



**ADAMAS UNIVERSITY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**DEPARTMENT OF MANAGEMENT**

**PROGRAMME STRUCTURE & SYLLABUS**  
**For**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(DIGITAL MARKETING)**  
**3 Years Programme**  
**Academic Year - 2022-23**

**SEMESTER I**

## Course Objectives

<b>ENG11051</b>	<b>Business English I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	Contact Hours – 30 Hours	2	0	0	2
<b>Pre-requisites/Exposure</b>	Basic Knowledge of English Language				
<b>Co-requisites</b>	-				
<b>Academic Year</b>	2022 – 23				

1. To help the second language learners develop the ability to understand spoken language.
2. To enable students communicate with clarity and precision at workplace.
3. To give the students a perspective to appreciate life in its variables by exposing them to comprehension texts; and also to enrich their word power.
4. To enable students acquire structure and written expression required for their profession.

## Course Outcomes

On completion of this course, the students will be able to

**CO1:** Define communication processes and to know the practical implications and its challenges at the work place.

**CO2:** Understand the practical uses of English grammar and to use grammar correctly and unambiguously

**CO3:** Develop fluency in speaking English in order to carry out effective professional communication.

**CO4:** Identify difficult sounds, words and phrases to support listening comprehension and be familiar with the various strategies of reading and develop the ability to read texts with fluency, understanding and competence

**CO5:** Make use of different formats of business communication like reports, letters, CVs and other technical writings

## Course Description

English is an integral part of life. Communication is a process of exchanging ideas, messages, information etc. through verbal or nonverbal communication. In this course, the focus will be on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will learn how to communicate effectively through prescribed syllabus as well as through Pearson Global English solutions. Classroom activities will be designed to encourage students to play an active role in the construction of their own knowledge and in the design of their own learning strategies. We will combine traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, analysis of video scenes and debates. Class participation is a fundamental aspect of this course. Students

will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

## **Course Content**

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### **Unit I: Communication Skills [10L]**

Communication Skills- Process and importance of communication, Communication cycle; Objectives and Principles of communication; Barriers to communication; Interpersonal Communication Skills at Work and Study

### **Unit II: Grammar and Writing Skills [10L]**

Grammar: Voice Change, Prepositions, Conjunctions, Articles, Direct and Indirect Speech, Correction of Sentences. Writing skills: Business letters (types and format), CV and Application Letters, Composition: Essays and Précis, Business Reports

### **Unit III: Speaking Skills [10L]**

Speaking (basics of pronunciation), Group Discussion, Presentation skills, Modulation and Tone. How to face an interview: frequently asked questions, body language and promptness

### **Text Books**

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

### **Reference Books**

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.

4. C. Muralikrishna and S. Mishra (2011) *Communication Skills for Engineers*, Pearson education. ISBN: 9788131733844.

5. Hamp-Lyons and Heasley, B. *Study Writing: A Course in Written English. For Academic and Professional Purposes*, Cambridge Univ. Press, 2006.

6. Wren and Martin. *High School Grammar And Composition*. S. Chand, 1995.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
ENG11051	Business English I	CO1	-	3	3	-	-	-	-	1	-	-
		CO2	-	-	-	-	-	2	2	1	-	1
		CO3	-	-	2	-	-	3	-	-	1	1
		CO4	-	-	3	-	-	2	3	1	1	-
		CO5	-	-	-	-	3	-	2	-	1	1
		AVG. CO	-	0.60	1.80	-	0.60	1.40	1.40	1.00	1.00	1.00

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>MGT11002</b>	<b>BUSINESS ENVIRONMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.2</b>	<b>Contact Hours – 30</b>	2	0	0	2
<b>Pre-requisites/Exposure</b>	Basic Knowledge of Business				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### Course objectives:

1. To enable the students to acquaint with the dynamics of business scenario in India
2. To understand the guidelines flowed by different sectors as per industrial policy.
3. To expose with the different industrial policies and the functions of WTO and GATT.

### Course Outcomes

On completion of this course, the students will be able to:

**CO1:** Discuss the various components of business environment under different market conditions.

**CO2:** Identify various issues of environmental forces and its linkage with industry specific problems.

**CO3:** Recognize and develop various industrial policies and its impact on business performance in Indian business scenario

**CO4:** Illustrate environmental pros and cons with the help of different firms in India.

### Course Description:

Understand the environment is a primary task of all business leaders because the initial success of any business depends on its environmental background. This course will help the students to familiarize with different forces of environment. Apart from that the course will help the students to get a better understand of different sectors and their formation. This course will explain the new industrial policy guideline and how WHO and GATT functions. During the course students will be exposed the environmental policy of different corporate houses and also the thought of industry leader on industrial policy. The course will be asses by debates and discussion with various issues faced by current industries.

### Course Contents:

#### Unit – I:

**9L**

Indian Business Environment: Concept, components and importance. Environmental analysis, Economic Environment, Demographic and Political environment, Technology environment, Capitalist Economy, Socialist Economy, Mixed Economy

**Unit – II:****5L**

Business and culture; Social responsibility of business; Consumer rights; Consumerism of business; Industrial sickness, CSR activities of Tata, HUL etc.

**Unit – III:****8L**

Industrial policies & regulations: Public, Private, Joint & Cooperative sectors; Industrial licensing, Privatization; Liberalization, MSME Sector, Export-import policy; Regulation of foreign investment;

**Unit- IV****8L**

Industrial Policy: New Industrial Policy and its Effect in India, WTO and Trading Blocks: Role and functions of WTO – Differences between WTO and GATT, Basic understanding of World Bank, IMF.

**Text Book(s):-**

1. Business Environment: Text & Cases- Francis Cherunilam, HPH, 28<sup>th</sup> Ed.
2. Business Environment- K Aswathappa- HPH

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

<b>Components</b>	<b>Mid Term</b>	<b>Class Assessment</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>20</b>	<b>30</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MGT11002	Business	CO1	2	1	-	-	-	-	-	-	1	-	-
	Environment	CO2	2	3	2	-	-	-	-	-	1	-	-
		CO3	-	-	2	2	-	3	-	-	1	-	-
		CO4	2	-	3	-	-	2	2	-	-	-	-
		AVG. CO	1.50	1.00	1.75	0.50	-	1.25	0.50	-	0.75	-	-

1= weakly mapped

2= moderately mapped

3=strongly mapped

<b>MGT11001</b>	<b>Principles of Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding concepts of Organizations				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### **Course Objectives:**

1. To enable the students to know evolution of Management,
2. To study the principles and functions of management.
3. To learn the application of the principles in an organization.
4. To help the students to develop cognizance of the importance of management principles.
5. To aware the student's contemporary issues and modern approaches of management.

### **Course Outcomes**

On completion of this course, the students will be able to:

**CO1:** Have a good understanding of the subject of management, the important theories, its scope and impact.

**CO2:** Develop an understanding of the basic processes of planning, organising and directing

**CO3:** Understand the theories of motivation and its applications and the basic principles of management control and coordination

**CO4:** Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.

**CO5:** Discuss contemporary issues such as social responsibility & ethics, globalization, culture etc. and their impact on management

### **Course Description:**

Principles and practices of management is an introductory course on management process from managers' perspective. The course seeks to help students acquire the requisite knowledge, skills and abilities needed to successfully manage the organization. The course examines the logic and working of organizations and outlines the major functions of management. The main objective of this course is to help the students to get aware towards varied management principles and practices. This course covers the explanations about the fundamentals of management discipline in organizational context. It details the different functions of management such as planning, organizing, staffing, directing, and controlling. The course also emphasizes on identification of critical issues and framing of strategies and scenarios required to execute management functions.

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## **Course Content:**

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**Unit I:** [12L]

### **Evolution & Growth of Management Thought**

Concepts, Theory and Practice: The Evolution of Management Thought – Scientific Management School, Behavioral School, Quantitative School, Integration School, Contemporary School, McKinsey's 7-S approach

**Unit II:** [12L]

### **Planning, Organizing & Direction**

Planning- Nature, Purpose, Types & Process of Planning; Concept of MBO, MBE & MBWA.

Decision Making- Approaches, Decision Making under certainty, uncertainty & risk; Group Decision Making, Organizing- Line/ Staff Authority, Decentralization & Delegation, Effective Organizing, Direction- Supervision, Span of Supervision, Graicuna's Theory of Span of Management.

**Unit III:** [12L]

### **Motivation, Control & Coordination**

Motivation- elements, importance, methods, theories, Controlling- Control Process, Importance, Critical Control Standards & Techniques, Maintenance Vs Crisis Management, Overall Control Process, Coordination- Definition, Characteristics, Objectives, Techniques

**Unit IV:** [16L]

### **Staffing**

Job analysis, recruitment, selection, post selection steps, job changes: transfers/promotions, performance appraisal, training, management development, job rotation, rewards and recognition.

### **Modern approaches to Management**

Concept of Knowledge management, change management, technology management, supply chain management, process and project quality standards – six sigma, CMM, CMMI, PCMM, Impact of IT quality management systems, learning organizations

**Unit V:** [8L]

### **Contemporary Issues**

Social Responsibility & Ethics, Globalization & Management, Inventing & Reinventing Organizations, Culture & Multiculturalism

### **Text Books**

1. Koontz, Essentials of Management, Tata McGraw Hill
2. L. M. Prasad: Principles of Management, Sultan Chand & Sons, 2016

3.. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi

**Project:**

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Management Practices of a Particular Company. The Project will be brief in the session 3. The objectives of the project is to acquaint the students Management Practices in respect to a specific company. Students are required to submit the report just after Mid semester examination. Each group will present before all student as a result, all students should have idea of Management Practices Mix of around 7 to 9 companies.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3	
MGT 11001	Principles of Managemen t	CO1	2	1										
		CO2	2	2	1			2			1			
		CO3	1		3			2			1			
		CO4			2			2	2					1
		CO5						3	2					
	AV G. CO	1.00	0.60	1.20	-	0.60	1.60	0.40	-	0.40	-	0.20		

1= weakly mapped

2= moderately mapped

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<b>MTH11514</b>	<b>BUSINESS MATHEMATICS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours -60</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Pre-requisites/Exposure</b>	School level Mathematics				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### Course Objectives:

1. To learn fundamentals, theory, and methods of basic mathematics to be used in simple Business/Economics and real-life problems.
2. To skill students to compute the solution of simple mathematical problems in the set theory, linear and nonlinear equations, matrix methods, differentiation and integration.
3. To help students to understand the use of various mathematical tools for solving simple Business/Economics and marketing related problems.

### Course Outcomes:

On completion of this course, the students will be able to:

**CO1:** Define various terms related to the theory of sets and its properties with Venn diagrams representations.

**CO2:** Illustrate the solution of linear, nonlinear equations and the problems related to the supply and demand analysis.

**CO3:** Find the inverse of a matrix, determinant, and the solution of a system of linear equations arises from simple business/economics applications.

**CO4:** Define the percentages, index numbers, interests, and investment appraisal.

**CO5:** Summarize the theory and methods to determine the derivatives of a function of one and several variables for the extreme value of a function. (U).

**CO6:** Find indefinite and definite integration.

### Course Description:

The course is designed for students of economics, business studies, and management. It assumes very little prerequisite knowledge, so the topics of this course can be understood by students who have not undertaken a mathematics course for some time. The focus of this course is to develop the fundamental knowledge, understanding of basic mathematical tools

to be used in other subjects easily. This course comprises the set theory, linear and nonlinear equations, and its applications in simple business and economics problems like supply and demands analysis, modelling of revenue etc. Also, this course covers matrix algebra and solution of a system of equations with applications in Business, and definite and indefinite. To teach this course, audio-video lecture, presentation, and assignments to be provided. Students will strongly grab the basic concepts of the course via solving exercise and interaction with course instructors.

### **Course Syllabus:**

#### **Unit- I** **[10L]**

Set theory: Theory of sets- meaning, elements, types, presentation and equality of sets, union, intersection, compliment & difference of sets, Venn diagrams, Cartesian product of two sets, applications of set theory.

#### **Unit- II** **[10L]**

Linear equations: graphs of linear equations, algebraic solution of simultaneous linear equations, supply and demand analysis, algebra, modeling of supply and demand analysis, national income determination.

Non-linear equations: quadratic, exponential and logarithmic equations, modeling of revenue, cost and profit.

#### **Unit- III** **[15L]**

Matrices: Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous linear equations, differentiation and integration of standard algebraic functions, business applications of matrices.

#### **Unit- IV** **[5L]**

Mathematics of finance: percentages, index numbers, and interests, compound interest, investment appraisal.

#### **Unit- V** **[15L]**

Differentiation: Derivative of a function, rules of differentiation, marginal functions and elasticity, optimization of economic functions, partial differentiation, functions of several

variables, partial marginal functions and elasticity, Lagrange multipliers.

**Unit- VI**

[5L]

Integration: Indefinite integration, definite integration.

**Test book readings:**

1. Ian Jacques, Mathematics for and Economics and Business (Fifth edition), Pearson India.
2. D.C. Sancheti, V.K. Kapoor, Business Mathematics,.

**Reference Book:**

1. J.D. Gupta, P.K. Gupta, Man Mohan, Mathematics for Business and Economics, Tata McGraw Hill Publishing Company Ltd.
2. Q. Zameeruddin, V. K. Khanna, S. K. Bhambri, Business Mathematics (Second Edition), Vikas Publishing House PVT LTD.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MTH11514	Business Mathematics	CO1		2	-	-	-	-	-	-	1	-	-
		CO2		2	-	-	-	1	-	-	1	-	-
		CO3		1	-	-	-	2	-	-	1	-	-
		CO4		3	-	-	-	3	-	-	1	-	-
		CO5		2	-	-	-	2	-	-	1	-	-
		CO6		2	-	-	-	-	-	-	1	-	-
	AVG. CO		2.0	-	-		1.33	-	-	1.00	-	-	

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<b>ECO11003</b>	<b>Microeconomics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic Mathematics and English				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

**Course objectives:**

- This paper introduces students to the terminology and analytic principles used in microeconomics, which is broadly defined as the study of markets, and to the application of these conceptual tools to several policy issues.
- The decisions of buyers and sellers and their interaction in market transactions will be analyzed.
- This also explores how different market structures can shape economic results, and how markets can sometimes (but not always) help society achieve desirable outcomes.

**Course Outcomes:**

**CO1:** Understand the terminologies and analytic principles used in microeconomics

**CO2:** Understand and analyze how different market structures can shape economic results

**CO3:** Analyze these conceptual tools for several strategic issues in the field of management

**CO4:** Understand and analyze how different market structures can shape economic results

**CO5:** Apply microeconomic concepts and techniques in evaluating business decisions

**Course Description:**

This paper will introduce students with more complicated issues of microeconomics around different market structures under imperfect competition. Different types of pricing strategies and market power adopted by the producers. The theoretical concepts of theories of distribution will also be introduced.

**Course Structure**

**Unit I: Demand and Supply****[12L]**

Determinants of Demand; Law of Demand; Demand Function, Demand Schedule and Demand Curve; Determinants of Supply; Law of Supply; Supply Function, Supply Schedule and Supply Curve; Shift and movement along the Demand & Supply Curve; Elasticity of Demand – Price, Income, Cross; Elasticity of Supply; Substitutes & Complementary Goods, Normal & Inferior Goods. Equilibrium Determination, Impact of changes in Demand and Supply, Change in Equilibrium, Stability of Equilibrium; Consumer Surplus, Producer Surplus, Deadweight Loss, Change in surplus, Incidence of Tax, Impact of Subsidy.

**Unit II: Theory of Consumption****[12L]**

Budget Constraint: Composite goods, Budget Set, Properties of budget set, Budget Line, change in budget line due to change in income and prices, Application: Taxes, Subsidies, Rationing Preferences: Consumer Preferences, basic assumptions about preferences; Indifference Curves, Indifference Map, Marginal Rate of Substitution; Shape of Indifference curves: Perfect substitutes, perfect complements, Bads, Neutrals, Satiation, Discrete Goods Utility: Cardinal Utility, Utility function, Total utility, Marginal Utility, Ordinal Utility, Preference, MRS Choice: Optimal Choice, Consumer's Equilibrium, Change in Equilibrium due to change in income, and prices, Income Consumption Curve, Engel Curve, Price Consumption Curve, Individual Demand, From individual to market demand; Price Effect: Hicks, Slutsky approach, Income Effect, Substitution Effect, Compensated Demand.

**Unit III: Theory of Production****[15L]**

Technological relationship between output and inputs, Production decision of a firm; Production function, short run versus long run production; Production with single variable input: TP, AP, MP, Law of diminishing marginal return; Production with two variable inputs: Isoquant, Economic region of production, Input flexibility, Input substitution; MRTS, Elasticity of substitution; Expansion Path, Returns to scale; Effects of changes in input prices on output. Special Cases: Homogeneous Production Function, Cobb-Douglas Production. Different types of costs; opportunity cost, sunk cost; fixed cost, variable cost; Costs in the SR production, TC, AC, MC, Cost curves; Costs in the LR production, LR cost curves, relation between SR and LR cost curves; Shift in cost curves. Input choices, Isocost line, Change in technology and change in input prices; optimal choice of inputs, Economies of Scope, Economics of Scale, Learning Curve.

**Unit IV: Market: Perfect Competition****[12L]**

Profit Maximization by a firm, Competition in a market, Different forms of Competition;

Perfectly competitive market and its characteristics, Choosing output in Short Run, SR supply curve, Choosing output in the Long Run, LR Industry supply curve: Increasing cost industry, Decreasing cost industry, and Constant cost industry;  
Efficiency of a competitive market: Effect of Tax, Minimum Prices, Price Support, Production Quota, Impact of tax and subsidy.

**Unit V : Market: Imperfect Competition**

**[10L]**

Market Power, Sources, Monopoly, Monopsony, Bilateral Monopoly, Natural Monopoly; Monopolist's Output Decision, and pricing. Monopolistic Competition: Characteristics, Equilibrium in Short and Long run, Economic Efficiency; Branding Oligopoly: market structure, collusion, competition, equilibrium.

**READING LIST:**

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
3. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed. ). Pearson.
4. Lipsey and Chrystal. (2008). Economics. ( 11th ed.) Oxford University Press.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

<b>Components</b>	<b>Mid Term</b>	<b>Class Assessment</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>20</b>	<b>30</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**



		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
ECO11003	Micro Economics	CO1	2	2									
		CO2		2	2			2			1		
		CO3		1				2			1		
		CO4					1	2	2				
		CO5		2					2		1		
		AVG. CO	0.40	1.40	0.40	-	0.20	1.20	0.80	-	0.60	-	-

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3=strongly mapped

<b>C11003</b>	<b>Principles of Accounting</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	NA				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### **Course Objectives**

01. This course will enable the students to have knowledge about the basics of accounting with concepts, principles and conventions.
02. The students of this course will learn recording of transactions in journal, posting it to ledger and checking the authenticity of records by preparing trial balance.
03. The students of this course will learn depreciation accounting required in the preparation of financial statements.
04. The course will help the students in understanding the method of preparation of cash book and Bank Reconciliation Statement.
05. The students of this course will have the ability to prepare Financial Statements of different forms of business entities.

### **Course Outcomes**

On completion of this course the students will be able to:

- CO1:** Discuss the basics of accounting with concepts, principles and conventions.
- CO2:** Record transactions in journal, post it to ledger and check the authenticity of records by preparing trial balance.
- CO3:** Apply the knowledge of depreciation accounting in preparation of financial statements.
- CO4:** Prepare cash book and evaluate the reasons of difference between cash book and pass book balance and prepare Bank Reconciliation Statement.
- CO5:** Prepare Financial Statements of different forms of business entities.

### **Course Description**

Financial Accounting refers to information describing the financial resources, obligations, and activities of an economic entity. The term financial position is used to describe an entity's financial resources and obligations at one point in time, and the term results of operations is used to describe its financial activities during the year. The course focuses on detailed understanding of accounting information system, accounting concepts, accounting principles, accounting cycle, recording of transactions, and financial statement concepts.

## **Course Contents**

### **Unit-1 Introduction (3 L)**

Nature of accounting; Users of accounting information; Financial & Management Accounting; Qualitative characteristics of accounting information; Double entry book keeping system – Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses; Accounting Cycle

### **Unit-2 Accounting Concepts and Conventions (3 L)**

Bases of accounting: Cash basis and Accrual basis, Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality, matching and full disclosures.

### **Unit-3 Journal and Ledger (8 L)**

Journal: Introduction, need, functions, advantages of Journal, recording of entries in Journal with narration; Double entry system

Ledger: Features and functions of ledger, posting from journal to respective ledger.

### **Unit-4 Trial Balance (4 L)**

Introduction, need and limitations of trial balance, preparation and application of trial balance, errors and types of errors

### **Unit-5 Depreciation (5 L)**

The nature of depreciation - The accounting concept of depreciation - Factors in the measurement of depreciation - Methods of computing depreciation: straight line method and diminishing balance method - Disposal of depreciable assets - change in method of charging depreciation - Accounting for depreciation: Asset-depreciation, Asset-provision.

### **Unit-6 Cash Book and Bank Reconciliation Statement (7 L)**

Cash Book: Introduction, features, functions, advantages, types of cash book-single column, double column, triple column and petty cash book.

Bank Reconciliation Statement: Banking transactions in the Cash Book and Bank Pass Book; Causes of Disagreement between the balances as per Cash Book and Bank Statement; Practical steps for preparation of Bank Reconciliation Statement.

### **Unit-7 Final Accounts (10 L)**

Preparation of Financial Statements: Sole Proprietorship business entities from a Trial Balance – Manufacturing, Trading, P/L A/c and Balance Sheet.

**Suggested Readings:****Text Books:**

1. Sukla, Grewal, Gupta: Advanced Accountancy, Vol. I, S. Chand
2. Sehgal & Sehgal, Advanced Accountancy, Vol. I, Taxman Publication
3. Hanif & Mukherjee, Financial Accounting, TMH

**Reference Books:**

1. Tulsian, Financial Accounting, Pearson
2. Mukherjee and Mukherjee, Financial Accounting Volume I, Oxford Publication

<b>Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam</b>			
<b>Examination Scheme:</b>			
Components	Internal	Mid Term	End Term
Weightage (%)	<b>30</b>	<b>20</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
FAC11003	Principles of Accounting	CO1	2	2	-	-	2	-	-	-	1	-	-
		CO2	2	2	-	-	2	-	-	-	-	-	-
		CO3	2	3	-	-	3	-	-	-	1	-	-
		CO4	-	2	-	2	2	-	-	-	1	-	-
		CO5	-	2	2	-	2	-	-	-	1	-	-
		AVG. CO	1.20	2.20	0.40	0.40	2.20	-	-	-	0.80	-	-

1= weakly mapped

2= moderately mapped

3=strongly mapped

<b>DGS11001</b>	<b>DESIGN THINKING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours 30</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Pre-requisites/Exposure</b>	Knowledge of analyzing society problems and product usage problems and a zeal to improve the current situation, in addition to knowing to using laptop/computers, internet, social media interaction, file sharing and uploading, email and communication etiquettes.				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	2022 – 23				

### **Course Objectives**

1. To enable students to acquire knowledge, imagination and be more assertive on opinions on problems in society.
2. To enable students to learn basics of research, data collection, analysis, brainstorming to find solutions to issues.
3. To make them understand Design Thinking methodologies to problems in field of study and other areas as well.
4. To help students to understand future Engineering positions with scope of understanding dynamics of working between inter departments of a typical OEM.

### **Course Outcomes**

On completion of this course, the students will be able to

CO1. Examine design thinking concepts and principles

CO2. Practice the methods, processes, and tools of design thinking

CO3. Apply the Design Thinking approach and model to real world scenarios

CO4. Analyze the role of primary and secondary research in the discovery stage of design thinking

### **Catalog Description**

Design thinking course is a completely online course offered to the first year UG programs across all streams. This course is designed to help understand the steps followed in the process of designing a solution to a problem.

## **Course Content**

### **UNIT I: WHAT IS DESIGN THINKING [2L]**

Designers seek to transform problems into opportunities. Through collaboration, teamwork, and creativity, they investigate user needs and desires on the way to developing human-centered products and/or services. This approach is at the very heart of design thinking.

### **UNIT II: THE DESIGN THINKING MODEL [2L]**

A tool that helps guide you along a design thinking path. The model does this by providing a series of activities that that will help you effectively design a product, service or solution to a user's need. The model presents the approach as a process, allowing us to look at each step – or phase – along the journey to the development of a final design.

### **UNIT III: PHASE 1: DISCOVER [4L]**

Begin the design thinking process with the Discover phase, where you will identify the specific problem your design is intended to solve, as well as important usability aspects from those who will use your design. Discovery can be performed through a variety of different research methods which you will learn in this module.

### **UNIT IV: PHASE 2: DEFINE [4L]**

In the Define phase, you come to understand the problem. We often refer to this as framing the problem. You can do this by using a variety of tools, including storytelling, storyboarding, customer journey maps, personas, scenarios, and more.

### **UNIT V: PHASE 3: DEVELOP [4L]**

Turn your attention to solving the problem. In this phase you brainstorm custom creative solutions to the problems previously identified and framed. To do this, you conceptualize in any way that helps, putting ideas on paper, on a computer, or anywhere whereby they can be considered and discussed.

### **UNIT VI: PHASE 4: DELIVER [4L]**

This phase is all about testing and building concepts. Here you take all of the ideas that have been discussed to this point and bring them a little closer to reality by building a concept; something that makes it easier for a user to experience a design. This concept is referred to as a prototype.

## **UNIT VII: PHASE 5: ITERATE**

**[4L]**

You will test the prototype of your design solution, collecting and acting on feedback received. These actions may mean minor or major revisions to your design, and are repeated as often as necessary until a solution is reached. Tools such as focus groups and questionnaires are used to help you collect feedback that can help with your final design.

## **UNIT VIII: BEYOND DESIGN THINKING**

**[2L]**

The Design Thinking Model is a tool that helps guide you along a design thinking path. The model does this by providing a series of activities that that will help you effectively design a product, service or solution to a user's need. The model presents the approach as a process, allowing us to look at each step – or phase – along the journey to the development of a final design.

### **Text Books**

1. Brown, Tim. "What We Can Learn from Barn Raisers." Design Thinking: Thoughts by Tim Brown. Design Thinking, 16 January 2015. Web. 9 July 2015.
2. Knapp, Jake. "The 8 Steps to Creating a Great Storyboard." Co.Design. Fast Company & Inc., 21 Dec. 2013. Web. 9 July 2015.
3. van der Lelie, Corrie. "The Value of Storyboards in the Product Design Process." Journal of Personal and Ubiquitous Computing 10.203 (2006): 159–162. Web. 9 July 2015. [PDF].
4. Millenson, Alisson. "Design Research 101: Prototyping Your Service with a Storyboard." Peer Insight. Peer Insight, 31 May 2013. Web. 9 July 2015.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

<b>Components</b>	<b>Mid Term</b>	<b>Class Assessment</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>20</b>	<b>30</b>	<b>50</b>

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
DGS 11001	Design Thinking	CO1					2	3						
		CO2					2		2					
		CO3							2					1
		CO4								2				1
		AVG. CO	-	-	-	-	1.0	1.25	1.00					0.50

1=weakly mapped

2= moderately mapped

3=strongly mapped



## SEMESTER II

LWJ11014	Business Law	L	T	P	C
Version 1.0	Contact Hours – 60	3	1	0	4
Pre-requisites/Exposure	-				
Co-requisites	-				
Academic Year	2022 – 23				

### Course Objectives

1. To provide basic and broad knowledge in business laws in management.
2. To get the ability to apply concepts, principles and theories to understand simple business laws.
3. To become aware of the different business laws.
4. To gain awareness of the global business laws and its impacts on businesses.

### Course Outcomes

On completion of this course, the students will be able to

- CO1. Understand the Legal environment in India and would be in position to differentiate on the functions of different courts and their structure.
- CO2. Understand and learn the concept of Contract Act, its applicability in business and litigations to draft a valid contract.
- CO3. Describe the applicability of Sale of Goods act, Rights of Seller and Buyer
- CO4. Recognition of Consumer Redressal forum and also to understand their rights and duties.
- CO5. Understand the concept of negotiable instruments and importance of such instruments in business organization.

### Course Description

This course is designed to provide the student with knowledge of the legal environment in which a consumer and businesses operates, and to provide the student with knowledge of legal principles

## Course Content

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### **Unit-1 Introduction to Business Law**

[10L]

Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India

### **Unit-2: Indian Contract Act, 1872**

[14L]

Contract: Meaning and essential elements of a valid contract, types of contracts. Offer and Acceptance: meaning, rules relating to valid offer and acceptance; Consideration: definition; essential elements, Capacity of Parties; free consent; Void and Voidable Agreements: wagering agreement. Discharge of Contracts: meaning; methods of termination or discharge of contract. Special Contracts

### **Unit-3: The Sale of Goods Act, 1930**

[12L]

Meaning of Contract of a Sale, Sale and an agreement to sell, Essential elements of contract of sale, Sale distinguished from hire purchase, Bailment, Mortgage. Conditions and Warranties, Doctrine of Caveat Emptor, Unpaid seller and his rights.

### **Unit-4: Consumer Protection Act, 1986**

[12L]

Objective of the Act, Definitions of complaint, consumer; consumer dispute, goods, services, etc. Objectives of Central Council and State Council, Consumer Dispute Redressal forums, Manner of Lodging a Complaint and Appeal

### **Unit-5: Negotiable Instruments Act**

[12L]

Definition of a negotiable instrument; instruments negotiable by law and by custom; types of negotiable instruments; parties to a negotiable instrument - duties, rights, liabilities and discharge; material alteration; crossing of cheques

### **Text Books:**

1. P C Tulsian (2017), Business Law, 3<sup>rd</sup> Edition, Tata McGraw Hill, New Delhi
2. M.C. Kuchhal and Vivek Kuchal (2018), Business Law, 7<sup>th</sup> Edition, S Chand Publishing
3. Telpal Seth, (2017) Business Law, 3<sup>rd</sup> Edition, Pearson

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination****Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
LWJ 11014	Business Law	CO1			2			2				1	
		CO2				1	2					1	
		CO3				1	2	2					
		CO4			2		2				1		
		CO5			1	2					1		
		AVG. CO	-	-	1.00	0.80	1.20	0.80	-	-	0.60	0.40	-

1=weakly mapped

2= moderately mapped

3=strongly mapped

**Course objectives:**

1. To use the techniques of statistical analysis, which are commonly applied to understand and analyse business problems.
2. To strengthen the knowledge of the students in data collection, presentation, and to understand the basic descriptive properties of the data with statistical tools and techniques.
3. To enhance the fundamental knowledge of probability where the true essence of statistics lies.

SDS11503	Business Statistics	L	T	P	C
Version 1.1	Contact Hours – 60	3	1	0	4
Pre-requisites/Exposure	12 <sup>th</sup> level Mathematics				
Co-requisites	--				
Academic year	2022-23				

### Course Outcomes

On completion of this course, the students will be able to:

CO1: Define different measurements of statistical data and diagrammatic representation of data.

CO2: Illustrate the basic concept of correlation and regression of bivariate data.

CO3: Classify classical, statistical and axiomatic definition of probability and use Bay's theorem to measure happening of an event.

CO4: Compare discrete distribution and continuous distribution of random variables with their fundamental properties.

CO5: Find probability mass function of Binomial distribution, geometric distribution and Poisson distribution.

CO6: Define probability density function of Uniform distribution and Normal distribution.

### Course Description:

This course introduces several techniques of statistical analysis, which are commonly applied to understand and analyse business problems. The course deals with simple tools and techniques, which will help a student in data collection, presentation, and to understand the basic descriptive properties of the data. This course introduces the concept of bivariate data and their application in several areas. A major emphasis is given on the fundamental knowledge of probability where the true essence of statistics lies. This course contains probability distribution of discrete and continuous random variables, different measures to obtain the nature of statistical data, correlation and regression.

### Course Structure

#### Unit-I

[10L]

**Statistics:** definition, scope and limitation, presentation of data, diagrammatic and graphical representation of data, measures of central tendency, mean, median and mode, geometric and harmonic mean and their limitations.

**Unit-II****[10L]**

**Correlation:** Scatter diagram, Karl-Pearson's correlation, concurrent deviation method, rank correlation, uses of correlation in business regression, regression lines, regression coefficients, properties of regression coefficients, and uses of regression in business problems.

**Unit-III****[10L]**

**Theory of probability:** Probability as a concept, basic probability rules, tree diagrams, conditional probability, mutually exclusive events and independent events, Bayes' theorem or inverse probability rule.

**Unit-IV****[08L]**

**Probability distribution of a random variable:** Discrete and Continuous random variables, expectation value, mean and variance of a random variable, theorems on expectation.

**Unit-V****[14L]**

**Theoretical probability distributions:** Probability mass function and density function, discrete distributions, the Binomial distribution and its properties, idea of geometrical and hyper geometric distributions, the Poisson distribution and its properties, fitting a Binomial or Poisson distribution to an observed distribution.

**Unit-VI****[08L]**

Continuous distribution, uniform, exponential and Normal distributions, Normal approximation to Binomial and Poisson distributions.

**Text Book(s):-**

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Davis: Business Statistics using Excel, Oxford University Press.
3. Gupta, C.B., An Introduction to Statistical Methods
4. Gupta, B.N., An Introduction to Modern Statistics
5. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
6. Ellhans, D.N., Fundamentals of Statistics

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

<b>Components</b>	<b>Mid Term</b>	<b>Class Assessment</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>20</b>	<b>30</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
SDS 11503	Business Statistics	CO1		2				2					1
		CO2		2				2			1		
		CO3		2				1			1		
		CO4						2			1		
		CO5		1				1					1
		CO6		2				2					
		AVG. CO		1.50				1.67			0.50		0.33

1= weakly mapped

2= moderately mapped

3=strongly mapped

## Course Objectives:

ECO11501	Macro Economics	L	T	P	C
Version 1.1	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Understanding management principles				
Co-requisites	--				
Academic year	2022-23				

1. To develop fundamentals ideas of macroeconomics relevant to business.
2. The course will help to learn different theories associated with issues of open as well as closed economies.
3. The course should develop idea of output and employment determination in a country in short as well as long runs.

## Course Outcomes:

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

CO1	Understand various theoretical issues related to an open economy.
CO2	Recall of measurement of aggregate macroeconomic variable like savings, investment, GDP, money, inflation, and the balance of payments
CO3	Explore various alternative theories of output and employment determination in a closed economy in the short run as well as long run and the role of policy in this context

## Course Description:

The objective of the course is to make students understand and analyse how different macroeconomic variables are measured and can shape economic results. The course analyses different macroeconomic concepts and techniques in evaluating business decisions under different situations both in case of open and closed economy. Students will be able to understand the terminologies and analytic principles used in macroeconomics and the application of these conceptual tools to several strategic issues in the field of management. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

## Course Structure:

**Unit 1: Introduction to Macroeconomics and National Income Accounting [12L]**

Basic issues studied in macroeconomics; measurement of gross domestic product; income, expenditure and the circular flow; real versus nominal GDP; price indices.

**Unit II: The Closed Economy in the Short Run [12L]**

Classical and Keynesian systems; simple Keynesian model of income determination; ISLM model; fiscal and monetary multipliers.

**Unit III: Aggregate Demand and Aggregate Supply Curves [12L]**

Derivation of aggregate demand and aggregate and supply curves; interaction of aggregate demand and supply.

**Unit IV: Money and Inflation [12L]**

Functions of money; quantity theory of money; determination of money supply and demand; credit creation; tools of monetary policy, cost push and demand pull inflation.

**Unit V: Unemployment and Expectations [12L]**

Aggregate supply- the Sticky-Price Model, the Imperfect Information Model; Okun's Law; the short-run trade -off between inflation and unemployment; Phillips Curve; Shifts in the Phillips curve; the role of expectation; Natural Rate of unemployment ;The Phillips curve and the Aggregate supply curve; The debate.

**Text Books**

1. N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.
2. Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010
3. Andrew B. Abel and Ben S. Bernanke, Macroeconomics, Pearson Education, Inc., 7<sup>th</sup> edition, 2011.

**Reference Books**

1. Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009
2. Steven M. Sheffrin, Rational Expectations, Cambridge University Press, 2nd edition, 1996.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**



**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
ECO 11501	Macro Economics	CO1	2	2				2			1		
		CO2	2	2				2			1		
		CO3	2	2	1			2			1		
		AVG. CO	2.00	2.00	0.33			2.00			0.50		

1= weakly mapped

2= moderately mapped

3=strongly mapped

## Course Objectives:

<b>OBH11001</b>	<b>Behavioural Science</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours – 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding management principles				
<b>Co-requisites</b>	Developing human skills				
<b>Academic year</b>	2022-23				

1. Provide scope to the students to develop behavioral insight, identifying and prioritizing behaviors effectively, in the context of individuals, groups and organizations.
2. Use behavioral frameworks to systematically investigate and analyze behaviors.
3. Develop a behavior change intervention using a behavioral analysis.
4. Think through how a behavior change intervention can be implemented effectively.

## Course Outcomes:

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

CO1: Familiarize with basic individual and group behavioral aspects that influence organizational effectiveness, sustainability and change.

CO2: Understand inter-personal behavior in work groups and develop knowledge and skills in communication, and relationship building.

CO3: Understand and manage interpersonal relationships and thus maintain better workplace environment.

CO4: Understand and participate in handling issues related to individual behavior and inter-personal behavior

## Course Description:

This course fulfills behavioral requirements of BBA students and is open to any graduate student with interest in the material. This course covers essential content in addressing behavioral science concepts for application across corporate or business management domains. The course focuses on Group and Organizational dimensions of behavioural science. It provides exposure to multiple behavioral theories and application of theory in understanding the behavior of employees at work. Lectures and readings provide students with an overview of theories and their implementation. Group activities provide the opportunity to apply learning to practice simulations, and assignments to synthesize lectures and readings into intellectual and creative documents.

## Course Content:

**Unit I: Introduction to Organization Behavior:** Concept and Emergence of OB Concept; Disciplines contributing to the field of OB, Challenges and Opportunities for Organizational Behavior. [20 L]

**Unit II: Individual Dimensions in Organizational Behavior:** Personality – Meaning, Theories, Determinants and Distortions; Perception – Meaning, Process, etc.; [10L]

**Unit III: Motivation:** Meaning, Process, Content Theories vs. Process Theories, Maslow's Need Hierarchy, Herzberg's Two Factors Theory, Goal Setting Theory, etc.; Attitude and Job Satisfaction. [10L]

**Unit III: Inter-personal Behavior:** Interpersonal Communication and Feedback; Transactional Analysis (TA); Johari Window; Managing misbehavior at work - Sexual abuse, Substance abuse, Cyber slacking, etc. [20 L]

**Text Books:**

1. Aswathappa, K.: Organization Behaviour, Himalaya Publishing House, Mumbai.
2. Prasad, L.M.: Organization Theory and Behaviour, HPH, New Delhi.
3. Luthans, F.: Organizational Behaviour, Ed. VII, PHI, New Delhi.

**Reference Book(s) & other resources:**

1. Robins, S.P. and Sanghi, S.: Organizational Behaviour, Ed. XI, Pearson-Education, New Delhi.
2. Sakaran, U.: Organizational Behaviour, TMH, N. Delhi.
3. Newstrom, J. W. and Davis, K: Organizational Behaviour: Human Behaviour at Work, Ed. V. New Delhi: Tata McGraw Hill.
4. Mullins, L. J.: Management and Organizational Behaviour, Pearson- Education, N. Delhi.

**Project:**

The class will be divided into groups consisting of 5 members in each. Each group will interact with 20 people to understand the behavioural and attitudinal changes observed in them in the pandemic crisis. The objective of the project is to acquaint the students with the relevance of the behavioural theories and concepts. Students are required to submit the report just after mid-semester examination. Each group will present their work in the class such that all students should have an idea of the practical and managerial implications of behavioural concepts.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
OBH110 01	Behavioral Science	CO1	2	2							1		
		CO2	2	2	2			2					1
		CO3		2		2		2			1		
		CO4	2	3					2				1
		AV G. CO	1.5 0	2.2 5	0.5 0	0.5 0			1.0 0	0.5 0			0.50

1=weakly mapped

2= moderately mapped

3=strongly mapped

## Course Objectives:

<b>EVS11109</b>	<b>Environmental Studies</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours – 30</b>	2	0	0	2
<b>Pre-requisites/Exposure</b>	--				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

1. To impart basic knowledge about the environment and its problem.
2. To create awareness and concern about environmental resources protection.
3. To feel connected to the intrinsic relation between humans and environment, our position in the ecosystem around us.
4. To make the students familiar with the good civic practices and policies pertaining to environment.
5. Understanding multidimensional complex nature of environmental problems and policies.
6. To motivate students for active participation in minimizing the environmental damage caused due to our action.

## Course Outcomes

On completion of this course the students will be able to:

CO 1: Distinguish between various types of ecosystems, ecosystem dynamics, perceive and appreciate the surrounding nature.

CO 2: Feel connected with the intrinsic relation between humans and environment, our position in the ecosystem around us, and importance of biodiversity.

CO 3: Comprehend the presence of various pollutants, their significance, and impacts, and develop the underlying concepts involved in various air pollution prevention and mitigation measures.

CO 4: Understand the basic science which can explain the phenomena occurring around us.

CO 5: Build the in-depth knowledge about natural resources including energy resource.

CO 6: Understand the legal framework in our country for safeguarding the environment including pollution prevention, control, management, and wildlife management.

## **Course Description:**

We can survive without everything except food, which includes fuel and other nutrients and oxygen. For these two basic requirements, we must depend on our environment. But, over exploitation of resources, polluting the media around us, has resulted in environmental backlashes of both global and local scales. We are going through the sixth mass extinction event, the Holocene Extinction, which makes studying this subject as a compulsory course even more relevant, to develop the students into responsible citizens of the future.

## **Course content**

### **Unit I: Fundamentals of Environmental studies [2L]**

Multidisciplinary nature of environmental studies; scope and importance; need for public awareness; concept of sustainability and sustainable development

### **Unit II : Natural Resources [5L]**

Renewable and non-renewable resources; Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people, Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems, Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies, Land resources: Land as a resource, land degradation, soil erosion and desertification, Energy Resources: renewable and nonrenewable energy resources, fossil fuel types and their environmental impact, solar, wind, hydropower, biomass energy and geothermal energy

### **Unit III: Ecosystems& Biodiversity [5L]**

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Food chains, food webs and ecological pyramids, Energy Flow Levels of Biodiversity: genetic, species and ecosystem diversity, Values of biodiversity, India as a mega-diversity nation, Biodiversity hotspots, Threats to Biodiversity, In-situ and Ex-situ conservation of Biodiversity

### **Unit IV: Environmental Pollution [8L]**

Environmental pollution: types, causes, effects and controls; Air, water and noise pollution, Pollution case studies

### **Unit V: Global Issues and Environmental Policies [5L]**

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents.

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution)

Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

## **Unit VI: Human Population and the Environment**

**[5L]**

Human population growth: Impacts on environment, human health and welfare. Environmental movements: Chipko, Silent valley, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Sustainable development, Water conservation, rainwater harvesting, watershed management; its problems and concerns. Environmental communication and public awareness, case studies; Swachh Bharat Mission

### **Text Books:**

1. Principles of Environmental Science, 4<sup>th</sup> edition by Cunningham, W.P. and Cunningham, M.A. (2002), Tata McGraw-Hill Publishing Company, New Delhi
2. Basic Environmental Engineering & Elementary Biology by Monidranath Patra and Rahul Kumar Singha, Aryan Publishing house
3. Introduction to Environmental Engineering and Science, by Masters, G.M., Prentice Hall of India, Second Indian Reprint.

### **Reference Books:**

- 1 Wastewater Engineering: Treatment and Reuse, 4<sup>th</sup> Edition, Metcalf and Eddy, Inc. McGraw-Hill, Inc., New York, 2002
- 2 Environmental Engineering”, Howard S. Peavy, Donald R. Rowe and George Tchobanoglous, McGraw-Hill Education (India) Private Limited, New Delhi
- 3 Introduction to Environmental Engineering, 2<sup>nd</sup> Ed. by Davis, M. L. and Cornwell D. A. McGraw Hill, Singapore.
- 4 Environmental Sciences: The Environment and Human Impact by Jackson, A.R.W. and Jackson, J.M., , Longman Publishers

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**

### **Examination Scheme:**

<b>Components</b>	<b>Internal</b>	<b>Mid Term</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>30</b>	<b>20</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
EVS 1110 9	Environm ent Studies	CO1				2	2						
		CO2				2		3			1		
		CO3					2		2		1		
		CO4						2					1
		CO5						2				1	
		CO6				3	2						
		AV G. CO				1.6 7	1.0 0	1.6 7	0.3 3			0.33	0.17

1=weakly mapped, 2= moderately mapped, 3=strongly mapped



## Course Objectives

ENG11052	Business English II	L	T	P	C
Version 1.0	Contact Hours - 30	2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of English Language				
Co-requisites	-				
Academic Year	2022-23				

1. To help the second language learners develop the ability to understand spoken language.
2. To enable students communicate with clarity and precision at workplace.
3. To give the students a perspective to appreciate life in its variables by exposing them to comprehension texts; and also to enrich their word power.
4. To enable students acquire structure and written expression required for their profession.

## Course Outcomes

On completion of this course, the students will be able to

CO1: Demonstrate a better understanding of the communication process by identifying, explaining, and applying current communication theories

CO2: Comprehend the complexities inherent in the grammatical aspects and complex nuances of the language

CO3: Develop a greater awareness of features of the speech stream, to be able to comprehend different accents and to be familiar with the various theoretical aspects of listening

CO4: Acquire fluency in spoken aspect of business communication and speak in an impromptu manner

CO5: Demonstrate a comprehensive and cohesive acquisition of writing skills (along with its necessary sub-skills) in formal and functional contexts

## Course Description

This is a continuation of Business English II. Like the previous course, this course too focuses on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will not only learn how to communicate effectively, but also equip themselves with professional skills, which will help them to be more job-ready and industry-friendly. Classroom activities will be designed to encourage students to play an active role in the construction of their own knowledge and in the design of their own learning strategies. We will combine traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, analysis of video scenes and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively

take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

## **Course Content**

### **Unit 1: Communication:** [8L]

a) Theories of Communication

Symbolic Interaction Theory, Social Penetration Theory, High Culture-Low Culture Context

b) Models of communication

### **Unit II: Grammar and Syntax:** [8L]

a) Kinds of sentences

b) Phrases and Clauses

c) Conjunctions and participles

d) Degrees of comparison

e) Subject-verb agreement

f) Narration

### **Unit III: Reading and Listening skills:** [8L]

a) Types of reading

b) Pronunciation skills

c) Barriers to effective listening

d) Reading and listening exercises

### **Unit IV: Speaking skills** [8L]

Group Discussion, Small skits, Role play, Interview

### **Unit V: Writing Skills** [8L]

Email, Minutes, Memo /Notice, Letter writing

## **Text Books**

T1. Kaul Asha. Effective Business Communication. PHI Learning Pvt Ltd. 2014.

T2. Wren and Martin. High School Grammar And Composition. S. Chand, 1995.

T3. Lewis, Norman. Word Power Made Easy. Anchor: 2014.

T4. Riordan, Daniel G & Pauley Steven A. : Technical Report Writing Today. 2004.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
			1	2	3	4	5	6	7	8	1	2	3
ENG110 52	Busine ss Englis h II	CO1						2					
		CO2						2	2		1		
		CO3			2			3					
		CO4		2	2				2				
		CO5			2		2						
		AV G. CO		0.4	1.2 0		0.4 0	1.4 0	0.8 0			0.20	

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>FAC11005</b>	<b>Financial Accounting</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
Version 1.0		<b>Contact Hours - 60</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Pre-requisites/Exposure	Basic knowledge of Accounting					
Co-requisites	-					
Academic Year:	2022-23					

### Course Objectives

- 01** This course will enable the students to prepare accounting records for partnership firms in case of admission, retirement and death.
- 02** This course will enable the students to prepare accounting records for partnership firms in case of dissolution.
- 03** The course will help the students in preparing accounting records for consignment.
- 04** This course will enable the students to understand the difference between hire purchase and installment payment system and also do accounting for the same.
- 05** This course will enable the students to prepare branch and departmental accounts.

### Course Outcomes

On completion of this course, the students will be able to:

- CO1** Prepare accounting records for partnership firms in case of admission, retirement and death.
- CO2** Prepare accounting records for partnership firms in case of dissolution.
- CO3** Understand the concept of and accounting treatment for consignment.
- CO4** Understand the difference between hire purchase and installment payment system and also do accounting for the same.
- CO5** Prepare branch and departmental accounts.

### Course Description

This course covers the accounting treatment of partnership firms in the event of admission, retirement or death of a partner and also covers the accounting treatment needed in case of dissolution of a partnership firm. It introduces accounting treatments relating to consignment and hire purchase. It also covers branch and departmental accounting.

### Course Contents

#### **Unit-1 Partnership Accounts (15 L)**

P/L Appropriation account; Capital & Current account; Guarantee – by firm, by partner and both; correction of appropriation items with retrospective effect. Change in constitution of firm – change in P/S ratio, admission, retirement and retirement cum admission – treatment of Goodwill, revaluation of assets & liabilities (with/without alteration of books), treatment of reserve and adjustment relating to capital; treatment of Joint Life Policy, Death of a partner.

**Unit-2 Dissolution of a Partnership (15 L)**

Dissolution of a Partnership – Accounting for dissolution of firm – Insolvency of one or more partner, consideration of private estate and private liabilities; Piecemeal distribution – surplus capital basis; maximum possible loss basis.

**Unit-3 Consignment (15 L)**

Consignment: Basic features; difference with sales; Recording in the books of Consignor – at Cost & at invoice price, Valuation of unsold stock; Ordinary commission, treatment and valuation of abnormal & normal loss, Special commission; Del credere commission (with and without bad debt) - use of Consignment Debtors A/C, Recording in the books of Consignee

**Unit-4 Hire purchase and Installment payment system (10 L)**

Meaning; difference between Hire purchase and Installment payment system; Recording of transactions in the books of buyer – allocation of interest –use of Interest Suspense a/c – partial and complete repossession in the books of seller – Stock and Debtors a/c (with repossession) in the books of seller – H.P. Trading a/c (with repossession) – Operating and Financial Lease (basic concept only).

**Unit-5 Branch and Departmental Accounts (5 L)**

Branch: Dependent branches - Stock and Debtors system -Distinction between wholesale profit and retail profit - Independent branch (including foreign branches).

Departmental accounts: Concept, difference between Branch and Department, objectives of preparation of departmental accounts - apportionment of common costs; Preparation of Departmental Trading and P/L account, Consolidated Trading and P/L account; inter-departmental transfer of goods at cost, cost plus, and at selling price - Elimination of unrealized profit.

**Suggested Readings:**

**Text Books:**

1. Hanif & Mukherjee, Financial Accounting, Volume II, TMH
2. Jain & Narang, Financial Accounting, Kalyani Publishers, New Delhi
3. Shukla & Grewal, Advanced Accounting, S. Chand, New Delhi

**Reference Books:**

4. T. S. Reddy & A. Murthy, Financial Accounting, Margham Publications
5. Mukherjee and Mukherjee, Financial Accounting Volume I, Oxford Publication
6. Hanif & Mukherjee, Modern Accountancy, Volume II, TMH
7. Arora, Achalpathi and Brinda, Financial Accounting, Taxmann Publication

<b>Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam</b>			
<b>Examination Scheme:</b>			
Components	Internal	Mid Term	End Term
Weightage (%)	<b>30</b>	<b>20</b>	<b>50</b>
<b>Relationship between the Course Outcomes (COs) and Program Outcomes (POs)</b>			

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
FAC 11005	Financial	CO1		2	2						1		
	Accounting	CO2	2	2	2								
		CO3		2		3	2					1	
		CO4		2		2	2						1
		CO5	2	3								1	
		AVG. CO	0.80	1.00	0.80	1.00	0.80					0.20	0.40

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>EIC11001</b>	<b>Venture Ideation</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 2.0</b>	<b>Contact Hours - 30</b>	2	0	0	2
<b>Pre-requisites/Exposure</b>	Basic knowledge of English and computer applications such as Internet Explorer and MS Office				
<b>Co-requisites</b>	--				
<b>Academic Years</b>	2022-23				

### **Course Objectives**

1. To help the students understand the way to be an Entrepreneur
2. To identify the right business opportunity
3. To empower students to perform a technical feasibility study and thereby developing a prototype
4. To help students in identifying their customers using primary and secondary research methods.
5. Expose students to various factors of market and competition with the help of market feasibility study, forecasting techniques, business model canvass and insights about financial statements.
6. To prepare students with finalizing their entrepreneurial Portfolio

### **Course Outcomes**

On completion of this course, the students will be able to:

- CO1. Assess personal capacity in the context of the entrepreneurial process
- CO2. Assess characteristics of successful entrepreneurs and entrepreneurial forms and processes
- CO3. Apply resources, research and tools for Entrepreneurial ventures
- CO4. Analyze and apply opportunity identification techniques, feasibility terminology, processes and models
- CO5. Develop Ideation and planning documents for entrepreneurial venture

### **Catalog Description**

Over the last decade, the core of our economy has been transitioning from one of industrial might, large monolithic corporations and mass production towards one of networks, flexible enterprises comprising many smaller units and unique value. This new economy is based on innovation originating in creativity and design; it is also disrupting long-standing and established employment patterns and bringing to the fore the importance of entrepreneurship. This core unit will bring together creativity, design and entrepreneurship at the conceptual and more practical level. It aims to

explore the nature, determinants and consequences of creativity, design and entrepreneurship as well as the interaction between them.

## **Course Content**

### **Unit 1. Introduction - [6L]**

Preview of the Course, Introduction to the Course, Guest Lecture with U.S. Secretary of Commerce Penny Pritzker – Meaning of Innovation, Entrepreneurial opportunities, Factors influencing the feasibility of an innovation, Innovation strategy: technology-push or market-pull, Product-market fit, How to develop a business model, Walkthrough of the business model canvas, Welcome to Innovation for Entrepreneurs: From Idea to Marketplace.

### **Unit 2. Customer Discovery and Validation - [6L]**

Customer types, Customer archetypes, Customer segments and business models, Customer segments, value propositions, product features, value mapping, interviewing customer, insights of your customers.

### **Unit 3: Product Understanding and Marketing - [6L]**

Customer value, The DNA of customer-centricity, Crossing the chasm, Qualitative and quantitative marketing research, importance and methods of market segmentation, Focusing on the target market, Beyond the chasm, Strategic implications of beyond the chasm, E-commerce: The internet as a selling platform.

### **Unit 4. Prototyping and Testing - [6L]**

Planning for prototyping, Rapid prototyping and development, Lean startup MVPs, Choosing a wire framing/UX prototyping tool, Anatomy of an experience map, What you'll learn from user testing, Analytics and insight, Troubleshooting your customer discovery, Levels of a product/service.



**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

Components	Continuous Assessment (course era)	<b>Summative Assessment (Video pitch for a business venture concept, Business model for a start-up using theories on creativity, design and entrepreneurship.)</b>
Weightage (%)	50 %	50 %

**Relationship between the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs)**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	-	-	-	-	-	2	-	-	-	-	2	-	-	-
CO2	-	-	-	-	-	3	-	-	-	-	3	-	-	-
CO3	-	-	-	-	-	3	-	3	-	-	3	-	-	-
CO4	-	-	-	-	-	2	-	3	-	-	3	-	-	-
CO5	-	-	-	-	-	3	-	3	-	-	2	-	-	--
Average	-	-	-	-	-	2.6	-	3	-	-	2.6	-	-	--

1=Weakly mapped

2= Moderately mapped

3=Strongly mapped

## SEMESTER III

<b>SOC14100</b>	<b>Community Service</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 15</b>	-	-	-	1
<b>Pre-requisites/Exposure</b>	Knowledge of Basic English				
<b>Co-requisites</b>	Knowledge of Basic Computer Skills				
<b>Academic Year</b>	2022-23				

### Course Objectives

1. To familiarize the students with the concept of giving back to society.
2. To familiarize the students with the issues faced by marginalized communities.
3. To provide an experiential platform to the students on any one or two issues as an internship.

### Course Outcomes

On completion of this course, the students will be able to

CO1: Understand the concept of social responsibility through an internship.

CO2: Acquire hands on experience in 'giving back to the society' through the concept of social responsibility through an internship.

### Catalog Description

Along with Intelligent Quotient, it is important for students to enhance their Emotional Quotient as well. The Social Internship offers opportunity to the student to be empathetic towards social issues facing our society. To help and support the affected community / cause through a field internship is the essence of the course in 'giving back to the society'.

### Course Content

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#### Unit I:

Introduction to the course. A brief on social issues facing the society with both global and Indian examples. [5L]

#### Unit II:

Minimum 24 hours of field work on a social issue and helping the marginalized / affected community / cause with photographs and testimonies. [5L]

### **Unit III:**

Submission of individual reflection on the social service rendered. [5L]

The benefits that accrue to the students are

#### **A.) Subjective**

1. Psychosomatic benefits: Volunteering increases overall life satisfaction and also helps to relieve stress and acts as an anti-depressant.
2. Intellectual benefits: Enhances knowledge through new experiences, and develops communication skills.
3. Career benefits : Enhances career prospects by acquisition of work-related skills, builds good references for employers and provides a forum to network with future potential employers. It also The experience allows gained helps students to take up leadership positions. Letters of recommendation can also be easily sought. Research shows that students who indulge in volunteer work perform better in studies as it invigorates their passion for learning
4. Personal benefits : Real world skills like leadership, problem-solving, collaboration with others, time management and communication skills, learn patience and empathy.
5. Connect learning to real world and enables deeper and lifelong learning.

#### **B.) Community**

1. Collective benefits: Strong interpersonal bonds are created, and leads to increased civic and social awareness and responsibility.

#### **Further Reading :**

1. Tadevosyan, Gohar & Schoenhuth, Michael. Participatory Research Approach : Principles, Challenges and Perspectives. [http://ysu.am/files/01G\\_Tadevosyan\\_M\\_Schoenhuth.pdf](http://ysu.am/files/01G_Tadevosyan_M_Schoenhuth.pdf)
2. Bergold, Jarg & Thomas Stefan. Participatory Research Methods: A Methodological Approach in Motion <http://www.qualitative-research.net/index.php/fqs/article/view/1801/3334>

#### **Plan of Work**

1. Reading on social issues facing the society with both global and Indian examples.
2. Selecting an issue where the student wishes to contribute and wants to make a difference.
3. Areas - The internship may be broadly completed by getting in touch with NGO in your city / town / Police / Municipal Corporation / Local Gram Panchayat / Hospital / State Health

Department / Women & Child Development Centre / CSR departments of Corporates / school / Old Age Home / Orphanage / Literacy Drive / Aanganwadi Centres / etc.

4. **Online Discussion** – Through discussion, students elaborate their preferred area of work with reference to the Global Scenario and India. Reason for choosing that area also needs and resources of the people in their area of Social Internship and also submit the testimonials, which include signature of the authority where students initiated their work, or the signature of the authority in whose area students are currently working or photographs of work (photographs must include students working).
5. **Final Report Submission** - Submission of the Testimonials include signatures of the authorities you have worked with, or the signature of the authority in whose area you have worked or photographs of your work (photographs must include you working). Students' accomplishment in their area of operation along with the major successes student experienced and major challenges faced.
6. Students will submit the complete elaborated report along with testimonials and completion certificate in the form of signed Template
  - The registration for all students will open twice, during winter and summer breaks. They may enroll for the internship in either of the two breaks.
  - The student will have to submit a continuous record of their 10 to 15 days internship in the form of photographs and testimonies (wherever required).

**Mode and Scheme of Online Evaluation:**

Modes of Evaluation: Online – Quiz / Assignment / Discussions / Case Studies

Examination Scheme:

<b>Components</b>	<b>MSE (Discussion + Initiating Internship Template)</b>	<b>MSE III (Detailed Assignment – Report Submission + Testimonials Photographs/Videos) Student Experience Sharing Video</b>	<b>ESE</b>
<b>Weightage (%)</b>	<b>00</b>	<b>00</b>	<b>100</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
SOC141 00	Communi ty Service	CO1						2					1
		CO2						3					1
		AV G. CO						2.5 0					

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>IDP14001</b>	<b>Inter-Disciplinary Project</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 20</b>	-	-	<b>3</b>	<b>3</b>
<b>Pre-requisites/Exposure</b>	<b>Knowledge of Basic English</b>				
<b>Co-requisites</b>	<b>Knowledge of Basic Computer Skills</b>				
<b>Academic Year</b>	<b>2022-23</b>				

### Course Objectives

This course will develop a student's knowledge of and appreciation for the

- Interdisciplinary nature of knowledge and learning
- Importance and value of integrating knowledge and perspectives from multiple disciplines as a means to evaluating and understanding complex topics, problems, issues, phenomena, and events
- Competencies learned during the educational process and to apply these competencies in a real-world application

### Course Outcomes

Upon successful completion of the course, students will be able to

CO1 - Recognize the unique advantages of integrative research and learning

CO2 - Understand the fundamentals of research methods and practices of various academic disciplines

CO3 - Demonstrate an understanding of current issues and concerns

CO4 - Realize the importance of ethics in research process

CO5 - Understand the inter-disciplinary systems of research documentation

- **Typical Progress Roadmap** After discussion with the Project Advisor(s), each student shall prepare an initial outline of their assigned project indicating the major sections of discussion, list the principal research sources for each section, and explain the overall objective of the project, including a justification of the interdisciplinary nature of the work.
- Each student shall meet with the Project Advisor(s) regularly as per the weekly Time-Table. Other meetings may be scheduled at the discretion of the Project Advisor(s) at mutually agreed upon timings.

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
IDP 14001	Inter Disciplinary Project	CO1	2	2									
		CO2	2	2	2			3				1	
		CO3		2		2		2			1		
		CO4					2	2	3				
		CO5		1			2		2				1
		AVG. CO	1.00	1.40	0.50	0.500	0.80	1.75	1.00		0.25	0.25	0.25

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>MKT11002</b>	<b>Marketing Management-I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding Marketing Management-I				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

**Course objectives:**

1. To develop fundamentals idea of marketing and others tools of marketing.
2. The course will help to learn different market moving techniques such as segmentation, targeting and positioning.
3. The course should develop idea on the application of various marketing tools in the marketplace.

**Course Outcomes:**

On completion of this course, the students will be able to:

CO1: Discuss the different components of marketing and its impact on business performance.

CO2: Identify the basics of different components of marketing: STP: Segmenting, Targeting and Positioning which is treated as heart of modern marketing and consumer decision making process

CO3: Prepare marketing mix model applications based on Product and New Product development process, PLC. Students will also know the Pricing strategy of a product or service.

CO4: Illustrate different design channel of distribution, pricing in different products and modern retailing.

**Course Description:**

Marketing is the core objectives of each and every organization and without proper marketing outcome, the sustainability of the organization under a stake. Therefore, it is very common job of each management graduate that they should be very much clear about marketing understanding, how market operates, price design, product development and its importance, life cycle of a product and the promotional tools. This course covers all aspects above with market segmentation, targeting and positioning and will discuss how company do that with real life example. The course will cover through group discussion, presentation, and real issues.

**Course Structure**

**Unit-I**

**[10L]**

Marketing – scope, nature, definition, core marketing concept, selling vs. marketing; Marketing mix recent trends in marketing in India. Marketing environment.



**Unit-II****[12L]**

Consumer Behavior and Market Segmentation: Nature, scope, and significance of consumer behavior; Market segmentation -concept and importance; Targeting and positioning.

**Unit-III****[16L]**

Product: Concept of product, consumer and industrial goods; Product planning and development. Product life cycle; New product development; Brand extension; Brand rejuvenation; Brand re-launch. Price: Importance of price in the marketing mix; Factors affecting price of a product/service; pricing methods. Pricing strategy

**Unit- IV****[12L]**

Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods; Transportation; Warehousing.

**Text Book(s):-**

TH-1.Ramaswamy&Namakumari, Marketing Management, Sage, 6th Ed.

TH-2.Kotler Philip and Armstrong Gary: Principles of Marketing; Prentice-Hall of India, New Delhi.

TH-3.Stanton W.J., Etzel Michael J., and Walker Bruce J; Fundamentals of Marketing; McGraw-Hill, New York

**Project:**

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Marketing Mix of the Particular Company. The Project will be brief in the session 9. The objectives of the project is to acquaint the students Marketing mix application in respect to a specific company. Students are required to submit the report just after Mid semester examination. Each group will present before all student as a result all students should have idea of Marketing Mix of around 7 to 9 companies.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	
MKT 1100 2	Marketing Manageme nt I	CO1	2	2										
		CO2	2	2	2			3				1		
		CO3		2		2		2				1		
		CO4					2	2	3					
		AVG . CO	1.0 0	1.5 0	0.5 0	0.50 0	0.5 0	1.7 5	0.7 5			0.25	0.25	

1=weakly mapped, 2= moderately mapped, 3=strongly mapped

<b>FAC11007</b>	<b>Financial Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding basic financial terms				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### **Course Objectives:**

1. Provide an in-depth view of the process in financial management of the firm
2. Develop knowledge on the allocation, management and funding of financial resources.
3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance

### **Course Outcomes**

On completion of this course, the students will be able to:

CO1: Explain the concept of fundamental financial concepts, especially time value of money

CO2: Apply capital budgeting projects using traditional methods.

CO3: Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances

CO4: Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting

### **Course Description:**

Finance considers the requirements for financial information both external and internal to the organisation and the role of finance professionals as key players in a dynamic and ever-changing business environment, encompassing key decisions and the fundamental principles of Business. Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, and newspapers etc.

## **Course Structure**

### **Unit 1: Nature of Financial Management [10L]**

Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function; Concept of Time Value of Money, present value, future value, and annuity.

### **Unit 2: Risk & Return [10L]**

Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.

### **Unit 3: Long -term investment decisions [10L]**

Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitability Index Method.

### **Unit 4: Concept and Measurement of Cost of Capital [10L]**

Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights. Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory.

### **Unit 5: Dividend Policy Decision [10L]**

Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

### **Unit 6: Working Capital Management [10L]**

Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level;

Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

**Text Book(s):-**

1. Financial Management by I M Pandey (Vikas Publication)

**Reference Book(s):**

1. Bhalla, V.K. (2009). *Financial Management*. New Delhi: Anmol Publications
2. Brealey, R. R., Myers. S., Allen, F., & Mohanty, P. (2009). *Principles of corporate finance* (8<sup>th</sup> ed.). New Delhi: Tata Mc-Graw Hill.
3. Brigham, E F., & Davis, P. (2009). *Intermediate financial management* (10<sup>th</sup> ed.). USA: South Western.
4. Brigham, E. F., & Houston, J. F. (2007). *Fundamentals of financial Management* (11<sup>th</sup> ed.). USA: Thomson.
5. Chandra, P. (2008). *Financial management* (7<sup>th</sup> ed.). New Delhi: Mc-Graw Hill
6. Hickman, K. A., Hunter, H. O., & Byrd, J. W. (2008). *Foundations of corporate finance* (2<sup>nd</sup> ed.). USA: South Western.
7. Horne, V. (2008). *Fundamentals of financial Management* (12<sup>th</sup> ed.). New Delhi: Pearson Education.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
FAC 11007	Financial Management	CO1	2	2										
		CO2	2	2	2				2		1			
		CO3		2		2			2	2		1		
		CO4	2					2	2					
		AVG. CO	1.50	1.50	0.50	0.50		0.50	1.50			0.50		

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>OBH11004</b>	<b>Human Resource Management I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding of the general principles of management				
<b>Co-requisites</b>	Understanding of Organization Behavior and Business Communication				
<b>Academic Year</b>	2022-2023				

### **Course Objectives:**

The objective of the course is to educate the student such that he/she understands:

1. To enable the students to understand the HR management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR related issues.
4. To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

### **Course Outcome:**

On completion of this course the students will be able to:

CO 1: Discuss the concept of human resource management and its relevance in organizations.

CO2: Develop necessary skill set for application of various HR issues.

CO3: Analyze the strategic issues and strategies required to select and develop manpower resources.

CO4: Examine the knowledge of HR concepts to take correct business decisions.

### **Course Description:**

This course provides an overview of Human Resources Management, including an historical perspective of HR, strategies for designing HR activities, and the roles and responsibilities of HR professionals. It is a prerequisite to all upper-level HR classes for majors. This course provides an introduction to the various functions of human resource management, including job analysis, job evaluation, staffing, recruitment and selection, labour relations, planning, labour welfare, human rights legislation and employment equity.

### **Course Contents:**

**Unit I: Introduction to Human Resource Management:** Definition and Concept, Features, Objectives, Functions, Process, Scope of Human Resource Management, Importance of Human Resource Management, Human Resource Practices. [10 L]

**Unit II: HRM and Personnel Management:** Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM. [10 L]

**Unit III: Human Resource Planning:** Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP. [10 L]

**Unit IV: Job Analysis and Design:** Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design - Various Approaches. [10 L]

**Unit V: Recruitment:** Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment; **Selection:** Concept of Selection, Process of Selection, Selection Tests, and Barriers in Selection. [10 L]

**Unit VI: Selective Cases on the above topics. [10 L]**

### **Suggested Readings:**

#### **Text Book(s):-**

T1: Aswathappa, K.: Human Resource Management, Text & Cases, McGraw Hill (India), New Delhi.

T2: Bhattacharya, D.K.: Human Resource Management.

T3: SubbaRao, P.: Essential of HRM and Industrial Relations.

T4: Memoria, C.B.: Personnel Management.

#### **Reference Book(s) & other resources:-**

1. Monappa, Arun: Managing Human Resource.

2. Monappa & Saiyadain: Personnel Management, Tata McGraw Hill, New Delhi.

3. Patnayak, Biswajeet: Human Resource Management, Ed. 3rd, 2006, PHI, New Delhi.

4. Armstrong, Michael: A handbook of HRM practice, Kgan Page Limited, London.

5. Rao, VSP: Human Resource Management: Text and Concept, Excel Books, New Delhi.

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**



**Examination Scheme:**

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
			1	2	3	4	5	6	7	8	1	2	3
OBH11 004	Human Resource Managem ent - I	CO1		2	2						1		
		CO2	1	2				2				1	
		CO3		2	2	2					1		
		CO4				2		2	2			1	
		AVG. CO	0.2 5	1.5 0	1.0 0	1.0 0		1.0 0	0.5		0.50	0.50	

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>OLS11001</b>	<b>Supply chain Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic understanding of business operations and distributions				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	2022-23				

### **Course Objectives:**

1. This course would help students develop an understanding about the role of supply chain management in business.
2. Distribution and supply chain functions, key issues of supply chain and the drivers of supply chain performance.
3. This course would also give exposure to the students with basic concepts of supply chain management for cost effective functioning of the business.
4. To provide basic knowledge of information technology application in supply chain management.

### **Course Outcomes**

On completion of this course, the students will be able to:

CO1. Understanding the basic fundamentals of logistics and supply chain management.

CO2. Recognize the importance of inventory and its planning.

CO3. Need for warehousing, network of warehouses, and distribution centres.

CO4. Importance of transportation and its role in logistics and supply chain management.

CO5. Awareness of information technology and its application in supply chain management.

### **Catalogue Description:**

Over the last six decades, the discipline of business logistics has advanced from the warehouse and transportation dock to the boardroom of leading global companies. Supply chain and logistics management encompasses the development and fundamental of the logistics discipline within a supply chain structure. Logistics includes all the activities required to move product and information to, from, and between members of a supply chain. The supply chain provides the framework for businesses and their suppliers to jointly deliver goods, services, and information efficiently, effectively, and relevantly to customers. Supply chain and logistics management presents the mission, business processes, and strategies needed to achieve integrated logistical management. Classroom will be interactive and encourage students to take part in the class activities. This course is designed to include conventional lecture sessions with other modern teaching techniques such as case study, class assignments, continuous evaluation tests, and presentation on live company based case.

## **Course Content:**

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**Unit 1: Introduction to Logistics and Supply Chain Management:** Scope and Components of Logistics; Logistics and Marketing; Logistics Planning, Principles and focus Areas; Supply Chain Drivers and Obstacles; Demand Management and Forecasting in a Supply Chain and Supply Chain Integration. [15L]

**Unit II: Managing Inventory:** Inventory Planning; Managing Inventory in a Supply Chain; Factors Driving Inventory; Category and Types of Inventory ; Inventory Classifications; ABC Inventory Analysis; Inventory Costs; Inventory control and functions. [15L]

**Unit III: Warehousing:** Purpose and Reasons of Warehousing; Network of Warehouses; Distribution Centres; Market Positioning; Production Positioning; Intermediate Positioning. [10L]

**Unit IV: Transportation:** Transportation Principles; Network Design and Selection Criteria; Relative Merits Analysis; Costs Factors; Customer Service Factors; Reverse Logistics; Advantages & Disadvantages of all forms of Logistics. [10L]

**Unit V: Information Technology:** Basic concept of information technology, Enterprise Resource Planning, Application of information technology in supply chain management. [10L]

### **Reference Books:**

1. Janat Shah, Supply Chain Management, Pearson
2. V.V. Sople, Supply Chain Management, Pearson
3. K. Shridhara Bhat, Logistics and Supply Chain Management, e/2018, Himalaya Publishing House
4. Donald J Bowersox, David J Closs & M Bixby Cooper, Supply Chain Logistics Management, e/2019, Tata McGraw Hill education

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**

**Examination Scheme:**

<b>Components</b>	<b>Internal</b>	<b>Mid Term</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>30</b>	<b>20</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	
			1	2	3	4	5	6	7	8	1	2	3	
OLS110 01	Supply Chain Managem ent	CO1	2	2										
		CO2	2	2	2						1			
		CO3	2	2	2	2	2	2						
		CO4	2				2		2				1	
		CO5					2	2						
	AV G. CO	1.6 0	1.2 0	0.8 0	0.4 0	1.2 0	0.8 0	0.4 0			0.20	0.20		

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>LS11002</b>	<b>Production and Operations Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic Calculation Skills				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	2022-23				

### **Course Objectives**

1. To understand the basic concepts and theories of production management.
2. To gain a deeper insight of production management, planning and quality assurance.
3. To expand individual knowledge of production management principles and practices.
4. To apply operations management concepts and their influence on business decisions.

### **Course Outcomes:**

On completion of this course, the students will be able to:

CO1. Discuss the fundamental concepts of Production and Operations Management.

CO2. Recognize the different techniques in Production Planning and Control.

CO3. Evaluate the importance of work-motion study and plant/facility layout.

CO4. Illustrate quality assurance in production and operations management.

### **Course Description:**

Production and Operations Management deal with the processes that transform the inputs of an organization into final goods (or services) through a set of defined, controlled and repeatable policies. This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. The course is designed to highlight the practical and applied techniques which can improve the organization's overall quality and productivity. All the lectures contain a blend of discussions on basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation as per requirement. The tutorials will familiarize the students with practical problem-solving techniques. Students will be able to gain a strong understanding of the course via theoretical sessions, case study discussions, problem solving and discussions with the coordinator.

### **Course Structure:**

**Unit I:****[15L]**

Introduction of Production Management: Production Management, Productivity, Capital Productivity, Labour Productivity, Personnel Productivity, Training. Introduction to Operations Management: Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices.

**Unit II****[15L]**

Product Planning and Control: Production Planning and Control –Models, Process Planning, Aggregate Planning, Scheduling, Data Encryption, Cryptography, Public key, Private key, Computer network- concept, LAN, WAN, Intranet, Extranet, Strategic use of Internet, WWW in marketing.

**Unit III****[20L]**

Work, Motion Study and Plant Layout: Work Study, Motion Study, Work Measurement, Work Sampling, Work Environment, Relationship between Time & Motion Study to work study. Facility or Layout Planning and Analysis: Introduction, Objectives of Layout, Classification of Facilities, Basis for Types of Layouts, Why Layout decisions are important, Nature of layout problems, Redesigning of a layout, Evaluating Plant Layouts, Assembly Line Balancing, Material handling, Symptom of material handling, Objectives and principles of material handling, Types of material handling equipment.

**Unit IV****[10L]**

Quality Assurance: Quality Assurance, Acceptance Sampling, Statistical Process Control, Total Quality Management, Maintenance Management, Towards TQM, ISO 9000 as a Platform, Working with Intranet, Total Productive Maintenance (TPM), Kaizen , JIT.

**Text Books:**

1. S.A.Kumar, N. Suresh, Production and Operations Management (With Skills Development, Caselets and Cases), New Age International Publishers.
2. P. Rama Murthy, Production and Operations Management, New Age International,
3. L.C. Jhamb, Production & Operation Management, Everest Publication
4. R.S. Russel, B.W. Taylor, Operations Management Creating Value Along The Supply Chain, John Wiley & Sons Inc.

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Examination**

**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS11002	Production and Operations Management	CO1	2	2			2	2			1		1
		CO2	2	2		2	3				1		
		CO3	2	2	2		2	2	3		1	1	
		CO4	2	2							1		
	AVG. CO	2.00	2.00	0.50	0.50	2.00	1.00	0.75		1.00	0.25	0.25	

1=weakly mapped, 2= moderately mapped, 3=strongly mapped

<b>MKT11003</b>	<b>Marketing Management-II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding Marketing Management-I				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### **Course Objectives:**

1. To develop fundamentals idea of marketing and others tools of marketing.
2. The course will help to learn different market moving techniques such as segmentation, targeting and positioning.
3. The course should develop idea on the application of various marketing tools in the marketplace.

### **Course Outcomes**

On completion of this course, the students will be able to:

CO1: Discuss the different components of promotion, marketing information system and marketing research.

CO2: Identify the basics of different components of marketing: like selling skills, research tools and techniques etc.

CO3: Prepare marketing promotion mix model applications based on Product and New Product development process, Students will also know the Promotion strategy of a product or service.

CO4: Illustrate different contemporary issues in marketing to judge the best practices in the industries.

### **Course Description:**

Marketing is the core objectives of each and every organization and without proper marketing outcome, the sustainability of the organization under a stake. Therefore, it is very common job of each management graduate that they should be very much clear about marketing understanding, how market operates, price design, promotion and different strategy of selling to generate more revenue for firms. This course covers all aspects like different tools of promotion and its applications, how to make effective selling and managing marketing information system and mostly important part which is marketing research to develop a strategic decision skills. The course will cover through group discussion, presentation, and real market problem discussion.

### **Course Structure**



**Unit-I****[12L]**

Promotion: Promotion mix, IMC, Sales promotion, personal selling, direct marketing. Methods of promotion; Advertising, Measuring effective advertising media – their relative merits and limitations; sales promotion, Personal selling; and publicity.

**Unit-II****[10L]**

Marketing information system, Marketing Planning- Corporate, SBU, SWOT analysis, Porters Five Forces Model,

**Unit-III****[12L]**

Salesmanship and Qualities of Salesman: Buyer-seller dyads; Product knowledge; Customer knowledge – buying motives and selling points, Scientific Selling Process: Basic steps in personal selling – prospecting, pre-approach, and qualifying; concept of system selling.

**UNIT-IV****[12L]**

Marketing Research: Meaning, Definitions, Importance & Scope, Steps involved in Marketing Research, Major Techniques of Marketing Research, MIS

**UNIT-V****[12L]**

Contemporary topics

Services Marketing, Customer Relationship Management, Retail Management, Green Marketing, Digital Marketing (Basics only), Digital marketing, Web site design

**Text Book(s):-**

TH-1.Ramaswamy&Namakumari, Marketing Management, Sage, 6th Ed.

TH-2.Kotler Philip and Armstrong Gary: Principles of Marketing; Prentice-Hall of India, New Delhi.

TH-3.Stanton W.J., Etzel Michael J., and Walker Bruce J; Fundamentals of Marketing; McGraw-Hill, New York

**Project:**

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Marketing Mix of the Particular Company. The Project will be brief in the session 9. The objectives of the project is to acquaint the students Marketing mix application in respect to a specific company. Students are required to submit the report just after Mid semester examination. Each group will present before all student as a result all students should have idea of Marketing Mix of around 7 to 9 companies.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
			1	2	3	4	5	6	7	8	1	2	3
MKT110 03	Marketing Managem ent II	CO1	2	2									
		CO2	2	2	2			2				1	
		CO3		2		2		2			1		
		CO4					2	2	2				
		AV G. CO	1.0 0	1.5 0	0.5 0	0.5 0	0.5 0	1.5 0	0.5 0			0.25	0.25

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>FAC11008</b>	<b>Cost and Management Accounting</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding basic terms related to finance.				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### **Course Objectives:**

1. Provide an understanding of the ways in which management accountants can provide relevant information for a variety of decisions to be made in managing any organisation.
2. Develop ability to identify, use and interpret the results of costing techniques appropriate to different activities and decisions and formulate and use standards and budgets for planning and control purposes.
3. Improving student's ability to understand the role of responsibility accounting and performance measurement; understand the behavioural implications of performance measurement and transfer pricing systems in divisionalised businesses.
4. Enhancing the appreciation for the need to relate management accounting systems to contemporary thinking about organisational planning and control.

### **Course Outcomes**

On completion of this course, the students will be able to:

CO1: Explain the fundamental purposes of cost and management accounting. As part of this learning, students will be able to appreciate the *use of different costs for different purposes*.

CO2: Apply traditional and contemporary approaches to cost allocation.

CO3: Analyze relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.

CO4: Integrate the concept of standard costs with other theories to prepare budgets for planning and control purposes.

### **Course Description:**

The subject 'Cost and Management Accounting' is very important and useful for optimum utilisation of existing resources. These are branches of accounting and had been developed due to limitations of financial accounting. It is an indispensable discipline for corporate management, as the information

collected and presented to management based on cost and management accounting techniques helps management to solve not only specific problems but also guides them in decision making. Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, and newspapers etc.

### **Course Structure**

<b>Unit I</b>	<b>[10L]</b>
Introduction and Accountants Role in the organization, Cost Allocations, Activity Based Costing; Activity Based Costing Exercises and Problem Solving	
<b>Unit II</b>	<b>[10L]</b>
Cost Volume Profit Analysis (CVP), Marginal Costing, CVP & Marginal Costing Exercises and Problem Solving.	
<b>Unit III</b>	<b>[10L]</b>
Standard Costing; Standard Costing, Exercises and Problem Solving, Planning: Master Budget, Budgets and Budgeting Cycles, Advantages, Steps in Developing Operating Budgets, Cash Budgets.	
<b>Unit IV</b>	<b>[10L]</b>
Flexible Budgets and Cost Variances, Flexible Budgets Exercises and Problem Solving; Cost Variances Exercises and Problem Solving	
<b>Unit V</b>	<b>[10L]</b>
Management Control Systems, Transfer Pricing; Transfer Pricing Exercises and Problem Solving	

### **Text Book(s):-**

1. Managerial Accounting: Ronald W Hilton, G Ramesh, M Jayadev, Tata McGraw-Hill
2. Cost Accounting: A Managerial Emphasis by Charles T. Horngren, Srikant M. Datar and George Foster, PHI Private Limited
3. Cost Accounting: A Managerial Emphasis by Horngren, Datar, Foster, Rajan and Ittner, Pearson

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
			1	2	3	4	5	6	7	8	1	2	3
FAC110 08	Cost & Managem nt Accountin g	CO1	2	2									
		CO2	2		3		2	2				1	
		CO3		2		2		2			1	1	
		CO4					2	2	2				
		AV G. CO	1.0 0	1.0 0	0.7 5	0.5 0	1.0 0	1.5 0	0.5 0			0.25	0.50

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>OBH11006</b>	<b>Human Resource Management II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Prerequisites/Exposure</b>	Understanding of the general principles of management				
<b>Co-requisites</b>	Understanding of Organization Behaviour and Business Communication				
<b>Academic Year</b>	2022-2023				

### **Course Objectives:**

The objective of the course is to educate the student such that he/she understands:

1. Training and career development, training needs analysis, principles of wage determination, salary structure, grades, range, overtime payments etc.
2. Job evaluation, its purpose, methods and procedure, wage policies and regulations in India,
3. Performance management systems in the present organizations
4. Industrial relations machinery, preventive and settlement machinery, grievance and the procedure for the redressal of grievance, roles, rights and responsibilities of trade union, collective bargaining process in the organizations
5. Worker's participation in management, quality of work life, health and safety, voluntary welfare schemes for education, recreation, housing, medical services, an outline of social security measure, etc. In organizations.

### **Course Outcome:**

On completion of this course the students will be able to:

CO1: Discuss the concept of training and development and its relevance in organizations.

CO2: Develop necessary skill set for application of various HR issues.

CO3: Analyse the strategic issues and strategies required to select and develop manpower resources.

CO4: Examine the knowledge of HR concepts to take correct business decisions.

### **Course Description:**

This course provides an introduction to the various functions of human resource management to learn performance management system, Industrial relations machinery, preventive and settlement machinery, grievance and the procedure for the redressal of grievance, roles, rights and responsibilities of trade union, collective bargaining, worker's participation in management, quality of work life, health and safety, voluntary welfare schemes for education, recreation, housing, medical services, an outline of

social security measure, etc.

**Course Contents:**

**Unit I: Introduction to Training & Development:** Definition and Concept, Features, Objectives, Functions, Process, Concept and Significance of Training, Training Needs, Training Methods, Types of Training. [10 L]

**Unit II: Performance appraisal:** Introduction, Concept of Performance Appraisal, Purpose, Process, Methods, Major Issues in Performance Appraisal. [10 L]

**Unit III: Wages and Salary:** Introduction, Nature and significance of Wage and Salary Administration, Theories of Wages, Methods of Wage Fixation. [10 L]

**Unit IV: Incentives:** Introduction, Concept of Incentives, Effective Incentive system, Types of Incentive Scheme. [8 L]

**Unit V: Employee Relations:** Introduction, Concept, Managing Discipline, Managing Grievance, Employee Counseling, Trade Union, Industrial Disputes. [8 L]

**Unit VI: Employee Empowerment:** Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario.[7 L]

**Unit VII: Selective Cases on the above. [7 L]**

**Text Book(s):**

- 1: Aswathappa, K.: Human Resource Management, Text & Cases, McGraw Hill (India), New Delhi.
- 2: Bhattacharya, D.K.: Human Resource Management.
- 3: SubbaRao, P.: Essential of HRM and Industrial Relations.
- 4: Memoria, C.B.: Personnel Management.

**Reference Book(s) & other resources:-**

1. Monappa, Arun: Managing Human Resource.
2. Monappa & Saiyadain: Personnel Management, Tata McGraw Hill, New Delhi.
3. Patnayak, Biswajeet: Human Resource Management, Ed. 3rd, 2006, PHI, New Delhi.
4. Armstrong, Michael: A handbook of HRM practice, Kgan Page Limited, London.
5. Rao, VSP: Human Resource Management: Text and Concept, Excel Books, New Delhi.

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam****Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
			1	2	3	4	5	6	7	8	1	2	3
OBH110 06	Human Resource Managem ent - II	CO1	2	2							1		
		CO2	2	2	2			2				1	
		CO3		2		2		2			1		
		CO4					2	2	2			1	
		AV G.	1.0 0	1.5 0	0.5 0	0.5 0	0.5 0	1.5 0	0.5 0			0.50	0.50

1=weakly mapped

2= moderately mapped

3=strongly mapped



<b>IST11001</b>	<b>Management Information System &amp; ERP</b>	L	T	P	C
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic Knowledge about Management Principles				
<b>Co-requisites</b>	-				
<b>Academic Year</b>	2022-23				

### Course Objectives

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
4. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.
5. To provide the theoretical models used in database management systems to answer business questions.

### Course Outcomes

On completion of this course, the students will be able to

- CO1. Relate the basic concepts and technologies used in the field of management information systems.
- CO2. Compare the processes of developing and implementing information systems.
- CO3. Outline the role of the ethical, social, and security issues of information systems.
- CO4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
- CO5. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization along with implementation of MIS.

### Catalog Description

This course helps students see the connection between information systems (IS) and business performance. The use of information and communication technologies (ICT) by individuals and

organizations dominates the business world. There is a fundamental change going on in the way that organizations run businesses and interact with each other. New types of infrastructure and applications are developed and utilized such as ERP (enterprise resource planning), IOS (inter-organizational systems), RFID (radio frequency identification), CRM (customer relationship management), to name a few. The aim of the course is to enable students to assess the opportunities and problems that managers in a wide range of organizations face as they attempt to use these IT applications to add value to their businesses. It also aims to help students understand transformational changes within and across industries. These changes have strategic implications for many businesses.

## **Course Content**

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### **Unit I: Introduction**

**10L**

Basic concepts in organization and management. Information technology versus information systems. Concept of fit between an organization and its information systems.

### **Unit II: Decision Making**

**12L**

Management Decision Types – Structured, Semi-structured, Unstructured. Role of information systems in decision making. Transaction Processing Systems, Management Information Systems, Decision Support systems.

### **Unit III: Information Systems**

**12L**

Information Systems and Competitive Advantage. Porter's 5 Forces Model, impact of information systems on industry dynamics. Concept of value chain and eco-systems and impact of information systems on a firm and its eco-system's performance. ERP, SCM and KMS systems.

### **Unit IV: Data and Information Management**

**14L**

Components of information technology infrastructure. Changing parameters of computing – mainframes to client servers to cloud computing. Importance of Data, Data Management Concepts. Keeping abreast of current trends in IT : Social, Mobile, Analytics, Cloud, AI, ML.

### **Unit V: IT Implementation**

**12L**

Deploying information systems in organizations. Make or Buy. IT implementation Life Cycle. In-house versus Outsourcing.

## **Reference Books**

1. Jawadekar, W.S., “Management Information Systems”, Tata McGraw Hill Private Limited, New Delhi, 2009.
2. Kenneth C. Laudon and Jane P. Laudon: “Management Information Systems” 9/e, Pearson Education, New Delhi.
3. Alex Leon and Mathew Leon: “Data Base Management Systems”, Vikas Publishing House, New Delhi.
4. Goyal, D.P.: “Management Information System”, MACMILLAN India Limited, New Delhi, 2008.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
			1	2	3	4	5	6	7	8	1	2	3
IST1100 1	Management Information System & ERP	CO1	2					2			1		
		CO2		2				3	2			1	
		CO3				2	2	2			1		
		CO4	2			2		2	3		1		
		CO5	2	2	2	2		2	2			1	1
		AV G. CO	1.2 0	0.6 7	0.3 3	1.2 0	0.4 0	2.2 0	1.4 0			0.50	0.40

1=weakly mapped

2= moderately mapped

3=strongly mapped

MGT11005	<b>Introduction to Research Methodology</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.2</b>	<b>Contact Hours – 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic Idea of Mathematics				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### Course Objectives

1. To provide understanding and learning fundamental concepts in the field of Business Research.
2. To get detail idea how to design research in relation to various business Problem.
3. To equip the students with research tools to conduct research and analysis for effective decision making.
4. To explore in the area of proposal writing and report preparation.

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

CO 1- Discuss basic concept of research methodology, identification of problem etc.

CO 2- Recognize and develop on understanding of qualitative and quantitative research.

CO3- Identify different Concept of Measurement and Levels of measurement and hypothesis testing.

CO 4- Demonstrate different statistical tools with different business problems

CO 5: Develop knowledge and skills on writing of research report

### Course Description:

In present market scenario business decision can be taken on concrete practical evidences. Research methodology is an important subject for every business professional to take a fact based decision for the organization. It is fundamental subjects for the business that are making their business in analytics based decision making. This course will help the students to get knowledge on identification of research problem in relation to various business problems, design of problem, collection of information, development of questionnaire, analysis of the data by using different statistical tools.

**Course Contents:****UNIT I: 14L**

Introduction: Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Process of Research: Steps Involved in Research Process. Research Design: Various Methods of Research Design, Collection of Data.

**UNIT II: 10L**

Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data,

**UNIT-III: 12L**

Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data. Measurement and scaling techniques.

**UNIT- IV: 14L**

Unit- Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS / Excel in Data Analysis, Testing of hypothesis- mean, proportion, variances; Application and Analysis of Variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their Advantages.

**UNIT V 8L**

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

**Suggested Readings:**

1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers)
- 2 Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
2. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
			1	2	3	4	5	6	7	8	1	2	3
MGT110 05	Introduction to Research Methodology	CO1	2	2									
		CO2	2	2	2			2				1	
		CO3		2		2		3			1		
		CO4					2	2	2				
		CO5				2	2					1	
		AV G. CO	0.8 0	1.2 0	0.4 0	0.8 0	0.8 0	1.4 0	0.4 0			0.20	0.40

1=weakly mapped, 2= moderately mapped, 3=strongly mapped

<b>EIC11002</b>	<b>Entrepreneurship Development</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic understanding of business, innovation and marketing				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	2022-23				

### **Course Objectives:**

1. To expose students about entrepreneurship and its importance in every sector of economy since it opens up the door for enterprise creation in every sector of business.
2. Skilling up youth is to encourage them to set up their own micro/small enterprises or engage themselves productively in larger enterprises.
3. Creating an entrepreneurial eco-system essential in our country.
4. Developing an entrepreneurship movement through its education.

### **Course Outcomes:**

On completion of this course, the students will be able to:

CO1. Understanding the basic fundamentals of entrepreneurship.

CO2. Recognize the importance of having strong entrepreneurial characteristics.

CO3. Process of business idea generation and converting the idea into a business model.

CO4. Role of government agencies that renders support in terms of policies, assistances etc.

CO5. Sustenance and growth of the enterprises by start-up entrepreneurs.

### **Catalogue Description**

Entrepreneurship is generally understood to be the practice of starting new business organisations in response to perceived opportunities. It results in establishment of small one-person businesses as also large organisations capable of creating many job opportunities. Entrepreneurship has been identified as one of the major trends shaping business, economy and even society. The modern study of entrepreneurship owes a lot to the pioneering efforts of Joseph Schumpeter and other economists. Similarly, Frank Wright, Peter Drucker, and many others have successfully contributed to the growth of entrepreneurship theory, practice and research. In recent times, entrepreneurship and entrepreneurs have received a lot of attention from academicians, writers, media, and general public. The achievements and contributions of entrepreneurs have been acknowledged by society. Many entrepreneurs are honoured and awarded for their achievements nationally as well as internationally.

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## **Course Content:**

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### **Module 1:**

**10L**

Introduction - Understanding the meaning of Entrepreneurial ship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs – MSME Classification in India- Entrepreneurial Scene in India - Factors influencing Entrepreneurship.

### **Module II**

**10L**

Early Career Dilemmas of an Entrepreneur, The Entrepreneur's Role, Task and personality  
A typology of Entrepreneurs: Defining Survival and success, Entrepreneurship as a Style of Management

### **Module III**

**10L**

Entrepreneurial growth - Role played by government and Non-Government agencies - EDP's, WBIDC, SIDBI, IDBI, IFCI. Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs .

### **Module IV**

**10L**

Business plan, Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility - Technical - Legal - Managerial and Location Feasibility.

### **Module V**

**10L**

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report.

### **Module VI**

**10L**

Start of an enterprise - Franchising and Acquisition - Product Strategies - Pricing Strategies - Distribution Strategies - Promotional Strategies. How to be a successful Entrepreneur? Learning to be Successful - Successful entrepreneurs.

## **Reference Books:**

1. Vasant Desai - Dynamics of Entrepreneurial Development and Management. HPH(2019)
2. Khanna - Entrepreneurial Development. S. CHAND (2018)
3. Rajeev Roy- Entrepreneurship, Oxford University Press



**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**

**Examination Scheme:**

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	
			1	2	3	4	5	6	7	8	1	2	3	
EIC110 02	Entrepreneurs hip Development	CO1	2	2										
		CO2	2	2	2						1			
		CO3	2	2	3	2	2							
		CO4	2				2		2				1	
		CO5				2		2						1
		AV G. CO	1.6 0	1.2 0	1.0 0	0.8 0	0.8 0	0.4 0	0.4 0				0.20	0.20

1=weakly mapped, 2= moderately mapped, 3=strongly mapped

<b>BAN12002</b>	<b>Introduction to Data Analytics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 30</b>	0	0	4	2
<b>Pre-requisites/Exposure</b>	Basic Calculation Skills				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	2022-23				

### Course Objectives

1. To understand the basic concepts and theories of descriptive analytics.
2. To gain a deeper insight of predictive analytics and regression techniques.
3. To expand individual knowledge of supervised and unsupervised learning techniques.
4. To understand time series forecasting and its applications.

### Course Outcomes:

On completion of this course, the students will be able to:

CO1: Discuss the fundamental concepts of descriptive analytics, probability and sampling.

CO2: Explain predictive analytics with the help of different regression techniques.

CO3: Evaluate the use of different Supervised and Unsupervised techniques.

CO4: Illustrate the importance of time series forecasting and relevant applications.

### Course Description:

The concept of data and analytics is now part of the business lexicon. Organisations are integrating data science and analytics in their operations and have already seen big wins. Yet only a minority of business managers have perfected the practice of using data to manage information and performance. This course will provide an overview of various data analysis tools which are available to business managers to solve a wide variety of business problems.

### Course structure:

#### UNIT - I Introduction to Data Analytics:

**10L**

Introduction to business analytics: Descriptive analytics: Data types and Scales, Population and sample, Measures of central tendency, Measures of variation, Measures of shape, Data visualization; Sampling Methods, Introduction to probability: Fundamental concepts in probability, Normal distribution, Central limit theorem, Estimation of population parameters; Confidence Intervals;

Hypothesis Testing: One tailed and two tailed test, Type I error and type 2 error

**UNIT- II Introduction to Predictive Analytics:**

**8L**

Introduction to predictive analytics, Simple linear regression: Simple linear regression model building, Estimation of parameters, Interpretation of simple linear coefficients, Validation of simple linear regression model, Outlier analysis. Simple Linear regression and multiple linear regressions for prediction. Logistic Regression (Supervised learning): Introduction and Model building, Model Diagnostics, Classification table

**UNIT- III Advanced Concepts in Machine Learning:**

**7L**

Decision Tress (Supervised learning): Introduction and Model building, Clustering (Unsupervised learning): Introduction to unsupervised learning, Distance and dissimilarity measures in clustering, Clustering algorithm K Mean and Hierarchical.

**Unit- IV: Time Series Forecasting:**

**5L**

Forecasting Techniques: Time series modeling, Forecasting Techniques and Forecasting Accuracy, Moving average method

**Reference Books:**

TH 1. U. Dinesh Kumar: Business Analytics

TH 2. David S. Rubin & Levin: Statistics for Management

**Project:**

The class will be divided into Groups consisting of 5 members each. Each group will be given a topic that will analyze one real-life scenario. The Group will have to collect data based on a survey/from social media and then they will have to analyze the data based on the queries taught during the sessions. Each group will present before all students as a result all students should have an idea of different real-life scenarios and how to analyze the data.

**Modes of Evaluation: Quiz/Assignment/presentation/Written Examination**

**Scheme:**

Components	Mid Term	Class Assessment	End Term
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<b>Weightage (%)</b>	<b>20</b>	<b>30</b>	<b>50</b>
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**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
BAN 12002	Introducti on to Data Analytics	CO1	2	2				2		2	1		
		CO2	2	2				2	2	2	1	1	1
		CO3	2	2				3	2	2	1	1	1
		CO4	2	2	3			2	2	2	1	1	1
		AV G. CO	2.00	2.00	0.7 5			2.2 5	1.5 0	2.0 0	1.00	0.75	0.75

1=weakly mapped, 2= moderately mapped, 3=strongly mapped

<b>PSG11021</b>	<b>Human Values and Professional Ethics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 30</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Pre-requisites/Exposure</b>	--				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	<b>2022-23</b>				

### Course Objectives

- To inculcate human values and professional ethics in students.
- To enhance the understanding of students towards personal, professional & societal relationships and achieve harmony in life.
- To develop moral responsibilities and ethical vision.

### Course Outcomes

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

- CO1. Understand the importance of values, ethics, harmony and lifelong learning in personal and professional life
- CO2. Apply the knowledge to perform self-exploration and transformation augmenting harmony, peace and positivity in the surroundings
- CO3. Appreciate the core values that shape the ethical behavior of a professional

### Catalog Description

This course aims to develop an understanding for a movement from rule based society to a relationship based society. Apart from teaching values, this course encourages students to discover what values are for them and for society. Self-exploration also enables them to critically evaluate their pre-conditionings and present beliefs. It is designed in a way where students get familiar with the Ethical Code of Conduct, Ethical Dilemma, Conflict of Interest and all this will help them eventually in their professional life.

### Course Content

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**Unit I: Introduction to Human Values:** Character, Integrity, Credibility, Mutual Respect, Dedication, Perseverance, Humility and Perception. Self-Assessment & Analysis, Setting Life Goals, Consciousness and Self-Transformation. Team Work, Conflict Resolution, Influencing and Winning People, Anger Management, Forgiveness and Peace, Morality, Conscience.

Yoga and Spirituality. [8L]

**Unit II: Harmony and Life Long Learning:** Harmony in human being, Nature and Existence. Harmony in family and society –Responsibilities towards society, Respecting teachers. Transition from School to College - Freedom & Responsibilities, Respecting Cultural Diversity, Learning beyond the Classrooms, Independent study and research. [8L]

**Unit III: Introduction to Professional Ethics:** Work Ethics, Engineering Ethics, Moral Dilemma, Moral Development Theories, Ethical Theories- Kantinism, Utilitarianism, etc , Case Studies for Choice of the theory, Code of Ethics. [8L]

**Unit IV: Individual to Global Issues:** Industrial Standards, A Balanced Outlook on Law, Safety, Responsibility, Rights, Confidentiality, Conflict of Interest, Occupational Crime, Whistle Blowing, Environmental Ethics, Business Conduct in MNC, E-Professionalism (IPR, Internet Ethics & Privacy issues). [6L]

#### Text Books

1. Shetty, Foundation Course in Human Values and Professional Ethics [R.R. Gaur, R. Sangal, G.P. Bagaria]

**Modes of Evaluation: Quiz/Assignment/ Seminar/Written Examination Scheme:**

Components	MSE I	MSE II (Activity)	Quiz/Assignment/ Seminars	ESE
<b>Weightage (%)</b>	10	10	30	5

#### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>PSG 11021</b>	Human	CO1								2			
	Values and	CO2						2					
	Professional	CO3								2			
	Ethics	AVG. CO						0.67		1.33			

1=weakly mapped

2= moderately mapped

3=strongly mapped

### **Course Outcomes Assessment**

This course strongly contributes towards the program outcomes ‘**Ethics (PO8)**’ and ‘**Life Long Learning (PO12)**’ moderately contributes towards the program outcome. ‘**The Engineer and Society (PO6)**’ and weakly contributes towards ‘**Environment and Sustainability (PO7)**’. The outcome will be measured by the performance of students in various class tests/assignments in addition to the End Semester Examination (ESE) that contains significant number of questions/activities, related to becoming a better human being and professional.

### **CLASS ACTIVITY/ASSIGNMENT SHEET**

The following activities are provided as base guidelines. The teacher may go beyond these to attain the desired course outcomes.

#### **CLASS ACTIVITY 1: SELF ANALYSIS**

Introduce yourself. What are your goals in life? How do you set your goals in life? How do you differentiate between right and wrong? What have been your achievements and shortcoming in life? Analyse them.

#### **CLASS ACTIVITY 2: SETTING GOALS**

Short term goals and long term goals (discussing one’s goals). How do we set our goal? How to handle responsibilities which have to be fulfilled while working for goals.

#### **CLASS ACTIVITY 3: HARMONY**

Now-a-days, there is a lot of voice about many techno-genic maladies such as energy and natural resource depletion, environmental pollution, global warming, ozone depletion, deforestation, soil degradation, etc. – all these seem to be man-made problems threatening the survival of life on Earth – What is the root cause of these maladies & what is the way out in your opinion?

On the other hand, there is rapidly growing danger because of nuclear proliferation, arms race, terrorism, criminalization of politics, large scale corruption, scams, breakdown of relationships, generation gap, depression & suicidal attempts, etc. – what do you think, is the root cause of these threats to human happiness and peace – what could be the way out in your opinion?

#### **CLASS ACTIVITY 4: BIOGRAPHY**

Read biography of a successful person in your field. Share his/her journey from start to fame. What characteristic traits and qualities made that person achieve success? How can you cultivate these attributes in yourself?

#### **CLASS ACTIVITY 5: CASE STUDIES ON ETHICS**

Provide Case Studies related to ethical issues to team of students and ask questions. The team will need to discuss and then state the answers with justification.

#### **CLASS ACTIVITY 6: SELF EVALUATION**

The course is going to be over now. Evaluate your state before and after the course in terms of a. Thought b. Behavior c. Work d. Realization

**Do you have any plan to participate in the transition of the society after graduating from the institute? Write a brief note on it.**



## SEMESTER V

<b>MKT11025</b>	<b>International Business</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic Knowledge of Economics and Marketing				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	<b>2022-23</b>				

### Course Objectives:

1. This course provides an overview of the importance of international business and trade in the global economy.
2. Students will learn various international trade theories.
3. It explores the factors that influence success in international markets.
4. Students will learn about the techniques and strategies associated with marketing, distribution, and managing international business effectively.
5. Will learn various tariff and non-tariff barriers in trade; trade agreements, objectives and its impact international business.

### Course Outcomes

On completion of this course, the students will be able to

CO1. Recognize the concepts of international business and international trade theories  
CO2. Understanding globalization and its effects on international business.

CO3. Getting familiar with the operational environment of international business in foreign market.

CO4. Understanding marketing challenges in international market and adapting to these challenges.

CO5. Familiarity with tariff and non-tariff barriers, role of WTO and regional trade agreements.

### Course Description:

Globalization and information technology along with adapted mindset and attitude of the people brought paradigm shifts in international business by removing the boundaries among the countries, cultures, industries as well as disciplines that transformed the international business as a distinct discipline. These shifts brought vibrant changes

among the international as well as domestic business houses. Learn about the fundamentals of international business and the global economy. Students will acquire an appreciation of the different dimensions of the global economy, understand the drivers of global business, analyse the main economic and business organisations which facilitate global business. This course is designed to include conventional lecture sessions with other modern teaching techniques such as case study, class assignments, continuous evaluation tests, and presentation on international business of a domestic company.

**Course Content:**

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**Unit I: 15 LH**

**Business, Trade and the Economy:** Terminology, Concepts and Business Communications Practices, The Importance of International Business, The Impact of International Business on India. Introduction to International Trade Theory: Mercantilism, Absolute Cost Advantage Theory, Comparative Cost Advantage Theory, Porter's Diamond of Advantage Theory and international Interdependence

**Unit II: 10 LH**

**Global Environment for Business:** Globalization and its effects on Business, Factors Influencing Participation in International Business, Foreign Market selection process. Foreign market Entry modes: Franchising, Exporting, Licensing, International Agents, International Distributors, Cross Border Mergers & Acquisitions, Strategic Alliances, Joint Ventures

**Unit III: 10 LH**

**Factors Influencing Success in International Markets:** Cultural Factors, Political, Economic, and Geographic Factors, Avoiding & Managing Common Mistakes & Problems, India's International Competitiveness.

**Unit IV: 10 LH**

**Marketing Challenges, Approaches and Distribution:** Marketing Challenges in international market, Marketing Approaches, Logistics & Global Distribution network.

**Unit V: 15LH**

**Understanding Integrations:** Tariff and Non-Tariff barriers, General Agreement on Trade and Tariffs (GATT), General Agreement on Trade and Services (GATS).  
**Understanding Functions of:** Global Integrations- WTO. Regional Integrations: European Union (EU), North American Free Trade Agreement (NAFTA), South Asian Association for Regional Co- operation (SAARC).

**Reference Books**

1. Daniels,J.D.,Radebaugh L.H.,Sullivan D.P. & Prashant Salwan (2019), International Business: Environments and Operations, Pearson Hall, Delhi
2. P.Subba Rao, International Business, Himalaya Publishing House
3. Svend Hollensen and Madhumita Banerjee, Global Marketing, Pearson
4. Charles W L Hill. And Arun Kumar Jain (20018), International Business: competing in the global market place, 6ed.Mc Graw-Hill

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**

**Examination Scheme:**

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
MKT 110025	International Business	CO1	2	2	2								
		CO2	2	2	2						1		
		CO3	2	2	2	2	2						
		CO4				2	2		2		1		
		CO5	2	2								1	
		AVG . CO	1.60	1.60	1.20	0.80	0.80		0.40		0.40	0.20	
1=weakly mapped, 2= moderately mapped, 3=strongly mapped													

<b>MGT11003</b>	<b>Business Ethics &amp; Corporate Governance</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0, Scheme: 2020-21</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Business Law 1, Business Ethics & Values				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	<b>2022-23</b>				

### **Course Objectives:**

1. To understand what is a corporation, types of ownership and the concept of corporate governance.
2. To gain exposure to the various laws and norms applicable in rendering effective corporate governance.
3. To enable students to identify sustainability and CSR issues and to design, conduct and evaluate sustainability assessment for policy making.

### **Course Outcomes**

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

CO1: Describe what is a corporation, types of ownership and the concept of Corporate governance

CO2: Summarize the concept of Board of directors, types of directors, differences among them, their remuneration, their rights etc. as per the Companies Act 2013

CO3: Explain the concepts of financial oversight and audit mechanism, Role of SEBI, Risk management, Misgovernance, Whistle-blowers' protection etc.

CO4: Interpret the meaning, history, concept, evolution etc. of CSR, as well as CSR in India, relevant codes and initiatives

CO5: Compare CSR-Legislation In India & the world and analyse the scope for CSR Activities under Schedule VII

CO6: Combine the knowledge of CSR in India, and successful corporate initiatives & challenges of CSR to gain unique insights.

## **Course Description:**

The course seeks to develop a sound understanding of the concepts of corporate governance and sustainable organisations. The objective is to expose the students to various issues, norms and laws related to corporate governance. It attempts to establish a scientific base in sustainable development and policy-making as a strategic tool in organisations. It presents the main questions and answers related to sustainability, the theories describing them and the empirical work and the history, need and benefits of Corporate Social Responsibility.

## **Course Structure:**

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### **MODULE I**

**(9L)**

Introduction to the concept of corporations, extended view of corporate citizenship. Owners and stakeholders: Types of owners, Rights and privileges of shareholders, Ownership structures and corporate governance, Perspectives on Corporate Governance: Theoretical background, Market and control model of governance chain

### **MODULE II**

**(9L)**

Board of Directors: Types of Directors, Importance of Independent Directors, Board Committees and Chairman: Separation OF CEO & Board Chairman post, Nomination Committee, Board Selection, Boards Performance Evaluation, Executive Compensation: Role of Remuneration Committee, Human Side of Governance

### **MODULE III**

**(9L)**

Financial Oversight and Audit Mechanisms: Audit Committee, Disclosure mechanisms, Role of SEBI, Governance and Risk Management, Risk Management Committee, Corporate Misconduct & Misgovernance: Reasons for Corporate Misconduct, Whistle Blower's Protection, Factors Responsible for Obstructing Effective Corporate Governance Practices

### **MODULE IV**

**(9L)**

Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; major codes on CSR; Initiatives in India.

**MODULE V****(9L)**

CSR-Legislation in India & the world. Section 135 of Companies Act 2013. Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, and Computation of Net Profit's Implementing Process in India.

**MODULE VI****(9L)**

The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Review current trends and opportunities in CSR. CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR Initiatives.

**Text Books**

1. Fernando, A.C.: Corporate Governance- Principles, Policies and Practices, ed. Pearson Education.
2. Corporate Governance in India - Jayati Sarkar, Subrata Sarkar, Sage Publications
3. Corporate Social Responsibility in India - Sanjay K Agarwal
4. Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**

**Examination Scheme:**

<b>Components</b>	<b>Internal</b>	<b>Mid Term</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>30</b>	<b>20</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
MGT 11003	Business	CO1	2		2							1	
	Ethics and Corporate Governan ce	CO2	2										
		CO3	2		2	2					1		1
		CO4	2			3	2						
		CO5			2		2						1
		CO6		2			2	2	2		1		1
		AVG	1.3	0.3	1.0	0.8	1.0	0.3	0.3		0.33		0.50
. CO	3	3	0	3	0	3	3						

1=weakly mapped, 2= moderately mapped, 3=strongly mapped

MGT11009	<b>DIGITAL BUSINESS STRATEGY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 30</b>	2	0	0	2
<b>Pre-requisites/Exposure</b>	Basic knowledge on Functional areas of Management				
<b>Co-requisites</b>	Concepts of Management Functions				
Academic Year	2021-2022				

### Course Objectives:

1. To explore concepts of Business strategy, Policy, and strategic management process.
2. The course will help to learn to frame Organisation's vision, mission, examine principles, techniques,
3. Students will be introducing models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation.
4. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.

### Course Outcomes

On completion of this course, the students will be able to:

CO- 1 Understand the basic concepts and principles of strategic Business analysis the internal and external environment of business.

CO-2 Develop organizational strategies that will be effective for the current business environment.

CO-3 Design strategic approaches to managing a business successfully in a global context.

CO-4 Understanding of the nature and dynamics of the strategy formulation and implementation processes as they occur in complex organizations.

CO-5 Develop students to think critically and strategically about the nature of services, and distinguish between products and services.

### Course Description

Digital Business Strategy will equip you with the knowledge and skills to develop or review an Information System (IS), Information Technology (IT) and Digital Business Strategy, in order to support an organisation's business goals and the development of plans to drive forward and manage that strategy within an organisational, professional and legislative framework.



## **Course Content**

**Unit 1:** Business Strategy: Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies, Business Policy: Introduction, Definition of Business Policy, Factors influencing Business Policy, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies. [5L]

**Unit 2: Digital Transformation:** Digital marketing strategy, scope, integrated digital marketing, Channel marketing strategy, Internet and Marketing Mix, Strategic Goal setting, Strategy formulation. [5L]

**Unit 3:** Digital Strategic Management: Introduction, Digital Strategic Management – Definition, Meaning and Role, Objectives of Digital Strategic Management, Benefits of Digital Strategic management, Importance of Digital Strategic Management, Causes for failure of Digital Strategic Management. [5L]

**Unit 4:** Strategic Management Process: Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making. [5L]

**Unit 5:** Strategic Analysis: Introduction, Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Understanding environment of business for strategic analysis, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making, Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation. [10L]

### **Text Books:**

1. Bartlett, C. A., Ghoshal, S., & Beamish, P. W. (2009). Transnational management: Text, cases & readings in cross-border management (6th ed.). London: McGraw-Hill
2. Grant, R. M. (2010). Cases to accompany contemporary strategy analysis (7th ed.). London: John Wiley.
3. Porter, M. E. (2004). Competitive strategy. (2004). New York: Simon & Schuster TH-4.
- Prahalad, C. K., & Krishnan, M. S. (2008). The New Age of innovation: Driving co created value through global networks. New York: McGraw Hill.

### **Project:**

The class will be divided into groups of five members each. Each group has to select an

Organization. The project emphasis on Strategic analysis on the selected organizations. The group has to study SWOT Analysis , the different strategic implementation in the past and present. For the project student can use the sources like the company websites, interact with the company manager, interactions of the customers of the company concern and own experience with the company if any. The Project will be briefed in the 3rd session and required to complete by 30th session. After 15th session each group has to brief the progress of their project. After one week of mid semester examination all groups are required to submit the final report. Each group will be assigned a date for presentation. Ten marks for presentation and 10 marks for presentation.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
MGT 11009	Digital Business Strategy	CO1	2	2										
		CO2	2	2	2			2				2		
		CO3		2		2		2			1			
		CO4					2	2	2					2
		AVG. CO	1	1.5	0.5	0.5	0.5	1.5	0.5			0.25	0.5	0.5

1=weakly mapped

2= moderately mapped

3=strongly mapped

BAN11001	<b>DATA MINING AND BUSINESS INTELLIGENCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic Calculation Skills				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	2021-2022				

### **Course Objectives**

1. To understand the basic concepts of data warehousing and business intelligence.
2. To understand the basic concepts of data mining and data processing.
3. To expand individual knowledge on different data mining algorithms.
4. To apply database mining and business intelligence concepts in different business cases.

### **Course Outcomes:**

On completion of this course, the students will be able to:

CO1. Explain the fundamental concepts of Data Warehousing and Business Intelligence.

CO2. Discuss the fundamental concepts of Data Mining and Data Cleansing.

CO3. Illustrate the use of different data mining techniques.

CO4. Evaluate the use of data mining and business intelligence in different business scenarios.

### **Course Description:**

Data warehousing and business intelligence are terms used to describe the process of storing all the company's data in internal or external databases from various sources with the focus on analysis, and generating actionable insights through online BI tools. Data mining is a process used by companies to turn raw data into useful information. This course will help students to understand the need for data mining and business intelligence in different real life scenarios. All the lectures contain a blend of discussions on basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation as per requirement. The tutorials will familiarize the students with practical problem-solving techniques. Students will be able to gain a strong understanding of the course via theoretical sessions, case study discussions, problem solving and discussions with the coordinator.

## **Course Structure:**

### **Unit-I:**

**20 L**

Overview and concepts of Data Warehousing and Business Intelligence; Understanding the importance of reporting and analysing data; Raw data to valuable information; Lifecycle of Data; What is Business Intelligence; BI and DW in today's perspective; What is data warehousing?; Data warehouses and data marts; Overview of the components; Metadata in the data warehouse; Need for data warehousing; Basic elements of data warehousing; trends in data warehousing; The Architecture of BI and DW; BI and DW architectures and its types; Relation between BI and DW; OLAP (Online analytical processing) definitions; Difference between OLAP and OLTP; Dimensional analysis; What are cubes? Drill-down and roll-up; slice and dice or rotation; OLAP models; ROLAP versus MOLAP; Defining schemas- Stars, snowflakes and fact constellations.

### **Unit-II:**

**15 L**

Introduction to Data Mining; Motivation for Data Mining; Data Mining; Definition and Functionalities; Classification of DM Systems; DM task primitives; Integration of a Data Mining system with a Database or a Data Warehouse; Issues in DM; KDD Process; Data Pre-processing; Why to pre-process data?; Data cleaning: Missing Values, Noisy Data; Data Integration and transformation; Data Reduction; Data cube aggregation; Dimensionality reduction; Data Compression; Numerosity Reduction; Data Mining Primitives; Languages and System Architectures: Task relevant data; Kind of Knowledge to be mined; Discretization and Concept Hierarchy.

### **Unit-III:**

**10 L**

Concept Description; What is concept description?; Data Generalization and summarization based characterization; Attribute relevance; class comparisons; Association Rule Mining: Market basket analysis; basic concepts; Finding frequent item sets: Apriori algorithm; generating rules; Improved Apriori algorithm; Incremental.

### **Unit-IV:**

**15 L**

Data Mining and Business Intelligence; Data mining for business Applications like Balanced Scorecard; Fraud Detection; Clickstream Mining; Market Segmentation; retail industry; telecommunications industry; banking & finance and CRM etc.; Data Analytics Life Cycle: Introduction to Big data Business Analytics; State of the practice in analytics role of data scientists; Key roles for successful analytic project; Main phases of life cycle; Developing core deliverables for stakeholders.

**Text Book(s):**

1. J. Han, M. Kamber, “Data Mining Concepts and Techniques”, Morgan Kaufmann
2. M. Kantardzic, “Data mining: Concepts, models, methods and algorithms, John Wiley & Sons Inc.
3. Paulraj Ponnian, “Data Warehousing Fundamentals”, John Willey.
4. M. Dunham, “Data Mining: Introductory and Advanced Topics”, Pearson Education.
5. G. Shmueli, N.R. Patel, P.C. Bruce, “Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner”, Wiley India

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Examination****Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
BAN 11001	Data Mining and Business Intelligence	CO1	1					1				1		
		CO2	2	2		2		2			2			
		CO3	2	2		2		2			2			
		CO4	2	2	2				2				1	
		AVG. CO	1.75	1.5	0.5	1			1.25	0.5		1	0.5	

1= weakly mapped

2= moderately mapped

3=strongly mapped

<b>MKT11010</b>	<b>Customer Relationship Management in Digital Age</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding CRM Digitally				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### Course objectives:

1. To develop fundamentals idea of Customer Relationship Management.
2. The course will help to learn different CRM techniques in modern business environment.
3. The course should develop idea on the application of various CRM policies.

### Course Outcomes

On completion of this course, the students will be able to:

CO1: Discuss the fundamental concept of CRM and its impact on business performance.

CO2: Identifying Sales force Automation which is related with CRM

CO3: Apply the concept of Enterprise Marketing Automation in business

CO4: Illustrate different design of CRM policies

### Course Description:

This course examines customer relationship management (CRM) and its application in marketing, sales, and service. Effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit. Anyone interested in working with customers and CRM technology and would like to be responsible for the development of any major aspect of CRM will find this course beneficial. Emphasis is given on both conceptual knowledge and hands-on learning using a leading CRM software.

### Course Structure

#### Unit-I

Introduction to CRM and e CRM. What is customer? How do we define CRM? CRM technology components, customer life style, customer interaction. Difference between CRM and e CRM, features of e CRM. Sales Force Automations (SFA) Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools. [15L]

### **Unit-II**

Enterprise Marketing Automation (EMA) Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management. [15L]

### **Unit-III**

CRM as a Business Strategy :CRM - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. [15L]

### **Unit- IV**

Implementing CRM Pre implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, roll out and system hand off, ongoing support, system optimization, follow up. [8L]

### **Unit- V**

CRM in Services: Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM. [7L]

### **Text Book(s):-**

TH 1: CRM at the speed of light by Paul Greenberg, YMH 2nd edition.

TH 2: Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition.

TH 3: Customer Relationship Management by Kristin Anderson and Carol Kerr,

### **Project:**

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the CRM of the Particular Company. The Project will be brief in the session 9. Each group will present before all student as a

result all students should have idea of SCM of around 7 to 9 companies.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MKT 11010	Customer Relationship											
	CO1	2	2									
	CO2	2	2	2			2				2	
	CO3		2		2		2			2		
	CO4					2	2	2				
AVG. CO	1	1.5	0.5	0.5	0.5	1.5	0.5		0.5	0.5		

1= weakly mapped

2= moderately mapped

3=strongly mapped

<b>MKT11004</b>	<b>Digital Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding Internet Marketing, online marketing				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

**Course Objectives:**

1. To develop fundamentals idea of Digital marketing.
2. The course will help to learn different digital marketing techniques in modern business environment.
3. The course should develop idea on the application of various digital marketing policies.

**Course Outcomes**

On completion of this course, the students will be able to:

CO1: Understand basic concept of digital marketing and its application in business.

CO2: Various components of digital marketing and its application in business

CO3: Appraise the application of digital marketing strategy and digital marketing mix



CO4: Understanding how to create a website in different aspects of business

CO5: Understanding Ad words and various digital advertise process in practical

CO6: Understand of E-retailing, E-retail activities, Implications for e-retail marketing strategy

### **Course Description:**

When small businesses get started, their focus is often on how to get their first group of customers through the door. They may rely on traditional forms of advertising, such as print ads and coupon mailers or even big signs on the side of the road. They may trust that since they know they offer a good product or service, it's only a matter of time until customers will find their way to them. While this strategy may bring in a trickle of business, there is a better and easier way. Small businesses should consider the huge marketplace of prospects online. No small business, no matter how new, should overlook this vast marketplace. The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable.

### **Course Structure**

#### **Unit I**

**[10L]**

Concept, significance, nature, objectives and scope of digital marketing, applications of digital marketing, stages of digital marketing, impact of digital marketing on society and business, Digital marketing Vs Traditional Marketing

#### **Unit-II:**

**[10L]**

Internet Micro Environment, Different Components, Marketplace, Customers, Online buyer behavior, competitors, suppliers. Internet Macro Environment, Social Factors, Legal issues, Technological factors, Economic factors, political factors

#### **Unit-III:**

**[10L]**

Digital marketing strategy, scope, integrated digital marketing, Channel marketing strategy, Internet and Marketing Mix, Strategic Goal setting, Strategy formulation

#### **Unit-IV:**

**[10L]**

Identification of Website Types, Selection of template, Edit Website, Content writing, Publish website

#### **Unit-V:**

**[10L]**

Ad words overview, Introduction, Signup, concept of Display Ad, Video Ad, Shopping Ad.

#### **Unit-VI:**

**[10L]**

Online customers, E-retailing, E-retail activities, Implications for e-retail marketing strategy, B2B e-context, commercial exchanges, Trading relationship, digital marketing

### Text Book(s):-

- 1: Alan Charlesworth : Digital Marketing: A Practical Approach, Routhledge Taylor and Francis Group
- 2: Dave Chaffy, Fiona E Chadwick, K Johnston, R Mayer Internet Marketing : Strategy, Implementation and Practices , Pearson
- 3: Raghevendra K and Shruthi Prabhakar Digital Marketing

### Project:

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Digital Marketing of the Particular Company. The Project will be brief in the session 9. Each group will present before all student as a result all students should have idea of Digital Marketing.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
MKT1100 4	Digital Marketin g	CO1	2	2									
		CO2	2	2	2			2				1	
		CO3		2		2		2			1		
		CO4					2	2	2				
		CO5					2	2					
		CO6					2	2					
		AVG . CO			0.6 7	1.0 0	0.3 3	0.3 3	1.0 0	1.6 7	0.3 3		0.17

1=weakly mapped

2= moderately mapped

3=strongly mapped

<b>MKT11011</b>	<b>E-Commerce and M-Commerce Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 30</b>	2	0	0	2
<b>Pre-requisites/Exposure</b>	Understanding of Commerce				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2021-22				

**Course objectives:**

1. To develop fundamentals idea of Commerce.
2. The course will help to learn different aspects of E-Commerce and M Commerce impact on Business activities
3. The course should develop idea on the application of various e-commerce system

**Course Outcomes**

On completion of this course, the students will be able to:

CO1: Demonstrate an understanding of the foundations and importance of E-commerce

CO 2: Demonstrate an understanding of retailing in E-commerce by using and determining the effectiveness of market research

CO 3: Analyze the impact of E-commerce on business models and strategy

CO 4: Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.

### **Course Description:**

Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational. Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

### **Course Structure**

#### **Unit-I E-commerce and its Technological Aspects** 5L

Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

#### **Unit-II Consumer Oriented E Commerce E-Retailing:** 5L

Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce.

**Unit-III M-Commerce:**

5L

Introduction – Infrastructure of M–Commerce – Types Of Mobile Commerce Services – Technologies Of Wireless Business – Benefits And Limitations, Support, Mobile Marketing & Advertisement, Non– Internet Applications In M–Commerce – Wireless/Wired Commerce Comparisons.

**Unit-IV B2B Business Mobile**

5L

Enterprise Enablement – Email and Messaging – Field Force Automation (Insurance, Real Estate, Maintenance, Healthcare) – Field Sales Support (Content Access, Inventory) – Asset Tracking and Maintenance/Management – Remote IT Support – Customer Retention (B2C Services, Financial, Special Deals) – Warehouse Automation – Security.

**Text Book(s):-**

- 1: WebCommerceTechnologyHandbook, byDanielMinoli, EmmaMinoli, McGraw-Hill
- 2: Frontiers of electroniccommerce by Galgotia.
- 3: E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley

**Project:**

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Digital Marketing of the Particular Company. The Project will be brief in the session 9. Each group will present before all student as a result all students should have idea of Digital Marketing.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
MKT 1101 1	E- Commerc e &M- Commerc e Marketing	CO1	2	2									
		CO2	2	2	2			2				2	
		CO3		2		2		2			2		
		CO4					2	2	2				
		AVG . CO	1	1.5	0.5	0.5	0.5	1.5	0.5		0.5	0.5	

1= weakly mapped

2= moderately mapped

3=strongly mapped

## SEMESTER VI

MGT11008	<b>BUSINESS STRATEGY &amp; POLICY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic knowledge on Functional areas of Management				
<b>Co-requisites</b>	Concepts of Management Functions				
<b>Academic Year</b>	2022-2023				

### Course Objectives:

1. To explore concepts of Business strategy, Policy, and strategic management process.
2. The course will help to learn to frame Organisation's vision, mission, examine principles, techniques,
3. Students will be introducing models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation.
4. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.

### Course Outcomes

On completion of this course, the students will be able to:

CO- 1 Understand the basic concepts and principles of strategic Business analysis the internal and external environment of business.

CO-2 Develop and prepare organizational strategies that will be effective for the current business environment.

CO-3 Devise strategic approaches to managing a business successfully in a global context.

CO-4 Basic understanding of the nature and dynamics of the strategy formulation and implementation processes as they occur in complex organizations.

CO-5 Develop students to think critically and strategically. Understand the nature of services, and distinguish between products and services.

### Course Structure:

**Unit 1:** Business Strategy: Introduction, Concept of Business Strategy, Need for Business Strategy, Essentials of Effective Strategy, Effects of Inadequate Strategies, Functions of Business Strategies. [10L]

**Unit II:** Business Policy: Introduction, Definition of Business Policy, Factors influencing Business Policy, Business Policy vs. Strategy, Policy decisions and their impact on Business Strategies. [10L]

**Unit III:** Strategic Management: Introduction, Strategic Management – Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management. [10L]

**Unit IV:** Strategic Management Process: Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making. [10L]

**Unit V:** Strategic Analysis: Introduction, Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Understanding environment of business for strategic analysis, Strategic thinkers & their contributions, Role of Strategic Analysis in Policymaking. [5L]

**Unit VI:** Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation. [5L]

**Unit VII:** Strategic Planning and Implementation: Introduction, Strategic Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies. [5L]

**Unit VIII:** Strategic Leadership: Introduction, Leadership Functions, Leadership Traits, Leadership Styles, Strategic Leadership and Competitive Advantage. [5L]

### **Suggested Readings:**

TH-1. Bartlett, C. A., Ghoshal, S., & Beamish, P. W. (2009). Transnational management: Text, cases & readings in cross-border management (6th ed.). London: McGraw-Hill

TH-2. Grant, R. M. (2010). Cases to accompany contemporary strategy analysis (7th ed.). London: John Wiley.

TH-3. Porter, M. E. (2004). Competitive strategy. (2004). New York: Simon & Schuster

TH-4. Prahalad, C. K., & Krishnan, M. S. (2008). The New Age of innovation: Driving co created value through global networks. New York: McGraw Hill.

### **Project:**

The class will be divided into groups of five members each. Each group has to select an Organization. The project emphasis on Strategic analysis on the selected organizations. The group has to study SWOT Analysis , the different strategic implementation in the past and present. For the project student can use the sources like the company websites, interact with the company manager, interactions of the customers of the company concern and own experience with the company if any. The Project will be briefed in the 3rd session and



required to complete by 30th session. After 15th session each group has to brief the progress of their project. After one week of mid semester examination all groups are required to submit the final report. Each group will be assigned a date for presentation. Ten marks for presentation and 10 marks for presentation.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
MGT11008	Business Strategy & Policy	CO1	2	2										
		CO2	2	2	2			2				1		
		CO3		2		2		3			1			
		CO4					2	2	2					1
		CO5					2	2				1	1	
		AVG. CO	0.80	1.20	0.40	0.40	0.80	1.80	0.40			0.20	0.40	0.40

1=weakly mapped

2= moderately mapped

3=strongly mapped

MKT11007	<b>E-commerce</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.0</b>	<b>Contact Hours - 30</b>	2	0	0	2
<b>Pre-requisites/Exposure</b>	Basic understanding of Internet technology, digital transactions and marketing				
<b>Co-requisites</b>	--				
<b>Academic Year</b>	2022-23				

### **Course Objectives:**

1. Learn evolution of E-commerce- a brief history
2. Understanding e-commerce business models and technology background.
3. Building an E-commerce site, security and payment systems.
4. Online consumer behaviour, e-commerce marketing and business strategies.
5. E-tailing business models including service sectors.

### **Course Outcomes:**

On completion of this course, the students will be able to:

- CO1. Explain about evolution of E-commerce history.
- CO2. Explain e-commerce business models and technology background.
- CO3. Define e-commerce site with knowledge of security and payment systems.
- CO4. Discuss online consumer behavior, e-commerce marketing and strategies.
- CO5. Discuss with the e-tailing business models including service sectors.

### **Catalogue Description**

With the inception of Web, organizations and individuals are more and more making use of it to create new business ventures. The WWW is not only a definitive source of information, but an astounding business opportunity as well. People throughout the world are venturing out onto the Web for buying and selling goods and services. The Web has indeed proved to be a boon to business, drawing its power from the flow of easy and instantaneous transactions worldwide. Online business is thriving and more and more corporate companies are joining the fray of electronic transactions. E-commerce has established a significant synergy between the use of digital information and online business. E-commerce has increased the speed and ease with which business can be transacted today, resulting in intense competition between enterprises. Companies are at the crossroads, with just two vistas ahead of them- either go

online or go out of business. Once the choice of online business is made, further roadblocks are encountered: which business model to adopt, what strategies to adopt to make business successful? The solution is to gain a deeper insight into the e-commerce business.

### **Course Content:**

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#### **Module 1:**

**[5L]**

E-commerce: The revolution is just beginning, Ecommerce: A Brief History, Understanding E-commerce: organizing Themes

#### **Module II**

**[10L]**

E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web : Features

#### **Module III**

**[5L]**

Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment.

#### **Module IV**

**[10L]**

Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services.

**Reference Books:**

1. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI

**Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam****Examination Scheme:**

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MKT 11007	E- Commerce	CO1	2	2									
		CO2	2	2	2						1		
		CO3	2	2	2	2	2						
		CO4	2				2		2			1	
		CO5					2		2				
		AVG. CO	1.60	1.20	0.8	0.40	1.20		0.80			0.20	0.20

1=weakly mapped

2= moderately mapped

3=strongly mapped

MKT11012	<b>Sales and Distribution Management in Digital Age</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1		4
<b>Pre-requisites/Exposure</b>	Understanding of Marketing and Sales Promotion				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

**Course objectives:**

1. To develop fundamentals idea of Marketing Management.

2. The course will help to learn different aspects of 4Ps and 7Ps
3. The course should develop idea on the application of sales promotion

### **Course Outcomes**

On completion of this course, the students will be able to:

CO1: Understand the diverse variables affecting the sales & distribution function

CO2: Develop sales and distribution plans

CO3: Able to apply link distribution with other marketing variables

### **Course Description:**

To introduce course participants to national and international sales and distribution practices To expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales & distribution management systems To sharpen decision making skills of future sales and distribution managers

### **Course Structure**

#### **UNIT-I**

Introduction to Sales & Distribution Management- Overview of the course, Understanding some key terms and concepts. Understanding Channel Intermediaries- Role of the intermediary, Evolution of channel structures, Reverse distribution, Distributor & retailer management.  
10L

#### **UNIT-II**

Channel designing & multi channel marketing - Channel designing approach, Framework for taking Channel Decisions, Multi channel designs, Dilemmas in channel correction., Make or buy decision in channel management. Managing Marketing Channels- The need for channel management, Channel conflict. Channel Power, Operational issues in channel Management.  
10L

#### **UNIT-III**

Physical distribution - Tradeoff's involved, Total system cost approach, Case study , Legal aspects of channel management - Sale of goods act, Contract act, Restrictive trade practice. Measuring - Marketing Channel Performance-Effectiveness, Equity, Efficiency, Tracking Mechanism Case Study (Evergreen Products) 10L

#### **UNIT-IV**

Introduction to Sales Management - Objectives of Sales Management-Interface of Sales with different function, Theories of Selling, a. AIDAS theory b. Buying formulae c. Need Satisfaction Selling d. Features V/S Benefits. 10L

#### **UNIT-V**

Sales Target Setting-Setting Sales Objectives Sales forecasting Policies which affect sales. Sales force Design: The Sales Executive-Functions-Qualities required. Personnel management, Recruitment, Training Programs, Sales force Motivation, Personal relationship in channel management. 10L

#### **UNIT-VI**

Channel Design and Planning Process, Channel Management, Channel Information System, Logistics and SCM, IT and Logistics & SCM, Performance Measures. 10L

#### **Text Book(s):-**

- 1: Sales management concepts practices and practices, Johnson E M, Mc Graw Hill
- 2: Still, R. R. & Cundiff, E. W., Govoni, N. A. P. (2003). Sales Management. Prentice Hall of India, Delhi.
- 3: Coughlan A.T., Anderson E., Stern L.W and Ansary A.E. (2001), Marketing Channels, Pearson Education.
- 4: Marketing Channel Management by Pingali Venugopal.

#### **Project:**

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the sales management

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

#### **Scheme:**

<b>Components</b>	<b>Mid Term</b>	<b>Class Assessment</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>20</b>	<b>30</b>	<b>50</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
MKT 11012	Sales and Distribution in Digital Age	CO1	2	2										
		CO2	2	2	2			2				2		
		CO3		2		2		2				2		
		AVG. CO	1.3	2	0.6	0.6		1.3				0.6	0.6	

1= weakly mapped

2= moderately mapped

3=strongly mapped

<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Understanding Marketing management, Digital marketing , Social Media concept				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### **Course objectives:**

1. To develop fundamentals idea of Digital marketing .
2. The course will help to learn different digital marketing techniques in modern business environment.
3. The course should develop idea on the application of various digital marketing policies .

### **Course Outcomes**

On completion of this course, the students will be able to:

CO1: Construct overview of digital marketing, its channels, strategies and components

CO2: Define social media marketing, its goals, platforms and tools

CO3: Explain overview of mobile marketing and its components

CO4: Explain social media technical terminology, funnels & customer engagement strategy

### **Course Description:**

When small businesses get started, their focus is often on how to get their first group of customers through the door. They may rely on traditional forms of advertising, such as print ads and coupon mailers or even big signs on the side of the road. They may trust that since they know they offer a good product or service, it's only a matter of time until customers will find their way to them. While this strategy may bring in a trickle of business, there is a better and easier way. Small businesses should consider the huge marketplace of prospects online. No small business, no matter how new, should overlook this vast marketplace. The group of potential customers that are found online is a much larger group of people than you are likely to be able to attract locally. Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable.



## **Course Structure**

UNIT-I: Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms. **[15L]**

UNIT-II: Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media. **[15L]**

UNIT III: Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising -other methods-Social Media ROI. **[10L]**

Unit IV: Social Media for Branding; Establishing Relationship with customers-Social Media and SEO-Managing Tools of Social Media. **[10L]**

UNIT V: Facebook Marketing, Social Media Present and Future, LinkedIn Marketing. **[10L]**

### **Text Book(s):-**

1: Alan Charlesworth : Digital Marketing: A Practical Approach, Routhledge Taylor and Francis Group

2: Dave Chaffy, Fiona E Chadwick, K Johnston, R Mayer Internet Marketing : Strategy, Implementation and Practices , Pearson

3: Raghevendra K and Shruthi Prabhakar Digital Marketing

### **Project:**

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Digital Marketing of the Particular Company. The Project will be brief in the session 9. Each group will present before all student as a result all students should have idea of Digital Marketing.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	
MKT 1101 3	Social Media Marketin g	CO1	2	2										
		CO2	2	2	2			2				2		
		CO3		2		2		2				2		
		CO4					2	2	2					
		AVG .CO	1	1.5	0.5	0.5	0.5	1.5	0.5			0.5	0.5	

1= weakly mapped

2= moderately mapped

3=strongly mapped

MKT11014	<b>INTEGRATED MARKETING COMMUNICATIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Basic knowledge on Marketing Management				
<b>Co-requisites</b>	Functions of Marketing Management and Marketing mix				
<b>Academic Year</b>	2022-2023				

### **Course objectives:**

1. The objective of the course is to help students understand the principles and practices of marketing communications.
2. Provide insight into the tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning, implementation and control.
3. To develop an application skills pertaining to media strategy and evaluation of communication mix.

### **Outcomes**

On completion of this course, the students will be able to:

CO1: Discuss the basic and Importance concept of Integrated Marketing Communication in general and all promotion tools in particular and the synergy among the tools.

CO2: Applying the process of communication and different objectives of IMC and Advertising.

CO3: Evaluate the Advertising business & IMC agencies roles and functions.

CO4: Design of advertising copy and creative adverting through creative planning, design, strategy and process and creative production for print, electronics and digital copy.

### **Course Description:**

Integrated Marketing Communications (IMC) is an important part of Marketing Mix in particular and business in general. The role of Integrated Marketing communication in Marketing specialization from both theoretical and practical perspective is the core of the course. Students will know the role of IMC, the use of agencies, advertising planning, budgeting, and decision making, media selection and evaluation of communication activities.

## Course Structure

**Unit 1: Introduction to Integrated Marketing communication:** An Introduction to Integrated Marketing communication (IMC): Meaning and role of IMC in Marketing Process, Introduction to IMC tools, Difference between IMC & Promotion mix, Benefits of IMC to different stake holders. Social, Ethical and Regulatory aspects in advertising. [10L]

**Unit 2: Understanding communication Process:** Understanding communication Process, Setting Communication objectives – AIDA Model , Hierarchy of effect model, Innovation adoption model, DAGMAR approach of setting advertising objectives, Advertising Budget: various approaches. [10L]

**Unit 3: IMC/Advertising Business:** The IMC & advertising business overview, Advertising Agency & IMC agency: role, structure, function, and income, pitching. Client Agency Relationship. [10L]

**Unit 4: Developing Integrated Marketing Communication Program:** Planning and development: ad creativity, planning creative strategy, creative process: Advertising campaigns, copy platform, search for the big idea. Implementation and Evaluation: Appeals and execution styles, client evaluation, Creative Production: Print, Electronic. Advertising Effectiveness: Pre-Testing & Post-Testing methods. [10L]

**Unit 5: IMC: Media Planning:** Basic Terminologies, media selection, planning & scheduling strategy, media buying, Media planning: types, class, vehicle, scheduling and new media forms, Digital Media & Advertising: Coverage of Digital Media, Social Media & Mobile Advertising. [10L]

**Unit 6: Media Strategy:** Social Media Strategy-Goals, Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising. [10L]

### Text Book(s):-

1. Advertising & Promotions: an Integrated Marketing communication Perspective, George E. Belch, Michael A Belch, and Keyoor Purani, 2018, 9<sup>th</sup> Edition, Mc Graw Hill..
2. Advertising Management, Rajeev Batra, John G. Myers and David A. Aaker, 2016,,5<sup>th</sup> Edition, Pearson.
3. Advertising Promotions, an IMC Perspective , Kurti Shah, Alan D'Souza, 2009 , Edition, TMH. 4. Foundation of Advertising, Theory and Practice, S.A. Chunawalla, K C Sethia, 20087<sup>th</sup> Edition,

### **Project:**

Total class will be divided into Group of 4 members each. Each group has to select one organization of their choice to study the promotional programs of past and present. It should consist of all promotional tools such as advertising, sales promotion, personal selling and Publicity. The group has to analyse the effective ness of IMC tools and can suggest the organization for the future. The group has to submit a report consists of 10 marks. After submission of report each group has to present their project in the class. Presentation consists of 10 marks.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:**

<b>Components</b>	<b>Mid Term</b>	<b>Class Assessment</b>	<b>End Term</b>
<b>Weightage (%)</b>	<b>20</b>	<b>30</b>	<b>50</b>

### **Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
MKT 11014	Integrated Marketing Communication	CO1	2	2		2		2			1			
		CO2	2	2	2			2				1		
		CO3		1		1		2				2		
		CO4					2	2	2				2	
		AVG. CO	1	1.25	0.5	0.75	0.5	2	0.5			0.75	0.75	

1= weakly mapped

2= moderately mapped

3=strongly mapped

IST11003	<b>CYBER SECURITY AND CYBER LAW</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Version 1.1</b>	<b>Contact Hours - 60</b>	3	1	0	4
<b>Pre-requisites/Exposure</b>	Business Law and Cyber Law				
<b>Co-requisites</b>	--				
<b>Academic year</b>	2022-23				

### **Course objectives:**

Provide information to the students regarding emerging web application vulnerabilities. Deliver the information regarding tools, which are utilized for the exploitation of the cyber security vulnerabilities. Secure both clean and corrupted systems, protecting personal data, securing simple computer networks, and safe Internet usage. Understand key terms and concepts in cyber law, intellectual property and cyber crimes, trademarks and domain theft.

### **Course Outcomes**

On completion of this course, the students will be able to:

CO1: Define basic concept of cyber law and its application in business.

CO2: Explain key terms and concepts in cyber law, intellectual property and cyber crimes, trademarks and domain theft.

CO3: Appraise the application of digital marketing strategy and digital marketing mix

CO4: Determine computer technologies, digital evidence collection, and evidentiary reporting in forensic acquisition

### **Course Description:**

Describe and analyze the hardware, software, components of a network and the interrelations. Explain networking protocols and their hierarchical relationship hardware and software. Compare protocol models and select appropriate protocols for a particular design. Manage multiple operating systems, systems software, network services and security. Evaluate and compare systems software and emerging technologies. Develop solutions for networking and security problems, balancing business concerns, technical issues and security.

## **Course Structure**

### Module I: Introduction

10L

Overview of Computer and Web Technology ; Need for Cyber Law ; Cyber Jurisprudence at International and Indian Level

### Module II: Jurisdictional Aspects in Cyber Law

10L

Jurisdictional Aspects in Cyber Law; Issues of jurisdiction in cyberspace , Types of jurisdiction Prerequisites of jurisdiction; The Test evolved - Minimum Contacts Theory - Sliding Scale Theory - Effects Test and International targeting ; Jurisdiction under IT Act, 2000.

### Module III: Cyber Crimes& Legal Framework

20L

Introduction to Cyber Crimes ; Cyber Crimes Vs. Conventional Crime ; Reasons for cyber crimes and cyber criminals ; Cyber Crimes against Individuals, Institution and State ; Cyber Crimes Hacking Digital Forgery Cyber Stalking/Harassment Cyber Identity Theft & Fraud Cyber Terrorism Cyber Defamation Viruses ( File Infectors, Boot record infectors, Boot and file viruses) Salami attacks- Web Jacking Denial of service attack

### Module IV : Digital signature and Electronic Signature

10L

Concept of public key and private key - Certification authorities and their role - Creation and authentication of digital signature - Concept of electronic signature certificates Electronic Governance - Concept of electronic records and electronic signatures - Rules for attribution, acknowledgement and dispatch of such records.

### Module V: Data Protection

10L

Right to Privacy and Data Protection on Internet - Concept of privacy - Threat to privacy on internet - Ingredients to decide confidentiality of information - Breach of sensitive personal information and confidentiality under IT Act and penalties for the

same. - Right of Interception under IT Act.

**Text Book(s):-**

- 1: Karnika Seth, Computers, Internet and New Technology Laws, Lexis Nexis Butterworths Wadhwa Nagpur.
- 2: Nandan Kamath, Law Relating to Computer Network and E-commerce, Universal Law Publisher.
- 3: Apar Gupta, Commentary on Information Technology Act, Lexis Nexis TH 4: Chris Reed & John Angel, Computer Law, OUP, New York, (2007).

**Project:**

The project report submitted by the student will be evaluated jointly by the internal and external examiners during the practical examination.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written**

**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

		COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
IST 11003	Cyber Security and Cyber Law	CO1	2	2										
		CO2	2	2	2			1						
		CO3	2				2		2			2		
		CO4						2	2	2				
		AVG. CO	1.5	1	0.5	0.5	0.5	1.25	0.5			0.5		

1= weakly mapped

2= moderately mapped

3=strongly mapped