of a radio news story
- Voice modulation and presentation skills

Unit-C: Radio Audio Production

- Phases of Production
- Pre-production planning and research
- The function of sound, silence and music on the radio
- Editing basics
- Technology and software used

Unit-D: Laws and ethics in Broadcast

- Codes and ethics in radio and internet broadcasting
- National policies on the radio broadcast and internet
- Evaluating programmes

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	-	30%
End Term Exams	-	70%

Required Books and Materials:

- Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press.
 - Fleming, C. (2009) The radio handbook. Routledge.
 - Ford, M. (2013). Radio production. digital broadcast art. Create Space.
 - Gilmurray, B. (2010). The media student's guide to radio production. Mightier Pen Pub.
 - Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth.
 - Kaempfer, R. (2004). The radio producer's handbook. Allworth Press.
 - Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press.
 - Mc Leish, R & Link, J. (2016). Radio production. Focal Press.
 - Pavarala, V. & Malik, K. K. (2007). Other voices: the struggles for community radio in India. Sage.
 - Siegel, E.H. (1992). Creative radio production. Focal Press.
 - Whitaker, J. (2002). Master handbook of audio production. McGraw-Hill/TAB Electronic
-

Course Description:

The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them. This course also provides practical proven tools for transforming an idea into a product or service that creates value for others. As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit. Above all, it would help them understand the magic of thinking BIG.

This Course will clarify the definition and meaning of Social Entrepreneurship and will focus on the need to learn about the source and root of a social problem. Students will be introduced to different perspectives about Social Entrepreneurship, and they will learn about complementary and opportunistic assets which will help detect an opportunity and develop an idea of how to create a business for social change. The course is for anyone who wants to make a difference. Whether you are already familiar with the field of social innovation or social entrepreneurship, working for an organization that wants to increase its social impact, or just starting, this course will take you on a journey of exploring the complex problems that surround us and how to start thinking about solutions.

Taking complete ownership and practicing entrepreneurship within an existing organization with full accountability and a sense of responsibility is called Intrapreneurship or Corporate entrepreneurship. Innovation is not any more required for growth nowadays, rather it's a survival mandate. With maturing technologies and ageing product portfolios requiring established companies to create, develop, and sustain innovative new businesses, students of this course will develop an understanding of how to create new businesses and initiatives within the corporate environment. In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:

- Identifying and developing entrepreneurial opportunities.
- Building business models.
- Creating strategies for leading innovation; and
Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Students will demonstrate a strong foundation in entrepreneurial concepts, including opportunity recognition, business model innovation, and the fundamental principles of starting and managing a new venture.
CO2	Students will develop proficiency in creating various forms of business communication, including business plans, pitches, and marketing materials, enabling them to articulate their ideas clearly and persuasively.

CO3	Students will apply critical thinking and analytical skills to assess market trends, identify challenges in entrepreneurship, and devise innovative solutions to complex business problems.
CO4	Students will gain knowledge of effective media management practices and audience engagement strategies, preparing them to develop and implement marketing strategies that resonate with target audiences.
CO5	Students will understand the ethical implications of entrepreneurship and develop responsible business practices, ensuring they consider the social impact of their ventures and uphold integrity in their business dealings.

Course Content:

Unit- A: Introduction to Entrepreneurship

Introduction to Entrepreneurship: A peep into an entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Innovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cash-flow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit- B: Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, setting up a small-scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools Kill Creativity?

Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit- C: Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, what are the types, Reason why there is a Problem - Root Cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a Business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit- D: Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing and products Grameen bank - Founders, History, Distribution channel, pricing and products

Rang de - Concept, Founders, History, Distribution channel, pricing and products

Ashoka - Founders, History, Distribution channel, pricing and products

Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies and examples

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.

- The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC, USA.
- Complete E-Commerce book: Design, build & maintain a successful web based business- Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, GeoffreyRandall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, USA

Course Objectives:

- Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics.
- Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation.
- Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.
- Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand and explain core concepts in research methodology, including research design, data collection, and analysis techniques specific to journalism and mass communication.
CO2	Formulate relevant research questions and hypotheses that address key issues in media and communication, enhancing skills in creating clear and purposeful media inquiries.
CO3	Critically assess existing research, analyze data, and interpret results to solve complex media problems and support evidence-based journalism.
CO4	Design and conduct ethical research studies, demonstrating an understanding of media's role in society and the importance of responsible audience engagement.
CO5	Employ digital tools and emerging technologies for data collection, analysis, and presentation, adapting research methods to the evolving digital media landscape.

Course Content:**Unit-I: Introduction to Research**

Research and its types, characteristics of good research, Process of research, introduction to different research designs.

Unit-II: The language of Research

Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables; Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis, Essential constituents of Literature Review

Unit-III: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgment sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires and schedules.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-IV: Report Writing

Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Suggested Readings:

- Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi.
- C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi
- Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi

SEMESTER-V

Course Name : Cultural Communication



Credits: 4

Course Objectives:

In this course the student will be able to learn about

- Major terms and concepts related to cultural communication.
- Identify factors that can influence the cultural communication process.
- Understand how communication processes differ among cultures.
- Identify challenges that arise from cultural differences in intercultural interactions and learn ways to creatively address them.
- Discover the importance of the roles of context and power in studying cultural communication.

Course Outcomes:

At the end of the course, the student/learner will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate knowledge of key concepts, theories, and frameworks in cultural communication, enabling students to understand the role of culture in shaping communication across diverse societies.
CO2	Apply cultural communication principles to create media content that is sensitive to cultural differences, ensuring clear, accurate, and compelling
CO3	Analyze and critique complex intercultural communication issues, demonstrating the ability to solve problems and develop responsible media narratives that respect cultural diversity.
CO4	Develop and implement media management strategies that are culturally sensitive, effectively engaging diverse audiences and fostering inclusive media practices.
CO5	Uphold ethical standards in communication, promoting cultural respect and responsibility while considering the social impact of media content on diverse communities.

Course Content:

Unit - A:

- Culture: Definition; Concept and Scope
- Culture of Punjab and various sub-cultures
- Relationship between Culture and Communication;
- Different approaches to the Study of Inter-cultural communication; Cultural patterns; values, norms and perceptions.
- Traditional and Modern Media as Vehicles of Inter-cultural communication

Unit - B:

- Inter-cultural Communication in Cyber Space;
- Globalization, Localization
- Cultural collisions, clashes, shocks and assimilations;
- Strategies for Managing Inter-cultural conflicts.

Unit - C:

- Definition and issues in International Communication: Political, economic and cultural dimensions of international communication
- International Media systems, Global Print Media, Global Broadcasting;
- Comparative Media systems, Control and Ownership of the Media

Unit - D:

- Impact of new communication technologies on media messages;
- Satellite communication
- Computerization and digitization of global media;
- Internet and International news flow
- International concerns about cyber news;
- Effects of globalization on media systems and their functions.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Reference Books:

- Global Media: The new missionaries of global capitalism, Herman, & Robert W. McChesney, A& C Black (2001).
- Global Media, Neoliberalism and Imperialism, Robert McChesney, Blackwell Publishing (2005).
- Transnational Media and Third World Development, William H. Meyer, Greenwood Press (1988).
- International Communication & Globalization, Ali Mohammadi, Sage Publication (1997).
- The Media and Globalization, Terhi Rantanen, Sage Publication (2005).
- International Communication: An introduction, Daya Kishan Thussu, Sage Publication (2012).
- Handbook of International Communication, William B. Gudykunst, Bella Mody, Sage publications (2002)

Course Objectives:

- The course will facilitate a fundamental understanding of cinema, its vast history and the role it plays in society.
- It will enable the students to develop the necessary skills to critically analyses and study films as artworks and social texts.
- The course will encourage critical thinking in the students while also developing a respect for cultural diversity as they become acquainted with it through the means of cinema.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Analyze the evolution of cinema, exploring major directors, movements, and genres, while gaining knowledge of the theoretical frameworks that inform film
CO2	Apply critical thinking skills to examine the influence of films on society, ~~understanding the impact of cinema on culture, politics, and identity, and~~
CO3	Develop the ability to write clear, compelling, and well-researched film reviews and critiques, using appropriate media writing techniques to convey critical
CO4	Explore the techniques of visual storytelling, editing, cinematography, and sound design, understanding how these elements combine to create powerful media
CO5	Analyze the ethical dimensions of films, exploring the portrayal of sensitive subjects and the role of filmmakers in shaping societal values, with an emphasis

Course Content:**Unit-A: Introduction to cinema**

- History of Cinema
- Introduction to Indian Motion Picture Industry
- The Talkie, Studio System
- Timeline of Indian Cinema

Unit-B: Social Context and Film Form

- German Expressionism
- Italian Neorealism
- French New Wave
- Third Cinema

Unit-C: Alternative Visions

- Auteur Theory
- Feminist Film Theory
- Queer Theory
- Postmodernism

Unit-D: Hindi Cinema and Film Culture

- Indian New Wave, Parallel Cinema
- Parallel Cinema - Decline and Legacy
- Liberalisation and Indian Cinema
- Evolution of Censorship
- Film Criticism

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment **30%**

End Term Exams **70%**

Required Books and Materials:

- A History of the French New Wave Cinema - Richard John Neupert
- Bollywood: A Guidebook to Popular Hindi Cinema - Tejaswini Ganti
- Chick Flicks: Theories and Memories of the Feminist Film Movement - B. Ruby Rich
- Cinema Studies: The Key Concepts - Susan Hayward
- Film History: An Introduction - Kristin Thompson, David Bordwell
- 6. Film Studies: An Introduction - Ed Sikov

Course Objectives:

This course is designed to provide students with a thorough understanding of brand building and management. Students will learn key concepts, strategies, and practices to develop, manage, and sustain brands in competitive environments.

The objectives are:

1. To understand the role of branding in creating customer value and loyalty.
2. To develop strategies for building and managing brand equity.
3. To learn techniques for measuring brand performance.
4. To explore the challenges in managing global brands.
5. To analyze the relationship between brand management and marketing strategies.

Course Outcomes:

By the end of this course, students will be able to:

Sr. No.	Course Outcome
CO1	Students gain a strong foundation in brand management principles, linking them to mass communication theory, media principles, and critical concepts essential for success in the field of journalism and media.
CO2	Students will acquire proficiency in media writing and content creation by learning how to develop brand messaging, narrative strategies, and content for various platforms, ensuring that brand communication is clear, accurate, and persuasive.
CO3	This outcome emphasizes the use of critical thinking to analyse and solve brand management challenges, such as brand positioning, market competition, and crisis management, promoting responsible and thoughtful decision-making in media-related contexts.
CO4	This outcome prepares students to understand the dynamics of managing media content and engaging audiences effectively, crucial for creating successful brand strategies that resonate with target demographics and build long-term customer loyalty.
CO5	Students will develop an understanding of how digital media tools and emerging technologies can be leveraged in brand management. This includes creating and adapting content for websites, social media, and other digital platforms to enhance brand visibility and engagement.

Course Content:**UNIT-I: Introduction to Brand Management**

- Definition of a brand

- The importance of branding
- Brand equity: Meaning and components
- Building strong brands
- Key branding challenges
- Brand loyalty and brand relationships

UNIT-II: Brand Strategy and Positioning

- Brand identity and brand image
- Brand positioning: Key concepts and frameworks
- Differentiation and value proposition
- Customer-based brand equity model
- Strategies for brand positioning
- Brand personality

UNIT-III: Managing Brand Equity

- Brand equity measurement
- Brand audits and tracking
- Managing brand portfolios and brand architecture
- Brand extensions: Advantages and risks
- Rebranding and brand revitalization
- Brand communication and touchpoints

UNIT-IV: Global Branding and Digital Strategies

- Branding in global markets: Challenges and strategies
- Building global brands vs. local brands
- Managing brand consistency across markets
- Digital branding: Online presence and brand engagement
- Social media and brand management
- Measuring brand performance in digital platforms

Teaching / Assessment Methodology:

- Synchronous lectures
- Case study analysis
- Assignments and presentations
- Project report

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

1. Keller, Kevin Lane. *Strategic Brand Management*, Pearson Education.
2. Aaker, David A. *Managing Brand Equity*, Free Press.

3. Kapferer, Jean-Noel. *The New Strategic Brand Management*, Kogan Page.
4. Chattopadhyay, Amitava. *Building the Tiger*, McGraw Hill.
5. Ries, Al & Ries, Laura. *The 22 Immutable Laws of Branding*, Harper Business.
6. Holt, Douglas. *How Brands Become Icons*, Harvard Business Review Press.

Course Objective:

The objective of this course is to help students understand the meaning and importance of Research in Media and how they can conduct research in the field of Journalism and Mass Communication and to become more creative in a professional setting by using different research techniques.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	To equip students with a thorough understanding of various research
CO2	To develop students' ability to apply research findings in addressing complex
CO3	To teach students how to design and conduct media research studies, including
CO4	To enable students to critically evaluate and interpret media content using
CO5	To promote an understanding of ethical issues in media research, ensuring

Course Content:**Unit - A: What is Research**

- Definition of research
- Elements of research,
- Functions of research,
- Objectives research

Unit - B: Research design

- Research design components
- Types of research:
- Qualitative research,
- Quantitative research,
- Descriptive research,
- Historical research.

Unit - C Research Methods

- Methods of communication research
- Census method,
- Survey method,
- Observation method,
- Case studies,
- Surveys
- Content analysis.

Unit - D: Sampling Techniques

- Tools of data collection:
- Sampling methods
- Probability
- Non- probability
- Report writing

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Reference Books:

- Mass Media Research An Introduction, Roger D. Wimmer & Joseph R. Dominick (1991).
- Men, Messages and Media, Wilbur Lang Schramm, Harper and Row (1973).
- Scientific Social Surveys and Research, P.V. Young Prentice Hall (1949).
- Methodology and Techniques of Research, Wilkinson and Bhandarkar, Himalaya Publishing (2010)
- Research Methodology, C.R. Kothari, New Age International (2010).
- Research Methodology, R. Cauvery & M. Girja Sudhanayak, S. Chand & Co. Ltd (2010).
- Media Research Methods, Barrie Gunter, Sage Publication (2000).
- Sanchar Khoj Vidhi, Sewa Singh Bajwa, Paradise Publishers (2004)

Course Objectives:

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:

At the end of this course the students will be able to:

Sr. No.	Course Out Come
CO1	Demonstrate a solid understanding of core negotiation principles, strategies, and techniques that align with ethical standards in journalism and media.
CO2	Cultivate the ability to communicate clearly and persuasively in negotiation settings, adapting messaging to diverse media contexts and audience needs.
CO3	Utilize critical thinking skills to analyse negotiation challenges, identify solutions, and resolve conflicts effectively, particularly in media and journalism-related scenarios.
CO4	Use digital tools and emerging technologies to enhance negotiation processes, such as virtual negotiations and digital communication strategies.
CO5	Apply ethical considerations and responsible practices within negotiation contexts, recognizing the impact of negotiation decisions on audiences and society.

Course content:**Unit- I**

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit- II

- Benefits of setting Affirmations
- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit- III

- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles

- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high stake decision

Unit- IV

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.

Course Objectives:

The course in Sales Management aims to develop students' skills in planning, organizing, and leading sales teams to achieve organizational sales goals. It provides an understanding of sales strategies, customer relationship management, and the importance of effective sales leadership.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Gain a comprehensive understanding of sales principles, strategies, and their applications in media-related fields, laying a strong foundation for careers in media sales and management.
CO2	Demonstrate proficiency in crafting clear, compelling sales messages tailored to diverse audiences and platforms, aligning with media writing and content creation skills.
CO3	Utilize critical thinking and analytical skills to develop, assess, and adapt sales strategies in response to market dynamics and customer needs, fostering effective problem-solving in a media context.
CO4	Leverage digital media tools and platforms to manage sales processes, engage customers, and track sales metrics effectively, reflecting adaptability in digital and emerging media spaces.
CO5	Apply ethical principles and responsible practices within sales interactions, understanding the importance of integrity, transparency, and customer trust in building lasting relationships.

Course Content:**Unit-A: Introduction to Sales Management**

- Overview of sales management
- Role of sales in organizational success
- Sales management process
- Sales strategies and their importance
- Ethical considerations in sales

Unit-B: Sales Strategy and Planning

- Setting sales objectives and targets
- Developing a sales plan
- Sales forecasting and budgeting
- Sales territory management
- Sales force automation

Unit-C: Customer Relationship Management (CRM)

- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting
- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management

- Leadership in sales
- Motivating and coaching sales teams
- Sales performance evaluation
- Compensation and incentive schemes
- Sales team development

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and role plays

Grading:

Internal assessment: - 30%

End Term Exam: - 70%

Further Readings:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making.
- Johnston, M. W., & Marshall, G. W. (2018). Sales Force Management: Leadership, Innovation, Technology.

SEMESTER-VI

Course Name :

Photojournalism



Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance and basic concepts of Photography and how they can become more creative and Prepares photo for Newspapers. Also, to encourage students for self-employment. The course will equip the students with specific strategies and standard tools to enhance their creative skills and Develop interest in photojournalism.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	To enable students to demonstrate a solid understanding of photography techniques, composition, lighting, and editing to create high-quality, compelling
CO2	To cultivate students' ability to craft powerful and informative visual narratives,
CO3	To enhance students' ability to critically assess news events and translate them into ethical, informative visual content that adheres to journalistic integrity and
CO4	To prepare students to effectively use digital photography tools, editing software,
CO5	To instill in students the importance of ethical standards, including accuracy,

Course Content:

Unit - A: Introduction to Photography

- Introduction and Development of Photography
- Photo Journalism
- Role and importance in media
- Tools of Photography, types of cameras
- Traditional and digital camera,

Unit - B: Digital technology

- Digital Photography
- Emergence of Digital technology
- Selecting Images,
- Indoor and Outdoor Photography
- Part of Camera,

Unit - C: Concept of Lighting in Photography

- Lighting principles
- Role of lighting
- Different types of lighting and its uses
- Quality of photograph

Unit - D: Photograph Editing Techniques

- Photograph Editing Techniques
- Cropping, Enlarging & reducing
- Clubbing/Grouping
- Colour composition
- Filter, length, focus, Shots

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Further Reading:

- Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
- Digital Photography (Hindi) Hardcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur. 3. Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
- Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London).

Course Objectives:

This course is designed to be a conceptual work based on the application of television as a tool of mass communication. This course will help the students to comprehend the characteristics of TV as a medium of mass communication and its limitations. The course will also involve the use of PPTs and visits to TV studios to demonstrate the working of TV channels, TV journalism, TV formats and TV production.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Students will develop a strong understanding of the key principles and techniques in television journalism, including reporting, scripting, producing, and editing news content for TV.
CO2	Students will enhance their media writing and content creation skills, focusing on creating clear, accurate, and compelling television news scripts, packages, and reports.
CO3	Students will learn to critically analyse news events and issues, making ethical decisions while reporting for television. They will apply critical thinking to assess newsworthiness, ensure accuracy, and maintain objectivity.
CO4	Students will explore the business and management side of television journalism, focusing on how to create content that appeals to target audiences and how television news operations function.
CO5	Students will learn to use digital media tools, editing software, and emerging technologies to enhance television news production and create content for various platforms, including social media and online streaming.

Course Content:**Unit-A: Writing and Editing Television News**

- Elements of a Television News Story: Gathering, Writing/Reporting.
- Elements of a Television News Bulletins
- Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule).

Unit-B: Critical Issues and Debates

- Public Service Broadcasters – e.g. DD News - Voice of India? (Analysis of News on
- National Broadcasters
- Changing Character of Television News
- News as Event, Performance and Construction.

Unit-C: Writing for television

- News, interviews, documentaries, short talks.
- Television as a medium of mass communication – characteristics, ownership
- Organisational structure of Doordarshan, satellite television channels, cable television

- Educational television, commercial television, recent trends in television broadcasting.

Unit-D: Development of Electronic Journalism

- Origin and Development of Electronic Journalism
- Debate on autonomy – from Chanda Committee and Verghese Group to Prasar Bharati,
- Important provisions of Prasar Bharati Act 1990 Present status of Prasar Bharati Corporation

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- Zettl Herbert, Television Production Handbook.
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.
- Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
- Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010 India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008

Course Description:

This course is designed to be a conceptual work based on the application of television as a tool of mass communication. This course will help the students to comprehend the characteristics of TV as a medium of mass communication and its limitations. The course will also involve the use of PPTs and visits to TV studios to demonstrate the working of TV channels, TV journalism, TV formats and TV production.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Demonstrate a thorough understanding of the principles of television production, including camera operation, lighting, sound, and editing, to create
CO2	Develop skills in creating clear, accurate, and compelling scripts and
CO3	Apply critical thinking to analyze and solve production-related challenges,
CO4	Understand the role of audience engagement and apply media management
CO5	Use digital media tools and emerging technologies, such as video editing

Course Content:

Unit - A: Basics of Visual:

- What is an image,
- electronic image
- television image
- Digital image
- Visual Culture

Unit - B: Editing Television News:

- Basics of a Camera- (Lens & accessories)
- Electronic News Gathering
- Visual Grammar
- Camera Movement,
- Types of Shots, Focusing,

Unit - C: Broadcast News:

- Public Service Broadcasters
- DD News - Voice of India? (Analysis of News on National Broadcasters)
- Television News 24-hrs news format
- News as Event, Performance and Construction.

Unit - D: Organizational structure:

- Television as a medium of mass communication
- characteristics, ownership
- Organizational structure of Doordarshan,
- satellite television channels,
- cable television,
- educational television,
- commercial television

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:**Reference Books:**

- Zettl Herbert, Television Production Handbook.
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.

Suggested Resources & Documentaries:

- News Bulletins in English and Hindi on National and Private channels (as teaching material).
Documentary- 'The future of Television News.'

Course Objectives:

This course is designed to be a conceptual work based on the application of corporate communication (CC) in mass communication. This course will help the students to comprehend the characteristics of corporate communication. Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. The course will also involve the use of PPTs and visits to corporates to demonstrate the working of corporate houses and the communication patterns.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand the key principles of corporate communication, including strategic messaging, brand management, and media relations, to effectively communicate within and outside an organization.
CO2	Develop skills in creating clear, accurate, and persuasive content for various corporate communication channels, including press releases, reports, and internal communications.
CO3	Analyse complex corporate communication scenarios, applying critical thinking to craft responsible and thoughtful communication strategies that enhance organizational reputation and stakeholder relationships.
CO4	Understand and apply media management strategies and audience engagement techniques to build a strong corporate brand and foster positive public relations.
CO5	Use digital media tools and emerging technologies to design and implement corporate communication strategies across various digital platforms, including social media and corporate websites.

Course Content:**Unit - A:**

- Defining CC, Strategic CC and management: defining strategy and its relevance in public relations and corporate communication,
- campaign planning, management and execution.

Unit - B:

- Media relations: organizing press conferences, facility visits, press briefs
- proactive and reactive media relations
- ethical aspects in media relations.

Unit - C:

- Building a distinct corporate identity: concepts, variables and process
- role of technology in CC.

Unit - D:

- Role of CC/PR in crisis communication and disaster management,
- Defining stakeholders and media selection

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Text Books:

- Corporate Communication: Principles and Practice; Jaishri Jethwaney

Reference Books:

- Corporate Communication: A Guide to Theory and Practice; Joep P. Cornelissen

Course Name: Insurance: Products & Purposes

Course Objectives:

The course on Insurance: Products & Purposes is designed to provide students with a comprehensive understanding of insurance products and their significance in the banking and insurance sector. It covers various types of insurance, their purposes, and how they contribute to risk management and financial planning.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of insurance, including risk management, underwriting, and the purpose of different types of insurance products, such as life, health, property, and casualty.
CO 2	Develop the ability to assess and select appropriate insurance products based on the specific needs of individuals, families, or businesses, demonstrating accuracy in evaluating coverage options and policy terms.
CO 3	Analyze the impact of insurance products on risk management and financial planning, applying critical thinking to evaluate the suitability of insurance policies for various scenarios and stakeholders.
CO 4	Understand the role of insurance products in the broader economic context, including their social and economic purposes, and explain how they support personal and corporate financial security.
CO5	Use digital tools and technologies to research, compare, and present various insurance products and purposes, creating informative content for online platforms or client communication.

Course Contents:

Unit-A: Introduction to Insurance

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage
- Annuities and retirement planning
- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability
- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance

Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and policy analysis
- Quizzes and assessments

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.
- Black, K. W. (2015). Business Risk and Insurance.

Course Objectives:

This course of financial management will help in knowing the theories of modern finance and develop the familiarity with the analytical techniques helpful in financial decision making. This course will broadly deal in Dividend policies, Capital structure and working capital management. The course is designed to provide a foundation of financial concepts to students from varied backgrounds. Clarification of theoretical concepts and jargons marks the initial stages of the course. As financial decision-making involves usage of concrete mathematical operators and techniques, the module ascribes due weightage to these practical concepts.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand the fundamental principles of financial management, including budgeting, financial planning, investment analysis, and risk management.
CO2	Develop the ability to analyze financial statements and assess financial health, including income statements, balance sheets, and cash flow statements.
CO3	Apply financial management techniques to real-world scenarios, preparing students to make informed and strategic financial decisions for organizations.
CO4	Use digital tools and technologies to analyze, present, and communicate financial data, including financial modelling and forecasting.
CO5	Evaluate ethical considerations in financial decision-making, ensuring that decisions align with the principles of social responsibility and financial integrity.

Course Content:**Unit I: Introduction and Financial Planning**

- Introduction to Financial Management
- Objectives and Scope of Financial Management

- Role of Financial Manager

Unit II: Time Value of Money and Cost of Capital

- Time Value of Money Concepts
- Techniques for Evaluating Time Value of Money
- Cost of Capital Determination

Unit III: Capital Budgeting

- Capital Budgeting - I: Overview and Process
- Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period
- Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit IV: Financial Decisions and Management

- Risk and Return Analysis in Financial Management
- Capitalisation: Meaning and Types
- Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit
- Sources of Long-Term Finance: Equity, Debt, Preference Shares
- Leverage Analysis: Operating, Financial, and Combined Leverage
- Capital Structure Decision: Factors and Theories
- Working Capital Management: Components and Strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, "Principles of Corporate Finance," Tata McGraw Hill, New Delhi

Further Readings:

- Prasanna Chandra, “Financial Management: Theory and Practice,” Tata McGraw Hill, New Delhi
- Shashi K. Gupta and R.K. Sharma, “Financial Management,” Kalyani Publications, New Delhi



Master of Arts in English

(Syllabus)

**Shoolini University Centre for
Distance and Online Education
(SCDOE)**

April 2025-2027

SEMESTER- I

Sr no.	Course Name	Credits	Subject Code
1	Approaches to Literature 1	4	SOME1001
2	British Literature up to 1900 (Drama)	4	SOME1002
3	British Literature up to 1900 (Poetry)	4	SOME1003
4	British Literature up to 1900 (Fiction)	4	SOME1004
5	Open Elective (To be chosen from the elective list given below)	4	

Open Elective

Sr no.	Course Name	Credits	Subject Code
1	Principles of Management	4	SOBB101
2	Digital and Technological Solutions	4	SOC102

SEMESTER- II

Sr No.	Course Name	Credits	Subject Code
1	Indian Writing in English 1	4	SOME2001
2	British Literature After 1900 (Drama)	4	SOME2002
3	British Literature After 1900 (Poetry)	4	SOME2004
4	British Literature After 1900 (Fiction)	4	SOME2003
5	Open Elective (To be chosen from the elective list given below)	4	

Open Elective

Sr no.	Course Name	Credits	Subject Code
1	Saying it with presentations	4	SOC203
2	Human Resource Management	4	SOBB201

SEMESTER- III

Sr. No.	Course Name	Credits	Subject Code
1	World Literatures	4	SOME3003
2	American Literature	4	SOME3004
3	Indian Writing in English - II	4	SOME3002
4	Approaches to Literature - II	4	SOME3001
5	Open Elective (To be chosen from the elective list given below)	4	

Open Elective

Sr no.	Course Name	Credits	Subject Code
1	Acing the Interviews though AI	4	SOC302
2	Critical Thinking and Problem solving	4	SOC301

SEMESTER- IV

Sr. No.	Course Name	Credits	Subject Code
1	Linguistics	4	SOME4001
2	Contemporary Literary Theory	4	SOME4002
3	New Literatures	4	SOME4003
4	Dissertation	4	SOME4004
5	Open Elective (To be chosen from the elective list given below)	4	

Open Elective

Sr no.	Course Name	Credits	Subject Code
1	Advertising	4	SOBJ401
2	Effective Negotiations	4	SOC401

SEMESTER-I

Course Name : Approaches to Literature I



Credits: 4

Course Objectives:

The course is framed and designed in such a way that the students can acquaint themselves with the major critical terms/concepts used in the West from the Greeks to the New Critics. The course will primarily focus on the study of selected seminal critical texts. The objective of the course is to familiarize students with some major approaches to literature through the famous literary pieces. Literary theories will be studied in detail during the course which will make the learners understand the framework of the theories along with the devices used in the literary pieces.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	To understand the major critical concepts in the West from Greeks to New Critics.
CO2	To critically analyze the writings of different renowned writers all around the world.
CO3	Recognize and critique the argument underlying the different approaches to the literature.
CO4	Apply selected theories to specific works by renowned writers.

Course Contents:

Unit - A

Mimetic and Expressive theory of poetry, Sublime, Three Unities, Decorum, Neoclassicism, Romanticism, Humanism, Enlightenment, Fancy and Imagination

Unit - B

Textual Scholarship, Aristotle - *Poetics*

Unit - C

William Wordsworth & S. T. Coleridge – “*Preface to Lyrical Ballads*”

Unit - D

Formalism, Post Colonialism, Orientalism and Marxist Criticism

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Abrams, M. H.– *A Glossary of Literary Terms*
2. Barry, Peter -*Beginning Theory*
3. Daiches David– *Critical Approaches to Literature*
4. House, Humphrey: *Aristotle's 'Poetics'*
5. Wellek, Rene: *A History of Literary Criticism*
6. Ford, Boris: *Pelican Guide to English Literature Vols. 4 and 5*
7. Blamires, Harry: *A History of Literary Criticism*
8. Waugh, Patricia: *Literary Theory & Literary Criticism*

Course Objectives:

- To introduce the students to the Renaissance in England and Europe.
- To familiarize them with the various literary forms of this period, especially with Drama.
- To study some of the major English Renaissance plays.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the popular modern drama of the Western world.
CO2	Appreciate and identify the dominant themes and motifs.
CO3	Have a broader outlook on world literature, connecting it with the political and social changes that take place across borders.
CO4	Develop an analytic mind and enhance the imaginative power.

Course Content:

Unit A:

Short notes on the Social and Literary History of England. Students are expected to be familiar with the following topics: Miracle, Mystery and Morality plays, tragedy and comedy; The Elizabethan Age; Jacobean Age; Revenge Tragedy; Renaissance; Reformation; Restoration Comedy; Humanism; Drama of Ideas

Unit B:

William Shakespeare: *Twelfth Night*

Unit C:

William Shakespeare: *The Tempest*

Unit D:

Christopher Marlowe: *Doctor Faustus*

Unit E:

G.B. Shaw: *Pygmalion*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Ford, Boris: *The Pelican Guide To English Literature* (Vols. I- IV)
2. Trevelyn, G.M.: *English Social History*
3. Legouis and Cazamian: *The History of English Literature*
4. Abrams, M.H.: *A Glossary of Literary Terms*
5. Cuddon, J.A.: *A Dictionary of Literary Terms and Literary Theory*
6. Leech, Clifford: *Twentieth Century Views on Marlowe*
7. O'Neill, Judith: *Critics on Marlowe*
8. Sharma, Ghanshyam: *Reinterpretations of Doctor Faustus*
9. Bradley, A.C.: *Shakespearean Tragedy*
10. Kaufmann, Ralf J.: *Elizabethan Drama: Essays in Criticism*
11. Knights, G.W.: *The Shakespearean Tempest*
12. Knights, G.W.: *The Wheel of Fire*
13. Harbage, Alfred: *Twentieth Century Views on Shakespearean Tragedies*
14. Nicoll, Allardyce: *History of English Drama, 1660–1900*. 7 Volume Paperback Set
15. Innes, Christopher, ed.: *The Cambridge Companion to George Bernard Shaw*. Cambridge, 1998
16. Ohmann, Richard Malin, *Shaw: the Style and the Man*. – Middletown, CT: Wesleyan University Press, 1962
17. Bentley, Eric: *Bernard Shaw: A Reconsideration*

Course Objectives:

Juxtaposing readings in British poetry of the eighteenth and nineteenth centuries with background writings from the emergent sciences, this course will explore the ways in which British poets, in years that witnessed the crucial development of the sciences, sought to capture an image of the mind at work. The primary aim of the course is to examine how several prominent genres of British poetry - the epic, for instance, and the metaphysical poem - draw from and engage in this period with accounts of cognition within the sciences of psychology, physiology, cartography, geography, alchemy and medicine.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand basic concepts and literary movements related to the timeline of British poetry.
CO2	Understand major poetic forms and genres and question various poetic attitudes.
CO3	Be able to appreciate poetic devices like alliteration, assonance, prosody, rhyme scheme, refrain, simile, metaphor, and metaphysical conceit to name a few.
CO4	Read and understand existing gender and cultural theories vis-a'-vis poetic expression.

Course Content:

Unit-A: (Literary terms)

Short notes on the Social and Literary History of England covering the following topics: The Puritan Age; the The Age of Chaucer; Augustan Age; Metaphysical Poetry; Classicism and Neo-Classicism; Epic and Mock-epic; satire; wit; Dissociation/Unification of Sensibility

Unit-B:

John Milton: *Paradise Lost* (Book 1)

Unit-C: Metaphysical Poetry

John Donne: "Satyre: Of Religion", "The Good Morrow", "The Canonization", "At the earth's imagin'd corners" and "Batter my heart, three person'd God"

Unit-D: Victorian Poetry

Robert Browning: “My Last Duchess”, “Andrea del Sarto”, “The Last Ride Together”, “Rabbi Ben Ezra” and “A Grammarian’s Funeral”

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Bennett, Joan: *Five Metaphysical Poets*
2. Bowra, C.M.: *From Virgil to Milton*
3. Dixon, P.: *Alexander Pope*.
4. Ford, Boris: *The Pelican Guide To English Literature* (Vols. I- IV)
5. Gardner, Helen: *Twentieth Century Views on Donne*
6. Gordon, I.R.F.: *Preface to Pope*
7. Hawlin, Stefan: *The Complete Critical Guide to Robert Browning*
8. Hill, Erskine, and A.Smith: *The Art of Pope*
9. Legouis and Cazamian: *The History of English Literature*
10. Lewis, C.S.: *A Preface to Paradise Lost*
11. O’Neill, Judith: *Critics on Pope*
12. Partridges, C.A.: *Milton’s Epic Poetry*
13. Rajan, B.: *‘Paradise Lost’ and the Seventeenth Century Reader*
14. Rousseau, G.S.: *Twentieth Century Interpretations of The Rape of the Lock*
15. Trevelyn, G.M.: *English Social History*
16. Woolford, John, and Daniel Karlin: *Robert Browning*. Longman, 1996

Course Objectives:

The objective of the paper is to study and understand the ways in which political, historical, economic, scientific, intellectual, environmental, social and cultural events have shaped the art and literature of the given period. The students will be introduced to the literary techniques, intellectual trends and themes in the fiction written during this turbulent period especially with reference to Britain. At the end of the course they will be familiar with the representative texts, literary terminology, and the socio-political and cultural events that shaped twentieth-century British fiction.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the major critical and thematic concerns in the literature that was produced post 1900 in Great Britain and its colonies.
CO2	Critically analyze the writings of a few renowned writers from the above mentioned time and space.
CO3	Recognize and critique the arguments underlying the different approaches to 20 th century British literature.
CO4	Apply select theories to specific works by renowned 20 th century British writers.

Course Contents:

Unit A:

Short notes on the Social and Literary History of England up to 1900 covering the following topics:

The Picaresque Novel, Sentimental Novel, Gothic Novel, Historical Romance, Reform Bill of 1832, Development of Evolutionary Sciences, Victorian Compromise, Sociological Novel, Naturalism, the Omniscient Author

Unit B:

Jonathan Swift: *Gulliver's Travels* Book IV: "The Houyhnhnms"

Unit C:

Charles Dickens: *Great Expectations*

Unit D:

Thomas Hardy: *Tess of the D'Urbervilles*

Unit E:

Charlotte Bronte: *Jane Eyre*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- Allen, Walter: Tradition and Dream
- Beer, John: The Achievements of E. M. Forster
- Bennett, Joan: Virginia Woolf: Her Art as a Novelist
- Bold, Alan, ed.: Muriel Spark: An Odd Capacity for Vision
- Bradbury, M, and D. Palmer, eds.: The Contemporary English Novel
- Bradbury, Malcolm: E. M. Forster – A Passage to India
- Colmer, John: E. M. Forster – A Passage to India
- Daiches, David: The Novelist and the Modern World
- Gindin, J.: Post-war British Fiction
- Hawthorn, Jeremy. Virginia Woolf's Mrs. Dalloway: A Study in Alienation Hynes, Samuel: William Golding,
- Karl, F.R.: The Reader's Guide to Contemporary English Novel
- Kinkead Weekes, Mark and Gregor, Ian: William Golding: A Critical Study Lodge, David: The Novelist at the Crossroads
- Malcolm Bradbury, The Modern British Novel (Penguin, 2001)
- Moody, Philippa: A critical Commentary on William Golding: Lord of the Flies Robin, Majumdar and Allen McLaurin. Virginia Woolf. The Critical Heritage Sparks, Patricia Meyer. Contemporary Women Novelists

Course Objectives:

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Define Business and its objectives.
CO2	Explore the various forms of Business and outline the pros & cons associated with each of them.
CO3	Develop an understanding of Globalization, Liberalization & Privatization and their Indian perspective.
CO4	Explain the basic concepts of the various functional aspects of the Business viz.- Marketing, Operations, HR, Finance and IT.
CO5	Define Entrepreneurship and explore the various entrepreneurial business models and opportunities available in contemporary India.
CO6	Enumerate and explain the various theories and concepts related with Leadership & Motivation.
CO7	Outline the development of management thought – from the Classical Theory till the most recent contemporary management concepts.

Course Content:**Unit- I: Understanding Business and Its Forms**

A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co-operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

- a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.
- c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- d) Finance: Money and banking, Financial management and securities markets, risk management and insurance
- e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

- a) Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- b) Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit- IV: Development of Management Thought

Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker's MBO, Porter's 5- Force Model, Prahalad's Core Competency, Peter Senge's Learning Organization and Tom Peters' Excellence approach

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books And Materials: Text Book:

1. Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.

References:

2. Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.
3. Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.
4. Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.

Course Objectives:

- To aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc. This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- To aid the PC penetration program. This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

After completing this course, you will be able to:

Sl. No.	Course Outcome
CO1	Write efficient algorithms to solve various problems.
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

Course Content:

Unit- I: Knowing computer:

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor,

Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- III: Introduction to the C Language

C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- IV: Functions, Arrays and Pointers

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes- auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

TEXT BOOKS:

1. Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.

2. The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

REFERENCE BOOKS:

1. Let Us C Yashavant kanetkar BPB.
2. Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
3. Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

Course Objectives:

The main purpose of the course would be to introduce students to the Indian contribution to literature in English. The objective of this paper is the study of Indian contribution to literature in English, from the early advent of English in India to contemporary writing in English. The history and development of Indian Writing in English is scrutinized with reference to the Indian Nationalist Movement, the philosophical thinking of political and social leaders/activists like Mahatma Gandhi, Pandit Jawahar Lal Nehru, Raja Rammohan Roy and others.

The purpose of this course is to introduce the students the great writers of Indian literature and their literary achievements. The course will take the learners to the introduction of the Indian Writing in English in India from the very beginning and will explore to the various writings of the world-known writers of India. The coming of English in India will also be covered in the course by the instructor. The pioneers of Indian writing: R.K. Narayan, Mulk Raj Anand, Raja Rao and Khushwant Singh along with G V Desani will be introduced to the students during the course.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the coming of English in India along with the role of Macaulay in introducing English Language in Indian Education System.
CO2	Critically analyze the writings of the Indian writers.
CO3	Recognize and critique the argument underlying Indian writing.
CO4	Apply selected theories to specific works by renowned Indian writers.

Course Content:**Unit A**

Short notes related to the following topics: English Studies in India; Macaulay's Minutes; The Beginnings of Indian Writings in English; Indian English Novel; Indian English Poetry in English; Indian English Drama; Indian Women Writing in English; Writing by the Indian Diaspora; concept in Indian Aesthetics: *kavya*, *natya*, *auchitya*, *rasa*, *vakroti*, *dhvani*, *katha*, *sahitya*

Unit B

Indian Women Writers: Sarojini Naidu

Unit C

Three Pioneers: R K Narayan, Mulk Raj Anand and Raja Rao

Unit D

Khushwant Singh, G V Desani

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- Devy, G.N., and Fred Dallmayr: *Between Tradition and Modernity*
- Gandhi, M.K.: *Hind Swaraj or Indian Home Rule*
- Hay, Stephen, ed.: *Sources of Indian Tradition V. II*
- Iyengar, K.R.S.: *Indian Writing in English*
- King, Bruce: *Modern English Poetry in English*
- Mammata: *Kavyaprakasha*, Mysore: Oriental Library Series, 1922
- Mehrotra, A.K.: *An Illustrated History of Indian Literature in English*
- Mukherjee, M: *Twice-Born Fiction*
- *The Perishable Empire: Essays on Indian Writing in English*
- Naik, M.K.: *Aspects of Indian Writing in English*
- Raghavan, V., and Nagendra: *An Introduction To Indian Poetics*
by, Bombay: Macmillan, 1970

Course Objectives:

- To familiarize the students with the English plays written in the twentieth century
- To acquaint them with the various literary trends of this period in the field of Drama.
- To study some of the major English plays of the 20th Century

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Have a broader outlook on world literature, connecting it with the political and social changes that take place across borders.
CO2	Appreciate and identify the dominant themes and motifs.
CO3	Develop an analytic mind and increase imaginative power.
CO4	Do a thorough critical analysis of similar works.

Course Contents:**Unit A**

Short notes to explain the following: Abbey Theatre, Problem Plays, Poetic Drama, The Angry Decade, Kitchen Sink Drama, Experimental Plays, Epic Theatre, Absurd Drama, Alienation Effect, Theatre of Cruelty

Unit B

J.M. Synge: *Playboy of the Western World*

Unit C

Samuel Beckett: *Waiting for Godot*

Unit D

Tom Stoppard: *Rosencrantz and Guildenstern are Dead*

Unit E

Caryl Churchill: *Top Girls*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Abbotson, Susan C.W.: *Thematic Guide to Modern Drama* (Greenwood Press, 2003)
2. Bloom, Harold, ed.: *Tom Stoppard* [Bloom's Major Dramatists], New York: Chelsea House, 2003.
3. Brown, John Russell, ed. *Modern English Drama: A Collection of Critical Essays*
4. Esslin, Martin: *Theatre of the Absurd*
5. Esslin, Martin Ed.: *20th Century Views on Samuel Beckett*
6. Fleming, John: *Stoppard's Theater: Finding Order Amid Chaos*, Austin: University of Texas Press, 2001.
7. Fletcher, John: *Samuel Beckett's Art*
8. Ford, Boris, ed. *The New Pelican Guide to The Present English Literature*. Vol. 8
9. Gassner, John: *Masters of World Drama*
10. Hayman, Ronald. *John Osborne*
11. Jenkins, Anthony. *The Theatre of Tom Stoppard*, Austin: University of Texas Press, 2003.
12. Kelly, Katherine E., ed.: *The Cambridge Companion to Tom Stoppard*, Cambridge: Cambridge University Press, 2001.
13. Kenner, Hugh: *A Reader's Guide to Samuel Beckett*

Course Objectives

The objective of the paper is to study the ways in which political, historical, economic, scientific, intellectual, environmental, social, and cultural events have shaped the poetic output of the time. The students will be introduced to the literary techniques, intellectual trends and changes in themes of this turbulent period.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Appreciate the representative texts, literary terminology, movements, and the socio- political and cultural events that shaped twentieth-century poetry.
CO2	Link the major points of convergence and departures between different poets and their poetic styles.
CO3	Do a thorough formal and critical analysis of poetry in general.
CO4	Develop a creative mind with imagination.

Course Content:

Unit A

Concepts and terms from twentieth-century British Literature covering the following topics: Modernism, Postmodernism, Mythic method, Objective Correlative, War Poets, Imagism, Dadaism, Existentialism, Imagism, Movement Poets

Unit B

W. B. Yeats: "Easter 1916," "The Second Coming," "Lapis Lazuli," "Among School Children," "Circus Animals' Desertion"

Unit C

T. S. Eliot: "The Hollow Men" and "The Love-Song of J. Alfred Prufrock"

Unit D

Ted Hughes: "The Jaguar," "Hawk Roosting," "Thrushes," "Crow Alights," "Crow's Last Stand."

Unit E

W.H. Auden: “In Praise of Limestone,” “Sept 1, 1939,” “In Memory of W.B. Yeats,” “Shield of Achilles,” “Musée des Beaux Arts.”

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Davis, Alex and Lee M.: *The Cambridge Companion to Modernist Poetry* (Cambridge UP, 2007).
2. North, Michael: *Reading 1922: A Return to the Scene of the Modern* (Oxford: Oxford UP, 1999).
3. Beasley, Rebecca: *Theorists of Modernist Poetry: T.S. Eliot, T.E. Hulme, Ezra Pound*. (Routledge, 2007)
4. Draper, R.P.: *An Introduction to Twentieth Century Poetry in English* (London: Macmillan, 1996).
5. Southam, B.C.: *T.S. Eliot: ‘Prufrock’, ‘Gerontion’, ‘Ash Wednesday’ and Other Shorter poems* (Casebook)
6. Malins, Edward: *A Preface to Yeats*
7. Gardner, Helen: *The Art of T.S. Eliot*
8. Stallworthy, Jon, ed.: *Yeats: Last Poems* (Casebook)
9. Gifford, Terry: *Ted Hughes: A Critical Study*
10. Beasley, Rebecca, *Theorists of Modernist Poetry: T.S. Eliot, T.E. Hulme, Ezra Pound*.
11. Draper, R.P.: *An Introduction to Twentieth-Century Poetry in English*

Course Objectives :

The objective of the paper is to study and understand the ways in which political, historical, economic, scientific, intellectual, environmental, social and cultural events have shaped the art and literature of the given period.

The students will be introduced to the literary techniques, intellectual trends and themes in the fiction written during this turbulent period.

At the end of the course they will be familiar with the representative texts, literary terminology, and the socio-political and cultural events that shaped twentieth-century literature

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the major critical and thematic concerns in the literature that was produced post 1900 in Great Britain and its colonies.
CO2	Critically analyze the writings of a few renowned writers from the above mentioned time and space.
CO3	Recognize and critique the arguments underlying the different approaches to 20 th century British literature.
CO4	Apply select theories to specific works by renowned 20 th century British writers.

Course Content:

Unit A:

Short Notes covering the following topics: Stream of Consciousness technique, Existentialism, The Great Depression, Autobiographical Novel, Psychological Novel, Anti-hero, Pastiche, impact of the world wars on twentieth-century literature, Utopian, and Dystopian literature

Unit B:

Virginia Woolf: *Mrs. Dalloway*

Unit C:

E. M. Forster: *A Passage to India*

Unit D:

William Golding: *Lord of the Flies*

Unit E:

Muriel Spark: *The Prime of Miss Jean Brodie*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Allen, Walter: *Tradition and Dream*
2. Beer, John: *The Achievements of E. M. Forster*
3. Bennett, Joan: *Virginia Woolf: Her Art as a Novelist*
4. Bold, Alan, ed.: *Muriel Spark: An Odd Capacity for Vision*
5. Bradbury, M, and D. Palmer, eds.: *The Contemporary English Novel*
6. Bradbury, Malcolm: *E. M. Forster – A Passage to India*
7. Colmer, John: *E. M. Forster – A Passage to India*
8. Daiches, David: *The Novelist and the Modern World*
9. Hawthorn, Jeremy. *Virginia Woolf's Mrs. Dalloway: A Study in Alienation*
- 10 Karl, F.R.: *The Reader's Guide to Contemporary English Novel*
11. Malcolm Bradbury, *The Modern British Novel* (Penguin, 2001)
12. Moody, Philippa: *A critical Commentary on William Golding: Lord of the Flies*

Course Objectives:

The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience. This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience. Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Basics of Good presentation
CO2	Understand the concept of the most important components of a presentation
CO3	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO4	Understand the importance of choosing an appropriate topic
CO5	Understand the role of eyes and voice while creating a presentation
CO6	Know how to observe and influence the audience while giving a presentation
CO7	Time management skills in presentation

Course Content:**Unit- I**

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

Unit- II

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

Unit- III

- Writing The Script
- Visuals
- Putting Together the Presentation

- Skills – Voice, and Performance
- Body Language and Nerves

Unit- IV

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas

- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Understand the difference between training and development
CO2	Delineate process of employee training.
CO 3	Elucidate the process of management development.
CO 4	Understand the significance of appraisal programs and its various methods.
CO 5	Recognize the best methodology in welfare and security measures for employees.
CO 6	Discuss the general guidelines followed for administering discipline in an organization.
CO 7	Understand the concept of Industrial Relations.
CO 8	Constructing training and development programs for the employees.
CO 9	Effectively run a performance appraisal program.
CO 10	Knowing your employees and look out for their welfare.
CO 11	Designing better retention policies for employees.
CO 12	To effectively handle discipline among employees.

Course Content:**Unit- A: Human resource planning**

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- B: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- C: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- D: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Required Books and Materials:

Text Book:

1. Human Resource Management- Text and Cases, by R Ashwathapa, Tata McGraw-Hill, Sixth Edition

Further Readings:

- Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
- Human Resource Management, by C.B. Gupta, Sultan Chand and Brothers, 13th Edition
- Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Semester III



Course Name :

World Literatures

Credits: 4

Course Objectives:

- The main purpose of the course would be to introduce students to the classics of world literature
- The range of texts, taken from different language-literatures, is vast, foreclosing the possibilities of forging any essentialized idea of world literatures

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Learn about a variety of texts from different languages and cultures.
CO2	Know about the stylistic and thematic differences in the literary texts.
CO3	Widen their horizons and have a broader vision of literature vis-à-vis the world.
CO4	Apply the knowledge of the intricate relationship between socio-political and literary contexts on local and global level.

Course Content:

Unit A:

Short notes on the following: *The Iliad*, *The Odyssey*, *The Rubaiyat of Omar Khayyam*, *Anna Karenina*, *Moby Dick*, *Jonathan Livingston Seagull*, *The Little Prince*, *Madame Bovary*, *The Lion and the Jewel*, *The Tree of Man*.

Unit B:

Sophocles: *Oedipus Rex*

Unit C:

Dante: *Inferno*

Unit D:

Cervantes: *Don Quixote*

Unit E:

Ibsen: *Doll's House*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Blackmur, R.P.: *Eleven Essays on the European Novel*
2. Bloom, Harold: *Sophocles' Oedipus Rex*. Inforbase Publishing, 2006
3. Bradbrook, M.C.: *Henrik Ibsen*
4. Cervantes, Miguel: *Don Qijote* (Norton Critical edition)
5. Cohn, Ruby: *Contemporary Dramatists*
6. Cruikshank, J.: *Albert Camus and the Literature of Revolt*
7. Ferguson, Francis: *Dante's Drama of the Mind*
8. Fjelde, Rolf, ed.: *Ibsen: A Collection of Essays*
9. Gassner, John: *Masters of World Drama*
10. Holmes: *Dante*
11. Kitto, H.D.F. *Greek Tragedy*. London: Barnes and Noble, 1966
12. Thody, P: *Albert Camus*
13. Wickers, Brian: *Towards Greek Tragedy*

Course Objectives:

The course examines American Literature and considers what might be distinctly "American" about it. It focuses on the historical and cultural influences, literary movements, poetry, drama, novel and significant literary figures on the American continent. It explores literature that emerges from multiple perspectives such as race, gender, ethnicity, socio-economic class and the historical period.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Identify the languages and cultures of the different ethnic groups in the USA.
CO2	Be able to identify the thematic and socio-cultural aspects of American literary texts.
CO3	Understand and appreciate a variety of texts from the USA.
CO4	Become well-equipped for comparative studies.

Course Content:

Unit A:

Short notes on the following: The colonial experience; Puritanism; Women's Liberation Movement; American Transcendentalism; Harlem Renaissance; Black Mountain Poetry; Confessional Poetry; The Beats; Contemporary Apocalyptic fiction; Multiculturalism and American literature

Unit B:

Nathaniel Hawthorne: *The Scarlet Letter*

Unit C:

Toni Morrison: *The Bluest Eye*

Unit D:

- Emily Dickinson: the following poems: "The soul selects her own society," "I heard a fly buzz when I died," "the World is not conclusion," "It was not Death for I stood up," "Because I could not stop for Death," "I dreaded that first Robin, so," "He fumbles at your soul."

- Langston Hughes: Selected Poems: five Poems: "The Negro Speaks of Rivers," "The Weary Blues," "Theme for English B," "Ballad for the Landlord," "Night Funeral in Harlem."

Unit E:

Arthur Miller: *Death of a Salesman*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Carson, N: *Arthur Miller*
2. Chase, Richard: *American Novel and its Tradition*
3. Downer, Alan, ed.: *American Drama and its critics*
4. Emmanuel, J.A.: *Langston Hughes*
5. Farr, Judith: *Emily Dickinson: A Collection of Critical Essays*
6. Fiedelson, Charles: *Symbolism and American Literature*
7. Ford, Boris: *The New Pelican Guide to Eng. Literature* Vol. 9
8. Furman, Jan: *Toni Morrison's Fiction*
9. Kaul, A.N., ed.: *Hawthorne: A Collection of Critical Essays*
10. Moss, L.: *Arthur Miller*
11. O'Daniel, T.B., ed.: *Langston Hughes, Black Genius*
12. Peach, Linden, ed.: *Toni Morrison: Contemporary Critical Essays*
13. Pearce, Roy Harvey: *The Continuity of American Poetry*
14. Rupp, Richard H.: *Critics on Emily Dickinson*
15. Waggoner, H.: *Hawthorne: A Critical Study*

Course Objectives:

- i) To broaden the field of Indian Writing in English by including translated classics from regional Indian languages
- ii) To familiarise students with leading Indian writers whose works have crossed international borders after being translated into the English language
- iii) To facilitate an assessment of current Indian writing in English from a comparatist perspective.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the history of Indian Writing in English.
CO2	Critically analyze the writings of the Indian writers.
CO3	Recognize and critique the argument underlying Indian writing.
CO4	Apply selected theories to specific works by renowned Indian writers.

Course Content:

Unit A:

Short notes on the following: *Panchatantra*, *Kathasaritsagar*, the Jataka Tales, Bhisham Sahni's *Tamas*, Faqir Mohan Senapati's *Six Acres and a Third*, Satyajit Ray's *The Adventures of Feluda*, Tendulkar's *Ghasiram Kotwal*, Krishna Sobti's *Ei Ladki*, Mahashweta Devi's *Mother of 1084*, Munshi Premchand: *Godan*

Unit B:

U.R. Anantamurthy: *Samskara* (Tr. A.K.Ramanujan)

Unit C:

Girish Karnad: *Tuglaq*

Unit D:

OV Vijayan:*Legends of Khasak*

Unit E:

Rabindranath Tagore:*Gitanjali*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Ananthamurthy, U.R.: *A Life in the World: U.R. Ananthamurthy in Conversation with Chandan Gowda* (English, Paperback).
2. Iyengar, K.R.S.: *Indian Writing in English*
3. King, Bruce: *Modern English Poetry in English*
4. Kirpal, Viney, ed.: *The New Indian Novel in English: A Study of the 1980s*
5. Kirpal, V, ed.: *The Postmodern Indian English Novel*
6. Mehrotra, A.K: *An Illustrated History of Indian Literature in English*
7. Mukherjee, M.: *The Perishable Empire: Essays on Indian Writing in English*
8. Mukherjee, M: *Twice-Born Fiction*
9. Naik, M.K.: *Aspects of Indian Writing in English*
10. Rushdie, Salman, and Elizabeth West: "Introduction" to *The Vintage Book of Indian Writing: 1947-1997*
11. Tabish Khair: *Babu Fictions*
12. Tharu, Susie and Lalitha K.: *Women Writing in India, 600 BC to the Present*
13. Walsh, W.: *Indian Literature in English*

Course Objectives:

The objective of the course is to familiarize students with various approaches to literature, and the worldviews these are based on. During the course, the students should be able to relate literary texts and their underlying ideologies to their lives and times. The number of approaches suggests that there is no one way to understand a text and that a text can yield multiple meanings if accessed through different perspectives.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the major critical concepts in the West from Greeks to New Critics.
CO2	Critically analyze the writings of different renowned writers all around the world.
CO3	Recognize and critique the argument underlying the different approaches to the literature.
CO4	Apply selected literary theories to specific works by renowned writers.

Course Content:**Unit A:**

Disinterestedness, Tradition, Impersonal theory of Poetry, Ambiguity, Irony, Paradox and Tension, New Criticism, Intentional Fallacy, Affective Fallacy, Point of View

Unit B:

Traditional Approaches – 2.I A&B, 2.II A

Unit C:

The Formalistic Approach – 3.I, 3.II, 3.III, 3.IV, 3.V A, 3.VI

Unit D:

The Psychological Approach: Freud – 4.I, 4.II F&G, 4.III

Unit E:

Mythological and Archetypal Approaches – 5.I, 5.II A,B&C, 5.III A2, 5.III B 1, 5.IV

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Abrams, M. H.: *A Glossary of Literary Terms*
2. Guerin et al., ed. *A Handbook of Critical Approaches to Literature*
3. Abrams, M. H.: *A Glossary of Literary Terms*
4. Barry, Peter: *Beginning Theory*
5. David Daiches: *Critical Approaches to Literature*
6. Wimsatt & Brooks: *Literary Criticism-A Short History*
7. Daiches, David: *Critical Approaches to Literature*
8. House, Humphrey: *Aristotle's 'Poetics'*
9. Wellek, Rene: *A History of Literary Criticism*
10. Ford, Boris: *Pelican Guide to English Literature Vols. 4 and 5*
11. Blamires, Harry: *A History of Literary Criticism*
12. Waugh, Patricia: *Literary Theory & Literary Criticism*

Course Objectives:

The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process. The course will be largely concerned with life skills development and personality development. The course's goal is to familiarize students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again. The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	To understand the types of question they will be facing in future.
CO2	To critically analyze their personality and what are their strengths and weaknesses.
CO3	Apply a few of the types of interview questions they will encounter.
CO4	Mock interviews can be practiced using an AI platform like Siqandar.

Course Content:**Unit- I: Introduction**

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit- II: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit- III: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit- IV: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing
- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Objectives:

- The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- The course will use in-house practicals to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

SR. No	Skill Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Write a research proposal

Course Contents:

Unit I: Language of Reasoning

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit III: Breaking up the Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowl and Gary Kemp
- "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee

SEMESTER IV



Course Name : Linguistics

Credits: 4

Course Objectives:

- To make students understand the systematic study of language.
- To familiarise students with the history and evolution of the English language
- To make them understand the structure and dynamics of the English language.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Expose to a wide array of linguistic diversity as well as systematic patterns and crosslinguistic universals that constrain this diversity.
CO2	Understand and appreciate the systematic study of language.
CO3	Get familiarise with the history of linguistics and enhance the communication skills.
CO4	Opt for more advanced coursework in linguistics.

Course Content:

Unit A:

Short notes on the following: Langue and Parole; Dialect and Accent; Motivation; Phonetic transcription; Stress and Rhythm; Morph and Allomorph; language registers, Consonants and Vowels, Tone and Accent; Allophone classification of English speech sounds

Unit B:

A brief history of linguistics: The growth of modern linguistics with particular reference to the main ideas contained in the works of Bloomfield (*Language*), Saussure (*A Course in General Linguistics*)

Unit C:

The organs of speech (production and classification of speech, sounds, the I.P.A. classification). The phonatory system. The concept of the phoneme, minimal pairs of allophonic variations. Vowels and consonants, cardinal vowels

The phonetics of English, Transcription of words, and connected English speech concerning Jones, E.P.D. The description of English vowels and consonants. Some differences between R.P. and Indian English, Syllable structure in English, Word Stress and Word Accent, rhythm, and intonation in connected speech

Unit D:

Theory of Grammar: The differences between traditional and structural approaches to grammar. The major tenets of the structural approach, including the study of:

Morphology: The nature and function of the morpheme, morph, and allomorph, Morphological analysis of English words

Syntax: Constituent Structure: Immediate-constituent analysis of sentences. The theory of transformational generative grammar (with reference to the work of Chomsky up to *Aspects* - 1965). Transformation rules, transforming Kernel Sentences into passive, interrogatives, negatives

Recent Theories: A brief overview of the functional approach to grammar with reference to the work of Halliday. (Study Lyons, Palmer, Robins)

Unit E:

The grammar and usage of modern English: The constituents of simple sentences, verb-based sentence patterns, the noun phrase, the verb phrase, auxiliary, adverbial and prepositional phrases, direct and indirect reference, sentence connection (Ref. To Chapters 2-7, 10, Quirk and Greenbaum, *University Grammar of English*, and exercises in the workbook on *University Grammar of English* by Close

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Allen, H.B.: *Reading in Applied English Linguistics* (Amerind)
2. Crystal D.: *What is Linguistics?*
3. Crystal D.: *Linguistics* (Penguin)
4. Grimson, A.C.: *An Introduction to the Pronunciation of English*

5. Jones, D: *English Pronouncing Dictionary 14th Ed*
6. Krishnaswamy and Verma: *Modern Linguistics*
7. Leech, G.: *Semantics* (Penguin Chapters 1,2,6,10)
8. Lyons, J.: *Introduction to Theoretical Linguistics -Last Two Chapters*
9. Lyons.J.: *Chomsky* (Fontana)
10. Mackey, W.F.: *Language Teaching Analysis*
11. Palmer, F: *Grammar and Semantics* (Penguin)
12. Parren, G.E, and J.L.M. Trim: *Application of Linguistics* (OUP)
13. Pimsleur, Paul, and Terence: *The Psychology of Second Language Learning* (OUP)
14. Quirk and Greenbaum: *University Grammar of English*
15. Robin R.H: *A Short History of Linguistics* (Longmans)
16. Robin R.H: *General Linguistics: An Introductory Survey*
17. Sethi and Dhamija: *A Course in Phonetics and Spoken English*
18. Syal and Jindal: *An Introduction to Linguistics* (Prentice Hall of India)
19. Wilkin, D.A.: *Linguistics in Language Teaching* (Edward Arnold)
20. Yule, G.: *The Study of Language* (O.U.P)

Course Name :

Contemporary Literary Theory



Credits: 4

Course Objectives:

The course is aimed to acquaint students with significant contemporary Western critical approaches and concepts. It will involve a careful and critical understanding of select seminal critical texts.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand basic concepts, terminologies, and theories.
CO2	Analyze texts against given theoretical parameters.
CO3	Have an enhanced critical understanding of various theories and ideas.
CO4	Apply the literary theories to the texts in more appropriate way.

Course Content:

Unit A:

Short notes on the following critical approaches/concepts/terms: Ideology, Intertextuality, difference, indeterminacy, trace and supplement, simulacra, hypertext, master narrative, Orientalism, Sign and signifier

Unit B:

Roland Barthes: *The Death of the Author*

Unit C:

M.H. Abrams: *The Deconstructive Angel*

Unit D:

Elaine Showalter: *Feminist Criticism in the Wilderness*

Unit E:

Edward Said: *Introduction to Orientalism*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Peter Barry: Beginning Theory
2. Terry Eagleton: Literary Theory
3. M. H. Abram: Glossary to Literary Terms
4. Raman Selden: A Reader's Guide to Contemporary Literary Theory
5. Roland Barthes: "The Death of the Author"
6. M.H. Abrams: "The Deconstructive Angel"
7. Elaine Showalter: "Feminist Criticism in the Wilderness"
8. Edward Said: Introduction to Orientalism

Course Objectives:

The course is aimed at introducing the students to the world's most celebrated novels. The content is designed to incorporate the broader themes of racism, female oppression, civil war, capitalism, and colonialism.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand the socio-political problems of other countries that plague them till date.
CO2	Appreciate and identify the dominant themes and motifs.
CO3	Have a broader outlook on world literature, connecting it with the political and social changes that take place across borders.
CO4	Critically analyze the text in relation to the literary theories.

Course Content:

Unit A:

Short notes on: alterity and otherness; apartheid; colonialism; postcolonialism; creolization; cultural difference; hybridity; diaspora; hegemony; magic realism

Unit B:

Gabriel Garcia Marquez: *One Hundred Years of Solitude*

Unit C:

Margaret Atwood: *Surfacing*

Unit D:

J.M. Coetzee: *Disgrace*

Unit E:

Chinua Achebe: *Things Fall Apart*

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Achebe, C: Hopes and Impediments
2. Anderson, B.: Imagined Communities
3. Ashcroft, Bill, et al, eds.: The Post-Colonial Studies Reader
4. Ashcroft, Bill: Post-colonial Configurations
5. Attwell, David. J M Coetzee: South Africa and the Politics of Writing.
6. Atwood, M: Survival: A Thematic Guide to Canadian Literature
7. Brennan, Timothy: Salman Rushdie and the Third World: Myths of the Nation
8. Coetzee, J.M.: White Writing: The Culture of Letters in South Africa
9. Gallagher, Susan Vanzanten. A story of South Africa: J M Coetzee's Fiction in Context.
10. Gorjup, Branko. Margaret Atwood: Essays on Her Works (Writers) Geurnica Editions, Canada, 2007
11. Head, Dominic. J M Coetzee.
12. King, Bruce: New National and Post-Colonial Literatures
13. King, Bruce: The New Literatures in English
14. Kossew, Sue, ed.: Critical Essays on J M Coetzee
15. Ngendahayo, Jean Damascene: The Impact of Women Oppression on the Societal Destruction. A Case Study of Chinua Achebe's Things Fall Apart Paperback – Grin Verlag, 2018
16. Rushdie, Salman: Imaginary Homelands
17. Rushdie, Salman: Step Across this Line
18. Sheckels, Theodore F. The Political in Margaret Atwood's Fiction: The Writing on the Wall of the Tent. Routledge, 2017

Course Objectives:

Students are expected to write a brief dissertation (approx. 15,000 words) on topics related to their area of interest which may include Women's Writing, Film Studies, Cultural Studies, Diasporic Writing, and other topics of contemporary interest.

Course Outcomes:

At the end of the course, the student/learner will be able to:

S. No.	Course Outcomes
CO1	Understand how to format and present a dissertation-level work.
CO2	Gain deeper knowledge about their chosen area of research.
CO3	Demonstrate the capability of good writing skills and critical thinking.
CO4	Gain confidence in organising ideas and presenting cogent arguments.

Methodology:

- Writing a brief dissertation (approx. 15,000 words) on topics related to one's area of interest.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. The Modern Language Association of America. *MLA Handbook: Eight Edition*. 2016.
2. *MLA Handbook*, Ninth Edition. The Modern Language Association of America, New York, 2021.

Course Objectives:

This course aims to provide a comprehensive understanding of the concepts, methods, and applications of both Advertising and Public Relations (PR). Students will explore the historical background, importance, functions, and scope of Advertising and PR, while gaining insights into modern practices and technological transitions.

1. To understand the conceptual framework and scope of Advertising and Public Relations.
2. To learn about the evolution from traditional to contemporary PR and Advertising strategies.
3. To develop skills in creative thinking, ideation, and analytical evaluation of PR and Advertising campaigns.
4. To build competence in handling communication roles such as PR managers, media planners, and advertising strategists.

Course Outcomes:

At the end of the course, the students will be able to:

Sr. No.	Course Out Come
CO1	Define and explain the meaning, importance, functions, and scope of both Advertising and Public Relations.
CO2	Understand the history and evolution of Advertising and Public Relations.
CO3	Explain and apply various theories and tools used in PR and Advertising.
CO4	Demonstrate the ability to write for PR internal publics, media, and for press releases.
CO5	Evaluate and plan advertising strategies, including market segmentation and media selection.
CO6	Develop problem-solving and analytical skills for executing PR and Advertising strategies.
CO7	Work independently in PR and Advertising roles such as Account Planners, Copywriters, and Media Planners.

Course Content:**UNIT-I: Introduction to Advertising**

- Advertising: Definition, historical development

- Social and economic benefits of advertising
- Mass media and advertising: Newspapers, magazines, radio, television, outdoor
- Types of advertising: Corporate, industrial, retail, national, trade, professional, social
- Advertising agency: Structure and functions
- Creativity, media selection, strategy, planning

UNIT-II: Advertising Strategies and Appeals

- Advertising strategies: Appeals, advertising spiral
- Market segmentation and sales promotion
- Mass communication in advertising
- Creativity in media selection
- Structure and working of Advertising Agencies

UNIT-III: Introduction to Public Relations

- Public Relations: Definition, meaning, nature, and scope
- Historical background of PR and growth in India
- PR, publicity, propaganda, and public opinion
- PR as a communication and management function
- Code of ethics for PR professionals, emerging trends in PR

UNIT-IV: Public Relations Tools and Techniques

- Press conferences, press releases, meets, and announcements
- PR research techniques: Planning, implementation, evaluation
- PR and media relations: Traditional and digital media
- PR and the law, social responsibility, and ethics in PR
- Writing for PR: Printed literature, newsletters, opinion papers, blogs

Teaching / Assessment Methodology:

- Synchronous lectures
- Lectures on LMS
- Assignments and quizzes
- Project report

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

1. Jefkins Frank Butterworth, *Public Relations Techniques*, Heinmann Ltd.

2. Heath Robert L, *Handbook of Public Relations*, Sage Publications
3. Brown, Rob, *Public Relations and the Social Web*, Kogan Page India
4. Cutlip S.M., Center A.H., *Effective Public Relations*, Prentice Hall
5. Kaul J.M., *Public Relations in India*, Noya Prakash
6. Black Sam, *Practical Public Relations*, Universal Publishers

Course Objectives:

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:

At the end of this course the students will be able to:

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.
CO11	Understand various different social styles and the ways to proceed towards negotiating each of them.
CO12	Functionally Negotiate under stress-like situations.
CO13	Learn the ways of Bluffing

Course content:**Unit- I**

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit- II

- Benefits of setting Affirmations

- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit- III

- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high stake decision

Unit- IV

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.



**Shoolini
University**

**Online
Degrees**
UGC Entitled

Master of Business Administration

(Syllabus file)

**Shoolini University Centre for
Distance and Online Education
(SCDOE)**

April 2025 -2027

MBA - SCHEME (April 2025)				
			Total credits= 90	
SEMESTER-01				
Sr no.	Course Title	Course Name	Credits	Code
1	Core	Marketing Management	4	SOMB1005
2	Core	Organizational Behavior	4	SOMB1004
3	Core	Financial Accounting	4	SOMB1002
4	Core	Entrepreneurship	2	SOMB1003
5	Foundation	Creativity Decoded	2	SOMB1006
6	Open Elective	Any one course from the list of Open Electives	4	
		Total credit hours	20	
Open Elective: Any one course from the following				
Sr no.	Course Title	Course Name	Credits	
1	Open Elective	Digital and Technological Solutions	4	SOOE1001
2	Open Elective	Functional English-I	4	SOOE1002
SEMESTER-02				
Sr no.	Course Title	Course Name	Credits	Code
1	Core	Financial Management	4	SOMB2001
2	Core	Career and Life Skills	4	SOMB2008
3	Core	Human Resource Management	4	SOMB2004
4	Core	Managerial Economics	2	SOMB1001
5	Core	Statistics for Management	4	SOMB2005
6	Open Elective	Any one course from the list of Open Electives	4	
		Total credit hours	22	
Open Elective: Any one course from the following				
Sr no.	Course Title	Course Name	Credits	
1	Open Elective	Saying it with Presentation and Charts	4	SOMB2006
2	Open Elective	Functional English-II	4	SOOE1005
3	Open Elective	Fundamentals of Direct Selling	4	SOMB(DS)1001

SEMESTER-03				
Sr no.	Course Title	Course Name	Credits	Code
1	Core	Legal Aspects of business	2	SOMB3001
2	Elective 1	Major Subject Elective	4	
3	Elective 2	Major Subject Elective	4	
5	Elective 3	Minor Subject Elective	4	
6	Core	Storytelling with Data	4	SOMB3003
7	Open Elective	Any one course from the list of Open Electives	4	
		Total credit hours	22	
<i>Open Elective: Any one course from the following</i>				
Sr no.	Course Title	Course Name		
1	Open Electives	Acing the Interview through AI	4	SOMB1008
SEMESTER-04				
Sr no.	Course Title	Course Name	Credits	code
1	Core	Future Leaders Program	4	SOMB4001
2	Core	Sales Management	2	SOMB4003
3	Elective 1	Major Subject Elective	4	
4	Elective 2	Major Subject Elective	4	
5	Elective 3	Minor Subject Elective	4	
6	Core	Capstone Project/ Internship	4	SOMB4004
7	Open Elective	Any one course from the list of Open Electives	4	
			26	
<i>Open Elective: Any one course from the following</i>				
Sr no.	Course Title	Course Name		
1	Open Electives	Critical Thinking and Problem Solving	4	SOOE1011
			90	

List of Subject Elective:

Financial Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Micro Finance for Managers	SOMB(FM)1001	4
2	Financial Statements Analysis	SOMB(FM)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Portfolio and Wealth Management	SOMB(FM)1005	4
2	Financial Derivatives	SOMB(FM)1003	4
3	Investment Management and Financial Planning	SOMB(FM)1004	4

Operations and Supply Chain Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(OP)1001	4
2	Logistics and Distribution Strategy	SOMB(OP)1002	4
3	Warehouse Management	SOMB(OP)1005	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Project Management	SOMB(OP)1003	4
2	Lean Management	SOMB(OP)1004	4
3	Warehouse Management	SOMB(OP)1005	4

Human Resource Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Organizational Development & Change Management	SOMB(HR)1001	4
2	Compensation Management	SOMB(HR)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Training and Development	SOMB(HR)1003	4
2	Industrial Relations and Labor Law	SOMB(HR)1004	4

Digital Marketing:**Semester III**

Sr no.	Course Name	Code	Credits
1	Digital Marketing for Practitioners	SOMB(M)1002	4
2	Integrated Marketing Communications	SOMB(M)1003	4
3	Content Marketing	SOMB(DM)1001	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Customer Relationship Management (CRM)	SOMB(DM)1002	4
2	Social Media Marketing and Digital Marketing	SOMB(DM)1003	4
3	Brand Management	SOMB(DM)1004	4

Tourism Management:**Semester III**

Sr no.	Course Name	Code	Credits
1	Tourism Products of India	SOMB(TM)1001	4
2	Tourism Marketing	SOMB(TM)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Tourism Entrepreneurship	SOMB(TM)1003	4
2	Social Media Marketing and Digital Marketing	SOMB(DM)1003	4

Agri-Business Management:**Semester III**

Sr no.	Course Name	Code	Credits
1	Introduction to Agriculture & Principles of Agronomy	SOMB(AB)1001	4
2	Agri-Supply Chain Management	SOMB(AB)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Agricultural Marketing and Sales	SOMB(AB)1005	4
2	Agricultural development and Policies	SOMB(AB)1003	4

Marketing Management:**Semester III**

Sr no.	Course Name	Code	Credits
1	Service Marketing	SOMB(M)1001	4
2	Digital Marketing for Practitioners	SOMB(M)1002	4
3	Integrated Marketing Communications	SOMB(M)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Customer Relationship Management (CRM)	SOMB(DM)1002	4
2	Brand Management	SOMB(DM)1004	4
3	Supply Chain Management	SOMB(OP)1001	4

Retail Management:**Semester III**

Sr no.	Course Name	Code	Credits
1	Retail Business Models	SOMB(RM)1001	4
2	Service Marketing	SOMB(M)1001	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(OP)1001	4
2	Customer Relationship Management (CRM)	SOMB(DM)1002	4

**Biotechnology Management:
Semester III**

Sr no.	Course Name	Code	Credits
1	Introductory Biotechnology and Microbiology	SOMB(B)1001	4
2	Industrial biotechnology and Microbiology	SOMB(B)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Regulatory affairs in Biotechnology	SOMB(B)1003	4
2	Entrepreneurship Development in Life Sciences	SOMB(B)1004	4

**Food Technology Management:
Semester III**

Sr no.	Course Name	Code	Credits
1	Food Regulations and Policy	SOMB(FT)1001	4
2	Food Science and Technology	SOMB(FT)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Food Safety and Quality Management	SOMB(FT)1003	4
2	Food Product Development and Innovation	SOMB(FT)1004	4
3	Entrepreneurship Development in Life Sciences	SOMB(B)1004	4

**Banking and Financial Services:
Semester III**

Sr no.	Course Name	Code	Credits
1	Banking: Types & Services	SOMB(BT)1001	4
2	Insurance: Products & Purposes	SOMB(BT)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Digital Banking and Fintech Innovations	SOMB(BT)1003	4
2	Investment Management and Financial Planning	SOMB(BT)1004	4

Pharma and Health Care**Management:****Semester III**

Sr no.	Course Name	Code	Credits
1	Healthcare Management	SOMB(PH)1001	4
2	Health Economics	SOMB(PH)1002	4
3	Pharmaceutical Marketing and Sales	SOMB(PH)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Regulatory Environment in Pharma and Healthcare	SOMB(PH)1004	4
2	Healthcare Operations Management	SOMB(PH)1005	4
3	Entrepreneurship Development in Life Sciences	SOMB(B)1004	4

Data Science & Business Analytics:**Semester III**

Sr no.	Course Name	Code	Credits
1	AI for Business	SOMB(DB)1005	4
2	Python for Business	SOMB(DB)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Data Visualization	SOMB(DB)1003	4
2	Digital Marketing for Practitioners	SOMB(M)1002	4
3	Data Ethics & Privacy	SOMB(DB)1004	4

Real Estate Management:
Semester III

Sr no.	Course Name	Code	Credits
1	Real Estate and Urban Development Studies	SOMB(RE)1001	4
2	Service Marketing	SOMB(M)1001	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Property Law and Ethics	SOMB(RE)1002	4
2	Real Estate Finance and Investment	SOMB(RE)1003	4

Direct Selling Management:
Semester III

Sr no.	Course Name	Code	Credits
1	Fundamentals of Direct Selling	SOMB(DS)1001	4
2	Basic of Being a Networker: Soft Skill	SOMB(DS)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Ethics and Compliances in Direct Selling	SOMB(DS)1003	4
2	Critical Success Factors	SOMB(DS)1004	4
3	Tools and Techniques for a Successful Direct Seller	SOMB(DS)1005	4

Information Technology

Management:

Semester III

Sr no.	Course Name	Code	Credits
1	Database Management System	SOMB(IT)1001	4
2	Python for Business	SOMB(DB)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Data Visualization	SOMB(DB)1003	4
2	Cyber Security	SOMB(IT)1002	4
3	Data Ethics & Privacy	SOMB(DB)1004	4

SEMESTER-I

Course Name: Marketing Management



Credits: 4

Course Objectives:

This course introduces key marketing concepts, providing a strong foundation in marketing management, the marketing environment, consumer behavior, the marketing mix, and sales management. Focused on product, price, place, and promotion, it also covers contemporary marketing issues and emerging trends, including rural marketing. By the end, students will have the knowledge and skills to navigate the evolving marketing landscape.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand core marketing concepts, the marketing system, and the complexities of consumer behavior.
CO 2	Recognize how target markets are selected, positioned, and influenced by needs, wants, and demand.
CO 3	Realize the foundational pillars of marketing and how they shape marketing strategies.
CO 4	Make informed marketing decisions based on the external environment and evolving market trends.
CO 5	Develop target markets, facilitate sales, and create strategies to meet customer needs effectively.

Course Content:

Unit-A Understanding the Marketing Process and Segmentation

- Core concepts – Needs, wants, demands, product, exchange, philosophies
- Marketing environment
- Consumer behavior
- Segmentation

Unit-B: Targeting, Positioning and Marketing Program

- Targeting
- Positioning
- Marketing mix
- Sales Management
- Product, product dimensions, new product development

Unit-C: Pricing Strategies, Promotion and communication

- Pricing & pricing strategies
- Place Decisions & Integrated marketing communications
- Promotion Mix

Unit D: Branding, Current Scenario, dynamics and Rural Marketing

- Contemporary Issues in marketing
- Consumerism and legal aspects of marketing
- Emerging marketing (Rural Marketing)

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

- Philip Kotler, Keller, Koshy and Jha, “Marketing Management,” 14e, Pearson Education, New Delhi

Further Readings:

- Michael J Etzel, Bruce J Walker, William J Stanton, and Ajay Pandit, “Marketing,” Tata McGraw Hill, New Delhi

Course Objectives:

This course explores the behavior of individuals and groups within the context of both social and technical systems in the workplace. Students will analyze key aspects of organizational behavior, including individual and group dynamics, communication patterns, conflict resolution, and various management styles. The course also covers motivational theories and techniques, as well as strategies for effective coordination and collaboration in the work environment. By applying these concepts, students will gain a deeper understanding of how to develop and optimize an organization's human resources for improved organizational performance and employee well-being.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Analyze individual behavior, attitudes, and personality types using the Big Five and MBTI models.
CO2	Understand the relationship between motivation, performance, and common perceptual errors in decision-making.
CO 3	Evaluate group dynamics, leadership styles, conflict management, and stress management techniques.
CO 4	Apply organizational design principles to structure teams and improve efficiency.
CO 5	Lead effectively, motivate employees, and manage conflicts for higher performance and organizational success.

Course Content:

UNIT-A Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.

UNIT-B The individual behavior: Attitude and job related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

UNIT-C The Group behavior: Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.

UNIT-D The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:**Text Book:**

- Robbins, S, ‘‘Organizational Behaviour’’ 15th Edition, Pearson Education, New Delhi.

References:

- Prasad, LM, Organizational Behaviour, Sultan Chand & Sons, New Delhi.

Course Objectives:

This course provides students with a solid foundation in financial accounting principles and practices. It covers the processes of measuring and recording business transactions, determining business income, and making adjusting entries. Students will learn to complete the full accounting cycle, from transaction recording to financial statement preparation. The course also introduces cost accounting, focusing on its role in business management, and explains how cost sheets are prepared and used by both individuals and companies to track and control expenses. By the end of the course, students will have the skills to apply financial accounting concepts for effective decision-making and financial management.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Differentiate between various types of accounts and understand the accounting cycle.
CO2	Understand the purpose and preparation of Trial Balance, Trading, Profit & Loss Account, and Balance Sheet.
CO 3	Comprehend the movement of cash in business and predict cash flows.
CO 4	Pass journal entries, post to respective accounts, and prepare subsidiary books, trial balance, and final accounts.
CO 5	Gain full knowledge of Accounting Standards in India and their application in financial reporting.

Course Content:**Unit-A: Introduction**

Basic overview of accounts, DRIL, CGOG, (Golden rules), understanding Accounting equations, introduction to Journal Entries, Ledger posting.

Unit-B: Ledgers and Books

Types of subsidiary books, cash book (Single, double, triple column cash book and petty cash book), why and when is BRS (Bank Reconciliation Statement), and rectification of errors.

Unit-C: Final Accounts

Why and how is Trial Balance made? Importance of trial balance, Final Accounts with adjustments and Accounting Standards of India.

Unit-D: Ratio Analysis

Reading of the Balance Sheet, Key Ratios: Liquidity Ratio, Debt Equity Ratio, PE Ratio, ROI, ROCE etc.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:**Internal assessment**

- 30%

End Term Exam

- 70%

Required Books and Materials:**Text Book:**

- Financial Accounting by C. Mohan Juneja, Arora, Kalyani Publishers, Ludhiana.
- Cost Accounting: Principles and Methods by Jain, S.P. and K.L. Narang, Kalyani Publishers, Ludhiana.

Further Readings:

- Accounting Principles, 10th edition by Weygandt, Kimmel and Kieso, Wiley Publication

Course Objectives:

This course offers in-depth insights into the evolution and application of entrepreneurial business models in contemporary India, covering areas such as e-commerce, franchising, discount stores, and network distribution. Students will learn practical tools for transforming ideas into valuable products or services, building a business plan, and crafting a unique value proposition. The course also focuses on identifying opportunities, developing business models, leading innovation, and financing ventures. Through collaboration with experienced faculty and peers, students will cultivate the entrepreneurial mindset needed to think big, create impactful solutions, and succeed in the dynamic world of entrepreneurship.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define entrepreneurship and its essence, exploring business models and opportunities in India.
CO2	Understand the entrepreneurial mindset of being a job creator and analyze the benefits and risks of various models.
CO3	Identify target markets and compare the similarities and differences among business models.
CO4	Adapt entrepreneurial models at any life stage, and develop strategic, tactical, and operational plans.
CO5	Compare contemporary models with traditional ones, emphasizing the shift from middlemen-driven distribution systems.

Course Content:**Unit –A:****Introduction to Entrepreneurship**

Introduction to Entrepreneurship: A peep into an entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Innovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cash-flow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit –B:

Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, setting up a small-scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools Kill Creativity?

Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit –C:

Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, what are the types, Reason why there is a Problem - Root Cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit –D:

Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems, and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing, and products
Grameen bank - Founders, History, Distribution channel, pricing, and products
Rang de - Concept, Founders, History, Distribution channel, pricing, and products
Ashoka - Founders, History, Distribution channel, pricing, and products

Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies, and examples

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:**Internal assessment**

- **30%**

End Term Exam

- **70%**

Further Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
- The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group,LLC, USA.
- Complete E-Commerce book: Design, build & maintain a successful web-based business-Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, Geoffrey Randall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, US

Course Name: Creativity Decoded

Credits: 4

Course Objectives:

This course helps students understand the importance of creativity and how to apply creative techniques used by artists in professional settings. It equips students with strategies and tools to enhance their creativity through the innovative 3-S model, fostering skills in problem-solving, idea generation, critical thinking, communication, and collaboration. By systematically practicing creativity, students will learn to unlock their creative potential and apply it effectively in diverse work environments.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Enumerate the steps in the creative process and understand that it is non linear
CO2	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO 3	Understand the role of concepts like mindfulness, use of right brain, empathy, and curiosity in creativity
CO 4	Explain the importance of deliberate practice for achieving excellence
CO 5	Comprehend the role of opposites (upside- down) in reframing
CO 6	Understand the various ways of combining things to create something new

Course Content:

Unit-A: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit-B: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit-C: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit-D: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:**Text Books:**

- Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House(October 2017)

Reference Books:

- Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”,Harper Collins, (1990)
- Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)

Course Name: **Digital and Technology Solutions**

Credits: 4

Course Objectives:

This course is designed to provide a foundational understanding of digital literacy for everyday users, enabling them to perform essential tasks like creating documents, browsing the web, sending emails, and using online banking services. It empowers individuals, including small business owners and housewives, to become digitally literate and manage basic tasks using computers. Additionally, the course introduces programming concepts such as loops, functions, control structures, and algorithms, focusing on problem-solving and algorithm development to enhance digital competency and technology application.

Course Outcomes:

After completing this course, you will be able to:

Sr. No.	Course Outcome
CO1	Write efficient algorithms to solve various problems.
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

Course Content:

Unit- A:

Knowing computer: Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- B:

Number System and Computer Codes: Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- C:

Introduction to the C Language: C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- D:

Functions, Arrays and Pointers: Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays, Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Books:

- Computer Science: A Structured Programming Approach Using C, B.A. Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
- The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

Further Readings:

- Let Us C Yashavant kanetkar BPB.
- Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
- Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

Course Objectives:

This course is designed to enhance students' English language skills for success in formal, English-speaking global environments. It focuses on improving linguistic abilities, ensuring fluency and proficiency in both written and spoken communication. By refining their language skills, students will excel in academic and professional settings, effectively expressing ideas through clear writing and confident oral communication. The course aims to provide learners with the tools to communicate effectively and navigate the demands of global communication with ease.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Develop proficiency in English across reading, writing, speaking, and listening, enabling effective communication in diverse contexts.
CO2	Enhance linguistic competence and communication skills, focusing on both verbal and written forms of English.
CO3	Acquire and hone practical communication skills for academic, professional, and personal use.
CO4	Foster lifelong learning abilities, including critical thinking, adaptability, and the capacity to continuously acquire new knowledge and skills.
CO5	Cultivate a self-directed learning approach, empowering students to independently engage in ongoing language development and improvement.

Course Content:**Unit A**

- Listening and Reading
- Unseen Passage
- Comprehension

Unit B

- Functional English
- Specific fixed expressions
- Practice

Unit C

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit D

- Phrasal Verbs
- Idioms
- Collocations
- Grammatical rules

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- Collins Cobuild, Dictionary of Phrasal Verbs, Indus
- Oxford Collocation Dictionary, Oxford University Press
- Manser, Martin H., A Dictionary of Contemporary Idioms, Pan Books Ltd.
Wallace, Michael J., Dictionary of English Idioms, HarperCollins Publishers, India
- Seidl, Jennifer & McMordie, W., English Idioms and How to Use Them, Oxford University Press
- Allen, W. Stannard, Living English Structure, Orient Longman Ltd.
- Wallwork, Adrian, English for Academic Correspondence and Socializing, Springer
Colins, Steven, Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions, Montserrrat Publishing
- O'Brien, Terry, Little Red Book of Modern Writing Skills, Rupa Publications India Pvt. Ltd.

Useful Websites

www.Englishclub.com www.writingcentre.uottawa.ca
<http://grammar.about.com>
<http://learnenglish.britishcouncil.org>

- <http://www.bbc.co.uk/worldservice/learningenglish/Exercises> that have to do with grammar

SEMESTER II

Course Name: Human Resource Management



Credits: 4

Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
SOMB2004-1	Distinguish training from development; outline employee training and management development processes.
SOMB2004-2	Create effective training programs and performance appraisal systems; understand the importance of various appraisal methods.
SOMB2004-3	Recognize industrial relations and welfare measures; develop strategies for employee retention and well-being.
SOMB2004-4	Discuss discipline guidelines and manage disciplinary issues effectively.
SOMB2004-5	Analyse HR practices to enhance employee performance and support organizational goals.

Course Content:

Unit- A: Human resource planning

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- B: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- C: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- D: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

Required Books and Materials:

Text Book:

1. Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill, Sixth Edition

Further Readings:

- Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
- Human Resource Management, by C.B. Gupta, Sultan Chand and Brothers, 13th Edition
- Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Course Name: Financial Management**Credits: 4****Course Objectives:**

This financial management course provides a comprehensive foundation in modern finance, focusing on key areas like dividend policies, capital structure, and working capital management. It aims to clarify theoretical concepts and financial jargon, ensuring students from diverse backgrounds understand the fundamentals. Emphasizing practical techniques, the course integrates mathematical tools to enhance financial decision-making, equipping students with the analytical skills needed to navigate complex financial challenges effectively.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand financial management, focusing on wealth vs. profit maximization and its importance in business decisions.
CO2	Learn business financing sources (equity, debt, bonds) and their pros and cons.
CO3	Grasp the time value of money, including present and future value calculations, and factors like inflation and opportunity cost.
CO4	Understand capital budgeting tools (Payback, ARR, NPV, IRR, Profitability Index) and leverage effects on financial decisions.
CO5	Calculate cost of capital (debt, equity, bonds) using models like CAPM and WACC, and analyze leverage's impact on EPS and EBIT.

Course Content:**Unit A: Introduction and Financial Planning**

- Introduction to Financial Management
- Objectives and Scope of Financial Management
- Role of Financial Manager

Unit B: Time Value of Money and Cost of Capital

- Time Value of Money Concepts
- Techniques for Evaluating Time Value of Money
- Cost of Capital Determination

Unit C: Capital Budgeting

- Capital Budgeting - I: Overview and Process
- Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period
- Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit D: Financial Decisions and Management

- Risk and Return Analysis in Financial Management
- Capitalisation: Meaning and Types
- Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit
- Sources of Long-Term Finance: Equity, Debt, Preference Shares
- Leverage Analysis: Operating, Financial, and Combined Leverage
- Capital Structure Decision: Factors and Theories
- Working Capital Management: Components and Strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, “Principles of Corporate Finance,” Tata McGraw Hill, New Delhi

Further Readings:

- Prasanna Chandra, “Financial Management: Theory and Practice,” Tata McGraw Hill, New Delhi
- Shashi K. Gupta and R.K. Sharma, “Financial Management,” Kalyani Publications, New Delhi

SEMESTER- II

Course Name : Career and Life Skills

Credits: 4

Course Objectives

This course aims to integrate career-oriented and life-enhancing skills to prepare students for professional success and personal fulfillment. Drawing on Finding Success Within by Vivek Atray, it emphasizes practical strategies for communication, emotional intelligence, leadership, mindfulness, and balancing personal and professional goals.

Course Outcomes

At the end of the course, students will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate effective career skills, including goal-setting, communication, and teamwork.
CO 2	Apply life skills like emotional intelligence, mindfulness, and stress management for holistic development.
CO 3	Analyze the importance of work-life balance and implement strategies for personal and professional growth.
CO 4	Develop a personal development plan integrating career and life skills to achieve overall success.

Course Contents

Unit A: Introduction to Career and Life Skills

- Defining career and life skills: Core concepts and interrelation
- Holistic development: The need for professional and personal balance
- Importance of emotional well-being and adaptability in life
- Success and happiness: Integrating professional goals with personal values
- The bigger picture of life: Purpose and long-term vision

Unit B: Career Skills

- **Professional Development:**
 - Setting goals and managing priorities
 - Enthusiasm in career
 - Focused approach to success
 - Enhancing communication and presentation skills
 - Building effective communication skills
 - Leadership and teamwork: Principles and practices
 - Team dynamics and leadership
 - Networking for professional growth and goodwill
- **Practical Workplace Skills:**
 - Time management strategies
 - Adapting to workplace dynamics
 - Managing setbacks and turning them into opportunities
 - Financial management basics

Unit C: Life Skills

- **Emotional Well-Being:**
 - Understanding and applying emotional intelligence
 - Stress management techniques for high-pressure situations
 - Building resilience and optimism
- **Personal Growth:**
 - Mindfulness and living in the moment
 - Financial literacy for personal stability
 - Building meaningful relationships (family, peers, and mentors)

Unit D: Integrating Career and Life Skills

- Case studies: Successful professionals balancing career and life
- Exercises: Developing personal roadmaps for professional and personal growth
- Reflective practices: Gratitude, mindfulness, and self-awareness
- Group project: Crafting a 'Holistic Success Plan' for a hypothetical scenario

Teaching / Assessment Methodology

- Interactive lectures: Covering core career and life skill themes
- Workshops: Practical applications of communication, mindfulness, and leadership
- Assignments: Analyzing real-world case studies and reflecting on personal experiences
- Group discussions and presentations: Encouraging collaborative learning
- Final project: Integrating career and life skills into a comprehensive development plan

Grading:

Internal Assessment	- 30%
End-Term Exam	- 70%

Further Readings

1. Atray, V. (2020). Finding Success Within: 52 Life Skills for Young Indians.
2. Covey, S. R. (1989). The 7 Habits of Highly Effective People.
3. Goleman, D. (1995). Emotional Intelligence: Why It Can Matter More Than IQ.
4. Sharma, R. (2010). The Leader Who Had No Title.
5. Brown, B. (2012). Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead.

Course Name: **Statistics for Management**

Credits: 4

Course Objectives:

This course is designed to introduce the students to basic methods of organization and presentation of data like tabular form, Pie chart, bar graph, line charts, ogives, frequency curve and histograms. Students will learn to analyze data by understanding the roles of central tendency like Mean, Median, Mode and measures of dispersion like range, standard deviation, and coefficient of variation. To appreciate the importance of uncertainty in life, the basic concept of probability and its calculation will be incorporated. Students will be introduced to the applications of MS Excel appropriate for the course. Course will be complimented with necessary in-house practical

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Understand the importance of data presentation and describe graphical methods like pie charts and bar graphs.
CO2	Define and calculate averages and dispersion for ungrouped and grouped data.
CO 3	Grasp the fundamentals of uncertainty, probability axioms, and event types.
CO 4	Compute and apply probabilities for different types of events using appropriate formulas.
CO 5	Create charts, and compute means and deviations using MS Excel functions.

Course Content:

Unit - A: Grouping and Displaying Data to convey Meaning

- Overview of data, its types and statistical analysis
- Tabular and graphical presentation of data through Pie chart, Histograms, Frequency Curve, Bar graph and Line Chart etc.
- Measures of central tendency
- Arithmetic Mean, Geometric Mean, Median, and Mode

Unit - B: Measures of dispersion

- Ranges
- Dispersion
- Coefficient of variation.
- Descriptive statistics using MS EXCEL
- Basic concept of Probability

Unit C: Regression

- Simple regression
- Concept of dependent and independent variables
- Use of regression in time series analysis
- Concept of correlation
- Coefficient of determination
- Coefficient of correlation

Unit D: Hypothesis testing

- Introduction to hypothesis
- Testing of hypothesis
- Theory of estimation
- Chi square test, t-test, one-way ANOVA
- Use of MS Excel and SPSS

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Further Readings:

- S.C Gupta – Fundamentals of Applied Statistics
- A.M Gun - Fundamentals of Statistics

Course Name: **Managerial Economics**

Credits: 4

Course Objectives:

The purpose of this foundational course is to introduce students to the core principles of managerial economics, equipping them with the tools to analyze and address complex business challenges effectively. Managerial economics integrates economic theories with quantitative techniques to support informed business decision-making. Key topics covered include demand analysis, production and cost analysis, market structures, pricing strategies, risk assessment, and decision-making under uncertainty. This course provides students with a practical framework for applying economic insights to optimize organizational outcomes in dynamic market environments

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcome
CO1	Understanding the fundamental principles of economics and how they apply to business decision-making.
CO2	Analyzing market demand and supply to determine the optimal pricing and production strategies.
CO3	Understanding the different types of market structures and how they affect business strategy.
CO4	Analyzing production and cost structures to determine the optimal production levels and cost control strategies.
CO5	Understanding risk and uncertainty in business decision-making and techniques for managing these risks.
CO6	Developing critical thinking and problem-solving skills to make informed business decisions.

Course Content:

Unit A: Demand, Supply and Market equilibrium

Introduction: Introduction to Economics: micro vs. macroeconomics; Nature, Scope and significance of Managerial Economics, Role of managerial economics in decision making, Decision making under risk and uncertainty.

Demand Analysis: Determinants of demand, Law of demand, Exceptions to the law of demand, Elasticity of demand- Price, Income and Cross elasticity; Uses of elasticity of demand, Measurement of elasticity of demand. Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Theory of consumer behavior: Cardinal utility theory, ordinal utility theory. Demand estimation, Demand forecasting,

Unit B: Production and Cost Analysis

Production concepts & analysis; Production function, Law of variable proportion, Law of returns to scale. Economies of scale.

Cost concepts and analysis, Short-run and long-run cost curves and their managerial use, Estimation of cost function, Relationship between cost and production function. Theories of cost: Traditional theory and modern theory of cost.

Unit C: Market Structure

Revenue concepts, Market equilibrium., Market Structure: Perfect competition, Features, Price determination under perfect competition. Monopoly: Features, Pricing under monopoly, Price discrimination. Monopolistic: Features, Pricing under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand curve, Cartels, Price leadership.

Unit D: Macroeconomics: An Overview

National Income: Different Concepts and various methods of its measurement. Employment determination: classical theory, Keynesian theory, Neo-classical theory, Special Economic Zones (SEZ). Inflation - Types, Causes and Measures to control Inflation, Business cycle, Profit concept and major theories of profits; Dynamic surplus theory, Risk & uncertainty bearing theory and innovation theory.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	30%
End Term Exam	70%

Further Readings:

- Hirschey, M. Economics for Managers. New Delhi: Thomson publications.
- Petersen, H, C., Lewis, W.C. & Jain, S.K. (2008). Managerial Economics. New Delhi: Pearson Education.
- Mithani D.M. Principles of Economics. New Delhi: Himalaya Publishing House.

- Dwivedi D.N. Managerial Economics. New Delhi: Vikas Publications.
- Maheswari, Y. Managerial Economics. New Delhi: PHI Learning Pvt. Ltd.
- Gupta, G.S. Managerial Economics. New Delhi: Tata McGraw-Hill.
- Koutosyannis Modern Micro Economics, Palgrave Macmillan
- H.L. Ahuja Advanced Economic Theory, S. Chand

Course Name: Functional English-II

Credits: 4

Course Objectives:

This course aims to enhance students' English proficiency and essential skills, including effective communication, listening, reading, and writing. By focusing on practical language use, it equips students to incorporate functional English seamlessly into their daily lives. Various techniques and methods are introduced to support students in strengthening their overall skill set. Additionally, the course provides valuable insights and strategies tailored to help students excel in the IELTS test, with informative pointers discussed throughout. Guided by the motto “Enhance More with Better Way,” this course fosters both personal and academic growth in language mastery.

Course Outcomes:

At the end of the course, the student should be able to:

Sr.No.	Course Out Come
CO1	Strengthen communication skills, including speaking, listening, and fluency for effective interaction.
CO2	Improve academic reading and writing, with mindful expression and comprehension.
CO3	Build practical language skills for real-life situations and versatile vocabulary use.
CO4	Prepare for the IELTS exam with strategies for listening, reading, writing, and speaking.
CO5	Enhance focus, self-awareness, and decision-making for educational and career growth.

Course Content:

Unit - A:

Introduction to the Level 2 of Functional English, Overview of IELTS, General Training, Band Score, Fluency

Unit - B:

Lucidity and Concision, Tips to develop good communication skills, Grammar and Vocabulary, why is Functional Language important?

Unit - C:

Difference between Hearing and Listening, Role of Listening, General Training Reading, Important steps for Writing, Writing Strategies, Speaking Test

Unit - D:

Factors that influence Concentration, Inspiration, Perspiration, Tips for IELTS Preparation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- L. Thimmesha- Functional English

Course Name: **Saying It with Presentations and Charts**

Credits: 4

Course Objectives:

This course aims to equip students with essential presentation skills for effectively engaging an audience. Students will develop public speaking abilities, improve script writing, and refine body language to communicate with confidence and clarity. Emphasis is placed on understanding and commanding an audience, tailoring presentations to resonate with specific groups. Additionally, students will learn to set priorities, understand human memory, and strengthen organization and observational skills. Practical tools like PowerPoint and speech mechanics are covered to support clear and impactful presentations

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Understand the basics of effective presentation, including organization, logic, and topic selection.
CO2	Identify and analyze the target audience to tailor presentations appropriately.
CO3	Develop skills in maintaining clarity, confidence, body language, and engagement to connect with the audience.
CO4	Apply techniques for effective eye contact, vocal control, and audience influence during presentations.
CO5	Cultivate time management skills to deliver organized and impactful presentations within set timeframes.

Course Content:

UNIT-A

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

UNIT-B

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

UNIT-C

- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

UNIT-D

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas

- The Definitive Book of Body Language: The Hidden meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

(Only for Direct Selling Management Students)



Course Name: Fundamentals of Direct Selling

Credits: 4

Course Objectives:

The course on Fundamentals of Direct Selling offers students a comprehensive understanding of direct selling principles, strategies, and techniques crucial for success in the industry. It explores key aspects such as customer relationship building, effective communication, sales tactics, and leadership in direct selling. Emphasizing ethical practices, the course also covers the importance of trust and integrity in sales, preparing students to excel in the dynamic world of direct selling while fostering long-term customer loyalty and business growth.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles, models, and concepts of direct selling.
CO 2	Apply effective direct selling strategies to enhance sales performance.
CO 3	Evaluate ethical and legal considerations in direct selling and consumer relations.
CO 4	Develop skills in customer relationship management and loyalty-building.
CO 5	Lead and manage high-performing direct selling teams for sustained growth.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling

- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling
- Promotional tools and techniques
- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.
- Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.
- Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.
- Direct Selling Association (DSA) publications and articles on best practices in direct selling.

SEMESTER III



Course Name: Legal Aspects of Business

Credits: 4

Course Objectives:

This course offers a comprehensive understanding of the legal framework governing organizations, with a particular emphasis on registered companies across various sectors. It closely examines themes related to corporate governance and provides foundational knowledge of the provisions under the Companies Act of 1956. Through this course, students gain essential insights into the regulatory standards that shape organizational conduct and governance.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Understand the legal aspects of business and answer basic questions on the subject.
CO2	Know the initial requirements and procedures for setting up a business and registering a company.
CO 3	Gain insight into the documentation and process involved in company registration.
CO 4	Understand the process of issuing shares and the procedures for winding up a company.
CO 5	Have a working knowledge of the company law board, its powers, and the importance of CSR.

Course Content:

Unit A-Corporate Introduction, features, Incorporation and Management

- Company – features and characteristics
- Concept of lifting of corporate Veil
- Types of Companies
- Formation of Company
- Share Capital
- Members, Shareholders and Directors
- Meetings

Unit B- Oppression & Mismanagement, Investigation (Section 397 – 408, Section 235-251)

- Concept of Oppression and Mismanagement.
- Prevention of Mismanagement.
- Inspection and Investigation - necessity
- Power of registrar to call for inspection and investigation
- Protection of Minority interest

Unit C-Corporate Liquidation

- Modes of Winding up
- Official Liquidators and their role
- General Powers of the Tribunal
- Contributory

Unit D-Corporate Governance and Social Responsibility

- Concept of Corporate Governance and its elements.
- CSR and its Impact.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Akhileshwar Pathak- Legal Aspects of Business
- Daniel Albuquerque- Legal Aspects of Business

SEMESTER III**Course Name: : Storytelling with Data****Credits: 4****Course Objective**

In the era of big data, the ability to transform raw information into compelling visual narratives is a crucial skill. Storytelling by Data is designed to equip students with the tools and techniques to analyse, visualize, and communicate data effectively. This course bridges the gap between data analysis and impactful storytelling, enabling students to craft narratives that inform and inspire decision-making. The course emphasizes understanding the context of data, selecting the right visuals, and eliminating clutter to focus attention on key insights. Students will explore principles of design and storytelling frameworks to create visuals that resonate with diverse audiences. Using advanced tools like R and Power BI, participants will learn to build interactive dashboards, analyse trends, and present data-driven narratives with clarity and confidence. Through hands-on practice, case studies, and a capstone project, students will develop skills to simplify complex datasets and create visuals that drive action. Whether you are an analyst, manager, or aspiring data communicator, this course will prepare you to make data a powerful tool for storytelling and decision-making. This course is ideal for professionals and students looking to enhance their ability to communicate insights in today's data-rich world.

Course Outcomes:-

CO1	Gain foundational knowledge of Big Data, its characteristics, and its significance in modern industries.
CO2	Utilize statistical and computational techniques to analyze and derive insights from large datasets.
CO3	Develop proficiency in using Excel tools and frameworks such as Power BI
CO4	Create impactful visualizations and reports to effectively communicate insights to stakeholders.
CO5	Analyze and propose solutions to challenges like data privacy, scalability, and ethical considerations in Big Data Analytics.

Course Content:**Unit - A: What is Data?**

In this module, you will learn about the different types of data analysis and the key steps in a data analysis process. You will gain an understanding of the different components of a modern data ecosystem, and the role Data Engineers, Data Analysts, Data Scientists, Business Analysts, and Business Intelligence Analysts play in this ecosystem. You will also learn about the role, responsibilities, and skillsets required to be a Data Analyst. Concept of Data Visualization, Keys Factors of Data Visualization, Data Visualization Tools and type of data.

Unit -B: Data and Excel

- Overview of Excel as a data analysis tool
- Basic Excel functions: SUM, AVERAGE, COUNT, etc.
- Importing and exporting data in Excel

- Data cleaning: Removing duplicates, handling missing values
- Data formatting: Text to columns, number formatting, date formatting
- Data transformation: Using formulas to modify and clean data
- Using Excel tools: Flash Fill, Find & Replace, Data Validation
- Descriptive statistics: Mean, median, mode, standard deviation
- Using functions: AVERAGE, MEDIAN, MODE, STDEV
- Data summarization: Creating summary tables
- Using PivotTables: Creating and customizing PivotTables for data analysis
- Matrix method in Excel.

Unit C: Advanced Data Analysis Techniques and Visualization

- Using Excel functions for data analysis: VLOOKUP, XLOOKUP, MATCH
- Advanced PivotTable features: Calculated fields, grouping, slicers, Sample Size
- Scenario analysis: Count-If Analysis, Data Tables, Goal Seek
- Graphical Representation in Excel
- Introduction to R/PowerBI and data visualization principles
- Creating charts and graphs: Bar charts, line charts, pie charts, scatter plots
- Customizing charts: Titles, labels, legends, formatting
- Advanced visualization techniques: conditional formatting, pivot charts

Unit D: Storytelling Principles and Techniques

What makes a good data story? Elements of an effective narrative: Context, conflict, resolution. Framing the problem and hypothesis Building the narrative arc: Beginning, middle, and end. Tailoring the story for different audiences (executives, technical teams, general public) Balancing technical depth and simplicity

- Case studies from industries (business, healthcare, policy)
- Deconstructing famous data stories (e.g., Hans Rosling's TED Talk)

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books

1. **"Data Visualization and Analytics"** by Dr. N. Mohan Kumar and Dr. T. Ravi
2. **"Introduction to Big Data Analytics"** by R. N. Prasad and Seema Acharya
3. **"Business Statistics"** by J. K. Sharma

Course Objectives:

This course is thoughtfully structured to help students understand and overcome key challenges faced during interviews. Emphasizing life skills and personality development, it guides students through common interview issues and provides practical solutions to avoid repeated mistakes. Through focused training, students gain essential skills that improve their comprehension of interview formats and expectations. The course fosters self-awareness, adaptability, and confidence, equipping students to present themselves effectively in professional settings.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	Understand the different types of questions commonly encountered in interviews.
CO2	Critically analyze personal strengths and weaknesses to improve self-awareness.
CO3	Apply strategies to effectively respond to various types of interview questions.
CO4	Practice mock interviews using an AI platform like Siqandar for realistic simulation.
CO5	Develop skills to confidently present oneself in interview settings through practice and feedback.

Course Content:**Unit - A: Introduction**

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit - D: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing
- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Objectives:

The primary objective of this course is to enable students to learn and apply coaching skills to maximize their leadership potential. By engaging in both theoretical and practical exercises, students gain the skills to foster self-leadership, support others' growth, and adapt to the modern, collaborative work environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply ICF Core Competencies in coaching conversations to address client needs effectively and ethically.
CO 2	Develop self-awareness and engage in reflective practices to enhance personal growth and leadership abilities.
CO 3	Establish trust and build rapport in coaching relationships to foster an open and supportive environment.
CO 4	Utilize active listening and impactful questioning to encourage client insight, self-expression, and awareness.
CO 5	Empower clients to set actionable goals and promote autonomy in the coaching process for lasting personal and professional growth.
CO 6	Apply the GROW Coaching Model to structure solution-oriented coaching sessions that effectively support client goals.

Course Contents:**Unit A: Foundations of Coaching and Core Competencies**

- **Purpose:** Establish a fundamental understanding of coaching and introduce students to the essential competencies required for effective coaching. This unit grounds MBA students in coaching as a strategic leadership tool, distinguishing it from other managerial and advisory roles.
- **Topics:**
 - **Introduction to Coaching**
 - Understanding coaching in an organizational and leadership context.
 - Differentiating coaching from consulting, mentoring, and training.
 - **Ethical Practice in Coaching**
 - Importance of ethical standards in coaching, especially in corporate settings.
 - Key ethical guidelines and common challenges.
 - **Coaching Mindset for Leaders**

- Building a mindset focused on growth, non-judgment, and client empowerment.
- Self-awareness as a foundation for impactful coaching.
- **Establishing Agreements**
 - Setting clear expectations and boundaries with clients or team members.
 - Techniques for creating buy-in and defining objectives in coaching.

Unit B: Emotional Intelligence and Building Trust

- **Purpose:** Equip students with an understanding of emotional intelligence as a foundation for effective coaching relationships, focusing on trust, presence, and adaptability as crucial traits for MBA-level leadership.
- **Topics:**
 - **Building Trust and Psychological Safety**
 - Methods for establishing a safe, trusting environment in professional relationships.
 - Psychological safety as a driver of team and individual performance.
 - **Emotional Intelligence in Leadership**
 - Exploring the components of emotional intelligence: self-awareness, self-regulation, empathy, and social skills.
 - Application of emotional intelligence in fostering openness and rapport with clients or employees.
 - **Adaptability and Resilience**
 - Developing a flexible coaching approach to handle diverse situations.
 - Resilience as a key attribute for leaders, especially in dynamic and high-stress environments.
 - **Presence in Coaching**
 - The role of presence and active engagement in making clients feel valued.
 - Techniques for sustaining attention and focus during interactions.

Unit C: Developing Effective Communication Skills in Coaching

- **Purpose:** Develop students' communication skills, focusing on active listening, strategic questioning, and fostering a growth mindset. This unit is critical for MBA students who need to master communication to lead, inspire, and influence effectively.
- **Topics:**
 - **Active Listening and Empathy in Leadership**
 - Techniques for listening attentively and responding with empathy.
 - Impact of empathetic listening on employee satisfaction and motivation.
 - **Strategic Questioning and Decision-Making**
 - Developing questioning skills to encourage self-reflection and clarity in clients or team members.
 - Role of questioning in enhancing decision-making and critical thinking.
 - **Problem-Solving Approaches in Coaching**
 - Tools and frameworks to guide clients through problem-solving processes.
 - Applying solution-focused techniques to help clients overcome obstacles.
 - **Facilitating Client Growth**
 - Techniques to motivate and guide individuals toward personal and professional growth.
 - Tracking progress and maintaining accountability.

Unit D: Coaching Models and Practical Application

- **Purpose:** Introduce MBA students to established coaching models and frameworks, emphasizing their practical application in real-world scenarios. This unit prepares students to apply structured coaching processes in leadership roles.
- **Topics:**
 - **The GROW Model**
 - Overview of the GROW (Goal, Reality, Options, Way Forward) model.
 - Practical application of the model in helping clients clarify and achieve goals.
 - **Encouraging Innovation and Blue-Sky Thinking**
 - Fostering a culture of creativity and open-mindedness within a team or organization.
 - Using coaching to encourage innovative thinking and breakthrough ideas.
 - **Reflection and Self-Assessment as a Leader**
 - Reflecting on personal growth and learning throughout the course.
 - Self-assessment of coaching competencies and areas for future improvement.
 - **Integrative Review of Core Competencies**
 - Synthesis of ethical practice, emotional intelligence, communication, and strategic thinking.
 - Applying coaching skills holistically to support leadership effectiveness.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

- **Further Readings:**
- Whitmore, John. The Tao of Coaching: Boost Your Effectiveness at Work by Inspiring and Developing Those Around You. Nicholas Brealey Publishing, London.
- Kimsey-House, Henry, Karen Kimsey-House, and Phillip Sandahl. Co-Active Coaching: The Proven Framework for Transformative Conversations at Work and in Life. 4th ed., William Morrow, New York.
- Reynolds, Marcia. Coach the Person, Not the Problem: A Guide to Transformational Coaching. Routledge, 2019.
- Bungay Stanier, Michael. The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever. Box of Crayons Press, Toronto.

Required Books and Materials:**Reference Books:**

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

Course Objectives:

This course provides students with the flexibility to choose either a capstone project or an internship, allowing them to align their academic experience with career aspirations. The course aims to equip students with either advanced analytical and research skills through a project-based approach or hands-on industry experience through an internship.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Develop a comprehensive project or internship plan by identifying objectives, scope, and resources based on real-world industry needs.
CO 2	Apply academic knowledge to practical or project-based challenges, showcasing analytical, research, and problem-solving skills.
CO 3	Demonstrate professional skills in communication, teamwork, and project management in an industry or academic setting.
CO 4	Present and reflect on personal learning, process challenges, and achievements through a detailed report and presentation.

Course Options:

Students can choose between the following:

- **Capstone Project:**

Ideal for students focusing on research, strategic thinking, and project management, Subject Area specific.

- **Internship:**

Recommended for students seeking hands-on industry experience and networking opportunities. Internships are available for students who are not currently employed and may require relocation.

Methodology:

1. **Capstone Project:**

- Students work individually or in teams with faculty guidance.
- A final report on project outcomes is required.

2. **Internship:**

- Minimum of 8 weeks, with a report and certificate from the organization.

Evaluation:

Assessment will include a report, presentation, and evaluation of practical skills by faculty and industry experts.

Course Name:**Sales Management**

Credits: 4**Course Objectives:**

The Sales Management course is designed to enhance students' skills in planning, organizing, and leading sales teams to meet organizational objectives. It provides a comprehensive understanding of sales strategies, customer relationship management, and the critical role of effective sales leadership in driving business success.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key principles of sales management.
CO2	Develop effective sales strategies and plans.
CO3	Understand customer relationship management and its role in sales.
CO4	Lead and motivate a sales team to achieve targets.
CO5	Analyze sales performance and implement techniques for improving sales effectiveness and efficiency.

Course Content:**Unit-A: Introduction to Sales Management**

- Overview of sales management
- Role of sales in organizational success
- Sales management process
- Sales strategies and their importance
- Ethical considerations in sales

Unit-B: Sales Strategy and Planning

- Setting sales objectives and targets
- Developing a sales plan
- Sales forecasting and budgeting
- Sales territory management
- Sales force automation

Unit-C: Customer Relationship Management (CRM)

- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting
- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management

- Leadership in sales
- Motivating and coaching sales teams
- Sales performance evaluation
- Compensation and incentive schemes
- Sales team development

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment: - 30%

End Term Exam: - 70%

Further Readings:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making.
- Johnston, M. W., & Marshall, G. W. (2018). Sales Force Management: Leadership, Innovation, Technology.

Open Elective (Semester IV)**Course Name: Critical Thinking and Problem Solving****Credits: 4****Course Objectives:**

This course aims to equip students with essential skills in critical reasoning to tackle complex business and real-world problems by breaking them down into fundamental elements. Through methods like the why-why analysis, root cause technique, fishbone diagram, logic/issue trees, and solution hypotheses, students learn to dissect challenges effectively. The course also covers how to identify and frame problems, design investigations, and present findings in a structured report. Practical in-house exercises will further demonstrate the use of varied reasoning techniques, enabling students to apply suitable approaches for distinct problem scenarios, fostering both analytical thinking and effective problem-solving.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No	Course Outcome
CO1	Identify critical thinking traits and tools for problem identification.
CO2	Use MECE and issue trees to structure and analyze problems.
CO3	Apply Fishbone Diagram for cause-and-effect analysis.
CO4	Distinguish research types, evaluate data, and critically assess claims.
CO5	Formulate structured arguments and develop research proposals.

Course Contents:**Unit I: Language of Reasoning**

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit III: Breaking up the Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowell and Gary Kemp
- "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mote

Subject Elective
Financial Management (Semester III)



Course Name: Micro Finance for Managers

Credits: 4

Course Objectives:

This course on Microfinance for Managers provides students with essential knowledge and skills to understand and apply microfinance principles. Focusing on the role of microfinance in promoting financial inclusion and reducing poverty, it highlights how small-scale financial services can empower underserved communities. Students will learn effective management and monitoring techniques, gaining insights into the operational and strategic aspects of microfinance. Through practical and theoretical approaches, this course equips future financial managers to contribute meaningfully to microfinance institutions, ensuring they operate sustainably and align with broader goals of social and economic development.

Course Outcomes:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Explain the fundamental concepts of microfinance and its role in promoting financial inclusion.
CO2	Analyze the principles, challenges, and impact of microfinance management in underserved communities.
CO 3	Understand the regulatory and legal frameworks governing microfinance operations.
CO 4	Develop strategies for designing and implementing effective microfinance programs.
CO 5	Evaluate the effectiveness of microfinance programs in achieving sustainable financial and social outcomes.

Course Content:

Unit-A: Introduction to Micro Finance

- Basics of microfinance
- Historical development and evolution of microfinance
- Importance of microfinance in financial inclusion
- Microfinance institutions and their roles
- Social impact of microfinance

Unit-B: Microfinance Management

- Microfinance principles and practices
- Client assessment and risk management

- Product design and delivery channels
- Managing microfinance operations
- Challenges and issues in microfinance management

Unit-C: Regulatory and Legal Aspects

- Legal and regulatory frameworks in microfinance
- Consumer protection and fair lending practices
- Microfinance and financial sector regulations
- Reporting and compliance requirements
- Case studies on regulatory compliance

Unit-D: Microfinance Program Design and Implementation

- Microfinance program development
- Marketing and outreach strategies
- Monitoring and evaluation of microfinance programs
- Social performance measurement and impact assessment
- Business ethics and social responsibility in microfinance

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Further Readings:

- Ledgerwood, Joanna. (2006). Microfinance Handbook: An Institutional and Financial Perspective.

Subject Elective
Financial Management (Semester III)



Course Name: Financial Statement Analysis

Credits: 4

Course Objectives:

This course offers a comprehensive exploration of financial statement analysis, empowering students to extract, interpret, and apply financial data to drive strategic decision-making across diverse business functions. By mastering key tools and techniques, students will gain the ability to evaluate a company's financial health, performance, and risks, enabling stakeholders—investors, creditors, managers, auditors, and regulators—to make informed, data-driven decisions. The course enhances students' proficiency in leveraging financial insights for effective business strategy, risk management, and value creation.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Be able to read and critically evaluate financial analyst reports
CO2	Become familiar with the organization and disclosure of information reported in filings and the notes to the financial statements
CO3	Be proficient at calculating and interpreting financial ratios
CO4	Understand how accounting errors impact reported income and the book value of equity
CO5	Understand major valuation models

Course Content:

Unit A: Financial Reporting and Analysis: An Introduction

- Financial Statement Analysis: An Introduction
- Financial Reporting Mechanics
- Financial Reporting Standard

Unit B: Income Statements, Balance Sheets, and Cash Flow Statements

- Understanding Income Statements
- Understanding Balance Sheets
- Understanding Cash Flow Statements
- Financial Analysis Techniques

Unit C: Inventories, Long-lived Assets. Income Taxes and Non-current Liabilities

- Inventories
- Long-Lived Assets
- Income Taxes
- Non-Current (Long-Term) Liabilities

Unit D: Evaluating Financial Reporting Quality and Other Applications

- Financial Statement Analysis: Applications

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- P.Mohana Rao- Financial Statement Analysis

Subject Elective
Financial Management (Semester IV)



Course Name: **Portfolio and Wealth Management**

Credits: 4

Course Objectives:

The Portfolio and Wealth Management course aims to equip students with a deep understanding of the core principles and strategies involved in managing investment portfolios and building long-term wealth. Students will gain expertise in asset allocation, risk management, portfolio optimization, and financial planning, tailored to both individual and institutional needs. The course also emphasizes the application of advanced investment strategies, performance evaluation, and the integration of tax, estate, and retirement planning to maximize wealth creation and preservation in a dynamic financial environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key concepts and theories of portfolio management.
CO 2	Analyze and construct diversified investment portfolios.
CO 3	Apply risk management techniques to protect wealth.
CO 4	Develop a comprehensive financial plan for individuals and institutions.
CO 5	Evaluate the performance of investment portfolios.

Course Contents:

Unit-A: Introduction to Portfolio Management

- Principles of portfolio management
- Modern portfolio theory and the Capital Asset Pricing Model (CAPM)
- Asset allocation and diversification
- Investment objectives and strategies
- Ethical considerations in portfolio management

Unit-B: Asset Classes and Investment Vehicles

- Equity securities and fixed-income securities
- Mutual funds, exchange-traded funds (ETFs), and hedge funds
- Real estate, commodities, and alternative investments

- Derivatives and structured products
- International investments and global asset allocation

Unit-C: Risk Management and Performance Evaluation

- Risk and return analysis
- Measuring and managing portfolio risk
- Performance evaluation and attribution analysis
- Benchmarking and performance measurement
- Portfolio rebalancing and tax considerations

Unit-D: Wealth Management and Financial Planning

- Wealth management process and services
- Financial planning and goal setting
- Estate planning and tax considerations
- Insurance and risk protection
- Retirement planning and asset transfer

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Bodie, Z., Kane, A., & Marcus, A. J. (2014). Investments.
- Reilly, F. K., & Brown, K. C. (2011). Investment Analysis and Portfolio Management.

- Markowitz, H. (1952). Portfolio Selection.
- Swensen, D. F. (2009). Pioneering Portfolio Management: An Unconventional Approach to Institutional Investment.
- Sharpe, W. F., Alexander, G. J., & Bailey, J. V. (1999). Investments.

Subject Elective
Financial Management (Semester IV)



Course Name: Financial Derivatives

Credits: 4

Course Objectives:

The Financial Derivatives course is designed to provide students with a comprehensive understanding of derivative instruments, including futures, options, swaps, and other advanced financial products. The course explores the fundamental principles behind derivative pricing, their applications in risk management, and their role in enhancing portfolio performance and financial innovation. Students will gain the skills to evaluate and utilize derivatives for hedging, speculation, and arbitrage, while developing a solid foundation in the strategies and market dynamics driving these essential financial tools.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and types of derivative instruments.
CO 2	Apply pricing models and strategies for trading derivatives.
CO 3	Utilize derivatives for hedging, speculation, and arbitrage.
CO 4	Evaluate the impact of derivatives on financial markets and the economy.
CO 5	Identify and manage the risks associated with derivative positions.

Course Contents:

Unit-A: Introduction to Derivatives

- Definition and types of derivatives
- History and evolution of the derivative markets
- Forward contracts, futures contracts, options, and swaps
- Institutional framework and regulation of derivatives markets
- Uses and abuses of derivatives

Unit-B: Pricing Derivatives and Trading Strategies

- Pricing models for forwards and futures
- Binomial and Black-Scholes models for option pricing

- Trading strategies involving derivatives
- Valuation of swaps and other complex derivatives
- Using derivatives for arbitrage

Unit-C: Applications of Derivatives in Risk Management

- Hedging techniques using derivatives
- Managing market risk, credit risk, and other financial risks
- Role of derivatives in financial engineering and innovation
- Asset/liability management using derivatives
- Case studies in risk management

Unit-D: Regulatory and Ethical Considerations

- Regulation of derivatives markets (Dodd-Frank Act, EMIR, MiFID II)
- Reporting and compliance for derivative transactions
- Ethical issues and concerns in derivatives trading
- Assessing systemic risk and financial stability
- Future trends and developments in derivatives markets

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hull, J. C. (2020). Options, Futures, and Other Derivatives.

- Chance, D. M., & Brooks, R. (2015). An Introduction to Derivatives and Risk Management.
- Taleb, N. N. (1997). Dynamic Hedging: Managing Vanilla and Exotic Options.
- McDonald, R. L. (2013). Derivatives Markets.
- Stulz, R. M. (2019). Risk Management & Derivatives.

Subject Elective
Financial Management (Semester IV)



Course Name: Investment Management and Financial Planning

Credits: 4

Course Objectives:

The **Investment Management and Financial Planning** course provides students with the skills to analyse financial statements, apply valuation models, and assess investment opportunities. It covers key topics such as capital budgeting, risk management, financial forecasting, and business valuation. By exploring advanced decision-making techniques like discounted cash flow, NPV, IRR, and scenario analysis, students will be equipped to make informed financial decisions, optimize investment strategies, and manage risks for both individuals and organizations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand and apply key financial decision-making techniques to optimize investment strategies and corporate financial planning.
CO 2	Perform comprehensive financial statement analysis and modeling to assess organizational performance and support strategic decision-making.
CO 3	Integrate advanced financial forecasting tools and techniques to enhance managerial decisions and long-term financial planning.
CO 4	Evaluate capital investment projects using a range of appraisal methods, including NPV, IRR, and real options analysis.
CO 5	Synthesize financial data and insights to make recommendations aimed at value maximization and effective risk management.

Course Contents:

Unit-A: Financial Statement Analysis

- Analysis of financial statements and financial ratios
- Cash flow analysis and the statement of cash flows
- Use of financial analysis for forecasting and trend identification
- Common-size and index number trend analysis

Unit-B: Valuation Techniques

- Time value of money and discounted cash flow analysis
- Valuation models for stocks and bonds
- Cost of capital and weighted average cost of capital
- Determination of the firm's optimal capital structure

Unit-C: Investment Appraisal Methods

- Capital budgeting and the investment decision-making process
- Net Present Value (NPV), Internal Rate of Return (IRR), and other capital investment appraisal methods
- Dealing with risk and uncertainty in investment appraisal
- Real options and their application in investment decisions

Unit-D: Advanced Techniques in Financial Decision-Making

- Sensitivity and scenario analysis
- Business valuation and mergers and acquisitions analysis
- Corporate risk management and hedging
- Lean finance and agile methodologies in financial analysis

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of Corporate Finance.
- Damodaran, A. (2012). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset.
- Koller, T., Goedhart, M., & Wessels, D. (2015). Valuation: Measuring and Managing the Value of Companies.
- McKinsey & Company Inc., Koller, T., Dobbs, R., & Huyett, B. (2010). Value: The Four Cornerstones of Corporate Finance.
- Pike, R., & Neale, B. (2006). Corporate Finance and Investment: Decisions & Strategies.

Subject Elective
Operation Management and Supply Chain Management (Semester III)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The **Supply Chain Management** course aims to provide MBA students with a deep understanding of the principles, strategies, and best practices essential for managing the flow of goods, services, information, and finances across the supply chain. Students will develop the skills to analyze and optimize supply chain performance, enhance operational efficiency, and align supply chain strategies with broader business goals. The course will cover key areas such as logistics, inventory management, procurement, demand forecasting, and risk management, preparing students to make strategic, data-driven decisions that create value and competitive advantage in global supply chains.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the key components and interdependencies of supply chain management, and their role in achieving business objectives.
CO2	Apply supply chain planning processes, including demand forecasting, inventory management, and risk mitigation strategies.
CO3	Manage procurement, logistics, and production planning to optimize supply chain operations and foster supplier relationships.
CO4	Integrate lean, sustainable, and agile practices, along with technology, to improve supply chain efficiency and resilience.
CO5	Utilize performance metrics, supply chain analytics, and continuous improvement methodologies to optimize global supply chain.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations
- Foreign Trade

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- EXIM Policy

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Subject Elective
Operation Management and Supply Chain Management (Semester III)

Course Name: **Logistics & Distribution Strategy**

Credits: 4

Course Objectives:

The Logistics & Distribution Strategy course equips students with the knowledge and skills to manage the efficient flow of goods, information, and finances within the supply chain. It covers key logistics functions such as transportation, warehousing, inventory management, and distribution network design. Emphasizing strategic decision-making, the course enables students to optimize logistics operations, reduce costs, and enhance customer satisfaction, preparing them to develop effective distribution strategies that drive supply chain efficiency in a global marketplace.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key concepts and principles of logistics and distribution management, and their impact on supply chain efficiency.
CO2	Identify and describe the components of a supply chain and analyze their interdependencies for optimized operations.
CO3	Evaluate the role of technology in enhancing logistics and distribution processes, including automation, tracking, and data management.
CO4	Design, implement, and manage an efficient distribution network to ensure timely delivery and cost-effective operations.
CO4	Apply strategic decision-making techniques to optimize logistics functions and distribution strategies in a global supply chain context.

Course Content:

Unit-A: Fundamentals of Logistics and Supply Chain Management

- Introduction to Logistics Management
- Components of Supply Chain Management
- Role of Distribution in Logistics

Unit-B: Operational Aspects of Logistics and Supply Chain Management

- Inventory Management Techniques
- Warehousing in India
- Transportation and Fleet Management
- Carrier Selection and Freight Negotiation

Unit-C: Advanced Logistics and Technology Integration

- Logistics Network Design
- Technology's Influence on Logistics
- Warehouse Management System (WMS)
- Transportation Management System (TMS)

Unit-D: Logistics Evolution – Technology, Strategy, and Regulations

- Emerging Technologies in Logistics
- Strategic Planning and Future Trends
- Custom Duty

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Christopher, M. (2016). Logistics & Supply Chain Management.
- Waters, D. (2018). Global Logistics: New Directions in Supply Chain Management.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)

Course Name: **Warehouse Management**

Credits: 4

Course Objectives:

The Warehouse Management course offers students a comprehensive understanding of optimizing warehousing operations within logistics and supply chain management. Topics include warehouse design, inventory control, technology integration, and the implementation of best practices for operational efficiency. Students will gain practical skills in improving storage, handling, and distribution processes to enhance productivity, reduce costs, and ensure timely delivery within a competitive supply chain environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand warehouse roles, types, layout planning, and storage systems in the supply chain.
CO 2	Apply inventory management principles, replenishment strategies, and stock control techniques.
CO 3	Implement warehousing technologies and automation (WMS, RFID, AS/RS) to improve efficiency.
CO 4	Apply best practices like lean warehousing, 3PL, reverse logistics, and sustainability.
CO 5	Use KPIs and performance metrics to assess and enhance warehouse productivity.

Course Contents:

Unit-A: Introduction to Warehouse Management

- Role and functions of a warehouse in the supply chain
- Types of warehousing and storage systems
- Warehouse location and layout planning
- Equipment and technology in warehousing
- Safety and compliance regulations

Unit-B: Inventory Management and Control

- Principles of inventory management
- Stock categorization and inventory policies
- Inventory replenishment strategies and order management
- Stocktaking and cycle counting
- Impacts of inventory on financial performance

Unit-C: Technology and Automation in Warehousing

- Warehouse Management Systems (WMS)
- Barcode and RFID technology
- Automated storage and retrieval systems (AS/RS)
- Drones and robotics in warehousing
- E-commerce and warehouse operations

Unit-D: Best Practices and Contemporary Issues

- Lean warehousing and waste reduction
- Third-party logistics (3PL) and outsourcing
- Reverse logistics and sustainable practices
- Performance measurements and KPIs
- Case studies on successful warehouse management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Gwynne, R. (2017). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
 - Muller, M. (2018). Essentials of Inventory Management.
 - Richards, G. (2014). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
- Emmett, S. (2017). Excellence in Warehouse Management: How to Minimise Costs and Maximise Value.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)



Course Name: Project Management

Credits: 4

Course Objectives:

This course equips MBA students with the essential skills to effectively manage projects across their life cycle. Students will master key project management methodologies (e.g., PMBOK, PRINCE2, Agile), develop expertise in planning, scheduling, budgeting, and resource allocation, and learn how to manage risks, quality, and project performance. By the end of the course, students will be prepared to lead successful projects, optimize team performance, and drive project outcomes aligned with organizational goals.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand project management frameworks and the project life cycle.
CO 2	Develop detailed project plans, including scope, scheduling, and budgeting.
CO 3	Manage project resources (time, budget, personnel) efficiently.
CO 4	Apply risk management strategies to mitigate project threats.
CO 5	Ensure the quality of project deliverables using quality management tools.
CO 6	Communicate effectively with stakeholders at all levels throughout the project.

Course Contents:

Unit-A: Project Management Essentials

- Introduction to project management principles
- Project life cycle and organizational structure
- Role and competencies of the project manager
- Project management methodologies (e.g., PMBOK, PRINCE2, Agile)

Unit-B: Project Planning and Scheduling

- Project scope definition and management
- Work breakdown structure (WBS) and project scheduling

- Resource allocation and critical path method (CPM)
- Project budgeting and cost estimation

Unit-C: Project Execution and Control

- Project execution and the role of human resources management
- Monitoring and controlling project progress and performance
- Change management and configuration management
- Managing project terminations and closeout processes

Unit-D: Risk and Quality Management in Projects

- Risk identification, analysis, and mitigation planning
- Quality standards and quality management in projects
- Tools for quality control and assurance
- Using key performance indicators (KPIs) to measure project success

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling.
- Project Management Institute. (2017). A Guide to the Project Management Body of Knowledge (PMBOK Guide).
- Schwalbe, K. (2018). Information Technology Project Management.
- Verzuh, E. (2015). The Fast Forward MBA in Project Management.
- Wysocki, R. K. (2014). Effective Project Management: Traditional, Agile, Extreme.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)



Course Name: **Lean Management**

Credits: 4

Course Objectives:

The Lean Management course equips students with essential lean principles and tools to optimize operational efficiency, improve quality, and enhance customer satisfaction. Focusing on waste reduction, cost control, and continuous improvement, the course covers lean techniques applicable to both manufacturing and service sectors. Students will learn to streamline processes, eliminate inefficiencies, and drive sustainable performance improvements across diverse operational environments.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the philosophy and core principles of lean thinking.
CO 2	Implement lean tools and techniques to streamline processes.
CO 3	Design and manage lean operations for continuous improvement.
CO 4	Analyze and solve operational problems using lean methodologies.
CO 5	Evaluate the effectiveness of lean strategies on organizational performance.

Course Contents:

Unit-A: Introduction to Lean Thinking

- History and evolution of lean concepts
- Fundamental principles of lean operations
- Value, value streams, flow, pull systems, and perfection
- The role of lean in operations management

Unit-B: Lean Tools and Techniques

- 5S methodology for workplace organization

- Value Stream Mapping (VSM) to analyze and redesign workflows
- Kanban systems for inventory control
- Jidoka and Poka-yoke for quality assurance
- Root Cause Analysis (RCA) and problem-solving

Unit-C: Lean in Manufacturing and Services

- Lean applications in manufacturing and the Toyota Production System (TPS)
- Adapting lean principles to service and office environments
- Lean Six Sigma for combining lean and Six Sigma methodologies
- Developing a lean culture and the role of leadership

Unit-D: Lean Transformation and Sustainability

- Strategies for implementing lean transformations
- Measuring lean performance with Key Performance Indicators (KPIs)
- Sustaining lean gains and pursuing continuous improvement
- Lean challenges, critical success factors, and case studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Womack, J. P., & Jones, D. T. (2003). *Lean Thinking: Banish Waste and Create Wealth in Your Corporation*.
- Rother, M., & Shook, J. (2003). *Learning to See: Value Stream Mapping to Add Value and Eliminate MUDA*.
- Liker, J. K. (2004). *The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer*.
- George, M. L. (2002). *Lean Six Sigma: Combining Six Sigma Quality with Lean Production Speed*.
- Ohno, Taiichi. (1988). *Toyota Production System: Beyond Large-Scale Production*.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)

Course Name: **Warehouse Management**

Credits: 4

Course Objectives:

The Warehouse Management course offers students a comprehensive understanding of optimizing warehousing operations within logistics and supply chain management. Topics include warehouse design, inventory control, technology integration, and the implementation of best practices for operational efficiency. Students will gain practical skills in improving storage, handling, and distribution processes to enhance productivity, reduce costs, and ensure timely delivery within a competitive supply chain environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand warehouse roles, types, layout planning, and storage systems in the supply chain.
CO 2	Apply inventory management principles, replenishment strategies, and stock control techniques.
CO 3	Implement warehousing technologies and automation (WMS, RFID, AS/RS) to improve efficiency.
CO 4	Apply best practices like lean warehousing, 3PL, reverse logistics, and sustainability.
CO 5	Use KPIs and performance metrics to assess and enhance warehouse productivity.

Course Contents:

Unit-A: Introduction to Warehouse Management

- Role and functions of a warehouse in the supply chain
- Types of warehousing and storage systems
- Warehouse location and layout planning
- Equipment and technology in warehousing
- Safety and compliance regulations

Unit-B: Inventory Management and Control

- Principles of inventory management
- Stock categorization and inventory policies
- Inventory replenishment strategies and order management
- Stocktaking and cycle counting
- Impacts of inventory on financial performance

Unit-C: Technology and Automation in Warehousing

- Warehouse Management Systems (WMS)
- Barcode and RFID technology
- Automated storage and retrieval systems (AS/RS)
- Drones and robotics in warehousing
- E-commerce and warehouse operations

Unit-D: Best Practices and Contemporary Issues

- Lean warehousing and waste reduction
- Third-party logistics (3PL) and outsourcing
- Reverse logistics and sustainable practices
- Performance measurements and KPIs
- Case studies on successful warehouse management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Gwynne, R. (2017). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
 - Muller, M. (2018). Essentials of Inventory Management.
 - Richards, G. (2014). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
- Emmett, S. (2017). Excellence in Warehouse Management: How to Minimise Costs and Maximise Value.

Subject Elective
Human Resource Management (Semester III)



Course Name: Organizational Development & Change Management

Credits: 4

Course Objectives:

The basic objective of this course is to provide participants with an integrated and comprehensive view of the field of Organizational Development. The course aims to present, in a clear and organized manner, the newest approaches, concepts, and techniques of this emerging discipline. Organizations' always aim to increase the effectiveness and efficiency of their actions & everybody must accept by now that change is unavoidable if they are really working for excellence. But still the resistance to change is on the top of the list of organizational problems. So, the priority is to understand change in the organizations. Organizational development facilitates the process of planned change. The objective of the course is to enhance understanding of the students about the process of change and development within an organization.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand organizational development (OD) through experiential learning and its application in real-world contexts.
CO 2	Develop insights into the functioning, design, and social dynamics of organizations, including structure, strategies, and systems.
CO 3	Apply theoretical and practical knowledge to manage organizational processes and solve related problems effectively.
CO 4	Analyze the relationship between organizational characteristics (e.g., structure, strategy) and managerial behavior, and manage change in dynamic environments.
CO 5	Use behavioral science to improve organizational performance and ensure technological, strategic, and cultural sustainability.

Course Contents:

Unit A: Foundations and Nature of Organization Development:

- Introduction to Organization Development; Core Values and Ethics in OD; The Nature of Planned Change.

Unit B: The OD Process and Implementation:

- The OD Process; Diagnosis in Organization Development; Designing Interventions; Managing Change; Evaluation and Follow-Up.

Unit C: Specialized Applications and Topics:

- Organization Development in Global Indian Companies; Team Development Interventions;
- Interpersonal and Group Process Approaches; Large-System Interventions; OD in Government and Not-for-Profit Organizations.

Unit D: Future Directions in Organization Development:

- Future of Organization Development

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ratan Raina – Change Management and Organizational Development

Subject Elective
Human Resource Management (Semester III)



Course Name: Compensation Management

Credits: 4

Course Objectives:

This course offers an in-depth exploration of compensation management, focusing on the strategic principles and practices organizations use to attract, motivate, and retain top talent. Key topics include job analysis, designing salary structures, benefits administration, and performance-based compensation systems. Students will also examine the ethical considerations and legal frameworks surrounding compensation decisions, while developing the skills to design and implement effective compensation strategies that align with organizational goals and promote employee satisfaction and performance.

Course Outcome:

At the end of the course, the student will be able to:

Sr.No.	Course Outcome
CO1	To discuss the development of the field of organizational behavior and explain the micro and macro approaches
CO2	To analyze and compare different models used to explain individual behavior related to motivation and rewards
CO3	To identify the processes used in developing communication and resolving conflicts
CO4	To explain group dynamics and demonstrate skills required for working in groups (team building)
CO5	To identify the various leadership styles and the role of leaders in a decision-making process
CO6	To explain organizational culture and describe its dimensions and to examine various organizational designs

Course Content:

Unit A: Foundations of Compensation Management:

Overview of Compensation Management; Strategic Role of Compensation in Organization; Legal and Ethical Considerations in Compensation

Unit B: Job Analysis and Compensation Structures:

Job Analysis and Evaluation; Designing Compensation Structures; Market Salary Surveys and

Unit C: Employee Benefits and Wellness:

Health and Wellness Program; Retirement and Pension Plans; Flexible Benefits and Perks; Benefits Administration and Communication

Unit D: Performance-Based Compensation and Global Considerations:

Variable Pay and Performance Bonuses; Executive Compensation; Global Compensation Issues; Emerging Trends in Compensation Management.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Prasad, L.M. Organizational Behaviour, Sultan Chand & Sons, New Delhi.
- "Compensation Management: A Strategic Approach" by Richard I. Henderson.
- "Employee Benefits and Compensation" by Joseph J. Martocchio.
- "Compensation" by Milkovich, George T., and Newman, Jerry M.

Subject Elective
Human Resource Management (Semester IV)



Course Name: Training and Development

Credits: 4

Course Objectives:

The Training and Development course offers students a comprehensive understanding of the principles and practices essential for fostering employee growth and lifelong learning. Emphasizing the design of effective training programs, the course covers adult learning theories, instructional methods, and the tools needed to assess training outcomes. Students will gain practical insights into creating impactful learning experiences, measuring training effectiveness, and developing strategies to enhance employee performance, engagement, and organizational success.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Examine adult learning theories and principles that impact workforce training.
CO 2	Design, develop, and implement engaging and effective training programs.
CO 3	Utilize various training methodologies to suit diverse learning styles and needs.
CO 4	Conduct thorough needs assessments to tailor training initiatives to organizational goals.
CO 5	Evaluate and measure the effectiveness of training interventions on performance.

Course Contents:

Unit-A: Foundations of Training and Development

- Strategic role of training and development in organizations
- Theories and models of adult learning and development
- Needs analysis and identification of training requirements
- Aligning training with business strategy and objectives

Unit-B: Designing Effective Training Programs

- Incorporating instructional design principles
- Developing training materials and content
- Selecting and preparing trainers
- Choosing the right delivery methods (on-the-job, classroom, e-learning, etc.)

Unit-C: Training Delivery and Facilitation

- Engaging learners and managing group dynamics
- Technology in training: virtual classrooms, simulators, and online platforms
- Cross-cultural considerations and diversity training
- Developing soft skills and leadership training programs

Unit-D: Assessing Training Outcomes

- Methods for evaluating training effectiveness (Kirkpatrick's model, etc.)
- Return on Investment (ROI) in training
- Long-term impact assessment and transfer of learning to the workplace
- Continuous improvement and updating training programs

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Noe, R. A. (2017). Employee Training & Development.
- Goldstein, I. L., & Ford, J. K. (2001). Training in Organizations: Needs Assessment, Development, and Evaluation.
- Biech, E. (2015). ASTD Handbook: The Definitive Reference for Training & Development.
- Silberman, M. (2006). Active Training: A Handbook of Techniques, Designs, Case Examples, and Tips.
- Lawson, K. (2002). New Employee Training Workbook.

Course Description:

This course focuses on the effective management of employee and management relation. The course includes important legislations important in the effective handling of employees in any organization. The goals of this course for the organization to remain ethical and legal in its industrial relations. This course provides an overview of how an organization is to accomplish these purposes.

Course Outcomes:

CO 1	Understand workplace relations, trade union functions, and their historical development.
CO 2	Grasp collective bargaining, worker management participation, and dispute resolution.
CO 3	Comprehend wage laws, payment structures, and incentive systems in India.
CO 4	Apply health, safety, and social security regulations to ensure employee welfare.
CO 5	Stay updated with industrial relations trends and develop skills for legal compliance.

Course Content:**Unit A: Understanding the Foundations of Industrial Relations**

- Fundamentals Of Industrial Relations
- Historical Perspectives on Trade Unionism
- Legal Framework for Trade Unions

Unit B: The Process and Impact of Collective Bargaining

- The Dynamics of Collective Bargaining
- Labour Participation in Management
- Conflict Resolution in Industrial Disputes

Unit C: Compensation and Wage Structures

- Wage Legislation in India
- Payment Of Wages and Worker Compensation
- Incentive And Bonus Compensation

Unit D: Workplace Welfare and Future Directions

- Health And Safety Regulations
- Social Security and Maternity Benefits
- Employee Insurance and Security
- Provident Fund and Retirement Benefits
- Emerging Trends and Reforms in Industrial Relations

Grading:

Internal assessment	30%
End term exam	70%

Required Books and Materials:**Text Book:**

1. Sasane, Anil P., “*Industrial and labour Laws*, AITBS, India.

References:

1. Singh, B.D., “*Industrial and labour Laws*, Excel books, New Delhi

Subject Elective
Digital Marketing (Semester III)



Course Name: Digital Marketing for Practitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the digital marketing landscape, including key components like SEO, content, and social media.
CO 2	Analyze performance using analytics and develop strategies to optimize online marketing efforts.
CO 3	Design effective websites, applying SEO and content optimization for enhanced user experience.
CO 4	Plan and execute impactful social media campaigns to drive customer engagement.
CO 5	Create and implement online PR strategies to enhance brand visibility and reputation.

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing

Subject Elective
Digital Marketing (Semester III)



Course Name: **Integrated Marketing Communications**

Credits: 4

Course Objectives:

The Integrated Marketing Communications (IMC) course aims to provide students with a thorough understanding of how to create cohesive brand messaging across multiple channels. Key objectives include mastering audience segmentation and targeting, developing creative and media strategies, setting measurable communications goals, and managing budgets effectively. Students will also learn to design and evaluate integrated campaigns, manage relationships with advertising agencies and stakeholders, and measure campaign success. The course emphasizes the importance of staying current with digital trends and emerging technologies, ensuring students are equipped to craft effective, future-proof marketing communications strategies.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection
- Establishing objectives & budgeting for promotional program

Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kirti Dutta- Integrated Marketing Communications

Subject Elective
Digital Marketing (Semester III)



Course Name: **Content Marketing**

Credits: 4

Course Objectives:

The Content Marketing course aims to equip students with the skills to develop and execute impactful content marketing strategies. Students will learn to create compelling content, select appropriate distribution channels, and leverage SEO techniques to maximize reach and engagement. The course also covers performance measurement and analytics to assess the effectiveness of content campaigns. By the end, students will be able to design content strategies that drive brand awareness, customer engagement, and business growth in the digital landscape.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of content marketing in digital strategies and align it with business objectives.
CO 2	Develop and execute effective content marketing plans and campaigns.
CO 3	Create engaging content and compelling narratives for various digital platforms.
CO 4	Distribute content through channels like SEO, social media, and paid ads for maximum reach.
CO5	Measure content performance using analytics, metrics, and optimization techniques.

Course Contents:

Unit-A: Introduction to Content Marketing

- Principles and fundamentals of content marketing
- Role of content in digital marketing strategies
- Content marketing strategies and goals
- Identifying target audiences and personas
- Aligning content marketing with business objectives

Unit-B: Content Creation and Storytelling

- Content ideation and creation
- Crafting compelling narratives
- Visual and multimedia content creation

- Content tone, style, and voice
- User-generated content and brand advocacy

Unit-C: Content Distribution and Promotion

- Content distribution channels (e.g., social media, email marketing)
- SEO and content optimization
- Paid advertising and sponsored content
- Influencer marketing and partnerships
- Content promotion and amplification

Unit-D: Content Performance Measurement

- Metrics and KPIs for content marketing
- Google Analytics and other tracking tools
- Content performance analysis and reporting
- A/B testing and optimization strategies
- Case studies on successful content marketing campaigns

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Pulizzi, J., & Barrett, N. (2017). Content, Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses.
- Handley, A., & Chapman, C. (2018). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business.
- Scott, D. M. (2017). The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly.

Subject Elective
Digital Marketing (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to provide students with a deep understanding of the strategic importance of CRM in driving business success. Emphasizing customer acquisition, retention, and growth, the course explores CRM systems, software tools, and data-driven insights to optimize customer interactions. Key topics include managing the customer lifecycle, designing customer-centric strategies, and leveraging CRM in the context of digital marketing to enhance engagement and loyalty. Students will gain practical skills in utilizing CRM platforms to create personalized experiences and foster long-term, profitable customer relationships.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.

Subject Elective
Digital Marketing (Semester IV)



Course Name: Social Media Marketing and Digital Marketing

Credits: 4

Course Objectives:

The Social Media Marketing and Strategy course equips students with a comprehensive understanding of leveraging social media platforms to enhance digital marketing efforts. It covers the development and execution of impactful social media campaigns, content creation tailored to audience needs, and the analysis of key metrics to measure campaign success. Students will learn how to craft engaging content, optimize social media strategies, and drive brand awareness, engagement, and conversions across diverse social channels.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand key social media platforms and their role in digital marketing strategies.
CO 2	Create engaging, shareable content optimized for different social media channels.
CO 3	Plan and execute social media campaigns, setting clear objectives and KPIs.
CO 4	Use analytics tools to measure campaign performance and derive actionable insights.
CO 5	Integrate social media strategies with overall digital marketing efforts to maximize reach and conversions

Course Contents:

Unit-A: Fundamentals of Social Media Marketing

- Introduction to social media and digital marketing
- Overview of major social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest)
- Building a brand presence on social media
- Social media and consumer behavior
- Strategies for community building and management

Unit-B: Content Creation and Curation

- Content marketing fundamentals
- Crafting compelling and shareable content
- Visual storytelling through videos, images, and infographics

- Tools for content creation and curation
- Legal and ethical considerations in social media content

Unit-C: Social Media Campaigns and Advertising

- Objectives and KPIs of social media campaigns
- Campaign planning and execution
- Social media advertising options and targeting
- Influencer marketing and partnerships
- Case studies of successful social media campaigns

Unit-D: Analytics and Metrics

- Introduction to social media analytics
- Tools for measuring social media performance
- Interpreting data and metrics for insights
- A/B testing and optimization of social media activities
- Reporting and communicating campaign outcomes

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ryan, D. (2021). Understanding Social Media: How to Create a Plan for Your Business that Works.
- Handley, A., & Chapman, C. C. (2020). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, and Webinars (and Engage Customers and Ignite Your Business).
- Kerpen, D. (2019). Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing on All Social Networks That Matter.
- Weinberg, T., & Paharia, R. (2021). The New Community Rules: Marketing on the Social Web.

Subject Elective
Digital Marketing (Semester IV)

Course Name:

Brand Management



Credits: 4

Course Objectives:

Upon completion of the Brand Building and Management course, students will gain a deep understanding of how to create and sustain strong brands in competitive markets. They will learn to develop strategies for building brand equity, fostering customer loyalty, and measuring brand performance. Students will explore the complexities of managing global brands and the interplay between brand management and overall marketing strategies. By the end of the course, students will be equipped to tackle branding challenges and apply effective brand management techniques to drive long-term business success.

Course Outcomes:

By the end of this course, students will be able to:

Sr. No.	Course Outcome
CO1	Explain the concepts of branding and the importance of strong brands.
CO2	Understand and apply brand positioning and brand equity strategies.
CO3	Formulate strategies for brand extensions, brand architecture, and portfolio management.
CO4	Develop techniques for measuring and tracking brand performance.
CO5	Analyse challenges in managing and sustaining global and local brands.
CO6	Apply digital branding strategies in the current marketing landscape.

Course Content:

UNIT-A: Introduction to Brand Management

- Definition of a brand
- The importance of branding
- Brand equity: Meaning and components
- Building strong brands
- Key branding challenges
- Brand loyalty and brand relationships

UNIT-B: Brand Strategy and Positioning

- Brand identity and brand image
- Brand positioning: Key concepts and frameworks
- Differentiation and value proposition
- Customer-based brand equity model
- Strategies for brand positioning
- Brand personality

UNIT-C: Managing Brand Equity

- Brand equity measurement
- Brand audits and tracking
- Managing brand portfolios and brand architecture
- Brand extensions: Advantages and risks
- Rebranding and brand revitalization
- Brand communication and touchpoints

UNIT-D: Global Branding and Digital Strategies

- Branding in global markets: Challenges and strategies
- Building global brands vs. local brands
- Managing brand consistency across markets
- Digital branding: Online presence and brand engagement
- Social media and brand management
- Measuring brand performance in digital platforms

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

1. Keller, Kevin Lane. *Strategic Brand Management*, Pearson Education.
2. Aaker, David A. *Managing Brand Equity*, Free Press.
3. Kapferer, Jean-Noel. *The New Strategic Brand Management*, Kogan Page.
4. Chattopadhyay, Amitava. *Building the Tiger*, McGraw Hill.
5. Ries, Al & Ries, Laura. *The 22 Immutable Laws of Branding*, Harper Business.
6. Holt, Douglas. *How Brands Become Icons*, Harvard Business Review Press.

Subject Elective
Tourism Management (Semester III)



Course Name: **Tourism Products of India**

Credits: 4

Course Objectives:

The **Tourism Products of India** course is designed to provide students with an in-depth understanding of India's diverse and vibrant tourism offerings. Focusing on cultural, natural, heritage, and adventure tourism, the course explores the unique tourist destinations, experiences, and traditions across the country. Students will gain insights into the factors that make India's tourism sector distinctive, including its historical landmarks, natural landscapes, and adventure activities. The course also highlights sustainable tourism practices and the role of tourism in promoting cultural exchange and economic development.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Describe the key elements and characteristics of India's tourism products.
CO 2	Identify and evaluate the cultural and natural attractions of India.
CO 3	Understand the significance of sustainable and responsible tourism.
CO 4	Analyze the impact of tourism on the local communities and economy.
CO 5	Examine the role of government policies, marketing strategies, and tourism infrastructure in promoting and enhancing India's tourism products.

Course Contents:

Unit-A: Introduction to Indian Tourism

- Overview of tourism industry in India
- Tourism as a contributor to the economy
- Key stakeholders in the Indian tourism sector
- Government policies and regulations in Indian tourism
- Role of tourism in promoting cultural exchange

Unit-B: Cultural Tourism in India

- Historical and cultural significance of Indian destinations
- Heritage sites, monuments, and museums
- Art and craft traditions of India
- Festivals and events in Indian tourism
- Cultural tourism and sustainable development

Unit-C: Natural and Adventure Tourism

- India's diverse landscapes and natural attractions
- Biodiversity hotspots and wildlife sanctuaries
- Adventure tourism activities in India
- Trekking, water sports, and eco-tourism
- Conservation and ecotourism practices

Unit-D: Responsible Tourism and Community Engagement

- Responsible tourism principles
- Community-based tourism initiatives
- Case studies on sustainable tourism practices in India
- Challenges and opportunities in promoting responsible tourism
- Future trends and innovations in Indian tourism

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Goel, S. (2018). India: A Comprehensive Geography.
- Mathieson, A., & Wall, G. (2002). Tourism: Economic, Physical, and Social Impacts.
- Hall, C. M., & Lew, A. A. (Eds.). (2009). Understanding and Managing Tourism Impacts: An Integrated Approach.
- UNWTO (United Nations World Tourism Organization). (2019). Global Report on Adventure Tourism.

Subject Elective
Tourism Management (Semester III)



Course Name: **Tourism Marketing**

Credits: 4

Course Objectives:

The course on Tourism Marketing is designed to provide students with a comprehensive understanding of marketing strategies and techniques specific to the tourism and hospitality industry. It focuses on promoting tourism destinations and services, customer experience, and sustainable tourism marketing practices.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing in the tourism and hospitality industry.
CO 2	Develop effective marketing strategies for tourism destinations and services.
CO 3	Analyze the impact of customer experience on tourism marketing.
CO 4	Promote sustainable and responsible tourism marketing practices.
CO 5	Evaluate the role of digital marketing and emerging technologies in promoting tourism and hospitality products and services.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Marketing Tourism Destinations and Services

- Destination branding and positioning
- Marketing mix (7Ps) for tourism
- Customer segmentation and targeting
- Pricing and packaging for tourism products and services
- Digital marketing and social media in tourism

Unit-C: Customer Experience in Tourism Marketing

- Customer journey mapping in tourism
- Service quality and customer satisfaction
- Managing customer expectations
- Relationship marketing and loyalty programs
- Crisis management in tourism marketing

Unit-D: Sustainable Tourism Marketing

- Responsible tourism and sustainability in marketing
- Ethical considerations in tourism marketing
- Green marketing and eco-friendly practices
- Cultural heritage preservation and promotion
- Case studies on successful sustainable tourism marketing campaigns

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kotler, P., Bowen, J. T., Makens, J. C. (2013). Marketing for Hospitality and Tourism.
- Prideaux, B., & Cooper, M. (2019). Tourism Destination Marketing.

Subject Elective
Tourism Management (Semester IV)



Course Name: **Tourism Entrepreneurship**

Credits: 4

Course Objectives:

The Tourism Entrepreneurship course is designed to equip MBA students with the essential knowledge and practical skills to identify, develop, and manage entrepreneurial ventures within the tourism industry. The course covers strategic planning, opportunity recognition, and business model development, focusing on innovative approaches to launching successful tourism businesses. Students will gain insights into the unique challenges and opportunities in the tourism sector, including market trends, sustainability considerations, and operational complexities. By the end of the course, students will be prepared to create, manage, and scale tourism ventures in a dynamic, competitive environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and assess opportunities for innovation and entrepreneurship within the tourism industry.
CO 2	Develop comprehensive business plans that address the economic, cultural, and environmental aspects of tourism.
CO 3	Implement effective strategies for marketing, operations, and financial management in a tourism enterprise.
CO 4	Apply critical thinking to solve challenges and make informed decisions in the context of tourism entrepreneurship.
CO 5	Evaluate the impact of tourism ventures on local communities and the environment.

Course Contents:

Unit-A: Fundamentals of Tourism Entrepreneurship

- Introduction to entrepreneurship in the tourism industry
- Tourism business ecosystems and stakeholder analysis
- Assessment of tourism market trends and opportunities
- Legal and regulatory considerations for tourism businesses

Unit-B: Creating a Tourism Business Plan

- Idea generation and business model development
- Feasibility studies and pilot testing for tourism concepts
- Strategic planning in the tourism context
- Financial planning, funding, and resource management

Unit-C: Operational Management and Marketing

- Tourism operations management and quality control
- Marketing and branding strategies for tourism products
- Utilizing digital platforms and social media for tourism promotion
- Community engagement, networking, and partnership development

Unit-D: Sustainability and Impact Measurement

- Ecotourism and sustainable tourism practices
- Tourism impact on local communities and the environment
- Measuring the social and economic impact of tourism enterprises
- Corporate social responsibility in tourism entrepreneurship

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Morrison, A. (2006). A Contextualisation of Entrepreneurship. International Journal of Entrepreneurial Behavior & Research.
- Page, S. J., & Ateljevic, I. (2009). Tourism and Entrepreneurship: International Perspectives.
- Stokes, R. (2011). SMALL BUSINESS MANAGEMENT & ENTREPRENEURSHIP.
- Thomas, R. (2011). Tourism, Mobility and Second Homes: Between Elite Landscape and Common Ground.
- Weiermair, K., & Peters, M. (2012). Innovation and Entrepreneurship: Strategies and Processes for Success in Tourism.

Subject Elective
Tourism Management (Semester IV)



Course Name: Social Media Marketing and Digital Marketing

Credits: 4

Course Objectives:

The **Social Media Marketing and Strategy** course is designed to provide students with a comprehensive understanding of how to effectively leverage social media platforms as part of a broader digital marketing strategy. It covers the creation and execution of targeted social media campaigns, content development tailored to specific platforms, and the use of data-driven insights to measure and optimize performance. Students will learn how to engage audiences, build brand awareness, and drive conversions through strategic social media efforts, while also analyzing key metrics to refine and enhance digital marketing outcomes.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand key social media platforms, brand building, and consumer behavior in digital marketing.
CO 2	Create engaging, shareable content using visual storytelling and adhere to legal and ethical standards.
CO 3	Plan and execute social media campaigns, set objectives, KPIs, and use advertising and influencer marketing.
CO 4	Analyze social media performance with analytics tools and optimize campaigns based on data insights.
CO 5	Conduct A/B testing and report campaign outcomes to refine strategies and improve results.

Course Contents:

Unit-A: Fundamentals of Social Media Marketing

- Introduction to social media and digital marketing
- Overview of major social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest)
- Building a brand presence on social media
- Social media and consumer behavior
- Strategies for community building and management

Unit-B: Content Creation and Curation

- Content marketing fundamentals
- Crafting compelling and shareable content
- Visual storytelling through videos, images, and infographics
- Tools for content creation and curation

- Legal and ethical considerations in social media content

Unit-C: Social Media Campaigns and Advertising

- Objectives and KPIs of social media campaigns
- Campaign planning and execution
- Social media advertising options and targeting
- Influencer marketing and partnerships
- Case studies of successful social media campaigns

Unit-D: Analytics and Metrics

- Introduction to social media analytics
- Tools for measuring social media performance
- Interpreting data and metrics for insights
- A/B testing and optimization of social media activities
- Reporting and communicating campaign outcomes

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ryan, D. (2021). Understanding Social Media: How to Create a Plan for Your Business that Works.
- Handley, A., & Chapman, C. C. (2020). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, and Webinars (and Engage Customers and Ignite Your Business).
- Kerpen, D. (2019). Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing on All Social Networks That Matter.
- Weinberg, T., & Paharia, R. (2021). The New Community Rules: Marketing on the Social Web.

Subject Elective
Agri-Business Management Semester III)

Course Name: Introduction to Agriculture and Principles of Agronomy



Credits: 4

Course Objectives:

The Introductory Agriculture and Principles of Agronomy course is designed to provide students with a strong foundation in the science of agriculture, focusing on key aspects of crop production, soil management, and sustainable farming practices. It explores the principles of agronomy, highlighting their role in enhancing crop yields, soil health, and resource efficiency. Students will gain an understanding of modern agricultural techniques, the importance of sustainable agriculture, and how agronomy contributes to addressing global food security challenges while promoting environmental stewardship.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the basic principles and practices of agriculture and agronomy.
CO 2	Identify different crop species, their characteristics, and their requirements for growth and development.
CO 3	Apply knowledge of soil science to enhance crop production and fertility management.
CO 4	Analyze the impact of various agronomic practices on crop yield and environmental sustainability.
CO 5	Utilize modern tools and technologies for effective crop management and production.

Course Contents:

Unit-A: Introduction to Agriculture

- Overview of the agricultural sector: its history, development, and current scenario
- Farming systems and agricultural diversification
- Role of agriculture in economic development and food security

Unit-B: Crop Production Principles

- Botanical classification of crops
- Crop growth stages and factors affecting crop growth
- Principles of crop husbandry and management practices

- Sustainable crop production and climate-smart agriculture

Unit-C: Soil Science and Fertility Management

- Components and properties of soil
- Soil fertility and nutrient management
- Principles of soil conservation and water management
- Fertilizers and soil amendments

Unit-D: Applied Agronomy and Technologies

- Principles of plant breeding and seed technology
- Pest management integrated with sustainable agriculture practices
- Irrigation principles and water resource management
- Precision agriculture and the use of ICT in farm management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brady, N. C., & Weil, R. R. (2007). The Nature and Properties of Soils.
- Fehr, W. R., & Hadley, H. H. (1980). Hybridization of crop plants.
- Russell, E. W. (1973). Soil Conditions and Plant Growth.
- Stewart, B. A., & Nielsen, D. R. (1990). Irrigation of Agricultural Crops.
- Yaramanoglu, E. U. (2019). Agricultural Science.

Subject Elective
Agri-Business Management Semester III)



Course Name: Agri-Supply Chain Management

Credits: 4

Course Objectives:

The Agri-Supply Chain Management course is designed to provide students with a comprehensive understanding of the complexities involved in managing supply chains within the agribusiness sector. It covers key areas such as agricultural production, procurement, processing, distribution, and logistics. The course emphasizes strategies for optimizing efficiency, reducing costs, and enhancing sustainability across the agricultural supply chain. Students will gain practical insights into the challenges and opportunities in managing end-to-end supply chains, while exploring innovative solutions to improve resilience, traceability, and sustainability in the global agri-food system.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of supply chain management specifically in the context of agribusiness.
CO 2	Analyze and design agri-supply chain systems for enhanced performance and sustainability.
CO 3	Apply techniques for managing risks and uncertainties in the agri-supply chain.
CO 4	Develop strategies to improve procurement, production, distribution, and logistics in agribusiness operations.
CO 5	Evaluate the impact of policies and regulations on agri-supply chains.

Course Contents:

Unit-A: Overview of Agri-Supply Chain Management

- Concepts and components of agri-supply chain management
- Challenges peculiar to agri-supply chains: perishability, seasonality, and weather dependency
- Role, importance, and evolution of supply chains in agriculture
- Impact of globalization on agricultural markets and supply chains

Unit-B: Design and Optimization of Agri-Supply Chains

- Procurement and agricultural sourcing strategies
- Effective management of transport, warehousing, and inventory in agribusiness
- Cross-functional approach to managing the agri-supply chains (including finance, sales, and operations)
- Use of technology for traceability and efficiency in agri-supply chains

Unit-C: Agri-Supply Chain Risk Management

- Risk identification and assessment in agri-supply chains
- Mitigation strategies and resilience planning
- Insurance and financial instruments for risk management
- Food safety and quality management systems

Unit-D: Sustainability in Agri-Supply Chains

- Sustainable agricultural practices and their integration into supply chains
- Socio-economic impact of supply chains on rural communities
- Best practices for environmental sustainability across the agri-supply chain
- Applying principles of the circular economy in agri-business

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Christopher, M. (2016). Logistics & Supply Chain Management.
- Food and Agriculture Organization of the United Nations. (2010). Agri-food supply chain management: Literature Review.
- Soni, G., & Kodali, R. (2012). A critical analysis of supply chain management content in empirical research. Business Process Management Journal.
- Supply Chain Management for Sustainable Food Networks.
- Taylor, D. H. (2006). Strategic Considerations in the Development of Lean Agri-food Supply Chains: A Case Study of the UK Pork Sector. Supply Chain Management: An International Journal.

Subject Elective
Agri-Business Management (Semester IV)



Course Name: Agricultural Marketing and Sales

Credits: 4

Course Objectives:

The course on Agricultural Marketing and Sales Management is designed to equip students with the knowledge and skills necessary to manage the marketing, distribution, and sales of agricultural products. It addresses principles, strategies, and sales management practices relevant to agricultural markets, helping students understand how to effectively promote and sell agricultural products in the context of agri-business management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles, strategies, and frameworks of agricultural marketing and sales management in the agri-business context.
CO 2	Analyze market trends, consumer behavior, and competitive forces affecting the sales and marketing of agricultural products.
CO 3	Design and implement effective marketing and sales strategies that enhance the reach and profitability of agricultural businesses.
CO 4	Evaluate the impact of external factors such as government policies, supply chain dynamics, and technological advancements on agricultural marketing.
CO 5	Apply sales management techniques and performance metrics to drive growth and optimize sales operations within the agricultural sector.

Course Contents:

Unit-A: Introduction to Agricultural marketing

Agricultural Marketing: Concepts and definitions of market, marketing, agricultural marketing, market structure, marketing mix and market segmentation, classification and characteristics of agricultural markets, Demand, supply and producer's surplus of Agri-commodities: nature and determinants of demand and supply of farm products, producer 's surplus meaning and its types, marketable and marketed surplus, factors affecting marketable surplus of Agri-commodities;

Unit-B: Product life cycle (PLC) and competitive strategies

Product life cycle (PLC) and competitive strategies: Meaning and stages in PLC; characteristics of PLC; strategies in different stages of PLC; pricing and promotion strategies: pricing considerations and approaches cost based and competition-based pricing; market promotion advertising, personal selling, sales promotion and publicity – their meaning and merits & demerits;

Unit-C: Marketing process

Marketing process and functions: Marketing process-concentration, dispersion and equalization; exchange functions – buying and selling; physical functions – storage, transport and processing; facilitating functions – packaging, branding, grading, quality control and labeling (Agmark); Market functionaries and marketing channels: Types and importance of agencies involved in agricultural marketing; meaning and definition of marketing channel; number of channel levels; marketing channels for different farm products; Integration, efficiency, costs and price spread: Meaning, definition and types of market integration; marketing efficiency; marketing costs, margins and price spread; factors affecting cost of marketing; reasons for higher marketing costs of farm commodities; ways of reducing marketing costs; Role of Govt. in agricultural marketing: Public sector institutions- CWC, SWC, FCI, CACP & DMI – their objectives and functions; cooperative marketing in India; Risk in marketing: Types of risk in marketing; speculation & hedging; an overview of futures trading;

Unit-D: Sales Management

The nature of selling, its role in marketing, types of selling, and the image of selling. The nature and role of sales management, the marketing concept, and how to implement it. How sales and marketing are related. How negotiation is an essential selling skill that can help salespeople find common ground, overcome objections, close deals, and reach mutually beneficial agreements with customers.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Paliwal, K. (2018). *Agricultural Marketing: Indian Perspective*.
- Kothari, A., & Sharma, V. (2019). *Agricultural Marketing and Sales Management*.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management* (Chapter on Agricultural Marketing).

Subject Elective
Agri-Business Management (Semester IV)



Course Name: **Agricultural Development and Policies**

Credits: 4

Course Objectives:

- To introduce students to the fundamental concepts of agricultural development and its significance in economic growth.
- To provide an understanding of agricultural policies in India, including key reforms, acts, and government initiatives.
- To examine global agricultural trade policies and their impact on Indian agriculture.
- To explore the role of technology, sustainability, and policy recommendations for future agricultural development.
- To equip students with knowledge about rural development schemes and their role in inclusive agricultural growth.

Course Outcomes (COs):

At the end of the course, students should be able to:

Sr. No	Course Outcome
CO1	Understand the role of agriculture in economic development and analyse factors affecting agricultural growth and productivity.
CO2	Evaluate key agricultural policies, reforms, and acts in India and their implications for farmers and agribusiness.
CO3	Examine international agricultural trade policies, WTO regulations, and their impact on Indian agriculture.
CO4	Assess the role of technology in modern agriculture, including precision farming, AI, and digital marketing platforms.
CO5	Analyze sustainable agricultural practices and recommend policy measures for future agricultural development.

Course Content:

Unit A: Introduction to Agricultural Development

1.1 Basics of Agricultural Development

Definition and Importance of Agriculture in Economic Development

Role of Agriculture in GDP and Employment

1.2 Agricultural Growth and Productivity

Factors Affecting Agricultural Productivity

Green Revolution and Its Impact

Sustainable Agricultural Practices

1.3 Challenges in Agricultural Development

Climate Change and Its Impact on Agriculture

Soil Degradation, Water Scarcity, and Resource Constraints

Smallholder Farmers and Market Access

Unit B: Agricultural Policies in India

2.1 Overview of Agricultural Policies

Evolution of Agricultural Policies in India

Five-Year Plans and Agriculture

Current Government Initiatives

2.2 Key Agricultural Reforms and Acts

Essential Commodities Act, APMC Act, and Contract Farming

National Agriculture Policy

2.3 Subsidies, Support Prices, and Credit Policies

Minimum Support Price (MSP) and Its Role

Agricultural Credit and Rural Banking

Subsidies on Fertilizers, Seeds, and Farm Equipment

Unit C: International Perspective and Trade Policies

3.1 Global Agricultural Policies and Trends

WTO and Agriculture

Trade Agreements and Their Impact on Indian Agriculture

Role of FAO and World Bank in Agricultural Development

3.2 Agricultural Exports and Import Policies

India's Agricultural Export Trends

Agri-Export Promotion Schemes

Import Restrictions and Tariffs

3.3 Role of Technology and Digital Transformation in Agriculture

Agri-Tech Startups and Innovations

Precision Farming, IoT, and AI in Agriculture

Digital Platforms for Agri Marketing

Unit D: Sustainable Agriculture and Future Trends

4.1 Sustainable and Climate-Resilient Agriculture

Organic Farming and Natural Farming

Climate-Resilient Crop Varieties and Smart Farming

4.2 Rural Development and Inclusive Growth

Government Schemes for Rural Development (PM-KISAN, RKVY, etc.)

4.3 Future of Agriculture and Policy Recommendations

Future Policy Directions for Sustainable Agri-Growth

Integration of AI, Blockchain, and Robotics in Agriculture

Teaching / Assessment Methodology:

- Synchronous Lectures
- Asynchronous Videos/Lectures on LMS
- Assignments
- Quizzes
- Project Work

Grading:

Assessment Method	Weightage
Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

- Ramesh Chand, "**Agricultural Policies in India**", Oxford University Press.
- Acharya & Agarwal, "**Agricultural Marketing in India**", Oxford & IBH Publishing.
- S.S. Acharya & N.L. Agarwal, "**Agricultural Price Policy in India**", Oxford & IBH.

Further Readings:

- Government of India Reports on Agricultural Policy & Rural Development.
- FAO and World Bank Reports on Global Agricultural Trends.
- WTO Documents on Agricultural Trade Policies.

Subject Elective
Marketing Management (Semester III)

Course Name: Service Marketing



Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organizations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards

- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Subject Elective
Digital Marketing (Semester III)



Course Name: Digital Marketing for Practitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the digital marketing landscape, including key components like SEO, content, and social media.
CO 2	Analyze performance using analytics and develop strategies to optimize online marketing efforts.
CO 3	Design effective websites, applying SEO and content optimization for enhanced user experience.
CO 4	Plan and execute impactful social media campaigns to drive customer engagement.
CO 5	Create and implement online PR strategies to enhance brand visibility and reputation.

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing

Subject Elective
Marketing Management (Semester III)



Course Name: **Integrated Marketing Communications**

Credits: 4

Course Objectives:

The Integrated Marketing Communications (IMC) course aims to provide students with a thorough understanding of how to create cohesive brand messaging across multiple channels. Key objectives include mastering audience segmentation and targeting, developing creative and media strategies, setting measurable communications goals, and managing budgets effectively. Students will also learn to design and evaluate integrated campaigns, manage relationships with advertising agencies and stakeholders, and measure campaign success. The course emphasizes the importance of staying current with digital trends and emerging technologies, ensuring students are equipped to craft effective, future-proof marketing communications strategies.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection
- Establishing objectives & budgeting for promotional program

Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kirti Dutta- Integrated Marketing Communications

Subject Elective
Marketing Management (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to provide students with a deep understanding of the strategic importance of CRM in driving business success. Emphasizing customer acquisition, retention, and growth, the course explores CRM systems, software tools, and data-driven insights to optimize customer interactions. Key topics include managing the customer lifecycle, designing customer-centric strategies, and leveraging CRM in the context of digital marketing to enhance engagement and loyalty. Students will gain practical skills in utilizing CRM platforms to create personalized experiences and foster long-term, profitable customer relationships.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.

Subject Elective
Marketing Management (Semester IV)



Course Name: Brand Management

Credits: 4

Course Objectives:

Upon completion of the Brand Building and Management course, students will gain a deep understanding of how to create and sustain strong brands in competitive markets. They will learn to develop strategies for building brand equity, fostering customer loyalty, and measuring brand performance. Students will explore the complexities of managing global brands and the interplay between brand management and overall marketing strategies. By the end of the course, students will be equipped to tackle branding challenges and apply effective brand management techniques to drive long-term business success.

Course Outcomes:

By the end of this course, students will be able to:

Sr. No.	Course Outcome
CO1	Explain the concepts of branding and the importance of strong brands.
CO2	Understand and apply brand positioning and brand equity strategies.
CO3	Formulate strategies for brand extensions, brand architecture, and portfolio management.
CO4	Develop techniques for measuring and tracking brand performance.
CO5	Analyse challenges in managing and sustaining global and local brands.
CO6	Apply digital branding strategies in the current marketing landscape.

Course Content:

UNIT-I: Introduction to Brand Management

- Definition of a brand
- The importance of branding
- Brand equity: Meaning and components
- Building strong brands
- Key branding challenges
- Brand loyalty and brand relationships

UNIT-II: Brand Strategy and Positioning

- Brand identity and brand image
- Brand positioning: Key concepts and frameworks
- Differentiation and value proposition
- Customer-based brand equity model
- Strategies for brand positioning
- Brand personality

UNIT-III: Managing Brand Equity

- Brand equity measurement
- Brand audits and tracking
- Managing brand portfolios and brand architecture
- Brand extensions: Advantages and risks
- Rebranding and brand revitalization
- Brand communication and touchpoints

UNIT-IV: Global Branding and Digital Strategies

- Branding in global markets: Challenges and strategies
- Building global brands vs. local brands
- Managing brand consistency across markets
- Digital branding: Online presence and brand engagement
- Social media and brand management
- Measuring brand performance in digital platforms

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

7. Keller, Kevin Lane. *Strategic Brand Management*, Pearson Education.
8. Aaker, David A. *Managing Brand Equity*, Free Press.
9. Kapferer, Jean-Noel. *The New Strategic Brand Management*, Kogan Page.
10. Chattopadhyay, Amitava. *Building the Tiger*, McGraw Hill.
11. Ries, Al & Ries, Laura. *The 22 Immutable Laws of Branding*, Harper Business.
12. Holt, Douglas. *How Brands Become Icons*, Harvard Business Review Press.

Subject Elective
Marketing Management (Semester IV)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The **Supply Chain Management** course aims to provide MBA students with a deep understanding of the principles, strategies, and best practices essential for managing the flow of goods, services, information, and finances across the supply chain. Students will develop the skills to analyze and optimize supply chain performance, enhance operational efficiency, and align supply chain strategies with broader business goals. The course will cover key areas such as logistics, inventory management, procurement, demand forecasting, and risk management, preparing students to make strategic, data-driven decisions that create value and competitive advantage in global supply chains.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the key components and interdependencies of supply chain management, and their role in achieving business objectives.
CO2	Apply supply chain planning processes, including demand forecasting, inventory management, and risk mitigation strategies.
CO3	Manage procurement, logistics, and production planning to optimize supply chain operations and foster supplier relationships.
CO4	Integrate lean, sustainable, and agile practices, along with technology, to improve supply chain efficiency and resilience.
CO5	Utilize performance metrics, supply chain analytics, and continuous improvement methodologies to optimize global supply chain.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management

- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations
- Foreign Trade

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- EXIM Policy

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Subject Elective
Retail Management Semester III)



Course Name: Retail Business Models

Credits: 4

Course Objectives:

The Retail Business Models course is designed to provide students with a deep understanding of the different business models and strategies that drive success in the retail industry. It explores key concepts, emerging trends, and innovative approaches in retail, including omnichannel retailing, e-commerce, and consumer behavior. Students will gain insights into how businesses adapt their models to meet market demands, enhance customer experiences, and achieve profitability in a competitive retail environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of retail business models.
CO 2	Identify and analyze different types of retail business models.
CO 3	Evaluate the factors affecting the success of retail business models.
CO 4	Develop strategies for effective retail business model management.
CO 5	Create adaptive strategies for retail business models, emphasizing customer experience, inventory, and analytics.

Course Contents:

Unit-A: Introduction to Retail Business Models

- Overview of the retail industry and its evolution
- The significance of retail business models
- Key success factors in retail business
- Market trends and consumer behavior in retail
- Ethical and sustainable considerations in retail business models

Unit-B: Types of Retail Business Models

- Brick-and-mortar retail models
- E-commerce and online retail models
- Omnichannel retail and integration strategies
- Franchise and partnership models

- Niche and specialty retail models

Unit-C: Factors Affecting Retail Business Models

- Location and store design
- Inventory management and merchandising
- Pricing and promotion strategies
- Customer experience and service
- Supply chain and logistics in retail

Unit-D: Strategies for Effective Retail Business Models

- Business model innovation in retail
- Competing in a dynamic retail landscape
- Data analytics and retail decision-making
- Case studies on successful retail business models
- Presenting strategies for managing retail business models

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ledgerwood, J. (2000). Microfinance Handbook: An Institutional and Financial Perspective.
- Armendáriz, B., & Morduch, J. (2010). The Economics of Microfinance.

Subject Elective
Retail Management (Semester III)



Course Name: Service Marketing

Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organizations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards

- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Subject Elective
Retail Management (Semester IV)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The **Supply Chain Management** course aims to provide MBA students with a deep understanding of the principles, strategies, and best practices essential for managing the flow of goods, services, information, and finances across the supply chain. Students will develop the skills to analyze and optimize supply chain performance, enhance operational efficiency, and align supply chain strategies with broader business goals. The course will cover key areas such as logistics, inventory management, procurement, demand forecasting, and risk management, preparing students to make strategic, data-driven decisions that create value and competitive advantage in global supply chains.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the key components and interdependencies of supply chain management, and their role in achieving business objectives.
CO2	Apply supply chain planning processes, including demand forecasting, inventory management, and risk mitigation strategies.
CO3	Manage procurement, logistics, and production planning to optimize supply chain operations and foster supplier relationships.
CO4	Integrate lean, sustainable, and agile practices, along with technology, to improve supply chain efficiency and resilience.
CO5	Utilize performance metrics, supply chain analytics, and continuous improvement methodologies to optimize global supply chain.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes

- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations
- Foreign Trade

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- EXIM Policy

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Subject Elective
Retail Management (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to provide students with a deep understanding of the strategic importance of CRM in driving business success. Emphasizing customer acquisition, retention, and growth, the course explores CRM systems, software tools, and data-driven insights to optimize customer interactions. Key topics include managing the customer lifecycle, designing customer-centric strategies, and leveraging CRM in the context of digital marketing to enhance engagement and loyalty. Students will gain practical skills in utilizing CRM platforms to create personalized experiences and foster long-term, profitable customer relationships.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.

Subject Elective
Biotechnology Management (Semester III)



Course Name: Introductory Biotechnology and Microbiology

Credits: 4

Course Objectives:

The goal of this course is to provide students with a thorough understanding of the foundational ideas, practical applications, and moral issues related to biotechnology and microbiology. Students will gain a solid foundation in genetic engineering, molecular biology, and cellular architecture through the use of an interactive online platform. The application of these ideas to other business situations, including agriculture, healthcare, and pharmaceuticals, is emphasized. The curriculum integrates ethical and critical thinking skills with business management in an integrative manner. Students in the convergence of business, biotechnology, and microbiology receive practical experience and are prepared for ongoing learning, adaptability, and a variety of career options through simulations, group projects, and an emphasis on good communication.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	To exhibit a comprehensive understanding of the essence of biotechnology and microbiology.
CO 2	To apply biotechnological and microbiological principles to various sectors, including pharmaceuticals, agriculture, healthcare, and environmental management, showcasing practical implementation skills.
CO 3	To critically assess ethical considerations in biotechnology, demonstrating an awareness of bioethics in research and applications.
CO 4	To showcase interdisciplinary collaboration by integrating biotechnology and microbiology principles with business management and economics.
CO 5	To navigate the global regulatory frameworks governing biotechnology, exhibiting knowledge of compliance standards.
CO 6	To demonstrate entrepreneurial skills by exploring start-ups, innovations, and business strategies within the biotechnology sector, fostering an understanding of the entrepreneurial landscape in biotech ventures through case studies and industry insights.

Course Contents:

Unit-A: Essence of Biotechnology and Microbiology

- **Module 1: Introduction to Biotechnology**
 - Definition and Scope
 - Historical Evolution
 - Key Concepts and Techniques
- **Module 2: Basics of Microbiology**
 - Microbial Diversity
 - Microbial Cell Structure and Function
 - Microbial Genetics

- **Module 3: Intersecting Principles**
 - Understanding the Interface of Biotechnology and Microbiology
 - Significance in Modern Business Practices

Unit-B: Implementations in Various Industries

- **Module 1: Biotechnology in Pharmaceuticals**
 - Drug Development and Manufacturing
 - Biopharmaceuticals
- **Module 2: Agricultural Applications**
 - Genetically Modified Organisms (GMOs)
 - Crop Improvement and Sustainable Agriculture
- **Module 3: Healthcare and Medical Biotechnology**
 - Diagnostic Tools
 - Therapeutic Applications
- **Module 4: Environmental Biotechnology**
 - Waste Treatment
 - Bio-remediation

Unit-C: Ethical Considerations and Regulatory Compliance

- **Module 1: Ethical Issues in Biotechnology**
 - Bioethics in Research and Applications
 - Social Implications
- **Module 2: Regulatory Compliance**
 - Global Regulatory Frameworks
 - Responsible Conduct in Biotechnology

Unit-D: Integration and Blending with Business Management

- **Module 1: Interdisciplinary Collaboration**
 - Biotechnology and Business Management
 - Economics of Biotechnology
- **Module 2: Entrepreneurship in Biotechnology**
 - Start-ups and Innovation
 - Business Strategies in Biotech Ventures
- **Module 3: Case Studies and Industry Insights**
 - Real-world Applications
 - Success Stories and Challenges

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:		
Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

1. "Biotechnology for Beginners" by Reinhard Renneberg
2. "Microbiology: An Introduction" by Gerard J. Tortora, Berdell R. Funke, and Christine L. Case:
3. "Biotechnology: Academic Cell Update Edition" by David P. Clark and Nanette J. Pazdernik
4. "Microbiology: Principles and Explorations" by Jacquelyn G. Black:
5. "Introduction to Biotechnology" by William J. Thieman and Michael A. Palladino:
6. "Brock Biology of Microorganisms" by Michael T. Madigan, Kelly S. Bender, and Daniel H. Buckley:
7. "Microbial Biotechnology: Fundamentals of Applied Microbiology" by Alexander N. Glazer and Hiroshi Nikaido:
8. Scientific Journals and Articles:" Applied Microbiology and Biotechnology," and "Journal of Microbiology & Biology Education" for up-to-date research and advancements in the field.

Subject Elective
Biotechnology Management (Semester III)



Course Name: Industrial Biotechnology and Microbiology

Credits: 4

Course Objectives:

The course in Industrial Biotechnology and Microbiology aims to provide a comprehensive understanding of biotechnological processes, emphasizing microbial tools, and bioprocess engineering for sustainable production. This course will give students an overview of various types of growth patterns and factors influencing microbial growth. Students will explore microbial diversity to scale-up the production of industrially important compounds, enzymes, dairy products and fermented products after learning the important aspects of this course. This course also discuss the fermentation process technology used for the production of alcoholic beverages, vinegar and enzymes used in food processing. The course also underscores ethical considerations and industry compliance for responsible research and implementation of biotechnological advancements.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Showcase understanding of biotechnological processes and microbial tools
CO 2	Understanding about Commercial Plant Tissue Culture Industry
CO 3	Apply knowledge of microbial diversity to enhance outcomes in industrial biotechnology.
CO 4	Know the types of foods produced by fermentation
CO 5	Cultivate ethical awareness and industry compliance for responsible biotechnological implementations.

Course Contents:

Unit-A: Fundamentals of Industrial Biotechnology

- Introduction to Industrial Biotechnology
- Basic principles of bioprocess engineering
- Scale-up and optimization of industrial processes (Bioreactors)
- Downstream processing and product recovery

Unit-B: Industrial Applications of Biotechnology

- Production of Biofuels and Chemicals

- Pharmaceutical and biopharmaceutical applications
- Commercial Plant Tissue Culture Industry

Unit-C: Introduction

- Microbiology: Its history of development, importance and scope
- Industrially Important Microbes
- Techniques and media for growth of microorganisms

Unit-D: Industrial applications of Microorganisms

- Microorganisms in Food and Dairy Industry
- Fermentation Microbiology and its types
- Alcoholic fermentation, relevance and classification
- Microbial enzymes for Food Processing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

1. Patel AH. 2011. Industrial Microbiology, Macmillan Publishers India Ltd.
2. Joshi VK & Pandey A. 2009. Biotechnology: Food Fermentation, Microbiology, Biochemistry and Technology (Volume 1 and 2), Educational Publishers and Distributors, New Delhi
3. Okafor N. 2007. Modern Industrial Microbiology and Biotechnology. Science publishers, USA
4. Pelczar MJ. 1967. Food Microbiology, Mc Graw Hill
5. Cruger W & Cruger A. 2012. Biotechnology-a textbook of Industrial Microbiology, Panima Books

Subject Elective
Biotechnology Management (Semester IV)



Course Name: Regulatory affairs in Biotechnology

Credits: 4

Course Objectives:

The Regulatory Affairs in Biotechnology online course provides students with a comprehensive understanding of global regulatory frameworks and compliance requirements within the biotechnology industry. It covers the regulatory processes for the research, development, and commercialization of biotechnological products, including pharmaceuticals, medical devices, and agricultural biotechnology. Emphasizing ethical considerations and responsible conduct, students will explore how to navigate regulatory challenges, prepare regulatory submissions, and ensure compliance with industry standards in a flexible, self-paced online learning format.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand global regulatory frameworks and the role of key agencies in biotechnology.
CO 2	Analyze regulatory pathways and compliance for biotechnology products across their lifecycle.
CO 3	Evaluate ethical, legal, and social issues in biotechnology, including bioethics and intellectual property.
CO 4	Develop strategies for regulatory submissions (e.g., IND, NDA, BLA) and engage with regulatory authorities.
CO 5	Apply sector-specific regulations to assess product approval, quality control, and post-market surveillance.

Course Contents:

Unit-A: Fundamentals of Regulatory Affairs in Biotechnology

Module 1: Introduction to Regulatory Affairs

- Overview of Regulatory Affairs
- History and Evolution of Biotech Regulations
- Role of Regulatory Affairs Professionals

Module 2: Global Regulatory Frameworks

- Overview of Key Regulatory Agencies (FDA, EMA, etc.)
- Regulatory Pathways: Approval Processes and Submissions
- International Regulatory Harmonization

Module 3: Product Lifecycle and Compliance

- Preclinical and Clinical Trial Regulations
- Good Manufacturing Practice (GMP) and Good Laboratory Practice (GLP)
- Post-Market Surveillance and Pharmacovigilance

Unit-B: Regulatory Affairs in Different Sectors

Module 1: Pharmaceuticals and Biologics

- Regulatory Requirements for Drug Development
- Biosimilars and Biologics Licensing
- Quality Control and Assurance

Module 2: Medical Devices and Diagnostics

- Regulatory Classification and Approval of Medical Devices
- In Vitro Diagnostic (IVD) Regulations
- Combination Products

Module 3: Agricultural and Environmental Biotechnology

- GMO Regulation and Approval
- Environmental Impact Assessments
- Bioremediation and Bioethics

Unit-C: Ethical, Legal, and Social Issues

Module 1: Bioethics and Biotechnology

- Ethical Considerations in Genetic Engineering
- Informed Consent and Patient Rights
- Social Implications of Biotechnological Advances

Module 2: Legal Aspects and Intellectual Property

- Intellectual Property Rights (IPR) in Biotechnology
- Patent Law and Biotechnology Innovations
- Legal Disputes and Case Studies

Unit-D: Practical Applications and Case Studies

Module 1: Regulatory Strategies and Submissions

- Regulatory Strategy Development
- Preparing Regulatory Submissions (IND, NDA, BLA, etc.)
- Interacting with Regulatory Authorities

Module 2: Case Studies and Industry Insights

- Real-world Examples and Challenges
- Analysis of Regulatory Failures and Successes

- Emerging Trends in Biotechnology Regulation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- "Regulatory Affairs in the Pharmaceutical Industry" by Javed Ali
- "Biotechnology and Biopharmaceuticals: Transforming Proteins and Genes into Drugs" by Rodney J. Y. Ho and Milo Gibaldi
- "Intellectual Property in the Life Sciences" by Trevor Cook
- "Good Regulatory Practice: Guide for Regulatory Agencies" by OECD
- "Biotechnology and the Law" by Hugh B. Wellons
- "Global Pharmaceutical and Biologics Regulatory Strategy" by Gloria Hall
- Relevant Scientific Journals and Articles: "Regulatory Toxicology and Pharmacology," and "Journal of Regulatory Science" for up-to-date research and regulatory updates.

Subject Elective
Biotechnology Management (Semester IV)



Course Name: Entrepreneurship Development in Life Sciences

Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand entrepreneurship theories, traits, and functions, and apply them to evaluate business opportunities in food technology and biotechnology.
CO 2	Develop regulatory-compliant, ethical business plans for food tech, healthcare, and pharma ventures.
CO 3	Design marketing strategies and manage innovation for biotechnology and healthcare startups.
CO 4	Identify trends in biotechnology entrepreneurship and manage intellectual property, funding, and financial strategy.
CO5	Create and present business plans for biotech and healthcare ventures, addressing regulatory and ethical requirements.

Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures
- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

Subject Elective
Food Technology Management (Semester III)



Course Name: Food Regulations and Policy

Credits: 4

Course Objectives:

This course aims to provide students with a comprehensive understanding of the regulatory framework and policies governing the food industry. It explores critical areas such as food safety, labeling, and quality standards, in the context of increasing consumer awareness and the globalization of food businesses. The course emphasizes the role of government agencies in regulating food safety and ensuring compliance with national and international standards.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key principles and regulatory frameworks that govern the food industry, including international standards.
CO 2	Analyze and interpret food labeling requirements and quality standards, ensuring compliance with regulatory guidelines.
CO 3	Evaluate food safety regulations and their application to food production, processing, and distribution.
CO 4	Assess the impact of food policies on public health, consumer protection, and the food technology sector.
CO 5	Develop strategies to navigate regulatory challenges in food safety, labeling, and quality assurance in a global context.

Course Contents:

Unit-A: Introduction to Food Regulations

- Overview of food regulations and policies
- The role of government agencies in food regulation
- International food safety standards and organizations
- Food quality assurance and quality control
- Food safety auditing and certification

Unit-B: Food Safety Regulations

- Principles of food safety and hygiene
- Hazard analysis and critical control points (HACCP)
- Foodborne illnesses and outbreak investigation
- Regulations governing food additives and contaminants
- Food safety auditing and certification

Unit-C: Food Labeling and Quality Standards

- Food labeling requirements and guidelines
- Nutritional labeling and claims
- Quality standards for food products
- Organic and sustainable food labeling
- Packaging regulations and sustainability

Unit-D: Food Policy and its Impact

- Government policies and their impact on the food industry
- Food safety and public health policies
- Economic, environmental, and ethical policies in food technology
- Case studies on successful compliance with food regulations
- Ethical and sustainability considerations in food technology

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Belton, P., & Belton, P. S. (2014). Handbook of Food Research.
- Earle, R. L. (2013). Food Safety and Quality Systems in Developing Countries: The Role of Food Science and Technology.
- Schmidt, R. H., & Rodman, S. J. (2017). Food Safety Policy, Science, and Risk Assessment: Strengthening the Connection.
- Nestle, M. (2013). Food Politics: How the Food Industry Influences Nutrition and Health.

(Subject Elective
Food Technology Management (Semester III))



Course Name: Food Science and Technology

Credits: 4

Course Objectives:

The **Food Science and Technology** course is designed to provide MBA students with a comprehensive understanding of the scientific principles and technological advancements in the food industry. The course will cover the entire food production process, from sourcing raw materials to processing, preservation, packaging, and ensuring food safety. Students will gain insight into food innovation, quality control, and sustainable practices, while also exploring key management strategies for food technology, regulatory compliance, and consumer trends in the global food market.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles of food science and their application in food production, processing, and safety.
CO 2	Evaluate and compare different food processing techniques and their effects on food quality, nutrition, and shelf life.
CO 3	Assess the importance of food safety standards and preservation methods to ensure product quality and consumer protection.
CO 4	Apply food science knowledge to practical scenarios in food technology management, including quality control and innovation.
CO 5	Analyze current trends and emerging technologies in food science, including sustainability and functional food development.

Course Contents:

Unit-A: Introduction to Food Science

- Basics of food science and technology
- Food composition and properties
- Food microbiology and its importance
- Various disciplines of Food Technology
- Regulatory aspects in food science and technology

Unit-B: Food Processing Techniques

- Heat processing methods (pasteurization, sterilization)
- Drying, freezing, and concentration techniques
- Fermentation and preservation methods
- Food additives and their roles
- Novel food processing techniques

Unit-C: Food Safety and Preservation

- Principles of food safety and hygiene
- Microbial hazards and foodborne illnesses
- Food preservation methods and their significance
- Packaging and shelf-life extension
- Quality control and assurance in food products

Unit-D: Applications in Food Technology Management

- Food product development and innovation
- Regulatory compliance and quality standards
- Case studies on successful food technology applications
- Emerging trends in food science and technology

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Fennema, O. R. (2013). Food Chemistry.
- Heldman, D. R., & Lund, D. B. (2016). Handbook of Food Engineering.
- Potter, N. N., & Hotchkiss, J. H. (2016). Food Science.
- Food and Agriculture Organization (FAO) publications on food science and technology in food management.

Subject Elective
Food Technology Management (Semester IV)

Course Name: Food Safety and Quality Management



Credits: 4

Course Objectives:

This course provides an in-depth exploration of food quality and safety management, focusing on the critical concepts, standards, and practices required to ensure safe and high-quality food products. It covers key attributes of food quality, factors influencing safety, and the global regulatory framework governing food standards. Students will learn to apply research methodologies, analyze quality control tools, and understand the role of national and international organizations in setting food safety standards. The course equips students with the skills to navigate the complexities of food safety, compliance, and the adoption of best practices in a global food business environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Evaluate pre and post-food processing systems to ensure quality control and safety in food production.
CO 2	Analyze factors influencing food quality and safety, and evaluate the impact of global food standards.
CO 3	Apply hygiene and sanitation procedures effectively in food manufacturing environments to maintain safety standards.
CO 4	Gain hands-on experience in designing and organizing food production units to optimize efficiency and compliance.
CO5	Assess food processing loads and quality parameters, ensuring adherence to government regulations and industry standards.

Course Content:

Unit-A: Introduction of Quality Managements

Concept of quality: importance and functions of quality control and quality assurance; concept of total quality management; concept of food safety, food safety hazards; biological, physical and chemical hazards; food borne illness; cross contamination; control measures for food safety hazards.

Unit-B: Sampling of Food

Sampling of food; importance of sample collection; sampling procedures; sampling techniques and methods; sampling plans; sample preparation for analysis; requirements of good sampling methods; difficulties in sampling; general sampling precautions; sample accountability; retention of sample and records.

Unit-C: Food Safety: Risk Analysis and Management

Risk analysis; structure of risk analysis- risk management, risk assessment and risk communication; challenges and benefits in the application of risk analysis; food safety management system; hazard analysis and critical control point, good manufacturing practices, good hygienic practices; good laboratory practices

Unit-D: Food Safety Laws

Food safety legislation- international and national; Codex Alimentarius; National Codex Contact Point; Food Safety and Standards Act, 2006; Food Safety and Standards Authority of India; need for new food safety laws.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Textbook(s):

1. Inteaz Alli (2004). Food Quality Assurance, Principles and Practices CRC Press
2. Gould, Wilbur A (1978). Food Quality assurance. AVI Publishing Company
3. J. Andres Vasconcellos (2005). Quality Assurance for the industry, a practical approach. CRC Press

Reference Book(s):

1. The Training Manual For Food Safety Regulators Who Are Involved In Implementing Food Safety And Standards Act 2006 Across The Country. (EBook available on FSSAI website)

Subject Elective
Food Technology Management (Semester IV)

Course Name: Food Product Development and Innovation



Credits: 4

Course Objectives:

This course aims to equip students with a comprehensive understanding of the new food product development process, from defining and conceptualizing novel food items to managing their lifecycle and commercialization. Students will learn to conduct market studies and consumer testing, apply innovation strategies, and manage product design and development. The course emphasizes the importance of nutritional and sensory evaluations, cost estimation, and legal compliance in product development. Additionally, it focuses on engaging consumers, continuously improving the development process, and exploring market opportunities while adhering to legal requirements.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and objectives of new food product development.
CO 2	Analyze the process and factors influencing product success and failure and manage the product development process.
CO 3	Evaluate nutritional and sensory aspects of new products and implement shelf-life testing and packaging requirements.
CO 4	Estimate costs, including direct and indirect costs, and understand legal aspects of new food product development.
CO 5	Assess the role of consumers in product development and improve the product development process through continuous improvement and market exploration.

Course Contents:

Unit-A: Introduction to New product development

- New product development; Introduction and Objectives for new food product development.
- Defining New Food Products, Reasons for Development, Types of New Food Products and Concept of Novel Food
- Life Cycle for a Food Product and Research Methods
- Advantages and disadvantages of New Food Product and Marketplace studies

Unit-B: Concept of Product Development

- Concept of product development: product success and failure, factors for success
- Process of product development

- Product development process: product strategy, product design and process development, product commercialization, product launch and evaluation

Unit-C: Nutritional and Sensory Evaluation of a New Product

- Importance and implementation, shelf-life testing
- Static, accelerated and use/abuse tests, industrial criteria
- Packaging: product requirements, information and communication

Unit-D: Cost Estimation, Legal Aspects, and Role of Consumers in Managing the Product Development Process

- Cost estimation
- Legal aspects to be applied in New Food Product Development
- Role of consumers in product development
- Market exploration and acquisition, managing the product development process
- Improving the product development process-key messages, evaluating product development innovation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Further Readings:

- Clarke & Wright W. 1999. Managing New Product and Process Development. Free Press. Earle and Earle 2001. Creating New Foods. Chadwick House Group.
- Earle R, Earle R & Anderson A. 2001. Food Product Development. Woodhead Publ. Fuller 2004.
- New Food Product Development - from Concept to Market Place. CRC.
- Moskowitz, Howard R. 2009. An Integrated Approach to New Food Product Development. CRC Press.

Subject Elective
Food Technology Management (Semester IV)

Course Name: Entrepreneurship Development in Life Sciences



Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate a thorough understanding of entrepreneurial traits, functions, and theories, with a focus on food technology and biotechnology sectors.
CO 2	Identify and evaluate business opportunities in food technology and biotechnology, developing regulatory-compliant and ethically sound business plans.
CO 3	Analyze current trends and future directions in biotechnology entrepreneurship, including marketing strategies for biotech ventures.
CO 4	Develop and present comprehensive business plans for healthcare, pharma, and biotech ventures, addressing regulatory, ethical, and financial considerations.
CO5	Manage innovation, intellectual property, and funding strategies within the healthcare and pharma sectors, with a focus on financial management and branding.

Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures

- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

Subject Elective
Banking & Financial Services (Semester III)



Course Name: Banking: Types & Services

Credits: 4

Course Objectives:

This course aims to provide students with a thorough understanding of the banking industry, focusing on the different types of banks, their operational structures, and the wide range of financial services they offer. Students will gain insights into banking products, customer relationship management, and the regulatory framework governing banking operations, preparing them to navigate and manage various banking services in a dynamic financial environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and differentiate various types of banks and their roles in the financial ecosystem.
CO 2	Explain the range of banking services and financial products offered to individuals, businesses, and institutions.
CO 3	Analyze customer service strategies in banking and their impact on customer satisfaction and retention.
CO 4	Evaluate the evolving trends, technological advancements, and regulatory challenges shaping the banking sector.
CO 5	Assess the operational and risk management practices within different types of banks to ensure efficient financial services delivery.

Course Contents:

Unit-A: Introduction to Banking and Types of Banks

- Overview of the banking industry
- Structure of Indian Banking System
- Functions and roles of different types of banks
- Central Banking System
- Reserve Bank of India
- Banking regulations and governance

Unit-B: Banking and Indian Financial System

- Retail Banking services
- Financial Services
- Money Markets

- Capital Markets
- Non-Bank Financial Intermediaries

Unit-C: Customer Service and Challenges in Banking

- Customer Service and Satisfaction
- Quality of service and customer satisfaction
- Cybersecurity and risk management in banking
- Financial inclusion and social banking initiatives
- Sustainability and environmental banking practices

Unit-D: Technology in Banking

- Evolution of technology adoption in Indian Banks
- Digital banking platforms in India
- Unified Payments Interface (UPI) and Aadhaar-enabled payment system (AEPS)
- Role of fintech companies in transforming Indian banking
- Future Trends and Innovations in Indian banking

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions.
- Rose, P. S., & Hudgins, S. C. (2014). Bank Management & Financial Services.
- Casu, B., Girardone, C., & Molyneux, P. (2015). Introduction to Banking.

Subject Elective
Banking & Financial Services (Semester III)



Course Name: Insurance: Products & Purposes

Credits: 4

Course Objectives:

The course on Insurance: Products & Purposes aims to equip MBA students with a comprehensive understanding of the key insurance products available in the market and their role in risk management and financial planning. Students will explore the various types of insurance, including life, health, property, and liability insurance, along with their purposes and how they contribute to individual and organizational financial security. The course also emphasizes the importance of understanding insurance policies, underwriting, and the regulatory framework governing the insurance industry.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key principles and types of insurance products, including life, health, property, and liability insurance.
CO 2	Evaluate and compare different insurance policies to assess their benefits and suitability for individuals and businesses.
CO 3	Explain the role and importance of insurance in personal financial planning, wealth management, and risk mitigation.
CO 4	Analyze the impact of insurance in business contexts, focusing on risk management, operational continuity, and financial security.
CO 5	Assess the regulatory environment governing insurance products and understand the role of underwriters and claims processes.

Course Contents:

Unit-A: Introduction to Insurance

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage

- Annuities and retirement planning
- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability
- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance

Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.

Subject Elective
Banking and Financial Services (Semester IV)



Course Name: **Digital Banking and Fintech Innovations**

Course Objectives:

The Digital Banking and Fintech Innovations course aims to equip MBA students with a deep understanding of the rapidly evolving landscape of digital banking and financial technologies. It covers key topics such as digital payment systems, blockchain, cryptocurrencies, peer-to-peer lending, robo-advisors, and the regulatory frameworks surrounding fintech innovations. Students will explore how these technologies are reshaping financial services, enhancing customer experiences, and driving efficiency and security in banking operations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Evolution and Impact of Digital Banking
CO 2	Explore Core Technologies in Digital Banking
CO 3	Analyze Fintech Innovations and Their Applications
CO 4	Explore Core Technologies in Digital Banking
CO 5	Identify Emerging Trends and Future Innovations

Course Contents:

Unit-1: Introduction to Digital Banking and Fintech

- Overview of Digital Banking
- Traditional Banking vs digital Banking
- Importance of digital transformation in banking
- Introduction-Fintech -Definition and scope
- Key drivers of fintech growth

Unit-2: Digital Banking and Product

- ATM-Overview, Types and working
- Debit and Credit card-Types, Benefit and operation
- Mobile Banking-History, profitability and operation
- Internet Banking-Operation and Risk associated
- POS Banking

Unit-3 Fintech Innovation

- Introduction to blockchain technology
- Overview of major cryptocurrencies
- Artificial Intelligence and Machine Learning
- Digital Lending Platforms
- Virtualization
- Cloud storage
- Payment System in India-RuPay, NACH, BHIM, AePS, BBPS
- Internet of Things (IoT) in banking

Unit-4: Future Trend and Innovation

- Fintech and Financial inclusion
- Top 10 Fintech in India and working
- Future trend in Digital space and Fintech
- Sustainability and Green Fintech

Unit-5: Risk Management in Fintech

- Types of risks in fintech (operational, compliance, market)
- Risk assessment and mitigation strategies
- Importance of a robust risk management framework
- Key regulations and compliance issues
- Regulatory bodies and their roles

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- The Evolution of Fintech: A New Post-Crisis Paradigm?
- The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries in Global Markets
- Fintech: Business & Information Systems Engineering
- Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World

Subject Elective
Banking and Financial Services (Semester IV)



Course Name: Investment Management and Financial Planning

Credits: 4

Course Objectives:

The Investment Management and Financial Planning course is designed to provide MBA students with a comprehensive understanding of investment strategies and financial planning techniques. It covers asset allocation, portfolio management, risk analysis, and the creation of personalized financial plans. The course aims to equip students with the skills needed to make informed investment decisions, manage financial risks, and optimize long-term financial goals for individuals and organizations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand and apply various financial decision-making techniques.
CO 2	Perform financial analysis and modeling to support strategic decision-making.
CO 3	Integrate advanced financial forecasting methods into managerial decisions.
CO 4	Evaluate capital investment projects using different appraisal methods.
CO 5	Synthesize financial data to make recommendations for value maximization.

Course Contents:

Unit-A: Financial Statement Analysis

- Analysis of financial statements and financial ratios
- Cash flow analysis and the statement of cash flows
- Use of financial analysis for forecasting and trend identification
- Common-size and index number trend analysis

Unit-B: Valuation Techniques

- Time value of money and discounted cash flow analysis
- Valuation models for stocks and bonds
- Cost of capital and weighted average cost of capital
- Determination of the firm's optimal capital structure

Unit-C: Investment Appraisal Methods

- Capital budgeting and the investment decision-making process
- Net Present Value (NPV), Internal Rate of Return (IRR), and other capital investment appraisal methods

- Dealing with risk and uncertainty in investment appraisal
- Real options and their application in investment decisions

Unit-D: Advanced Techniques in Financial Decision-Making

- Sensitivity and scenario analysis
- Business valuation and mergers and acquisitions analysis
- Corporate risk management and hedging
- Lean finance and agile methodologies in financial analysis

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of Corporate Finance.
- Damodaran, A. (2012). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset.
- Koller, T., Goedhart, M., & Wessels, D. (2015). Valuation: Measuring and Managing the Value of Companies.
- McKinsey & Company Inc., Koller, T., Dobbs, R., & Huyett, B. (2010). Value: The Four Cornerstones of Corporate Finance.
- Pike, R., & Neale, B. (2006). Corporate Finance and Investment: Decisions & Strategies.

Subject Elective
Pharma and Healthcare Management (Semester III)



Course Name: Healthcare Management

Credits: 4

Course Objectives:

The Health Care Management course is designed to equip students with the knowledge and skills needed to effectively lead and manage healthcare organizations within the pharmaceutical and healthcare sectors. It covers the fundamentals of healthcare systems, key management principles, and contemporary challenges in healthcare delivery, quality management, and policy. The course aims to prepare students for strategic decision-making, operational efficiency, and addressing the evolving needs of the healthcare industry.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the structure and functioning of healthcare systems and their key components.
CO 2	Apply core management principles to enhance operations within healthcare organizations.
CO 3	Analyze current challenges, trends, and opportunities in healthcare management.
CO 4	Develop strategic plans for improving efficiency and quality in healthcare service delivery.
CO 5	Evaluate the role of healthcare policies, regulations, and innovations in shaping organizational success.

Course Contents:

Unit-A: Healthcare System Fundamentals

- Overview of the healthcare system
- Healthcare organizations and stakeholders
- Healthcare policies and regulations
- Healthcare financing and insurance

Unit-B: Principles of Healthcare Management

- Healthcare leadership and management roles
- Human resource management in healthcare
- Healthcare operations and process improvement
- Healthcare marketing and branding

Unit-C: Current Issues in Healthcare Management

- Healthcare technology and information systems
- Healthcare ethics and legal considerations

- Healthcare risk management and patient safety
- Healthcare management during public health crises

Unit-D: Healthcare Management Strategies

- Drug Distribution system in hospitals.
- Healthcare financial management and budgeting
- Inventory Control and Purchase management
- Developing exceptional healthcare management strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Buchbinder, S. B., & Shanks, N. H. (2019). Introduction to Health Care Management.
- McLaughlin, C. P., & Kaluzny, A. D. (2017). Continuous Quality Improvement in Health Care.
- Shortell, S. M., & Kaluzny, A. D. (2019). Health Care Management: Organization Design and Behavior.
- U.S. Department of Health & Human Services publications on healthcare management and policies.

Subject Elective
Pharma and Healthcare Management (Semester III)



Course Name: Health Economics

Credits: 4

Course Objectives:

The Health Economics course aims to equip students with a thorough understanding of economic principles and their application to the healthcare sector. It explores key concepts such as cost analysis, healthcare financing, economic evaluation, and policy development. The course emphasizes the role of economics in shaping healthcare delivery, evaluating the efficiency of health systems, and informing health policies to improve access, quality, and sustainability in healthcare services.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the economic principles and their relevance in healthcare.
CO 2	Analyze the cost structures and financial aspects of healthcare.
CO 3	Evaluate healthcare policies and their impact on the industry.
CO 4	Apply economic tools to make informed decisions in healthcare management.
CO 5	Assess the role of economic factors in healthcare access, equity, and resource allocation.

Course Contents:

Unit-A: Introduction to Health Economics

- Basics of health economics
- Economic principles in healthcare
- Market forces and demand for healthcare
- Health insurance and financing in healthcare
- Economic evaluation in healthcare

Unit-B: Cost Analysis in Healthcare

- Cost structures in healthcare facilities
- Cost-benefit analysis and cost-effectiveness analysis
- Resource allocation and efficiency in healthcare
- Measuring and analyzing healthcare costs
- Economic impact of healthcare technologies

Unit-C: Healthcare Policy and Reforms

- Government intervention and healthcare policies
- Healthcare delivery systems and access to care

- Healthcare regulation and quality control
- Health disparities and access to healthcare
- Comparative healthcare systems and international perspectives

Unit-D: Economic Tools for Healthcare Decision Making

- Economic modeling in healthcare management
- Health economic evaluation techniques
- Case studies in healthcare economic decision making
- Ethical considerations in healthcare economics
- Presenting economic analyses in healthcare management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Folland, S., Goodman, A. C., & Stano, M. (2016). The Economics of Health and Health Care.
- Jones, A. M. (2017). The Elgar Companion to Health Economics.
- Meltzer, D., & Daumit, G. L. (2017). Economics and Health Care.
- World Health Organization (WHO) publications on health economics and healthcare management.

Subject Elective
Pharma and Healthcare Management (Semester III)



Course Name: **Pharmaceutical Marketing and Sales**

Credits: 4

Course Objectives:

The Pharmaceutical Marketing and Sales course aims to equip students with a thorough understanding of marketing and sales strategies within the pharmaceutical and healthcare industries. It covers essential concepts such as market analysis, regulatory frameworks, promotional tactics, and sales management practices, while also emphasizing ethical considerations. The course prepares students to effectively navigate the challenges of promoting and selling pharmaceutical products, with a focus on compliance, customer engagement, and strategic marketing in a dynamic healthcare environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing and sales in the pharmaceutical industry.
CO 2	Apply pharmaceutical marketing strategies for effective product promotion.
CO 3	Comply with pharmaceutical marketing regulations and ethics.
CO 4	Develop pharmaceutical sales plans and strategies.
CO 5	Analyze market trends and customer behavior to drive effective decision-making in pharmaceutical marketing and sales strategies.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Pharmaceutical Product Promotion

- Product differentiation and positioning
- Branding and promotion in pharmaceuticals
- Digital marketing and e-detailing in pharma
- KOL engagement and medical conferences
- Measuring the impact of pharmaceutical promotion

Unit-C: Pharmaceutical Sales and Distribution

- Sales force management in pharmaceuticals

- Sales training and competency development
- Distribution channels and logistics in pharma
- Inventory management and supply chain in healthcare
- Regulatory compliance in pharmaceutical sales

Unit-D: Pharmaceutical Sales Strategies and Planning

- Developing sales and territory plans
- Key account management in pharmaceutical sales
- Sales forecasting and performance measurement
- Case studies on successful pharmaceutical marketing and sales
- Implementing pharmaceutical sales strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rizvi, S. A., & Nair, N. G. (2018). Pharmaceutical Marketing: Concepts and Practices.
- Innes, D., & Welters, D. (2017). Sales and Marketing in the Pharmaceutical Industry.
- The Pharmaceutical Journal (various articles on pharmaceutical marketing and sales).
- Pharmaceutical Research and Manufacturers of America (PhRMA) publications on pharmaceutical marketing guidelines and best practices.

Subject Elective
Pharma and Healthcare Management (Semester IV)



Course Name: Regulatory Environment in Pharma and Healthcare

Credits: 4

Course Objectives:

Upon completing this course, students will understand key regulatory guidelines and the approval process for pharmaceutical products, including dossier preparation and submission to global regulatory agencies. They will gain insights into post-approval requirements for active ingredients and drug products, as well as the submission of documents in CTD/eCTD formats. The course also covers clinical trial approval processes and regulatory requirements for conducting studies. Additionally, students will learn about pharmacovigilance and the monitoring processes essential for ensuring drug safety during clinical trials.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of regulatory affairs, including good regulatory practices, pharmaceutical regulations, and medical device regulations.
CO 2	Analyze patenting and intellectual property requirements, along with global regulatory guidelines such as WHO & ICH for drug development.
CO 3	Develop and evaluate clinical trial protocols and ethical considerations in clinical research, including pharmacovigilance and patient safety.
CO 4	Comprehend non-clinical drug development processes, including global submission requirements for IND, NDA, ANDA, and the preparation of regulatory dossiers.
CO 5	Apply regulatory compliance frameworks to manage post-market surveillance, ensuring continued adherence to regulatory standards and patient safety in the post-approval phase.

Course Contents:

Unit-I

Fundamentals of Regulatory Affairs: Definitions, Good Regulatory Practice, Community Pharmacy Retail and Wholesale Pharmacy, Hospital Pharmacy, Pharma Manufacturing, Import and Export of Medical Devices, Drugs Regulatory Affair.

Unit II

Patenting and Regulatory Requirements: Patent, Intellectual Property Rights, Total Quality Management, Pharmaceutical Validation, Stabilities of drugs and Dosage forms, Documentation and Regulatory Writing, WHO & ICH guidelines, CTD and ECTD formats.

Unit III

Basic Clinical Requirements: Developing clinical trial protocols. Institutional review board/ independent ethics committee Formulation and working procedures informed Consent process and procedures. HIPAA- new, requirement to clinical study process, pharmacovigilance safety monitoring in clinical trials.

Unit IV

Non clinical drug development: Global submission of IND, NDA, ANDA. Investigation of medicinal products dossier, dossier (IMPD) and investigator brochure (IB).

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Reference:

- 1. Generic Drug Product Development, Solid Oral Dosage forms, Leon Shargel and IsaderKaufer, Marcel Dekker series, Vol.143
- 2. The Pharmaceutical Regulatory Process, Second Edition Edited by Ira R. Berry and Robert P.Martin, Drugs and the Pharmaceutical Sciences, Vol.185, Informa Health care Publishers.
- 3. New Drug Approval Process: Accelerating Global Registrations By Richard A Guarino, MD, 5th edition, Drugs and the Pharmaceutical Sciences, Vol.190.
- 4. Guidebook for drug regulatory submissions / Sandy Weinberg. By John Wiley & Sons. Inc.
- 5. FDA regulatory affairs: a guide for prescription drugs, medical devices, and biologics/edited By Douglas J. Pisano, David Mantus.
- 6. Clinical Trials and Human Research: A Practical Guide to Regulatory Compliance By Fay A. Rozovsky and Rodney K. Adams
- 7. www.ich.org/
- 8. www.fda.gov/
- 9. europa.eu/index_en.htm 10. <https://www.tga.gov.au/tga-basics>

Subject Elective
Pharma and Healthcare Management (Semester IV)



Course Name: Healthcare Operations Management

Credits: 4

Course Objectives:

The Healthcare Operations Management course aims to provide students with a comprehensive understanding of the role of information systems and technologies in enhancing healthcare delivery. It covers key areas such as electronic health records, health informatics, telemedicine, and the strategic use of data and IT solutions to optimize healthcare operations, improve patient outcomes, and increase efficiency in healthcare settings. The course also explores the integration of technology into clinical workflows, decision-making, and overall healthcare management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand core concepts and functions of healthcare operations management, emphasizing technology's role in improving service delivery.
CO 2	Apply operational tools like Lean and Evidence-Based Medicine to optimize healthcare processes.
CO 3	Analyze key challenges in healthcare operations, including patient flow, scheduling, and supply chain management.
CO 4	Evaluate the impact of healthcare technology, such as EHR and telemedicine, on operational efficiency.
CO 5	Develop strategies for operational excellence, focusing on human resource planning and cost management.

Course Contents:

Unit A: Introduction to Healthcare Operation Management:

Key functions of Healthcare Operations Management, Healthcare industry and Operations Management, Historical milestones in operations management, Use of Technology in Healthcare Delivery. The Challenge and the Opportunity, History of Performance Improvement, Evidence-Based Medicine, Quality and service topologies.

Unit B: Performance Improvement Tools, Techniques and Programs

Evidence-Based Medicine Tools to Expand the Use of EBM, Vincent Valley Hospital and Health System and P4P, Tools for Problem Solving and Decision Making, The Lean Enterprise, and Simulation

Unit C: Applications to Contemporary Healthcare Operations Issues:

Process Improvement and Patient Flow, Scheduling and Capacity Management, Supply Chain Management, Improving Financial Performance with Operations Management. Inventory Systems Procurement and Vendor Relationship Management, Strategic View.

Unit D: Putting It All Together for Operational Excellence:

Emerging Trends in Healthcare, Holding the Gains, Human Resource Planning, Managerial Accounting, Control, Which Tools to Use: A General Algorithm, Operational Excellence, VVH Strives for Operational Excellence, The Healthcare Organization of the Future

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ginter, P. M., Duncan, W. J., & Swayne, L. E. (2013) The strategic management of health care organizations, 7th Edition, San Francisco, CA: John Wiley & Sons.
- Gordon, P. (1998) Seniors' Housing & Care Facilities: Development, Business & Operations, US: Urban Land Institute.
- Hopp, W. J. & Lovejoy, W. S (2012) Hospital Operations: Principles of High Efficiency Health Care, Upper Saddle River, NJ: Pearson FT Press.
- Levin, D. J., & Joseph, A. (2010) Planning, Design, and Construction of Health Care Facilities, 2nd Edition, US: Joint Commission Resources.
- Vissers, J., & Beech, R. (2005) Health Operations Management: Patient flow logistics in Health Care, Oxon, UK: Routledge

Subject Elective
Food Technology Management (Semester IV)

Course Name: Entrepreneurship Development in Life Sciences



Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate a thorough understanding of entrepreneurial traits, functions, and theories, with a focus on food technology and biotechnology sectors.
CO 2	Identify and evaluate business opportunities in food technology and biotechnology, developing regulatory-compliant and ethically sound business plans.
CO 3	Analyze current trends and future directions in biotechnology entrepreneurship, including marketing strategies for biotech ventures.
CO 4	Develop and present comprehensive business plans for healthcare, pharma, and biotech ventures, addressing regulatory, ethical, and financial considerations.
CO5	Manage innovation, intellectual property, and funding strategies within the healthcare and pharma sectors, with a focus on financial management and branding.

Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures

- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

Subject Elective
Data Science & Business Analytics (Semester III)



Course Name: AI for Business

Credits: 4

Course Objectives:

The course aims to equip students with a foundational understanding of artificial intelligence and its transformative role in modern business. Students will explore AI concepts, including machine learning, deep learning, and generative AI, and their practical applications in areas like marketing, human resources, fraud detection, and customer service. The course emphasizes the ethical considerations of AI, addressing privacy, bias, and societal impacts. Through case studies and hands-on tools, learners will develop the skills to harness AI technologies, integrate them into business strategies, and make responsible, informed decisions to drive innovation and create value in the digital economy.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the foundational concepts of artificial intelligence, including its historical evolution, branches (machine learning, deep learning, neural networks), and their relevance to business contexts
CO 2	Explore the Turing Test, ethical considerations of AI, and address challenges such as privacy concerns, algorithmic bias, and societal impacts, preparing students to navigate AI deployment responsibly
CO 3	Gain insights into machine learning algorithms (supervised, unsupervised, reinforcement learning) and generative AI, focusing on their functionality and potential for innovation in business practices
CO 4	Analyze practical applications of AI in marketing, human resources, customer engagement, fraud detection, inventory management, and more through real-world case studies.

Course Contents:

Unit-A: Introduction to Artificial Intelligence

- Understanding artificial intelligence and its history
- Types of artificial intelligence: Narrow vs. General AI
- AI applications in various industries
- Ethical considerations in AI development
- The impact of AI on the job market

Unit-B: Machine Learning Fundamentals

- Basics of machine learning and its role in AI
- Supervised, unsupervised, and reinforcement learning
- Data preprocessing and feature engineering
- Model training and evaluation
- Overfitting and underfitting in machine learning

Unit-C: Machine Learning Algorithms

- Linear regression and logistic regression
- Decision trees and random forests
- Clustering algorithms (k-means, hierarchical)
- Introduction to neural networks and deep learning
- Model selection and hyperparameter tuning

Unit-D: Real-World Applications and Future Trends

- AI and machine learning in healthcare, finance, and marketing
- Natural language processing and computer vision
- Challenges and opportunities in AI and machine learning
- The future of AI and its societal impact
- Case studies on AI and machine learning applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Goodfellow, I., Bengio, Y., Courville, A., & Bengio, Y. (2016). Deep Learning.
- Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.
- Russell, S. J., & Norvig, P. (2016). Artificial Intelligence: A Modern Approach.
- Chollet, F. (2017). Deep Learning with Python.

Subject Elective
Data Science & Business Analytics (Semester III)



Course Name: Python for Business

Credits: 4

Course Objectives:

The Python for Business course aims to equip students with essential Python programming skills for data analysis and solving business problems. It covers core programming concepts, data manipulation techniques, data visualization, and how to apply Python to real-world business scenarios. By the end of the course, students will be able to use Python to analyse business data, generate insights, and create solutions for various business challenges.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.
CO 5	Leverage Python for data-driven decision-making and business strategy formulation.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization

- Plotly for interactive visualizations
- Dashboard creation with libraries like Dash
- Best practices in data visualization

Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis.
- VanderPlas, J. (2016). Python Data Science Handbook.
- Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.
- Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.

Subject Elective
Data Science & Business Analytics (Semester IV)



Course Name: Data Visualization

Credits: 4

Course Objectives:

The Data Visualization course is designed to equip students with the skills to translate complex data into clear, visually compelling insights. It focuses on the principles of design, understanding visual perception, and the effective use of tools and techniques to create meaningful visualizations. Students will learn to communicate data-driven findings in a way that enhances understanding and supports decision-making across various business contexts.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key principles of effective data visualization to present data clearly and meaningfully.
CO 2	Utilize various tools and platforms to create impactful visualizations tailored to specific business needs.
CO 3	Critically assess and evaluate data visualizations for accuracy, clarity, and overall effectiveness.
CO 4	Design and produce customized visualizations that resonate with diverse audiences and data types.
CO 5	Integrate advanced visualization techniques to enhance storytelling and decision-making through data.

Course Contents:

Unit-A: Foundations of Data Visualization

- Overview of data visualization and its importance in business analytics.
- Principles of design, color theory, and layout in visualization.
- Understanding the cognitive and perceptual aspects of data interpretation.
- Exploration of different types of data and visual storytelling.

Unit-B: Data Visualization Techniques and Tools

- Introduction to leading data visualization tools (Tableau, Power BI, etc.).
- Visualization techniques for different types of data: quantitative, categorical, time series, geographical.
- Interactive and dynamic visualizations for user engagement.
- Best practices in dashboard design and data presentation.

Unit-C: Advanced Data Visualization Strategies

- Complex data representations: hierarchical, network, and text data.
- Utilizing advanced chart types and custom visuals.
- Techniques for creating data animations and infographics.
- Integrating visualizations into business reports and presentations.

Unit-D: Ethical Considerations and Future Trends

- Ethical considerations in data visualization (avoiding misleading representations).
- Critical evaluation of data sources and visualization credibility.
- Current trends and innovations in the field of data visualization.
- Future of data visualization with emerging technologies (VR, AR, AI).

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Few, Stephen. (2009). Now You See It: Simple Visualization Techniques for Quantitative Analysis.
- Yau, Nathan. (2013). Data Points: Visualization That Means Something.
- Knafllic, Cole Nussbaumer. (2015). Storytelling with Data: A Data Visualization Guide for Business Professionals.
- Steele, Julie, and Noah Iliinsky. (2011). Beautiful Visualization: Looking at Data Through the Eyes of Experts.

Subject Elective
Digital Marketing (Semester IV)



Course Name: Digital Marketing for Practitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the digital marketing landscape, including key components like SEO, content, and social media.
CO 2	Analyze performance using analytics and develop strategies to optimize online marketing efforts.
CO 3	Design effective websites, applying SEO and content optimization for enhanced user experience.
CO 4	Plan and execute impactful social media campaigns to drive customer engagement.
CO 5	Create and implement online PR strategies to enhance brand visibility and reputation.

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing

Subject Elective
Data Science & Business Analytics (Semester IV)



Course Name: **Data Ethics & Privacy**

Credits: 4

Course Objectives:

Upon completing the *Data Ethics & Privacy* course, students will be able to critically evaluate ethical and privacy issues in data collection, analysis, and use within business contexts. They will apply relevant privacy laws (e.g., GDPR, CCPA) to ensure compliance in data-driven decisions. Students will also develop strategies for responsible data governance, promoting fairness, transparency, and accountability, while mitigating risks related to privacy and security. This course empowers students to navigate the complex intersection of ethics, privacy, and business analytics effectively.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Comprehend the ethical dimensions and implications associated with big data and analytics.
CO 2	Interpret and apply relevant privacy laws and regulations to data management practices.
CO 3	Develop strategies to ensure ethical governance and use of data within organizations.
CO 4	Evaluate the impact of data analytics projects on stakeholders and society.
CO5	Critically assess the risks related to data privacy, security, and bias, and propose mitigation strategies for responsible data use in business analytics.

Course Contents:

Unit-A: Foundations of Data Ethics

- Overview of ethics in data science and business analytics.
- Key ethical theories and frameworks applicable to data ethics.
- Professional standards and codes of conduct for data scientists and business analysts.
- Ethical considerations in machine learning and AI.

Unit-B: Data Privacy and Protection

- Privacy principles and individuals' rights related to personal data.
- Introduction to data protection laws globally: GDPR, HIPAA, CCPA, and others.
- Data anonymization, pseudonymization, and encryption techniques.
- Ethical data sharing and openness versus privacy trade-offs.

Unit-C: Ethical Data Governance

- The role of data governance in ethical data management.
- Best practices in creating transparent and accountable algorithms.
- Ethics in data collection methods, informed consent, and secondary use of data.
- Incorporating ethical concerns in predictive modeling and data-driven decisions.

Unit-D: Emerging Issues and Case Studies

- Current debates and real-world cases involving data ethics and privacy.
- Ethical implications of emergent technologies: facial recognition, surveillance, and predictive policing.
- Ethical use of big data analytics in marketing, finance, and healthcare.
- The future outlook of data ethics and privacy in business analytics.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- O'Neil, Cathy, and Schutt, Rachel. (2013). Doing Data Science: Straight Talk from the Frontline.
- Martin, Kirsten. (2019). Ethics and Data Science.
- Goodman, Alan, and Steiner, Peter. (2019). Data Ethics: The New Competitive Advantage.
- Mayer-Schönberger, Viktor, and Cukier, Kenneth. (2013). Big Data: A Revolution That Will Transform How We Live, Work, and Think.

Subject Elective
Real Estate Management (Semester III)



Course Name: Real Estate and Urban Development Studies

Credits: 4

Course Objectives:

The Real Estate and Urban Development Studies course aims to provide students with a comprehensive understanding of the real estate market, urban development principles, and the key dynamics shaping the real estate industry. The course explores various facets of real estate investment, urban planning, and the integration of sustainable practices in urban development. Students will gain insights into the economic, social, and environmental factors influencing real estate, while developing the skills needed to navigate and contribute to the evolving landscape of urban growth and sustainable development.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Analyze the real estate market and its trends.
CO 2	Understand the principles of urban development and planning.
CO 3	Evaluate the impact of government policies on the real estate sector.
CO 4	Formulate strategies for real estate investment and development.
CO 5	Assess the role of sustainability and innovation in shaping future real estate development and urban growth.

Course Contents:

Unit-A: Introduction to Real Estate and Urban Development

- Overview of the real estate industry
- Real estate market analysis and trends
- Urbanization and its impact on real estate
- The role of real estate in urban development
- Regulatory framework and urban planning

Unit-B: Real Estate Investment and Finance

- Real estate investment strategies
- Property valuation and appraisal
- Financing real estate investments
- Real estate development and project management
- Real estate investment trusts (REITs)

Unit-C: Government Policies and Urban Development

- Government policies and their impact on real estate
- Land use planning and zoning regulations

- Affordable housing and urban development schemes
- Sustainability and green building practices
- Case studies on successful urban development projects

Unit-D: Strategic Planning in Real Estate

- Formulating real estate development plans
- Risk assessment and management in real estate projects
- Real estate marketing and sales strategies
- Real estate negotiation and legal aspects
- Presenting real estate development plans and strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ling, D. C., & Archer, W. R. (2016). Real Estate Principles: A Value Approach.
- Calthorpe, P. (2017). The Next American Metropolis: Ecology, Community, and the American Dream.
- Ratcliffe, J. (2018). Urban Planning and Real Estate Development.

Subject Elective
Real Estate Management (Semester III)



Course Name: Service Marketing

Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organizations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards

- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Subject Elective

Real Estate Management (Semester IV)



Course Name:

Property Laws & Ethics

Credits: 4

Course Objectives:

- Understand the core legal concepts and regulations governing real estate.
- Learn the ethical standards and practices in the real estate industry.
- Analyze case studies to apply legal principles and ethical practices.
- Equip students with the knowledge to handle real estate transactions and compliance

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO1	Explain key concepts of real estate law and property types.
CO2	Interpret legal procedures in real estate contracts and transactions.
CO3	Describe financing methods and regulatory requirements in real estate.
CO4	Apply ethical principles in real estate practices and decision-making.
CO5	Analyze emerging trends and legal case studies in real estate.

Course Contents:

Unit A: Foundations of Real Estate Laws and Ethics

- Introduction to Real Estate Law: Key Concepts and Definitions
- Types of Property: Movable vs. Immovable
- Ownership Rights and Legal Interests
- Ethical Frameworks in Real Estate: Fairness, Honesty, and Transparency
- Real Estate (Regulation and Development) Act, 2016 (RERA): Overview and Compliance

Unit B: Real Estate Transactions and Contract Law

- Essentials of a Valid Real Estate Contract: Sale Deeds, Lease Agreements, and Rent Agreements
- Title Verification, Due Diligence, and Documentation Procedures
- Stamp Duty, Registration, and Taxation in Real Estate Transactions
- Ethical Issues in Real Estate Transactions: Consumer Protection and Fair Dealings
- Dispute Resolution Mechanisms: Litigation, Mediation, and Arbitration

Unit C: Real Estate Financing, Investments, and Regulatory Compliance

- Overview of Real Estate Financing Options and Procedures
- Legal Framework for Mortgages, Loans, and REITs (Real Estate Investment Trusts)

- Regulatory Requirements for Real Estate Investments: SEBI Guidelines
- Environmental Laws Impacting Real Estate Development: Compliance and Sustainable Practices
- Ethical Considerations in Real Estate Finance: Avoiding Conflicts of Interest and Ensuring Transparency

Unit D: Emerging Trends, Case Studies, and Professional Ethics

- Emerging Trends: Digital Real Estate, Smart Contracts, and Technology Driven Changes
- Case Studies on Real Estate Legal Disputes and Ethical Dilemmas
- Role of Real Estate Professionals: Codes of Conduct and Professional Ethics
- Best Practices for Ethical Decision Making in Real Estate
- Future Outlook of Real Estate Laws and Ethical Standards in a Global Context

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Real Estate Law in India by Prashant Das, Divyanshu Sharma, and Saloni Ramakrishnan
- Real Estate Finance in India by Prashant Das and Divyanshu Sharma
- Indian Real Estate: Evolution, Growth, and Future by Vinod Behl
- Fundamentals of Real Estate: Management and Finance by M. L. Hingorani and A. R. Singla
- Urban Land Policy and Real Estate Markets in India by Amitabh Kundu
- Real Estate Development and Management by Shashi K. Gupta and Satish Ahuja

Additional Resources:

- Real Estate (Regulation and Development) Act, 2016 (RERA) documentation and updates
- National Association of Realtors (NAR) Code of Ethics

Subject Elective
Real Estate Management (Semester IV)



Course Name: Real Estate Finance and Investment

Credits: 4

Course Objectives:

- To understand the principles and practices of real estate finance in the Indian context.
- To analyse various real estate investment strategies and their implications.
- To develop skills in financial modelling and valuation of real estate projects.
- To explore regulatory, legal, and taxation aspects of real estate in India.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Develop an understanding of real estate sector in India.
CO 2	Develop an understanding of real estate valuation.
CO 3	Develop an understanding of real estate finance fundamentals.
CO 4	Understand the real estate investment strategies.
CO 5	Understand the legal and regulatory framework of real estate in India.

Course Contents:

Unit-A: Introduction to Real Estate Finance

- Overview of the Real Estate Sector in India.
- Market Analysis: Economic Indicator, Local market trends.
- Introduction to Real Estate Markets: Residential, Commercial, and Industrial.
- Understanding Real Estate as an Investment Asset Class.

Unit-B: Real Estate Valuation

- Methods of Property Valuation (Cost, Income, and Market Approaches)
- Discounted Cash Flow (DCF) Analysis for Real Estate.
- Cost Approach

Unit-C: Real Estate Finance Fundamentals

- Overview of Real Estate Financing in India.
- Sources of Real Estate Finance: Equity, Debt, and Hybrid Instruments.
- Mortgage Financing and Loan Structuring.

Unit-D: Real Estate Investment Strategies and Legal and Regulatory Framework

- Buy, Hold, and Sell Strategies.
- Leveraging in Real Estate Investments.
- Real Estate (Regulation and Development) Act, 2016 (RERA).
- Land Acquisition Laws and Property Rights.

Teaching / Assessment Methodology:

- Synchronous lectures with interactive discussions.
- understanding of the practical implications of the real estate financing and investment.
- Asynchronous teaching through numerical and simulations.
- Peer-to-peer teaching exercises and feedback sessions.
- Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- "Real Estate Finance and Investments" by William Brueggeman and Jeffrey Fisher.
- "Investing in India's Real Estate" by Kuldeep Rana.
- Government Reports and Publications on Indian Real Estate.
- Industry Journals and Magazines (e.g., The Economic Times, Business Standard).

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Subject Elective
Direct Selling Management (Semester III)



Course Name: Fundamentals of Direct Selling

Credits: 4

Course Objectives:

The course on Fundamentals of Direct Selling offers students a comprehensive understanding of direct selling principles, strategies, and techniques crucial for success in the industry. It explores key aspects such as customer relationship building, effective communication, sales tactics, and leadership in direct selling. Emphasizing ethical practices, the course also covers the importance of trust and integrity in sales, preparing students to excel in the dynamic world of direct selling while fostering long-term customer loyalty and business growth.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles, models, and concepts of direct selling.
CO 2	Apply effective direct selling strategies to enhance sales performance.
CO 3	Evaluate ethical and legal considerations in direct selling and consumer relations.
CO 4	Develop skills in customer relationship management and loyalty-building.
CO 5	Lead and manage high-performing direct selling teams for sustained growth.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling
- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling
- Promotional tools and techniques
- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.
- Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.
- Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.
- Direct Selling Association (DSA) publications and articles on best practices in direct selling.

Subject Elective
Direct Selling Management (Semester III)



Course Name: Basic of Being a Networker: Soft Skills

Credits: 4

Course Objectives:

This course will help students understand the nuances of the various soft skills required to be a successful direct seller. It will touch upon the key soft skills required for the functioning of the business activities including team building. The students will get to know about the relevant skill and the various situational application in their day to day business. It will help them build a character which will have the desired building blocks of a successful leader in a direct selling environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Define key soft skills and their significance in business environments.
CO 2	Explore, apply, and develop soft skills to improve business and interpersonal interactions.
CO 3	Understand the benefits and real-world applications of soft skills in various business scenarios.
CO 4	Use situational examples to enhance the practical relevance of soft skills in direct selling and team settings.
CO 5	Adapt and apply soft skills at personal and professional levels, including in strategic planning and team roadmaps.

Course Contents:

Unit –A: Personality Traits

- Listening
- Commitment
- Decision Making
- Acceptance & Belief
- Nurturing
- Motivation
- Coachable/Unlearning
- Discipline
- Vision
- Courage
- Passion
- Creative Thinking
- Judgment
- Resilience
- Persuasion
- Faith & Belief

Unit –B: People Skills

- Collaboration
- Patience
- Common Sense
- Conflict Resolution
- Sense of Humor
- Enthusiasm
- Problem Solving
- Self-Control
- Time Management
- Confidence
- Focus
- Responsibility
- Approachable
- Empathy
- Trustworthy

Unit –C: Social Skills

- Likeability
- Respect
- Politeness
- Emotional Intelligence
- Accept Criticism
- Flexibility
- Asking for Help
- Ethical
- Accepting Diversity
- Association
- Relationship Management/IPOR (Interpersonal and Organizational Relationships)
- Following Direction
- Know-Like-Trust Cycle
- Inhibitions

Unit –D: Communication Skills

- Types of Communication
- Presentation Skills
- Body Language
- Storytelling
- Public Speaking
- Negotiation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment - **30%**

End Term Exam - **70%**

Further Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan,UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal,India.
- Laws of Success- Napoleon Hill, Star Publishing LLC,USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, Prentice Hall PTR, New Jersey,USA.
- The Business of the 21stCentury - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC,USA.
- Complete E-Commerce book: Design, build & maintain a successful web based business- Janice Reynolds, Taylor & Francis Inc., London,UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, Geoffrey Randall, Kogan Page Publishers, Philadelphia,USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York,USA.

Subject Elective
Direct Selling Management (Semester IV)



Course Name: **Ethics and Compliances in Direct Selling**

Credits: 4

Course Objectives:

This course aims to provide students with a comprehensive understanding of the ethical issues, legal frameworks, and compliance requirements in the direct selling industry. It covers key areas such as the ethical standards that govern direct selling, the role of government regulations, the design and evaluation of compensation plans, and the development of compliance strategies to ensure business integrity and sustainable growth in direct selling organizations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the ethical principles and challenges in direct selling management.
CO 2	Comprehend and apply relevant government regulations and compliance guidelines for the direct selling industry.
CO 3	Analyze and assess the effectiveness of various compensation plans in direct selling businesses.
CO 4	Develop strategies to ensure ethical business practices and regulatory compliance within direct selling organizations.
CO 5	Promote a culture of transparency, integrity, and accountability in direct selling operations.

Course Contents:

Unit-A: Ethics in Direct Selling Management

- Introduction to ethics and their significance in direct selling
- Ethical decision-making and ethical leadership
- Ethical issues in the direct selling industry
- Building an ethical corporate culture
- Case studies on ethical challenges in direct selling

Unit-B: Government Guidelines and Legal Compliance

- Government regulations and guidelines for direct selling
- Consumer protection laws and direct selling
- Licensing and registration requirements
- Taxation and financial reporting in direct selling
- Ethical marketing practices in compliance with regulations

Unit-C: Compensation Plans in Direct Selling

- Overview of compensation plans in direct selling
- Types of compensation plans (e.g., binary, unilevel, matrix)
- Commission structures and bonuses
- Sales incentives and reward programs
- Evaluating and selecting the right compensation plan

Unit-D: Developing Ethical Business Practices

- Designing an ethical code of conduct for direct selling companies
- Training and educating direct selling representatives on ethics
- Conflict resolution and dispute handling
- Compliance audits and risk management
- Building trust and credibility in direct selling businesses

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Coughlan, A. T., & Cooney, K. (2021). Direct Selling: History and Impact.
- Dunetz, J. (2019). The Direct Selling Revolution: Understanding the Growth of the Amway Corporation.
- Singh, R., & Kshatriya, P. (2017). Direct Selling: Industry Report.

Subject Elective
Direct Selling Management (Semester IV)



Course Name: Critical Success Factors

Credits: 4

Course Objectives:

This course aims to equip students with a deep understanding of the key factors driving success in the direct selling industry. It covers essential aspects such as effective sales techniques, customer relationship management (CRM), business development strategies, and performance enhancement. The course also focuses on developing skills to identify, analyze, and leverage critical success factors for sustained growth and profitability in direct selling businesses.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and explain critical success factors in the direct selling industry.
CO 2	Understand the importance of effective sales techniques and strategies.
CO 3	Develop and manage customer relationships for long-term success.
CO 4	Apply business development strategies to enhance the performance of direct selling businesses.
CO 5	Evaluate and optimize key business processes and practices to sustain competitive advantage in the direct selling industry

Course Contents:

Unit-A: Introduction to Direct Selling Management

- Overview of the direct selling industry
- Historical perspective and evolution of direct selling
- Regulatory and legal considerations in direct selling
- Business models in direct selling
- The role of ethics and social responsibility

Unit-B: Sales Techniques and Strategies

- Direct selling as a personal selling process
- Sales presentations and communication skills
- Customer acquisition and lead generation
- Effective product knowledge and demonstration
- Handling objections and closing sales

Unit-C: Customer Relationship Management in Direct Selling

- Understanding customer needs and preferences
- Building and maintaining customer relationships

- Customer loyalty and retention strategies
- Handling customer complaints and inquiries
- Using technology in customer relationship management

Unit-D: Business Development and Growth

- Strategies for business expansion and diversification
- Training and development of direct selling teams
- Compensation plans and incentives for sales representatives
- Market analysis and competition assessment
- Case studies on successful direct selling businesses

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Coughlan, A. T., & Grayson, K. (2017). Direct Selling Success: From Amway to Zombies.
- Hollander, S. C., Rassuli, K. M., & Jones, D. M. (2018). Sales Force Management: Leadership, Innovation, Technology.
- Keenan, A. (2016). The Secrets to Success in the Direct Selling: How to Become a Top 1% Direct Sales Rep.
- Sharma, R. R., & Reddy, K. V. (2015). Direct Selling as a Business Model in Indian Market.

Subject Elective
Direct Selling Management (Semester IV)



Course Name: Tools and Techniques for a Successful Direct Seller

Credits: 4

Course Objectives:

This course is designed to provide MBA students with the essential tools, strategies, and skills necessary for success in direct selling. The curriculum emphasizes the development of advanced sales techniques, effective customer relationship management (CRM), personal branding, and the integration of technology to build and sustain a successful direct selling business. By the end of the course, students will be equipped to drive sales, build lasting customer relationships, and use modern tools to scale their direct selling business in a competitive marketplace.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Master core selling skills and techniques unique to the direct selling industry.
CO 2	Utilize CRM systems to manage customer interactions and enhance sales productivity.
CO 3	Develop personal branding and social media strategies to build a strong network.
CO 4	Integrate various technological tools to streamline the sales process and analyze performance.
CO 5	Formulate and execute business growth strategies to effectively manage sales pipelines, expand market reach, and ensure long-term success in direct selling.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of the direct selling industry and business models.
- Setting personal and business goals in direct selling.
- Product knowledge and its importance in selling techniques.
- Ethical and legal considerations in direct selling.

Unit-B: Sales Techniques in Direct Selling

- Relationship-building and prospecting strategies.
- Effective communication and presentation skills.
- Handling objections and closing techniques.
- Follow-up strategies to foster customer loyalty.

Unit-C: Customer Relationship Management (CRM)

- Principles of CRM and its importance in direct selling.
- Using CRM tools to track customer interactions and sales.
- Personalized marketing and customer service best practices.
- Data analysis to enhance customer satisfaction and retention.

Unit-D: Leveraging Technology and Personal Branding

- Digital and social media marketing for direct selling success.
- Building a personal brand to differentiate and compete.
- Technological platforms for virtual demonstrations, training, and sales.
- Key performance indicators (KPIs) and analytics for tracking sales growth.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Robinson, Keith, and William W. Cato. (2018). Direct Selling For Dummies.
- Maurer, Michael. (2011). The Complete Idiot's Guide to Direct Marketing.
- Landrum, Neil H. (2016). Entrepreneurial Success in Direct Sales.
- Wotruba, Thomas R., and Diane H. F. Welsh. (2016). Direct Sales Entrepreneurship: Characteristics, Strategies, and Outcomes.

Subject Elective
Information Technology Management (Semester III)



Course Name: **Data Base Management System**

Credits: 4

Course Objectives:

The course on Database Management System: MongoDB and Beyond is designed to equip students with the knowledge and skills necessary to manage and optimize modern database systems. It covers the principles and practices of working with NoSQL databases like MongoDB, including data modelling, query optimization, and scalability.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Design, implement, and manage MongoDB databases to support business operations and data storage needs.
CO 2	Create and optimize NoSQL data models for improved data storage, retrieval, and performance in dynamic business environments.
CO 3	Design efficient MongoDB schemas, considering data modeling best practices and business requirements for scalability and flexibility.
CO 4	Execute advanced MongoDB queries, including the use of the Aggregation Framework, to support data analysis and decision-making.
CO 5	Implement and optimize MongoDB indexing strategies to enhance query performance, ensuring fast and efficient data retrieval.

Course Contents:

Unit-A: Overview of DBMS

- Understand the distinction between raw data and processed information used for decision-making.
- Recognize common issues associated with managing data manually, such as redundancy and inconsistency.
- Identify key features of databases, including data integrity, efficiency, and accessibility.
- Learn about essential DBMS components, including users, languages, structures, data dictionaries etc.

Unit-B: MongoDB Introduction and Basics

- Introduction to NoSQL databases
- MongoDB as a document-oriented database, Features and advantages of MongoDB
- Databases, MongoDB as a document-oriented database, Features and advantages of MongoDB, Comparison with traditional RDBMS, Installation of MongoDB on different platforms
- Setting up the MongoDB environment, Basics of MongoDB shell.

Unit-C: MongoDB Data Modeling and Querying

- MongoDB Data Types, Document structure
- Designing effective schema for MongoDB,
- Introduction to data modeling, types of data relationships
- Embedding documents, referencing documents, CRUD operations

Unit-D: MongoDB Aggregation and Indexing

- Aggregation framework for complex queries and data transformations
- Indexing in MongoDB
- Types of indexes
- Creating and managing indexes, Indexing strategies for performance improvement

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- "The Definitive Guide" by Kristina Chodorow (2019)
- "A Practical Guide to MongoDB Development and Administration" by Alex Giamas (2019)
- "MongoDB in Action" by Kyle Banker (2016)
- "NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence" by Pramod J. Sadalage and Martin Fowler (2012)

Subject Elective
Information Technology Management (Semester III)



Course Name: Python for Business

Credits: 4

Course Objectives:

The Python for Business course aims to equip students with essential Python programming skills for data analysis and solving business problems. It covers core programming concepts, data manipulation techniques, data visualization, and how to apply Python to real-world business scenarios. By the end of the course, students will be able to use Python to analyse business data, generate insights, and create solutions for various business challenges.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.
CO 5	Leverage Python for data-driven decision-making and business strategy formulation.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization
- Plotly for interactive visualizations

- Dashboard creation with libraries like Dash
- Best practices in data visualization

Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis.
- VanderPlas, J. (2016). Python Data Science Handbook.
- Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.
- Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.

Subject Elective
Information Technology Management (Semester IV)



Course Name: Data Visualization

Credits: 4

Course Objective

The course aims to provide students with a comprehensive understanding of essential data science tools, focusing on NumPy for numerical operations, pandas for data manipulation and analysis, and advanced data wrangling techniques. Students will also learn to effectively visualize data using Matplotlib and Seaborn, equipping them with the skills to handle, analyze, and present data in a meaningful way.

Course Outcome

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate foundational data analytics principles and techniques.
CO 2	Apply control structures, inheritance, and overloading to solve problems.
CO 3	Utilize Numpy and Pandas for essential data operations.
CO 4	Organize and structure datasets for problem-solving applications.
CO 5	Illustrate data insights through data visualization techniques.

CURRICULUM CONTENT

Unit A: Introduction to NumPy

- **Overview:** Understand the fundamentals of NumPy, including datatypes and array operations.
- **Key Topics:**
 - Python datatypes
 - Basics of NumPy arrays
 - Computation on NumPy arrays using universal functions

Unit B: Introduction to Pandas

- **Overview:** Learn the basics of pandas for data manipulation and analysis.
- **Key Topics:**
 - Introduction to pandas data structures
 - Essential pandas functionalities
 - Summarizing and computing descriptive statistics
 - Handling missing data

Unit C: Data Loading and Data Wrangling

- **Overview:** Gain skills in loading, merging, and transforming data.
- **Key Topics:**
 - Reading and writing data in text format
 - Interacting with databases
 - Combining and merging data sets
 - Reshaping and pivoting data
 - Data transformation techniques
 - String manipulation

Unit D: Visualization with Matplotlib and Seaborn

- **Overview:** Master the use of Matplotlib and Seaborn for data visualization.
- **Key Topics:**
 - General tips for using Matplotlib
 - Creating simple line and scatter plots
 - Visualizing errors
 - Density and contour plots
 - Histograms, binning, and density plots
 - Customizing plot legends and colorbars

- Advanced customization of Matplotlib
- Visualization techniques with Seaborn

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End term Exam	- 70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython. O'Reilly Media.
- VanderPlas, J. (2016). Python Data Science Handbook: Essential Tools for Working with Data. O'Reilly Media.
- Healy, K. (2018). Data Visualization: A Practical Introduction. *Princeton University Press*.
- Grus, J. (2019). Data Science from Scratch: First Principles with Python. *O'Reilly Media*.
- Waskom, M. (2021). Data Visualization with Seaborn. *Manning Publicatio*

Subject Elective
Information Technology Management (Semester IV)

Course Name:

Cyber Security

Credits: 4

Course Objectives:

- Covers core principles and evolution of cyber threats
- Introduces cryptographic techniques and risk management
- Explores network, cloud security, and defense mechanisms
- Includes incident response and threat intelligence
- Prepares students to handle real-world cybersecurity risks

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO1	Understand and explain the key concepts, principles, and historical development of cyber security.
CO2	Identify and assess risks, vulnerabilities, and regulatory compliance requirements in digital environments.
CO3	Apply cryptographic techniques for securing information and communications.
CO4	Evaluate network and cloud security models and deploy defense mechanisms.
CO5	Analyze and respond to cybersecurity incidents using threat intelligence and structured methodologies.

Course Contents:

Unit A: Introduction to Cyber Security and Risk Management

- History and evolution of cyber security
- Types of cyber threats
- Importance of cyber security in modern society
- Key principles: Confidentiality, Integrity, Availability
- Cyber security frameworks and standards
- Identifying assets and vulnerabilities
- Risk assessment methodologies
- Risk mitigation strategies
- Developing a risk management plan
- Regulatory requirements and compliance

Unit B: Cryptography Fundamentals and Techniques

- Symmetric vs. Asymmetric cryptography
- Cryptographic algorithms and protocols
- Public Key Infrastructure (PKI)
- Digital signatures and certificates
- Encryption standards and practices
- Data encryption methods (AES, DES, RSA)
- Secure communication protocols (SSL/TLS)
- Hash functions and data integrity
- Implementing cryptographic controls in applications
- Challenges and limitations of cryptography

Unit C: Network and Cloud Security

- Network security protocols: IPSec, SSL/TLS, SSH
- Firewall types and configurations
- IDS/IPS systems
- Cloud security architecture and models
- Best practices for cloud security

Unit D: Cyber Threats, Incident Management & Defense Mechanisms

- Classification of cyber threats: malware, phishing, DDoS
- Threat modeling and defense-in-depth strategy
- Endpoint protection solutions
- Case studies on major cyber attacks
- Incident response lifecycle (NIST framework): preparation, detection, containment, recovery
- Cyber threat intelligence and advanced defense mechanisms (honeypots, deception technologies, threat hunting)

Teaching / Assessment Methodology:

- 12 participative lectures covering theoretical and practical insights
- 2 assignments based on case analysis and application
- 2 quizzes evaluating concept understanding
- LMS-based asynchronous videos and discussions

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Chuck Easttom, "Computer Security Fundamentals", 4th Edition, Pearson.
- NIST Special Publication 800-61 Rev. 2, Computer Security Incident Handling Guide (Free Access at <https://nvlpubs.nist.gov>)
- Bishop, Matt, "Introduction to Computer Security", Addison-Wesley.

Required Books and Materials:

- William Stallings, "Cryptography and Network Security: Principles and Practice", 7th Edition, Pearson Education.

Course Objectives:

The Data Ethics & Privacy course is designed to provide MBA students with a thorough understanding of the ethical and privacy-related challenges involved in data collection, analysis, and dissemination in business analytics. The course focuses on responsible data practices, the interpretation of privacy laws and regulations (such as GDPR, CCPA), and the ethical frameworks that guide data-driven decision-making. Students will learn how to navigate the complexities of data governance, ensuring that data use aligns with legal, ethical, and social responsibilities in business contexts.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Comprehend the ethical dimensions and implications associated with big data and analytics.
CO 2	Interpret and apply relevant privacy laws and regulations to data management practices.
CO 3	Develop strategies to ensure ethical governance and use of data within organizations.
CO 4	Evaluate the impact of data analytics projects on stakeholders and society.
CO 5	Apply ethical frameworks and decision-making models to resolve conflicts related to data privacy, security, and bias in business analytics.

Course Contents:**Unit-A: Foundations of Data Ethics**

- Overview of ethics in data science and business analytics.
- Key ethical theories and frameworks applicable to data ethics.
- Professional standards and codes of conduct for data scientists and business analysts.
- Ethical considerations in machine learning and AI.

Unit-B: Data Privacy and Protection

- Privacy principles and individuals' rights related to personal data.
- Introduction to data protection laws globally: GDPR, HIPAA, CCPA, and others.
- Data anonymization, pseudonymization, and encryption techniques.
- Ethical data sharing and openness versus privacy trade-offs.

Unit-C: Ethical Data Governance

- The role of data governance in ethical data management.
- Best practices in creating transparent and accountable algorithms.
- Ethics in data collection methods, informed consent, and secondary use of data.
- Incorporating ethical concerns in predictive modeling and data-driven decisions.

Unit-D: Emerging Issues and Case Studies

- Current debates and real-world cases involving data ethics and privacy.
- Ethical implications of emergent technologies: facial recognition, surveillance, and predictive policing.
- Ethical use of big data analytics in marketing, finance, and healthcare.
- The future outlook of data ethics and privacy in business analytics.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- O'Neil, Cathy, and Schutt, Rachel. (2013). Doing Data Science: Straight Talk from the Frontline.
- Martin, Kirsten. (2019). Ethics and Data Science.
- Goodman, Alan, and Steiner, Peter. (2019). Data Ethics: The New Competitive Advantage.
- Mayer-Schönberger, Viktor, and Cukier, Kenneth. (2013). Big Data: A Revolution That Will Transform How We Live, Work, and Think



**Shoolini
University**

**Online
Degrees**
UGC Entitled

Master of Business Administration

(Syllabus file)

**Shoolini University Centre for
Distance and Online Education
(SCDOE)**

August 2024 -2026

MBA - SCHEME (Aug 2024)				
			Total credits= 90	
SEMESTER-01				
Sr no.	Course Title	Course Name	Credits	Code
1	Core	Marketing Management	4	SOMB1005
2	Core	Organizational Behavior	4	SOMB1004
3	Core	Financial Accounting	4	SOMB1002
4	Core	Entrepreneurship	2	SOMB1003
5	Foundation	Creativity Decoded	2	SOMB1006
6	Open Elective	Any one course from the list of Open Electives	4	
		Total credit hours	20	
Open Elective: Any one course from the following				
Sr no.	Course Title	Course Name	Credits	
1	Open Elective	Digital and Technological Solutions	4	SOOE1001
2	Open Elective	Functional English-I	4	SOOE1002
SEMESTER-02				
Sr no.	Course Title	Course Name	Credits	Code
1	Core	Financial Management	4	SOMB2001
2	Core	Career and Life Skills	4	SOMB2008
3	Core	Human Resource Management	4	SOMB2004
4	Core	Managerial Economics	2	SOMB1001
5	Core	Statistics for Management	4	SOMB2005
6	Open Elective	Any one course from the list of Open Electives	4	
		Total credit hours	22	
Open Elective: Any one course from the following				
Sr no.	Course Title	Course Name	Credits	
1	Open Elective	Saying it with Presentation and Charts	4	SOMB2006
2	Open Elective	Functional English-II	4	SOOE1005
3	Open Elective	Fundamentals of Direct Selling	4	SOMB(DS)1001

SEMESTER-03				
Sr no.	Course Title	Course Name	Credits	Code
1	Core	Legal Aspects of business	2	SOMB3001
2	Elective 1	Major Subject Elective	4	
3	Elective 2	Major Subject Elective	4	
5	Elective 3	Minor Subject Elective	4	
6	Core	Storytelling with Data	4	SOMB3003
7	Open Elective	Any one course from the list of Open Electives	4	
		Total credit hours	22	
<i>Open Elective: Any one course from the following</i>				
Sr no.	Course Title	Course Name		
1	Open Electives	Acing the Interview through AI	4	SOMB1008
SEMESTER-04				
Sr no.	Course Title	Course Name	Credits	code
1	Core	Future Leaders Program	4	SOMB4001
2	Core	Sales Management	2	SOMB4003
3	Elective 1	Major Subject Elective	4	
4	Elective 2	Major Subject Elective	4	
5	Elective 3	Minor Subject Elective	4	
6	Core	Capstone Project/ Internship	4	SOMB4004
7	Open Elective	Any one course from the list of Open Electives	4	
			26	
<i>Open Elective: Any one course from the following</i>				
Sr no.	Course Title	Course Name		
1	Open Electives	Critical Thinking and Problem Solving	4	SOOE1011
			90	

List of Subject Elective:

Financial Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Micro Finance for Managers	SOMB(FM)1001	4
2	Financial Statements Analysis	SOMB(FM)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Portfolio and Wealth Management	SOMB(FM)1005	4
2	Financial Derivatives	SOMB(FM)1003	4
3	Investment Management and Financial Planning	SOMB(FM)1004	4

**Operations and Supply Chain Management:
Semester III:**

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(OP)1001	4
2	Logistics and Distribution Strategy	SOMB(OP)1002	4
3	Warehouse Management	SOMB(OP)1005	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Project Management	SOMB(OP)1003	4
2	Lean Management	SOMB(OP)1004	4
3	Warehouse Management	SOMB(OP)1005	4

**Human Resource Management:
Semester III:**

Sr no.	Course Name	Code	Credits
1	Organizational Development & Change Management	SOMB(HR)1001	4
2	Compensation Management	SOMB(HR)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Training and Development	SOMB(HR)1003	4
2	Industrial Relations and Labor Law	SOMB(HR)1004	4

Digital Marketing:
Semester III

Sr no.	Course Name	Code	Credits
1	Digital Marketing for Practitioners	SOMB(M)1002	4
2	Integrated Marketing Communications	SOMB(M)1003	4
3	Content Marketing	SOMB(DM)1001	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Customer Relationship Management (CRM)	SOMB(DM)1002	4
2	Social Media Marketing and Digital Marketing	SOMB(DM)1003	4
3	Brand Management	SOMB(DM)1004	4

Tourism Management:

Semester III

Sr no.	Course Name	Code	Credits
1	Tourism Products of India	SOMB(TM)1001	4
2	Tourism Marketing	SOMB(TM)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Tourism Entrepreneurship	SOMB(TM)1003	4
2	Social Media Marketing and Digital Marketing	SOMB(DM)1003	4

Agri-Business Management:

Semester III

Sr no.	Course Name	Code	Credits
1	Introduction to Agriculture & Principles of Agronomy	SOMB(AB)1001	4
2	Agri-Supply Chain Management	SOMB(AB)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Agricultural Marketing and Sales	SOMB(AB)1005	4
2	Agricultural development and Policies	SOMB(AB)1003	4

Marketing Management:**Semester III**

Sr no.	Course Name	Code	Credits
1	Service Marketing	SOMB(M)1001	4
2	Digital Marketing for Practitioners	SOMB(M)1002	4
3	Integrated Marketing Communications	SOMB(M)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Customer Relationship Management (CRM)	SOMB(DM)1002	4
2	Brand Management	SOMB(DM)1004	4
3	Supply Chain Management	SOMB(OP)1001	4

Retail Management:**Semester III**

Sr no.	Course Name	Code	Credits
1	Retail Business Models	SOMB(RM)1001	4
2	Service Marketing	SOMB(M)1001	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(OP)1001	4
2	Customer Relationship Management (CRM)	SOMB(DM)1002	4

**Biotechnology Management:
Semester III**

Sr no.	Course Name	Code	Credits
1	Introductory Biotechnology and Microbiology	SOMB(B)1001	4
2	Industrial biotechnology and Microbiology	SOMB(B)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Regulatory affairs in Biotechnology	SOMB(B)1003	4
2	Entrepreneurship Development in Life Sciences	SOMB(B)1004	4

**Food Technology Management:
Semester III**

Sr no.	Course Name	Code	Credits
1	Food Regulations and Policy	SOMB(FT)1001	4
2	Food Science and Technology	SOMB(FT)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Food Safety and Quality Management	SOMB(FT)1003	4
2	Food Product Development and Innovation	SOMB(FT)1004	4
3	Entrepreneurship Development in Life Sciences	SOMB(B)1004	4

**Banking and Financial Services:
Semester III**

Sr no.	Course Name	Code	Credits
1	Banking: Types & Services	SOMB(BT)1001	4
2	Insurance: Products & Purposes	SOMB(BT)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Digital Banking and Fintech Innovations	SOMB(BT)1003	4
2	Investment Management and Financial Planning	SOMB(BT)1004	4

Pharma and Health Care**Management:****Semester III**

Sr no.	Course Name	Code	Credits
1	Healthcare Management	SOMB(PH)1001	4
2	Health Economics	SOMB(PH)1002	4
3	Pharmaceutical Marketing and Sales	SOMB(PH)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Regulatory Environment in Pharma and Healthcare	SOMB(PH)1004	4
2	Healthcare Operations Management	SOMB(PH)1005	4
3	Entrepreneurship Development in Life Sciences	SOMB(B)1004	4

Data Science & Business Analytics:**Semester III**

Sr no.	Course Name	Code	Credits
1	AI for Business	SOMB(DB)1005	4
2	Python for Business	SOMB(DB)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Data Visualization	SOMB(DB)1003	4
2	Digital Marketing for Practitioners	SOMB(M)1002	4
3	Data Ethics & Privacy	SOMB(DB)1004	4

Real Estate Management:
Semester III

Sr no.	Course Name	Code	Credits
1	Real Estate and Urban Development Studies	SOMB(RE)1001	4
2	Service Marketing	SOMB(M)1001	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Property Law and Ethics	SOMB(RE)1002	4
2	Real Estate Finance and Investment	SOMB(RE)1003	4

Direct Selling Management:
Semester III

Sr no.	Course Name	Code	Credits
1	Fundamentals of Direct Selling	SOMB(DS)1001	4
2	Basic of Being a Networker: Soft Skill	SOMB(DS)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Ethics and Compliances in Direct Selling	SOMB(DS)1003	4
2	Critical Success Factors	SOMB(DS)1004	4
3	Tools and Techniques for a Successful Direct Seller	SOMB(DS)1005	4

Information Technology
Management:
Semester III

Sr no.	Course Name	Code	Credits
1	Database Management System	SOMB(IT)1001	4
2	Python for Business	SOMB(DB)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Data Visualization	SOMB(DB)1003	4
2	Cyber Security	SOMB(IT)1002	4
3	Data Ethics & Privacy	SOMB(DB)1004	4

SEMESTER-I

Course Name: **Marketing Management**



Credits: 4

Course Objectives:

This course introduces key marketing concepts, providing a strong foundation in marketing management, the marketing environment, consumer behavior, the marketing mix, and sales management. Focused on product, price, place, and promotion, it also covers contemporary marketing issues and emerging trends, including rural marketing. By the end, students will have the knowledge and skills to navigate the evolving marketing landscape.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand core marketing concepts, the marketing system, and the complexities of consumer behavior.
CO 2	Recognize how target markets are selected, positioned, and influenced by needs, wants, and demand.
CO 3	Realize the foundational pillars of marketing and how they shape marketing strategies.
CO 4	Make informed marketing decisions based on the external environment and evolving market trends.
CO 5	Develop target markets, facilitate sales, and create strategies to meet customer needs effectively.

Course Content:

Unit-A Understanding the Marketing Process and Segmentation

- Core concepts – Needs, wants, demands, product, exchange, philosophies
- Marketing environment
- Consumer behavior
- Segmentation

Unit-B: Targeting, Positioning and Marketing Program

- Targeting
- Positioning
- Marketing mix
- Sales Management
- Product, product dimensions, new product development

Unit-C: Pricing Strategies, Promotion and communication

- Pricing & pricing strategies
- Place Decisions & Integrated marketing communications
- Promotion Mix

Unit D: Branding, Current Scenario, dynamics and Rural Marketing

- Contemporary Issues in marketing
- Consumerism and legal aspects of marketing
- Emerging marketing (Rural Marketing)

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

- Philip Kotler, Keller, Koshy and Jha, “Marketing Management,” 14e, Pearson Education, New Delhi

Further Readings:

- Michael J Etzel, Bruce J Walker, William J Stanton, and Ajay Pandit, “Marketing,” Tata McGraw Hill, New Delhi

Course Objectives:

This course explores the behavior of individuals and groups within the context of both social and technical systems in the workplace. Students will analyze key aspects of organizational behavior, including individual and group dynamics, communication patterns, conflict resolution, and various management styles. The course also covers motivational theories and techniques, as well as strategies for effective coordination and collaboration in the work environment. By applying these concepts, students will gain a deeper understanding of how to develop and optimize an organization's human resources for improved organizational performance and employee well-being.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Analyze individual behavior, attitudes, and personality types using the Big Five and MBTI models.
CO2	Understand the relationship between motivation, performance, and common perceptual errors in decision-making.
CO 3	Evaluate group dynamics, leadership styles, conflict management, and stress management techniques.
CO 4	Apply organizational design principles to structure teams and improve efficiency.
CO 5	Lead effectively, motivate employees, and manage conflicts for higher performance and organizational success.

Course Content:

UNIT-A Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.

UNIT-B The individual behavior: Attitude and job related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

UNIT-C The Group behavior: Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.

UNIT-D The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:**Text Book:**

- Robbins, S, ‘‘Organizational Behaviour’’ 15th Edition, Pearson Education, New Delhi.

References:

- Prasad, LM, Organizational Behaviour, Sultan Chand & Sons, New Delhi.

Course Objectives:

This course provides students with a solid foundation in financial accounting principles and practices. It covers the processes of measuring and recording business transactions, determining business income, and making adjusting entries. Students will learn to complete the full accounting cycle, from transaction recording to financial statement preparation. The course also introduces cost accounting, focusing on its role in business management, and explains how cost sheets are prepared and used by both individuals and companies to track and control expenses. By the end of the course, students will have the skills to apply financial accounting concepts for effective decision-making and financial management.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Differentiate between various types of accounts and understand the accounting cycle.
CO2	Understand the purpose and preparation of Trial Balance, Trading, Profit & Loss Account, and Balance Sheet.
CO 3	Comprehend the movement of cash in business and predict cash flows.
CO 4	Pass journal entries, post to respective accounts, and prepare subsidiary books, trial balance, and final accounts.
CO 5	Gain full knowledge of Accounting Standards in India and their application in financial reporting.

Course Content:**Unit-A: Introduction**

Basic overview of accounts, DRIL, CGOG, (Golden rules), understanding Accounting equations, introduction to Journal Entries, Ledger posting.

Unit-B: Ledgers and Books

Types of subsidiary books, cash book (Single, double, triple column cash book and petty cash book), why and when is BRS (Bank Reconciliation Statement), and rectification of errors.

Unit-C: Final Accounts

Why and how is Trial Balance made? Importance of trial balance, Final Accounts with adjustments and Accounting Standards of India.

Unit-D: Ratio Analysis

Reading of the Balance Sheet, Key Ratios: Liquidity Ratio, Debt Equity Ratio, PE Ratio, ROI, ROCE etc.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:**Internal assessment**

- 30%

End Term Exam

- 70%

Required Books and Materials:**Text Book:**

- Financial Accounting by C. Mohan Juneja, Arora, Kalyani Publishers, Ludhiana.
- Cost Accounting: Principles and Methods by Jain, S.P. and K.L. Narang, Kalyani Publishers, Ludhiana.

Further Readings:

- Accounting Principles, 10th edition by Weygandt, Kimmel and Kieso, Wiley Publication

Course Objectives:

This course offers in-depth insights into the evolution and application of entrepreneurial business models in contemporary India, covering areas such as e-commerce, franchising, discount stores, and network distribution. Students will learn practical tools for transforming ideas into valuable products or services, building a business plan, and crafting a unique value proposition. The course also focuses on identifying opportunities, developing business models, leading innovation, and financing ventures. Through collaboration with experienced faculty and peers, students will cultivate the entrepreneurial mindset needed to think big, create impactful solutions, and succeed in the dynamic world of entrepreneurship.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define entrepreneurship and its essence, exploring business models and opportunities in India.
CO2	Understand the entrepreneurial mindset of being a job creator and analyze the benefits and risks of various models.
CO3	Identify target markets and compare the similarities and differences among business models.
CO4	Adapt entrepreneurial models at any life stage, and develop strategic, tactical, and operational plans.
CO5	Compare contemporary models with traditional ones, emphasizing the shift from middlemen-driven distribution systems.

Course Content:**Unit –A:****Introduction to Entrepreneurship**

Introduction to Entrepreneurship: A peep into an entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Innovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cash-flow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit –B:

Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, setting up a small-scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools Kill Creativity?

Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit –C:

Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, what are the types, Reason why there is a Problem - Root Cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit –D:

Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems, and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing, and products
Grameen bank - Founders, History, Distribution channel, pricing, and products
Rang de - Concept, Founders, History, Distribution channel, pricing, and products
Ashoka - Founders, History, Distribution channel, pricing, and products

Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies, and examples

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:**Internal assessment**

- **30%**

End Term Exam

- **70%**

Further Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
- The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group,LLC, USA.
- Complete E-Commerce book: Design, build & maintain a successful web-based business-Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, Geoffrey Randall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, US

Course Name: Creativity Decoded

Credits: 4

Course Objectives:

This course helps students understand the importance of creativity and how to apply creative techniques used by artists in professional settings. It equips students with strategies and tools to enhance their creativity through the innovative 3-S model, fostering skills in problem-solving, idea generation, critical thinking, communication, and collaboration. By systematically practicing creativity, students will learn to unlock their creative potential and apply it effectively in diverse work environments.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Enumerate the steps in the creative process and understand that it is non linear
CO2	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO 3	Understand the role of concepts like mindfulness, use of right brain, empathy, and curiosity in creativity
CO 4	Explain the importance of deliberate practice for achieving excellence
CO 5	Comprehend the role of opposites (upside- down) in reframing
CO 6	Understand the various ways of combining things to create something new

Course Content:

Unit-A: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit-B: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit-C: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit-D: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:**Text Books:**

- Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House(October 2017)

Reference Books:

- Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”,Harper Collins, (1990)
- Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)

Course Name: Digital and Technology Solutions

Credits: 4

Course Objectives:

This course is designed to provide a foundational understanding of digital literacy for everyday users, enabling them to perform essential tasks like creating documents, browsing the web, sending emails, and using online banking services. It empowers individuals, including small business owners and housewives, to become digitally literate and manage basic tasks using computers. Additionally, the course introduces programming concepts such as loops, functions, control structures, and algorithms, focusing on problem-solving and algorithm development to enhance digital competency and technology application.

Course Outcomes:

After completing this course, you will be able to:

Sr. No.	Course Outcome
CO1	Write efficient algorithms to solve various problems.
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

Course Content:

Unit- A:

Knowing computer: Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- B:

Number System and Computer Codes: Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- C:

Introduction to the C Language: C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- D:

Functions, Arrays and Pointers: Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays, Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Books:

- Computer Science: A Structured Programming Approach Using C, B.A. Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
- The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

Further Readings:

- Let Us C Yashavant kanetkar BPB.
- Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
- Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

Course Objectives:

This course is designed to enhance students' English language skills for success in formal, English-speaking global environments. It focuses on improving linguistic abilities, ensuring fluency and proficiency in both written and spoken communication. By refining their language skills, students will excel in academic and professional settings, effectively expressing ideas through clear writing and confident oral communication. The course aims to provide learners with the tools to communicate effectively and navigate the demands of global communication with ease.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Develop proficiency in English across reading, writing, speaking, and listening, enabling effective communication in diverse contexts.
CO2	Enhance linguistic competence and communication skills, focusing on both verbal and written forms of English.
CO3	Acquire and hone practical communication skills for academic, professional, and personal use.
CO4	Foster lifelong learning abilities, including critical thinking, adaptability, and the capacity to continuously acquire new knowledge and skills.
CO5	Cultivate a self-directed learning approach, empowering students to independently engage in ongoing language development and improvement.

Course Content:**Unit A**

- Listening and Reading
- Unseen Passage
- Comprehension

Unit B

- Functional English
- Specific fixed expressions
- Practice

Unit C

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit D

- Phrasal Verbs
- Idioms
- Collocations
- Grammatical rules

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- Collins Cobuild, Dictionary of Phrasal Verbs, Indus
- Oxford Collocation Dictionary, Oxford University Press
- Manser, Martin H., A Dictionary of Contemporary Idioms, Pan Books Ltd.
Wallace, Michael J., Dictionary of English Idioms, HarperCollins Publishers, India
- Seidl, Jennifer & McMordie, W., English Idioms and How to Use Them, Oxford University Press
- Allen, W. Stannard, Living English Structure, Orient Longman Ltd.
- Wallwork, Adrian, English for Academic Correspondence and Socializing, Springer
Colins, Steven, Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions, Montserrrat Publishing
- O'Brien, Terry, Little Red Book of Modern Writing Skills, Rupa Publications India Pvt. Ltd.

Useful Websites

www.Englishclub.com www.writingcentre.uottawa.ca
<http://grammar.about.com>
<http://learnenglish.britishcouncil.org>

- <http://www.bbc.co.uk/worldservice/learningenglish/Exercises> that have to do with grammar

SEMESTER II

Course Name: Human Resource Management



Credits: 4

Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
SOMB2004-1	Distinguish training from development; outline employee training and management development processes.
SOMB2004-2	Create effective training programs and performance appraisal systems; understand the importance of various appraisal methods.
SOMB2004-3	Recognize industrial relations and welfare measures; develop strategies for employee retention and well-being.
SOMB2004-4	Discuss discipline guidelines and manage disciplinary issues effectively.
SOMB2004-5	Analyse HR practices to enhance employee performance and support organizational goals.

Course Content:

Unit- A: Human resource planning

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- B: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- C: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- D: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

Required Books and Materials:

Text Book:

2. Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill, Sixth Edition

Further Readings:

- Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
- Human Resource Management, by C.B. Gupta, Sultan Chand and Brothers, 13th Edition
- Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Course Name: Financial Management**Credits: 4****Course Objectives:**

This financial management course provides a comprehensive foundation in modern finance, focusing on key areas like dividend policies, capital structure, and working capital management. It aims to clarify theoretical concepts and financial jargon, ensuring students from diverse backgrounds understand the fundamentals. Emphasizing practical techniques, the course integrates mathematical tools to enhance financial decision-making, equipping students with the analytical skills needed to navigate complex financial challenges effectively.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand financial management, focusing on wealth vs. profit maximization and its importance in business decisions.
CO2	Learn business financing sources (equity, debt, bonds) and their pros and cons.
CO3	Grasp the time value of money, including present and future value calculations, and factors like inflation and opportunity cost.
CO4	Understand capital budgeting tools (Payback, ARR, NPV, IRR, Profitability Index) and leverage effects on financial decisions.
CO5	Calculate cost of capital (debt, equity, bonds) using models like CAPM and WACC, and analyze leverage's impact on EPS and EBIT.

Course Content:**Unit A: Introduction and Financial Planning**

- Introduction to Financial Management
- Objectives and Scope of Financial Management
- Role of Financial Manager

Unit B: Time Value of Money and Cost of Capital

- Time Value of Money Concepts
- Techniques for Evaluating Time Value of Money
- Cost of Capital Determination

Unit C: Capital Budgeting

- Capital Budgeting - I: Overview and Process
- Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period
- Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit D: Financial Decisions and Management

- Risk and Return Analysis in Financial Management
- Capitalisation: Meaning and Types
- Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit
- Sources of Long-Term Finance: Equity, Debt, Preference Shares
- Leverage Analysis: Operating, Financial, and Combined Leverage
- Capital Structure Decision: Factors and Theories
- Working Capital Management: Components and Strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, “Principles of Corporate Finance,” Tata McGraw Hill, New Delhi

Further Readings:

- Prasanna Chandra, “Financial Management: Theory and Practice,” Tata McGraw Hill, New Delhi
- Shashi K. Gupta and R.K. Sharma, “Financial Management,” Kalyani Publications, New Delhi

SEMESTER- II

Course Name : Career and Life Skills

Credits: 4

Course Objectives

This course aims to integrate career-oriented and life-enhancing skills to prepare students for professional success and personal fulfillment. Drawing on Finding Success Within by Vivek Atray, it emphasizes practical strategies for communication, emotional intelligence, leadership, mindfulness, and balancing personal and professional goals.

Course Outcomes

At the end of the course, students will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate effective career skills, including goal-setting, communication, and teamwork.
CO 2	Apply life skills like emotional intelligence, mindfulness, and stress management for holistic development.
CO 3	Analyze the importance of work-life balance and implement strategies for personal and professional growth.
CO 4	Develop a personal development plan integrating career and life skills to achieve overall success.

Course Contents

Unit A: Introduction to Career and Life Skills

- Defining career and life skills: Core concepts and interrelation
- Holistic development: The need for professional and personal balance
- Importance of emotional well-being and adaptability in life
- Success and happiness: Integrating professional goals with personal values
- The bigger picture of life: Purpose and long-term vision

Unit B: Career Skills

- **Professional Development:**
 - Setting goals and managing priorities
 - Enthusiasm in career
 - Focused approach to success
 - Enhancing communication and presentation skills
 - Building effective communication skills
 - Leadership and teamwork: Principles and practices
 - Team dynamics and leadership
 - Networking for professional growth and goodwill
- **Practical Workplace Skills:**
 - Time management strategies
 - Adapting to workplace dynamics
 - Managing setbacks and turning them into opportunities
 - Financial management basics

Unit C: Life Skills

- **Emotional Well-Being:**
 - Understanding and applying emotional intelligence
 - Stress management techniques for high-pressure situations
 - Building resilience and optimism
- **Personal Growth:**
 - Mindfulness and living in the moment
 - Financial literacy for personal stability
 - Building meaningful relationships (family, peers, and mentors)

Unit D: Integrating Career and Life Skills

- Case studies: Successful professionals balancing career and life
- Exercises: Developing personal roadmaps for professional and personal growth
- Reflective practices: Gratitude, mindfulness, and self-awareness
- Group project: Crafting a 'Holistic Success Plan' for a hypothetical scenario

Teaching / Assessment Methodology

- Interactive lectures: Covering core career and life skill themes
- Workshops: Practical applications of communication, mindfulness, and leadership
- Assignments: Analyzing real-world case studies and reflecting on personal experiences
- Group discussions and presentations: Encouraging collaborative learning
- Final project: Integrating career and life skills into a comprehensive development plan

Grading:

Internal Assessment	- 30%
End-Term Exam	- 70%

Further Readings

1. Atray, V. (2020). Finding Success Within: 52 Life Skills for Young Indians.
2. Covey, S. R. (1989). The 7 Habits of Highly Effective People.
3. Goleman, D. (1995). Emotional Intelligence: Why It Can Matter More Than IQ.
4. Sharma, R. (2010). The Leader Who Had No Title.
5. Brown, B. (2012). Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead.

Course Name: Statistics for Management

Credits: 4

Course Objectives:

This course is designed to introduce the students to basic methods of organization and presentation of data like tabular form, Pie chart, bar graph, line charts, ogives, frequency curve and histograms. Students will learn to analyze data by understanding the roles of central tendency like Mean, Median, Mode and measures of dispersion like range, standard deviation, and coefficient of variation. To appreciate the importance of uncertainty in life, the basic concept of probability and its calculation will be incorporated. Students will be introduced to the applications of MS Excel appropriate for the course. Course will be complimented with necessary in-house practical

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Understand the importance of data presentation and describe graphical methods like pie charts and bar graphs.
CO2	Define and calculate averages and dispersion for ungrouped and grouped data.
CO 3	Grasp the fundamentals of uncertainty, probability axioms, and event types.
CO 4	Compute and apply probabilities for different types of events using appropriate formulas.
CO 5	Create charts, and compute means and deviations using MS Excel functions.

Course Content:

Unit - A: Grouping and Displaying Data to convey Meaning

- Overview of data, its types and statistical analysis
- Tabular and graphical presentation of data through Pie chart, Histograms, Frequency Curve, Bar graph and Line Chart etc.
- Measures of central tendency
- Arithmetic Mean, Geometric Mean, Median, and Mode

Unit - B: Measures of dispersion

- Ranges
- Dispersion
- Coefficient of variation.
- Descriptive statistics using MS EXCEL
- Basic concept of Probability

Unit C: Regression

- Simple regression
- Concept of dependent and independent variables
- Use of regression in time series analysis
- Concept of correlation
- Coefficient of determination
- Coefficient of correlation

Unit D: Hypothesis testing

- Introduction to hypothesis
- Testing of hypothesis
- Theory of estimation
- Chi square test, t-test, one-way ANOVA
- Use of MS Excel and SPSS

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Further Readings:

- S.C Gupta – Fundamentals of Applied Statistics
- A.M Gun - Fundamentals of Statistics

Course Name: **Managerial Economics**

Credits: 4

Course Objectives:

The purpose of this foundational course is to introduce students to the core principles of managerial economics, equipping them with the tools to analyze and address complex business challenges effectively. Managerial economics integrates economic theories with quantitative techniques to support informed business decision-making. Key topics covered include demand analysis, production and cost analysis, market structures, pricing strategies, risk assessment, and decision-making under uncertainty. This course provides students with a practical framework for applying economic insights to optimize organizational outcomes in dynamic market environments

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcome
CO1	Understanding the fundamental principles of economics and how they apply to business decision-making.
CO2	Analyzing market demand and supply to determine the optimal pricing and production strategies.
CO3	Understanding the different types of market structures and how they affect business strategy.
CO4	Analyzing production and cost structures to determine the optimal production levels and cost control strategies.
CO5	Understanding risk and uncertainty in business decision-making and techniques for managing these risks.
CO6	Developing critical thinking and problem-solving skills to make informed business decisions.

Course Content:

Unit A: Demand, Supply and Market equilibrium

Introduction: Introduction to Economics: micro vs. macroeconomics; Nature, Scope and significance of Managerial Economics, Role of managerial economics in decision making, Decision making under risk and uncertainty.

Demand Analysis: Determinants of demand, Law of demand, Exceptions to the law of demand, Elasticity of demand- Price, Income and Cross elasticity; Uses of elasticity of demand, Measurement of elasticity of demand. Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Theory of consumer behavior: Cardinal utility theory, ordinal utility theory. Demand estimation, Demand forecasting,

Unit B: Production and Cost Analysis

Production concepts & analysis; Production function, Law of variable proportion, Law of returns to scale. Economies of scale.

Cost concepts and analysis, Short-run and long-run cost curves and their managerial use, Estimation of cost function, Relationship between cost and production function. Theories of cost: Traditional theory and modern theory of cost.

Unit C: Market Structure

Revenue concepts, Market equilibrium., Market Structure: Perfect competition, Features, Price determination under perfect competition. Monopoly: Features, Pricing under monopoly, Price discrimination. Monopolistic: Features, Pricing under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand curve, Cartels, Price leadership.

Unit D: Macroeconomics: An Overview

National Income: Different Concepts and various methods of its measurement. Employment determination: classical theory, Keynesian theory, Neo-classical theory, Special Economic Zones (SEZ). Inflation - Types, Causes and Measures to control Inflation, Business cycle, Profit concept and major theories of profits; Dynamic surplus theory, Risk & uncertainty bearing theory and innovation theory.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	30%
End Term Exam	70%

Further Readings:

- Hirschey, M. Economics for Managers. New Delhi: Thomson publications.
- Petersen, H, C., Lewis, W.C. & Jain, S.K. (2008). Managerial Economics. New Delhi: Pearson Education.
- Mithani D.M. Principles of Economics. New Delhi: Himalaya Publishing House.

- Dwivedi D.N. Managerial Economics. New Delhi: Vikas Publications.
- Maheswari, Y. Managerial Economics. New Delhi: PHI Learning Pvt. Ltd.
- Gupta, G.S. Managerial Economics. New Delhi: Tata McGraw-Hill.
- Koutosyannis Modern Micro Economics, Palgrave Macmillan
- H.L. Ahuja Advanced Economic Theory, S. Chand

Course Name: Functional English-II

Credits: 4

Course Objectives:

This course aims to enhance students' English proficiency and essential skills, including effective communication, listening, reading, and writing. By focusing on practical language use, it equips students to incorporate functional English seamlessly into their daily lives. Various techniques and methods are introduced to support students in strengthening their overall skill set. Additionally, the course provides valuable insights and strategies tailored to help students excel in the IELTS test, with informative pointers discussed throughout. Guided by the motto “Enhance More with Better Way,” this course fosters both personal and academic growth in language mastery.

Course Outcomes:

At the end of the course, the student should be able to:

Sr.No.	Course Out Come
CO1	Strengthen communication skills, including speaking, listening, and fluency for effective interaction.
CO2	Improve academic reading and writing, with mindful expression and comprehension.
CO3	Build practical language skills for real-life situations and versatile vocabulary use.
CO4	Prepare for the IELTS exam with strategies for listening, reading, writing, and speaking.
CO5	Enhance focus, self-awareness, and decision-making for educational and career growth.

Course Content:

Unit - A:

Introduction to the Level 2 of Functional English, Overview of IELTS, General Training, Band Score, Fluency

Unit - B:

Lucidity and Concision, Tips to develop good communication skills, Grammar and Vocabulary, why is Functional Language important?

Unit - C:

Difference between Hearing and Listening, Role of Listening, General Training Reading, Important steps for Writing, Writing Strategies, Speaking Test

Unit - D:

Factors that influence Concentration, Inspiration, Perspiration, Tips for IELTS Preparation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- L. Thimmesha- Functional English

Course Name: **Saying It with Presentations and Charts**

Credits: 4

Course Objectives:

This course aims to equip students with essential presentation skills for effectively engaging an audience. Students will develop public speaking abilities, improve script writing, and refine body language to communicate with confidence and clarity. Emphasis is placed on understanding and commanding an audience, tailoring presentations to resonate with specific groups. Additionally, students will learn to set priorities, understand human memory, and strengthen organization and observational skills. Practical tools like PowerPoint and speech mechanics are covered to support clear and impactful presentations

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Understand the basics of effective presentation, including organization, logic, and topic selection.
CO2	Identify and analyze the target audience to tailor presentations appropriately.
CO3	Develop skills in maintaining clarity, confidence, body language, and engagement to connect with the audience.
CO4	Apply techniques for effective eye contact, vocal control, and audience influence during presentations.
CO5	Cultivate time management skills to deliver organized and impactful presentations within set timeframes.

Course Content:

UNIT-A

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

UNIT-B

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

UNIT-C

- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

UNIT-D

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas

- The Definitive Book of Body Language: The Hidden meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

(Only for Direct Selling Management Students)



Course Name: Fundamentals of Direct Selling

Credits: 4

Course Objectives:

The course on Fundamentals of Direct Selling offers students a comprehensive understanding of direct selling principles, strategies, and techniques crucial for success in the industry. It explores key aspects such as customer relationship building, effective communication, sales tactics, and leadership in direct selling. Emphasizing ethical practices, the course also covers the importance of trust and integrity in sales, preparing students to excel in the dynamic world of direct selling while fostering long-term customer loyalty and business growth.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles, models, and concepts of direct selling.
CO 2	Apply effective direct selling strategies to enhance sales performance.
CO 3	Evaluate ethical and legal considerations in direct selling and consumer relations.
CO 4	Develop skills in customer relationship management and loyalty-building.
CO 5	Lead and manage high-performing direct selling teams for sustained growth.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling

- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling
- Promotional tools and techniques
- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.
- Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.
- Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.
- Direct Selling Association (DSA) publications and articles on best practices in direct selling.

SEMESTER III



Course Name: Legal Aspects of Business

Credits: 4

Course Objectives:

This course offers a comprehensive understanding of the legal framework governing organizations, with a particular emphasis on registered companies across various sectors. It closely examines themes related to corporate governance and provides foundational knowledge of the provisions under the Companies Act of 1956. Through this course, students gain essential insights into the regulatory standards that shape organizational conduct and governance.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Understand the legal aspects of business and answer basic questions on the subject.
CO2	Know the initial requirements and procedures for setting up a business and registering a company.
CO 3	Gain insight into the documentation and process involved in company registration.
CO 4	Understand the process of issuing shares and the procedures for winding up a company.
CO 5	Have a working knowledge of the company law board, its powers, and the importance of CSR.

Course Content:

Unit A-Corporate Introduction, features, Incorporation and Management

- Company – features and characteristics
- Concept of lifting of corporate Veil
- Types of Companies
- Formation of Company
- Share Capital
- Members, Shareholders and Directors
- Meetings

Unit B- Oppression & Mismanagement, Investigation (Section 397 – 408, Section 235-251)

- Concept of Oppression and Mismanagement.
- Prevention of Mismanagement.
- Inspection and Investigation - necessity
- Power of registrar to call for inspection and investigation
- Protection of Minority interest

Unit C-Corporate Liquidation

- Modes of Winding up
- Official Liquidators and their role
- General Powers of the Tribunal
- Contributory

Unit D-Corporate Governance and Social Responsibility

- Concept of Corporate Governance and its elements.
- CSR and its Impact.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Akhileshwar Pathak- Legal Aspects of Business
- Daniel Albuquerque- Legal Aspects of Business

SEMESTER III**Course Name: : Storytelling with Data****Credits: 4****Course Objective**

In the era of big data, the ability to transform raw information into compelling visual narratives is a crucial skill. Storytelling by Data is designed to equip students with the tools and techniques to analyse, visualize, and communicate data effectively. This course bridges the gap between data analysis and impactful storytelling, enabling students to craft narratives that inform and inspire decision-making. The course emphasizes understanding the context of data, selecting the right visuals, and eliminating clutter to focus attention on key insights. Students will explore principles of design and storytelling frameworks to create visuals that resonate with diverse audiences. Using advanced tools like R and Power BI, participants will learn to build interactive dashboards, analyse trends, and present data-driven narratives with clarity and confidence. Through hands-on practice, case studies, and a capstone project, students will develop skills to simplify complex datasets and create visuals that drive action. Whether you are an analyst, manager, or aspiring data communicator, this course will prepare you to make data a powerful tool for storytelling and decision-making. This course is ideal for professionals and students looking to enhance their ability to communicate insights in today's data-rich world.

Course Outcomes:-

CO1	Gain foundational knowledge of Big Data, its characteristics, and its significance in modern industries.
CO2	Utilize statistical and computational techniques to analyze and derive insights from large datasets.
CO3	Develop proficiency in using Excel tools and frameworks such as Power BI
CO4	Create impactful visualizations and reports to effectively communicate insights to stakeholders.
CO5	Analyze and propose solutions to challenges like data privacy, scalability, and ethical considerations in Big Data Analytics.

Course Content:**Unit - A: What is Data?**

In this module, you will learn about the different types of data analysis and the key steps in a data analysis process. You will gain an understanding of the different components of a modern data ecosystem, and the role Data Engineers, Data Analysts, Data Scientists, Business Analysts, and Business Intelligence Analysts play in this ecosystem. You will also learn about the role, responsibilities, and skillsets required to be a Data Analyst. Concept of Data Visualization, Keys Factors of Data Visualization, Data Visualization Tools and type of data.

Unit -B: Data and Excel

- Overview of Excel as a data analysis tool
- Basic Excel functions: SUM, AVERAGE, COUNT, etc.
- Importing and exporting data in Excel

- Data cleaning: Removing duplicates, handling missing values
- Data formatting: Text to columns, number formatting, date formatting
- Data transformation: Using formulas to modify and clean data
- Using Excel tools: Flash Fill, Find & Replace, Data Validation
- Descriptive statistics: Mean, median, mode, standard deviation
- Using functions: AVERAGE, MEDIAN, MODE, STDEV
- Data summarization: Creating summary tables
- Using PivotTables: Creating and customizing PivotTables for data analysis
- Matrix method in Excel.

Unit C: Advanced Data Analysis Techniques and Visualization

- Using Excel functions for data analysis: VLOOKUP, XLOOKUP, MATCH
- Advanced PivotTable features: Calculated fields, grouping, slicers, Sample Size
- Scenario analysis: Count-If Analysis, Data Tables, Goal Seek
- Graphical Representation in Excel
- Introduction to R/PowerBI and data visualization principles
- Creating charts and graphs: Bar charts, line charts, pie charts, scatter plots
- Customizing charts: Titles, labels, legends, formatting
- Advanced visualization techniques: conditional formatting, pivot charts

Unit D: Storytelling Principles and Techniques

What makes a good data story? Elements of an effective narrative: Context, conflict, resolution. Framing the problem and hypothesis Building the narrative arc: Beginning, middle, and end. Tailoring the story for different audiences (executives, technical teams, general public) Balancing technical depth and simplicity

- Case studies from industries (business, healthcare, policy)
- Deconstructing famous data stories (e.g., Hans Rosling's TED Talk)

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books

4. **"Data Visualization and Analytics"** by Dr. N. Mohan Kumar and Dr. T. Ravi
5. **"Introduction to Big Data Analytics"** by R. N. Prasad and Seema Acharya
6. **"Business Statistics"** by J. K. Sharma

Course Objectives:

This course is thoughtfully structured to help students understand and overcome key challenges faced during interviews. Emphasizing life skills and personality development, it guides students through common interview issues and provides practical solutions to avoid repeated mistakes. Through focused training, students gain essential skills that improve their comprehension of interview formats and expectations. The course fosters self-awareness, adaptability, and confidence, equipping students to present themselves effectively in professional settings.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	Understand the different types of questions commonly encountered in interviews.
CO2	Critically analyze personal strengths and weaknesses to improve self-awareness.
CO3	Apply strategies to effectively respond to various types of interview questions.
CO4	Practice mock interviews using an AI platform like Siqandar for realistic simulation.
CO5	Develop skills to confidently present oneself in interview settings through practice and feedback.

Course Content:**Unit - A: Introduction**

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit - D: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing
- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Objectives:

The primary objective of this course is to enable students to learn and apply coaching skills to maximize their leadership potential. By engaging in both theoretical and practical exercises, students gain the skills to foster self-leadership, support others' growth, and adapt to the modern, collaborative work environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply ICF Core Competencies in coaching conversations to address client needs effectively and ethically.
CO 2	Develop self-awareness and engage in reflective practices to enhance personal growth and leadership abilities.
CO 3	Establish trust and build rapport in coaching relationships to foster an open and supportive environment.
CO 4	Utilize active listening and impactful questioning to encourage client insight, self-expression, and awareness.
CO 5	Empower clients to set actionable goals and promote autonomy in the coaching process for lasting personal and professional growth.
CO 6	Apply the GROW Coaching Model to structure solution-oriented coaching sessions that effectively support client goals.

Course Contents:**Unit A: Foundations of Coaching and Core Competencies**

- **Purpose:** Establish a fundamental understanding of coaching and introduce students to the essential competencies required for effective coaching. This unit grounds MBA students in coaching as a strategic leadership tool, distinguishing it from other managerial and advisory roles.
- **Topics:**
 - **Introduction to Coaching**
 - Understanding coaching in an organizational and leadership context.
 - Differentiating coaching from consulting, mentoring, and training.
 - **Ethical Practice in Coaching**
 - Importance of ethical standards in coaching, especially in corporate settings.
 - Key ethical guidelines and common challenges.
 - **Coaching Mindset for Leaders**

- Building a mindset focused on growth, non-judgment, and client empowerment.
- Self-awareness as a foundation for impactful coaching.
- **Establishing Agreements**
 - Setting clear expectations and boundaries with clients or team members.
 - Techniques for creating buy-in and defining objectives in coaching.

Unit B: Emotional Intelligence and Building Trust

- **Purpose:** Equip students with an understanding of emotional intelligence as a foundation for effective coaching relationships, focusing on trust, presence, and adaptability as crucial traits for MBA-level leadership.
- **Topics:**
 - **Building Trust and Psychological Safety**
 - Methods for establishing a safe, trusting environment in professional relationships.
 - Psychological safety as a driver of team and individual performance.
 - **Emotional Intelligence in Leadership**
 - Exploring the components of emotional intelligence: self-awareness, self-regulation, empathy, and social skills.
 - Application of emotional intelligence in fostering openness and rapport with clients or employees.
 - **Adaptability and Resilience**
 - Developing a flexible coaching approach to handle diverse situations.
 - Resilience as a key attribute for leaders, especially in dynamic and high-stress environments.
 - **Presence in Coaching**
 - The role of presence and active engagement in making clients feel valued.
 - Techniques for sustaining attention and focus during interactions.

Unit C: Developing Effective Communication Skills in Coaching

- **Purpose:** Develop students' communication skills, focusing on active listening, strategic questioning, and fostering a growth mindset. This unit is critical for MBA students who need to master communication to lead, inspire, and influence effectively.
- **Topics:**
 - **Active Listening and Empathy in Leadership**
 - Techniques for listening attentively and responding with empathy.
 - Impact of empathetic listening on employee satisfaction and motivation.
 - **Strategic Questioning and Decision-Making**
 - Developing questioning skills to encourage self-reflection and clarity in clients or team members.
 - Role of questioning in enhancing decision-making and critical thinking.
 - **Problem-Solving Approaches in Coaching**
 - Tools and frameworks to guide clients through problem-solving processes.
 - Applying solution-focused techniques to help clients overcome obstacles.
 - **Facilitating Client Growth**
 - Techniques to motivate and guide individuals toward personal and professional growth.
 - Tracking progress and maintaining accountability.

Unit D: Coaching Models and Practical Application

- **Purpose:** Introduce MBA students to established coaching models and frameworks, emphasizing their practical application in real-world scenarios. This unit prepares students to apply structured coaching processes in leadership roles.
- **Topics:**
 - **The GROW Model**
 - Overview of the GROW (Goal, Reality, Options, Way Forward) model.
 - Practical application of the model in helping clients clarify and achieve goals.
 - **Encouraging Innovation and Blue-Sky Thinking**
 - Fostering a culture of creativity and open-mindedness within a team or organization.
 - Using coaching to encourage innovative thinking and breakthrough ideas.
 - **Reflection and Self-Assessment as a Leader**
 - Reflecting on personal growth and learning throughout the course.
 - Self-assessment of coaching competencies and areas for future improvement.
 - **Integrative Review of Core Competencies**
 - Synthesis of ethical practice, emotional intelligence, communication, and strategic thinking.
 - Applying coaching skills holistically to support leadership effectiveness.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

- **Further Readings:**
- Whitmore, John. *The Tao of Coaching: Boost Your Effectiveness at Work by Inspiring and Developing Those Around You*. Nicholas Brealey Publishing, London.
- Kimsey-House, Henry, Karen Kimsey-House, and Phillip Sandahl. *Co-Active Coaching: The Proven Framework for Transformative Conversations at Work and in Life*. 4th ed., William Morrow, New York.
- Reynolds, Marcia. *Coach the Person, Not the Problem: A Guide to Transformational Coaching*. Routledge, 2019.
- Bungay Stanier, Michael. *The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever*. Box of Crayons Press, Toronto.

Required Books and Materials:**Reference Books:**

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

Course Objectives:

This course provides students with the flexibility to choose either a capstone project or an internship, allowing them to align their academic experience with career aspirations. The course aims to equip students with either advanced analytical and research skills through a project-based approach or hands-on industry experience through an internship.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Develop a comprehensive project or internship plan by identifying objectives, scope, and resources based on real-world industry needs.
CO 2	Apply academic knowledge to practical or project-based challenges, showcasing analytical, research, and problem-solving skills.
CO 3	Demonstrate professional skills in communication, teamwork, and project management in an industry or academic setting.
CO 4	Present and reflect on personal learning, process challenges, and achievements through a detailed report and presentation.

Course Options:

Students can choose between the following:

- **Capstone Project:**

Ideal for students focusing on research, strategic thinking, and project management, Subject Area specific.

- **Internship:**

Recommended for students seeking hands-on industry experience and networking opportunities. Internships are available for students who are not currently employed and may require relocation.

Methodology:

3. **Capstone Project:**

- Students work individually or in teams with faculty guidance.
- A final report on project outcomes is required.

4. **Internship:**

- Minimum of 8 weeks, with a report and certificate from the organization.

Evaluation:

Assessment will include a report, presentation, and evaluation of practical skills by faculty and industry experts.

Course Name:**Sales Management**

Credits: 4**Course Objectives:**

The Sales Management course is designed to enhance students' skills in planning, organizing, and leading sales teams to meet organizational objectives. It provides a comprehensive understanding of sales strategies, customer relationship management, and the critical role of effective sales leadership in driving business success.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key principles of sales management.
CO2	Develop effective sales strategies and plans.
CO3	Understand customer relationship management and its role in sales.
CO4	Lead and motivate a sales team to achieve targets.
CO5	Analyze sales performance and implement techniques for improving sales effectiveness and efficiency.

Course Content:**Unit-A: Introduction to Sales Management**

- Overview of sales management
- Role of sales in organizational success
- Sales management process
- Sales strategies and their importance
- Ethical considerations in sales

Unit-B: Sales Strategy and Planning

- Setting sales objectives and targets
- Developing a sales plan
- Sales forecasting and budgeting
- Sales territory management
- Sales force automation

Unit-C: Customer Relationship Management (CRM)

- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting
- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management

- Leadership in sales
- Motivating and coaching sales teams
- Sales performance evaluation
- Compensation and incentive schemes
- Sales team development

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment: - 30%

End Term Exam: - 70%

Further Readings:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making.
- Johnston, M. W., & Marshall, G. W. (2018). Sales Force Management: Leadership, Innovation, Technology.

Open Elective (Semester IV)**Course Name: Critical Thinking and Problem Solving****Credits: 4****Course Objectives:**

This course aims to equip students with essential skills in critical reasoning to tackle complex business and real-world problems by breaking them down into fundamental elements. Through methods like the why-why analysis, root cause technique, fishbone diagram, logic/issue trees, and solution hypotheses, students learn to dissect challenges effectively. The course also covers how to identify and frame problems, design investigations, and present findings in a structured report. Practical in-house exercises will further demonstrate the use of varied reasoning techniques, enabling students to apply suitable approaches for distinct problem scenarios, fostering both analytical thinking and effective problem-solving.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No	Course Outcome
CO1	Identify critical thinking traits and tools for problem identification.
CO2	Use MECE and issue trees to structure and analyze problems.
CO3	Apply Fishbone Diagram for cause-and-effect analysis.
CO4	Distinguish research types, evaluate data, and critically assess claims.
CO5	Formulate structured arguments and develop research proposals.

Course Contents:**Unit I: Language of Reasoning**

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit III: Breaking up the Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowell and Gary Kemp
- "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mote

Subject Elective
Financial Management (Semester III)



Course Name: Micro Finance for Managers

Credits: 4

Course Objectives:

This course on Microfinance for Managers provides students with essential knowledge and skills to understand and apply microfinance principles. Focusing on the role of microfinance in promoting financial inclusion and reducing poverty, it highlights how small-scale financial services can empower underserved communities. Students will learn effective management and monitoring techniques, gaining insights into the operational and strategic aspects of microfinance. Through practical and theoretical approaches, this course equips future financial managers to contribute meaningfully to microfinance institutions, ensuring they operate sustainably and align with broader goals of social and economic development.

Course Outcomes:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Explain the fundamental concepts of microfinance and its role in promoting financial inclusion.
CO2	Analyze the principles, challenges, and impact of microfinance management in underserved communities.
CO 3	Understand the regulatory and legal frameworks governing microfinance operations.
CO 4	Develop strategies for designing and implementing effective microfinance programs.
CO 5	Evaluate the effectiveness of microfinance programs in achieving sustainable financial and social outcomes.

Course Content:

Unit-A: Introduction to Micro Finance

- Basics of microfinance
- Historical development and evolution of microfinance
- Importance of microfinance in financial inclusion
- Microfinance institutions and their roles
- Social impact of microfinance

Unit-B: Microfinance Management

- Microfinance principles and practices
- Client assessment and risk management

- Product design and delivery channels
- Managing microfinance operations
- Challenges and issues in microfinance management

Unit-C: Regulatory and Legal Aspects

- Legal and regulatory frameworks in microfinance
- Consumer protection and fair lending practices
- Microfinance and financial sector regulations
- Reporting and compliance requirements
- Case studies on regulatory compliance

Unit-D: Microfinance Program Design and Implementation

- Microfinance program development
- Marketing and outreach strategies
- Monitoring and evaluation of microfinance programs
- Social performance measurement and impact assessment
- Business ethics and social responsibility in microfinance

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Further Readings:

- Ledgerwood, Joanna. (2006). Microfinance Handbook: An Institutional and Financial Perspective.

Subject Elective
Financial Management (Semester III)



Course Name: Financial Statement Analysis

Credits: 4

Course Objectives:

This course offers a comprehensive exploration of financial statement analysis, empowering students to extract, interpret, and apply financial data to drive strategic decision-making across diverse business functions. By mastering key tools and techniques, students will gain the ability to evaluate a company's financial health, performance, and risks, enabling stakeholders—investors, creditors, managers, auditors, and regulators—to make informed, data-driven decisions. The course enhances students' proficiency in leveraging financial insights for effective business strategy, risk management, and value creation.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Be able to read and critically evaluate financial analyst reports
CO2	Become familiar with the organization and disclosure of information reported in filings and the notes to the financial statements
CO3	Be proficient at calculating and interpreting financial ratios
CO4	Understand how accounting errors impact reported income and the book value of equity
CO5	Understand major valuation models

Course Content:

Unit A: Financial Reporting and Analysis: An Introduction

- Financial Statement Analysis: An Introduction
- Financial Reporting Mechanics
- Financial Reporting Standard

Unit B: Income Statements, Balance Sheets, and Cash Flow Statements

- Understanding Income Statements
- Understanding Balance Sheets
- Understanding Cash Flow Statements
- Financial Analysis Techniques

Unit C: Inventories, Long-lived Assets. Income Taxes and Non-current Liabilities

- Inventories
- Long-Lived Assets
- Income Taxes
- Non-Current (Long-Term) Liabilities

Unit D: Evaluating Financial Reporting Quality and Other Applications

- Financial Statement Analysis: Applications

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- P.Mohana Rao- Financial Statement Analysis

Subject Elective
Financial Management (Semester IV)



Course Name: Portfolio and Wealth Management

Credits: 4

Course Objectives:

The Portfolio and Wealth Management course aims to equip students with a deep understanding of the core principles and strategies involved in managing investment portfolios and building long-term wealth. Students will gain expertise in asset allocation, risk management, portfolio optimization, and financial planning, tailored to both individual and institutional needs. The course also emphasizes the application of advanced investment strategies, performance evaluation, and the integration of tax, estate, and retirement planning to maximize wealth creation and preservation in a dynamic financial environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key concepts and theories of portfolio management.
CO 2	Analyze and construct diversified investment portfolios.
CO 3	Apply risk management techniques to protect wealth.
CO 4	Develop a comprehensive financial plan for individuals and institutions.
CO 5	Evaluate the performance of investment portfolios.

Course Contents:

Unit-A: Introduction to Portfolio Management

- Principles of portfolio management
- Modern portfolio theory and the Capital Asset Pricing Model (CAPM)
- Asset allocation and diversification
- Investment objectives and strategies
- Ethical considerations in portfolio management

Unit-B: Asset Classes and Investment Vehicles

- Equity securities and fixed-income securities
- Mutual funds, exchange-traded funds (ETFs), and hedge funds
- Real estate, commodities, and alternative investments

- Derivatives and structured products
- International investments and global asset allocation

Unit-C: Risk Management and Performance Evaluation

- Risk and return analysis
- Measuring and managing portfolio risk
- Performance evaluation and attribution analysis
- Benchmarking and performance measurement
- Portfolio rebalancing and tax considerations

Unit-D: Wealth Management and Financial Planning

- Wealth management process and services
- Financial planning and goal setting
- Estate planning and tax considerations
- Insurance and risk protection
- Retirement planning and asset transfer

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Bodie, Z., Kane, A., & Marcus, A. J. (2014). Investments.
- Reilly, F. K., & Brown, K. C. (2011). Investment Analysis and Portfolio Management.

- Markowitz, H. (1952). Portfolio Selection.
- Swensen, D. F. (2009). Pioneering Portfolio Management: An Unconventional Approach to Institutional Investment.
- Sharpe, W. F., Alexander, G. J., & Bailey, J. V. (1999). Investments.

Subject Elective
Financial Management (Semester IV)



Course Name: Financial Derivatives

Credits: 4

Course Objectives:

The Financial Derivatives course is designed to provide students with a comprehensive understanding of derivative instruments, including futures, options, swaps, and other advanced financial products. The course explores the fundamental principles behind derivative pricing, their applications in risk management, and their role in enhancing portfolio performance and financial innovation. Students will gain the skills to evaluate and utilize derivatives for hedging, speculation, and arbitrage, while developing a solid foundation in the strategies and market dynamics driving these essential financial tools.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and types of derivative instruments.
CO 2	Apply pricing models and strategies for trading derivatives.
CO 3	Utilize derivatives for hedging, speculation, and arbitrage.
CO 4	Evaluate the impact of derivatives on financial markets and the economy.
CO 5	Identify and manage the risks associated with derivative positions.

Course Contents:

Unit-A: Introduction to Derivatives

- Definition and types of derivatives
- History and evolution of the derivative markets
- Forward contracts, futures contracts, options, and swaps
- Institutional framework and regulation of derivatives markets
- Uses and abuses of derivatives

Unit-B: Pricing Derivatives and Trading Strategies

- Pricing models for forwards and futures
- Binomial and Black-Scholes models for option pricing

- Trading strategies involving derivatives
- Valuation of swaps and other complex derivatives
- Using derivatives for arbitrage

Unit-C: Applications of Derivatives in Risk Management

- Hedging techniques using derivatives
- Managing market risk, credit risk, and other financial risks
- Role of derivatives in financial engineering and innovation
- Asset/liability management using derivatives
- Case studies in risk management

Unit-D: Regulatory and Ethical Considerations

- Regulation of derivatives markets (Dodd-Frank Act, EMIR, MiFID II)
- Reporting and compliance for derivative transactions
- Ethical issues and concerns in derivatives trading
- Assessing systemic risk and financial stability
- Future trends and developments in derivatives markets

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hull, J. C. (2020). Options, Futures, and Other Derivatives.

- Chance, D. M., & Brooks, R. (2015). An Introduction to Derivatives and Risk Management.
- Taleb, N. N. (1997). Dynamic Hedging: Managing Vanilla and Exotic Options.
- McDonald, R. L. (2013). Derivatives Markets.
- Stulz, R. M. (2019). Risk Management & Derivatives.

Subject Elective
Financial Management (Semester IV)



Course Name: Investment Management and Financial Planning

Credits: 4

Course Objectives:

The **Investment Management and Financial Planning** course provides students with the skills to analyse financial statements, apply valuation models, and assess investment opportunities. It covers key topics such as capital budgeting, risk management, financial forecasting, and business valuation. By exploring advanced decision-making techniques like discounted cash flow, NPV, IRR, and scenario analysis, students will be equipped to make informed financial decisions, optimize investment strategies, and manage risks for both individuals and organizations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand and apply key financial decision-making techniques to optimize investment strategies and corporate financial planning.
CO 2	Perform comprehensive financial statement analysis and modeling to assess organizational performance and support strategic decision-making.
CO 3	Integrate advanced financial forecasting tools and techniques to enhance managerial decisions and long-term financial planning.
CO 4	Evaluate capital investment projects using a range of appraisal methods, including NPV, IRR, and real options analysis.
CO 5	Synthesize financial data and insights to make recommendations aimed at value maximization and effective risk management.

Course Contents:

Unit-A: Financial Statement Analysis

- Analysis of financial statements and financial ratios
- Cash flow analysis and the statement of cash flows
- Use of financial analysis for forecasting and trend identification
- Common-size and index number trend analysis

Unit-B: Valuation Techniques

- Time value of money and discounted cash flow analysis
- Valuation models for stocks and bonds
- Cost of capital and weighted average cost of capital
- Determination of the firm's optimal capital structure

Unit-C: Investment Appraisal Methods

- Capital budgeting and the investment decision-making process
- Net Present Value (NPV), Internal Rate of Return (IRR), and other capital investment appraisal methods
- Dealing with risk and uncertainty in investment appraisal
- Real options and their application in investment decisions

Unit-D: Advanced Techniques in Financial Decision-Making

- Sensitivity and scenario analysis
- Business valuation and mergers and acquisitions analysis
- Corporate risk management and hedging
- Lean finance and agile methodologies in financial analysis

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of Corporate Finance.
- Damodaran, A. (2012). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset.
- Koller, T., Goedhart, M., & Wessels, D. (2015). Valuation: Measuring and Managing the Value of Companies.
- McKinsey & Company Inc., Koller, T., Dobbs, R., & Huyett, B. (2010). Value: The Four Cornerstones of Corporate Finance.
- Pike, R., & Neale, B. (2006). Corporate Finance and Investment: Decisions & Strategies.

Subject Elective
Operation Management and Supply Chain Management (Semester III)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The **Supply Chain Management** course aims to provide MBA students with a deep understanding of the principles, strategies, and best practices essential for managing the flow of goods, services, information, and finances across the supply chain. Students will develop the skills to analyze and optimize supply chain performance, enhance operational efficiency, and align supply chain strategies with broader business goals. The course will cover key areas such as logistics, inventory management, procurement, demand forecasting, and risk management, preparing students to make strategic, data-driven decisions that create value and competitive advantage in global supply chains.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the key components and interdependencies of supply chain management, and their role in achieving business objectives.
CO2	Apply supply chain planning processes, including demand forecasting, inventory management, and risk mitigation strategies.
CO3	Manage procurement, logistics, and production planning to optimize supply chain operations and foster supplier relationships.
CO4	Integrate lean, sustainable, and agile practices, along with technology, to improve supply chain efficiency and resilience.
CO5	Utilize performance metrics, supply chain analytics, and continuous improvement methodologies to optimize global supply chain.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations
- Foreign Trade

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- EXIM Policy

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Subject Elective
Operation Management and Supply Chain Management (Semester III)

Course Name: **Logistics & Distribution Strategy**

Credits: 4

Course Objectives:

The Logistics & Distribution Strategy course equips students with the knowledge and skills to manage the efficient flow of goods, information, and finances within the supply chain. It covers key logistics functions such as transportation, warehousing, inventory management, and distribution network design. Emphasizing strategic decision-making, the course enables students to optimize logistics operations, reduce costs, and enhance customer satisfaction, preparing them to develop effective distribution strategies that drive supply chain efficiency in a global marketplace.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key concepts and principles of logistics and distribution management, and their impact on supply chain efficiency.
CO2	Identify and describe the components of a supply chain and analyze their interdependencies for optimized operations.
CO3	Evaluate the role of technology in enhancing logistics and distribution processes, including automation, tracking, and data management.
CO4	Design, implement, and manage an efficient distribution network to ensure timely delivery and cost-effective operations.
CO4	Apply strategic decision-making techniques to optimize logistics functions and distribution strategies in a global supply chain context.

Course Content:

Unit-A: Fundamentals of Logistics and Supply Chain Management

- Introduction to Logistics Management
- Components of Supply Chain Management
- Role of Distribution in Logistics

Unit-B: Operational Aspects of Logistics and Supply Chain Management

- Inventory Management Techniques
- Warehousing in India
- Transportation and Fleet Management
- Carrier Selection and Freight Negotiation

Unit-C: Advanced Logistics and Technology Integration

- Logistics Network Design
- Technology's Influence on Logistics
- Warehouse Management System (WMS)
- Transportation Management System (TMS)

Unit-D: Logistics Evolution – Technology, Strategy, and Regulations

- Emerging Technologies in Logistics
- Strategic Planning and Future Trends
- Custom Duty

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Christopher, M. (2016). Logistics & Supply Chain Management.
- Waters, D. (2018). Global Logistics: New Directions in Supply Chain Management.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)

Course Name: **Warehouse Management**

Credits: 4

Course Objectives:

The Warehouse Management course offers students a comprehensive understanding of optimizing warehousing operations within logistics and supply chain management. Topics include warehouse design, inventory control, technology integration, and the implementation of best practices for operational efficiency. Students will gain practical skills in improving storage, handling, and distribution processes to enhance productivity, reduce costs, and ensure timely delivery within a competitive supply chain environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand warehouse roles, types, layout planning, and storage systems in the supply chain.
CO 2	Apply inventory management principles, replenishment strategies, and stock control techniques.
CO 3	Implement warehousing technologies and automation (WMS, RFID, AS/RS) to improve efficiency.
CO 4	Apply best practices like lean warehousing, 3PL, reverse logistics, and sustainability.
CO 5	Use KPIs and performance metrics to assess and enhance warehouse productivity.

Course Contents:

Unit-A: Introduction to Warehouse Management

- Role and functions of a warehouse in the supply chain
- Types of warehousing and storage systems
- Warehouse location and layout planning
- Equipment and technology in warehousing
- Safety and compliance regulations

Unit-B: Inventory Management and Control

- Principles of inventory management
- Stock categorization and inventory policies
- Inventory replenishment strategies and order management
- Stocktaking and cycle counting
- Impacts of inventory on financial performance

Unit-C: Technology and Automation in Warehousing

- Warehouse Management Systems (WMS)
- Barcode and RFID technology
- Automated storage and retrieval systems (AS/RS)
- Drones and robotics in warehousing
- E-commerce and warehouse operations

Unit-D: Best Practices and Contemporary Issues

- Lean warehousing and waste reduction
- Third-party logistics (3PL) and outsourcing
- Reverse logistics and sustainable practices
- Performance measurements and KPIs
- Case studies on successful warehouse management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Gwynne, R. (2017). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
 - Muller, M. (2018). Essentials of Inventory Management.
 - Richards, G. (2014). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
- Emmett, S. (2017). Excellence in Warehouse Management: How to Minimise Costs and Maximise Value.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)



Course Name: Project Management

Credits: 4

Course Objectives:

This course equips MBA students with the essential skills to effectively manage projects across their life cycle. Students will master key project management methodologies (e.g., PMBOK, PRINCE2, Agile), develop expertise in planning, scheduling, budgeting, and resource allocation, and learn how to manage risks, quality, and project performance. By the end of the course, students will be prepared to lead successful projects, optimize team performance, and drive project outcomes aligned with organizational goals.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand project management frameworks and the project life cycle.
CO 2	Develop detailed project plans, including scope, scheduling, and budgeting.
CO 3	Manage project resources (time, budget, personnel) efficiently.
CO 4	Apply risk management strategies to mitigate project threats.
CO 5	Ensure the quality of project deliverables using quality management tools.
CO 6	Communicate effectively with stakeholders at all levels throughout the project.

Course Contents:

Unit-A: Project Management Essentials

- Introduction to project management principles
- Project life cycle and organizational structure
- Role and competencies of the project manager
- Project management methodologies (e.g., PMBOK, PRINCE2, Agile)

Unit-B: Project Planning and Scheduling

- Project scope definition and management
- Work breakdown structure (WBS) and project scheduling

- Resource allocation and critical path method (CPM)
- Project budgeting and cost estimation

Unit-C: Project Execution and Control

- Project execution and the role of human resources management
- Monitoring and controlling project progress and performance
- Change management and configuration management
- Managing project terminations and closeout processes

Unit-D: Risk and Quality Management in Projects

- Risk identification, analysis, and mitigation planning
- Quality standards and quality management in projects
- Tools for quality control and assurance
- Using key performance indicators (KPIs) to measure project success

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling.
- Project Management Institute. (2017). A Guide to the Project Management Body of Knowledge (PMBOK Guide).
- Schwalbe, K. (2018). Information Technology Project Management.
- Verzuh, E. (2015). The Fast Forward MBA in Project Management.
- Wysocki, R. K. (2014). Effective Project Management: Traditional, Agile, Extreme.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)



Course Name: Lean Management

Credits: 4

Course Objectives:

The Lean Management course equips students with essential lean principles and tools to optimize operational efficiency, improve quality, and enhance customer satisfaction. Focusing on waste reduction, cost control, and continuous improvement, the course covers lean techniques applicable to both manufacturing and service sectors. Students will learn to streamline processes, eliminate inefficiencies, and drive sustainable performance improvements across diverse operational environments.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the philosophy and core principles of lean thinking.
CO 2	Implement lean tools and techniques to streamline processes.
CO 3	Design and manage lean operations for continuous improvement.
CO 4	Analyze and solve operational problems using lean methodologies.
CO 5	Evaluate the effectiveness of lean strategies on organizational performance.

Course Contents:

Unit-A: Introduction to Lean Thinking

- History and evolution of lean concepts
- Fundamental principles of lean operations
- Value, value streams, flow, pull systems, and perfection
- The role of lean in operations management

Unit-B: Lean Tools and Techniques

- 5S methodology for workplace organization

- Value Stream Mapping (VSM) to analyze and redesign workflows
- Kanban systems for inventory control
- Jidoka and Poka-yoke for quality assurance
- Root Cause Analysis (RCA) and problem-solving

Unit-C: Lean in Manufacturing and Services

- Lean applications in manufacturing and the Toyota Production System (TPS)
- Adapting lean principles to service and office environments
- Lean Six Sigma for combining lean and Six Sigma methodologies
- Developing a lean culture and the role of leadership

Unit-D: Lean Transformation and Sustainability

- Strategies for implementing lean transformations
- Measuring lean performance with Key Performance Indicators (KPIs)
- Sustaining lean gains and pursuing continuous improvement
- Lean challenges, critical success factors, and case studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Womack, J. P., & Jones, D. T. (2003). Lean Thinking: Banish Waste and Create Wealth in Your Corporation.
- Rother, M., & Shook, J. (2003). Learning to See: Value Stream Mapping to Add Value and Eliminate MUDA.
- Liker, J. K. (2004). The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer.
- George, M. L. (2002). Lean Six Sigma: Combining Six Sigma Quality with Lean Production Speed.
- Ohno, Taiichi. (1988). Toyota Production System: Beyond Large-Scale Production.

Subject Elective
Operation Management and Supply Chain Management (Semester IV)

Course Name: **Warehouse Management**

Credits: 4

Course Objectives:

The Warehouse Management course offers students a comprehensive understanding of optimizing warehousing operations within logistics and supply chain management. Topics include warehouse design, inventory control, technology integration, and the implementation of best practices for operational efficiency. Students will gain practical skills in improving storage, handling, and distribution processes to enhance productivity, reduce costs, and ensure timely delivery within a competitive supply chain environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand warehouse roles, types, layout planning, and storage systems in the supply chain.
CO 2	Apply inventory management principles, replenishment strategies, and stock control techniques.
CO 3	Implement warehousing technologies and automation (WMS, RFID, AS/RS) to improve efficiency.
CO 4	Apply best practices like lean warehousing, 3PL, reverse logistics, and sustainability.
CO 5	Use KPIs and performance metrics to assess and enhance warehouse productivity.

Course Contents:

Unit-A: Introduction to Warehouse Management

- Role and functions of a warehouse in the supply chain
- Types of warehousing and storage systems
- Warehouse location and layout planning
- Equipment and technology in warehousing
- Safety and compliance regulations

Unit-B: Inventory Management and Control

- Principles of inventory management
- Stock categorization and inventory policies
- Inventory replenishment strategies and order management
- Stocktaking and cycle counting
- Impacts of inventory on financial performance

Unit-C: Technology and Automation in Warehousing

- Warehouse Management Systems (WMS)
- Barcode and RFID technology
- Automated storage and retrieval systems (AS/RS)
- Drones and robotics in warehousing
- E-commerce and warehouse operations

Unit-D: Best Practices and Contemporary Issues

- Lean warehousing and waste reduction
- Third-party logistics (3PL) and outsourcing
- Reverse logistics and sustainable practices
- Performance measurements and KPIs
- Case studies on successful warehouse management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Gwynne, R. (2017). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
 - Muller, M. (2018). Essentials of Inventory Management.
 - Richards, G. (2014). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
- Emmett, S. (2017). Excellence in Warehouse Management: How to Minimise Costs and Maximise Value.

Subject Elective
Human Resource Management (Semester III)



Course Name: Organizational Development & Change Management

Credits: 4

Course Objectives:

The basic objective of this course is to provide participants with an integrated and comprehensive view of the field of Organizational Development. The course aims to present, in a clear and organized manner, the newest approaches, concepts, and techniques of this emerging discipline. Organizations' always aim to increase the effectiveness and efficiency of their actions & everybody must accept by now that change is unavoidable if they are really working for excellence. But still the resistance to change is on the top of the list of organizational problems. So, the priority is to understand change in the organizations. Organizational development facilitates the process of planned change. The objective of the course is to enhance understanding of the students about the process of change and development within an organization.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand organizational development (OD) through experiential learning and its application in real-world contexts.
CO 2	Develop insights into the functioning, design, and social dynamics of organizations, including structure, strategies, and systems.
CO 3	Apply theoretical and practical knowledge to manage organizational processes and solve related problems effectively.
CO 4	Analyze the relationship between organizational characteristics (e.g., structure, strategy) and managerial behavior, and manage change in dynamic environments.
CO 5	Use behavioral science to improve organizational performance and ensure technological, strategic, and cultural sustainability.

Course Contents:

Unit A: Foundations and Nature of Organization Development:

- Introduction to Organization Development; Core Values and Ethics in OD; The Nature of Planned Change.

Unit B: The OD Process and Implementation:

- The OD Process; Diagnosis in Organization Development; Designing Interventions; Managing Change; Evaluation and Follow-Up.

Unit C: Specialized Applications and Topics:

- Organization Development in Global Indian Companies; Team Development Interventions;
- Interpersonal and Group Process Approaches; Large-System Interventions; OD in Government and Not-for-Profit Organizations.

Unit D: Future Directions in Organization Development:

- Future of Organization Development

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ratan Raina – Change Management and Organizational Development

Subject Elective
Human Resource Management (Semester III)



Course Name: Compensation Management

Credits: 4

Course Objectives:

This course offers an in-depth exploration of compensation management, focusing on the strategic principles and practices organizations use to attract, motivate, and retain top talent. Key topics include job analysis, designing salary structures, benefits administration, and performance-based compensation systems. Students will also examine the ethical considerations and legal frameworks surrounding compensation decisions, while developing the skills to design and implement effective compensation strategies that align with organizational goals and promote employee satisfaction and performance.

Course Outcome:

At the end of the course, the student will be able to:

Sr.No.	Course Outcome
CO1	To discuss the development of the field of organizational behavior and explain the micro and macro approaches
CO2	To analyze and compare different models used to explain individual behavior related to motivation and rewards
CO3	To identify the processes used in developing communication and resolving conflicts
CO4	To explain group dynamics and demonstrate skills required for working in groups (team building)
CO5	To identify the various leadership styles and the role of leaders in a decision-making process
CO6	To explain organizational culture and describe its dimensions and to examine various organizational designs

Course Content:

Unit A: Foundations of Compensation Management:

Overview of Compensation Management; Strategic Role of Compensation in Organization; Legal and Ethical Considerations in Compensation

Unit B: Job Analysis and Compensation Structures:

Job Analysis and Evaluation; Designing Compensation Structures; Market Salary Surveys and

Unit C: Employee Benefits and Wellness:

Health and Wellness Program; Retirement and Pension Plans; Flexible Benefits and Perks; Benefits Administration and Communication

Unit D: Performance-Based Compensation and Global Considerations:

Variable Pay and Performance Bonuses; Executive Compensation; Global Compensation Issues; Emerging Trends in Compensation Management.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Prasad, L.M. Organizational Behaviour, Sultan Chand & Sons, New Delhi.
- "Compensation Management: A Strategic Approach" by Richard I. Henderson.
- "Employee Benefits and Compensation" by Joseph J. Martocchio.
- "Compensation" by Milkovich, George T., and Newman, Jerry M.

Subject Elective
Human Resource Management (Semester IV)



Course Name: Training and Development

Credits: 4

Course Objectives:

The Training and Development course offers students a comprehensive understanding of the principles and practices essential for fostering employee growth and lifelong learning. Emphasizing the design of effective training programs, the course covers adult learning theories, instructional methods, and the tools needed to assess training outcomes. Students will gain practical insights into creating impactful learning experiences, measuring training effectiveness, and developing strategies to enhance employee performance, engagement, and organizational success.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Examine adult learning theories and principles that impact workforce training.
CO 2	Design, develop, and implement engaging and effective training programs.
CO 3	Utilize various training methodologies to suit diverse learning styles and needs.
CO 4	Conduct thorough needs assessments to tailor training initiatives to organizational goals.
CO 5	Evaluate and measure the effectiveness of training interventions on performance.

Course Contents:

Unit-A: Foundations of Training and Development

- Strategic role of training and development in organizations
- Theories and models of adult learning and development
- Needs analysis and identification of training requirements
- Aligning training with business strategy and objectives

Unit-B: Designing Effective Training Programs

- Incorporating instructional design principles
- Developing training materials and content
- Selecting and preparing trainers
- Choosing the right delivery methods (on-the-job, classroom, e-learning, etc.)

Unit-C: Training Delivery and Facilitation

- Engaging learners and managing group dynamics
- Technology in training: virtual classrooms, simulators, and online platforms
- Cross-cultural considerations and diversity training
- Developing soft skills and leadership training programs

Unit-D: Assessing Training Outcomes

- Methods for evaluating training effectiveness (Kirkpatrick's model, etc.)
- Return on Investment (ROI) in training
- Long-term impact assessment and transfer of learning to the workplace
- Continuous improvement and updating training programs

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Noe, R. A. (2017). Employee Training & Development.
- Goldstein, I. L., & Ford, J. K. (2001). Training in Organizations: Needs Assessment, Development, and Evaluation.
- Biech, E. (2015). ASTD Handbook: The Definitive Reference for Training & Development.
- Silberman, M. (2006). Active Training: A Handbook of Techniques, Designs, Case Examples, and Tips.
- Lawson, K. (2002). New Employee Training Workbook.

Course Description:

This course focuses on the effective management of employee and management relation. The course includes important legislations important in the effective handling of employees in any organization. The goals of this course for the organization to remain ethical and legal in its industrial relations. This course provides an overview of how an organization is to accomplish these purposes.

Course Outcomes:

CO 1	Understand workplace relations, trade union functions, and their historical development.
CO 2	Grasp collective bargaining, worker management participation, and dispute resolution.
CO 3	Comprehend wage laws, payment structures, and incentive systems in India.
CO 4	Apply health, safety, and social security regulations to ensure employee welfare.
CO 5	Stay updated with industrial relations trends and develop skills for legal compliance.

Course Content:**Unit A: Understanding the Foundations of Industrial Relations**

- Fundamentals Of Industrial Relations
- Historical Perspectives on Trade Unionism
- Legal Framework for Trade Unions

Unit B: The Process and Impact of Collective Bargaining

- The Dynamics of Collective Bargaining
- Labour Participation in Management
- Conflict Resolution in Industrial Disputes

Unit C: Compensation and Wage Structures

- Wage Legislation in India
- Payment Of Wages and Worker Compensation
- Incentive And Bonus Compensation

Unit D: Workplace Welfare and Future Directions

- Health And Safety Regulations
- Social Security and Maternity Benefits
- Employee Insurance and Security
- Provident Fund and Retirement Benefits
- Emerging Trends and Reforms in Industrial Relations

Grading:

Internal assessment	30%
End term exam	70%

Required Books and Materials:**Text Book:**

2. Sasane, Anil P., “*Industrial and labour Laws*, AITBS, India.

References:

2. Singh, B.D., “*Industrial and labour Laws*, Excel books, New Delhi

Subject Elective
Digital Marketing (Semester III)



Course Name: Digital Marketing for Practitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the digital marketing landscape, including key components like SEO, content, and social media.
CO 2	Analyze performance using analytics and develop strategies to optimize online marketing efforts.
CO 3	Design effective websites, applying SEO and content optimization for enhanced user experience.
CO 4	Plan and execute impactful social media campaigns to drive customer engagement.
CO 5	Create and implement online PR strategies to enhance brand visibility and reputation.

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing

Subject Elective
Digital Marketing (Semester III)



Course Name: Integrated Marketing Communications

Credits: 4

Course Objectives:

The Integrated Marketing Communications (IMC) course aims to provide students with a thorough understanding of how to create cohesive brand messaging across multiple channels. Key objectives include mastering audience segmentation and targeting, developing creative and media strategies, setting measurable communications goals, and managing budgets effectively. Students will also learn to design and evaluate integrated campaigns, manage relationships with advertising agencies and stakeholders, and measure campaign success. The course emphasizes the importance of staying current with digital trends and emerging technologies, ensuring students are equipped to craft effective, future-proof marketing communications strategies.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection
- Establishing objectives & budgeting for promotional program

Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kirti Dutta- Integrated Marketing Communications

Subject Elective
Digital Marketing (Semester III)



Course Name: **Content Marketing**

Credits: 4

Course Objectives:

The Content Marketing course aims to equip students with the skills to develop and execute impactful content marketing strategies. Students will learn to create compelling content, select appropriate distribution channels, and leverage SEO techniques to maximize reach and engagement. The course also covers performance measurement and analytics to assess the effectiveness of content campaigns. By the end, students will be able to design content strategies that drive brand awareness, customer engagement, and business growth in the digital landscape.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of content marketing in digital strategies and align it with business objectives.
CO 2	Develop and execute effective content marketing plans and campaigns.
CO 3	Create engaging content and compelling narratives for various digital platforms.
CO 4	Distribute content through channels like SEO, social media, and paid ads for maximum reach.
CO5	Measure content performance using analytics, metrics, and optimization techniques.

Course Contents:

Unit-A: Introduction to Content Marketing

- Principles and fundamentals of content marketing
- Role of content in digital marketing strategies
- Content marketing strategies and goals
- Identifying target audiences and personas
- Aligning content marketing with business objectives

Unit-B: Content Creation and Storytelling

- Content ideation and creation
- Crafting compelling narratives
- Visual and multimedia content creation

- Content tone, style, and voice
- User-generated content and brand advocacy

Unit-C: Content Distribution and Promotion

- Content distribution channels (e.g., social media, email marketing)
- SEO and content optimization
- Paid advertising and sponsored content
- Influencer marketing and partnerships
- Content promotion and amplification

Unit-D: Content Performance Measurement

- Metrics and KPIs for content marketing
- Google Analytics and other tracking tools
- Content performance analysis and reporting
- A/B testing and optimization strategies
- Case studies on successful content marketing campaigns

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Pulizzi, J., & Barrett, N. (2017). Content, Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses.
- Handley, A., & Chapman, C. (2018). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business.
- Scott, D. M. (2017). The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly.

Subject Elective
Digital Marketing (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to provide students with a deep understanding of the strategic importance of CRM in driving business success. Emphasizing customer acquisition, retention, and growth, the course explores CRM systems, software tools, and data-driven insights to optimize customer interactions. Key topics include managing the customer lifecycle, designing customer-centric strategies, and leveraging CRM in the context of digital marketing to enhance engagement and loyalty. Students will gain practical skills in utilizing CRM platforms to create personalized experiences and foster long-term, profitable customer relationships.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.

Subject Elective
Digital Marketing (Semester IV)



Course Name: Social Media Marketing and Digital Marketing

Credits: 4

Course Objectives:

The Social Media Marketing and Strategy course equips students with a comprehensive understanding of leveraging social media platforms to enhance digital marketing efforts. It covers the development and execution of impactful social media campaigns, content creation tailored to audience needs, and the analysis of key metrics to measure campaign success. Students will learn how to craft engaging content, optimize social media strategies, and drive brand awareness, engagement, and conversions across diverse social channels.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand key social media platforms and their role in digital marketing strategies.
CO 2	Create engaging, shareable content optimized for different social media channels.
CO 3	Plan and execute social media campaigns, setting clear objectives and KPIs.
CO 4	Use analytics tools to measure campaign performance and derive actionable insights.
CO 5	Integrate social media strategies with overall digital marketing efforts to maximize reach and conversions

Course Contents:

Unit-A: Fundamentals of Social Media Marketing

- Introduction to social media and digital marketing
- Overview of major social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest)
- Building a brand presence on social media
- Social media and consumer behavior
- Strategies for community building and management

Unit-B: Content Creation and Curation

- Content marketing fundamentals
- Crafting compelling and shareable content
- Visual storytelling through videos, images, and infographics

- Tools for content creation and curation
- Legal and ethical considerations in social media content

Unit-C: Social Media Campaigns and Advertising

- Objectives and KPIs of social media campaigns
- Campaign planning and execution
- Social media advertising options and targeting
- Influencer marketing and partnerships
- Case studies of successful social media campaigns

Unit-D: Analytics and Metrics

- Introduction to social media analytics
- Tools for measuring social media performance
- Interpreting data and metrics for insights
- A/B testing and optimization of social media activities
- Reporting and communicating campaign outcomes

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ryan, D. (2021). Understanding Social Media: How to Create a Plan for Your Business that Works.
- Handley, A., & Chapman, C. C. (2020). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, and Webinars (and Engage Customers and Ignite Your Business).
- Kerpen, D. (2019). Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing on All Social Networks That Matter.
- Weinberg, T., & Paharia, R. (2021). The New Community Rules: Marketing on the Social Web.

Subject Elective
Digital Marketing (Semester IV)

Course Name:

Brand Management



Credits: 4

Course Objectives:

Upon completion of the Brand Building and Management course, students will gain a deep understanding of how to create and sustain strong brands in competitive markets. They will learn to develop strategies for building brand equity, fostering customer loyalty, and measuring brand performance. Students will explore the complexities of managing global brands and the interplay between brand management and overall marketing strategies. By the end of the course, students will be equipped to tackle branding challenges and apply effective brand management techniques to drive long-term business success.

Course Outcomes:

By the end of this course, students will be able to:

Sr. No.	Course Outcome
CO1	Explain the concepts of branding and the importance of strong brands.
CO2	Understand and apply brand positioning and brand equity strategies.
CO3	Formulate strategies for brand extensions, brand architecture, and portfolio management.
CO4	Develop techniques for measuring and tracking brand performance.
CO5	Analyse challenges in managing and sustaining global and local brands.
CO6	Apply digital branding strategies in the current marketing landscape.

Course Content:

UNIT-A: Introduction to Brand Management

- Definition of a brand
- The importance of branding
- Brand equity: Meaning and components
- Building strong brands
- Key branding challenges
- Brand loyalty and brand relationships

UNIT-B: Brand Strategy and Positioning

- Brand identity and brand image
- Brand positioning: Key concepts and frameworks
- Differentiation and value proposition
- Customer-based brand equity model
- Strategies for brand positioning
- Brand personality

UNIT-C: Managing Brand Equity

- Brand equity measurement
- Brand audits and tracking
- Managing brand portfolios and brand architecture
- Brand extensions: Advantages and risks
- Rebranding and brand revitalization
- Brand communication and touchpoints

UNIT-D: Global Branding and Digital Strategies

- Branding in global markets: Challenges and strategies
- Building global brands vs. local brands
- Managing brand consistency across markets
- Digital branding: Online presence and brand engagement
- Social media and brand management
- Measuring brand performance in digital platforms

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

13. Keller, Kevin Lane. *Strategic Brand Management*, Pearson Education.
14. Aaker, David A. *Managing Brand Equity*, Free Press.
15. Kapferer, Jean-Noel. *The New Strategic Brand Management*, Kogan Page.
16. Chattopadhyay, Amitava. *Building the Tiger*, McGraw Hill.
17. Ries, Al & Ries, Laura. *The 22 Immutable Laws of Branding*, Harper Business.
18. Holt, Douglas. *How Brands Become Icons*, Harvard Business Review Press.

Subject Elective
Tourism Management (Semester III)



Course Name: **Tourism Products of India**

Credits: 4

Course Objectives:

The **Tourism Products of India** course is designed to provide students with an in-depth understanding of India's diverse and vibrant tourism offerings. Focusing on cultural, natural, heritage, and adventure tourism, the course explores the unique tourist destinations, experiences, and traditions across the country. Students will gain insights into the factors that make India's tourism sector distinctive, including its historical landmarks, natural landscapes, and adventure activities. The course also highlights sustainable tourism practices and the role of tourism in promoting cultural exchange and economic development.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Describe the key elements and characteristics of India's tourism products.
CO 2	Identify and evaluate the cultural and natural attractions of India.
CO 3	Understand the significance of sustainable and responsible tourism.
CO 4	Analyze the impact of tourism on the local communities and economy.
CO 5	Examine the role of government policies, marketing strategies, and tourism infrastructure in promoting and enhancing India's tourism products.

Course Contents:

Unit-A: Introduction to Indian Tourism

- Overview of tourism industry in India
- Tourism as a contributor to the economy
- Key stakeholders in the Indian tourism sector
- Government policies and regulations in Indian tourism
- Role of tourism in promoting cultural exchange

Unit-B: Cultural Tourism in India

- Historical and cultural significance of Indian destinations
- Heritage sites, monuments, and museums
- Art and craft traditions of India
- Festivals and events in Indian tourism
- Cultural tourism and sustainable development

Unit-C: Natural and Adventure Tourism

- India's diverse landscapes and natural attractions
- Biodiversity hotspots and wildlife sanctuaries
- Adventure tourism activities in India
- Trekking, water sports, and eco-tourism
- Conservation and ecotourism practices

Unit-D: Responsible Tourism and Community Engagement

- Responsible tourism principles
- Community-based tourism initiatives
- Case studies on sustainable tourism practices in India
- Challenges and opportunities in promoting responsible tourism
- Future trends and innovations in Indian tourism

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Goel, S. (2018). India: A Comprehensive Geography.
- Mathieson, A., & Wall, G. (2002). Tourism: Economic, Physical, and Social Impacts.
- Hall, C. M., & Lew, A. A. (Eds.). (2009). Understanding and Managing Tourism Impacts: An Integrated Approach.
- UNWTO (United Nations World Tourism Organization). (2019). Global Report on Adventure Tourism.

Subject Elective
Tourism Management (Semester III)



Course Name: **Tourism Marketing**

Credits: 4

Course Objectives:

The course on Tourism Marketing is designed to provide students with a comprehensive understanding of marketing strategies and techniques specific to the tourism and hospitality industry. It focuses on promoting tourism destinations and services, customer experience, and sustainable tourism marketing practices.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing in the tourism and hospitality industry.
CO 2	Develop effective marketing strategies for tourism destinations and services.
CO 3	Analyze the impact of customer experience on tourism marketing.
CO 4	Promote sustainable and responsible tourism marketing practices.
CO 5	Evaluate the role of digital marketing and emerging technologies in promoting tourism and hospitality products and services.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Marketing Tourism Destinations and Services

- Destination branding and positioning
- Marketing mix (7Ps) for tourism
- Customer segmentation and targeting
- Pricing and packaging for tourism products and services
- Digital marketing and social media in tourism

Unit-C: Customer Experience in Tourism Marketing

- Customer journey mapping in tourism
- Service quality and customer satisfaction
- Managing customer expectations
- Relationship marketing and loyalty programs
- Crisis management in tourism marketing

Unit-D: Sustainable Tourism Marketing

- Responsible tourism and sustainability in marketing
- Ethical considerations in tourism marketing
- Green marketing and eco-friendly practices
- Cultural heritage preservation and promotion
- Case studies on successful sustainable tourism marketing campaigns

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kotler, P., Bowen, J. T., Makens, J. C. (2013). Marketing for Hospitality and Tourism.
- Prideaux, B., & Cooper, M. (2019). Tourism Destination Marketing.

Subject Elective
Tourism Management (Semester IV)



Course Name: **Tourism Entrepreneurship**

Credits: 4

Course Objectives:

The Tourism Entrepreneurship course is designed to equip MBA students with the essential knowledge and practical skills to identify, develop, and manage entrepreneurial ventures within the tourism industry. The course covers strategic planning, opportunity recognition, and business model development, focusing on innovative approaches to launching successful tourism businesses. Students will gain insights into the unique challenges and opportunities in the tourism sector, including market trends, sustainability considerations, and operational complexities. By the end of the course, students will be prepared to create, manage, and scale tourism ventures in a dynamic, competitive environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and assess opportunities for innovation and entrepreneurship within the tourism industry.
CO 2	Develop comprehensive business plans that address the economic, cultural, and environmental aspects of tourism.
CO 3	Implement effective strategies for marketing, operations, and financial management in a tourism enterprise.
CO 4	Apply critical thinking to solve challenges and make informed decisions in the context of tourism entrepreneurship.
CO 5	Evaluate the impact of tourism ventures on local communities and the environment.

Course Contents:

Unit-A: Fundamentals of Tourism Entrepreneurship

- Introduction to entrepreneurship in the tourism industry
- Tourism business ecosystems and stakeholder analysis
- Assessment of tourism market trends and opportunities
- Legal and regulatory considerations for tourism businesses

Unit-B: Creating a Tourism Business Plan

- Idea generation and business model development
- Feasibility studies and pilot testing for tourism concepts
- Strategic planning in the tourism context
- Financial planning, funding, and resource management

Unit-C: Operational Management and Marketing

- Tourism operations management and quality control
- Marketing and branding strategies for tourism products
- Utilizing digital platforms and social media for tourism promotion
- Community engagement, networking, and partnership development

Unit-D: Sustainability and Impact Measurement

- Ecotourism and sustainable tourism practices
- Tourism impact on local communities and the environment
- Measuring the social and economic impact of tourism enterprises
- Corporate social responsibility in tourism entrepreneurship

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Morrison, A. (2006). A Contextualisation of Entrepreneurship. International Journal of Entrepreneurial Behavior & Research.
- Page, S. J., & Ateljevic, I. (2009). Tourism and Entrepreneurship: International Perspectives.
- Stokes, R. (2011). SMALL BUSINESS MANAGEMENT & ENTREPRENEURSHIP.
- Thomas, R. (2011). Tourism, Mobility and Second Homes: Between Elite Landscape and Common Ground.
- Weiermair, K., & Peters, M. (2012). Innovation and Entrepreneurship: Strategies and Processes for Success in Tourism.

Subject Elective
Tourism Management (Semester IV)



Course Name: **Social Media Marketing and Digital Marketing**

Credits: 4

Course Objectives:

The **Social Media Marketing and Strategy** course is designed to provide students with a comprehensive understanding of how to effectively leverage social media platforms as part of a broader digital marketing strategy. It covers the creation and execution of targeted social media campaigns, content development tailored to specific platforms, and the use of data-driven insights to measure and optimize performance. Students will learn how to engage audiences, build brand awareness, and drive conversions through strategic social media efforts, while also analyzing key metrics to refine and enhance digital marketing outcomes.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand key social media platforms, brand building, and consumer behavior in digital marketing.
CO 2	Create engaging, shareable content using visual storytelling and adhere to legal and ethical standards.
CO 3	Plan and execute social media campaigns, set objectives, KPIs, and use advertising and influencer marketing.
CO 4	Analyze social media performance with analytics tools and optimize campaigns based on data insights.
CO 5	Conduct A/B testing and report campaign outcomes to refine strategies and improve results.

Course Contents:

Unit-A: Fundamentals of Social Media Marketing

- Introduction to social media and digital marketing
- Overview of major social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest)
- Building a brand presence on social media
- Social media and consumer behavior
- Strategies for community building and management

Unit-B: Content Creation and Curation

- Content marketing fundamentals
- Crafting compelling and shareable content
- Visual storytelling through videos, images, and infographics
- Tools for content creation and curation

- Legal and ethical considerations in social media content

Unit-C: Social Media Campaigns and Advertising

- Objectives and KPIs of social media campaigns
- Campaign planning and execution
- Social media advertising options and targeting
- Influencer marketing and partnerships
- Case studies of successful social media campaigns

Unit-D: Analytics and Metrics

- Introduction to social media analytics
- Tools for measuring social media performance
- Interpreting data and metrics for insights
- A/B testing and optimization of social media activities
- Reporting and communicating campaign outcomes

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ryan, D. (2021). Understanding Social Media: How to Create a Plan for Your Business that Works.
- Handley, A., & Chapman, C. C. (2020). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, and Webinars (and Engage Customers and Ignite Your Business).
- Kerpen, D. (2019). Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing on All Social Networks That Matter.
- Weinberg, T., & Paharia, R. (2021). The New Community Rules: Marketing on the Social Web.

Subject Elective
Agri-Business Management Semester III)

Course Name: Introduction to Agriculture and Principles of Agronomy



Credits: 4

Course Objectives:

The Introductory Agriculture and Principles of Agronomy course is designed to provide students with a strong foundation in the science of agriculture, focusing on key aspects of crop production, soil management, and sustainable farming practices. It explores the principles of agronomy, highlighting their role in enhancing crop yields, soil health, and resource efficiency. Students will gain an understanding of modern agricultural techniques, the importance of sustainable agriculture, and how agronomy contributes to addressing global food security challenges while promoting environmental stewardship.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the basic principles and practices of agriculture and agronomy.
CO 2	Identify different crop species, their characteristics, and their requirements for growth and development.
CO 3	Apply knowledge of soil science to enhance crop production and fertility management.
CO 4	Analyze the impact of various agronomic practices on crop yield and environmental sustainability.
CO 5	Utilize modern tools and technologies for effective crop management and production.

Course Contents:

Unit-A: Introduction to Agriculture

- Overview of the agricultural sector: its history, development, and current scenario
- Farming systems and agricultural diversification
- Role of agriculture in economic development and food security

Unit-B: Crop Production Principles

- Botanical classification of crops
- Crop growth stages and factors affecting crop growth
- Principles of crop husbandry and management practices

- Sustainable crop production and climate-smart agriculture

Unit-C: Soil Science and Fertility Management

- Components and properties of soil
- Soil fertility and nutrient management
- Principles of soil conservation and water management
- Fertilizers and soil amendments

Unit-D: Applied Agronomy and Technologies

- Principles of plant breeding and seed technology
- Pest management integrated with sustainable agriculture practices
- Irrigation principles and water resource management
- Precision agriculture and the use of ICT in farm management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brady, N. C., & Weil, R. R. (2007). The Nature and Properties of Soils.
- Fehr, W. R., & Hadley, H. H. (1980). Hybridization of crop plants.
- Russell, E. W. (1973). Soil Conditions and Plant Growth.
- Stewart, B. A., & Nielsen, D. R. (1990). Irrigation of Agricultural Crops.
- Yaramanoglu, E. U. (2019). Agricultural Science.

Subject Elective
Agri-Business Management Semester III)



Course Name: Agri-Supply Chain Management

Credits: 4

Course Objectives:

The Agri-Supply Chain Management course is designed to provide students with a comprehensive understanding of the complexities involved in managing supply chains within the agribusiness sector. It covers key areas such as agricultural production, procurement, processing, distribution, and logistics. The course emphasizes strategies for optimizing efficiency, reducing costs, and enhancing sustainability across the agricultural supply chain. Students will gain practical insights into the challenges and opportunities in managing end-to-end supply chains, while exploring innovative solutions to improve resilience, traceability, and sustainability in the global agri-food system.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of supply chain management specifically in the context of agribusiness.
CO 2	Analyze and design agri-supply chain systems for enhanced performance and sustainability.
CO 3	Apply techniques for managing risks and uncertainties in the agri-supply chain.
CO 4	Develop strategies to improve procurement, production, distribution, and logistics in agribusiness operations.
CO 5	Evaluate the impact of policies and regulations on agri-supply chains.

Course Contents:

Unit-A: Overview of Agri-Supply Chain Management

- Concepts and components of agri-supply chain management
- Challenges peculiar to agri-supply chains: perishability, seasonality, and weather dependency
- Role, importance, and evolution of supply chains in agriculture
- Impact of globalization on agricultural markets and supply chains

Unit-B: Design and Optimization of Agri-Supply Chains

- Procurement and agricultural sourcing strategies
- Effective management of transport, warehousing, and inventory in agribusiness
- Cross-functional approach to managing the agri-supply chains (including finance, sales, and operations)
- Use of technology for traceability and efficiency in agri-supply chains

Unit-C: Agri-Supply Chain Risk Management

- Risk identification and assessment in agri-supply chains
- Mitigation strategies and resilience planning
- Insurance and financial instruments for risk management
- Food safety and quality management systems

Unit-D: Sustainability in Agri-Supply Chains

- Sustainable agricultural practices and their integration into supply chains
- Socio-economic impact of supply chains on rural communities
- Best practices for environmental sustainability across the agri-supply chain
- Applying principles of the circular economy in agri-business

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Christopher, M. (2016). Logistics & Supply Chain Management.
- Food and Agriculture Organization of the United Nations. (2010). Agri-food supply chain management: Literature Review.
- Soni, G., & Kodali, R. (2012). A critical analysis of supply chain management content in empirical research. Business Process Management Journal.
- Supply Chain Management for Sustainable Food Networks.
- Taylor, D. H. (2006). Strategic Considerations in the Development of Lean Agri-food Supply Chains: A Case Study of the UK Pork Sector. Supply Chain Management: An International Journal.

Subject Elective
Agri-Business Management (Semester IV)



Course Name: Agricultural Marketing and Sales

Credits: 4

Course Objectives:

The course on Agricultural Marketing and Sales Management is designed to equip students with the knowledge and skills necessary to manage the marketing, distribution, and sales of agricultural products. It addresses principles, strategies, and sales management practices relevant to agricultural markets, helping students understand how to effectively promote and sell agricultural products in the context of agri-business management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles, strategies, and frameworks of agricultural marketing and sales management in the agri-business context.
CO 2	Analyze market trends, consumer behavior, and competitive forces affecting the sales and marketing of agricultural products.
CO 3	Design and implement effective marketing and sales strategies that enhance the reach and profitability of agricultural businesses.
CO 4	Evaluate the impact of external factors such as government policies, supply chain dynamics, and technological advancements on agricultural marketing.
CO 5	Apply sales management techniques and performance metrics to drive growth and optimize sales operations within the agricultural sector.

Course Contents:

Unit-A: Introduction to Agricultural marketing

Agricultural Marketing: Concepts and definitions of market, marketing, agricultural marketing, market structure, marketing mix and market segmentation, classification and characteristics of agricultural markets, Demand, supply and producer's surplus of Agri-commodities: nature and determinants of demand and supply of farm products, producer 's surplus meaning and its types, marketable and marketed surplus, factors affecting marketable surplus of Agri-commodities;

Unit-B: Product life cycle (PLC) and competitive strategies

Product life cycle (PLC) and competitive strategies: Meaning and stages in PLC; characteristics of PLC; strategies in different stages of PLC; pricing and promotion strategies: pricing considerations and approaches cost based and competition-based pricing; market promotion advertising, personal selling, sales promotion and publicity – their meaning and merits & demerits;

Unit-C: Marketing process

Marketing process and functions: Marketing process-concentration, dispersion and equalization; exchange functions – buying and selling; physical functions – storage, transport and processing; facilitating functions – packaging, branding, grading, quality control and labeling (Agmark); Market functionaries and marketing channels: Types and importance of agencies involved in agricultural marketing; meaning and definition of marketing channel; number of channel levels; marketing channels for different farm products; Integration, efficiency, costs and price spread: Meaning, definition and types of market integration; marketing efficiency; marketing costs, margins and price spread; factors affecting cost of marketing; reasons for higher marketing costs of farm commodities; ways of reducing marketing costs; Role of Govt. in agricultural marketing: Public sector institutions- CWC, SWC, FCI, CACP & DMI – their objectives and functions; cooperative marketing in India; Risk in marketing: Types of risk in marketing; speculation & hedging; an overview of futures trading;

Unit-D: Sales Management

The nature of selling, its role in marketing, types of selling, and the image of selling. The nature and role of sales management, the marketing concept, and how to implement it. How sales and marketing are related. How negotiation is an essential selling skill that can help salespeople find common ground, overcome objections, close deals, and reach mutually beneficial agreements with customers.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Paliwal, K. (2018). *Agricultural Marketing: Indian Perspective*.
- Kothari, A., & Sharma, V. (2019). *Agricultural Marketing and Sales Management*.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management* (Chapter on Agricultural Marketing).

Subject Elective
Agri-Business Management (Semester IV)



Course Name: **Agricultural Development and Policies**

Credits: 4

Course Objectives:

- To introduce students to the fundamental concepts of agricultural development and its significance in economic growth.
- To provide an understanding of agricultural policies in India, including key reforms, acts, and government initiatives.
- To examine global agricultural trade policies and their impact on Indian agriculture.
- To explore the role of technology, sustainability, and policy recommendations for future agricultural development.
- To equip students with knowledge about rural development schemes and their role in inclusive agricultural growth.

Course Outcomes (COs):

At the end of the course, students should be able to:

Sr. No	Course Outcome
CO1	Understand the role of agriculture in economic development and analyse factors affecting agricultural growth and productivity.
CO2	Evaluate key agricultural policies, reforms, and acts in India and their implications for farmers and agribusiness.
CO3	Examine international agricultural trade policies, WTO regulations, and their impact on Indian agriculture.
CO4	Assess the role of technology in modern agriculture, including precision farming, AI, and digital marketing platforms.
CO5	Analyze sustainable agricultural practices and recommend policy measures for future agricultural development.

Course Content:

Unit A: Introduction to Agricultural Development

1.1 Basics of Agricultural Development

Definition and Importance of Agriculture in Economic Development

Role of Agriculture in GDP and Employment

1.2 Agricultural Growth and Productivity

Factors Affecting Agricultural Productivity

Green Revolution and Its Impact

Sustainable Agricultural Practices

1.3 Challenges in Agricultural Development

Climate Change and Its Impact on Agriculture

Soil Degradation, Water Scarcity, and Resource Constraints

Smallholder Farmers and Market Access

Unit B: Agricultural Policies in India

2.1 Overview of Agricultural Policies

Evolution of Agricultural Policies in India

Five-Year Plans and Agriculture

Current Government Initiatives

2.2 Key Agricultural Reforms and Acts

Essential Commodities Act, APMC Act, and Contract Farming

National Agriculture Policy

2.3 Subsidies, Support Prices, and Credit Policies

Minimum Support Price (MSP) and Its Role

Agricultural Credit and Rural Banking

Subsidies on Fertilizers, Seeds, and Farm Equipment

Unit C: International Perspective and Trade Policies

3.1 Global Agricultural Policies and Trends

WTO and Agriculture

Trade Agreements and Their Impact on Indian Agriculture

Role of FAO and World Bank in Agricultural Development

3.2 Agricultural Exports and Import Policies

India's Agricultural Export Trends

Agri-Export Promotion Schemes

Import Restrictions and Tariffs

3.3 Role of Technology and Digital Transformation in Agriculture

Agri-Tech Startups and Innovations

Precision Farming, IoT, and AI in Agriculture

Digital Platforms for Agri Marketing

Unit D: Sustainable Agriculture and Future Trends

4.1 Sustainable and Climate-Resilient Agriculture

Organic Farming and Natural Farming

Climate-Resilient Crop Varieties and Smart Farming

4.2 Rural Development and Inclusive Growth

Government Schemes for Rural Development (PM-KISAN, RKVY, etc.)

4.3 Future of Agriculture and Policy Recommendations

Future Policy Directions for Sustainable Agri-Growth

Integration of AI, Blockchain, and Robotics in Agriculture

Teaching / Assessment Methodology:

- Synchronous Lectures
- Asynchronous Videos/Lectures on LMS
- Assignments
- Quizzes
- Project Work

Grading:

Assessment Method	Weightage
Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

- Ramesh Chand, "**Agricultural Policies in India**", Oxford University Press.
- Acharya & Agarwal, "**Agricultural Marketing in India**", Oxford & IBH Publishing.
- S.S. Acharya & N.L. Agarwal, "**Agricultural Price Policy in India**", Oxford & IBH.

Further Readings:

- Government of India Reports on Agricultural Policy & Rural Development.
- FAO and World Bank Reports on Global Agricultural Trends.
- WTO Documents on Agricultural Trade Policies.

Subject Elective
Marketing Management (Semester III)

Course Name: Service Marketing



Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organizations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards

- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Subject Elective
Digital Marketing (Semester III)



Course Name: Digital Marketing for Practitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the digital marketing landscape, including key components like SEO, content, and social media.
CO 2	Analyze performance using analytics and develop strategies to optimize online marketing efforts.
CO 3	Design effective websites, applying SEO and content optimization for enhanced user experience.
CO 4	Plan and execute impactful social media campaigns to drive customer engagement.
CO 5	Create and implement online PR strategies to enhance brand visibility and reputation.

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing

Subject Elective
Marketing Management (Semester III)



Course Name: **Integrated Marketing Communications**

Credits: 4

Course Objectives:

The Integrated Marketing Communications (IMC) course aims to provide students with a thorough understanding of how to create cohesive brand messaging across multiple channels. Key objectives include mastering audience segmentation and targeting, developing creative and media strategies, setting measurable communications goals, and managing budgets effectively. Students will also learn to design and evaluate integrated campaigns, manage relationships with advertising agencies and stakeholders, and measure campaign success. The course emphasizes the importance of staying current with digital trends and emerging technologies, ensuring students are equipped to craft effective, future-proof marketing communications strategies.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection
- Establishing objectives & budgeting for promotional program

Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kirti Dutta- Integrated Marketing Communications

Subject Elective
Marketing Management (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to provide students with a deep understanding of the strategic importance of CRM in driving business success. Emphasizing customer acquisition, retention, and growth, the course explores CRM systems, software tools, and data-driven insights to optimize customer interactions. Key topics include managing the customer lifecycle, designing customer-centric strategies, and leveraging CRM in the context of digital marketing to enhance engagement and loyalty. Students will gain practical skills in utilizing CRM platforms to create personalized experiences and foster long-term, profitable customer relationships.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.

Subject Elective
Marketing Management (Semester IV)



Course Name: Brand Management

Credits: 4

Course Objectives:

Upon completion of the Brand Building and Management course, students will gain a deep understanding of how to create and sustain strong brands in competitive markets. They will learn to develop strategies for building brand equity, fostering customer loyalty, and measuring brand performance. Students will explore the complexities of managing global brands and the interplay between brand management and overall marketing strategies. By the end of the course, students will be equipped to tackle branding challenges and apply effective brand management techniques to drive long-term business success.

Course Outcomes:

By the end of this course, students will be able to:

Sr. No.	Course Outcome
CO1	Explain the concepts of branding and the importance of strong brands.
CO2	Understand and apply brand positioning and brand equity strategies.
CO3	Formulate strategies for brand extensions, brand architecture, and portfolio management.
CO4	Develop techniques for measuring and tracking brand performance.
CO5	Analyse challenges in managing and sustaining global and local brands.
CO6	Apply digital branding strategies in the current marketing landscape.

Course Content:

UNIT-I: Introduction to Brand Management

- Definition of a brand
- The importance of branding
- Brand equity: Meaning and components
- Building strong brands
- Key branding challenges
- Brand loyalty and brand relationships

UNIT-II: Brand Strategy and Positioning

- Brand identity and brand image
- Brand positioning: Key concepts and frameworks
- Differentiation and value proposition
- Customer-based brand equity model
- Strategies for brand positioning
- Brand personality

UNIT-III: Managing Brand Equity

- Brand equity measurement
- Brand audits and tracking
- Managing brand portfolios and brand architecture
- Brand extensions: Advantages and risks
- Rebranding and brand revitalization
- Brand communication and touchpoints

UNIT-IV: Global Branding and Digital Strategies

- Branding in global markets: Challenges and strategies
- Building global brands vs. local brands
- Managing brand consistency across markets
- Digital branding: Online presence and brand engagement
- Social media and brand management
- Measuring brand performance in digital platforms

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

19. Keller, Kevin Lane. *Strategic Brand Management*, Pearson Education.
20. Aaker, David A. *Managing Brand Equity*, Free Press.
21. Kapferer, Jean-Noel. *The New Strategic Brand Management*, Kogan Page.
22. Chattopadhyay, Amitava. *Building the Tiger*, McGraw Hill.
23. Ries, Al & Ries, Laura. *The 22 Immutable Laws of Branding*, Harper Business.
24. Holt, Douglas. *How Brands Become Icons*, Harvard Business Review Press.

Subject Elective
Marketing Management (Semester IV)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The **Supply Chain Management** course aims to provide MBA students with a deep understanding of the principles, strategies, and best practices essential for managing the flow of goods, services, information, and finances across the supply chain. Students will develop the skills to analyze and optimize supply chain performance, enhance operational efficiency, and align supply chain strategies with broader business goals. The course will cover key areas such as logistics, inventory management, procurement, demand forecasting, and risk management, preparing students to make strategic, data-driven decisions that create value and competitive advantage in global supply chains.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the key components and interdependencies of supply chain management, and their role in achieving business objectives.
CO2	Apply supply chain planning processes, including demand forecasting, inventory management, and risk mitigation strategies.
CO3	Manage procurement, logistics, and production planning to optimize supply chain operations and foster supplier relationships.
CO4	Integrate lean, sustainable, and agile practices, along with technology, to improve supply chain efficiency and resilience.
CO5	Utilize performance metrics, supply chain analytics, and continuous improvement methodologies to optimize global supply chain.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management

- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations
- Foreign Trade

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- EXIM Policy

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Subject Elective
Retail Management Semester III)



Course Name: Retail Business Models

Credits: 4

Course Objectives:

The Retail Business Models course is designed to provide students with a deep understanding of the different business models and strategies that drive success in the retail industry. It explores key concepts, emerging trends, and innovative approaches in retail, including omnichannel retailing, e-commerce, and consumer behavior. Students will gain insights into how businesses adapt their models to meet market demands, enhance customer experiences, and achieve profitability in a competitive retail environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of retail business models.
CO 2	Identify and analyze different types of retail business models.
CO 3	Evaluate the factors affecting the success of retail business models.
CO 4	Develop strategies for effective retail business model management.
CO 5	Create adaptive strategies for retail business models, emphasizing customer experience, inventory, and analytics.

Course Contents:

Unit-A: Introduction to Retail Business Models

- Overview of the retail industry and its evolution
- The significance of retail business models
- Key success factors in retail business
- Market trends and consumer behavior in retail
- Ethical and sustainable considerations in retail business models

Unit-B: Types of Retail Business Models

- Brick-and-mortar retail models
- E-commerce and online retail models
- Omnichannel retail and integration strategies
- Franchise and partnership models

- Niche and specialty retail models

Unit-C: Factors Affecting Retail Business Models

- Location and store design
- Inventory management and merchandising
- Pricing and promotion strategies
- Customer experience and service
- Supply chain and logistics in retail

Unit-D: Strategies for Effective Retail Business Models

- Business model innovation in retail
- Competing in a dynamic retail landscape
- Data analytics and retail decision-making
- Case studies on successful retail business models
- Presenting strategies for managing retail business models

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ledgerwood, J. (2000). Microfinance Handbook: An Institutional and Financial Perspective.
- Armendáriz, B., & Morduch, J. (2010). The Economics of Microfinance.

Subject Elective
Retail Management (Semester III)



Course Name: Service Marketing

Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organizations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards

- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Subject Elective
Retail Management (Semester IV)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The **Supply Chain Management** course aims to provide MBA students with a deep understanding of the principles, strategies, and best practices essential for managing the flow of goods, services, information, and finances across the supply chain. Students will develop the skills to analyze and optimize supply chain performance, enhance operational efficiency, and align supply chain strategies with broader business goals. The course will cover key areas such as logistics, inventory management, procurement, demand forecasting, and risk management, preparing students to make strategic, data-driven decisions that create value and competitive advantage in global supply chains.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Understand the key components and interdependencies of supply chain management, and their role in achieving business objectives.
CO2	Apply supply chain planning processes, including demand forecasting, inventory management, and risk mitigation strategies.
CO3	Manage procurement, logistics, and production planning to optimize supply chain operations and foster supplier relationships.
CO4	Integrate lean, sustainable, and agile practices, along with technology, to improve supply chain efficiency and resilience.
CO5	Utilize performance metrics, supply chain analytics, and continuous improvement methodologies to optimize global supply chain.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes

- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations
- Foreign Trade

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- EXIM Policy

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Subject Elective
Retail Management (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to provide students with a deep understanding of the strategic importance of CRM in driving business success. Emphasizing customer acquisition, retention, and growth, the course explores CRM systems, software tools, and data-driven insights to optimize customer interactions. Key topics include managing the customer lifecycle, designing customer-centric strategies, and leveraging CRM in the context of digital marketing to enhance engagement and loyalty. Students will gain practical skills in utilizing CRM platforms to create personalized experiences and foster long-term, profitable customer relationships.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.

Subject Elective
Biotechnology Management (Semester III)



Course Name: Introductory Biotechnology and Microbiology

Credits: 4

Course Objectives:

The goal of this course is to provide students with a thorough understanding of the foundational ideas, practical applications, and moral issues related to biotechnology and microbiology. Students will gain a solid foundation in genetic engineering, molecular biology, and cellular architecture through the use of an interactive online platform. The application of these ideas to other business situations, including agriculture, healthcare, and pharmaceuticals, is emphasized. The curriculum integrates ethical and critical thinking skills with business management in an integrative manner. Students in the convergence of business, biotechnology, and microbiology receive practical experience and are prepared for ongoing learning, adaptability, and a variety of career options through simulations, group projects, and an emphasis on good communication.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	To exhibit a comprehensive understanding of the essence of biotechnology and microbiology.
CO 2	To apply biotechnological and microbiological principles to various sectors, including pharmaceuticals, agriculture, healthcare, and environmental management, showcasing practical implementation skills.
CO 3	To critically assess ethical considerations in biotechnology, demonstrating an awareness of bioethics in research and applications.
CO 4	To showcase interdisciplinary collaboration by integrating biotechnology and microbiology principles with business management and economics.
CO 5	To navigate the global regulatory frameworks governing biotechnology, exhibiting knowledge of compliance standards.
CO 6	To demonstrate entrepreneurial skills by exploring start-ups, innovations, and business strategies within the biotechnology sector, fostering an understanding of the entrepreneurial landscape in biotech ventures through case studies and industry insights.

Course Contents:

Unit-A: Essence of Biotechnology and Microbiology

- **Module 1: Introduction to Biotechnology**
 - Definition and Scope
 - Historical Evolution
 - Key Concepts and Techniques
- **Module 2: Basics of Microbiology**
 - Microbial Diversity
 - Microbial Cell Structure and Function
 - Microbial Genetics

- **Module 3: Intersecting Principles**
 - Understanding the Interface of Biotechnology and Microbiology
 - Significance in Modern Business Practices

Unit-B: Implementations in Various Industries

- **Module 1: Biotechnology in Pharmaceuticals**
 - Drug Development and Manufacturing
 - Biopharmaceuticals
- **Module 2: Agricultural Applications**
 - Genetically Modified Organisms (GMOs)
 - Crop Improvement and Sustainable Agriculture
- **Module 3: Healthcare and Medical Biotechnology**
 - Diagnostic Tools
 - Therapeutic Applications
- **Module 4: Environmental Biotechnology**
 - Waste Treatment
 - Bio-remediation

Unit-C: Ethical Considerations and Regulatory Compliance

- **Module 1: Ethical Issues in Biotechnology**
 - Bioethics in Research and Applications
 - Social Implications
- **Module 2: Regulatory Compliance**
 - Global Regulatory Frameworks
 - Responsible Conduct in Biotechnology

Unit-D: Integration and Blending with Business Management

- **Module 1: Interdisciplinary Collaboration**
 - Biotechnology and Business Management
 - Economics of Biotechnology
- **Module 2: Entrepreneurship in Biotechnology**
 - Start-ups and Innovation
 - Business Strategies in Biotech Ventures
- **Module 3: Case Studies and Industry Insights**
 - Real-world Applications
 - Success Stories and Challenges

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:		
Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

9. "Biotechnology for Beginners" by Reinhard Renneberg
10. "Microbiology: An Introduction" by Gerard J. Tortora, Berdell R. Funke, and Christine L. Case:
11. "Biotechnology: Academic Cell Update Edition" by David P. Clark and Nanette J. Pazdernik
12. "Microbiology: Principles and Explorations" by Jacquelyn G. Black:
13. "Introduction to Biotechnology" by William J. Thieman and Michael A. Palladino:
14. "Brock Biology of Microorganisms" by Michael T. Madigan, Kelly S. Bender, and Daniel H. Buckley:
15. "Microbial Biotechnology: Fundamentals of Applied Microbiology" by Alexander N. Glazer and Hiroshi Nikaido:
16. Scientific Journals and Articles:" Applied Microbiology and Biotechnology," and "Journal of Microbiology & Biology Education" for up-to-date research and advancements in the field.

Subject Elective
Biotechnology Management (Semester III)



Course Name: Industrial Biotechnology and Microbiology

Credits: 4

Course Objectives:

The course in Industrial Biotechnology and Microbiology aims to provide a comprehensive understanding of biotechnological processes, emphasizing microbial tools, and bioprocess engineering for sustainable production. This course will give students an overview of various types of growth patterns and factors influencing microbial growth. Students will explore microbial diversity to scale-up the production of industrially important compounds, enzymes, dairy products and fermented products after learning the important aspects of this course. This course also discuss the fermentation process technology used for the production of alcoholic beverages, vinegar and enzymes used in food processing. The course also underscores ethical considerations and industry compliance for responsible research and implementation of biotechnological advancements.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Showcase understanding of biotechnological processes and microbial tools
CO 2	Understanding about Commercial Plant Tissue Culture Industry
CO 3	Apply knowledge of microbial diversity to enhance outcomes in industrial biotechnology.
CO 4	Know the types of foods produced by fermentation
CO 5	Cultivate ethical awareness and industry compliance for responsible biotechnological implementations.

Course Contents:

Unit-A: Fundamentals of Industrial Biotechnology

- Introduction to Industrial Biotechnology
- Basic principles of bioprocess engineering
- Scale-up and optimization of industrial processes (Bioreactors)
- Downstream processing and product recovery

Unit-B: Industrial Applications of Biotechnology

- Production of Biofuels and Chemicals

- Pharmaceutical and biopharmaceutical applications
- Commercial Plant Tissue Culture Industry

Unit-C: Introduction

- Microbiology: Its history of development, importance and scope
- Industrially Important Microbes
- Techniques and media for growth of microorganisms

Unit-D: Industrial applications of Microorganisms

- Microorganisms in Food and Dairy Industry
- Fermentation Microbiology and its types
- Alcoholic fermentation, relevance and classification
- Microbial enzymes for Food Processing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

6. Patel AH. 2011. Industrial Microbiology, Macmillan Publishers India Ltd.
7. Joshi VK & Pandey A. 2009. Biotechnology: Food Fermentation, Microbiology, Biochemistry and Technology (Volume 1 and 2), Educational Publishers and Distributors, New Delhi
8. Okafor N. 2007. Modern Industrial Microbiology and Biotechnology. Scence publishers, USA
9. Pelczar MJ. 1967. Food Microbiology, Mc Graw Hill
10. Cruger W & Cruger A. 2012. Biotechnology-a textbook of Industrial Microbiology, Panima Books

Subject Elective
Biotechnology Management (Semester IV)



Course Name: Regulatory affairs in Biotechnology

Credits: 4

Course Objectives:

The Regulatory Affairs in Biotechnology online course provides students with a comprehensive understanding of global regulatory frameworks and compliance requirements within the biotechnology industry. It covers the regulatory processes for the research, development, and commercialization of biotechnological products, including pharmaceuticals, medical devices, and agricultural biotechnology. Emphasizing ethical considerations and responsible conduct, students will explore how to navigate regulatory challenges, prepare regulatory submissions, and ensure compliance with industry standards in a flexible, self-paced online learning format.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand global regulatory frameworks and the role of key agencies in biotechnology.
CO 2	Analyze regulatory pathways and compliance for biotechnology products across their lifecycle.
CO 3	Evaluate ethical, legal, and social issues in biotechnology, including bioethics and intellectual property.
CO 4	Develop strategies for regulatory submissions (e.g., IND, NDA, BLA) and engage with regulatory authorities.
CO 5	Apply sector-specific regulations to assess product approval, quality control, and post-market surveillance.

Course Contents:

Unit-A: Fundamentals of Regulatory Affairs in Biotechnology

Module 1: Introduction to Regulatory Affairs

- Overview of Regulatory Affairs
- History and Evolution of Biotech Regulations
- Role of Regulatory Affairs Professionals

Module 2: Global Regulatory Frameworks

- Overview of Key Regulatory Agencies (FDA, EMA, etc.)
- Regulatory Pathways: Approval Processes and Submissions
- International Regulatory Harmonization

Module 3: Product Lifecycle and Compliance

- Preclinical and Clinical Trial Regulations
- Good Manufacturing Practice (GMP) and Good Laboratory Practice (GLP)
- Post-Market Surveillance and Pharmacovigilance

Unit-B: Regulatory Affairs in Different Sectors

Module 1: Pharmaceuticals and Biologics

- Regulatory Requirements for Drug Development
- Biosimilars and Biologics Licensing
- Quality Control and Assurance

Module 2: Medical Devices and Diagnostics

- Regulatory Classification and Approval of Medical Devices
- In Vitro Diagnostic (IVD) Regulations
- Combination Products

Module 3: Agricultural and Environmental Biotechnology

- GMO Regulation and Approval
- Environmental Impact Assessments
- Bioremediation and Bioethics

Unit-C: Ethical, Legal, and Social Issues

Module 1: Bioethics and Biotechnology

- Ethical Considerations in Genetic Engineering
- Informed Consent and Patient Rights
- Social Implications of Biotechnological Advances

Module 2: Legal Aspects and Intellectual Property

- Intellectual Property Rights (IPR) in Biotechnology
- Patent Law and Biotechnology Innovations
- Legal Disputes and Case Studies

Unit-D: Practical Applications and Case Studies

Module 1: Regulatory Strategies and Submissions

- Regulatory Strategy Development
- Preparing Regulatory Submissions (IND, NDA, BLA, etc.)
- Interacting with Regulatory Authorities

Module 2: Case Studies and Industry Insights

- Real-world Examples and Challenges
- Analysis of Regulatory Failures and Successes

- Emerging Trends in Biotechnology Regulation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- "Regulatory Affairs in the Pharmaceutical Industry" by Javed Ali
- "Biotechnology and Biopharmaceuticals: Transforming Proteins and Genes into Drugs" by Rodney J. Y. Ho and Milo Gibaldi
- "Intellectual Property in the Life Sciences" by Trevor Cook
- "Good Regulatory Practice: Guide for Regulatory Agencies" by OECD
- "Biotechnology and the Law" by Hugh B. Wellons
- "Global Pharmaceutical and Biologics Regulatory Strategy" by Gloria Hall
- Relevant Scientific Journals and Articles: "Regulatory Toxicology and Pharmacology," and "Journal of Regulatory Science" for up-to-date research and regulatory updates.

Subject Elective
Biotechnology Management (Semester IV)



Course Name: Entrepreneurship Development in Life Sciences

Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand entrepreneurship theories, traits, and functions, and apply them to evaluate business opportunities in food technology and biotechnology.
CO 2	Develop regulatory-compliant, ethical business plans for food tech, healthcare, and pharma ventures.
CO 3	Design marketing strategies and manage innovation for biotechnology and healthcare startups.
CO 4	Identify trends in biotechnology entrepreneurship and manage intellectual property, funding, and financial strategy.
CO5	Create and present business plans for biotech and healthcare ventures, addressing regulatory and ethical requirements.

Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures
- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

Subject Elective
Food Technology Management (Semester III)



Course Name: Food Regulations and Policy

Credits: 4

Course Objectives:

This course aims to provide students with a comprehensive understanding of the regulatory framework and policies governing the food industry. It explores critical areas such as food safety, labeling, and quality standards, in the context of increasing consumer awareness and the globalization of food businesses. The course emphasizes the role of government agencies in regulating food safety and ensuring compliance with national and international standards.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key principles and regulatory frameworks that govern the food industry, including international standards.
CO 2	Analyze and interpret food labeling requirements and quality standards, ensuring compliance with regulatory guidelines.
CO 3	Evaluate food safety regulations and their application to food production, processing, and distribution.
CO 4	Assess the impact of food policies on public health, consumer protection, and the food technology sector.
CO 5	Develop strategies to navigate regulatory challenges in food safety, labeling, and quality assurance in a global context.

Course Contents:

Unit-A: Introduction to Food Regulations

- Overview of food regulations and policies
- The role of government agencies in food regulation
- International food safety standards and organizations
- Food quality assurance and quality control
- Food safety auditing and certification

Unit-B: Food Safety Regulations

- Principles of food safety and hygiene
- Hazard analysis and critical control points (HACCP)
- Foodborne illnesses and outbreak investigation
- Regulations governing food additives and contaminants
- Food safety auditing and certification

Unit-C: Food Labeling and Quality Standards

- Food labeling requirements and guidelines
- Nutritional labeling and claims
- Quality standards for food products
- Organic and sustainable food labeling
- Packaging regulations and sustainability

Unit-D: Food Policy and its Impact

- Government policies and their impact on the food industry
- Food safety and public health policies
- Economic, environmental, and ethical policies in food technology
- Case studies on successful compliance with food regulations
- Ethical and sustainability considerations in food technology

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Belton, P., & Belton, P. S. (2014). Handbook of Food Research.
- Earle, R. L. (2013). Food Safety and Quality Systems in Developing Countries: The Role of Food Science and Technology.
- Schmidt, R. H., & Rodman, S. J. (2017). Food Safety Policy, Science, and Risk Assessment: Strengthening the Connection.
- Nestle, M. (2013). Food Politics: How the Food Industry Influences Nutrition and Health.

(Subject Elective
Food Technology Management (Semester III))



Course Name: Food Science and Technology

Credits: 4

Course Objectives:

The **Food Science and Technology** course is designed to provide MBA students with a comprehensive understanding of the scientific principles and technological advancements in the food industry. The course will cover the entire food production process, from sourcing raw materials to processing, preservation, packaging, and ensuring food safety. Students will gain insight into food innovation, quality control, and sustainable practices, while also exploring key management strategies for food technology, regulatory compliance, and consumer trends in the global food market.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles of food science and their application in food production, processing, and safety.
CO 2	Evaluate and compare different food processing techniques and their effects on food quality, nutrition, and shelf life.
CO 3	Assess the importance of food safety standards and preservation methods to ensure product quality and consumer protection.
CO 4	Apply food science knowledge to practical scenarios in food technology management, including quality control and innovation.
CO 5	Analyze current trends and emerging technologies in food science, including sustainability and functional food development.

Course Contents:

Unit-A: Introduction to Food Science

- Basics of food science and technology
- Food composition and properties
- Food microbiology and its importance
- Various disciplines of Food Technology
- Regulatory aspects in food science and technology

Unit-B: Food Processing Techniques

- Heat processing methods (pasteurization, sterilization)
- Drying, freezing, and concentration techniques
- Fermentation and preservation methods
- Food additives and their roles
- Novel food processing techniques

Unit-C: Food Safety and Preservation

- Principles of food safety and hygiene
- Microbial hazards and foodborne illnesses
- Food preservation methods and their significance
- Packaging and shelf-life extension
- Quality control and assurance in food products

Unit-D: Applications in Food Technology Management

- Food product development and innovation
- Regulatory compliance and quality standards
- Case studies on successful food technology applications
- Emerging trends in food science and technology

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Fennema, O. R. (2013). Food Chemistry.
- Heldman, D. R., & Lund, D. B. (2016). Handbook of Food Engineering.
- Potter, N. N., & Hotchkiss, J. H. (2016). Food Science.
- Food and Agriculture Organization (FAO) publications on food science and technology in food management.

Subject Elective
Food Technology Management (Semester IV)

Course Name: Food Safety and Quality Management



Credits: 4

Course Objectives:

This course provides an in-depth exploration of food quality and safety management, focusing on the critical concepts, standards, and practices required to ensure safe and high-quality food products. It covers key attributes of food quality, factors influencing safety, and the global regulatory framework governing food standards. Students will learn to apply research methodologies, analyze quality control tools, and understand the role of national and international organizations in setting food safety standards. The course equips students with the skills to navigate the complexities of food safety, compliance, and the adoption of best practices in a global food business environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Evaluate pre and post-food processing systems to ensure quality control and safety in food production.
CO 2	Analyze factors influencing food quality and safety, and evaluate the impact of global food standards.
CO 3	Apply hygiene and sanitation procedures effectively in food manufacturing environments to maintain safety standards.
CO 4	Gain hands-on experience in designing and organizing food production units to optimize efficiency and compliance.
CO5	Assess food processing loads and quality parameters, ensuring adherence to government regulations and industry standards.

Course Content:

Unit-A: Introduction of Quality Managements

Concept of quality: importance and functions of quality control and quality assurance; concept of total quality management; concept of food safety, food safety hazards; biological, physical and chemical hazards; food borne illness; cross contamination; control measures for food safety hazards.

Unit-B: Sampling of Food

Sampling of food; importance of sample collection; sampling procedures; sampling techniques and methods; sampling plans; sample preparation for analysis; requirements of good sampling methods; difficulties in sampling; general sampling precautions; sample accountability; retention of sample and records.

Unit-C: Food Safety: Risk Analysis and Management

Risk analysis; structure of risk analysis- risk management, risk assessment and risk communication; challenges and benefits in the application of risk analysis; food safety management system; hazard analysis and critical control point, good manufacturing practices, good hygienic practices; good laboratory practices

Unit-D: Food Safety Laws

Food safety legislation- international and national; Codex Alimentarius; National Codex Contact Point; Food Safety and Standards Act, 2006; Food Safety and Standards Authority of India; need for new food safety laws.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Textbook(s):

4. Inteaz Alli (2004). Food Quality Assurance, Principles and Practices CRC Press
5. Gould, Wilbur A (1978). Food Quality assurance. AVI Publishing Company
6. J. Andres Vasconcellos (2005). Quality Assurance for the industry, a practical approach. CRC Press

Reference Book(s):

2. The Training Manual For Food Safety Regulators Who Are Involved In Implementing Food Safety And Standards Act 2006 Across The Country. (EBook available on FSSAI website)

Subject Elective
Food Technology Management (Semester IV)

Course Name: Food Product Development and Innovation



Credits: 4

Course Objectives:

This course aims to equip students with a comprehensive understanding of the new food product development process, from defining and conceptualizing novel food items to managing their lifecycle and commercialization. Students will learn to conduct market studies and consumer testing, apply innovation strategies, and manage product design and development. The course emphasizes the importance of nutritional and sensory evaluations, cost estimation, and legal compliance in product development. Additionally, it focuses on engaging consumers, continuously improving the development process, and exploring market opportunities while adhering to legal requirements.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and objectives of new food product development.
CO 2	Analyze the process and factors influencing product success and failure and manage the product development process.
CO 3	Evaluate nutritional and sensory aspects of new products and implement shelf-life testing and packaging requirements.
CO 4	Estimate costs, including direct and indirect costs, and understand legal aspects of new food product development.
CO 5	Assess the role of consumers in product development and improve the product development process through continuous improvement and market exploration.

Course Contents:

Unit-A: Introduction to New product development

- New product development; Introduction and Objectives for new food product development.
- Defining New Food Products, Reasons for Development, Types of New Food Products and Concept of Novel Food
- Life Cycle for a Food Product and Research Methods
- Advantages and disadvantages of New Food Product and Marketplace studies

Unit-B: Concept of Product Development

- Concept of product development: product success and failure, factors for success
- Process of product development

- Product development process: product strategy, product design and process development, product commercialization, product launch and evaluation

Unit-C: Nutritional and Sensory Evaluation of a New Product

- Importance and implementation, shelf-life testing
- Static, accelerated and use/abuse tests, industrial criteria
- Packaging: product requirements, information and communication

Unit-D: Cost Estimation, Legal Aspects, and Role of Consumers in Managing the Product Development Process

- Cost estimation
- Legal aspects to be applied in New Food Product Development
- Role of consumers in product development
- Market exploration and acquisition, managing the product development process
- Improving the product development process-key messages, evaluating product development innovation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Further Readings:

- Clarke & Wright W. 1999. Managing New Product and Process Development. Free Press. Earle and Earle 2001. Creating New Foods. Chadwick House Group.
- Earle R, Earle R & Anderson A. 2001. Food Product Development. Woodhead Publ. Fuller 2004.
- New Food Product Development - from Concept to Market Place. CRC.
- Moskowitz, Howard R. 2009. An Integrated Approach to New Food Product Development. CRC Press.

Subject Elective
Food Technology Management (Semester IV)

Course Name: Entrepreneurship Development in Life Sciences



Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate a thorough understanding of entrepreneurial traits, functions, and theories, with a focus on food technology and biotechnology sectors.
CO 2	Identify and evaluate business opportunities in food technology and biotechnology, developing regulatory-compliant and ethically sound business plans.
CO 3	Analyze current trends and future directions in biotechnology entrepreneurship, including marketing strategies for biotech ventures.
CO 4	Develop and present comprehensive business plans for healthcare, pharma, and biotech ventures, addressing regulatory, ethical, and financial considerations.
CO5	Manage innovation, intellectual property, and funding strategies within the healthcare and pharma sectors, with a focus on financial management and branding.

Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures

- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

Subject Elective
Banking & Financial Services (Semester III)



Course Name: Banking: Types & Services

Credits: 4

Course Objectives:

This course aims to provide students with a thorough understanding of the banking industry, focusing on the different types of banks, their operational structures, and the wide range of financial services they offer. Students will gain insights into banking products, customer relationship management, and the regulatory framework governing banking operations, preparing them to navigate and manage various banking services in a dynamic financial environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and differentiate various types of banks and their roles in the financial ecosystem.
CO 2	Explain the range of banking services and financial products offered to individuals, businesses, and institutions.
CO 3	Analyze customer service strategies in banking and their impact on customer satisfaction and retention.
CO 4	Evaluate the evolving trends, technological advancements, and regulatory challenges shaping the banking sector.
CO 5	Assess the operational and risk management practices within different types of banks to ensure efficient financial services delivery.

Course Contents:

Unit-A: Introduction to Banking and Types of Banks

- Overview of the banking industry
- Structure of Indian Banking System
- Functions and roles of different types of banks
- Central Banking System
- Reserve Bank of India
- Banking regulations and governance

Unit-B: Banking and Indian Financial System

- Retail Banking services
- Financial Services
- Money Markets

- Capital Markets
- Non-Bank Financial Intermediaries

Unit-C: Customer Service and Challenges in Banking

- Customer Service and Satisfaction
- Quality of service and customer satisfaction
- Cybersecurity and risk management in banking
- Financial inclusion and social banking initiatives
- Sustainability and environmental banking practices

Unit-D: Technology in Banking

- Evolution of technology adoption in Indian Banks
- Digital banking platforms in India
- Unified Payments Interface (UPI) and Aadhaar-enabled payment system (AEPS)
- Role of fintech companies in transforming Indian banking
- Future Trends and Innovations in Indian banking

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions.
- Rose, P. S., & Hudgins, S. C. (2014). Bank Management & Financial Services.
- Casu, B., Girardone, C., & Molyneux, P. (2015). Introduction to Banking.

Subject Elective
Banking & Financial Services (Semester III)



Course Name: Insurance: Products & Purposes

Credits: 4

Course Objectives:

The course on Insurance: Products & Purposes aims to equip MBA students with a comprehensive understanding of the key insurance products available in the market and their role in risk management and financial planning. Students will explore the various types of insurance, including life, health, property, and liability insurance, along with their purposes and how they contribute to individual and organizational financial security. The course also emphasizes the importance of understanding insurance policies, underwriting, and the regulatory framework governing the insurance industry.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key principles and types of insurance products, including life, health, property, and liability insurance.
CO 2	Evaluate and compare different insurance policies to assess their benefits and suitability for individuals and businesses.
CO 3	Explain the role and importance of insurance in personal financial planning, wealth management, and risk mitigation.
CO 4	Analyze the impact of insurance in business contexts, focusing on risk management, operational continuity, and financial security.
CO 5	Assess the regulatory environment governing insurance products and understand the role of underwriters and claims processes.

Course Contents:

Unit-A: Introduction to Insurance

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage

- Annuities and retirement planning
- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability
- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance

Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.

Subject Elective
Banking and Financial Services (Semester IV)



Course Name: **Digital Banking and Fintech Innovations**

Course Objectives:

The Digital Banking and Fintech Innovations course aims to equip MBA students with a deep understanding of the rapidly evolving landscape of digital banking and financial technologies. It covers key topics such as digital payment systems, blockchain, cryptocurrencies, peer-to-peer lending, robo-advisors, and the regulatory frameworks surrounding fintech innovations. Students will explore how these technologies are reshaping financial services, enhancing customer experiences, and driving efficiency and security in banking operations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Evolution and Impact of Digital Banking
CO 2	Explore Core Technologies in Digital Banking
CO 3	Analyze Fintech Innovations and Their Applications
CO 4	Explore Core Technologies in Digital Banking
CO 5	Identify Emerging Trends and Future Innovations

Course Contents:

Unit-1: Introduction to Digital Banking and Fintech

- Overview of Digital Banking
- Traditional Banking vs digital Banking
- Importance of digital transformation in banking
- Introduction-Fintech -Definition and scope
- Key drivers of fintech growth

Unit-2: Digital Banking and Product

- ATM-Overview, Types and working
- Debit and Credit card-Types, Benefit and operation
- Mobile Banking-History, profitability and operation
- Internet Banking-Operation and Risk associated
- POS Banking

Unit-3 Fintech Innovation

- Introduction to blockchain technology
- Overview of major cryptocurrencies
- Artificial Intelligence and Machine Learning
- Digital Lending Platforms
- Virtualization
- Cloud storage
- Payment System in India-RuPay, NACH, BHIM, AePS, BBPS
- Internet of Things (IoT) in banking

Unit-4: Future Trend and Innovation

- Fintech and Financial inclusion
- Top 10 Fintech in India and working
- Future trend in Digital space and Fintech
- Sustainability and Green Fintech

Unit-5: Risk Management in Fintech

- Types of risks in fintech (operational, compliance, market)
- Risk assessment and mitigation strategies
- Importance of a robust risk management framework
- Key regulations and compliance issues
- Regulatory bodies and their roles

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- The Evolution of Fintech: A New Post-Crisis Paradigm?
- The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries in Global Markets
- Fintech: Business & Information Systems Engineering
- Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World

Subject Elective
Banking and Financial Services (Semester IV)



Course Name: Investment Management and Financial Planning

Credits: 4

Course Objectives:

The Investment Management and Financial Planning course is designed to provide MBA students with a comprehensive understanding of investment strategies and financial planning techniques. It covers asset allocation, portfolio management, risk analysis, and the creation of personalized financial plans. The course aims to equip students with the skills needed to make informed investment decisions, manage financial risks, and optimize long-term financial goals for individuals and organizations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand and apply various financial decision-making techniques.
CO 2	Perform financial analysis and modeling to support strategic decision-making.
CO 3	Integrate advanced financial forecasting methods into managerial decisions.
CO 4	Evaluate capital investment projects using different appraisal methods.
CO 5	Synthesize financial data to make recommendations for value maximization.

Course Contents:

Unit-A: Financial Statement Analysis

- Analysis of financial statements and financial ratios
- Cash flow analysis and the statement of cash flows
- Use of financial analysis for forecasting and trend identification
- Common-size and index number trend analysis

Unit-B: Valuation Techniques

- Time value of money and discounted cash flow analysis
- Valuation models for stocks and bonds
- Cost of capital and weighted average cost of capital
- Determination of the firm's optimal capital structure

Unit-C: Investment Appraisal Methods

- Capital budgeting and the investment decision-making process
- Net Present Value (NPV), Internal Rate of Return (IRR), and other capital investment appraisal methods

- Dealing with risk and uncertainty in investment appraisal
- Real options and their application in investment decisions

Unit-D: Advanced Techniques in Financial Decision-Making

- Sensitivity and scenario analysis
- Business valuation and mergers and acquisitions analysis
- Corporate risk management and hedging
- Lean finance and agile methodologies in financial analysis

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of Corporate Finance.
- Damodaran, A. (2012). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset.
- Koller, T., Goedhart, M., & Wessels, D. (2015). Valuation: Measuring and Managing the Value of Companies.
- McKinsey & Company Inc., Koller, T., Dobbs, R., & Huyett, B. (2010). Value: The Four Cornerstones of Corporate Finance.
- Pike, R., & Neale, B. (2006). Corporate Finance and Investment: Decisions & Strategies.

Subject Elective
Pharma and Healthcare Management (Semester III)



Course Name: Healthcare Management

Credits: 4

Course Objectives:

The Health Care Management course is designed to equip students with the knowledge and skills needed to effectively lead and manage healthcare organizations within the pharmaceutical and healthcare sectors. It covers the fundamentals of healthcare systems, key management principles, and contemporary challenges in healthcare delivery, quality management, and policy. The course aims to prepare students for strategic decision-making, operational efficiency, and addressing the evolving needs of the healthcare industry.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the structure and functioning of healthcare systems and their key components.
CO 2	Apply core management principles to enhance operations within healthcare organizations.
CO 3	Analyze current challenges, trends, and opportunities in healthcare management.
CO 4	Develop strategic plans for improving efficiency and quality in healthcare service delivery.
CO 5	Evaluate the role of healthcare policies, regulations, and innovations in shaping organizational success.

Course Contents:

Unit-A: Healthcare System Fundamentals

- Overview of the healthcare system
- Healthcare organizations and stakeholders
- Healthcare policies and regulations
- Healthcare financing and insurance

Unit-B: Principles of Healthcare Management

- Healthcare leadership and management roles
- Human resource management in healthcare
- Healthcare operations and process improvement
- Healthcare marketing and branding

Unit-C: Current Issues in Healthcare Management

- Healthcare technology and information systems
- Healthcare ethics and legal considerations

- Healthcare risk management and patient safety
- Healthcare management during public health crises

Unit-D: Healthcare Management Strategies

- Drug Distribution system in hospitals.
- Healthcare financial management and budgeting
- Inventory Control and Purchase management
- Developing exceptional healthcare management strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Buchbinder, S. B., & Shanks, N. H. (2019). Introduction to Health Care Management.
- McLaughlin, C. P., & Kaluzny, A. D. (2017). Continuous Quality Improvement in Health Care.
- Shortell, S. M., & Kaluzny, A. D. (2019). Health Care Management: Organization Design and Behavior.
- U.S. Department of Health & Human Services publications on healthcare management and policies.

Subject Elective
Pharma and Healthcare Management (Semester III)



Course Name: Health Economics

Credits: 4

Course Objectives:

The Health Economics course aims to equip students with a thorough understanding of economic principles and their application to the healthcare sector. It explores key concepts such as cost analysis, healthcare financing, economic evaluation, and policy development. The course emphasizes the role of economics in shaping healthcare delivery, evaluating the efficiency of health systems, and informing health policies to improve access, quality, and sustainability in healthcare services.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the economic principles and their relevance in healthcare.
CO 2	Analyze the cost structures and financial aspects of healthcare.
CO 3	Evaluate healthcare policies and their impact on the industry.
CO 4	Apply economic tools to make informed decisions in healthcare management.
CO 5	Assess the role of economic factors in healthcare access, equity, and resource allocation.

Course Contents:

Unit-A: Introduction to Health Economics

- Basics of health economics
- Economic principles in healthcare
- Market forces and demand for healthcare
- Health insurance and financing in healthcare
- Economic evaluation in healthcare

Unit-B: Cost Analysis in Healthcare

- Cost structures in healthcare facilities
- Cost-benefit analysis and cost-effectiveness analysis
- Resource allocation and efficiency in healthcare
- Measuring and analyzing healthcare costs
- Economic impact of healthcare technologies

Unit-C: Healthcare Policy and Reforms

- Government intervention and healthcare policies
- Healthcare delivery systems and access to care

- Healthcare regulation and quality control
- Health disparities and access to healthcare
- Comparative healthcare systems and international perspectives

Unit-D: Economic Tools for Healthcare Decision Making

- Economic modeling in healthcare management
- Health economic evaluation techniques
- Case studies in healthcare economic decision making
- Ethical considerations in healthcare economics
- Presenting economic analyses in healthcare management

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Folland, S., Goodman, A. C., & Stano, M. (2016). The Economics of Health and Health Care.
- Jones, A. M. (2017). The Elgar Companion to Health Economics.
- Meltzer, D., & Daumit, G. L. (2017). Economics and Health Care.
- World Health Organization (WHO) publications on health economics and healthcare management.

Subject Elective
Pharma and Healthcare Management (Semester III)



Course Name: **Pharmaceutical Marketing and Sales**

Credits: 4

Course Objectives:

The Pharmaceutical Marketing and Sales course aims to equip students with a thorough understanding of marketing and sales strategies within the pharmaceutical and healthcare industries. It covers essential concepts such as market analysis, regulatory frameworks, promotional tactics, and sales management practices, while also emphasizing ethical considerations. The course prepares students to effectively navigate the challenges of promoting and selling pharmaceutical products, with a focus on compliance, customer engagement, and strategic marketing in a dynamic healthcare environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing and sales in the pharmaceutical industry.
CO 2	Apply pharmaceutical marketing strategies for effective product promotion.
CO 3	Comply with pharmaceutical marketing regulations and ethics.
CO 4	Develop pharmaceutical sales plans and strategies.
CO 5	Analyze market trends and customer behavior to drive effective decision-making in pharmaceutical marketing and sales strategies.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Pharmaceutical Product Promotion

- Product differentiation and positioning
- Branding and promotion in pharmaceuticals
- Digital marketing and e-detailing in pharma
- KOL engagement and medical conferences
- Measuring the impact of pharmaceutical promotion

Unit-C: Pharmaceutical Sales and Distribution

- Sales force management in pharmaceuticals

- Sales training and competency development
- Distribution channels and logistics in pharma
- Inventory management and supply chain in healthcare
- Regulatory compliance in pharmaceutical sales

Unit-D: Pharmaceutical Sales Strategies and Planning

- Developing sales and territory plans
- Key account management in pharmaceutical sales
- Sales forecasting and performance measurement
- Case studies on successful pharmaceutical marketing and sales
- Implementing pharmaceutical sales strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rizvi, S. A., & Nair, N. G. (2018). Pharmaceutical Marketing: Concepts and Practices.
- Innes, D., & Welters, D. (2017). Sales and Marketing in the Pharmaceutical Industry.
- The Pharmaceutical Journal (various articles on pharmaceutical marketing and sales).
- Pharmaceutical Research and Manufacturers of America (PhRMA) publications on pharmaceutical marketing guidelines and best practices.

Subject Elective
Pharma and Healthcare Management (Semester IV)



Course Name: Regulatory Environment in Pharma and Healthcare

Credits: 4

Course Objectives:

Upon completing this course, students will understand key regulatory guidelines and the approval process for pharmaceutical products, including dossier preparation and submission to global regulatory agencies. They will gain insights into post-approval requirements for active ingredients and drug products, as well as the submission of documents in CTD/eCTD formats. The course also covers clinical trial approval processes and regulatory requirements for conducting studies. Additionally, students will learn about pharmacovigilance and the monitoring processes essential for ensuring drug safety during clinical trials.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of regulatory affairs, including good regulatory practices, pharmaceutical regulations, and medical device regulations.
CO 2	Analyze patenting and intellectual property requirements, along with global regulatory guidelines such as WHO & ICH for drug development.
CO 3	Develop and evaluate clinical trial protocols and ethical considerations in clinical research, including pharmacovigilance and patient safety.
CO 4	Comprehend non-clinical drug development processes, including global submission requirements for IND, NDA, ANDA, and the preparation of regulatory dossiers.
CO 5	Apply regulatory compliance frameworks to manage post-market surveillance, ensuring continued adherence to regulatory standards and patient safety in the post-approval phase.

Course Contents:

Unit-I

Fundamentals of Regulatory Affairs: Definitions, Good Regulatory Practice, Community Pharmacy Retail and Wholesale Pharmacy, Hospital Pharmacy, Pharma Manufacturing, Import and Export of Medical Devices, Drugs Regulatory Affair.

Unit II

Patenting and Regulatory Requirements: Patent, Intellectual Property Rights, Total Quality Management, Pharmaceutical Validation, Stabilities of drugs and Dosage forms, Documentation and Regulatory Writing, WHO & ICH guidelines, CTD and ECTD formats.

Unit III

Basic Clinical Requirements: Developing clinical trial protocols. Institutional review board/ independent ethics committee Formulation and working procedures informed Consent process and procedures. HIPAA- new, requirement to clinical study process, pharmacovigilance safety monitoring in clinical trials.

Unit IV

Non clinical drug development: Global submission of IND, NDA, ANDA. Investigation of medicinal products dossier, dossier (IMPD) and investigator brochure (IB).

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Reference:

- 1. Generic Drug Product Development, Solid Oral Dosage forms, Leon Shargel and IsaderKaufer, Marcel Dekker series, Vol.143
- 2. The Pharmaceutical Regulatory Process, Second Edition Edited by Ira R. Berry and Robert P.Martin, Drugs and the Pharmaceutical Sciences, Vol.185, Informa Health care Publishers.
- 3. New Drug Approval Process: Accelerating Global Registrations By Richard A Guarino, MD, 5th edition, Drugs and the Pharmaceutical Sciences, Vol.190.
- 4. Guidebook for drug regulatory submissions / Sandy Weinberg. By John Wiley & Sons. Inc.
- 5. FDA regulatory affairs: a guide for prescription drugs, medical devices, and biologics/edited By Douglas J. Pisano, David Mantus.
- 6. Clinical Trials and Human Research: A Practical Guide to Regulatory Compliance By Fay A. Rozovsky and Rodney K. Adams
- 7. www.ich.org/
- 8. www.fda.gov/
- 9. europa.eu/index_en.htm 10. <https://www.tga.gov.au/tga-basics>

Subject Elective
Pharma and Healthcare Management (Semester IV)



Course Name: Healthcare Operations Management

Credits: 4

Course Objectives:

The Healthcare Operations Management course aims to provide students with a comprehensive understanding of the role of information systems and technologies in enhancing healthcare delivery. It covers key areas such as electronic health records, health informatics, telemedicine, and the strategic use of data and IT solutions to optimize healthcare operations, improve patient outcomes, and increase efficiency in healthcare settings. The course also explores the integration of technology into clinical workflows, decision-making, and overall healthcare management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand core concepts and functions of healthcare operations management, emphasizing technology's role in improving service delivery.
CO 2	Apply operational tools like Lean and Evidence-Based Medicine to optimize healthcare processes.
CO 3	Analyze key challenges in healthcare operations, including patient flow, scheduling, and supply chain management.
CO 4	Evaluate the impact of healthcare technology, such as EHR and telemedicine, on operational efficiency.
CO 5	Develop strategies for operational excellence, focusing on human resource planning and cost management.

Course Contents:

Unit A: Introduction to Healthcare Operation Management:

Key functions of Healthcare Operations Management, Healthcare industry and Operations Management, Historical milestones in operations management, Use of Technology in Healthcare Delivery. The Challenge and the Opportunity, History of Performance Improvement, Evidence-Based Medicine, Quality and service topologies.

Unit B: Performance Improvement Tools, Techniques and Programs

Evidence-Based Medicine Tools to Expand the Use of EBM, Vincent Valley Hospital and Health System and P4P, Tools for Problem Solving and Decision Making, The Lean Enterprise, and Simulation

Unit C: Applications to Contemporary Healthcare Operations Issues:

Process Improvement and Patient Flow, Scheduling and Capacity Management, Supply Chain Management, Improving Financial Performance with Operations Management. Inventory Systems Procurement and Vendor Relationship Management, Strategic View.

Unit D: Putting It All Together for Operational Excellence:

Emerging Trends in Healthcare, Holding the Gains, Human Resource Planning, Managerial Accounting, Control, Which Tools to Use: A General Algorithm, Operational Excellence, VVH Strives for Operational Excellence, The Healthcare Organization of the Future

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ginter, P. M., Duncan, W. J., & Swayne, L. E. (2013) The strategic management of health care organizations, 7th Edition, San Francisco, CA: John Wiley & Sons.
- Gordon, P. (1998) Seniors' Housing & Care Facilities: Development, Business & Operations, US: Urban Land Institute.
- Hopp, W. J. & Lovejoy, W. S (2012) Hospital Operations: Principles of High Efficiency Health Care, Upper Saddle River, NJ: Pearson FT Press.
- Levin, D. J., & Joseph, A. (2010) Planning, Design, and Construction of Health Care Facilities, 2nd Edition, US: Joint Commission Resources.
- Vissers, J., & Beech, R. (2005) Health Operations Management: Patient flow logistics in Health Care, Oxon, UK: Routledge

Subject Elective
Food Technology Management (Semester IV)

Course Name: Entrepreneurship Development in Life Sciences



Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate a thorough understanding of entrepreneurial traits, functions, and theories, with a focus on food technology and biotechnology sectors.
CO 2	Identify and evaluate business opportunities in food technology and biotechnology, developing regulatory-compliant and ethically sound business plans.
CO 3	Analyze current trends and future directions in biotechnology entrepreneurship, including marketing strategies for biotech ventures.
CO 4	Develop and present comprehensive business plans for healthcare, pharma, and biotech ventures, addressing regulatory, ethical, and financial considerations.
CO5	Manage innovation, intellectual property, and funding strategies within the healthcare and pharma sectors, with a focus on financial management and branding.

Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures

- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

Subject Elective
Data Science & Business Analytics (Semester III)



Course Name: AI for Business

Credits: 4

Course Objectives:

The course aims to equip students with a foundational understanding of artificial intelligence and its transformative role in modern business. Students will explore AI concepts, including machine learning, deep learning, and generative AI, and their practical applications in areas like marketing, human resources, fraud detection, and customer service. The course emphasizes the ethical considerations of AI, addressing privacy, bias, and societal impacts. Through case studies and hands-on tools, learners will develop the skills to harness AI technologies, integrate them into business strategies, and make responsible, informed decisions to drive innovation and create value in the digital economy.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the foundational concepts of artificial intelligence, including its historical evolution, branches (machine learning, deep learning, neural networks), and their relevance to business contexts
CO 2	Explore the Turing Test, ethical considerations of AI, and address challenges such as privacy concerns, algorithmic bias, and societal impacts, preparing students to navigate AI deployment responsibly
CO 3	Gain insights into machine learning algorithms (supervised, unsupervised, reinforcement learning) and generative AI, focusing on their functionality and potential for innovation in business practices
CO 4	Analyze practical applications of AI in marketing, human resources, customer engagement, fraud detection, inventory management, and more through real-world case studies.

Course Contents:

Unit-A: Introduction to Artificial Intelligence

- Understanding artificial intelligence and its history
- Types of artificial intelligence: Narrow vs. General AI
- AI applications in various industries
- Ethical considerations in AI development
- The impact of AI on the job market

Unit-B: Machine Learning Fundamentals

- Basics of machine learning and its role in AI
- Supervised, unsupervised, and reinforcement learning
- Data preprocessing and feature engineering
- Model training and evaluation
- Overfitting and underfitting in machine learning

Unit-C: Machine Learning Algorithms

- Linear regression and logistic regression
- Decision trees and random forests
- Clustering algorithms (k-means, hierarchical)
- Introduction to neural networks and deep learning
- Model selection and hyperparameter tuning

Unit-D: Real-World Applications and Future Trends

- AI and machine learning in healthcare, finance, and marketing
- Natural language processing and computer vision
- Challenges and opportunities in AI and machine learning
- The future of AI and its societal impact
- Case studies on AI and machine learning applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Goodfellow, I., Bengio, Y., Courville, A., & Bengio, Y. (2016). Deep Learning.
- Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.
- Russell, S. J., & Norvig, P. (2016). Artificial Intelligence: A Modern Approach.
- Chollet, F. (2017). Deep Learning with Python.

Subject Elective
Data Science & Business Analytics (Semester III)



Course Name: Python for Business

Credits: 4

Course Objectives:

The Python for Business course aims to equip students with essential Python programming skills for data analysis and solving business problems. It covers core programming concepts, data manipulation techniques, data visualization, and how to apply Python to real-world business scenarios. By the end of the course, students will be able to use Python to analyse business data, generate insights, and create solutions for various business challenges.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.
CO 5	Leverage Python for data-driven decision-making and business strategy formulation.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization

- Plotly for interactive visualizations
- Dashboard creation with libraries like Dash
- Best practices in data visualization

Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis.
- VanderPlas, J. (2016). Python Data Science Handbook.
- Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.
- Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.

Subject Elective
Data Science & Business Analytics (Semester IV)



Course Name: Data Visualization

Credits: 4

Course Objectives:

The Data Visualization course is designed to equip students with the skills to translate complex data into clear, visually compelling insights. It focuses on the principles of design, understanding visual perception, and the effective use of tools and techniques to create meaningful visualizations. Students will learn to communicate data-driven findings in a way that enhances understanding and supports decision-making across various business contexts.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key principles of effective data visualization to present data clearly and meaningfully.
CO 2	Utilize various tools and platforms to create impactful visualizations tailored to specific business needs.
CO 3	Critically assess and evaluate data visualizations for accuracy, clarity, and overall effectiveness.
CO 4	Design and produce customized visualizations that resonate with diverse audiences and data types.
CO 5	Integrate advanced visualization techniques to enhance storytelling and decision-making through data.

Course Contents:

Unit-A: Foundations of Data Visualization

- Overview of data visualization and its importance in business analytics.
- Principles of design, color theory, and layout in visualization.
- Understanding the cognitive and perceptual aspects of data interpretation.
- Exploration of different types of data and visual storytelling.

Unit-B: Data Visualization Techniques and Tools

- Introduction to leading data visualization tools (Tableau, Power BI, etc.).
- Visualization techniques for different types of data: quantitative, categorical, time series, geographical.
- Interactive and dynamic visualizations for user engagement.
- Best practices in dashboard design and data presentation.

Unit-C: Advanced Data Visualization Strategies

- Complex data representations: hierarchical, network, and text data.
- Utilizing advanced chart types and custom visuals.
- Techniques for creating data animations and infographics.
- Integrating visualizations into business reports and presentations.

Unit-D: Ethical Considerations and Future Trends

- Ethical considerations in data visualization (avoiding misleading representations).
- Critical evaluation of data sources and visualization credibility.
- Current trends and innovations in the field of data visualization.
- Future of data visualization with emerging technologies (VR, AR, AI).

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Few, Stephen. (2009). Now You See It: Simple Visualization Techniques for Quantitative Analysis.
- Yau, Nathan. (2013). Data Points: Visualization That Means Something.
- Knafllic, Cole Nussbaumer. (2015). Storytelling with Data: A Data Visualization Guide for Business Professionals.
- Steele, Julie, and Noah Iliinsky. (2011). Beautiful Visualization: Looking at Data Through the Eyes of Experts.

Subject Elective
Digital Marketing (Semester IV)



Course Name: Digital Marketing for Practitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the digital marketing landscape, including key components like SEO, content, and social media.
CO 2	Analyze performance using analytics and develop strategies to optimize online marketing efforts.
CO 3	Design effective websites, applying SEO and content optimization for enhanced user experience.
CO 4	Plan and execute impactful social media campaigns to drive customer engagement.
CO 5	Create and implement online PR strategies to enhance brand visibility and reputation.

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing

Subject Elective
Data Science & Business Analytics (Semester IV)



Course Name: Data Ethics & Privacy

Credits: 4

Course Objectives:

Upon completing the *Data Ethics & Privacy* course, students will be able to critically evaluate ethical and privacy issues in data collection, analysis, and use within business contexts. They will apply relevant privacy laws (e.g., GDPR, CCPA) to ensure compliance in data-driven decisions. Students will also develop strategies for responsible data governance, promoting fairness, transparency, and accountability, while mitigating risks related to privacy and security. This course empowers students to navigate the complex intersection of ethics, privacy, and business analytics effectively.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Comprehend the ethical dimensions and implications associated with big data and analytics.
CO 2	Interpret and apply relevant privacy laws and regulations to data management practices.
CO 3	Develop strategies to ensure ethical governance and use of data within organizations.
CO 4	Evaluate the impact of data analytics projects on stakeholders and society.
CO5	Critically assess the risks related to data privacy, security, and bias, and propose mitigation strategies for responsible data use in business analytics.

Course Contents:

Unit-A: Foundations of Data Ethics

- Overview of ethics in data science and business analytics.
- Key ethical theories and frameworks applicable to data ethics.
- Professional standards and codes of conduct for data scientists and business analysts.
- Ethical considerations in machine learning and AI.

Unit-B: Data Privacy and Protection

- Privacy principles and individuals' rights related to personal data.
- Introduction to data protection laws globally: GDPR, HIPAA, CCPA, and others.
- Data anonymization, pseudonymization, and encryption techniques.
- Ethical data sharing and openness versus privacy trade-offs.

Unit-C: Ethical Data Governance

- The role of data governance in ethical data management.
- Best practices in creating transparent and accountable algorithms.
- Ethics in data collection methods, informed consent, and secondary use of data.
- Incorporating ethical concerns in predictive modeling and data-driven decisions.

Unit-D: Emerging Issues and Case Studies

- Current debates and real-world cases involving data ethics and privacy.
- Ethical implications of emergent technologies: facial recognition, surveillance, and predictive policing.
- Ethical use of big data analytics in marketing, finance, and healthcare.
- The future outlook of data ethics and privacy in business analytics.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- O'Neil, Cathy, and Schutt, Rachel. (2013). Doing Data Science: Straight Talk from the Frontline.
- Martin, Kirsten. (2019). Ethics and Data Science.
- Goodman, Alan, and Steiner, Peter. (2019). Data Ethics: The New Competitive Advantage.
- Mayer-Schönberger, Viktor, and Cukier, Kenneth. (2013). Big Data: A Revolution That Will Transform How We Live, Work, and Think.

Subject Elective
Real Estate Management (Semester III)



Course Name: Real Estate and Urban Development Studies

Credits: 4

Course Objectives:

The Real Estate and Urban Development Studies course aims to provide students with a comprehensive understanding of the real estate market, urban development principles, and the key dynamics shaping the real estate industry. The course explores various facets of real estate investment, urban planning, and the integration of sustainable practices in urban development. Students will gain insights into the economic, social, and environmental factors influencing real estate, while developing the skills needed to navigate and contribute to the evolving landscape of urban growth and sustainable development.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Analyze the real estate market and its trends.
CO 2	Understand the principles of urban development and planning.
CO 3	Evaluate the impact of government policies on the real estate sector.
CO 4	Formulate strategies for real estate investment and development.
CO 5	Assess the role of sustainability and innovation in shaping future real estate development and urban growth.

Course Contents:

Unit-A: Introduction to Real Estate and Urban Development

- Overview of the real estate industry
- Real estate market analysis and trends
- Urbanization and its impact on real estate
- The role of real estate in urban development
- Regulatory framework and urban planning

Unit-B: Real Estate Investment and Finance

- Real estate investment strategies
- Property valuation and appraisal
- Financing real estate investments
- Real estate development and project management
- Real estate investment trusts (REITs)

Unit-C: Government Policies and Urban Development

- Government policies and their impact on real estate
- Land use planning and zoning regulations

- Affordable housing and urban development schemes
- Sustainability and green building practices
- Case studies on successful urban development projects

Unit-D: Strategic Planning in Real Estate

- Formulating real estate development plans
- Risk assessment and management in real estate projects
- Real estate marketing and sales strategies
- Real estate negotiation and legal aspects
- Presenting real estate development plans and strategies

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ling, D. C., & Archer, W. R. (2016). Real Estate Principles: A Value Approach.
- Calthorpe, P. (2017). The Next American Metropolis: Ecology, Community, and the American Dream.
- Ratcliffe, J. (2018). Urban Planning and Real Estate Development.

Subject Elective
Real Estate Management (Semester III)



Course Name: Service Marketing

Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organizations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards

- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Subject Elective

Real Estate Management (Semester IV)



Course Name:

Property Laws & Ethics

Credits: 4

Course Objectives:

- Understand the core legal concepts and regulations governing real estate.
- Learn the ethical standards and practices in the real estate industry.
- Analyze case studies to apply legal principles and ethical practices.
- Equip students with the knowledge to handle real estate transactions and compliance

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO1	Explain key concepts of real estate law and property types.
CO2	Interpret legal procedures in real estate contracts and transactions.
CO3	Describe financing methods and regulatory requirements in real estate.
CO4	Apply ethical principles in real estate practices and decision-making.
CO5	Analyze emerging trends and legal case studies in real estate.

Course Contents:

Unit A: Foundations of Real Estate Laws and Ethics

- Introduction to Real Estate Law: Key Concepts and Definitions
- Types of Property: Movable vs. Immovable
- Ownership Rights and Legal Interests
- Ethical Frameworks in Real Estate: Fairness, Honesty, and Transparency
- Real Estate (Regulation and Development) Act, 2016 (RERA): Overview and Compliance

Unit B: Real Estate Transactions and Contract Law

- Essentials of a Valid Real Estate Contract: Sale Deeds, Lease Agreements, and Rent Agreements
- Title Verification, Due Diligence, and Documentation Procedures
- Stamp Duty, Registration, and Taxation in Real Estate Transactions
- Ethical Issues in Real Estate Transactions: Consumer Protection and Fair Dealings
- Dispute Resolution Mechanisms: Litigation, Mediation, and Arbitration

Unit C: Real Estate Financing, Investments, and Regulatory Compliance

- Overview of Real Estate Financing Options and Procedures
- Legal Framework for Mortgages, Loans, and REITs (Real Estate Investment Trusts)

- Regulatory Requirements for Real Estate Investments: SEBI Guidelines
- Environmental Laws Impacting Real Estate Development: Compliance and Sustainable Practices
- Ethical Considerations in Real Estate Finance: Avoiding Conflicts of Interest and Ensuring Transparency

Unit D: Emerging Trends, Case Studies, and Professional Ethics

- Emerging Trends: Digital Real Estate, Smart Contracts, and Technology Driven Changes
- Case Studies on Real Estate Legal Disputes and Ethical Dilemmas
- Role of Real Estate Professionals: Codes of Conduct and Professional Ethics
- Best Practices for Ethical Decision Making in Real Estate
- Future Outlook of Real Estate Laws and Ethical Standards in a Global Context

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Real Estate Law in India by Prashant Das, Divyanshu Sharma, and Saloni Ramakrishnan
- Real Estate Finance in India by Prashant Das and Divyanshu Sharma
- Indian Real Estate: Evolution, Growth, and Future by Vinod Behl
- Fundamentals of Real Estate: Management and Finance by M. L. Hingorani and A. R. Singla
- Urban Land Policy and Real Estate Markets in India by Amitabh Kundu
- Real Estate Development and Management by Shashi K. Gupta and Satish Ahuja

Additional Resources:

- Real Estate (Regulation and Development) Act, 2016 (RERA) documentation and updates
- National Association of Realtors (NAR) Code of Ethics

Subject Elective
Real Estate Management (Semester IV)



Course Name: Real Estate Finance and Investment

Credits: 4

Course Objectives:

- To understand the principles and practices of real estate finance in the Indian context.
- To analyse various real estate investment strategies and their implications.
- To develop skills in financial modelling and valuation of real estate projects.
- To explore regulatory, legal, and taxation aspects of real estate in India.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Develop an understanding of real estate sector in India.
CO 2	Develop an understanding of real estate valuation.
CO 3	Develop an understanding of real estate finance fundamentals.
CO 4	Understand the real estate investment strategies.
CO 5	Understand the legal and regulatory framework of real estate in India.

Course Contents:

Unit-A: Introduction to Real Estate Finance

- Overview of the Real Estate Sector in India.
- Market Analysis: Economic Indicator, Local market trends.
- Introduction to Real Estate Markets: Residential, Commercial, and Industrial.
- Understanding Real Estate as an Investment Asset Class.

Unit-B: Real Estate Valuation

- Methods of Property Valuation (Cost, Income, and Market Approaches)
- Discounted Cash Flow (DCF) Analysis for Real Estate.
- Cost Approach

Unit-C: Real Estate Finance Fundamentals

- Overview of Real Estate Financing in India.
- Sources of Real Estate Finance: Equity, Debt, and Hybrid Instruments.
- Mortgage Financing and Loan Structuring.

Unit-D: Real Estate Investment Strategies and Legal and Regulatory Framework

- Buy, Hold, and Sell Strategies.
- Leveraging in Real Estate Investments.
- Real Estate (Regulation and Development) Act, 2016 (RERA).
- Land Acquisition Laws and Property Rights.

Teaching / Assessment Methodology:

- Synchronous lectures with interactive discussions.
- understanding of the practical implications of the real estate financing and investment.
- Asynchronous teaching through numerical and simulations.
- Peer-to-peer teaching exercises and feedback sessions.
- Continuous assessment through quizzes, reflective journals.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- "Real Estate Finance and Investments" by William Brueggeman and Jeffrey Fisher.
- "Investing in India's Real Estate" by Kuldeep Rana.
- Government Reports and Publications on Indian Real Estate.
- Industry Journals and Magazines (e.g., The Economic Times, Business Standard).

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Subject Elective
Direct Selling Management (Semester III)



Course Name: Fundamentals of Direct Selling

Credits: 4

Course Objectives:

The course on Fundamentals of Direct Selling offers students a comprehensive understanding of direct selling principles, strategies, and techniques crucial for success in the industry. It explores key aspects such as customer relationship building, effective communication, sales tactics, and leadership in direct selling. Emphasizing ethical practices, the course also covers the importance of trust and integrity in sales, preparing students to excel in the dynamic world of direct selling while fostering long-term customer loyalty and business growth.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the core principles, models, and concepts of direct selling.
CO 2	Apply effective direct selling strategies to enhance sales performance.
CO 3	Evaluate ethical and legal considerations in direct selling and consumer relations.
CO 4	Develop skills in customer relationship management and loyalty-building.
CO 5	Lead and manage high-performing direct selling teams for sustained growth.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling
- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling
- Promotional tools and techniques
- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.
- Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.
- Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.
- Direct Selling Association (DSA) publications and articles on best practices in direct selling.

Subject Elective
Direct Selling Management (Semester III)



Course Name: Basic of Being a Networker: Soft Skills

Credits: 4

Course Objectives:

This course will help students understand the nuances of the various soft skills required to be a successful direct seller. It will touch upon the key soft skills required for the functioning of the business activities including team building. The students will get to know about the relevant skill and the various situational application in their day to day business. It will help them build a character which will have the desired building blocks of a successful leader in a direct selling environment.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Define key soft skills and their significance in business environments.
CO 2	Explore, apply, and develop soft skills to improve business and interpersonal interactions.
CO 3	Understand the benefits and real-world applications of soft skills in various business scenarios.
CO 4	Use situational examples to enhance the practical relevance of soft skills in direct selling and team settings.
CO 5	Adapt and apply soft skills at personal and professional levels, including in strategic planning and team roadmaps.

Course Contents:

Unit –A: Personality Traits

- Listening
- Commitment
- Decision Making
- Acceptance & Belief
- Nurturing
- Motivation
- Coachable/Unlearning
- Discipline
- Vision
- Courage
- Passion
- Creative Thinking
- Judgment
- Resilience
- Persuasion
- Faith & Belief

Unit –B: People Skills

- Collaboration
- Patience
- Common Sense
- Conflict Resolution
- Sense of Humor
- Enthusiasm
- Problem Solving
- Self-Control
- Time Management
- Confidence
- Focus
- Responsibility
- Approachable
- Empathy
- Trustworthy

Unit –C: Social Skills

- Likeability
- Respect
- Politeness
- Emotional Intelligence
- Accept Criticism
- Flexibility
- Asking for Help
- Ethical
- Accepting Diversity
- Association
- Relationship Management/IPOR (Interpersonal and Organizational Relationships)
- Following Direction
- Know-Like-Trust Cycle
- Inhibitions

Unit –D: Communication Skills

- Types of Communication
- Presentation Skills
- Body Language
- Storytelling
- Public Speaking
- Negotiation

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment - **30%**

End Term Exam - **70%**

Further Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan,UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal,India.
- Laws of Success- Napoleon Hill, Star Publishing LLC,USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, Prentice Hall PTR, New Jersey,USA.
- The Business of the 21stCentury - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC,USA.
- Complete E-Commerce book: Design, build & maintain a successful web based business- Janice Reynolds, Taylor & Francis Inc., London,UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, Geoffrey Randall, Kogan Page Publishers, Philadelphia,USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York,USA.

Subject Elective
Direct Selling Management (Semester IV)



Course Name: **Ethics and Compliances in Direct Selling**

Credits: 4

Course Objectives:

This course aims to provide students with a comprehensive understanding of the ethical issues, legal frameworks, and compliance requirements in the direct selling industry. It covers key areas such as the ethical standards that govern direct selling, the role of government regulations, the design and evaluation of compensation plans, and the development of compliance strategies to ensure business integrity and sustainable growth in direct selling organizations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the ethical principles and challenges in direct selling management.
CO 2	Comprehend and apply relevant government regulations and compliance guidelines for the direct selling industry.
CO 3	Analyze and assess the effectiveness of various compensation plans in direct selling businesses.
CO 4	Develop strategies to ensure ethical business practices and regulatory compliance within direct selling organizations.
CO 5	Promote a culture of transparency, integrity, and accountability in direct selling operations.

Course Contents:

Unit-A: Ethics in Direct Selling Management

- Introduction to ethics and their significance in direct selling
- Ethical decision-making and ethical leadership
- Ethical issues in the direct selling industry
- Building an ethical corporate culture
- Case studies on ethical challenges in direct selling

Unit-B: Government Guidelines and Legal Compliance

- Government regulations and guidelines for direct selling
- Consumer protection laws and direct selling
- Licensing and registration requirements
- Taxation and financial reporting in direct selling
- Ethical marketing practices in compliance with regulations

Unit-C: Compensation Plans in Direct Selling

- Overview of compensation plans in direct selling
- Types of compensation plans (e.g., binary, unilevel, matrix)
- Commission structures and bonuses
- Sales incentives and reward programs
- Evaluating and selecting the right compensation plan

Unit-D: Developing Ethical Business Practices

- Designing an ethical code of conduct for direct selling companies
- Training and educating direct selling representatives on ethics
- Conflict resolution and dispute handling
- Compliance audits and risk management
- Building trust and credibility in direct selling businesses

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Coughlan, A. T., & Cooney, K. (2021). Direct Selling: History and Impact.
- Dunetz, J. (2019). The Direct Selling Revolution: Understanding the Growth of the Amway Corporation.
- Singh, R., & Kshatriya, P. (2017). Direct Selling: Industry Report.

Subject Elective
Direct Selling Management (Semester IV)



Course Name: Critical Success Factors

Credits: 4

Course Objectives:

This course aims to equip students with a deep understanding of the key factors driving success in the direct selling industry. It covers essential aspects such as effective sales techniques, customer relationship management (CRM), business development strategies, and performance enhancement. The course also focuses on developing skills to identify, analyze, and leverage critical success factors for sustained growth and profitability in direct selling businesses.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and explain critical success factors in the direct selling industry.
CO 2	Understand the importance of effective sales techniques and strategies.
CO 3	Develop and manage customer relationships for long-term success.
CO 4	Apply business development strategies to enhance the performance of direct selling businesses.
CO 5	Evaluate and optimize key business processes and practices to sustain competitive advantage in the direct selling industry

Course Contents:

Unit-A: Introduction to Direct Selling Management

- Overview of the direct selling industry
- Historical perspective and evolution of direct selling
- Regulatory and legal considerations in direct selling
- Business models in direct selling
- The role of ethics and social responsibility

Unit-B: Sales Techniques and Strategies

- Direct selling as a personal selling process
- Sales presentations and communication skills
- Customer acquisition and lead generation
- Effective product knowledge and demonstration
- Handling objections and closing sales

Unit-C: Customer Relationship Management in Direct Selling

- Understanding customer needs and preferences
- Building and maintaining customer relationships

- Customer loyalty and retention strategies
- Handling customer complaints and inquiries
- Using technology in customer relationship management

Unit-D: Business Development and Growth

- Strategies for business expansion and diversification
- Training and development of direct selling teams
- Compensation plans and incentives for sales representatives
- Market analysis and competition assessment
- Case studies on successful direct selling businesses

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Coughlan, A. T., & Grayson, K. (2017). Direct Selling Success: From Amway to Zombies.
- Hollander, S. C., Rassuli, K. M., & Jones, D. M. (2018). Sales Force Management: Leadership, Innovation, Technology.
- Keenan, A. (2016). The Secrets to Success in the Direct Selling: How to Become a Top 1% Direct Sales Rep.
- Sharma, R. R., & Reddy, K. V. (2015). Direct Selling as a Business Model in Indian Market.

Subject Elective
Direct Selling Management (Semester IV)



Course Name: Tools and Techniques for a Successful Direct Seller

Credits: 4

Course Objectives:

This course is designed to provide MBA students with the essential tools, strategies, and skills necessary for success in direct selling. The curriculum emphasizes the development of advanced sales techniques, effective customer relationship management (CRM), personal branding, and the integration of technology to build and sustain a successful direct selling business. By the end of the course, students will be equipped to drive sales, build lasting customer relationships, and use modern tools to scale their direct selling business in a competitive marketplace.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Master core selling skills and techniques unique to the direct selling industry.
CO 2	Utilize CRM systems to manage customer interactions and enhance sales productivity.
CO 3	Develop personal branding and social media strategies to build a strong network.
CO 4	Integrate various technological tools to streamline the sales process and analyze performance.
CO 5	Formulate and execute business growth strategies to effectively manage sales pipelines, expand market reach, and ensure long-term success in direct selling.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of the direct selling industry and business models.
- Setting personal and business goals in direct selling.
- Product knowledge and its importance in selling techniques.
- Ethical and legal considerations in direct selling.

Unit-B: Sales Techniques in Direct Selling

- Relationship-building and prospecting strategies.
- Effective communication and presentation skills.
- Handling objections and closing techniques.
- Follow-up strategies to foster customer loyalty.

Unit-C: Customer Relationship Management (CRM)

- Principles of CRM and its importance in direct selling.
- Using CRM tools to track customer interactions and sales.
- Personalized marketing and customer service best practices.
- Data analysis to enhance customer satisfaction and retention.

Unit-D: Leveraging Technology and Personal Branding

- Digital and social media marketing for direct selling success.
- Building a personal brand to differentiate and compete.
- Technological platforms for virtual demonstrations, training, and sales.
- Key performance indicators (KPIs) and analytics for tracking sales growth.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Robinson, Keith, and William W. Cato. (2018). Direct Selling For Dummies.
- Maurer, Michael. (2011). The Complete Idiot's Guide to Direct Marketing.
- Landrum, Neil H. (2016). Entrepreneurial Success in Direct Sales.
- Wotruba, Thomas R., and Diane H. F. Welsh. (2016). Direct Sales Entrepreneurship: Characteristics, Strategies, and Outcomes.

Subject Elective
Information Technology Management (Semester III)



Course Name: **Data Base Management System**

Credits: 4

Course Objectives:

The course on Database Management System: MongoDB and Beyond is designed to equip students with the knowledge and skills necessary to manage and optimize modern database systems. It covers the principles and practices of working with NoSQL databases like MongoDB, including data modelling, query optimization, and scalability.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Design, implement, and manage MongoDB databases to support business operations and data storage needs.
CO 2	Create and optimize NoSQL data models for improved data storage, retrieval, and performance in dynamic business environments.
CO 3	Design efficient MongoDB schemas, considering data modeling best practices and business requirements for scalability and flexibility.
CO 4	Execute advanced MongoDB queries, including the use of the Aggregation Framework, to support data analysis and decision-making.
CO 5	Implement and optimize MongoDB indexing strategies to enhance query performance, ensuring fast and efficient data retrieval.

Course Contents:

Unit-A: Overview of DBMS

- Understand the distinction between raw data and processed information used for decision-making.
- Recognize common issues associated with managing data manually, such as redundancy and inconsistency.
- Identify key features of databases, including data integrity, efficiency, and accessibility.
- Learn about essential DBMS components, including users, languages, structures, data dictionaries etc.

Unit-B: MongoDB Introduction and Basics

- Introduction to NoSQL databases
- MongoDB as a document-oriented database, Features and advantages of MongoDB
- Databases, MongoDB as a document-oriented database, Features and advantages of MongoDB, Comparison with traditional RDBMS, Installation of MongoDB on different platforms
- Setting up the MongoDB environment, Basics of MongoDB shell.

Unit-C: MongoDB Data Modeling and Querying

- MongoDB Data Types, Document structure
- Designing effective schema for MongoDB,
- Introduction to data modeling, types of data relationships
- Embedding documents, referencing documents, CRUD operations

Unit-D: MongoDB Aggregation and Indexing

- Aggregation framework for complex queries and data transformations
- Indexing in MongoDB
- Types of indexes
- Creating and managing indexes, Indexing strategies for performance improvement

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- "The Definitive Guide" by Kristina Chodorow (2019)
- "A Practical Guide to MongoDB Development and Administration" by Alex Giamas (2019)
- "MongoDB in Action" by Kyle Banker (2016)
- "NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence" by Pramod J. Sadalage and Martin Fowler (2012)

Subject Elective
Information Technology Management (Semester III)



Course Name: Python for Business

Credits: 4

Course Objectives:

The Python for Business course aims to equip students with essential Python programming skills for data analysis and solving business problems. It covers core programming concepts, data manipulation techniques, data visualization, and how to apply Python to real-world business scenarios. By the end of the course, students will be able to use Python to analyse business data, generate insights, and create solutions for various business challenges.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.
CO 5	Leverage Python for data-driven decision-making and business strategy formulation.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization
- Plotly for interactive visualizations

- Dashboard creation with libraries like Dash
- Best practices in data visualization

Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis.
- VanderPlas, J. (2016). Python Data Science Handbook.
- Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.
- Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.

Subject Elective
Information Technology Management (Semester IV)



Course Name: Data Visualization

Credits: 4

Course Objective

The course aims to provide students with a comprehensive understanding of essential data science tools, focusing on NumPy for numerical operations, pandas for data manipulation and analysis, and advanced data wrangling techniques. Students will also learn to effectively visualize data using Matplotlib and Seaborn, equipping them with the skills to handle, analyze, and present data in a meaningful way.

Course Outcome

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate foundational data analytics principles and techniques.
CO 2	Apply control structures, inheritance, and overloading to solve problems.
CO 3	Utilize Numpy and Pandas for essential data operations.
CO 4	Organize and structure datasets for problem-solving applications.
CO 5	Illustrate data insights through data visualization techniques.

CURRICULUM CONTENT

Unit A: Introduction to NumPy

- **Overview:** Understand the fundamentals of NumPy, including datatypes and array operations.
- **Key Topics:**
 - Python datatypes
 - Basics of NumPy arrays
 - Computation on NumPy arrays using universal functions

Unit B: Introduction to Pandas

- **Overview:** Learn the basics of pandas for data manipulation and analysis.
- **Key Topics:**
 - Introduction to pandas data structures
 - Essential pandas functionalities
 - Summarizing and computing descriptive statistics
 - Handling missing data

Unit C: Data Loading and Data Wrangling

- **Overview:** Gain skills in loading, merging, and transforming data.
- **Key Topics:**
 - Reading and writing data in text format
 - Interacting with databases
 - Combining and merging data sets
 - Reshaping and pivoting data
 - Data transformation techniques
 - String manipulation

Unit D: Visualization with Matplotlib and Seaborn

- **Overview:** Master the use of Matplotlib and Seaborn for data visualization.
- **Key Topics:**
 - General tips for using Matplotlib
 - Creating simple line and scatter plots
 - Visualizing errors
 - Density and contour plots
 - Histograms, binning, and density plots
 - Customizing plot legends and colorbars

- Advanced customization of Matplotlib
- Visualization techniques with Seaborn

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End term Exam	-	70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython. O'Reilly Media.
- VanderPlas, J. (2016). Python Data Science Handbook: Essential Tools for Working with Data. O'Reilly Media.
- Healy, K. (2018). Data Visualization: A Practical Introduction. *Princeton University Press*.
- Grus, J. (2019). Data Science from Scratch: First Principles with Python. *O'Reilly Media*.
- Waskom, M. (2021). Data Visualization with Seaborn. *Manning Publicatio*

Subject Elective
Information Technology Management (Semester IV)

Course Name: Cyber Security

Credits: 4

Course Objectives:

- Covers core principles and evolution of cyber threats
- Introduces cryptographic techniques and risk management
- Explores network, cloud security, and defense mechanisms
- Includes incident response and threat intelligence
- Prepares students to handle real-world cybersecurity risks

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO1	Understand and explain the key concepts, principles, and historical development of cyber security.
CO2	Identify and assess risks, vulnerabilities, and regulatory compliance requirements in digital environments.
CO3	Apply cryptographic techniques for securing information and communications.
CO4	Evaluate network and cloud security models and deploy defense mechanisms.
CO5	Analyze and respond to cybersecurity incidents using threat intelligence and structured methodologies.

Course Contents:

Unit A: Introduction to Cyber Security and Risk Management

- History and evolution of cyber security
- Types of cyber threats
- Importance of cyber security in modern society
- Key principles: Confidentiality, Integrity, Availability
- Cyber security frameworks and standards
- Identifying assets and vulnerabilities
- Risk assessment methodologies
- Risk mitigation strategies
- Developing a risk management plan

- Regulatory requirements and compliance

Unit B: Cryptography Fundamentals and Techniques

- Symmetric vs. Asymmetric cryptography
- Cryptographic algorithms and protocols
- Public Key Infrastructure (PKI)
- Digital signatures and certificates
- Encryption standards and practices
- Data encryption methods (AES, DES, RSA)
- Secure communication protocols (SSL/TLS)
- Hash functions and data integrity
- Implementing cryptographic controls in applications
- Challenges and limitations of cryptography

Unit C: Network and Cloud Security

- Network security protocols: IPSec, SSL/TLS, SSH
- Firewall types and configurations
- IDS/IPS systems
- Cloud security architecture and models
- Best practices for cloud security

Unit D: Cyber Threats, Incident Management & Defense Mechanisms

- Classification of cyber threats: malware, phishing, DDoS
- Threat modeling and defense-in-depth strategy
- Endpoint protection solutions
- Case studies on major cyber attacks
- Incident response lifecycle (NIST framework): preparation, detection, containment, recovery
- Cyber threat intelligence and advanced defense mechanisms (honeypots, deception technologies, threat hunting)

Teaching / Assessment Methodology:

- 12 participative lectures covering theoretical and practical insights
- 2 assignments based on case analysis and application
- 2 quizzes evaluating concept understanding
- LMS-based asynchronous videos and discussions

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Chuck Easttom, "Computer Security Fundamentals", 4th Edition, Pearson.
- NIST Special Publication 800-61 Rev. 2, Computer Security Incident Handling Guide (Free Access at <https://nvlpubs.nist.gov>)
- Bishop, Matt, "Introduction to Computer Security", Addison-Wesley.

Required Books and Materials:

- William Stallings, "Cryptography and Network Security: Principles and Practice", 7th Edition, Pearson Education.

Subject Elective
Information Technology Management (Semester IV)



Course Name: **Data Ethics & Privacy**

Credits: 4

Course Objectives:

The Data Ethics & Privacy course is designed to provide MBA students with a thorough understanding of the ethical and privacy-related challenges involved in data collection, analysis, and dissemination in business analytics. The course focuses on responsible data practices, the interpretation of privacy laws and regulations (such as GDPR, CCPA), and the ethical frameworks that guide data-driven decision-making. Students will learn how to navigate the complexities of data governance, ensuring that data use aligns with legal, ethical, and social responsibilities in business contexts.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Comprehend the ethical dimensions and implications associated with big data and analytics.
CO 2	Interpret and apply relevant privacy laws and regulations to data management practices.
CO 3	Develop strategies to ensure ethical governance and use of data within organizations.
CO 4	Evaluate the impact of data analytics projects on stakeholders and society.
CO 5	Apply ethical frameworks and decision-making models to resolve conflicts related to data privacy, security, and bias in business analytics.

Course Contents:

Unit-A: Foundations of Data Ethics

- Overview of ethics in data science and business analytics.
- Key ethical theories and frameworks applicable to data ethics.
- Professional standards and codes of conduct for data scientists and business analysts.
- Ethical considerations in machine learning and AI.

Unit-B: Data Privacy and Protection

- Privacy principles and individuals' rights related to personal data.
- Introduction to data protection laws globally: GDPR, HIPAA, CCPA, and others.
- Data anonymization, pseudonymization, and encryption techniques.
- Ethical data sharing and openness versus privacy trade-offs.

Unit-C: Ethical Data Governance

- The role of data governance in ethical data management.
- Best practices in creating transparent and accountable algorithms.
- Ethics in data collection methods, informed consent, and secondary use of data.
- Incorporating ethical concerns in predictive modeling and data-driven decisions.

Unit-D: Emerging Issues and Case Studies

- Current debates and real-world cases involving data ethics and privacy.
- Ethical implications of emergent technologies: facial recognition, surveillance, and predictive policing.
- Ethical use of big data analytics in marketing, finance, and healthcare.
- The future outlook of data ethics and privacy in business analytics.

Teaching / Assessment Methodology:

- 12 participative lectures to discuss the theoretical concepts and applications
- 2 Assignments based on subject matter
- 2 Quizzes based on subject matter
- Asynchronous videos/ Lectures on LMS

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- O'Neil, Cathy, and Schutt, Rachel. (2013). Doing Data Science: Straight Talk from the Frontline.
- Martin, Kirsten. (2019). Ethics and Data Science.
- Goodman, Alan, and Steiner, Peter. (2019). Data Ethics: The New Competitive Advantage.
- Mayer-Schönberger, Viktor, and Cukier, Kenneth. (2013). Big Data: A Revolution That Will Transform How We Live, Work, and Think



Master of Computer Applications

(Syllabus file)

**Shoolini University Centre for
Distance and Online Education
(SCDOE)**

April 2025 – 2027

Program Structure/Syllabus Credit Scheme of MCA (CBCS)

Semester I				
Sr. No.	Course Name	Type	Course Code	Credits
1	Functional English - 1	Foundation	SOC101	4
2	Problem Solving with C	Core	MC101	4
3	Computational Mathematics	Core	MC102	4
4	Applied Database Management System	Core	MC103	4
5	Open Elective I	Elective	-	4
Total Credits				20

Open Elective I (Any one course from the following)				
Sr. No.	Course Name	Type	Course Code	Credits
1	Saying it with presentations	Elective	SOC203	4
2	Principles of Management	Elective	SOBB101	4

Semester II				
Sr. No.	Course Name	Type	Course Code	Credits
1	Web Technology	Core	MC201	4
2	Functional English-2	Foundation	SOC201	4
3	Advance Object-Oriented Programming with C++	Core	MC302	4
4	Python Application Programming	Core	MC203	4
5	Open Elective II	Elective	-	4
Total Credits				20

Open Elective II (Any one course from the following)				
Sr. No.	Course Name	Type	Course Code	Credits
1	Digital Marketing for Practitioners	Elective	SOBB(DM)101	4
2	Entrepreneurship	Elective	SOC202	4

Semester III				
Sr. No.	Course Name	Type	Course Code	Credits
1	Java Programming	Core	MC301	4
2	Data Structure and algorithms with C	Core	MC202	4
3	Operating System	Core	MC303	4
4	Subject Elective (AI / DS / FS) – I	Subject Elective	-	4
5	Subject Elective (AI / DS / FS) – II	Subject Elective	-	4
Total Credits				20

Semester IV				
Sr No.	Course Name	Type	Course Code	Credits
1	Project Work	Core	MC401	8
2	Advanced Computer Networking	Core	MC402	4
3	Subject Elective (AI / DS / FS) – III	Subject Elective	-	4
4	Subject Elective (AI / DS / FS) – IV	Subject Elective	-	4
			Total Credits	20

Subject Elective: Full Stack (FS)				
Sr No.	Course Name	Type	Course Code	Credits
1	UXUI	Subject Elective	MCFS01	4
2	Devops	Subject Elective	MCFS02	4
3	Software Architecture	Subject Elective	MCFS03	4
4	Prototyping	Subject Elective	MCFS04	4

Subject Elective: Artificial Intelligence (AI)				
Sr No.	Course Name	Type	Course Code	Credits
1	AI	Subject Elective	MCAI01	4
2	Generative AI-1	Subject Elective	MCAI02	4
3	ML in Python	Subject Elective	MCAI03	4
4	Generative AI-2	Subject Elective	MCAI04	4

Subject Elective: Data Science (DS)				
Sr No.	Course Name	Type	Course Code	Credits
1	Data Analytics use in Python	Subject Elective	MCDS01	4
2	Data Science	Subject Elective	MCDS02	4
3	Digital Media Analytics	Subject Elective	MCDS03	4
4	IOT and Data Science	Subject Elective	MCDS04	4

Semester I

Sr. No.	Course Name	Type	Course Code	Credits
1	Functional English - 1	Foundation	SOC101	4
2	Problem Solving with C	Core	MC101	4
3	Computational Mathematics	Core	MC102	4
4	Applied Database Management System	Core	MC103	4
5	Open Elective I	Elective	-	4
			Total Credits	20

Open Elective I (*Any one course from the following*)

Sr. No.	Course Name	Type	Course Code	Credits
1	Saying it with presentations	Elective	SOC203	4
2	Principles of Management	Elective	SOBB101	4

Course Details:

MCA FOUNDATION
Functional English-1
(SOC101)

Credits: 4

Course Objectives:

- To develop students' fluency and accuracy in English for academic and professional contexts.
- To strengthen the core language skills: reading, writing, speaking, and listening.
- To improve students' ability to comprehend and produce clear, structured written texts.
- To cultivate effective oral communication and presentation skills.
- To enhance learners' grammatical awareness and practical vocabulary usage.
- To build self-directed learning habits for continuous language improvement.
- To prepare students to function confidently in global English-speaking environments.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Develop proficiency in English across reading, writing, speaking, and listening, enabling effective communication in diverse contexts.
CO2	Enhance linguistic competence and communication skills, focusing on both verbal and written forms of English.
CO3	Acquire and hone practical communication skills for academic, professional, and personal use.
CO4	Foster lifelong learning abilities, including critical thinking, adaptability, and the capacity to continuously acquire new knowledge and skills.
CO5	Cultivate a self-directed learning approach, empowering students to independently engage in ongoing language development and improvement.

Course Content:

Unit-A

- Listening and Reading
- Unseen Passage
- Comprehension

Unit-B

- Functional English
- Specific fixed expressions
- Practice

Unit-C

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit-D

- Phrasal Verbs
- Idioms
- Collocations
- Grammatical rules

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Nick Morgan – Give Your Speech, Change the World: How to Move Your Audience to Action*
- *Remember: The Science of Memory and the Art of Forgetting* by Lisa Genova
- *Advanced Presentations by Design: Creating Communication that Drives Action* by Andrew Abele
- *Write Tight: Say Exactly What You Mean with Precision and Power* by William Brohaugh
- *Zen Design: A simple visual approach to presenting in today's world* by Garr Reynolds

Course Details: **MCA CORE**
Problem Solving with C
(MC101)

Credits: 4

Course Objectives:

- To cover the fundamental principles of computer programming with an emphasis on problem-solving strategies using structured programming with C.
- To introduce problem analysis, algorithm design, and program implementation.
- To provide solid foundations in basic concepts of programming, data structures, and algorithms.
- To enable students to select and design appropriate data structures and algorithms for problem-solving.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand the fundamentals of computers and memory management systems.
CO2	Gain insight into software and hardware components of computer systems.
CO3	Understand the compilation process, including compilers, interpreters, and assemblers.
CO4	Formulate clear program requirements and problem statements.
CO5	Develop algorithms for solving computational problems.

Course Content:

Unit-A: Computer Fundamentals

Computer components, generations of computers, characteristics & classification of computers, hardware & software. Memory and its types, programming languages, assembler, compiler, interpreter. Procedural programming paradigms. Introduction to C: character set, identifiers, keywords, constants, variables, data types, preprocessors.

Unit-B: Fundamentals of C Programming

Operators: arithmetic, relational, logical, bitwise, unary, assignment, conditional operators, hierarchy. Input/output statements, Formatted I/O, Control statements: if-else, nested if-else, switch, loops (for, while, do-while), break, continue, goto.

Unit-C: Linear Data Structures

Arrays: definition, types, declaration, initialization. Strings: definition, reading, writing, manipulation functions. Functions: prototyping, definition, call by value, call by address, parameter passing.

Unit-D: Non-Linear Data Structures, File and Error Handling

Unions: introduction, comparison with structures, applications. Pointers: concepts, operators, single and double pointers, arithmetic, functions, array of pointers, pointers to strings. File Handling: file structure, types, streams, text, binary, file pointer, opening/closing files, read/write operations, file handling functions, error handling.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Computer Fundamentals*, Anita Goel, Pearson Education India.
- *Yashwant Kanetker, Let us C, 13th ed., BPB Publications, 2013.*
- *Absolute beginner's guide to C*, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.

MCA CORE**Course Details:****Computational Mathematics
(MC102)****Credits: 4****Course Objectives:**

- To build foundational knowledge in Linear Algebra to support efficient data processing, optimization, and algorithm design.
- To develop an understanding of Probability and Statistics to analyze data, model uncertainty, and support predictive analytics.
- To introduce Mathematical Logic for ensuring computational correctness and validating algorithms using formal methods.
- To explain the importance of Relations and Functions in problem modeling, abstraction, and transformation in computation.
- To integrate the above mathematical tools to solve real-world computational problems across science, engineering, and artificial intelligence domains.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Apply linear algebra techniques such as matrix operations, eigenvalues, and diagonalization to solve engineering and machine learning problems.
CO2	Use statistical tools like probability distributions, variance, and expectation to analyze data and support informed decision-making.
CO3	Develop logical reasoning using truth tables, logical operators, and statements to ensure the correctness of algorithms and programs.
CO4	Demonstrate a clear understanding of relations and functions and their application in mathematical modeling and computational systems.
CO5	Synthesize mathematical principles from algebra, logic, and probability to design and analyze algorithms for computational problem-solving.

Course Content:**Unit-A: Algebra**

Matrices, Type of matrices, Matrix inverse, Rank, Solution of Homogeneous and Non-Homogeneous Equations, Eigen Values and Eigen Vectors, Caley Hamilton Theorem, Diagonalization of the Matrix.

Unit-B: Probability and Statistics

Mean, Median, Mode, Standard deviation, Sample space and events, Conditional Probability and expectations, independent events, Bayes' Theorem, Discrete and Continuous Random Variables, Expectations of random variables (Both Discrete and Continuous case), Independent Random Variables, Probability Mass Function, Distribution function, Probability Density Function, Cumulative Distribution Function, Mathematical Expectation, Variance, Standard deviations.

Unit-C: Mathematical Logic

Logical Statements, Truth Tables, Conjunction, Disjunction, Negation, De-Morgan's Law, Properties, Conditional Statement, Biconditional Statement, Algebra of Statements, Fallacy and Tautologies, Contradictions, Applications

Unit-D: Relations and functions

Sets, Type, Operations, Venn Diagram, applications, Relation, Domain and range of functions, properties of the relation, Partial Ordering Relations, Functions, Type of functions, Composition of Function, Domain and Range of Functions.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Computer Fundamentals*, Anita Goel, Pearson Education India.
- *Yashwant Kanetker, Let us C, 13th ed., BPB Publications, 2013.*
- *Absolute beginner's guide to C*, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.

MCA CORE**Course Details: Applied Database Management System
(MC103)****Credits: 4****Course Objectives:**

- To educate students on the fundamental role of Relational Database Management Systems (RDBMS) in organizational efficiency and decision-making.
- To provide a comprehensive understanding of database architecture, models, and data independence concepts.
- To enable students to analyze, design, and normalize relational schemas using E-R modeling and normal forms.
- To introduce practical skills in MySQL for database creation, querying, and management.
- To ensure students understand advanced database concepts like transaction management, concurrency control, and recovery mechanisms.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Apply and create relational database designs using normalization and de-normalization techniques.
CO2	Analyze and design databases using the E-R model by identifying entities, attributes, and relationships.
CO3	Work with MySQL RDBMS and utilize its features for effective data manipulation and storage.
CO4	Construct and execute complex SQL queries for accurate and efficient information retrieval.
CO5	Design databases to minimize redundancy and inconsistency while understanding transaction states, concurrency control, and recovery mechanisms.

Course Content:**Unit-A: Introduction to Database System**

Introduction: Introduction to Database and DBMS, Database System Architecture, Database users and their roles.

Instances and Schemas, data Models: Data Model, Conceptual-Logical-Physical Data Modelling, Database Schema and Instance, Data Independence, Advantages and Disadvantages of DBMS.

Unit-B: E-R modeling Data Base Design and Relational Model

E-R model: Basic concepts, Design Issues, Mapping Constraints, Attributes and Entity sets, Relationships and Relationship sets, Keys, Entity-Relationship Diagram, Weak Entity Sets, Extended E-R features, Generalization and Aggregation, CODD's 12 Rules.

Relational Model: Structure of Relational Databases.

Unit-C: SQL and Database Design Concepts

SQL: Form of Basic SQL Query, Nested Queries, Aggregative Operators, NULL values, Logical operators, Outer Joins, Complex Integrity Constraints in SQL.

Database Design: Schema refinement, Different anomalies in designing a Database, Decompositions, Problem related to decomposition, Functional Dependency, Normalization

using functional dependencies, 1NF, 2NF, 3NF & BCNF, Lossless join decomposition, Dependency preserving Decomposition, Schema refinement in Data base Design, Multi valued Dependencies Closer properties of Multivalued dependency, Join dependency, 4NF, 5NF.

Unit-D: Transaction & Concurrency

Transaction Management: Transaction-concepts, states, ACID property, schedule, serializability of schedules, concurrency control techniques - locking, timestamp, deadlock handling, recovery-log based recovery, shadow paging.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- Raghurama Krishnan, Johannes Gehrke, *Data base Management Systems*, TATA McGraw-Hill 3rd Edition, 2014
- Silberschatz, Korth, *Data base System Concepts*, McGraw hill, 6th edition, 2013
- Elmasri Navate, *Fundamentals of Database Systems*, Pearson Education, 7th edition 2016
- Peter Rob & Carlos Coronel, *Data base Systems design, Implementation, and Management*, Course Technology Inc, 7th Edition, 2006.
- C.J. Date, *Introduction to Database Systems*, Pearson Education, 8th edition, 2012

Open Elective - 1
Saying It with Presentations
(SOC203)

Credits: 4

Course Objectives:

- To equip students with the fundamentals of impactful public speaking and presentation techniques.
- To develop the ability to analyze and tailor communication for diverse audiences and contexts.
- To enhance script writing, body language, and vocal delivery for clear, confident presentations.
- To instil organizational and observational skills critical to structuring effective presentations.
- To provide hands-on experience with tools like PowerPoint and techniques for managing stage presence, time, and audience control.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand the principles of effective presentation including structure, logic, and goal-oriented communication.
CO2	Identify, analyze, and address the needs of target audiences to tailor presentation content and tone.
CO3	Demonstrate confidence, appropriate body language, and audience engagement techniques during public speaking.
CO4	Utilize voice modulation, eye contact, and persuasive delivery to maintain audience attention and influence.
CO5	Manage time effectively while delivering structured, impactful presentations within defined time limits.

Course Content:

UNIT-A

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

UNIT-B

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

UNIT-C

- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

UNIT-D

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Remember: The Science of Memory and the Art of Forgetting* by Lisa Genova
- *Advanced Presentations by Design: Creating Communication that Drives Action* by Andrew Abele
- *Write Tight: Say Exactly What You Mean with Precision and Power* by William Brohaugh
- *Zen Design: A simple visual approach to presenting in today's world* by Garr Reynolds
- *The Visual Display of Quantitative Information, 2nd Ed* by Edward R Tufte

Open Elective - 1
Principles of Management
(SOBB101)

Credits: 4

Course Objectives:

- To introduce students to the core concepts, objectives, and forms of business organizations.
- To provide insights into India's experience with globalization, liberalization, and privatization in business.
- To develop a foundational understanding of functional areas of business such as marketing, operations, finance, HR, and IT.
- To cultivate awareness of entrepreneurship and emerging business models relevant to the contemporary Indian context.
- To expose students to the evolution of management theories and their relevance to modern business practice.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Identify and describe the objectives, forms, and classifications of business enterprises.
CO2	Analyze the impact of globalization, liberalization, and privatization on Indian businesses.
CO3	Explain the basic functions of management including marketing, operations, HR, finance, and IT.
CO4	Evaluate entrepreneurial opportunities and business models in the modern Indian economy.
CO5	Discuss the evolution of management thought and apply classical and contemporary theories to business contexts.

Course Content:

Unit-A: Understanding Business and Its Forms

A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co-operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit-B: Functional Aspects of Business

Administrative: Choice of a suitable form of business ownership. Starting and operating small, venturing enterprises, Problems in starting a new business.

Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.

Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions.

Finance: Money and banking, financial management and securities markets, risk management and insurance.

Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources.

Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-C: Process of Management

Entrepreneurship: Intrapreneurship and Innovation, Disintermediation, Contemporary, Entrepreneurial Models: Franchising, Freelancing, BPO, e-Commerce and M-Commerce, Network Marketing, Freelancing.

Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi, Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership, Managerial Grid, Communication: Formal and Informal.

Unit-D: Development of Management Thought

Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management Peter Drucker's MBO, Porter's 5- Force Model, Prahalad's Core Competency, Peter Senge's Learning, Organization and Tom Peters' Excellence approach.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- Gupta, R.N. '*Business Organization and Management*', S. Chand & Company Ltd. New Delhi.
- Talloo, J, Thelma, '*Business Organization and Management*', Tata McGraw Hill Publishing Company, New Delhi.
- Sharma R.K. & Gupta S.K., '*Business Organization and Management*', Kalyani Publishers, Ludhiana.
- Jim, Barry, John Chandler, Heather Clark, '*Organization and Management*', Thomson Learning.

Semester II

Sr. No.	Course Name	Type	Course Code	Credits
1	Web Technology	Core	MC201	4
2	Functional English-2	Foundation	SOC201	4
3	Advance Object-Oriented Programming with C++	Core	MC302	4
4	Python Application Programming	Core	MC203	4
5	Open Elective II	Elective	-	4
			Total Credits:	20

Open Elective II (*Any one course from the following*)

Sr. No.	Course Name	Type	Course Code	Credits
1	Digital Marketing for Practitioners	Elective	SOBB(DM)101	4
2	Entrepreneurship	Elective	SOC202	4

Course Details:

MCA CORE
Web Technology
(MC201)

Credits: 4

Course Objectives:

- To introduce foundational web technologies including HTML, CSS, and JavaScript for building responsive front-end interfaces.
- To develop competence in server-side programming using PHP, covering both procedural and object-oriented paradigms.
- To integrate PHP with MySQL for data-driven application development and dynamic content rendering.
- To explore advanced PHP features such as session management, error handling, and use of libraries/frameworks.
- To equip students with the ability to build and consume RESTful APIs, integrate AJAX, and handle asynchronous client-server communication.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Design and build responsive front-end interfaces using HTML, CSS, and JavaScript.
CO2	Develop functional and modular server-side programs using PHP and apply object-oriented features.
CO3	Integrate web applications with MySQL databases for secure and efficient data management.
CO4	Implement session handling, error control, and apply PHP libraries/frameworks to develop robust applications.
CO5	Create and consume RESTful APIs using PHP and integrate AJAX for real-time interactivity.

Course Content:

Unit-A: Foundational Web Technologies

Introduction to Web Technology: Overview of Web Technologies, Understanding HTTP and Web Servers.

Basics of Front-End-Development: Fundamentals of HTML, CSS, and Java Script. Principles of Responsive Web Design.

Unit-B: Core PHP Programming

Basics of PHP Programming: PHP syntax and Data Types. Control Structures, Functions and Arrays, Integrating PHP with HTML Pages.

Intermediate PHP Concepts: Object-Oriented Programming in PHP, Error and Exception Handling.

Unit-C: Advanced PHP Techniques and Database Integration

Advanced PHP Features: Exploring PHP Libraries and Frameworks, Session Management and Working with Cookies

Database Connectivity: Introduction to MySQL, CRUD Operations and Database Management with PHP.

Unit-D: Web Services, APIs, and Client-Side Scripting

Client-Side Scripting Integration: JavaScript and AJAX with PHP, Handling JSON and XML Data.

Developing Web Services and API's: Creating and Consuming Web Services, Building RESTful APIs with PHP.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5" (5th Edition, 2018) by Robin Nixon*
- *"HTML & CSS: Design and Build Websites" by Jon Duckett*
- *"Modern PHP: New Features and Good Practices" (1st Edition, 2015) by Josh Lockhart*
- *Welling, L., & Thomson, L. (2016). PHP and MySQL Web Development (5th ed.).*
- *Duckett, J. (2011). HTML & CSS: Design and Build Websites. John Wiley & Sons.*

Course Details:

MCA FOUNDATION
Functional English-2
(SOC201)

Credits: 4

Course Objectives:

- To enhance students' proficiency in English with a focus on functional, academic, and situational usage.
- To develop strong communication skills across speaking, listening, reading, and writing dimensions.
- To introduce structured techniques for clarity, vocabulary expansion, grammar, and sentence coherence.
- To familiarize students with the IELTS exam format and equip them with strategies for high performance.
- To build learners' confidence, focus, and adaptability for both academic success and personal growth.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Demonstrate improved communication through confident speaking, attentive listening, and clear expression.
CO2	Apply academic reading and writing strategies with grammatical accuracy
CO3	Use functional English effectively in real-life scenarios with enhanced vocabulary and grammar control.
CO4	Prepare systematically for the IELTS exam with targeted strategies for all four skill areas.
CO5	Cultivate focus, self-awareness, and critical thinking for continuous learning and professional development.

Course Content:

Unit-A

Introduction to the Level 2 of Functional English, IELTS, General Training, Band Score, Fluency.

Unit-B

Lucidity and Concision, Tips to develop good communication skills, Grammar and Vocabulary, why is Functional Language important?

Unit-C

Difference between Hearing and Listening, Role of Listening, General Training Reading, Important steps for Writing, Writing Strategies, Speaking Test.

Unit-D

Factors that influence Concentration, Inspiration, Perspiration, Tips for IELTS Preparation.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *L. Thimmesha- Functional English*
- *Seidl, Jennifer & McMordie, W., English Idioms and How to Use Them, Oxford University Press*
- *Allen, W. Stannard, Living English Structure, Orient Longman Ltd.*
- *Wallwork, Adrian, English for Academic Correspondence and Socializing, Springer*
- *Colins, Steven, Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions, Montserrrat Publishing*
- *O'Brien, Terry, Little Red Book of Modern Writing Skills, Rupa Publications India Pvt. Ltd.*

MCA CORE**Course Details: Advance Object-Oriented Programming with C++
(MC302)****Credits: 4****Course Objectives:**

- To develop a comprehensive understanding of advanced Object-Oriented Programming (OOP) concepts using C++.
- To expose students to modern C++ features like smart pointers, templates, exception handling, and STL.
- To strengthen problem-solving skills using advanced C++ constructs such as inheritance, polymorphism, encapsulation, abstraction, and dynamic memory management.
- To equip students with industry-relevant knowledge of C++ programming best practices and optimization techniques.
- To prepare students for large-scale software development with modular, efficient, and reusable code.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand classical and modern object-oriented programming principles in C++.
CO2	Apply encapsulation, abstraction, inheritance, and polymorphism to develop scalable C++ programs.
CO3	Utilize advanced features of modern C++ including smart pointers, exception handling, templates, and STL.
CO4	Design and develop optimized, reusable, and efficient C++ programs with effective memory management and error handling.
CO5	Analyze, debug, and optimize C++ applications using best practices and modern standards.

Course Content:**Unit-A: Introduction to Object-Oriented Programming and C++ Basics**

Basics of C++, Evolution of C++: C++98 to C++20, Structure of C++ program; Compilation & Execution Process, Basic Data Types, Variables, Constants, Type Conversions, Control Structures: Decision Making, Loops, Jump Statements, Functions: Inline, Default Arguments, Overloaded Functions, Reference Arguments, Introduction to OOP: Encapsulation, Abstraction, Classes, Objects, Namespaces and Scope Resolution Operator.

Unit-B: Functions and Object-Oriented Concepts

Class and Object Memory Model, Static Members, Access Specifiers, Constructors (Default, Parameterized, Copy), Destructors, Dynamic Memory Allocation: new, delete, Smart Pointers, Object Lifecycle, Scope Management.

Unit-C: Advanced Object-Oriented Concepts

Single, Multilevel, Multiple Inheritance, Constructor & Destructor Behavior in Inheritance Function Overriding, Virtual Functions, Pure Virtual Functions, Abstract Classes, Operator Overloading: Unary, Binary, Type Conversion, explicit & mutable keywords, Aggregation and Composition.

Unit-D: Pointers, Virtual Functions, and File Handling

Exception Handling Mechanism: try-catch-throw, Custom Exceptions, Templates: Function and Class Templates, Introduction to Standard Template Library (STL): Vectors, Lists, Maps,

Sets, Iterators, Lambda Expressions, auto keyword, Range-Based Loops, Best Practices & Optimization in Modern C++.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Bjarne Stroustrup, The C++ Programming Language, Pearson, 4th Edition, 2013.*
- *E. Balagurusamy, Object-Oriented Programming with C++, McGraw Hill, 8th Edition, 2020.*
- *Herbert Schildt, C++: The Complete Reference, McGraw Hill, 4th Edition, 2002.*
- *Robert Lafore, Object-Oriented Programming in C++, Pearson, 4th Edition, 2002.*

MCA CORE**Course Details:****Python Application Programming
(MC203)****Credits: 4****Course Objectives:**

- To introduce students to the foundational syntax and semantics of Python programming.
- To develop proficiency in writing and organizing code using control structures, functions, and data structures.
- To instil robust coding practices through exception handling, debugging, and testing.
- To provide exposure to file operations and modular program development using functions and packages.
- To familiarize students with object-oriented programming paradigms in Python, including classes, objects, and polymorphism.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand Python syntax, variables, data types, and fundamental operators.
CO2	Apply control structures, loops, and functions to solve algorithmic problems.
CO3	Implement exception handling and file operations for robust and error-free coding.
CO4	Develop and debug Python programs using structured techniques and modularization.
CO5	Design Python applications using object-oriented programming principles and reusable code structures.

Course Content:**Unit-A: Basics of Python**

Python Installation and Working of it, get familiar with python variables and data types, Operator understanding and its usage, detail study of python blocks.

Unit-B: Structure Types and mutability

Hands on with conditional blocks using if, else and elif, Hands on examples and study of looping with range, list and dictionaries. hands on to organize python code with function.

Unit-C: Exception, Testing and Debugging:

Handling if exceptions to handle the code cracks, handling and helping file operations, coding with the exceptional handling, and testing Anonymous method, Properties, Indexers, Exception Handling.

Unit-D: Classes and OOP Concepts

Procedural and Object-Oriented Programming, Classes and working with instances, Method overloading, Polymorphism, importing internal module as well as external modules in the code Packages understanding and their usage, hands on with Lambda function in python coding with the use of functions modules and external packages.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- Lutz, M. (2013). *Learning python: Powerful object-oriented programming.* " O'Reilly Media, Inc."
- *Head-First Python* (2nd edition) Paul Barry
- *Learning with Python* ' by Allen Downey, Jeff Elkner, and Chris Meyers
- *Fluent Python* ' by Luciano Ramalho
- *Python Cookbook* ' by David Beazley and Brian K

Elective**Course Details:****Digital Marketing for Practitioners
(SOBB(DM)101)****Credits: 4****Course Objectives:**

- To introduce students to the core principles and evolving landscape of digital marketing.
- To develop technical and strategic skills in website development, SEO, and analytics.
- To train students in planning, executing, and managing digital campaigns across email and social media platforms.
- To impart knowledge of online public relations, digital branding, and content marketing techniques.
- To expose students to global trends, legal frameworks, and emerging technologies in digital marketing.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand the digital marketing ecosystem and its core components, including SEO, content marketing, and social platforms.
CO2	Use digital analytics tools to evaluate campaign performance and improve marketing outcomes.
CO3	Design and optimize websites with SEO and user-centered content strategies.
CO4	Create and manage targeted social media campaigns to enhance audience engagement.
CO5	Develop and apply online public relations strategies to improve brand reputation and visibility.

Course Content:**Unit-A: Foundations of Digital Marketing**

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- Kotler, Philip, Kartajaya, Hermawan & Setiawan, Iwan “Marketing 5.0: Technology for Humanity”, Pearson, 2021
- Chaffey, Dave & Ellis-Chadwick, Fiona “Digital Marketing (8th Edition)”, Pearson Education, 2022
- Ryan, Damian” *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (5th Edition)*”, Kogan Page, 2021
- Clifton, Brian, “Advanced Web Metrics with Google Analytics (3rd Edition)”, Wiley, 2012
- Rajan Gupta, Supriya Madan- Digital Marketing

Course Details:

**Elective
Entrepreneurship
(SOC202)**

Credits: 4

Course Objectives:

- Understand the foundational theories, concepts, and characteristics of entrepreneurship and its role in economic development.
- Gain exposure to real-world entrepreneurial models including e-commerce, franchising, and network marketing in the Indian context.
- Learn and apply practical tools for ideation, feasibility analysis, and business plan development.
- Analyze innovation, creativity, and disintermediation as drivers of competitive advantage in new ventures.
- Develop a strategic mindset for evaluating risks, designing growth models, and scaling entrepreneurial ventures.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Explain the fundamental concepts of entrepreneurship and its socio-economic importance.
CO2	Identify and evaluate entrepreneurial opportunities and align them with market demands.
CO3	Apply tools for business planning, financial literacy, and model development.
CO4	Integrate innovation and creativity into new business ideas and operational strategy.
CO5	Assess ethical challenges, risk factors, and scalability in launching and managing ventures.

Course Content:

Unit-A: Introduction to Entrepreneurship

- Entrepreneurial mindset and its significance
- The Four Pillars of Entrepreneurship
- Viability Quartet: Opportunity, Resources, Team, and Business Model
- Innovation vs. Jugad: Theory and implications
- Entrepreneurial thinking in the Indian context

Unit-B: Financial Literacy and Business Planning

- Understanding Robert Kiyosaki's Cash Flow Quadrant
- The role and rationale of disintermediation
- Conducting feasibility studies for startup ideas
- Steps in preparing a business plan
- Laws of success and identification of viable ventures

Unit-C: Business Models and Distribution Strategies

- Traditional distribution systems and their evolution
- Disintermediation: Concept, impact, and necessity
- Franchising: Strategy, setup, and evaluation of pros and cons
- Network marketing models: Structure and operational dynamics
- Contemporary strategic frameworks in business scaling

Unit-D: Innovation, Creativity, and Business Setup

- Creativity in entrepreneurship: Discovery vs. delivery approaches
- Choosing appropriate business ownership structures
- Setting up small-scale ventures and startups
- The “Magic of Thinking Big” mindset
- Case studies on Unicorns: Characteristics and success factors

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Chris Guillebeau, “The \$100 Startup”, Pan Macmillan, UK*
- *Robert T. Kiyosaki, “Rich Dad Poor Dad”, Manjul Publishing House, Bhopal, India*
- *Napoleon Hill, “The Laws of Success”, Star Publishing LLC, USA*
- *Stephen Spinelli & Robert Rosenberg, “Franchising: Pathway to Wealth Creation” Prentice Hall PTR, New Jersey, USA*
- *Robert T. Kiyosaki, John Fleming, Kim Kiyosaki, “The Business of the 21st Century”, Manjul Publishing House, Bhopal, India*

Semester III

Sr. No.	Course Name	Type	Course Code	Credits
1	Java Programming	Core	MC301	4
2	Data Structure and algorithms with C	Core	MC202	4
3	Operating System	Core	MC303	4
4	Subject Elective (AI / DS / FS) – I	Subject Elective	-	4
5	Subject Elective (AI / DS / FS) – II	Subject Elective	-	4
			Total Credits	20

Course Details:

MCA CORE
Java Programming
(MC301)

Credits: 4

Course Objectives:

- Understand the structure and design goals of Java and its relevance in modern application development.
- Apply object-oriented programming principles including classes, inheritance, and polymorphism using Java.
- Demonstrate proficiency in handling exceptions, multithreading, collections, and file I/O operations.
- Design graphical user interfaces (GUI) using AWT and Swing, and apply Java's event-driven programming model.
- Develop dynamic web applications by integrating JDBC for database access and Servlets for server-side programming.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand core Java programming concepts and environment setup, including lexical structure and syntax.
CO2	Implement exception handling, arrays, strings, and multithreading effectively in Java.
CO3	Utilize Java's collections framework and develop GUI-based applications using AWT and Swing.
CO4	Develop interactive Java applications with event handling and perform database operations using JDBC.
CO5	Design and deploy Java web applications using Servlets and manage request-response cycles effectively.

Course Content:

Unit-A: Introduction to Java Programming

Java Programming language: Types and Paradigms, Computer Programming Hierarchy, Computer Architecture Affects a Language, Java History, Java Designing Goal, Role of Java Programmer in Industry, Features of Java Language, JVM, Bytecode.

The Java Environment: Installing Java, Java Program Development, Java Source File Structure, Compilation, Executions. Basic Language Elements: Lexical Tokens, Identifiers, Keywords, Literals, Comments, Primitive Datatypes, Operators Assignments.

Package: Organizing Classes and Interfaces in Packages, Package as Access Protection, Defining Package, CLASSPATH Setting for Packages, Making JAR Files for Library Packages Import and Static Import Naming Convention for Packages.

Unit-B: Exception, Array and Thread

Exception Handling: The Idea behind Exception, Exceptions & Errors, Types of Exception Control Flow in Exceptions, JVM reaction to Exceptions, Use of try, catch, finally, throw, throws in Exception Handling, In-built and User Defined Exceptions, Checked and Un-Checked Exceptions.

Array & String: Defining an Array, Initializing & Accessing Array, Multi –Dimensional Array, Operation on String, Mutable & Immutable String, Using Collection Bases Loop for String, tokenizing a String, Creating Strings using String Buffer.

Thread: Understanding Threads, Needs of Multi-Threaded Programming, Thread Lifecycle, Thread Priorities, Synchronizing Threads, Inter Communication of Threads, Critical Factor in Thread –Deadlocks.

Unit-C: Classes Collection and GUI Programming

A Collection of Useful Classes: Utility Methods for Arrays, Observable and Observer Objects, Date & Times, Using Scanner Regular Expression, Input/Output Operation in Java (java.io Package), Streams and the new I/O Capabilities, Understanding Streams, The Classes for Input and Output, The Standard Streams, Working with File Object, File I/O Basics, Reading and Writing to Files, Buffer and Buffer Management, Read/Write Operations with File Channel, Serializing Objects.

GUI Programming: Designing Graphical User Interfaces in Java, Components and Containers, Basics of Components, Using Containers, Layout Managers, AWT Components, adding a Menu to Window, Extending GUI Features Using Swing Components, Java Utilities (java. util Package) The Collection Framework: Collections of Objects, Collection Types, Sets, Sequence, Map, Understanding Hashing, Use of Array List & Vector.

Unit-D: Event Handling, JDBC and Servlet

Event Handling: Event-Driven Programming in Java, Event- Handling Process, Event Handling Mechanism, The Delegation Model of Event Handling, Event Classes, Event Sources, Event Listeners, Adapter Classes as Helper Classes in Event Handling. Database Programming using JDBC: Introduction to JDBC, JDBC Drivers & Architecture, CURD operation Using JDBC, Connecting to non-conventional Databases.

Java Server Technologies: Servlet Web Application Basics, Architecture and challenges of Web Application, Introduction to servlet, Servlet life cycle, Developing and Deploying Servlets, Exploring Deployment, Descriptor (web.xml), Handling Request and Response.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Java: A Beginner's Guide* - Herbert Schildt
- *Head-First Java* - Kathy Sierra and Bert Bates
- *Effective Java* - Joshua Bloch
- *Java How to Program* - Paul and Harvey Deitel
- *Thinking in Java* - Bruce Eckel

MCA CORE**Course Details: Data Structure and algorithms with C
(MC202)****Credits: 4****Course Objectives:**

- Provide a foundational understanding of data structures and algorithm design in the context of the C programming language.
- Develop the ability to evaluate and implement linear and nonlinear data structures to solve computational problems.
- Analyze algorithmic complexity in terms of time and space to select appropriate data structures.
- Implement trees and graphs for solving structured and unstructured data problems.
- Build competence in applying classic sorting and searching algorithms using C.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Describe fundamental data structure concepts, operations, and memory representations.
CO2	Implement and analyze stacks, queues, and linked lists using C.
CO3	Apply tree structures to perform hierarchical data processing and sorting.
CO4	Utilize graph data structures and algorithms for network-based problem solving.
CO5	Compare and implement various searching and sorting algorithms for data management tasks.

Course Content:**Unit A: Fundamentals of Data Structures and Algorithm Analysis**

Definition and importance of data structures, Data structure operations and applications, Algorithm concepts: correctness, efficiency, and complexity, Time-space tradeoffs, Asymptotic notations: Big O, Omega, Theta, Variables, data types, sub-algorithms

Unit B: Linear Data Structures — Arrays, Linked Lists, Stacks, and Queues

Linear arrays: definition, memory representation (row-major, column-major), Traversing, inserting, and deleting elements in arrays, Multidimensional arrays and sparse matrices, Pointers and dynamic memory allocation, Linked lists: singly, doubly, circular, and header linked lists, Linked list operations: traversal, searching, insertion, deletion, overflow, underflow, garbage collection, Stacks: array and linked representation, Polish notation, postfix expression evaluation, infix-to-postfix conversion, Queues: array and linked representation, circular queues, priority queues, double-ended queues (D-queues)

Unit C: Non-Linear Data Structures — Trees and Graphs

Trees: definitions and terminology, Binary trees: memory representation, traversal algorithms (preorder, inorder, postorder), Traversal using stacks, threaded binary trees, Binary search trees: insertion, searching, deletion, AVL trees, m-trees, B-trees, Graphs: graphs, multigraphs, directed graphs, Graph representations: adjacency matrix, path matrix, linked representation, Graph operations: searching, insertion, Graph traversal algorithms: BFS (Breadth-First Search), DFS (Depth-First Search), Spanning trees.

Unit D: Sorting, Searching, and Hashing

Sorting algorithms: bubble sort, insertion sort, selection sort, quick sort, merge sort, merging techniques and merge sort, searching algorithms: sequential search, binary search, indexed search, Hashing schemes: hashing functions and collision handling.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Data Structures Using C And C++* Y. Langsam, M. Augenstein And A. M. Tenenbaum.
- *Theory and Problems of Data Structures*, Seymour Lipchutz, Tata Mc Graw Hill.
- *Data Structure and Programming in C*, Robert Kruse, C.L Tondo and Bruce Leung, Pearson Education.
- *Data Structures through C Language*, Samiran Chattopadhyay, Debabrata Ghosh Dastidar and Matagini Chattopadhyay, BPB Publication.

Course Details:

MCA CORE
Operating System
(MC303)

Credits: 4

Course Objectives:

- To introduce fundamental concepts and functions of operating systems, covering both traditional and modern OS models.
- To develop understanding of process management, including scheduling, inter-process communication, and multithreading.
- To enable students to analyze memory management techniques such as paging, segmentation, and page replacement algorithms.
- To familiarize students with file system organization, disk scheduling, and recovery methods.
- To explore the architecture and issues of distributed systems with case studies of real-world operating systems.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Explain OS fundamentals, functions, evolution, and process management, including IPC and scheduling techniques.
CO2	Apply memory management concepts and deadlock handling strategies using real-world examples.
CO3	Analyze file systems, storage structures, and disk scheduling for optimized data handling.
CO4	Understand distributed systems architecture, synchronization mechanisms, and memory management.
CO5	Evaluate the design and functionality of UNIX and MS-DOS through structured case studies.

Course Content:

Unit-A: Fundamentals of Operating Systems and Process Management

Introduction: Definition, Functions of an OS, Evolution. Types of advance operating systems, Process Management: Process- Process Concept, Process Scheduling, Operation on Processes, Cooperating Processes, Threads, Inter-Process Communication, CPU Scheduling–various algorithms.

Unit-B: Process Synchronization and Memory Management

Process Synchronization, Deadlock Management: detection, prevention and handling. Memory Management: Logical & physical address space, Swapping, Continuous Allocation, fragmentation, paging, segmentation, Page Replacement, Page Replacement Algorithms, counting algorithms Thrashing.

Unit-C: File System and Secondary Storage Management

File System Interface: File Concept, Access Methods, File System Implementation, Free Space Management, Directory Implementation–linear list, hash table, Efficiency and Performance, Recovery – consistency checking, backup and restore. Secondary Storage Structure: Disk Structure, Disk Scheduling Algorithms.

Unit-D: Distributed Systems and Case Studies

Distributed Systems: Introduction, Design issues, Communication in distributed Systems. Synchronization in Distributed Systems: Clocks synchronization, Mutual Exclusion, Election Algorithms. Memory and Deadlock Management.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Software Project Management*, Bob Hughes and Mike Cotterill, Tata McGraw Hill 5th edition, 2009
- Silberschatz, Galvin “*Operating System Concepts*”, Addison Wesley Publishing Company
- William Stallings, “*Operating Systems*”, Macmillan Publishing Company.
- Deitel H.M., “*An Introduction To Operating System*”, Addison Wesley Publishing Company.
- Tanenbaum, A.S., “*Modern Operating System*”, Prentice Hall of India Pvt. Ltd.

Semester IV

Sr No.	Course Name	Type	Course Code	Credits
1	Project Work	Core	MC401	8
2	Advanced Computer Networking	Core	MC402	4
3	Subject Elective (AI / DS / FS) – I	Subject Elective	-	4
4	Subject Elective (AI / DS / FS) – II	Subject Elective	-	4
			Total Credits	20

Course Details:	MCA CORE Project Work (MC401)	Credits: 8

Course Objectives:

- To enable students to integrate academic learning into a full-scale software project.
- To guide students in developing end-to-end solutions including requirement analysis, design, implementation, and testing.
- To develop skills in project documentation and professional communication.
- To encourage self-direction, problem-solving, and technical innovation.
- To support students in using current tools, technologies, and best practices in software development.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Identify and analyze a real-world problem and translate it into a structured project proposal.
CO2	Design a software architecture and implement the system using modern tools and technologies.
CO3	Apply programming, testing, and debugging skills to build a reliable working application.
CO4	Develop a professional-level report with system design, implementation details, and analysis.
CO5	Demonstrate the solution effectively through a recorded working demo.

Project Structure & Deliverables:

Phase	Activity	Deliverables
Phase 1	Project Planning	Title, Problem Statement, Objectives, Tools/Technologies, Team Size (if any)
Phase 2	Feasibility Study / Literature Review	Feasibility Analysis or Review of Related Systems (3–5 pages)
Phase 3	Design & Implementation	System Architecture, Database Design, Code Snippets, Module Screenshots
Phase 4	Testing & Results	Test Cases, Output Screens, Observations, Final Results
Final Phase	Submission	1. Final Project Report (PDF) 2. Screen Recording of Working Project 3. Project Source Code (GitHub or ZIP)

Project Report Structure (PDF)

Students are required to submit a single, consolidated report in PDF format. Suggested structure:

1. Cover Page
2. Acknowledgment
3. Abstract
4. Table of Contents
5. Introduction (Problem statement, background)
6. Feasibility Study / Literature Review
7. Requirement Analysis & System Design (UML diagrams, database schema, architecture)

8. Implementation (Modules, tools, code snippets with explanation)
9. Testing and Results
10. Conclusion and Future Scope
11. References
12. Appendices (if any)

Mentorship Structure

- University-assigned Mentor: Each student will be assigned an internal mentor for periodic guidance via email or LMS.
- Optional Local Mentor: Students may also seek support from a local mentor (faculty from a nearby college or industry expert) but must first discuss and take approval from their assigned university mentor.
- All major decisions and approvals (topic finalization, milestone validation, final submission) remain with the university mentor.

Evaluation Components

Evaluation Criterion	Weightage
Problem Definition & Planning	10%
Feasibility Study / Literature Review	10%
System Design & Architecture	15%
Implementation & Code Quality	25%
Testing & Results	10%
Final Report Quality	15%
Working Demo (Screen Recording)	15%
Total	100%

Submission Requirements (via LMS/Portal)

Each student must submit the following via the designated online portal:

- Project Report (PDF Format)
- Working Code (GitHub repo or ZIP upload)
- Screen Recording (5–10 minutes showing working demo and brief explanation)

Recommended Tools & Technologies

- **Languages:** Python, Java, JavaScript, C++, PHP
- **Frameworks:** Flask, Django, Spring, Node.js, React
- **Databases:** MySQL, PostgreSQL, Firebase, MongoDB
- **Documentation:** LaTeX, MS Word, Overleaf
- **Version Control:** Git, GitHub, GitLab
- **Screen Recording:** OBS Studio, Loom, CamStudio
- **Project Planning:** Trello, GitHub Projects, Notion

MCA CORE**Course Details:****Advanced Computer Networking
(MC402)****Credits: 4****Course Objectives:**

- To introduce the fundamental concepts, terminologies, and principles of data communication and computer networking.
- To provide a deep understanding of layered network architecture, particularly the OSI and TCP/IP models.
- To explain core networking functions such as routing, switching, congestion control, and error correction.
- To familiarize students with various LAN/WAN technologies, topologies, and media access control methods.
- To develop the ability to analyze and design basic networking protocols and apply them to real-world scenarios.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Demonstrate a clear understanding of computer network fundamentals and data communication systems.
CO2	Explain layered network architectures and distinguish OSI and TCP/IP models by functionality.
CO3	Analyze different network topologies, media access control techniques, and protocols.
CO4	Design and evaluate routing algorithms, WAN technologies, and congestion control strategies.
CO5	Apply knowledge of session, presentation, and application layer protocols in real-world networking contexts.

Course Content:**Unit-A: Introduction**

Motivation, OSI model, Signals and media, Bits over signals, Synchronous communication, Modulation and modems, Bandwidth, Throughput, and noise, Time division and Frequency division multiplexing, Standards.

Unit-B: Packet Transmission

Multiplexing, Frames, Error correction techniques, LAN/WAN topologies, Shared media and media access, Bus topology, CSMA/CD, Wireless and CSMA/CA, Ethernet addressing and Wiring, hubs. Other LAN technologies: Ring topology, Token passing rings, FDDI, Star topologies, Asynchronous transfer mode, IEEE 802.3, 802.5.

Unit-C: Network Layer

Network Layer design issue, Routing algorithms, Routing Algorithms: Distance-Vector, Link-State, Shortest path computation, Dijkstra's algorithm, WAN technologies including frame relay, X.25, and ATM, Congestion Control Algorithms, Internetworking.

Unit-D: Session, Presentation and Application Layer

Session Layer - Design issues, Remote procedure call. Presentation Layer - Design issues, Data compression techniques, Cryptography. Application Layer - File Transfer, Access and Management, Electronic mail, Virtual Terminals, Other applications, Example Networks - Internet and Public Networks.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *A.S. Tanenbaum, Computer Networks, Prentice Hall of India.*
- *J. Kurose and K.W. Ross, Computer Networking: A Top-Down Approach Featuring the Internet, Addison-Wesley.*
- *W. Stallings, Data and Computer Communication, Prentice Hall of India.*
- *Data Communications and Networking, 3/e, Behrouz A Forouzan.*

Subject Elective:

Full Stack (FS)

Sr No.	Course Name	Type	Course Code	Credits
1	UXUI	Subject Elective	MCFS01	4
2	Devops	Subject Elective	MCFS02	4
3	Software Architecture	Subject Elective	MCFS03	4
4	Prototyping	Subject Elective	MCFS04	4

Subject Elective (FS)

Course Details:

**UXUI
(MCFS01)**

Credits: 4

Course Objectives:

- To provide a conceptual foundation in UI/UX principles, differentiating user interface from user experience.
- To develop skills in visual design, usability heuristics, and human-centered interaction design.
- To enable mastery in building responsive interfaces using modern frontend frameworks like React.js, Next.js, and Tailwind CSS.
- To train students in conducting UX research, usability testing, and data-driven analysis for performance improvement.
- To integrate full-stack workflows by connecting UI design to backend services with a focus on authentication, security, and optimization.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Apply principles of UI/UX design and usability to create accessible and user-friendly interfaces.
CO2	Develop responsive and dynamic UI components using modern frontend tools like React, Next.js, and Tailwind CSS.
CO3	Conduct user research, interpret UX metrics, and implement iterative design improvements.
CO4	Integrate frontend interfaces with backend services, handling APIs, authentication, and performance tuning.
CO5	Design user experiences for emerging technologies including mobile, PWAs, AR/VR, and AI-enhanced interfaces.

Course Content:

Unit A: Foundations of UI/UX & Design Thinking

Definition & Importance of UI/UX, Difference between UI and UX, UI/UX in Full Stack Development, User-Centered Design (UCD) & Design Thinking, Understanding Users and Their Needs, Empathy Mapping, Personas and User Journey Mapping, Design Thinking Process (Empathize, Define, Ideate, Prototype, Test), Principles of Visual Design, Colour Theory & Psychology, Typography & Readability, Layouts, Grids, and Spacing, Consistency, Contrast, and Balance, Interaction Design & Usability Principles, Affordances, Signifiers, and Feedback, Cognitive Load & Mental Models, Fitts's Law & Hick's Law.

Unit B: Advanced UI Design & Frontend Frameworks

Modern UI Design Techniques, Flat Design vs. Skeuomorphism vs. Neomorphism, Material Design & Human Interface Guidelines, Dark Mode & Accessibility-First Design, Prototyping & Wireframing, Introduction to Tools: Figma, Adobe XD, Sketch, Low-Fidelity vs. High-Fidelity Wireframes, Clickable Prototypes & User Testing, Frontend Frameworks for UI Development, React.js for UI Components, Next.js for Server-Side Rendering, Tailwind CSS vs. Bootstrap for Styling, State Management (Redux, Context API), Advanced CSS & Animations, CSS Grid & Flexbox for Responsive Layouts, CSS Variables & Custom Properties, GSAP & Framer Motion for Animations.

Unit C: UX Research, Evaluation & AI-driven Personalization

User Research & Data Collection, Conducting Usability Testing, A/B Testing & Heatmaps, Surveys, Interviews & Focus Groups, UX Metrics & Performance Evaluation, User

Engagement Metrics (Bounce Rate, CTR, DAU/MAU), Task Success Rate & Error Rate, Eye Tracking & Click Stream Analysis, AI & Personalization in UX, Adaptive Interfaces with AI, Predictive UX with Machine Learning, Chatbots & Conversational UI, Accessibility & Inclusive Design, WCAG Guidelines & ARIA Implementation, Designing for Differently-Abled Users, Testing with Screen Readers & Assistive Tech.

Unit D: Full Stack Integration & UI/UX for Emerging Technologies

Full Stack UI/UX Workflow, API-driven UI Development, Handling Authentication & Authorization (OAuth, JWT), UI Performance Optimization, UX for Mobile & Progressive Web Apps (PWAs), Mobile-First & Responsive Design Strategies, PWA Features (Offline Mode, Push Notifications), Cross-Platform UI Design (Flutter vs. React Native), UX for AR/VR & Metaverse Applications, Designing UI for 3D Spaces, Interaction Models in AR/VR, Case Studies on AR/VR Applications.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *A.S. Tanenbaum, Computer Networks, Prentice Hall of India.*
- *J. Kurose and K.W. Ross, Computer Networking: A Top-Down Approach Featuring the Internet, Addison-Wesley.*
- *W. Stallings, Data and Computer Communication, Prentice Hall of India.*
- *Data Communications and Networking, 3/e, Behrouz A Forouzan.*

Subject Elective (FS)**Course Details:****Devops
(MCFS02)****Credits: 4****Course Objectives:**

- To understand the principles and lifecycle of DevOps, emphasizing collaboration, CI/CD, and agile development.
- To gain practical experience with automation tools such as Jenkins, GitHub Actions, and Ansible for efficient development workflows.
- To explore containerization using Docker and orchestration using Kubernetes for scalable application deployment.
- To apply Infrastructure as Code (IaC) practices using Terraform and AWS CloudFormation for robust cloud-based provisioning.
- To learn real-time monitoring, centralized logging, and DevSecOps practices using Prometheus, Grafana, and the ELK stack.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Explain core DevOps principles and implement CI/CD pipelines using industry tools.
CO2	Use configuration management and automation tools for system provisioning and deployment.
CO3	Demonstrate proficiency in containerization and orchestration with Docker and Kubernetes.
CO4	Monitor systems and applications using Prometheus and Grafana, and manage logs using the ELK stack.
CO5	Apply DevSecOps practices to build secure and scalable cloud-native applications.

Course Content:**Unit 1: Introduction to Devops**

- Introduction to DevOps and its importance in the software industry
- Key DevOps practices: CI/CD, Agile, Lean
- DevOps lifecycle and workflow
- Differences between DevOps and traditional software development

Unit 2: CI/CD and Configuration Management

- Continuous Integration (CI) tools: Jenkins, GitHub Actions, GitLab CI/CD
- Continuous Delivery (CD) pipelines and best practices
- Configuration Management: Ansible, Puppet, Chef

Unit 3: Containerization and Cloud Infrastructure

- Introduction to Docker and containerization
- Kubernetes fundamentals: Pods, Services, Deployments
- Cloud providers: AWS, Azure, Google Cloud
- Infrastructure as Code: Terraform, CloudFormation

Unit-4 Event Handling, JDBC and Servlet

- Monitoring tools: Prometheus, Grafana
- Centralized logging with ELK Stack
- DevSecOps: Integrating security in DevOps

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *The Phoenix Project* - Gene Kim, Kevin Behr, and George Spafford
- *Accelerate: The Science of Lean Software and DevOps* - Nicole Forsgren, Jez Humble, and Gene Kim
- *Site Reliability Engineering* - Edited by Betsy Beyer, Chris Jones, Jennifer Petoff, and Niall Richard Murphy
- *The DevOps Handbook* - Gene Kim, Patrick Debois, John Willis, and Jez Humble
- *Kubernetes Up & Running* - Kelsey Hightower, Brendan Burns, and Joe Beda

Course Details:

Subject Elective (FS)
Software Architecture
(MCFS03)

Credits: 4

Course Objectives:

- To introduce the key concepts, terminology, and relevance of software architecture in modern software development.
- To explore major architectural styles and patterns such as layered, microservices, event-driven, and client-server.
- To develop the ability to design, document, and communicate software architectures using standard frameworks and models (e.g., 4+1, C4).
- To understand and apply techniques for evaluating the quality of software architectures across dimensions like scalability, performance, and security.
- To explore emerging trends in software architecture such as cloud-native development, DevOps integration, and AI/ML-driven systems.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand key principles, concepts, and roles of software architecture in the software development process.
CO2	Analyze and apply architectural styles and patterns, including layered, microservices, and event-driven architectures.
CO3	Design and document comprehensive software architectures using industry models such as 4+1 and C4.
CO4	Evaluate architecture quality using ATAM, CBAM, and assess performance, scalability, and security trade-offs.
CO5	Apply contemporary trends like DevOps, cloud-native architecture, and AI/ML integration in software system design.

Course Content:

Unit-A: Introduction to Software Architecture

Definition & Importance of Software Architecture: Architectural Patterns & Styles, Layered Architecture, Client-Server Architecture, Microservice Architecture Event-Driven Architecture, Quality Attributes in Software Architecture, Performance, Scalability, Maintainability, Security, Case Studies of Different Architectures

Unit-B: Architectural Design & Documentation

Software Architecture Design Process: Architectural Design Decisions, Architectural Views & Perspectives, 4+1 View Model, C4 Model, Documenting Software Architecture Diagrams, Architecture Decision Records (ADR), Architectural Trade-offs and Constraints

Unit-C: Advanced Software Architecture & Emerging Trends

Service-Oriented Architecture (SOA): Microservices & Serverless Computing, Cloud-Native Architecture, Containers & Kubernetes, Cloud Deployment Models, DevOps & Continuous Architecture, AI & ML in Software Architecture

Unit-D: Architectural Evaluation & Case Studies

Software Architecture Evaluation Methods: ATAM (Architecture Tradeoff Analysis Method), CBAM (Cost-Benefit Analysis Method), Performance Optimization Strategies, Security in Software Architecture, Threat Modeling, Secure Design Principles, Real-World Case Studies & Industry Practices, Capstone Project on Architectural Design

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Software Architecture in Practice* – Len Bass, Paul Clements, Rick Kazman
- *Designing Software Architectures: A Practical Approach* – Humberto Cervantes, Rick Kazman
- *Software Architecture: Perspectives on an Emerging Discipline* – Mary Shaw, David Garlan
- *Patterns of Enterprise Application Architecture* – Martin Fowler

Course Details:

Subject Elective (FS)
Prototyping
(MCFS04)

Credits: 4

Course Objectives:

- To introduce the theoretical foundations of prototyping in the context of software and product development.
- To familiarize students with types, purposes, and processes of prototyping across development stages.
- To explain how user-centered design and usability principles guide prototype creation.
- To describe iterative design approaches and the integration of feedback into prototyping cycles.
- To explore the role of prototyping in agile software development, UI/UX workflows, and system design.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Explain the role and scope of prototyping in software development and full stack workflows.
CO2	Distinguish between various prototyping methods and their appropriate applications.
CO3	Understand user-centered design principles as they apply to prototyping theory.
CO4	Describe feedback loops and iterative refinement processes in design lifecycles.
CO5	Analyze real-world examples of prototype-driven development in digital products.

Course Content:

Unit A: Foundations of Prototyping

- Definition and scope of prototyping in software systems
- Evolution of prototyping: from waterfall to agile
- Objectives of prototyping: validation, communication, learning, specification
- Characteristics of effective prototypes: fidelity, speed, cost, flexibility
- The role of prototyping in the software development life cycle (SDLC)

Unit B: Types and Methods of Prototyping

- Low-fidelity vs. high-fidelity prototypes
- Throwaway, evolutionary, and incremental prototypes
- Paper prototyping, storyboard-based approaches
- Conceptual prototypes vs. functional mockups
- Comparative study of prototyping methods in web and mobile environments

Unit C: User-Centered Design and Prototyping

- Introduction to human-centered design (HCD)
- User research, personas, and use-case modeling
- Task flows, information architecture, and screen planning
- Affordances, constraints, visibility, feedback
- Designing for usability, accessibility, and clarity

Unit D: Prototyping in Practice

- Prototyping in Agile and Lean UX environments
- Design-Development handoff: roles and responsibilities
- Evaluation methods: heuristic analysis, cognitive walkthroughs, A/B testing (theory)
- Feedback cycles and iteration models
- Case studies of prototype-driven product design

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Mastering UX Design with Effective Prototyping: Turn your ideas into reality with UX prototyping* by Apurvo Ghosh.
- *This Is A Prototype: The Curious Craft Of Exploring New Ideas* by Scott Witthoft, Stanford d.school.
- *Generative AI for Software Development: A Complete Guide to Empowering Developers with AI for Rapid Prototyping, Debugging, and Automation* by Mason Leblanc.
- *Software Prototyping in Data and Knowledge Engineering* by G. Guida, G. Lamperti, Marina Zanella
- *Software Development, Design and Coding: With Patterns, Debugging, Unit Testing, and Refactoring* by John F. Dooley.

Subject Elective: Artificial Intelligence (AI)

Sr No.	Course Name	Type	Course Code	Credits
1	AI	Subject Elective	MCAI01	4
2	Generative AI-1	Subject Elective	MCAI02	4
3	ML in Python	Subject Elective	MCAI03	4
4	Generative AI-2	Subject Elective	MCAI04	4

Subject Elective (AI)**Course Details:****AI
(MCAI01)****Credits: 4****Course Objectives:**

- To introduce the fundamental concepts, history, and impact of Artificial Intelligence on various sectors including healthcare, governance, defence, and commerce.
- To develop an understanding of intelligent agents, problem-solving strategies, constraint satisfaction, and game theory within AI systems.
- To build foundational knowledge in logic-based AI models, knowledge representation techniques, fuzzy logic, and rule-based reasoning.
- To equip students with practical skills in probabilistic modeling, machine learning algorithms, and neural networks, including modern deep learning techniques.
- To explore real-world AI applications and analyze the ethical, social, and technological implications of deploying AI systems.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand the fundamentals of AI including search strategies, game playing, and constraint satisfaction techniques.
CO2	Apply logical and rule-based reasoning models for knowledge representation and inference in AI systems.
CO3	Design and implement machine learning models using probabilistic approaches, SVMs, neural networks, and deep learning.
CO4	Apply AI techniques to real-world domains such as NLP, robotics, finance, and healthcare.
CO5	Evaluate the ethical implications and societal impact of AI technologies, focusing on bias, fairness, and transparency.

Course Content:**Unit-A: Introduction**

Definition of AI, Future of Artificial Intelligence, Characteristics of Intelligent Agents, Typical Intelligent Agents, Problem-Solving Approach to AI Problems, Problem-Solving Methods: Search Strategies, Uninformed and Informed Search, Heuristics, Local Search Algorithms and Optimization, Searching with Partial Observations, Constraint Satisfaction Problems (CSP), Constraint Propagation, Backtracking Search, Game Playing, Optimal Decisions in Games, Alpha-Beta Pruning, Stochastic Games, Introduction to AI Ethics and Bias

Unit-B: Knowledge Representation

First-Order Predicate Logic, Prolog Programming, Unification, Forward Chaining, Backward Chaining, Resolution, Knowledge Representation, Ontological Engineering, Categories and Objects, Events, Mental Events and Mental Objects, Reasoning Systems for Categories, Reasoning with Default Information, Semantic Networks and Frames, Fuzzy Logic and Rule-Based Systems

Unit-C: Machine Learning

Probability Basics, Bayes Rule and Its Applications, Bayesian Networks, Exact and Approximate Inference in Bayesian Networks, Hidden Markov Models, Forms of Learning: Supervised, Unsupervised, and Reinforcement Learning, Learning Decision Trees, Regression and Classification with Linear Models, Artificial Neural Networks (ANN), Nonparametric Models, Support Vector Machines (SVM), Statistical Learning, Learning with Complete Data, Learning with Hidden Variables, The EM Algorithm, Feature Selection & Engineering, Introduction to Deep Learning (CNNs, RNNs)

Unit-D: Applications

AI Applications in Real-World Scenarios, Language Models, Information Retrieval, Information Extraction, Natural Language Processing (NLP), Machine Translation, Speech Recognition, AI in Healthcare, Finance, and Autonomous Systems, Robotics, AI Hardware, Perception, Planning, Motion Planning, AI Model Deployment and Ethics

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Russell and Norvig, —Artificial Intelligence- A Modern Approach*, Pearson Prentice Hall.
- *D W Patterson, —Artificial Intelligence and Expert Systems*, Prentice Hall of India.
- *B. Vegnanarayana, —Artificial neural networks*, Prentice Hall of India P Ltd
- *Elaine Rich, Kevin Knight, —Shivashankar B. Nair, Artificial Intelligence*, Tata McGraw Hill.
- *Nils J Nilsson, —Artificial Intelligence a New Synthesis*, Morgan Kaufmann

Subject Elective (AI)
Generative AI-1
(MCAI02)

Course Details:

Credits: 4

Course Objectives:

- To introduce students to the theoretical foundations of generative AI and distinguish it from traditional discriminative models.
- To equip students with essential knowledge in Python programming and machine learning fundamentals required for implementing generative models.
- To provide a conceptual and architectural understanding of neural networks, attention mechanisms, and Transformer models.
- To explore the structure and operation of foundational generative models such as VAEs, GANs, and Diffusion models.
- To analyze real-world applications of generative AI and address ethical challenges such as hallucinations, misinformation, and deepfakes.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand the fundamental principles of generative AI and differentiate it from discriminative approaches.
CO2	Analyze and apply Transformer architecture in language models for various generative tasks.
CO3	Build and experiment with foundational generative models such as VAEs using Python and deep learning libraries.
CO4	Demonstrate applications of generative AI in image, text, and voice-based media synthesis.
CO5	Evaluate the ethical implications of generative AI, addressing issues such as bias, misinformation, and misuse.

Course Content:

Unit-A: Introduction to Generative AI

Introduction to Generative AI and its comparison with discriminative AI. Real-world applications of Generative AI in content creation and automation. Basics of Python programming including variables, data types, loops, and functions, use of essential Python libraries such as NumPy and Matplotlib. Introduction to prompts and completions, overview of foundation models and large language models (LLMs). High-level conceptual overview of generative models such as Variational Autoencoders (VAE), Generative Adversarial Networks (GAN), and Diffusion models.

Unit-B: Basics of Machine Learning and Neural Networks

Basics of supervised and unsupervised learning, understanding training and testing data. Fundamentals of neural networks including perceptron. Activation functions, and loss functions, introduction to forward and backward propagation. Overview of common neural network architectures. Introduction to the attention mechanism, and a conceptual explanation of Transformer architecture and its role in language models and the Transformer architecture is also provided to help understand how models like GPT work.

Unit-C: Generative Model Building Blocks

Concept of encoder and decoder structures, understanding autoencoders and their role in data reconstruction, introduction to latent space representation and sampling. Basic working of Variational Autoencoders (VAE), overview of image generation using latent vectors. Introduction to TensorFlow or Keras for implementing simple generative models.

Unit-D: Advanced Topics and Applications

Applications of generative models in text generation, image-to-image translation, and style transfer, introduction to voice synthesis and basic multimedia generation, understanding common challenges like hallucination and bias in generative outputs, discussion on the misuse of generative AI such as deepfakes and misinformation, and overview of ethical considerations and future trends in generative AI.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *"Generative Deep Learning: Teaching Machines to Paint, Write, Compose, and Play"* by David Foster, O'Reilly Media.
- *"Deep Learning"* by Ian Goodfellow, Yoshua Bengio, and Aaron Courville, MIT Press.
- *"Generative Adversarial Networks"* by Ian Goodfellow, Yoshua Bengio, and Aaron Courville, MIT Press.
- *"Hands-On Generative AI with Python and TensorFlow 2"* by Joseph Babcock, Packt Publishing.

Subject Elective (AI)
ML in Python
(MCAI03)

Course Details:

Credits: 4

Course Objectives:

- To provide a solid grounding in machine learning fundamentals and practical problem-solving using Python.
- To equip students with the ability to preprocess and explore data using libraries such as NumPy, Pandas, and Matplotlib.
- To train students in implementing ML models including regression, classification, decision trees, and SVM using Scikit-Learn.
- To introduce artificial neural networks using Keras and develop deep learning models with appropriate regularization and optimization strategies.
- To enable end-to-end deployment of ML models using TensorFlow pipelines and integration into web applications with Flask or FastAPI.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand core ML concepts, and perform data preprocessing and feature engineering in Python.
CO2	Build, evaluate, and optimize regression and classification models using Scikit-Learn.
CO3	Develop deep learning models using Keras with various architectures and training strategies.
CO4	Apply TensorFlow for CNNs and advanced DL workflows, including transfer learning.
CO5	Deploy machine learning models as web services using Flask or FastAPI.

Course Content:

Unit-A: The Machine Learning Landscape

What Is Machine Learning?, Why Use Machine Learning?, Types of Machine Learning Systems, Main Challenges of Machine Learning, Python Libraries for ML: NumPy, Pandas, Matplotlib, Scikit-Learn, Data Preprocessing: Handling Missing Values, Categorical Encoding, Feature Scaling, Testing and Validating: Classification, Training a Binary Classifier, Performance Measures, Multiclass Classification, Error Analysis, Multilabel Classification, Multioutput Classification, Exploratory Data Analysis with Python, Training Models: Linear Regression, Gradient Descent, Polynomial Regression, Learning Curves, Support Vector Machines: Linear SVM Classification, Nonlinear SVM Classification, SVM Regression.

Unit-B: Decision trees, Dimensionality Reduction

Decision Trees, Gini Impurity or Entropy, Ensemble Learning and Random Forests: Bagging and Pasting, Boosting, Feature Engineering: Feature Selection, Feature Extraction Techniques in Python, Dimensionality Reduction: PCA, Kernel PCA, Hyperparameter Tuning (GridSearchCV, RandomizedSearchCV), Unsupervised Learning Techniques: Clustering, Gaussian Mixtures, Implementation of Decision Trees, Random Forest, and PCA with Scikit-Learn.

Unit-C: Introduction to Artificial Neural Networks with Keras

From Biological to Artificial Neurons, Implementing MLPs with Keras, Activation Functions in Deep Learning (ReLU, Sigmoid, Softmax, etc.), Training Deep Neural Networks: Vanishing/Exploding Gradient Problems, Batch Normalization and Dropout in Keras, Reusing Pretrained Layers, Faster Optimizers, Avoiding Overfitting Through Regularization, Hands-on Implementation of MLP using Python & Keras.

Unit-D: Modelling and training with TensorFlow

NumPy, Algorithms, Functions, and Graphs, Loading and Preprocessing Data, TensorFlow API, TFRECORD Format, Convolution Layer, Pooling Layer, CNN Architectures, TensorFlow Data Pipelines (tf.data API, tf.keras.preprocessing), Transfer Learning using Pretrained Models (VGG, ResNet, MobileNet, etc.), Deploying ML Models using Flask or FastAPI.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- Aurelien Geron, *Hands-on Machine Learning with Scikit-Learn, Keras & TensorFlow. 2nd Edition, 2019.*
- D W Patterson, —*Artificial Intelligence and Expert Systems*||, Prentice Hall of India.
- B.Vegnanarayana, —*Artificial neural networks*||, Prentice Hall of India P Ltd
- Elaine Rich, Kevin Knight, —Shivashankar B. Nair, *Artificial Intelligence*||, Tata McGraw Hill.
- Nils J Nilsson, —*Artificial Intelligence A New Synthesis*||, Morgan Kaufmann

Subject Elective (AI)
Generative AI-2
(MCAI04)

Course Details:

Credits: 4

Course Objectives:

- To introduce students to prompt engineering and hands-on experience with generative AI APIs such as OpenAI and HuggingFace.
- To strengthen understanding of neural networks, autoencoders, and latent space generation for synthetic data modeling.
- To enable students to implement and experiment with multimodal models for text-to-image generation using tools like DALL·E and Stable Diffusion.
- To provide exposure to current generative AI applications across sectors such as business communication, healthcare, education, and entertainment.
- To critically examine the ethical implications of generative models, including issues of bias, hallucination, and misuse, and to understand evaluation metrics for generative outputs.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand the foundational principles of generative AI and its diverse applications.
CO2	Utilize Python libraries and APIs to perform text and image generation tasks.
CO3	Implement and experiment with basic generative architectures like autoencoders and GANs.
CO4	Generate and evaluate multimodal outputs, including text-to-image generation.
CO5	Critically assess ethical concerns and deploy generative AI responsibly.

Course Content:

Unit-A: Prompt Engineering and APIs for Generative AI

Introduction to prompt engineering and different types of prompts used in language models. Hands-on usage of OpenAI API and Hugging Face Transformers for text generation tasks. Exploration of text completions, instructions, and system-role prompts. Understanding use cases in content writing, summarization, and business communication. Introduction to Retrieval-Augmented Generation (RAG) and its applications in knowledge retrieval.

Unit-B: Neural Networks and Generative Model Implementation

Recap of artificial neural networks including feedforward networks and backpropagation. Introduction to autoencoders and their role in data compression and reconstruction. Implementation of a simple autoencoder using TensorFlow or Keras. Conceptual overview of Generative Adversarial Networks (GANs) and Diffusion models. Use of latent space for generating synthetic data.

Unit-C: Multimodal and Text-to-Image Generation

Introduction to text-to-image generation using DALL·E 2 and Stable Diffusion. Understanding the concept of prompt-to-image transformation. Use of CLIP models for connecting text and image features. Overview of multimodal models like Flamingo and Gemini. Hands-on sessions with image generation using pre-trained models and publicly available APIs.

Unit-D: Ethics, Evaluation, and Industry Applications

Understanding bias, hallucination, and data-related limitations in generative AI models. Discussion on ethical issues including deepfakes, misinformation, and responsible AI use. Overview of evaluation metrics like BLEU, ROUGE, and FID for generative models. Exploration of generative AI applications in domains like education, healthcare, gaming, and design. Introduction to current industry trends and regulatory perspectives.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *"Generative Deep Learning: Teaching Machines to Paint, Write, Compose, and Play"* by David Foster, O'Reilly Media.
- *"Deep Learning"* by Ian Goodfellow, Yoshua Bengio, and Aaron Courville, MIT Press.
- *"Generative Adversarial Networks"* by Ian Goodfellow, Yoshua Bengio, and Aaron Courville, MIT Press.
- *"Hands-On Generative AI with Python and TensorFlow 2"* by Joseph Babcock, Packt Publishing.

Subject Elective:

Data Science (DS)

Sr No.	Course Name	Type	Course Code	Credits
1	Data Analytics use in Python	Subject Elective	MCDS01	4
2	Data Science	Subject Elective	MCDS02	4
3	Digital Media Analytics	Subject Elective	MCDS03	4
4	IOT and Data Science	Subject Elective	MCDS04	4

Course Details:	Subject Elective (DS) Data Analytics use in Python (MCDS01)	Credits: 4

Course Objectives:

- To introduce foundational concepts of data analytics and familiarize students with Python as a tool for data analysis and manipulation.
- To develop the ability to perform data preprocessing, transformation, and exploratory data analysis using standard Python libraries.
- To equip students with the knowledge of core statistical methods and introductory machine learning algorithms for data-driven insights.
- To enable the practical implementation of predictive modeling, classification, clustering, and regression techniques using Scikit-learn.
- To expose students to advanced data analytics topics including time series analysis, text analytics, and real-world case studies to build industry-ready skills.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Demonstrate proficiency in Python programming for data manipulation and analytics.
CO2	Apply data cleaning, transformation, and visualization techniques using NumPy, Pandas, and Seaborn.
CO3	Implement statistical models and machine learning algorithms for regression, classification, and clustering.
CO4	Develop and validate predictive models using Python-based tools like Scikit-learn.
CO5	Analyze real-world datasets and derive insights for informed, data-driven decision making.

Course Content:

Unit-A: Foundations of Data Analytics and Python Programming

Introduction to Data Analytics: Types (Descriptive, Diagnostic, Predictive, Prescriptive), Role of Python in Data Analytics, Setting up Python Environment, Python Basics: Data Types, Variables, Operators, Conditional Statements, Loops, Functions, List Comprehensions, Lambda Functions, Introduction to NumPy (Arrays, Indexing, Broadcasting), Pandas (DataFrames, Series, Data Manipulation)

Unit-B: Data Preprocessing and Exploratory Data Analysis

Handling Missing Data, Data Cleaning Techniques, Feature Engineering: Encoding, Scaling, Transformation, Exploratory Data Analysis (EDA): Summary Statistics, Correlation, Outlier Detection, Data Visualization using Matplotlib, Seaborn, Advanced Visualization: Histograms, Pair Plots, Box Plots, Heatmaps

Unit-C: Statistical Data Analysis and Machine Learning

Probability Distributions, Hypothesis Testing, ANOVA, Regression Analysis: Linear and Logistic Regression, Classification Techniques: Decision Trees, k-NN, Naïve Bayes, Clustering Methods: k-Means, Hierarchical Clustering, Introduction to Scikit-learn for Machine Learning

Unit-D: Advanced Data Analytics and Case Studies

Time Series Analysis: ARIMA, Exponential Smoothing, Text Analytics: Natural Language Processing (NLP) Basics, Big Data Analytics and Integration with Python, Case Studies on Real-world Applications of Data Analytics, Industry Trends and Future Scope of Data Analytics

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Joel Grus, Data Science from Scratch: First Principles with Python, O'Reilly Media*
- *Hadley Wickham & Garrett Grolemund, R for Data Science (Alternative reference for comparison)*
- *Trevor Hastie, Robert Tibshirani, Jerome Friedman, The Elements of Statistical Learning, Springer*
- *Wes McKinney, Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython, O'Reilly Media*
- *Jake VanderPlas, Python Data Science Handbook: Essential Tools for Working with Data, O'Reilly Media*

Subject Elective (DS)
Data Science
(MCDS02)

Course Details:

Credits: 4

Course Objectives:

- To understand the fundamentals of Data Science, including its evolution, applications, and the characteristics of Big Data.
- To learn descriptive statistics and introductory probability concepts.
- To gain expertise in exploratory data analysis (EDA) and visualize datasets using simple tools and techniques to identify patterns and trends.
- To develop proficiency in implementing core machine learning algorithms, including linear regression, k-NN, Naive Bayes, and ensemble methods.
- To understand ethical concerns around data usage and privacy.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Explain the fundamental concepts of Data Science, its evolution, process, and the 5Vs of Big Data.
CO2	Classify different types of data and apply basic statistical and probability concepts to summarize data.
CO3	Perform basic exploratory data analysis(EDA) and create effective data visualizations using charts and graphs.
CO4	Describe basic machine learning algorithms and their applications in solving real-world problems.
CO5	Understand the role of feature engineering, feature selection, and ethical considerations in data-driven decision-making.

Course Content:

Unit-A: Fundamentals of Data Science

What is Data Science? Evolution of Data Science, Datafication, Data Science Process, Applications and challenges of Data Science, Big Data, 5V's of Big Data (Volume, Variety, Velocity, Veracity, Value), Data Science Hype, Current landscape of perspectives - Skill sets needed.

Unit-B: Introduction to Data and Statistics

Types of Data: Structured vs. Unstructured, Introduction to Basic Statistics, Populations and Samples, Mean, Median, Mode, Standard Deviation, Introduction to Probability.

Unit-C: Data Exploration and Visualizing Data

Introduction to EDA, Basic tools of EDA, Charts and Graphs: Bar Chart, Pie Chart, Line Graph, Histogram, Identifying patterns, trends, and anomalies in Data, Correlation basics, Case Study: RealDirect (online real estate firm)

Unit-D: Machine Learning Concepts and Usage in Applications

Introduction to basic Machine Learning algorithms: Linear Regression, k-Nearest Neighbors (k-NN), k-means Clustering, Feature Engineering, Feature Selection algorithms – Filters; Wrappers; Decision Trees; Random Forests, Everyday Applications: Filtering Spam Emails, Recommendations, Data Ethics and Privacy.

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Data Science from Scratch* by Joel Grus
- *Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow* by Aurélien Géron.
- *Build a Career in Data Science* by Emily Robinson and Jacqueline Nolis

Course Details:	Subject Elective (DS) Digital Media Analytics (MCDS03)	Credits: 4

Course Objectives:

- To introduce the theoretical foundations of digital media analytics and its role in modern business, media, and technology.
- To explain audience behavior, content engagement, and campaign performance through key digital metrics and analytical frameworks.
- To develop an understanding of platform-specific analytics systems, performance indicators, and data collection mechanisms.
- To conceptually expose students to tools, dashboards, and open-source libraries used in the analysis of digital media content.
- To critically examine the role of algorithms, personalization, privacy, and ethics in digital media analysis and reporting.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Understand the digital media ecosystem and foundational concepts in analytics.
CO2	Identify and interpret performance metrics, KPIs, and analytical models for digital engagement.
CO3	Analyze the structure and purpose of popular analytics dashboards and reporting tools.
CO4	Evaluate ethical, algorithmic, and regulatory issues in digital analytics and content governance.
CO5	Apply analytics thinking to assess real-world media and marketing performance scenarios.

Course Content:

Unit A: Introduction to Digital Media and Analytics

- Evolution of digital media: From static content to algorithm-driven engagement
- Categories of digital media: Owned, earned, paid, shared
- Overview of online audience behavior and user interaction models
- Fundamentals of analytics: descriptive, diagnostic, predictive, prescriptive
- The role of data in digital journalism, advertising, governance, and commerce

Unit B: Metrics, KPIs, and Performance Evaluation

- Engagement metrics: reach, impressions, click-through rate (CTR), conversions
- Behavioural indicators: bounce rate, dwell time, return rate, scroll depth
- Funnels, attribution models, and conversion paths
- Industry-specific KPIs: content marketing, e-commerce, SaaS, influencer campaigns
- Case discussions on interpreting campaign data across industries

Unit C: Platform Analytics and Dashboards (Conceptual Tool Exposure)

- Web analytics platforms: Google Analytics 4 (GA4) – sessions, traffic sources, events
- Social media dashboards: Meta Insights, YouTube Studio, X Analytics
- Visualization and reporting tools: Google Looker Studio, Power BI (conceptual)
- Campaign tracking: UTM parameters, user journey analysis
- Data storytelling: interpreting charts, trends, and anomalies for stakeholders

Unit D: Algorithms, Ethics, and Analytics Tools

- Personalization and algorithmic targeting: recommender systems in media platforms
- Filter bubbles, bias amplification, and content moderation dilemmas
- Data privacy and regulation: GDPR, India's DPDPA, consent mechanisms
- Ethical reporting and avoiding vanity metrics
- Conceptual overview of tools/libraries

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *Creating Value with Social Media Analytics* – Gohar F. Khan.
- *Digital Marketing Analytics* – Chuck Hemann & Ken Burbary.
- *Media Analytics: Understanding Media, Audiences, and Advertising* – Ann Hollifield.

Course Details:	Subject Elective (DS) IOT and Data Science (MCDS04)	Credits: 4

Course Objectives:

- To introduce the fundamental architecture, components, and communication protocols of IoT systems.
- To develop the ability to collect, manage, and secure data generated by IoT devices using cloud and edge computing technologies.
- To apply core data science methodologies such as data preprocessing, machine learning, and time-series analysis to IoT datasets.
- To explore big data technologies and edge AI models for efficient and scalable IoT data analytics.
- To analyze advanced topics like blockchain, federated learning, and digital twins in the context of emerging IoT and data science integration.

Course Outcomes:

Sr. No.	Course Outcome
CO1	Demonstrate an in-depth understanding of IoT architecture, protocols, and hardware/software components.
CO2	Apply techniques for real-time IoT data collection, preprocessing, and secure storage using cloud and edge platforms.
CO3	Analyze IoT datasets using data science tools and methods including machine learning and time-series forecasting.
CO4	Design scalable IoT analytics pipelines using big data and edge AI frameworks.
CO5	Critically assess advanced IoT technologies like blockchain, federated learning, and digital twins for real-world use cases.

Course Content:

Unit-A: Introduction to IoT & Data Science

Understanding IoT: Definition and Evolution of IoT, IoT Ecosystem and Architecture (Perception, Network, and Application Layers), Components of IoT: Hardware: Sensors, Actuators, Gateways, Edge Devices, Software: IoT Platforms, Cloud Services, Connectivity: Wireless & Wired Networks.

IoT Communication Protocols: Short-Range Communication: Bluetooth, Zigbee, Wi-Fi, RFID, NFC, Long-Range Communication: LoRa WAN, Sigfox, NB-IoT, 5G, IoT Messaging Protocols: MQTT, CoAP, HTTP, WebSocket.

IoT Applications and Impact: Industrial IoT (IIoT), Healthcare and Wearable Devices, Smart Agriculture, Smart Homes and Cities, Autonomous Vehicles.

Introduction to Data Science: What is Data Science? Key Technologies: Artificial Intelligence (AI), Machine Learning (ML), Big Data Analytics, Data Science Lifecycle: Data Collection, Preprocessing, Analysis, Visualization, Decision-Making.

Role of IoT in Data Science: IoT as a Data Generator, Data Collection Methods in IoT, Importance of Real-Time Data Processing, Integration of IoT and AI for Smart Decision-Making

Unit-B: IoT Data Collection & Management

IoT Data Types & Sources: Structured, Semi-Structured, and Unstructured Data, Streaming Data vs. Batch Data, Data Sources: Sensors, Actuators, Logs, Video Streams.

IoT Sensors & Data Acquisition: Types of Sensors: Temperature, Pressure, Motion, Humidity, GPS, Image Sensors, Data Sampling & Signal Processing, Challenges in IoT Data Collection: Noise, Latency, Redundancy.

IoT Data Storage & Management: Cloud Storage for IoT: AWS, Google Cloud, Azure, Edge Computing & Fog Computing, Data Warehouses and NoSQL Databases for IoT.

IoT Data Security & Privacy: Security Challenges in IoT Systems, Encryption Techniques for IoT Data (AES, RSA, Blockchain), Authentication and Access Control Mechanisms, GDPR and Compliance in IoT Data Privacy.

Data Preprocessing & Cleaning: Handling Missing Data, Data Transformation & Normalization, Feature Engineering for IoT Data.

Unit-C: Data Science Techniques for IoT Analytics

Exploratory Data Analysis (EDA) for IoT Data: Data Visualization Techniques: Histograms, Box Plots, Scatter Plots, Statistical Measures: Mean, Median, Standard Deviation, Correlation. Machine Learning for IoT Data: Supervised Learning: Classification (SVM, Decision Trees, Random Forest), Regression (Linear, Polynomial), Unsupervised Learning: Clustering (K-Means, DBSCAN) and Anomaly Detection, Reinforcement Learning in IoT.

Time-Series Analysis for IoT: Time-Series Forecasting Methods: ARIMA, LSTMs, Anomaly Detection in IoT Sensor Data, Predictive Maintenance Techniques.

Big Data Analytics for IoT: Introduction to Big Data in IoT, Hadoop & Spark for IoT Data Processing, NoSQL Databases for IoT: MongoDB, Apache Cassandra.

Edge AI & TinyML: Running AI/ML Models on Edge Devices, TensorFlow Lite and TinyML for IoT Applications, Optimization of AI Models for Low-Power IoT Devices.

Unit-D: Advanced Topics & Emerging Trends

IoT and Cloud Integration: Role of Cloud in IoT Data Processing, Cloud Platforms for IoT Analytics, Serverless Computing for IoT.

Optimization Techniques for IoT Data Processing: Data Compression Techniques in IoT, Energy-Efficient Data Processing Methods, Bandwidth Optimization in IoT Networks.

Blockchain for Secure IoT Data Transactions: Role of Blockchain in IoT Security, Blockchain-Based IoT Identity Management, Decentralized Storage & Smart Contracts for IoT.

Federated Learning in IoT: Concept of Federated Learning, Applications of Federated Learning in IoT.

Future Trends in IoT & Data Science: Digital Twins and IoT Simulations, AI-Driven IoT Networks, Next-Generation Wireless Technologies for IoT

Teaching/Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	30%
End Term Exam	70%

Further Reading:

- *The Internet of Things (The MIT Press Essential Knowledge series)* by S. S. Samuel Greengard
- *Internet of Things and Data Analytics Handbook* by Hwaiyu Geng. ISBN: 978-1-119-17362-5
- *An Introduction to IoT Analytics (Chapman & Hall/CRC Data Science Series)* by Harry G. Perros.
- *Handbook of IoT and Big Data (Science, Technology, and Management)* by Vijender Kumar Solanki
- *"Internet of Things: A Hands-On Approach"* by Arshdeep Bahga & Vijay Madisetti