

M.B.A.

(Effective from the academic year 2024 - 2025)

Vision of the Department

To empower and mould young women students in professional, ethical, social and environmental dimensions with high degree of entrepreneurial and managerial competence so that they can integrate their skills to serve the industry and society globally.

Mission

To create value for students through knowledge creation by connecting them to organizations within and beyond the classroom, emphasizing innovative and career-focused learning, combined with transformative research and community engagement.

Eligibility for admission to MBA

The prospective applicant must satisfy one of the following eligibility criteria for admissions to the MBA programme. A graduate degree under 10+2+3 or 10+2+4 pattern under any discipline, securing at least 50% marks in aggregate, from a recognized university.

Highlights of the Revamped Curriculum

1. The core curriculum offers a cross functional course of study where the students will learn about business across all facets that lay the groundwork for understanding key business functions.
2. The curriculum provides a variety of elective specialization courses including Marketing, Finance, Human Resource, Logistics, Systems and Hospital Administration that allows the students to tailor their studies towards career goals or interests.
3. The curriculum incorporates experiential learning opportunities such as case studies, simulations, and management games to provide real-world exposure and practical skills development.
4. Projects, internships and industrial visits provide the students with industrial exposure and to solve real time problems making them industry ready.
5. Independent elective and MOOC courses enable the students to study at their own pace and

gives them an opportunity to earn extra credits.

6. Value added courses are offered every semester that provide the students with skills and knowledge beyond the standard curriculum.
7. The curriculum is designed to provide a holistic knowledge with various skill development courses offered during every semester that contribute to the students' employability, adaptability and entrepreneurship development. The overall MBA Programme offers a well-rounded education that prepares the students for success in their future career.

Value additions in the Revamped Curriculum

Semester	Newly Introduced Components	Outcome / Benefits
I, II & III	Core Courses offer the foundation of the curriculum, equipping students with essential knowledge and skills needed for effective management and leadership in the business world.	<ul style="list-style-type: none"> ✓ The core curriculum is designed to equip students with essential knowledge and skills that are applicable across various business functions and industries. ✓ These courses cover a range of fundamental disciplines that are critical for understanding and navigating the complexities of modern business environment.
III	Elective Specialization Courses are offered during the III Semester in Marketing, Finance, Human Resource, Logistics, Systems and Hospital	<ul style="list-style-type: none"> ✓ The elective specialization course provide students with in-depth knowledge and skills in specific areas of business, allowing them to

	Administration.	<p>pursue career paths aligned with their interests and goals.</p> <ul style="list-style-type: none"> ✓ A student has to learn six courses that can be dual specialization or single specialization as per her interest.
I,II & III	Extra Disciplinary courses is designed to provide students with a broad, interdisciplinary perspective that complements their core business studies.	<ul style="list-style-type: none"> ✓ Extra disciplinary courses are offered as non-core courses, that provide students with opportunities to explore specialized topics and develop additional skills. ✓ This approach recognizes that successful business leaders need to understand and integrate knowledge from various fields.
I, II,III & IV	Skill Courses offer opportunities to develop a diverse set of skills that complement core business competencies.	The skill courses are typically designed to assess students' ability to apply theoretical knowledge to real-world business scenarios, demonstrate critical thinking, analytical skills, and communicate effectively.
II	Summer Internship	The internship provide students with valuable opportunities to gain practical, hands-on experience in a real-world

		business environment.
IV	Comprehensive Viva	The comprehensive viva is a critical component of the assessment process, designed to evaluate a student's depth of knowledge, critical thinking and ability to articulate and defend their ideas.
IV	Project with Viva- Voce	The project viva provides an opportunity for students to demonstrate their understanding of the research topic, relevant theories, methodology, and findings. They should be able to articulate the significance of their research and its implications for the field of study.

**TANSCHÉ BASED PROGRAMME STRUCTURE IN OBE PATTERN FOR
MBA**

(For students admitted from the academic year 2024-25)

Semester	Course Category	Course Code	Course Title	Hours/Week	Credits	Exam Hours	Marks
I	Core	PCBAA24	Management Principles and Business Ethics	5	4	1.30 + 3	40+60
	Core	PCBAB24	Quantitative Techniques and Research Methods in Business	5	4	1.30 + 3	40+60
	Core	PCBAC24	Managing Organizational Behaviour	5	4	1.30 + 3	40+60
	Core	PCBAD24	Accounting for Managers	5	4	1.30 + 3	40+60
	Core	PCBAE24	Managerial Economics	5	4	1.30 + 3	40+60
	Core	PCBAF24	Legal Systems in Business	5	4	1.30 + 3	40+60
	Extra Disciplinary	PXBAA24	Entrepreneurship Development (LAB I)	4	2	3	40+60
	Soft Skills	PSBAA24	Soft Skill I – Executive Communication (LAB II)	4	1	3	40+60
	Soft Skills	PSBAB24	Soft Skill II – Artificial Intelligence for Business (LAB III)	4	1	3	40+60
IEC	*	Independent Elective	-	1	3	40+60	
TOTAL				42	29		1000
	Core	PCBAG24	Applied Operations Research	5	4	1.30 + 3	40+60
	Core	PCBAH24	Human Resource Management	5	4	1.30 + 3	40+60
	Core	PCBAI24	Marketing Management	5	4	1.30 + 3	40+60

II	Core	PCBAJ24	Operations Management	5	4	1.30 + 3	40+60
	Core	PCBAK24	Financial Management	5	4	1.30 + 3	40+60
	Core	PCBAL24	Strategic Management	5	4	1.30 + 3	40+60
	Extra Disciplinary	PXBAB24	International Business (LAB IV)	4	2	3	40+60
	Soft Skills	PSBAC24	Soft Skills III – Computing Skills (LAB V)	4	1	3	40+60
	Soft Skills	PSBAD24	Soft Skills IV – Accounting Software (LAB VI)	4	1	3	40+60
	IEC	*PIBAJ24	Independent Elective	-	1	3	40+60
TOTAL				42	29		1000
III	Core	PCBAM24	Information Systems for Business	6	4	1.30 + 3	40+60
	Elective		**Choose any one from the list	4	3	1.30 + 3	40+60
	Elective		**Choose any one from the list	4	3	1.30 + 3	40+60
	Elective		**Choose any one from the list	4	3	1.30 + 3	40+60
	Elective		**Choose any one from the list	4	3	1.30 + 3	40+60
	Elective		**Choose any one from the list	4	3	1.30 + 3	40+60
	Elective		**Choose any one from the list	4	3	1.30 + 3	40+60
	Extra Disciplinary	PXBAC24	Statistical Software (LAB VII)	4	2	3	40+60
	Soft Skills	PSBAE24	Soft Skills VI - Fintech (LAB VIII)	4	1	3	40+60
	Internship	PSBAF24	***Summer Internship	4	3	3	40+60
	IEC	*	Independent Elective	-	1	3	40+60
TOTAL				42	28		1100

*Independent elective- a student should opt a minimum of one paper and maximum of three papers.(Extra credits will be given if a student opts for more than one paper).

**Students should choose six elective courses from the specialization list in consultation with the Head of the Department.

For the categorization of specialization students can either opt for either single or dual specialization.

In case of students opting for single specialization, they should compulsorily choose 6 elective papers from one area specialization from the list given.

In case of students opting for dual specialization. They should choose 3 elective papers from respective area of specialization.

*** Summer Internship will be carried out during the summer vacation after the first year. Viva- Voce will be conducted with an external examiner and the same will be included in the Third Semester Marks Statement.

IV	Core	PCBAN24	# Project Work & Viva- Voce	-	10	-	300
	Core	PCBAO24	Comprehensive Viva	-	4	-	100
	Soft Skills	PSBAG24	Soft Skills VII - Web Designing and Digital Marketing (LAB IX)	4	1	3	40+60
	IEC	*	Independent Elective	-	1	3	40+60
TOTAL				4	16		600
GRAND TOTAL				130	102		3700

The Project Work will be evaluated jointly by TWO Examiners (i.e. one Internal and the other External) for a Maximum of 225 Marks (6 Credits).

The Viva- Voce will be conducted with Two Examiners (i.e. one Internal and the other External) for a Maximum of 75 Marks (4 Credits).

LIST OF ELECTIVE SPECIALIZATION COURSES

MARKETING MANAGEMENT

III	Elective	PEMKA24	Brand Management	3	3	1.30 + 3	40+60
	Elective	PEMKB24	Marketing Analytics	3	3	1.30 + 3	40+60
	Elective	PEMKC24	Customer Relations Management	3	3	1.30 + 3	40+60
	Elective	PEMKD24	Services Marketing	3	3	1.30 + 3	40+60
	Elective	PEMKE24	Channel Management Strategies	3	3	1.30 + 3	40+60
	Elective	PEMKF24	International Marketing	3	3	1.30 + 3	40+60

FINANCIAL MANAGEMENT

III	Elective	PEFNA24	Security Analysis and Portfolio Management	3	3	1.30 + 3	40+60
	Elective	PEFNB24	Derivatives Management	3	3	1.30 + 3	40+60
	Elective	PEFNC24	Behavioural Finance	3	3	1.30 + 3	40+60
	Elective	PEFND24	Financial Planning and Wealth Management	3	3	1.30 + 3	40+60
	Elective	PEFNE24	Merchant Banking and Financial Services	3	3	1.30 + 3	40+60
	Elective	PEFNF24	International Financial Management	3	3	1.30 + 3	40+60

HUMAN RESOURCE MANAGEMENT

III	Elective	PEHRA24	Compensation and Rewards Management	3	3	1.30 + 3	40+60
	Elective	PEHRB24	HR Analytics	3	3	1.30 + 3	40+60
	Elective	PEHRC24	Industrial and Labour Relations	3	3	1.30 + 3	40+60
	Elective	PEHRD24	Human Resources Development	3	3	1.30 + 3	40+60
	Elective	PEHRE24	International HRD	3	3	1.30 + 3	40+60
	Elective	PEHRF24	Strategic HRM	3	3	1.30 + 3	40+60

SYSTEMS MANAGEMENT							
III	Elective	PESMA24	Cloud Computing	3	3	1.30 + 3	40+60
	Elective	PESMB24	Database Management System	3	3	1.30 + 3	40+60
	Elective	PESMC24	Internet of Things (IoT)	3	3	1.30 + 3	40+60
	Elective	PESMD24	Deep Learning and Artificial Intelligence	3	3	1.30 + 3	40+60
	Elective	PESME24	E – Business	3	3	1.30 + 3	40+60
	Elective	PESMF24	Enterprise Resource Planning	3	3	1.30 + 3	40+60
HOSPITAL MANAGEMENT							
III	Elective	PEHMA24	Health care Governance and Technology	3	3	1.30 + 3	40+60
	Elective	PEHMB24	Health Policy and Health Care System	3	3	1.30 + 3	40+60
	Elective	PEHMC24	Hospital Planning and Administration	3	3	1.30 + 3	40+60
	Elective	PEHMD24	Hospital Records Management	3	3	1.30 + 3	40+60
	Elective	PEHME24	Operations Management in health care	3	3	1.30 + 3	40+60
	Elective	PEHMF24	Total Quality Management in Hospital	3	3	1.30 + 3	40+60
LOGISTICS AND SUPPLY CHAIN MANAGEMENT							
III	Elective	PELMA24	Supply Chain Management	3	3	1.30 + 3	40+60
	Elective	PELMB24	Export & Import Management	3	3	1.30 + 3	40+60
	Elective	PELMC24	Principles and Practice of Logistics Management	3	3	1.30 + 3	40+60
	Elective	PELMD24	Inventory & Warehousing Management	3	3	1.30 + 3	40+60
	Elective	PELME24	Packaging and Material Handling	3	3	1.30 + 3	40+60
	Elective	PELMF24	Logistics Infrastructure	3	3	1.30 + 3	40+60

LIST OF INDEPENDENT ELECTIVE COURSES

I	Independent Elective	PIBAA24	Disaster Management	1	-	3	40+60
	Independent Elective	PIBAB24	Event Management	1	-	3	40+60
	Independent Elective	PIBAC24	Innovation and Creativity Management	1	-	3	40+60
	Independent Elective	PIBAD24	Management Concepts in Thirukural	1	-	3	40+60
	Independent Elective	PIBAE24	Family Business Management	1	-	3	40+60
II	Independent Elective	PIBAF24	Banking and Insurance	1	-	3	40+60
	Independent Elective	PIBAG24	Industrial Safety and Pollution Management	1	-	3	40+60
	Independent Elective	PIBAH24	Stress Management	1	-	3	40+60
	Independent Elective	PIBAI24	Talent Management	1	-	3	40+60
	Independent Elective	PIBAJ24	Human Rights*	1	-	3	40+60
III	Independent Elective	PIBAK24	Cyber Security and Laws	1	-	3	40+60
	Independent Elective	PIBAL24	Mall Management	1	-	3	40+60
	Independent Elective	PIBAM24	Rural Marketing	1	-	3	40+60
	Independent Elective	PIBAN24	Travel and Tourism Management	1	-	3	40+60
	Independent Elective	PIBAO24	Workplace Counselling	1	-	3	40+60

IV	Independent Elective	PIBAP24	Retail Marketing	1	-	3	40+60
	Independent Elective	PIBAQ24	Management of Multinational Corporation	1	-	3	40+60
	Independent Elective	PIBAR24	Managing Start-ups	1	-	3	40+60
	Independent Elective	PIBAS24	Multi-modal Transportation	1	-	3	40+60
	Independent Elective	PIBAT24	Work-Life Balance and Emotional Intelligence Management	1	-	3	40+60

- ✓ Compulsory Independent Elective Course - *Human Rights to be studied in the second semester.
- ✓ During the course of study a student has to complete one MOOC (4 weeks) course related to the programme of study.

METHODS OF EVALUATION

S. No.	Category	Assessment Tool	Maximum Marks	Exam Theory	Weightage	
1.	Core Courses and Electives	I Continuous Assessment (ICA)	50	1 ½ h	35	40
		II Continuous Assessment (IICA)	50	1 ½ h		
		Innovative Component (IC)	5	-	5	
		End Semester Examination	100	3 h		
2.	Extra Disciplinary	Assignments	20	-	40	40
		Seminars	20	-		
		End Semester Examination Practical/Report/Viva-	60	3 h		

		Voce				
3.	Skill Course	Observation Note	20			40
		Seminars	20			
		End Semester Practical/Record/Viva-Voce	60	3 h		60
4.	Independent Elective Course	Quiz	10	-		40
		Assignments	20	-		
		Seminars	10			
		End Semester Examination Open Book Test	60	3 h		60

Activity-based Assessment for Skill Enhancement Courses

Activity 1 for Unit I: (Nature of Activity) – 20 marks

Activity 2 for Unit II: (Nature of Activity) – 20 marks

Activity 3 for Unit III: (Nature of Activity) – 20 marks

Activity 4 for Unit IV: (Nature of Activity) – 20 marks

Activity 5 for Unit V: (Nature of Activity) – 20 marks

Nature of Activity – Field visit/Industrial visit/Project (individual or group)/Exhibits/Model making/Hands-on-training/Flipped Classroom/Lab practice/Product making/Extempore/Block and Tackle/Debate/Report writing/Case study/Interpretation of data or results/Transcription/Quiz (LMS)/Problem solving/ Designing/Role play/Start-up proposal/Research proposal/Poster presentation/Oral presentation (live or recorded video)/Survey (Field or Online)/Group discussion / Note-taking/ Problem-solving/Problem formulation /Interviews /Concept mapping/Mind mapping /Promoting public awareness etc.

(Record of Assessments will be maintained by the course instructors and verified by the Head of the Department).

PROGRAMME OUTCOMES (PO)

On completion of the PG Programme, students will be able to:

PO 1: To prepare the students for a successful career with the skills to work with values that meet the diversified needs of industry and society.

PO 2: To inculcate ethics and social commitment in the students and to prepare them for personal and professional life so that they add value to the society.

PO 3: To ignite the passion for entrepreneurship and leadership by inculcating the necessary qualities and skills.

PO 4: To develop self-learning and continuous learning ability in graduates for their benefit and for the society at large.

PO 5: To prepare the students towards the issues of social relevance and introduce them to professional ethics and practice.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1: At the end of the course the students shall be able to conceptualize, critically analyse and provide solutions to problems in Business and Management

PSO2: Students gain the ability to synthesize knowledge with skills in the areas of Business and Management and can provide innovative and entrepreneurial solutions to job-related problems.

PSO3: The students would have gained practical exposure and multidisciplinary knowledge.

PSO4: Students can objectively research on business and management problems by collecting, analysing, and interpreting the data and professionally recommend feasible solution/s.

PSO5: Students are equipped to apply the principles, tools, and techniques of management in real-life situations.

PSO6: Students can analyse and solve problems and make informed decisions in challenging situations.

PSO7: Students develop self-learning skills, and remain updated on contemporary management practices and can leverage their learning to provide solutions to business problems.

PSO8: Students know inter-disciplinary domains through the diverse areas of specialisation of the industry.

PSO9: The students can function effectively as an individual and in a group with the capacity to be a team leader, as an entrepreneur, and administrator.

PSO10: Students will understand the professional, legal, ethical, and environmental responsibilities and will be committed towards them.

PO	PSO									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
PO1	H	M	H	H	H	H	M	H	H	M
PO2	H	M	M	M	H	H	M	H	M	M
PO3	H	M	M	H	H	H	M	H	H	H
PO4	H	M	M	H	H	L	M	M	L	L
PO5	H	M	M	M	L	H	M	M	M	H

* **H (High) – 3, M (Moderate) – 2, L (Low) – 1**

Course Code: PCBAA24	Course Title: MANAGEMENT PRINCIPLES AND BUSINESS ETHICS		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/nou24_mg09/preview		
Learning Objectives:			
LO1: To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions.			
LO2: To provide insights on Planning & Decision Making			
LO3: To throw light on Organizing, Managing Change and Innovation			
LO4: To elucidate on Leadership, Communication and Controlling.			
LO5: To create awareness and importance of Business Ethics and Social Responsibility.			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Nature of Management – Concepts and Foundations of Management 1.2 Managerial Functions- Management Skills 1.3 The Evolution of Management Thought – Tasks of a Professional Manager 1.4 Organizational Culture - Environment – Systems 1.5 Approach to Management 1.6 Levels in Management – Disaster Management		12

<p style="text-align: center;">II</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Planning & Decision Making</p> <p>2.1 Steps in Planning Process – Scope and Limitations</p> <p>2.2 Short Term and Long Term Planning</p> <p>2.3 Flexibility in Planning – Characteristics of a Sound Plan</p> <p>2.4 Management By Objectives (MBO)</p> <p>2.5 Strategic Management Process</p> <p>2.6 Decision Making Process and Techniques. Business Models</p>	<p style="text-align: center;">12</p>
<p style="text-align: center;">III</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Nature of Organizing</p> <p>3.1 Organization Structure and Design - Authority Relationships</p> <p>3.2 Delegation of Authority and Decentralization</p> <p style="padding-left: 20px;">Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture</p> <p>3.3 Impact of Technology on Organizational design</p> <p style="padding-left: 20px;">Mechanistic vs. Adoptive Structures</p> <p>3.4 Formal and Informal Organization.</p> <p>3.5 Span of control - Pros and Cons of Narrow wide Span of Control –Optimum Span</p> <p>3.6 Managing Change and Innovation.</p>	<p style="text-align: center;">12</p>
<p style="text-align: center;">IV</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Leadership and Control</p> <p>4.1 Leadership: Approaches to Leadership and Communication.</p> <p>4.2 Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line).</p>	<p style="text-align: center;">12</p>

	<p>4.3 Performance Standards</p> <p>4.4 Measurements of Performance</p> <p>4.5 Remedial Action - An Integrated Control system in an Organization</p> <p>4.6 Management by Exception (MBE)</p>	
<p>V</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Business Ethics</p> <p>5.1 Importance of Business Ethics</p> <p>5.2 Ethical Issues and Dilemmas in Business</p> <p>5.3 Ethical Decision Making and</p> <p>5.4 Ethical Leadership</p> <p>5.5 Ethics Audit</p> <p>5.6 Business Ethics and CSR Models.</p>	<p>12</p>
Case studies for all Units (K6)		
Text Books		
1.	Mukherjee, K., Principles of Management, Tata McGraw Hill Education Pvt. Ltd., 2 nd Edition, 2009	
2.	S. K. Mandal., Management Principles and practice, , Jaico Publishing House, 3 rd Edition, 2011.	
3.	Griffin, R. W., Management, South-Western College Publication, 11 th Edition, 2018.	
References Books		
1.	Robbins, S and Coulter, M, 15 th Edition, Management, Prentice Hall, 11 th Edition, 2022	
2.	Shaikh Ubaid, Disaster Management, Technical publications, 1 st Edition, 2020	
Web Resources		
1.	https://deb.ugc.ac.in	

2.	http://www.managementconcepts.com
3.	https://www.inderscience.com/info/inissues.php?jcode=ijmcp
4.	https://journals.sagepub.com/home/jom
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Possess the knowledge on the basic concepts of management and understand how an organization functions.(K1, K2, K3, K4, K5 & K6)	
CO2: Possess knowledge on planning & decision making. (K1, K2, K3, K4, K5 & K6)	
CO3: Have insights on organizing, managing change and Innovation.(K1, K2, K3, K4, K5 & K6)	
CO4: Learn leadership, communication and controlling skills.(K1, K2, K3, K4, K5 & K6)	
CO5: Have better understanding on business ethics and social responsibility.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	H	M	H	M
CO3	H	H	M	L	H
CO4	H	H	M	M	H
CO5	H	L	M	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	M	H	M	M
CO3	H	M	M	H	H	H	M	H	H	H
CO4	H	M	M	H	H	L	M	M	L	L
CO5	H	M	M	M	L	H	M	M	M	H

(High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAB24	Course Title: QUANTITATIVE TECHNIQUES AND RESEARCH METHODS IN BUSINESS		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/nou21_cm13/preview https://www.coursera.org/specializations/social-science		
<p>Learning Objectives:</p> <p>LO1:To provide the students with an introduction to probability theory and discuss how probability calculations may facilitate their decision making.</p> <p>LO2:To construct a coherent research proposal that includes an abstract, literature review, research questions, ethical considerations and methodology.</p> <p>LO3:To understand the basic statistical tools for analysis & interpretation of qualitative and quantitative data.</p> <p>LO4:To recognize the principles and characteristics of the multivariate data analysis techniques.</p> <p>LO5:To become familiar with the process of drafting a report that poses a significant problem.</p>			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Probability, Rules of Probability 1.2 Probability distribution; Binomial, Poisson, and Normal Distributions, their applications in Business and Industrial		12

	<p>problems</p> <p>1.3 Baye's Theorem and its applications</p> <p>1.4 Decision making under risk and uncertainty</p> <p>1.5 Maximax, Maximin, Regret Hurwitz and Laplace Criteria in Business and Decision Making</p> <p>1.6 Decision Tree</p>	
<p>II (K1, K2, K3, K4, K5 & K6)</p>	<p>Research Methods</p> <p>2.1 Definition: Research, Research Process</p> <p>2.2 Research Design: Definition, Types of Research Design, Role of Theory in Research</p> <p>2.3 Objectives - Hypothesis</p> <p>2.4 Types of Data, Primary and Secondary Data, Methods of Primary Data Collection; Survey, Observation, Experiments.</p> <p>2.5 Construction of Questionnaire, Questionnaire Schedule, Validity and Reliability of Instruments</p> <p>2.6 Types of Attitude Measurement Scales, Sampling Techniques; Probability and Nonprobability Techniques- Optimal Sample Size Determination</p>	12
<p>III (K1, K2, K3, K4, K5 & K6)</p>	<p>Data Preparation and Analysis</p> <p>3.1 Data Preparation: Editing, Coding, Data Entry</p> <p>3.2 Data Analysis, Testing of Hypothesis Univariate and Bivariate Analysis</p> <p>3.3 Parametric and Nonparametric Tests and Interpretation of Test Results</p> <p>3.4 Chi-Square Test, Correlation; Karl Pearson's Vs Correlation Coefficient and Spearman's Rank Correlation</p> <p>3.5 Regression Analysis</p> <p>3.6 One Way and Two-Way Analysis of Variance</p>	12

<p style="text-align: center;">IV</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Multivariate Statistical Analysis</p> <p>4.1 Exploratory and Confirmatory Factor Analysis</p> <p>4.2 Discriminant Analysis</p> <p>4.3 Cluster Analysis</p> <p>4.4 Multiple Regression</p> <p>4.5 Multidimensional Scaling, Application in Marketing problems</p> <p>4.6 Application of Statistical Software for Data Analysis</p>	<p style="text-align: center;">12</p>
<p style="text-align: center;">V</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Report Writing and Ethics in Business Research</p> <p>5.1 Research Reports, Different Types</p> <p>5.2 Writing Format, Content of Report</p> <p>5.3 Need for Executive Summary- Chapterization</p> <p>5.4 Framing The title of the Report</p> <p>5.5 Different Styles of Referencing – Academic Vs Business Research Reports</p> <p>5.6 Ethics in Research</p>	<p style="text-align: center;">12</p>
Text Books		
<p>1.</p>	<p>Kumar, R., Research Methodology: A Step-by-Step guide for Beginners, Sage, South Asia, 4th Edition, 2014.</p>	
<p>2.</p>	<p>Srivastava, T.N. and Rego, S., Statistics for Management, 2nd Edition, Tata McGraw Hill, 3rd Edition, 2016.</p>	
<p>3.</p>	<p>Cooper, D.R., Schindler, P. And Business Research Methods, Tata-McGrew Hill, 12th Edition, 2012.</p>	
References Books		
<p>1.</p>	<p>Johnson, R.A., and Wichern, D.W., Applied Multivariate Statistical Analysis, PHI Learning Pvt. Ltd., 6th Edition, 2012</p>	
<p>2.</p>	<p>Anderson, Sweeny, Williams, Camm and Cochran, Statistics for business and Economics, Cengage Learning, New Delhi, 13th Edition, 2017.</p>	

Web Resources	
1.	https://www.dartmouth.edu/~chance/teaching_aids/books_articles/probability_book/amsbook.mac.pdf
2.	https://study.com/academy/topic/probability.html
3.	https://onlinecourses.nptel.ac.in/noc18_ma07/preview
4.	https://hbr.org/1964/07/decision-trees-for-decision-making
<p>Course Outcomes:</p> <p>On completion of this course, students will be able to</p> <p>CO1:Be able to develop problem-solving techniques needed to accurately calculate probabilities.(K1, K2, K3, K4, K5 & K6)</p> <p>CO2:Be able to devise research methods, techniques and strategies in the appropriate manner for managerial decision making and conduct research for the industry.(K1, K2, K3, K4, K5 & K6)</p> <p>CO3:Be able to apply and interpret the different types of quantitative and qualitative methods of data analysis.(K1, K2, K3, K4, K5 & K6)</p> <p>CO4:Be able to use multivariate techniques appropriately, undertake multivariate hypothesis tests, and draw appropriate conclusions.(K1, K2, K3, K4, K5 & K6)</p> <p>CO5:Be able to present orally their research or a summary of another’s research in an organized, coherent, and compelling fashion.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	L
CO2	H	H	H	H	M
CO3	H	H	H	H	L
CO4	H	H	H	H	M
CO5	H	H	H	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	L	M	M	H	H	M	L	M
CO2	H	H	M	M	M	H	H	M	M	M
CO3	H	H	M	M	M	H	H	M	L	H
CO4	H	H	L	M	M	H	H	M	M	L
CO5	H	H	M	M	M	H	H	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAC24	Course Title: MANAGING ORGANIZATIONAL BEHAVIOUR		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_mg87/preview		
Learning Objectives:			
LO1: To familiarize the students to the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization.			
LO2: To provide insights on Individual Differences, perception, learning, Attitudes values and motivation.			
LO3: To throw light on Group Dynamics and Interpersonal Communication.			
LO4: To elucidate on Leadership, Politics, Conflicts and Negotiation.			
LO5: To create awareness and importance of work stress and Emotional Intelligence and its influence on employees in an organization.			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction to Organizational Behaviour 1.1 Historical background of OB 1.2 Concept Relevance of OB – Contributing disciplines - to the field of OB 1.3 Challenges and opportunities for OB 1.4 Foundations of Individual Behaviour 1.5 Theory – social theory		12

	1.6 Organizational Citizenship Behaviour	
II (K1, K2, K3, K4, K5 & K6)	<p>Individual Difference</p> <p>2.1 Personality – concept and determinants of personality – theories of personality</p> <p>2.2 Type of theories – trait theory – psycho analytic theory - social learning theory – Erikson’s stages of Personality Development Chris Argyris Immaturity to Maturity Continuum. Personality – Job fit</p> <p>2.3 Perception: Meaning Process – Factors influencing perception – Attribution theory</p> <p>2.4 Learning: Classical, Operant and Social Cognitive Approaches – Managerial implications</p> <p>2.5 Attitudes and Values:– Components, Attitude – Behaviour relationship, formation, values</p> <p>2.6 Motivation: Early Theories of Motivation – Hierarchy of needs theory, Theory X and Theory Y, Two factor theory, McClelland’s theory of needs and Contemporary theories of motivation – Self – Determination theory, Job Engagement, Goal Setting theory, Self– efficacy theory, Re – inforcement theory, Equity theory, Expectancy theory</p>	12
III (K1, K2, K3, K4, K5 & K6)	<p>Group Dynamics</p> <p>3.1 Foundations of Group Behaviour</p> <p>3.2 Group and Team</p> <p>3.3 Stages of Group Development–Factors affecting Group and Team Performance</p> <p>3.4 Group Decision making-Interpersonal Communication</p> <p>3.5 Communication Process – Barriers to Communication</p> <p>3.6 Guidelines for Effective Communication</p>	12

<p style="text-align: center;">IV</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Leadership</p> <p>4.1 Trait, Behavioural and Contingency theories,</p> <p>4.2 Leaders vs Managers Power and</p> <p>4.3 Politics: Sources of Power – Political Behaviour in Organizations</p> <p>4.4 Managing Politics</p> <p>4.5 Conflict and Negotiation: Sources and Types of Conflict</p> <p>4.6 Negotiation Strategies– Negotiation Process.</p>	<p style="text-align: center;">12</p>
<p style="text-align: center;">V</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Work Stress</p> <p>5.1 Stressors in the Workplace</p> <p>5.2 Individual Differences on Experiencing Stress</p> <p>5.3 Managing Workplace Stress</p> <p>5.4 Organizational Culture and Climate</p> <p>5.5 Concept and Importance – Creating and Sustaining Culture</p> <p>5.6 Emotional Intelligence -Work Life Integration Practices.Knowledge based enterprise- systems and Processes; Networked and virtual organizations.</p>	<p style="text-align: center;">12</p>
Case studies for all Units (K6)		
Text Books		
1.	Prasad .L.M., Organisational Behaviour ,Sultan Chand and Sons, 5 th Edition 2019.	
2.	C.B.Guptha, A Textbook Of Organisational Behaviour ,S.Chand & Company,1 st Edition,2019.	
3.	K. Aswattappa, Organisational Behaviour, Himalaya Publishing House, 14 th Edition, 2023.	
References Books		
1.	Luthans, F. Organizational Behaviour, Tata McGraw Hill Education,12 th Edition, 2017.	

2.	Stephen P. Robins, Timothy A. Judge and Neharika Vohra, Essentials of Organisational Behaviour, Pearson Education, 18 th Edition, 2019.
Web Resources	
1.	www.himpub.com
2.	https://iedunote.com/organisational-behaviour
3.	www.yourarticlelibrary.com/organisation/
4.	https://onlinelibrary.wiley.com/journal/10991379
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Possess the knowledge on the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization.(K1, K2, K3, K4, K5 & K6)	
CO2: Possess knowledge on Individual Differences, perception, learning, Attitudes values and motivation.(K1, K2, K3, K4, K5 & K6)	
CO3: Have insights on Group Dynamics and Interpersonal Communication.(K1, K2, K3, K4, K5 & K6)	
CO4: Learn Leadership, Politics, Conflicts and Negotiation.(K1, K2, K3, K4, K5 & K6)	
CO5: Have better understanding on work stress and Emotional Intelligence and its influence on employees in an organization.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	H	M	H	M
CO3	H	L	L	H	L
CO4	H	H	L	M	H
CO5	H	H	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	M	H	M	L
CO3	H	M	M	H	H	H		H	H	H
CO4	H	M	M	H	L	H	M	M	L	H
CO5	H	M	M	M	H	H	M	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAD24	Course Title: ACCOUNTING FOR MANAGERS		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/nou24_cm02/preview		
Learning Objectives:			
LO1: To acquaint the students with the fundamentals of principles of financial, cost and management accounting .			
LO2: To enable the students to prepare, analyses and interpret financial statements.			
LO3: To acquaint the students with the tools and techniques of financial analysis.			
LO4: To enable the students to take decisions using management accounting tools.			
LO5: To enable the students to prepare the reports with the accounting tools and facilitate managerial decision making.			
Units	Contents	Required Hours (60)	
I (K1, K2, K3, K4, K5 & K6)	Financial Accounting 1.1 Meaning - Objectives - functions. Branches of Accounting 1.2 Financial, Cost and Management Accounting - Accounting Concepts and conventions. 1.3 Journal – Ledger – Trial Balance 1.4 Preparation of Final Accounts-Trading, Profit and Loss Account 1.5 Balance Sheet (problems); International Accounting Standards – IFRS 1.6 Depreciation – Meaning – Causes- Methods of depreciation-	12	

	Straight Line –Diminishing Balance Method	
II (K1, K2, K3, K4, K5 & K6)	Financial Statement Analysis 2.1 Objectives 2.2 Techniques of Financial Statement Analysis: Common Size 2.3 Comparative Financial Statements, Trend analysis, Ratio Analysis. 2.4 Fund Flow Statement - Statement of Changes in Working Capital 2.5 Preparation of Fund Flow Statement - Cash Flow Statement Analysis 2.6 Distinction between Fund Flow and Cash Flow Statement – problem	12
III (K1, K2, K3, K4, K5 & K6)	Marginal Costing 3.1 Definition 3.2 Distinction between marginal costing and absorption costing 3.3 Break even point Analysis - Contribution, p/v Ratio, margin of safety 3.4 Decision making under marginal costing system 3.5 Key factor analysis, make or buy decisions 3.6 Export decision, sales mix decision- Problems	12
IV (K1, K2, K3, K4, K5 & K6)	Budget 4.1 Budgeting 4.2 Budgeting Control 4.3 Types of Budgets - Preparation of Flexible and fixed Budgets 4.4 Master budget and Cash Budget 4.5 Problems 4.6 Zero Base Budgeting	12

V (K1, K2, K3, K4, K5 & K6)	Cost Accounting	12
	5.1 Meaning – Objectives - Elements of Cost	
	5.2 Cost Sheet(Problems) – classification of cost – Cost Unit and Cost Centre	
	5.3 Methods of Costing – Techniques of Costing. Standard costing and variance analysis Reporting to Management	
	5.4 Uses of Accounting information in Managerial decision-making. Reporting	
	5.5 Accounting Standards and Accounting Disclosure practices in India	
5.6 Exposure to Practical Knowledge of using Accounting software- Open Source		
Case studies for all Units (K6)		
Text Books		
1.	Gupta, A., Financial Accounting for Management: An Analytical Perspective, 5th Edition, Pearson, 2016.	
2.	Khan, M.Y. and Jain, P.K., Management Accounting: Text, Problems and Cases, Tata McGraw Hill Education Pvt. Ltd., 8 th Edition,2021.	
3.	Nalayiram Subramanian, Contemporary Financial Accounting and reporting for Management – a holistic perspective- published by S. N. Corporate Management Consultants Private Limited, 1 st Edition 2014	
References Books		
1.	Horngren, C.T.,Sundem, G.L., Stratton, W.O., Burgstahler, D. and Schatzberg, J., Pearson, 16 th Edition,2013	
2.	Noreen, E., Brewer, P. and Garrison, R., Managerial Accounting for Managers, Tata McGraw-Hill Education Pvt. Ltd., 13 th Edition,2009.	
Web Resources		
1.	http://files.rajeshindukuristudyplace.webnode.com/200000014-9621c971b8/accounting%20for%20managers.pdf	

2.	http://shodhganga.inflibnet.ac.in/bitstream/10603/70588/9/09_chapter%201.pdf
3.	http://educ.jmu.edu/~drakepp/principles/module6/capbudtech.pdf
4.	https://www.researchgate.net/publication/313477460_concept_of_working_capital_management
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Be able to understand the fundamentals of principles of financial, cost and management accounting. (K1, K2, K3, K4, K5 & K6)	
CO2: Be able to prepare, analyze and interpret financial statements.(K1, K2, K3, K4, K5 & K6)	
CO3: Be able to use the tools and techniques of financial analysis.(K1, K2, K3, K4, K5 & K6)	
CO4: Be able to take decisions using management accounting tools.(K1, K2, K3, K4, K5 & K6)	
CO5: Be able to prepare the reports with the accounting tools and facilitate and take managerial decisions.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	L	H	H
CO2	H	L	M	H	M
CO3	H	H	M	H	L
CO4	H	H	M	L	L
CO5	H	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	L	M	H	H	M	H	M	M
CO3	H	M	M	H	H	L	M	H	L	H
CO4	H	M	M	H	H	H	M	M	H	H
CO5	H	M	L	M	H	H	L	M	L	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAE24	Course Title: MANAGERIAL ECONOMICS		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg67/preview		
Learning Objectives:			
LO1: To familiarize the students about managerial economics and to know the fundamental concepts affecting business decisions.			
LO2: To understand the concept of utility and demand analysis and demand forecasting.			
LO3: To know about production function and market structure.			
LO4: To have an idea and understanding about Macroeconomics like National Income, savings and investment, Indian economic policy and Planning.			
LO5: To Provide insights on Money Market, Inflation and Deflation, Monetary and Fiscal policies, FDI and cashless economy.			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Definition of Managerial Economics 1.2 Decision Making and the Fundamental Concepts Affecting Business Decisions 1.3 The Incremental Concept, Marginalism 1.4 Equi-marginal Concept, the Time Perspective, Discounting Principle 1.5 Opportunity Cost Principle		12

	1.6 Micro and Macro Economics	
II (K1, K2, K3, K4, K5 & K6)	Utility Analysis and the Demand Curve 2.1 Elasticity of Demand - Demand Analysis 2.2 Basic Concepts, and tools of analysis for demand forecasting 2.3 Use of Business Indicators: Demand forecasting for consumer 2.4 Consumer Durable and Capital Goods 2.5 Input-Output Analysis 2.6 Consumer Behavior-Consumer Equilibrium	12
III (K1, K2, K3, K4, K5 & K6)	The Production Function 3.1 Production with One Variable Input 3.2 Law of Variable Proportions – Production with Two Variable Inputs – Production Isoquants 3.3 Isocost Lines Estimating Production Functions- Returns to Scale 3.4 Economies Vs Diseconomies of Scale – Cost Concepts – Analysis of cost – Short and long run costs- Market Structure 3.5 Perfect and Imperfect Competition – Monopoly, Duopoly 3.6 Monopolistic Competition – Pricing Methods	12
IV (K1, K2, K3, K4, K5 & K6)	Macro Economic Variables 4.1 National Income- Concepts 4.2 Gross Domestic Product 4.3 Gross National Product, Net National Product 4.4 Measurement of National Income, Savings, Investment 4.5 Business Cycles and Contracyclical Policies 4.6 Role of Economic Policy – Indian Economic Planning	12

V (K1, K2, K3, K4, K5 & K6)	Commodity and Money Market	12
	5.1 Demand and Supply of Money	
	5.2 Money Market Equilibrium – Monetary Policy – Inflation – Deflation – Stagflation	
	5.3 Role of Fiscal Policies- Indian Fiscal Policies - Government Policy towards Foreign Capital and Foreign Collaborations	
	5.4 Globalization and its Impact. Cashless economy and digitalized cash transfers	
	5.5 Economic models and its steps	
	5.6 FEMA-GST-Industrial Policy in India and its effects on growth.	
Case studies for all Units (K6)		
Text Books		
1.	Damodaran, S., Managerial Economics, Oxford University Press, 2 nd Edition, 2011.	
2.	Dwivedi, D.N., Managerial Economics, Vikas Publishing House, 2 nd Edition 2011.	
3.	R. L. Varshney , K.L. Maheshwari., Managerial Economics, Sultan Chand & Sons, 3 rd Edition 2014.	
References Books		
1.	William F. Samuelson, Stephen G. Marks, Jay L., Zagorsky., Managerial Economics, Wiley Publishers, 9 th Edition, 2021.	
2.	Dominick Salvatore, Managerial Economics: Principles and worldwide applications, 9E Adaptation, Oxford university press, 9 th Edition, 2020.	
Web Resources		
1.	http://pearsoned.co.in/prc/book/paul-g-keat-managerial-economics-economic-tools-todays-decision-makers6e-6/9788131733530	
2.	http://www.onlinevideolecture.com/mba-programs/kmpetrov/managerial-economics/?courseid=4207	
3.	https://www.slideshare.net/dvy92010/nature-and-scope-of-managerial-economics-76225857	

4.	https://journals.sagepub.com/home/ieja
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Be able to understand the basic concepts of managerial economics that helps the firm in decision making process.(K1, K2, K3, K4, K5 & K6)	
CO2: Be familiar about the Basic concepts of Demand, Supply and Equilibrium and their determinants.(K1, K2, K3, K4, K5 & K6)	
CO3: Have better idea and understanding about production function and market structure.(K1, K2, K3, K4, K5 & K6)	
CO4: Have better insights about macroeconomics concepts like National income, Savings and Investment, Indian Economic Policy and planning.(K1, K2, K3, K4, K5 & K6)	
CO5: Possess better knowledge about Money market, Monetary and Fiscal policy, inflation and deflation, FDI and globalization and Cashless economy and digitalized cash transfers.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	L	M	H	M
CO3	H	L	L	L	L
CO4	H	H	M	M	H
CO5	H	H	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	L	M	H	L	M
CO3	H	M	M	H	H	H	M	H	H	H
CO4	H	L	L	H	H	L	M	L	H	H
CO5	H	M	M	M	H	H	M	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAF24	Course Title: LEGAL SYSTEMS IN BUSINESS		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/nou24_cm22/preview		
Learning Objectives:			
LO1: To create knowledge and understanding on law of contracts.			
LO2: To describe about sale of goods and Negotiable instrument act.			
LO3: To have an overall understanding about partnership act and company law.			
LO4: To familiarize various labor laws for effective administration of Human Resource of an organization.			
LO5: To provide insights and awareness about consumer protection act, Cyber-crimes, Intellectual property Rights.			
Units	Contents	Required Hours (60)	
I (K1, K2, K3, K4, K5 & K6)	The Law of Contracts 1.1 Definition of Contract Offer and Acceptance – Essential Elements of a Valid Contract: Free Consent 1.2 Competency of Parties – Lawful Consideration – Legality of Object. Void, Voidable, Unenforceable and Illegal Contracts 1.3 Performance of Contracts – Privity of Contracts – Assignment of Contracts – By Whom Contract must be Performed – Time and Place of Performance 1.4 Performance of Reciprocal Promises – Contracts which need not be performed	12	

	<p>1.5 Discharge of Contracts-By Performance, By Agreement, By Impossibility, By Lapse of Time, By Operation of Law and By Breach of Contracts</p> <p>1.6 Remedies for Breach of Contracts.</p>	
<p>II</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Sale of Goods Act</p> <p>2.1 Definition of a Sale and a Contract of Sale</p> <p>2.2 Difference between (1) Sale and an Agreement to Sell (2) Sale and a Contract Form (3) Sale and Bailment (4) Sale and Mortgage of Goods (5) Sale and Time</p> <p>2.3 Purchase Conditions and Warranties - Passing of Property of Goods - Rights of an Unpaid Seller.</p> <p>2.4 Negotiable Instruments Act-Negotiable Instruments in General</p> <p>2.5 Cheques, Bills of Exchange and Promissory Notes</p> <p>2.6 Definition and Characteristics</p>	<p>12</p>
<p>III</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Partnership Act</p> <p>3.1 Evolution - Definition of Partnership - Difference between Partnership and Joint Family Business</p> <p>3.2 Kinds of Partnerships - Registration - Rights and Liabilities of Partners - Dissolution</p> <p>3.3 Company Law: Evolution of Company Form of Organisation - Companies Separate Legal Entity - Comparison of Company with Partnership and Joint Hindu Family Business - Kinds of Companies - Comparison of Private and Public Companies</p> <p>3.4 Formation of Companies - General Idea About Memorandum and Articles of Association, Prospectus, Statement in lieu of Prospectus</p> <p>3.5 Management of Companies - General Idea of Management of Companies - Officers.</p> <p>3.6 Meetings - Resolutions - Account and Audit - Winding up</p>	<p>12</p>

	of Companies - General Idea of the Different Modes of Winding Up	
IV (K1, K2, K3, K4, K5 & K6)	Labour Law 4.1 Factories Act, Minimum Wages Act, Industrial Disputes Act, Employees 4.2 Compensation Act, Payment of Bonus Act 1965. Payment of Gratuity Act 1972. ESI Act, Employees Provident Fund and Miscellaneous Provisions Act 1952 4.3 Maternity Benefits Act, Child labour Abolition & Regulation Act, 1986- Inter-state Migrant Workmen (Regulation of Employment & Conditions of services) Act 1979 4.4 Bonded Labour system (Abolition) Act 1976 4.5 Sexual Harassment of women at Workplace (Prevention, Prohibition & Redressal) Act 2013- 4.6 Contract Labour (Regulation and Abolition) Act- Four Labour Codes and Rules-RTI Act 2005	12
V (K1, K2, K3, K4, K5 & K6)	Consumer Protection Act 5.1 Competition Act 2002 5.2 Cyber Crimes, IT Act 2008 5.3 Intellectual Property Rights: Types of Intellectual Property - Trademarks Act 1999 5.4 The Copyright Act 1957 - International Copyright Order, 1999 5.5 Design Act, 2000; UNICITRAL 5.6 United Nations Commission on International Trade Law	12
Case studies for all Units (K6)		
Text Books		
1.	Kapoor ND., Legal Systems in Business, Sultan Chand & Sons, 2 nd Edition, 2021.	

2.	Rao, P.M., Mercantile Law, PHI Learning, 5 th Edition, 2011.
3.	Majumdar, A. K. and Kapoor, G.K., Company Law, Taxmann Publications Pvt. Ltd., 15 th Edition, 2012.
References Books	
1.	Intellectual Property Laws, Universal Law Publishing, 5 th Edition, 2012.
2.	Daniel Albuquerque , Legal systems in Business, Oxford University Press India, 2 nd Edition, 2015.
Web Resources	
1.	http://www.legalserviceindia.com/article/
2.	http://www.freebookcentre.net/Law/Law-Books.html 2
3.	https://www.mooc-list.com/course/business-law-wma
4.	https://ilj.law.indiana.edu/
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Have knowledge on understandings on law of contract.(K1, K2, K3, K4, K5 & K6)	
CO2: Know the sale of Goods & Negotiable instrument act.(K1, K2, K3, K4, K5 & K6)	
CO3: Have understandings on partnership and company law.(K1, K2, K3, K4, K5 & K6)	
CO4: Have familiarize with various labour laws.(K1, K2, K3, K4, K5 & K6)	
CO5: Possess insights & awareness about consumer protection Act Cyber Crimes, Intellectual Property Rights.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	L	M	L	L
CO3	H	H	L	H	L
CO4	H	L	M	L	H
CO5	H	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	L	H	L	M
CO3	H	L	M	H	H	H	M	H	H	H
CO4	H	M	L	H	L	H	L	M	L	H
CO5	H	M	M	M	H	H	M	L	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PXBAA24	Course Title: ENTREPRENEURSHIP DEVELOPMENT (LAB I)		Credits 2
Lecture Hours (L) per week:	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -4	Total:(L+T+P) Per week: 4
Course Category: Extra Disciplinary	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/cec24_cm13/preview		
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Introduction The Entrepreneur – Definition – Characteristics of Successful entrepreneur. Entrepreneurial scene in India; MSME; Analysis of entrepreneurial growth in different communities – Case histories of successful entrepreneurs. Similarities and Distinguish between Entrepreneur and Intrapreneur.		9
II (K1, K2, K3, K4, K5 & K6)	Innovation in Business Types of Innovation – Creating and Identifying Opportunities for Innovation – Design Thinking- The Technological Innovation Process – Creating New Technological Innovation and Intrapreneurship – Licensing – Patent Rights – Innovation in Indian Firms		9
III (K1, K2, K3, K4, K5 & K6)	New Venture Creation Identifying Opportunities for New Venture Creation: Environment Scanning – Generation of New Ideas for Products and Services. Creating, Shaping, Recognition, Seizing and Screening of Opportunities. Feasibility Analysis: Technical Feasibility of Products and Services – Marketing Feasibility: Marketing Methods – Pricing Policy and		9

	Distribution Channels	
IV (K1, K2, K3, K4, K5 & K6)	Business Plan Preparation Benefits of a Business Plan – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan – Format and Presentation; Start-ups and e-commerce Start-ups. Business Model Canvas	9
V (K1, K2, K3, K4, K5 & K6)	Financing the New Venture Capital structure and working capital Management: Financial appraisal of new project, Role of Banks – Credit appraisal by banks. Institutional Finance to Small Industries – Incentives – Institutional Arrangement and Encouragement of Entrepreneurship.	9
Text Books		
1.	Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2 nd Edition, 2010.	
2.	Roy, R., Entrepreneurship, Oxford University Press, 2 nd Edition, 2011.	
3.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, Pearson, 3 rd Edition, 2011.	
References Books		
1.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 5 th Edition, 2011.	
2.	Entrepreneurship: Successfully Launching New Ventures, Global Bruce R. Barringer, Texas A & M University, R. Duane Ireland, 6 th Edition, 2018.	
Web Resources		
1.	http://www.jimssouthdelhi.com/sm/BBA6/ED.pdf	
2.	https://www.cengage.com/highered	
3.	https://roadmapresearch.com/entrepreneurship-beyond-curriculum	
4.	https://journals.sagepub.com/home/iei	

Course Outcomes:

On completion of this course, students will be able to

CO1: Be able to know about growth of entrepreneurship in India.(K1, K2, K3, K4, K5 & K6)

CO2: Gain knowledge on innovation, its types, role of technology in innovation, patents and licensing.(K1, K2, K3, K4, K5 & K6)

CO3:Obtain knowledge on new venture creation.(K1, K2, K3, K4, K5 & K6)

CO4:Be able to prepare a business plan.(K1, K2, K3, K4, K5 & K6)

CO5:Gain knowledge on various types of financing available for new ventures.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	H	M	H	M
CO3	H	L	M	L	H
CO4	H	L	M	L	H
CO5	H	H	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	L	H	H	L	H	M	L
CO3	H	M	L	H	L	H	M	L	H	H
CO4	H	M	M	L	H	H	L	M	H	H
CO5	H	M	M	M	H	L	M	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PSBAA24	Course Title: SOFT SKILLS I – EXECUTIVE COMMUNICATION (LAB II)		Credits 1
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -4	Total:(L+T+P) Per week: 4
Course Category: Skill	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg64/preview		
Learning Objectives:			
LO1: To acquire communication awareness they are going to get for the industry.			
LO2: To make the customer realize that you can provide them with information and other essential things.			
LO3: To explore the skill of writing business proposals.			
LO4: To develop a plan for the meetings and interviews.			
LO5: To analyze the skills required for non-verbal communication.			
Units	Contents	Required Hours (30)	
I (K1, K2, K3, K4, K5 & K6)	Communication Meaning and Significance of Communication for Management-Types of Communication Factors Affecting Effectiveness of Communication-Barriers to Communication-Principles of Effective Communication Dyadic Communication -Face-to-face Communication- Other Modes of Communication.Non-verbal Communication- Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts-Diagrams and Tables- Visual and Audio-visual Aids for Communication	6	
II (K1, K2, K3,	Business Correspondence Planning Business Messages: Analyzing the Task,Anticipating the Audience-Adapting the Message Organizing and Writing	6	

K4, K5 & K6)	Business Messages: Patterns of organization- Use of Tools such as Mind Maps, Composing the Message- Norms for Business Letters Letters for Different Kinds of Situation - Personalized Standard Letters, Enquiries, Inviting Quotations, Sending Quotations, Placing Orders, Inviting tenders -Claim letters, Customers Complaints, Collection Letters, Sales Promotion Letters- Revising Business Messages- Revising for Clarity. Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.	
III (K1, K2, K3, K4, K5 & K6)	Business Reports and Proposals Structure of Reports- Long and Short Reports-Formal and Informal Reports-Writing Research Reports- Technical Reports -Norms for Including Exhibits and Appendices-Writing Business Proposals.	6
IV (K1, K2, K3, K4, K5 & K6)	Conducting Meetings and Interviews Procedure for Conducting Meetings-Preparing Agenda, Minutes and Resolutions- Conducting Seminars and Conferences -Procedure of Regulating Speech- Evaluating Oral Presentations Drafting Speech-Participating in Debates - Fluency Development Strategies -Attending and Conducting Interviews- Listening.	6
V (K1, K2, K3, K4, K5 & K6)	Employability Skills Applying for a job -Interview Techniques -Preparation of Resume -Group Discussion-Presentation Skills -Techniques - Dos' and Don'ts	6
Text Books		
1.	Moin Qazi ,The Executive Guide To Business Communication,Notion Press. 1 st Edition, 2019.	
2.	Dr.Sapna.M.S ,Corporate Communication : Trends and Features 1 st Edition, 2020	
3.	Harvard Business Review , Business Communication (Harvard Business Essentials) – 1 st Edition, 2003	
References Books		
1.	Dr. Amitabh Kishor Dwivedi , Communication Skills For Professionals And	

	Students : An Occupational Therapist's Perspective Paperback – 1 st Edition, 2019
2.	Matt Abrahams , Think Faster, Talk Smarter: How to Speak Successfully When You're Put on the Spot Paperback – 2023
Web Resources	
1.	https://journals.sagepub.com/home/job
2.	https://bctjournal.com/
3.	https://procomm.ieee.org/transactions-of-professional-communication/
4.	https://mulpress.mcmaster.ca/jpc
<p>Course Outcomes: On completion of this course, students will be able to CO1: Understanding of theories and concepts, types and various modes of communication in organizations.(K1, K2, K3, K4, K5 & K6) CO2: Development of skills on developing Business Correspondence.(K1, K2, K3, K4, K5 & K6) CO3:Development of skills on preparing Business Reports and Proposals.(K1, K2, K3, K4, K5 & K6) CO4:To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills.(K1, K2, K3, K4, K5 & K6) CO5:To demonstrate his/her verbal and non-verbal communication ability through presentations.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	L	M	H	H
CO2	H	H	L	H	M
CO3	H	H	L	H	H
CO4	H	H	M	L	L
CO5	H	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	L	H	H	M	H	M	M
CO3	H	M	M	H	H	L	M	L	H	L
CO4	H	M	M	H	H	H	L	M	H	H
CO5	H	M	M	M	H	H	M	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PSBAB24	Course Title: ARTIFICIAL INTELLIGENCE FOR BUSINESS (LAB III)		Credits 1
Lecture Hours (L) per week:	Tutorial Hours (T) per week:	Lab Practice Hours (P) per week: -4	Total:(L+T+P) Per week: 4
Course Category: Skill	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/artificial-intelligence-marketing-coursera https://onlinecourses.nptel.ac.in/noc24_cs88/preview		
Learning Objectives:			
<p>LO1:To create awareness and understanding of Artificial Intelligence applied in business.</p> <p>LO2:To elucidate the students on the various problem solving techniques using AI.</p> <p>LO3:To educate the students on applying Artificial Intelligence in Marketing.</p> <p>LO4:To educate the students on current implementation of Artificial Intelligence in Finance and HR.</p> <p>LO5:To give basic understanding of R.</p>			
Units	Contents	Required Hours (30)	
I (K1, K2, K3, K4, K5 & K6)	Introduction Business Aspects of AI and Machine Learning	2	
II (K1, K2, K3, K4, K5 & K6)	AI Ethical and Societal implications of AI and Machine Learning	6	
III (K1, K2, K3, K4, K5 & K6)	The AI Revolution Trends, Tools, and	6	

K6)	Applications	
IV (K1, K2, K3, K4, K5 & K6)	AI Strategy and Capabilities Transforming Your Business with Deep Learning	6
V (K1, K2, K3, K4, K5 & K6)	Introduction to R R Fundamentals, Exploratory data analysis and data visualization with R	10
Text Books		
1.	Russell, S. and Norvig, P. Artificial Intelligence - A Modern Approach, Prentice Hall, 3 rd Edition, 2015.	
2.	Sterne J. Artificial intelligence for marketing: practical applications, John Wiley & Sons, 3 rd Edition.	
3.	King K. Using Artificial Intelligence in Marketing: How to harness AI and maintain the competitive edge, Kogan Page Publishers.	
References Books		
1.	Machine Learning in Finance by M. Dixon, I Halperin, and P. Bilokon, Springer, 1 st Edition.	
2.	Tyagi, P., Chilamkurti, N., Grima, S., Sood, K., & Balusamy, B. (Eds.). The Adoption and Effect of Artificial Intelligence on Human Resources Management, Part A. Emerald Publishing Limited. 1 st Edition, 2023.	
Web Resources		
1.	https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence#	
2.	https://www.geeksforgeeks.org/machine-learning/	
3.	https://www.r-project.org/about.html#	
4.	https://www.javatpoint.com/unsupervised-machine-learning	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Have a basic understanding of application of Artificial Intelligence in different aspects of business. (K1, K2, K3, K4, K5 & K6)		
CO2: Get a clear understanding of different search techniques employed by Artificial		

Intelligence.(K1, K2, K3, K4, K5 & K6)

CO3:Have an understanding of Artificial Intelligence applied in Marketing.(K1, K2, K3, K4, K5 & K6)

CO4:Have an understanding of Artificial Intelligence applied in Finance and Human Resources.(K1, K2, K3, K4, K5 & K6)

CO5:Have hands-on experience using R.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	L	M	H	M
CO2	H	L	M	H	M
CO3	H	L	M	M	L
CO4	H	L	M	M	L
CO5	H	L	L	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	L	M	M	M	M	M	L	L
CO2	H	H	L	M	M	M	M	M	L	L
CO3	H	H	L	M	M	M	M	M	L	L
CO4	H	H	L	M	M	M	M	M	L	L
CO5	H	H	M	M	M	M	L	L	L	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAG24	Course Title: APPLIED OPERATIONS RESEARCH		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_ma55/preview https://www.coursera.org/learn/operations-research-modeling		
Learning Objectives:			
LO1: To provide the students with introduction on OR and its models to aid in understanding its applicability in the various functional areas of management.			
LO2: To understand the concept of linear programming models in determining profit maximization and cost minimization.			
LO3: To learn about various methods adopted in transportation and Assignments models.			
LO4: To determine about inventory models, replacement models, job sequencing, networking model and Queuing model.			
LO5: To throw light on dynamic model and game models and the application of pure and mixed strategies in competitive environment.			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Overview of operations research 1.2 Origin 1.3 Nature, scope of OR 1.4 characteristics of OR 1.5 Models in OR 1.6 Application of operations research in functional areas of management		08
II (K1, K2, K3, K4, K5 & K6)	Linear Programming Problem 2.1 Linear programming problem model 2.2 Formulation		12

	2.3 Maximization & Minimization problem 2.4 Graphical method 2.5 Simplex method – Artificial variable 2.6 Primal & Dual.	
III (K1, K2, K3, K4, K5 & K6)	Transportation problem 3.1 Basic Solution – North / West corner Solution 3.2 LCM, VAM, Matrices method – Optimal Solution 3.3 Stepping stone method – Vogel’s approximation method 3.4 Modi method – Degeneracy 3.5 Imbalance matrix. Assignment model 3.6 Hungarian method – Traveling salesmen problem.	12
IV (K1, K2, K3, K4, K5 & K6)	Project Scheduling and Resource Management 4.1 Deterministic Inventory models – Purchasing & Manufacturing models 4.2 Probabilistic inventory models – Replacement model – Sequencing 4.3 Brief Introduction to Queuing models. 4.4 Networking – Programme Evaluation and Review Technique (PERT) 4.5 Critical Path Method (CPM) for Project Scheduling- Crashing 4.6 Resource allocation and Resource Scheduling	18
V (K1, K2, K3, K4, K5 & K6)	Game Theory and Strategies 5.1 Games theory 5.2 Two player zero sum game theory – Saddle Point 5.3 Mixed Strategies for games without saddle points 5.4 Dominance method – Graphical and L.P Solutions 5.5 Goal Programming; Simulation 5.6 Integer programming and Dynamic programming.	10
Text Books		
1.	Anderson, D.R., Sweeney, D.J., Williams, T.A. and Martin, K., An Introduction to Management Science: Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd., 14 th Edition ,2019.	
2.	Gupta, P.K., and Comboj, Introduction to Operations Research, S. Chand, 2014.	
3.	Hiller, F., Liebermann, Nag and Basu, Introduction to Operations Research, Tata McGraw-Hill Publishing Co. Ltd.,11 th Edition Paperback,	

	2021.
References Books	
1.	Khanna, R.B., Quantitative Techniques for Managerial Decision Making, New Age International Publishers, 3 rd Edition Paperback, 2018.
2.	Taha, H.A., Operations Research: An Introduction, Pearson, 10 th Edition, 2019.
Web Resources	
1.	www.cbom.atozmath.com
2.	http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_qt.pdf
3.	http://164.100.133.129:81/econtent/Uploads/Operations_Research.pdf
4.	https://www.journals.elsevier.com/operations-research-perspectives
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Obtain insight on the origin and nature of OR and also the application of various models of OR.(K1, K2, K3, K4, K5 & K6)	
CO2: Learn about the graphical, Simplex, Big M and dual methods of Linear programming problem.(K1, K2, K3, K4, K5 & K6)	
CO3: Be well versed with the concept of transportation and Assignments models.(K1, K2, K3, K4, K5 & K6)	
CO4: Have better understanding on inventory models, replacement models, job sequencing, networking model and Queuing model.(K1, K2, K3, K4, K5 & K6)	
CO5: Be imparted knowledge on the various methods of game model.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	H
CO2	H	M	M	H	H
CO3	H	M	M	H	H
CO4	H	M	M	H	H
CO5	H	M	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	M	H	H	H	H	M	M
CO2	H	H	H	M	H	H	H	H	M	M
CO3	H	H	H	M	H	H	H	H	M	M
CO4	H	H	H	M	H	H	H	H	M	M
CO5	H	H	H	M	H	H	H	H	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAH24	Course Title: HUMAN RESOURCE MANAGEMENT		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/cec24_mg21/preview https://www.coursera.org/specializations/human-resource-management		
Learning Objectives:			
LO1: To embark importance of HRM role, functions and need.			
LO2: To assimilate theoretical and practical implications of HRP.			
LO3: To critically use appropriate training tools.			
LO4: To analyze and implement an effective performance management.			
LO5: To extrapolate and design compensation management techniques.			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Introduction of Human Resource Management: Importance of Human Resources 1.2 Definition and Objectives of Human Resources Management, Qualities of a good HR manager 1.3 Evolution and growth of Human Resource Management in India 1.4 Functions of Human Resource Management. Strategic Human Resource Management (SHRM) 1.5 Human Resource Policies: Need, type and scope, Human Resource Accounting and Audit 1.6 Gig Economy		12
II (K1, K2, K3,	Human Resource Planning (HRP) 2.1 Human Resources Planning: Long and Short term		12

K4, K5 & K6)	<p>planning.</p> <p>2.2 Job Analysis, Skills inventory, Job Description, Job Specification and Succession Planning, Strategic Human Resource Planning.</p> <p>2.3 Recruitment and selection: Purposes, types and methods of recruitment and selection.</p> <p>2.4 Relative merits and demerits of the different methods, Recruitment and Social Media, Placement, Induction, Transfers.</p> <p>2.5 Promotions, Dismissal, Resignation, Exit Interviews.</p> <p>2.6 Reduction of attrition rate- Attrition and retention management</p>	
<p>III</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Training, Development & Career Management</p> <p>3.1 Importance and benefits of Training and Development.</p> <p>3.2 Types of Training Methods</p> <p>3.3 Executive Development Programs</p> <p>3.4 Concept and process of Career Management</p> <p>3.5 Competency mapping.</p> <p>3.6 Knowledge Management & Talent Management.</p>	12
<p>IV</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Performance Management</p> <p>4.1 Importance, process and Methods</p> <p>4.2 Ranking, rating scales, critical incident method</p> <p>4.3 Removing subjectivity from evaluation, MBO as a method of appraisal, Performance Feedback</p> <p>4.4 Online PMS. Human Resource Information System</p> <p>4.5 International Human Resource Management; Cross cultural diversity management</p> <p>4.6 Hybrid work culture; work-life balance; Quality of work-life; HR Analytics.</p>	12
<p>V</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Compensation Management</p> <p>5.1 Wage and Salary Administration: Job Evaluation, Calculation of Wage, Salary</p> <p>5.2 Prerequisites, Compensation Packages, Cost of Living Index</p> <p>5.3 Calculation of Dearness Allowance, Rewards and Incentives</p> <p>5.4 ESOP-Financial and non-financial incentives</p> <p>5.5 Productivity – linked Bonus, Compensation Criteria</p> <p>5.6 Rewards and Recognition.</p>	12

Case studies for all Units (K6)	
Text Books	
1.	Ashwathappa, K., Human Resource Management, Tata McGraw-Hill Education Pvt. Ltd., 9 th Edition, 2021.
2.	Ivaneceovich, J.M., Human Resource Management, Tata McGraw-Hill Education Pvt. Ltd., 12 th Edition, 2020.
3.	Gary Dessler & Biju Varrkey, Human Resource Management, Pearson India Pvt. Ltd., 16 th Edition, 2020.
References Books	
1.	Leigh Thompson, Making the team, A guide for Managers, Pearson, 6 th Edition, 2019.
2.	Gary Dessler, Fundamentals of Human Resource Management, Pearson, 4 th Edition, 2017.
Web Resources	
1.	https://businessjargons.com/performance-management.html
2.	https://www.hr-guide.com/data/G400.htm
3.	https://www.managementstudyguide.com/training-development-hr-function.htm
4.	https://www.tandfonline.com/toc/rijh20/current
<p>Course Outcomes:</p> <p>On completion of this course, students will be able to</p> <p>CO1: Gain an understanding of HRM policies and importance.(K1, K2, K3, K4, K5 & K6)</p> <p>CO2: Implement appropriate HRP in workplace.(K1, K2, K3, K4, K5 & K6)</p> <p>CO3:Apply feasible Training method and manage career progressions.(K1, K2, K3, K4, K5 & K6)</p> <p>CO4:Demonstrate managing performance of human resources.(K1, K2, K3, K4, K5 & K6)</p> <p>CO5:Design and justify compensation framework.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	H	M
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	M	H	M	M
CO2	H	H	H	M	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAI24	Course Title: MARKETING MANAGEMENT		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg84/preview https://onlinecourses.nptel.ac.in/noc24_mg127/preview		
Learning Objectives:			
LO1: To develop an understanding and enhance the knowledge about marketing theories, principles, strategies and concepts and how they are applied.			
LO2: To provide with opportunities to analyze marketing activities within the firm.			
LO3: To analyze and explore the buyer behavior pattern in marketing situations.			
LO4: To understand the branding, pricing and strategies in marketing a product.			
LO5: To upgrade the knowledge and awareness of Consumer Rights in the Market.			
Units	Contents	Required Hours (60)	
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Marketing Management Philosophies – What is marketing 1.2 The concepts of marketing- Marketing and Services – Digital Marketing – 1.3 Social Media Marketing – Current marketing challenges 1.4 Rural Marketing – E-Rural Marketing 1.5 International Marketing 1.6 Industrial Marketing.	12	
II (K1, K2, K3, K4, K5 & K6)	Strategic Marketing 2.1 Marketing Management Process 2.2 Analysis of Marketing opportunities, Selecting Target Consumers, developing 2.3 Marketing Mix Analysis of Macro and Micro environment 2.4 Marketing Research as an Aid to Marketing 2.5 Marketing Research Process – Sales Forecasting – Techniques. 2.6 Marketing Tactics, The Mix Service and Retail Marketing.	12	
III (K1, K2, K3, K4, K5 & K6)	MIS 3.1 Marketing Information Systems 3.2 Sources of Marketing Information Systems	12	

	3.3 Customer Relationship Management (CRM) 3.4 Customer Engagement Marketing 3.5 Sales force Automation 3.6 Marketing Analytics	
IV (K1, K2, K3, K4, K5 & K6)	Buyer Behaviour 4.1 Factors Influencing Consumer Behaviour 4.2 Buying situation– Buying Decision Process – Industrial Buyer Behaviour 4.3 Market Segmentation : Targeting and Positioning – Competitive 4.4 Marketing Strategies. 4.5 Customer Life Cycle – Customer Life time Value. 4.6 Product Portfolio Management.	12
V (K1, K2, K3, K4, K5 & K6)	Product Policies 5.1 Consumer and Industrial Product Decisions, Branding, Packaging and Labelling 5.2 New Product Development and Product Life Cycle Strategies, Pricing – Pricing Strategies and approaches. 5.3 Promotion Decisions: Promotion Mix – Integrated Marketing Communication. 5.4 Advertising and Sales Promotion - Sales Force Decisions, Selection, Training, Compensation and Control – Publicity and Personal Selling. 5.5 Distribution Management – Channel Management: Selection, Co-operation and Conflict Management – Vertical, Horizontal. 5.6 Multi-channel Systems Consumer Protection – Awareness of Consumer Rights in the Market Place.	12
Case studies for all Units (K6)		
Text Books		
1.	Pillai & Baghawathy, Marketing Management, S.Chand ,1 st Edition, 2010.	
2.	Gupta Prachi, Aggarwal Ashita , et al., Marketing Management: Indian Cases, 1 st Edition, 2017.	
3.	G.Shainesh Philip Kotler, et..al., Marketing Management; Indian Case Studies included, Pearson, 16 th Edition, 2022.	
References Books		
1.	Warren J. Keegan, Global Marketing Management, 8 th Edition, Pearson,	

	2017.
2.	Mullins, Marketing Management: A Strategic Decision Making Approach, McGraw-Hill, 7 th Edition, 2010.
Web Resources	
1.	https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-fall-2010/lecture-notes/
2.	https://cpbucket.fiu.edu/mar3023vd1131/syllabus.html
3.	https://www.ama.org/ama-academic-journals/
4.	https://www.emerald.com/insight/publication/issn/0736-3761
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand the fundamental principles of marketing, marketing concepts and ideas.(K1, K2, K3, K4, K5 & K6)	
CO2: Understand the organization’s marketing strategy and marketing environment. Familiar with marketing research with forecasting techniques.(K1, K2, K3, K4, K5 & K6)	
CO3: Understand the buyer behavior and market segmentation and competitive marketing strategies.(K1, K2, K3, K4, K5 & K6)	
CO4: Think strategically about branding, pricing and marketing issues.(K1, K2, K3, K4, K5 & K6)	
CO5: Familiar with Promotion decisions along with awareness on Consumer Rights in the Market Place.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	M	H	H	M
CO3	H	M	H	H	M
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	M	M
CO2	H	H	M	M	H	H	H	H	M	M
CO3	H	H	M	M	H	H	H	H	M	M
CO4	H	H	H	M	H	H	H	H	H	H
CO5	H	H	H	M	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAJ24	Course Title: OPERATIONS MANAGEMENT		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_mg106/preview https://www.coursera.org/learn/wharton-operations		
Learning Objectives:			
<p>LO1:To understand the production function, production design & capacity planning.</p> <p>LO2:Exploring the Make or Buy decision, and thus understanding the role of inventory management.</p> <p>LO3:To determine multiple plant location decisions and effective utilization of plant layout. To explain the models, concepts, and techniques adopted in the areas of inventory control and maintenance.</p> <p>LO4:To elucidate the importance and usefulness of work-study and quality control tools.</p> <p>LO5:To provide insights on service operations management and waiting line analysis.</p>			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Operations Management- Nature, Scope, Historical Development, Functions 1.2 Long term Vs Short term issues- A Systems Perspective- Challenges 1.3 Manufacturing Trends in India-Production Design and Process Planning 1.4 Types of Production Processes- Plant Capacity- Capacity Planning 1.5 Make or Buy Decisions- Use of Crossover Chart for Selection Processes 1.6 Types of Charts used in Operations Management.		12
II (K1, K2, K3, K4, K5 & K6)	Facility Design 2.1 Plant Location: Factors to be considered in Plant Location- Location Analysis Techniques 2.2 Choice of General Region, Particular community and Site- Multiple Plant Location Decision 2.3 Plant Location Trends. Layout of Manufacturing Facilities 2.4 Principles of a Good Layout- Layout Factors- Basic Types of Layout		12

	<p>2.5 Principles of Materials Handling- Materials Handling Equipment</p> <p>2.6 Role of Ergonomics in Job Design.</p>	
<p>III (K1, K2, K3, K4, K5 & K6)</p>	<p>Inventory Control And Maintenance</p> <p>3.1 Basic Inventory Models- Economic Order Quantity- Economic Batch Quantity</p> <p>3.2 Reorder Point-Safety Stock- Inventory Costs- Classification and Codification of Stock- ABC Classification</p> <p>3.3 Materials Requirement Planning (MRP)- JIT- Implications of Supply Chain Management.</p> <p>3.4 Maintenance: Preventive Vs Breakdown Maintenance</p> <p>3.5 Group Replacement Vs Individual Replacement- Breakdown Time Distribution</p> <p>3.6 Maintenance of Cost Balance- Procedure for Maintenance.</p>	12
<p>IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Design of Work Systems and Quality Control</p> <p>4.1 Work Study- Objectives- Procedure- Method Study and Motion Study</p> <p>4.2 Work Measurement-Time Study-Performance Rating- Allowance Factors- Standard Time- Work Sampling Techniques</p> <p>4.3 Job Sequencing and Scheduling. Quality Control: Purpose of Inspection and Quality Control-</p> <p>4.4 Different Types of Inspection- Acceptance Sampling</p> <p>4.5 The Operating Characteristic Curve- Control Charts for Variables and Attributes</p> <p>4.6 Quality Circles; TQM – Six Sigma, Kaizen</p>	14
<p>V (K1, K2, K3, K4, K5 & K6)</p>	<p>Service Operations Management</p> <p>5.1 Introduction to Services Management- Nature of Services</p> <p>5.2 Types of Services- Service Encounter</p> <p>5.3 Designing Service Organizations</p> <p>5.4 Service Facility Location and Layout- Service Blueprinting</p> <p>5.5 Waiting Line Analysis for Service Improvement- 5.6 Service Processes and Service Delivery.</p>	10
Case studies for all Units (K6)		

Text Books	
1.	Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, 2 nd Edition, 2021.
2.	Mahadevan B, Operations Management Theory and Practice, Pearson Education, 3 rd Edition, 2015.
3.	Russel and Taylor, Operations and Supply Chain Management, Wiley, 8 th Edition, 2021.
References Books	
1.	Gerard Cachon and Christian Terwiesch, Operations Management, McGraw Hill, 3 rd Edition, 2022.
2.	Prof. K C Jain, Production and Operations Management, Wiley, 1 st Edition, 2022.
Web Resources	
1.	www.shsu.edu/~mgt ves/mgt560/ServiceManagement.ppt
2.	zums.ac.ir/files/research/site/ebooks/strategy/operations-strategy.pdf
3.	https://www.emerald.com/insight/publication/issn/0144-3577
4.	https://www.inderscience.com/jhome.php?jcode=ijaom
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand the concepts of production and its design, capacity planning and make or buy decisions.(K1, K2, K3, K4, K5 & K6)	
CO2: Be cognizant of the complexity involved in plant location decisions and utilization of plant layout.(K1, K2, K3, K4, K5 & K6)	
CO3: Understand the Inventory models and the importance of maintenance techniques.(K1, K2, K3, K4, K5 & K6)	
CO4: Be aware of work-study procedures and the importance on quality control tools.(K1, K2, K3, K4, K5 & K6)	
CO5: Have insight on service operations, service delivery and waiting line analysis.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	H
CO2	H	H	M	H	H
CO3	H	M	M	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	M	M
CO2	H	H	M	M	H	H	H	H	H	M
CO3	H	H	M	M	H	H	H	H	M	M
CO4	H	H	M	M	H	H	H	H	H	M
CO5	H	H	M	M	H	H	H	H	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAK24	Course Title: FINANCIAL MANAGEMENT		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg118/preview https://www.coursera.org/specializations/financial-management		
Learning Objectives:			
<p>LO1:To create an understanding and familiarize the students to the fundamentals of financial management and create awareness on the various sources of finance.</p> <p>LO2:To create awareness on the various investment techniques on the investment decision making.</p> <p>LO3:To throw light on the concept of cost of capital and familiarize on the technique of identifying the right source of capital.</p> <p>LO4:To educate on the concept of capital structure and the create understanding on the concept of dividend.</p> <p>LO5:To create an understanding on the concept of working capital, its need, importance, factors and forecasting technique.</p>			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Financial management: Definition and scope – objectives of Financial Management 1.2 Profit Maximization - wealth maximization - functions and role of finance manager 1.3 Sources of finance – short term – Bank Sources – Long term – Shares – Debentures – Preferred stock 1.4 Debt: Hire purchase, Leasing, Venture Capital – Private equity 1.5 International Financial Management- Financial Planning- Behavioural Finance 1.6 Capital Market- Money Market- Micro Finance- Financial Information System.		12
II (K1, K2, K3, K4, K5 & K6)	Investing Decision 2.1 Capital Budgeting Process – Techniques of Investment Appraisal 2.2 Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques 2.3 Net Present Value, Profitability Index and Internal		12

	<p>Rate of Return- Problems</p> <p>2.4 Risk analysis in Capital Budgeting- Introduction to Fintech</p> <p>2.5 Digital Currency - Cryptocurrency</p> <p>2.6 Financial Modeling; Hurdle Rate.</p>	
<p>III</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Cost of Capital</p> <p>3.1 Cost of specific sources of capital – Cost of equity capital</p> <p>3.2 Cost of debt – Cost of preference</p> <p>3.3 Cost of retained earnings - weighted average cost of capital.</p> <p>3.4 EBIT -EPS Analysis</p> <p>3.5 Operating Leverage</p> <p>3.6 Financial Leverage-problems</p>	12
<p>IV</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Capital structure</p> <p>4.1 Factors influencing capital structure – optimal capital structure - capital structure theories</p> <p>4.2 Net Income Approach – Net Operating Income (NOI) Approach – Modigliani</p> <p>4.3 Miller(MM) Approach – Traditional Approach – Practical Problems</p> <p>4.4 Dividend and Dividend policy: Meaning</p> <p>4.5 classification - sources available for dividends</p> <p>4.6 Dividend policy general, determinants of dividend policy</p>	12
<p>V</p> <p>(K1, K2, K3, K4, K5 & K6)</p>	<p>Working Capital Management</p> <p>5.1 Definition and Objectives</p> <p>5.2 Working Capital Policies - Factors affecting Working Capital requirements</p> <p>5.3 Forecasting Working Capital requirements (problems) - Cash Management</p> <p>5.4 Receivables Management and - Inventory Management</p> <p>5.5 Working Capital Financing - Sources of Working Capital</p> <p>5.6 Implications of various Committee Reports- Financial Analytics.</p>	12
<p>Case studies for all Units (K6)</p>		

Text Books	
1.	S.N.Maheswari, Finanacial Management, Sulthan Chand & Sons, 15 th Edition, 2019.
2.	I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11 th Edition, 2018.
3.	Van Horne, J.C., Financial Management and Policy, Pearson, 13 th Edition, 2015.
References Books	
1.	Prasanna Chandra, Financial Management, Tata McGraw Hill, 10 th Edition, 2019.
2.	Periasamy, P., Financial Management, Tata McGraw-Hill Education Pvt. Ltd., 4 th Edition, 2017.
Web Resources	
1.	https://accountingexplained.com/managerial/capital-budgeting/
2.	http://www.studyfinance.com/lessons/workcap/
3.	https://onlinelibrary.wiley.com/journal/1467646X
4.	https://icmai-rnj.in/index.php/maj/index
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Be aware of the basic concepts of financial management and understand the various sources of finance.(K1, K2, K3, K4, K5 & K6)	
CO2: Possess knowledge on investment decision making.(K1, K2, K3, K4, K5 & K6)	
CO3: Have insights on the cost of capital and would have familiarized themselves with the technique of calculating the cost of capital.(K1, K2, K3, K4, K5 & K6)	
CO4: Have learnt the concept of capital structure and dividend.(K1, K2, K3, K4, K5 & K6)	
CO5: Have good understanding on the concept of working capital, its need, importance, factors and the methods of forecasting it.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	H	M
CO2	H	M	H	H	M
CO3	H	M	H	H	M
CO4	H	M	H	H	M
CO5	H	M	H	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	M	H	H	H	H	M	M
CO2	H	H	H	M	H	H	H	H	M	M
CO3	H	H	H	M	H	H	H	H	M	M
CO4	H	H	H	M	H	H	H	H	M	M
CO5	H	H	H	M	H	H	H	H	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAL24	Course Title: STRATEGIC MANAGEMENT		Credits 4
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Core	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg74/preview https://onlinecourses.nptel.ac.in/noc24_mg95/preview		
Learning Objectives:			
LO1: To enable the students understand the importance of vision and mission in framing corporate strategy.			
LO2: To provide insights on how business is responsible socially and ethically.			
LO3: To highlight on the environmental analysis framework.			
LO4: To throw light on strategic formulation and strategic choice.			
LO5: To understand strategic implementation and strategic control.			
Units	Contents	Required Hours (60)	
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Strategy – Strategic Management Process 1.2 Developing a Strategic Vision –Mission- Setting Objectives– Strategies and Tactics 1.3 Importance of Corporate Strategy – the 7-S Framework 1.4 Corporate Governance– Board of Directors 1.5 Role and Functions – Board Functioning 1.6 Top Management: Role and Skills.	12	
II (K1, K2, K3, K4, K5 & K6)	Corporate Policy and Planning in India 2.1 Importance – Characteristics – Objectives 2.2 Policy Formulation and Development 2.3 Types of Business Policies 2.4 Implementation of Policies. Society and Business 2.5 Social Responsibility of Business 2.6 Corporate Governance and Ethical Responsibility.	12	
III (K1, K2, K3, K4, K5 & K6)	Environmental Analysis 3.1 Environmental Scanning 3.2 Industry Analysis 3.3 The Synthesis of External Factors - Internal Scanning 3.4 Value Chain Analysis	12	

	3.5 SWOT Audit –Scenario planning 3.6 Creating an Industry Matrix	
IV (K1, K2, K3, K4, K5 & K6)	Strategy Formulation and Analysis 4.1 Strategy Formulation 4.2 Strategic Factors Analysis Summary Matrix (SFAS) Portfolio Analysis 4.3 Business Strategy- TOWS Matrix 4.4 Corporate Strategy 4.5 Functional Strategy – Strategic Choice 4.6 Generic, Competitive Strategies; ETOP, TOWS	12
V (K1, K2, K3, K4, K5 & K6)	Strategy Implementation 5.1 Strategy Implementation - Corporate Culture 5.2 Matching Organisation Structure to Strategy Mergers and Acquisitions and Diversifications 5.3 Strategic Leadership Strategic Control: Measurement in Performance 5.4 Problems in Measurement of Performance- Strategy Audit-Strategic Control Process – Du Pont’s Control Model 5.5 Balanced Score Card – Michael Porter’s Framework for Strategic Management 5.6 Future of Strategic Management – Strategic Information System.	12
Case studies for all Units (K6)		
Text Books		
1.	V S P Rao, Strategic Management Text and Cases, Pillappa, 2 nd Edition, 2013.	
2.	Kazmi, A., Strategic Management and Business Policy, Tata McGraw-Hill Education, 15 th Edition, 2018.	
3.	Dess, G., Lumpkin, G.T. and Eisner, A., Strategic Management, Tata McGraw-Hill, 8 th Edition, 2018.	
References Books		
1.	Pearce II, J., Robinson, R.B. and Mittal, A., Strategic Management: Formulation, Implementation and Control, McGraw-Hill, 12 th Edition, 2017.	
2.	Wheelen, T.L. and Hunger, D., Strategic Management and Business Policy, Pearson, 13 th Edition, 2012.	
Web Resources		

1.	https://onlinelibrary.wiley.com/journal/10970266
2.	https://www.emerald.com/insight/publication/issn/1755-425X
3.	https://www.opentextbooks.org.hk/ditabook/17062
4.	https://resources.saylor.org/wwwresources/archived/site/textbooks/Mastering%20Strategic%20Management.pdf
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1: Be able to frame vision and mission statements. (K1, K2, K3, K4, K5 & K6) CO2: Be social and ethically responsible.(K1, K2, K3, K4, K5 & K6) CO3: Possess insights on making environmental analysis. (K1, K2, K3, K4, K5 & K6) CO4: Possess knowledge on learning strategic formulation & strategy choice.(K1, K2, K3, K4, K5 & K6) CO5: Understanding strategic implementation and control. (K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	H	H
CO2	H	H	M	M	H	H	H	H	H	H
CO3	H	H	M	H	H	H	H	H	H	M
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	H	M	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PXBAB24	Course Title: INTERNATIONAL BUSINESS (LAB IV)		Credits 2
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: 4	Total:(L+T+P) Per week: 4
Course Category: Extra Disciplinary	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.coursera.org/learn/international-business https://www.mooc-list.com/tags/international-business		
Learning Objectives: LO1: To understand and analyze international situations and evaluate international collaborative arrangements and strategic alliances. LO2: To apply knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets. LO3: To throw light on international trade theories and the management of business functional operations in an international context. LO4: To analyze and evaluate barriers, opportunities, market entry modes and the process of internationalization. LO5: To know about regional economic integration and contemporary issues in international business.			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction Introduction to International Business: Importance, nature and scope of International business-International Business Vs. Domestic Business; Tariff and non-tariff barriers-transition from Domestic to International Business; Advantages and disadvantages of International business; Balance of Payments; Balance of Trade; Balance of Current Account . Modes of entry into International Business- Internationalization process and managerial implications- Multinational Corporations and their involvement in International Business- Issues in foreign investments, technology transfer, pricing and regulations-International collaborative arrangements and strategic alliances- Counter Trade; Import-Export Process and Documentation.	9	
II (K1, K2, K3, K4, K5 & K6)	International Business Environment and Cultural Differences International Business Environment: Economic, Political, Cultural and Legal environments in International	9	

	Business. Framework for analyzing International Business environment. Differences in Culture: Introduction — Social Structure — Religion — Language — Education — Culture and the Workplace — Cultural Change — Cross-cultural Literacy — Culture and Competitive Advantage.	
III (K1, K2, K3, K4, K5 & K6)	International Trade Theory Introduction — Mercantilism, Neo-Mercantilism — Theory of Absolute Advantage — Theory of Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — National Competitive Advantage — Porter's Diamond — General Agreement on Tariff and Trade (GATT)- World Trade Organization (WTO)-GATS-UNCTAD- Trade Blocks; Customs Union-EU- PTA- European Free Trade Area (EFTA)- Central American Common Market(CACM)-Latin American Free Trade Association(LAFTA)- North American Free Trade Agreement(NAFTA)- Association of South East Asian Nations(ASEAN)- CARICOM-GSTP-GSP-SAPTA-Indian Ocean RIM Initiative-BIMSTEC- Bretton Woods Twins- World Bank & IMF, International Finance Corporation- Multilateral Investment Guarantee Agency (MIGA).	9
IV (K1, K2, K3, K4, K5 & K6)	Global Trading and Investment Environment Recent Trends in India's Foreign Trade- India's Commercial Relations and Trade Agreements with other countries- Institutional Infrastructure for export promotion in India- Export Assistance- Export Finance- Export Processing Zones (EPZs) - Special Economic Zones (SEZs)- Exports by Air, Post and Sea- Small Scale Industries (SSI) and Exports- Role of ECGC- Role of EXIM Bank of India- Role of Commodity Boards- Role of State Trading Agencies in Foreign Trade- STC, MMTC, etc. Foreign Exchange Market- Functions of Foreign Exchange Market- Foreign Direct Investments (FDI); forms of FDI — Horizontal and Vertical Foreign Direct Investment — Advantages of FDI to Host and Home Countries.	9
V (K1, K2, K3,	Contemporary Issues Contemporary Issues in International Business-	9

K4, K5 & K6)	International Sales Contract- Major Laws- INCO terms- Standard Clauses of International Sales Contract- Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes. Export Regulations: Procedure for export of goods- Quality Control and Pre-shipment Inspection- Customs Clearance- Port formalities- Exchange regulations for Export- Role of Clearing and Forwarding Agents.	
Text Books		
1.	Charles W. L. Hill , G. Tomas M. Hult and Rohit Mehtani, International Business: Competing in the Global Marketplace (SIE), 11 th Edition, 2018.	
2.	S. Tamer Cavusgil, Gary Knight and John Riesenberger, International Business, Pearson, 4 th Edition, 2017.	
3.	Cherunilam, F., International Business: Text and Cases, PHI Learning, 5 th Edition, 2010.	
References Books		
1.	Deresky, H., International Management: Managing Across Borders and Cultures, Pearson, 6 th Edition, 2011.	
2.	Griffin, R., International Business, Pearson Education, 7 th Edition, 2012.	
Web Resources		
1.	www.internationalbusinesscorporation.com	
2.	www.business-ethics.org	
3.	https://www.jstor.org/journal/jintebusistud	
4.	https://rpajournals.com/jibm/	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Be aware of the international situations and evaluate international collaborative arrangements and strategic alliances. (K1, K2, K3, K4, K5 & K6)		
CO2: Possessed knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.		
CO3: Know the various international trade theories and the management of business functional operations in an international context.(K1, K2, K3, K4, K5 & K6)		
CO4: Be able to evaluate barriers, opportunities, market entry modes and the process of internationalization.(K1, K2, K3, K4, K5 & K6)		
CO5: Have better understanding on regional economic integration and contemporary issues in international business.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	M	H	H	H	H	H	H
CO2	H	H	H	M	H	H	H	H	H	H
CO3	H	H	H	M	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	M	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PSBAC24	Course Title: SOFT SKILLS III – COMPUTING SKILLS (LAB V)		Credits 1
Lecture Hours (L) per week:	Tutorial Hours (T) per week:	Lab Practice Hours (P) per week: 4	Total:(L+T+P) Per week: 4
Course Category: Skill	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/data-business-analysts-using-microsoft-excel-coursera https://www.coursera.org/projects/introduction-microsoft-excel		
Learning Objectives:			
<p>LO1:To create awareness and understanding on the basic functions of MS Excel.</p> <p>LO2:To elucidate the students on the various advanced functions of MS Excel.</p> <p>LO3:To educate the students on MS Access and its application in database management.</p> <p>LO4:To enable the students to understand the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs.</p> <p>LO5:To enable the students learn the functions and usage of Cloud based apps like Google Forms, Google Slides and Google Cloud Printing.</p>			
Units	Contents		Required Hours (30)
I (K1, K2, K3, K4, K5 & K6)	MS Excel Basic Functions - Workbook – Building – modifying - navigating; Worksheet – Auto fill copying and moving cells, inserting and deleting rows, printing; Formulas and functions-Troubleshooting formulas, Functions and its forms like database, reference, Databases – creating, sorting filtering and linking.		6
II (K1, K2, K3, K4, K5 & K6)	MS Excel Advanced Functions Vlookup – Hlookup – Charts – Count - Countif – Sum - Sumif – Product – Sumproduct.Functions: Mathematical - Financial - logic – Text - Statistica.Financial Modelling with Excel- Basic financial calculations in Excel; Financial Modelling for general corporate financial topics Financial statement analysis with Microsoft Excel.		6
III (K1, K2, K3, K4, K5 & K6)	MS Access Components, creating a database and project, import and exporting, customizing; Tables – creating and setting fields; Queries – types, creating, wizards – Reports – creating and layout. MS Power Point-Presentation Skills.		6
IV (K1, K2, K3, K4, K5 & K6)	Cloud based apps Google Drive, Google Sheets, Google Docs.		6

V (K1, K2, K3, K4, K5 & K6)	Cloud based apps Google Forms, Google Slides – Google Cloud Print	6
Text Books		
1.	Gonda, C. M. Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, 1 st Edition, 2016.	
2.	Mehra, S. K. Business Etiquette A Guide For The Indian Professional, Noula: HarperCollins, 1 st Edition, 2012.	
3.	Pachter, B. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw-Hill Education, 1 st Edition, 2013.	
References Books		
1.	Past, K., Indian Business Etiquette: Ahmedabad Jaico Publishing House. 1 st Edition.	
2.	Travis, R., Tech Etiquette: OMG, RLT Publishing, 2 nd Edition	
Web Resources		
1.	https://www.w3schools.com/EXCEL/	
2.	https://cag.gov.in/uploads/course_material/CourseMaterial-05ef48abca632f4-86870602.pdf	
3.	https://support.google.com/docs/answer/6000292?	
4.	https://kb.wisc.edu/helpdesk/page.php?id=1237	
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1: Have awareness and understanding on the basic functions of MS Excel. (K1, K2, K3, K4, K5 & K6)</p> <p>CO2: Know the advanced functions of MS Excel. (K1, K2, K3, K4, K5 & K6)</p> <p>CO3: Possess knowledge on MS Access and its application in database management. (K1, K2, K3, K4, K5 & K6)</p> <p>CO4: Understand and possess knowledge on the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs. (K1, K2, K3, K4, K5 & K6)</p> <p>CO5: Understand and be aware of the functions and usage of Cloud based apps like Google Forms, Google Slides and Google Cloud Printing. (K1, K2, K3, K4, K5 & K6)</p>		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	L	L
CO2	H	M	H	L	L
CO3	H	M	H	L	L
CO4	H	M	H	M	L
CO5	H	M	H	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	L	L	M	M	M	L	L	L	L	L
CO2	H	H	H	H	H	H	M	L	M	L
CO3	H	M	L	H	H	M	M	L	L	L
CO4	H	H	M	M	M	M	L	M	L	L
CO5	H	H	M	M	M	M	L	M	L	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PSBAD24	Course Title: SOFT SKILLS IV – ACCOUNTING SOFTWARE (LAB VI)		Credits 1
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: - 4	Total:(L+T+P) Per week: 4
Course Category: Skill	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.udemy.com/course/tallygst/?utm_source=aff-campaign&utm_medium=udemyads&LSNPUBID=a1LgFw09t88&ranMID=47907&ranEAID=a1LgFw09t88&ranSiteID=a1LgFw09t88-L1zUEQkRYijXVLMh.7pgXQ		
Learning Objectives:			
LO1: To introduce the students to the basic of accounts.			
LO2: To acquaint students with the accounting concept, tools and techniques influencing business organization will be liable for preparation of financial statements in the modern technological era.			
LO3: To enable the students to record the business transactions and manage the accounts information for an organization using the Business Accounting Software.			
LO4: To enable the students to explore to and acquire skills in respect of most sophisticated computerized accounting procedures and practices.			
LO5: To help the students in the usage of accounting software for accounting purpose.			
Units	Contents	Required Hours (30)	
I (K1, K2, K3, K4, K5 & K6)	Introduction Introduction to Tally - Journal, ledger accounts - Trial Balance – Trading and profit and Loss account – Profit and Loss account – Balance Sheet-Cryptocurrency and Block chain distribution network.	6	
II (K1, K2, K3, K4, K5 & K6)	Creation of Accounts Master Fundamentals of Inventory - Accounts Master Creation: Accounts Information – Groups (Create, Display, and Delete) – Multiple groups – Ledgers (Create, display, Alter) – Multiple Ledgers.	6	
III (K1, K2, K3, K4, K5 & K6)	Cost categories Cost Categories – Cost Centers. Inventory Master Creation: Stock groups – Entering Vouchers; Voucher types – How to enter Voucher – Different Types of Accounting Vouchers (Payments / Receipt, Journal, Sales and purchase)	6	

IV (K1, K2, K3, K4, K5 & K6)	Inventory and stock accounts Preparation of inventory and stock accounts - Inventory Master Creation: Stock groups, stock items and units of measurement – Entering Vouchers- Results in trail balance and stock summary	6
V (K1, K2, K3, K4, K5 & K6)	Ratio Analysis Preparation of Ratio analysis - Inventory Master Creation- Entering Vouchers- Checking Results	6
Text Books		
1.	Namrata Agarwal, Tally 9, Dreamtech press 2 nd Edition, 2013	
2.	A.K.Nadhani, K.K.Nadhani, Implementing Tally 9, BPB Publications – 2 nd Edition, 2018	
3.	Gaurav Agrawal, Learn Tally Prime With GST Book by Gaurav Agrawal Paperback – 1 st Edition, 2021.	
References Books		
1.	Kogent Learning solutions Inc., Tally-ERP 9 in simple steps – 1 st Edition, 2012	
2.	Lawpoint , Guide to Tally 9, 2 nd Edition, 2007	
Web Resources		
1.	https://managementstudyguide.com/introduction-to-tally-and-its-features.htm	
2.	https://drj.ves.ac.in/doi/pdf/10.1177/22297561231204402.pdf	
3.	https://www.emerald.com/insight/content/doi/10.1108/JIUC-04-2020-0005/full/html	
4.	https://www.jetir.org/papers/JETIRBP06001.pdf	
Course Outcomes: On completion of this course, students will be able to		
CO1: Understand and learn the various accounting packages and the basics of Tally Erp 9.0.(K1, K2, K3, K4, K5 & K6)		
CO2: Be able to enter accounting vouchers and to print profit and loss and Balance Sheet.(K1, K2, K3, K4, K5 & K6)		
CO3: Be able to prepare inventory and stock items for an organization and print the stock summary report.(K1, K2, K3, K4, K5 & K6)		
CO4: Understand how to create and maintain cost categories, cost centres of a product for easy processing of sales and purchase inventories.(K1, K2, K3, K4, K5 & K6)		
CO5: Analyze the financial statements using ratio analysis and interpreting the results thereof.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	H	M
CO2	H	M	H	M	M
CO3	H	M	H	H	H
CO4	H	L	M	L	H
CO5	H	M	L	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	M	H	M	M
CO3	H	M	L	H	H	L	M	H	H	H
CO4	H	M	M	H	L	H	L	M	H	L
CO5	H	M	M	M	H	H	M	L	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAM24	Course Title: INFORMATION SYSTEMS FOR BUSINESS		Credits 4
Lecture Hours (L) per week: 5	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 6
Course Category: Core	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/data-science-field-coursera https://onlinecourses.nptel.ac.in/noc24_mg96/preview		
Learning Objectives:			
<p>LO1:To enable students to understand the fundamentals of information system and its role of information in managerial decision making.</p> <p>LO2:To throw light on fundamentals of information systems like TPS, DSS, and EIS.</p> <p>LO3:To manage system applications and data to best support functional areas of business.</p> <p>LO4:To provide insights in securely managing database and information using the process .</p> <p>LO5:To elucidate the need and importance of ERP, its selection and implementation in workplace.</p>			
Units	Contents		Required Hours (60)
I (K1, K2, K3, K4, K5 & K6)	Introduction to information system 1.1 The management, structure and activities 1.2 Information needs and sources 1.3 Types of management decisions and 1.4 Information need. 1.5 System classification Elements of system, 1.6 Input, output, process and feedback.		12
II (K1, K2, K3, K4, K5 & K6)	Transaction Processing information system 2.1 Office Automation System (OAS) 2.2 Knowledge workers System(KWS) 2.3 MIS; Information system for managers 2.4 Intelligence information system 2.5 Decision support system 2.6 Executive information systems.		12
III (K1, K2, K3, K4, K5 & K6)	Functional Management Information System 3.1 Production / Operations Information system 3.2 Marketing Information Systems 3.3 Accounting Information system 3.4 Financial Information system 3.5 Human resource Information system. 3.6 Transaction Processing Information System - Decision Support System		12
IV (K1, K2, K3,	System Analysis and Design: 4.1The work of a system analyst- SDLC-System		12

K4, K5 & K6)	<p>design</p> <p>4.2 AGILE Model - Waterfall Model - Spiral Model - Iterative and Incremental Model</p> <p>4.3 RAD Model - Requirement analysis-Data flow diagram, relationship diagram, design- Implementation-Evaluation and maintenance of MIS</p> <p>4.4 Database System: Overview of Database- Components- advantages and disadvantages of database; Data Warehousing and Data Mining; Business Intelligence; Artificial Intelligence</p> <p>4.5 Expert System; Big Data; Cyber Safety and Security- Cryptography; RSA Model of Encryption</p> <p>4.6 Data Science - Block Chain Technology; E-commerce and E-Business models; IOT - RFID.</p>	
V (K1, K2, K3, K4, K5 & K6)	<p>Enterprise Resource Planning (ERP) System</p> <p>5.1 Benefits of the ERP</p> <p>5.2 ERP how different from conventional packages , Need for ERP , ERP components , Selection of RP Package</p> <p>5.3 ERP implementation, Customer Relationship management. Organisation & Types</p> <p>5.4 Decision Making, Data & information, Characteristics & Classification of information</p> <p>5.5 Cost & value of information, various channels of information and MIS</p> <p>5.6 Information system audit and control - E-Governance.</p>	12
Case studies for all Units (K6)		
Text Books		
1.	Azam, M., Management Information System, McGrawHill Education, 10 th Edition 2012.	
2.	Laudon, K., Laudon, J. and Dass, R., Management Information Systems -Managing the Digital Firm, 11 th Edition, Pearson, 2010.	
3.	Murdick, R.G., Ross, J.E. and Claggett, J.R., Information Systems for Modern Management, PHI, 3 rd Edition, 2011.	
References Books		
1.	Saunders, C.S. and Pearson, K.E., Managing and Using Information Systems, Wiley India Pvt. Ltd., 3 rd Edition, 2009.	
2.	Stair, R. and Reynolds, G., Information Systems, Cengage Learning, 2012.	
Web Resources		
1.	https://www.oracle.com/in/human-capital-management/what-is-hris/	

2.	https://sourcebit.net/418-what-is-office-automation-system-features-and-types-of-oas
3.	https://aws.amazon.com/what-is/data-science/#
4.	https://www.cisco.com/c/en_in/products/security/what-is-cybersecurity.html
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Learn the importance of data and information in managerial decision making.(K1, K2, K3, K4, K5 & K6)	
CO2: Possess on the various IS and the its relevance to Organizational environment.(K1, K2, K3, K4, K5 & K6)	
CO3: Understand the application of IS on the various functions like Accounting, Finance, Marketing, Operations and HR.(K1, K2, K3, K4, K5 & K6)	
CO4: To study the various models and new technologies .(K1, K2, K3, K4, K5 & K6)	
CO5: Be exposed on the importance of selecting the appropriate ERP and its implementation.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	H	H
CO2	M	M	H	M	H
CO3	H	H	M	M	M
CO4	H	M	H	M	M
CO5	H	M	H	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M	M	M	M	M	M	M	M	M
CO2	H	M	M	M	H	M	M	M	M	M
CO3	M	H	M	M	M	M	H	H	M	M
CO4	H	H	M	M	H	H	H	H	M	M
CO5	H	H	M	M	H	H	H	H	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PXBAC24	Course Title: STATISTICAL SOFTWARE (LAB VII)		Credits 2
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: 2	Total:(L+T+P) Per week: 4
Course Category: Extra Disciplinary	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_mg133/preview https://nptel.ac.in/courses/111104147		
Learning Objectives:			
<p>LO1: Learn about the characteristics of SPSS.</p> <p>LO2: Conversant with the terminologies used in SPSS.</p> <p>LO3: Learn the procedure for entering data into SPSS.</p> <p>LO4: Understand the important features of the SPSS that will help in data processing.</p> <p>LO5: learn SPSS file types, survey coding and data entry, selected SPSS procedures, and data analysis and interpretation with SPSS.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Introduction to SPSS Overview of SPSS- Introduction to SPSS and its interface- Understanding data types and structures- Importing and exporting data (e.g., Excel, CSV)- Data entry and defining variables- Basic data management (e.g., sorting, filtering, and merging datasets)		9
II (K1, K2, K3, K4, K5 & K6)	Descriptive Statistics and Data Visualization Descriptive Statistics- Measures of central tendency (mean, median, mode)- Measures of dispersion (range, variance, standard deviation)- Frequency distributions- Crosstabulation and contingency tables- Data Visualization- Creating and interpreting graphs (bar charts, histograms, pie charts, box plots) Customizing graphs and charts- Generating and interpreting scatter plots and line graphs		9
III (K1, K2, K3, K4, K5 & K6)	Data Transformation and Preparation Data Transformation- Recoding variables- Computing new variables (e.g., summing items, creating indices)- Handling missing values- Selecting and splitting cases-Data Preparation Ensuring data quality and integrity- Normality tests and handling outliers- Data reduction techniques (e.g., factor analysis, principal component analysis)		9

IV (K1, K2, K3, K4, K5 & K6)	Inferential Statistics Hypothesis Testing- Concepts of null and alternative hypotheses Types of errors and significance levels-Parametric Tests- t-tests (independent samples, paired samples)- ANOVA (one-way, repeated measures)-Non-Parametric Tests- Chi-square tests (goodness of fit, independence)- Mann-Whitney U test, Wilcoxon signed-rank test- Kruskal-Wallis test.	9
V (K1, K2, K3, K4, K5 & K6)	Advanced Statistical Analysis Regression Analysis- Simple linear regression- Multiple regression- Assumptions of regression analysis and diagnostics- Correlation Analysis- Pearson correlation- Spearman correlation- Partial correlation- Advanced Techniques- Logistic regression- Multivariate analysis (e.g., MANOVA)- Time series analysis	9
Text Books		
1.	Gupta S.L. and Gupta Hitesh, SPSS 17.0 for Researchers, International Book House Pvt. Ltd., New Delhi	
2.	Pandya Kiran, Bulsari Smruti, Sinha Sanjay(2012) , SPSS in Simple Steps, Dreamtech press, New Delhi	
3.	Hooda R. P, Statistics for Business and Economics, Macmillan India Ltd.,2000.	
References Books		
1.	George Darren and Mallery Paul , SPSS for windows Step by Step, Dorling Kindersley Publishing,2011.	
2.	Landau Sabine and Everitt Brian S A Hand book on statistical analysis using SPSS", free downloadable	
Web Resources		
1.	https://elearning.uou.ac.in/pluginfile.php/70643/mod_folder/content/0/Unit%20I%20SPSS.pdf	
2.	https://www.ibm.com/products/spss-statistics/resources	
3.	https://research.library.gsu.edu/spss-workshops	
4.	https://www.spss-tutorials.com/basics/	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Students' familiarity with the tool box of statistical software.(K1, K2, K3, K4, K5 & K6)		
CO2: Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS).(K1, K2, K3, K4, K5 & K6)		

CO3:A strong theoretical and empirical foundation in statistical analysis.(K1, K2, K3, K4, K5 & K6)

CO4:Students develop a strong theoretical and empirical foundation in statistical analysis.(K1, K2, K3, K4, K5 & K6)

CO5:Students gain the skills to analyze complex information using SPSS.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	H	M	H	M
CO3	H	H	M	L	H
CO4	H	H	M	M	H
CO5	H	L	M	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	M	H	M	M
CO3	H	M	M	H	H	H	M	H	H	H
CO4	H	M	M	H	H	L	M	M	L	L
CO5	H	M	M	M	L	H	M	M	M	H

(High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PSBAE24	Course Title: FINTECH ANALYSIS AND STOCK TRADING (LAB VIII)		Credits 1
Lecture Hours (L) per week:	Tutorial Hours (T) per week:	Lab Practice Hours (P) per week: -2	Total:(L+T+P) Per week: 2
Course Category: Skill	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg83/preview		
Learning Objectives:			
LO1: To learn the skill in trading and investing in the stock markets.			
LO2: To practice trading in a virtual stock market game.			
LO3: To gain experience and knowledge to be successful in stock market.			
LO4: To understand the derivative market.			
LO5: To practice the Systematic investments plan.			
Units	Contents	Required Hours (30)	
I (K1, K2, K3, K4, K5 & K6)	Introduction about Stock Meaning of stock exchange – Types of Stock exchanges-BSE-NSE-OTCEI-ISE-Classification of Stocks – Concept of Investment –Savings –Speculations –Types of speculators	6	
II (K1, K2, K3, K4, K5 & K6)	Market Intermediaries Primary and Secondary Market- IPO –Types – Depository – Depository Participants – Procedures- Different type of orders – Clearing and Settlement – Opening of Demat A/c – Compulsory Rolling Settlement	6	
III (K1, K2, K3, K4, K5 & K6)	Fundamental Analysis Fundamentals - Share market chart - How to read stock charts for beginners	6	
IV (K1, K2, K3, K4, K5 & K6)	Understanding Mutual Fund Mutual Fund – Evolution – Types – How to Select a good Mutual fund – Invest in Mutual Fund through SIP – Mutual Fund ranking — Newspaper and Internet games	6	
V (K1, K2, K3, K4, K5 & K6)	Technical Analysis Moving Average- Simple Moving Average –Exponential Moving Average–Oscillators-ROC -RSI	6	

Text Books	
1.	N.J. Ysaswy, Stock Market Investing, Vision Books, Reprinted 2013.
2.	Uma Shashikanth, SUnitha Abraham, Arti Anand Bhargava, Understanding Mutual Funds, Tata Mc Graw Hill Education Private Limited, 2011.
3.	Fundamentals of Investments by Vanita Tripathi Edition: 6 th Edition, 2023
References Books	
1.	A Beginner's Guide to the Stock Market: Everything You Need to Start Making Money Today Hardcover, 2019
2.	Toni Turner, A Beginner's Guide to Day Trading Online 2 nd Edition Paperback, 2007 .
Web Resources	
1.	https://www.indiainfoline.com/knowledge-center/share-market/how-does-the-stock-market-works
2.	https://www.indiratrade.com/blog/an-introduction-to-the-indian-stock-market/1020
3.	https://groww.in/blog/how-does-stock-market-work-in-india -
4.	https://www.forbes.com/advisor/in/investing/stock-market-outlook/
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand the basics in stock market and stock exchanges.(K1, K2, K3, K4, K5 & K6)	
CO2: Study the capital market and trading settlement.(K1, K2, K3, K4, K5 & K6)	
CO3: Understand the stock charts and signals.(K1, K2, K3, K4, K5 & K6)	
CO4: Understand the financial derivatives contracts.(K1, K2, K3, K4, K5 & K6)	
CO5: Learn the mutual funds and its investment modes.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	H	M
CO2	H	M	H	M	M
CO3	H	M	H	H	H
CO4	H	L	M	L	H
CO5	H	M	L	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	M	H	M	M
CO3	H	M	L	H	H	L	M	H	H	H
CO4	H	M	M	H	L	H	L	M	H	L
CO5	H	M	M	M	H	H	M	L	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PSBAG24	Course Title: SOFT SKILLS VII – WEB DESIGNING AND DIGITAL MARKETING (LAB IX)		Credits 1
Lecture Hours (L) per week:	Tutorial Hours (T) per week:	Lab Practice Hours (P) per week: 4	Total:(L+T+P) Per week: 4
Course Category: Skill	Year & Semester: II, IV		Admission Year: 2024 -25
Pre-requisite			
Links to other Courses	https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce		
Learning Objectives:			
LO1: To educate students on Web Designing using HTML 5.			
LO2: To elucidate students on designing HTML using Cascading Style Sheets.			
LO3: To have experiential learning using Google Web Designer.			
LO4: To create awareness on Digital Marketing and its various techniques.			
LO5: To educate students on several Social Media Marketing strategies.			
Units	Contents	Required Hours (30)	
I (K1, K2, K3, K4, K5 & K6)	Introduction to HTML 5 Basic structure of HTML document – Markup Tags – HTML Tags – Working with Text, Tables, Lists – Working with hyperlinks, images, animation – Introduction to semantic elements : <section>, <header>, <footer> <nav>, <mark>, <figure>, <aside> <figcaption>, <data>, <time>, <output>, <progress>, <meter> and <main>.- Creating forms using HTML 5	6	
II (K1, K2, K3, K4, K5 & K6)	Introduction to Cascading Style Sheets CSS Syntax – CSS Comments – CSS Backgrounds – CSS Margins – CSS Text – CSS Lists – CSS Tables – CSS Image Gallery – CSS Transitions – CSS animation	6	
III (K1, K2, K3, K4, K5 & K6)	Introduction to Google Web Designer Web Designer Interface – Add new elements – Group and wrap elements – Alternate pages for different orientations – Banner ads – Video ads	6	
IV (K1, K2, K3, K4, K5 & K6)	Digital Marketing Scope and Challenges – Difference between Traditional Marketing and Digital Marketing – Content Marketing – Keyword Structuring – On-page and off-page optimization techniques	6	
V	Search Engine Marketing	6	

(K1, K2, K3, K4, K5 & K6)	Google Adwords – Facebook Marketing – Twitter Marketing - LinkedIn marketing - Display Advertising – Facebook Advertising – Twitter advertising – Email Marketing – Mobile Marketing	
Text Books		
1.	Meyer, J., Meyer, J., & Corrigan. The Essential Guide to HTML5. Apress,2018.	
2.	Hartman, K. Digital Marketing Analytics: In Theory And In Practice,2020	
3.	Rana, N. P., Slade, E. L., Sahu, G. P., Kizgin, H., Singh, N., Dey, B., & Dwivedi, Y. K. Digital and social media marketing. Springer,2020.	
References Books		
1.	Robbins, J. N. Learning web design: A beginner's guide to HTML, CSS, JavaScript, and web graphics,O'Reilly Media, Inc.,2012	
2.	Hudson, C., & Leadbetter, T. HTML5 developer's cookbook. Addison-Wesley,2011.	
Web Resources		
1.	https://www.researchgate.net/publication/351734360_Digital_Marketing_Fundamentals	
2.	https://www.academia.edu/41648767/The_Ultimate_Guide_to_Digital_Marketing	
3.	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf	
4.	https://www.7boats.com/academy/free-ebooks/	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: CO1: Understand the basics in stock market and stock exchanges.(K1, K2, K3, K4, K5 & K6)		
CO2: Study the capital market and trading settlement.(K1, K2, K3, K4, K5 & K6)		
CO3: Understand the stock charts and signals.(K1, K2, K3, K4, K5 & K6)		
CO4: Understand the financial derivatives contracts.(K1, K2, K3, K4, K5 & K6)		
CO5: Learn the mutual funds and its investment modes.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	L	M	H	M
CO2	H	L	M	H	M
CO3	H	L	M	M	L
CO4	H	L	M	M	L
CO5	H	L	L	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	L	M	M	M	M	M	L	L
CO2	H	H	L	M	M	M	M	M	L	L
CO3	H	H	L	M	M	M	M	M	L	L
CO4	H	H	L	M	M	M	M	M	L	L
CO5	H	H	M	M	M	M	L	L	L	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PCBAN24	Course Title: PROJECT	Credits 10
Course Category: Core	Year & Semester: II, IV	Admission Year: 2024 -25

Each student is required to do a project and prepare the report on the basis of investigation carried out by her in an institution or industrial organization. The student is expected to identify a problem in the organization based on her area of specialization and provide solutions and suggestions to the management. The report should demonstrate the capability of the students in analysing and evaluating the problem and to create original approach in providing solutions to the problem.

The project should include field studies, surveys, interpretation, planning and design of the research methodology presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data and viva will be conducted on the basis of the report and presentation.

Evaluation Pattern

- Each student should carry out her investigation separately.
- The mode of evaluating the student will consist of two parts. One, on the basis of report writing and the other will be through Viva- Voce.
- The valuation of the project report writing and the oral examination will be jointly evaluated by both the internal and external examiner.
- Project will be for a period of 6 months which will be during the fourth semester.
- Each student should find a reputed industry to carry out her investigation with the approval of the department.
- Records should be maintained for daily activities signed by the concerned authorities in the organization.
- Students should report to the college as per the schedule of the review meeting. Attendance will be maintained and marks are allotted for the review.
- On completion of the project, the student should get Completion Certificate and

Attendance Certificate from the company.

- Any change of the organization during the course of the project should be done only after getting the consent from the Head of the Department and the internal guide of the College in writing.

Distribution of Marks for Report Writing

• Content	- 150 Marks
• Methodology	- 15 Marks
• Layout	- 05 Marks
• Grammar	- 05 Marks
• Review and Attendance	- 50 Marks
Total	225 Marks

Distribution of Marks for Viva- Voce

Oral Presentation	- 50 Marks
Question and Answer	- 25 Marks
Total	75 Marks

Course Code: PCBAO24	Course Title: COMPREHENSIVE VIVA	Credits 4
Course Category: Core	Year & Semester: II, IV	Admission Year: 2024 -25

Objective	The objective of comprehensive Viva-Voce is to assess the overall knowledge of the student acquired over 2 years of study in the postgraduate programme. The comprehensive Viva-Voce will help the students to face the interview panel.
Contents	The viva shall normally cover the subjects taught in all the semesters of the MBA Programme.
Learning Outcomes	Viva will be conducted in fourth semester which will be covering the complete syllabus. This will test the student's learning and understanding during the course of their MBA programme. In doing so, the main objective of this course is to prepare the students to face interview both in the academic and the industrial sector. The comprehensive Viva-Voce will enable the students to make effective presentation of different topics learnt before the expert of panel members.
Examination	Every student will be required to undergo comprehensive Viva-Voce at the end of fourth semester of MBA. The duration of the viva will range from 15-30 min. The examination committee will be constituted by the head of the department and consist of at least three faculty members.
Passing marks	50%

ELECTIVE SPECIALIZATION COURSES

MARKETING MANAGEMENT

Course Code: PEMKA24	Course Title: BRAND MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg76/preview https://onlinecourses.nptel.ac.in/noc24_mg84/preview		
Learning Objectives:			
<p>LO1:Understand brand equity & assess the equity of a brand by applying brand equity models.</p> <p>LO2:Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model.</p> <p>LO3:Ability to develop a comprehensive go to market strategy for a brand.</p> <p>LO4:Evaluate various architecture types & examine brand extension strategies for success.</p> <p>LO5:Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Definition of Brand - Importance of Brands – Branding Challenges and Opportunities 1.2 Brand Equity Concept – Brand Equity Models 1.3 Kepler Brand Identity Model - Brands vs. Products Constituents of a Brand 1.4 Brand Elements – Brand Identity - Image and Personality 1.5 Brand DNA, Kernel, Codes and Promises 1.6 Point of Distribution and Point of Purchase		9
II (K1, K2, K3, K4, K5 & K6)	Brand Positioning 2.1 Basic Concepts – Risks – Brands and Consumers 2.2 Competitive Advantage through Strategic 2.3 Positioning of Brands – Points of Parity –Points of Difference –Brand Building 2.4 Designing Marketing Programmes to Build Brands 2.5 Role of Social Media in Brand Building 2.6 Managing and Sustaining Brands Long-Term.		9
III (K1, K2, K3, K4, K5 & K6)	Brand Image 3.1 Image Dimensions, Brand Associations & Image 3.2 Brand Identity; Perspectives, Levels and Prisms. 3.3 Managing Brand Image – Stages		9

	3.4 Functional, Symbolic and Experiential Brands 3.5 Brand Audits – Brand Loyalty 3.6 Cult Brands	
IV (K1, K2, K3, K4, K5 & K6)	Brand Valuation 4.1 Methods of Valuation 4.2 Implications for Buying & Selling Brands 4.3 Leveraging Brands: Brand Extension 4.4 Brand Licensing 4.5 Co-branding 4.6 Brand Architecture and Portfolio Management	9
V (K1, K2, K3, K4, K5 & K6)	Branding in Practice 5.1 Handling Name Changes and Brand Transfer 5.2 Brand Revitalisation and Rejuvenation 5.3 Global Branding Strategies – Building and Managing Brands Across Boundaries 5.4 Branding Industrial Products, Services and Retailers 5.5 Building Brands Online 5.6 Indianisation of Foreign Brands and Taking Indian Brands Global	9
Case studies for all Units (K6)		
Text Books		
1.	Aaker, D., Building Strong Brands, Simon & Schuster, 2012.	
2.	Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, John Wiley and Sons, 2 nd Edition, 2012.	
3.	Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2 nd Edition, 2022.	
References Books		
1.	Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran, Strategic Brand Management, Pearson Education, 5 th Edition, 2020.	
2.	Keller, K.L., Strategic Brand Management, Pearson, 5 th Edition, 2020.	
Web Resources		
1.	https://www.celum.com/en/blog/brand-management/	
2.	https://www.researchgate.net/publication/365476150_Brand_Management	
3.	https://www.palgrave.com/gp/journal/41262	
4.	https://www.emeraldgroupublishing.com/journal/jpbm	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Understand brand equity & assess the equity of a brand by applying brand equity		

models.(K1, K2, K3, K4, K5 & K6)

CO2: Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model.(K1, K2, K3, K4, K5 & K6)

CO3: Possess the ability to develop a comprehensive go to market strategy for a brand.(K1, K2, K3, K4, K5 & K6)

CO4: Evaluate various architecture types & examine brand extension strategies for success.(K1, K2, K3, K4, K5 & K6)

CO5: Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	M	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	H	H	H	H	H	M	H
CO2	H	H	M	H	H	H	H	H	M	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEMKB24	Course Title: MARKETING ANALYTICS		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.coursera.org/learn/uva-darden-market-analytics https://www.coursera.org/professional-certificates/facebook-marketing-analytics		
Learning Objectives:			
LO1: To familiarize the students to the basic concepts of Marketing analytics. LO2: To provide insights on Business Strategies. LO3: To throw light on Product and Price analytics. LO4: To elucidate on distribution analytics. LO5: To create awareness and importance of sales analytics.			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Marketing Analytics Framework 1.1 Introduction to Marketing Analytics and Models 1.2 Market Insight - Market Data Source – treatment of outliers 1.3 Market sizing, PESTLE Market analysis, Porter Five Force Analysis Market segment identification, 1.4 targeting and positioning - Tools and Techniques 1.5 Regression, 1.6 Cluster Analysis, and Perceptual Mapping Techniques.		9
II (K1, K2, K3, K4, K5 & K6)	Business Strategy and Operations 2.1 Analytics based strategy selection with strategic models 2.2 Strategic Scenarios, Strategic Decision Models, and Strategic Metrics 2.3 Business Operations: Forecasting 2.4 Predictive Analytics 2.5 Data Mining 2.6 Balanced Scorecard - Critical Success Factors		9
III (K1, K2, K3, K4, K5 & K6)	Product and Price Analytics 3.1 Product analytics: Conjoint Analysis model 3.2 Decision Tree Model - Portfolio Resource Allocation 3.3 Product/ service Metrics, Attribute Preference testing. 3.4 Price Analytics: Pricing Techniques 3.5 Pricing Assessment - Profitable pricing		9

	3.6 Pricing for Business Markets - Price Discrimination.	
IV (K1, K2, K3, K4, K5 & K6)	Distribution and Promotions Analytics 4.1 Distribution Analytics: Distribution Channel Characteristics 4.2 Retail Location selection, Channel Evaluation and Selection - Multi-channel Distribution 4.3 Promotion Analytics: Promotion Budget estimation 4.4 Promotion Budget Allocation – Ad value equivalence model 4.5 Promotion Metrics for traditional Media - 4.6 Promotion Metrics for social media.	9
V (K1, K2, K3, K4, K5 & K6)	Sales Analytics 5.1 E commerce sales model, sales metrics 5.2 Profitability metrics 5.3 Support metrics 5.4 Rapid decision models 5.5 Data driven presentations 5.6 Contemporary issues and opportunities in application of marketing analytics in different sectors.	9
Case studies for all Units (K6)		
Text Books		
1.	Stephen Sorger, Marketing Analytics, Strategic Models and Metrics, Admiral Press, 2013.	
2.	Gary L. Lilien and Arvind Rangaswamy Marketing Engineering: Computer Assisted Marketing Analysis and Planning, Trafford Publishing UK 2 nd Edition, 2012.	
3.	Wayne L. Winston, Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, Indianapolis, 1 st Edition, 2014.	
References Books		
1.	Mike Grigsby, Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, 2nd Edition, NY: Kogan Page Limited, New York, 2018.	
2.	Rajkumar Venkatesan, Paul W. Farris, Ronald T. Wilcox, Marketing Analytics Essential Tools for Data-Driven Decisions, University of Virginia Press, 1 st Edition, 2021.	
Web Resources		
1.	https://www.cherrycreekeducation.com/bbk/b/111837343XMarketing.pdf	
2.	https://www.academia.edu/33680552/Marketing_Analytics_Wayne_L_Winston	
3.	https://www.palgrave.com/gp/journal/41270	
4.	https://www.henrystewartpublications.com/ama	

Course Outcomes:

On completion of this course, students will be able to

CO1: Understand the basic concepts of Marketing analytics.(K1, K2, K3, K4, K5 & K6)

CO2: Analyse and Implement Business Strategies.(K1, K2, K3, K4, K5 & K6)

CO3:Use differential Product and Price analytics.(K1, K2, K3, K4, K5 & K6)

CO4:Compare and employ on distribution analytics.(K1, K2, K3, K4, K5 & K6)

CO5:Use appropriate sales analytics.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	H
CO2	H	M	H	H	H
CO3	H	M	H	H	H
CO4	H	M	H	H	H
CO5	H	M	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	M	H	M	M	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEMKC24	Course Title: CUSTOMER RELATIONS MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg62/preview https://onlinecourses.nptel.ac.in/noc24_mg126/preview		
Learning Objectives:			
LO1: To familiarize the students to the basics and evolution of CRM.			
LO2: To provide insights on CRM Concepts.			
LO3: To throw light on Planning for CRM and strategy its development in an organization.			
LO4: To elucidate on CRM and Marketing Strategy.			
LO5: To create awareness and importance of CRM Planning and Implementation.			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Evolution of Customer Relationship 1.1 CRM-Definition, Emergence of CRM Practice. 1.2 Factors responsible for CRM growth, CRM process. 1.3 framework of CRM, Benefits of CRM. 1.4 Types of CRM, Scope of CRM, Customer Profitability. 1.5 Features Trends in CRM, CRM and Cost Benefit Analysis. 1.6 CRM and Relationship Marketing.		9
II (K1, K2, K3, K4, K5 & K6)	CRM Concepts 2.1 Customer Value, Customer Expectation, Customer Satisfaction. 2.2 Customer Centricity, Customer Acquisition, Customer Retention. 2.3 Customer Loyalty, Customer Lifetime Value. Customer Experience Management. 2.4 Customer Profitability. 2.5 Enterprise Marketing Management, Customer Satisfaction Measurements. 2.6 Web based Customer Support.		9
III (K1, K2, K3, K4, K5 & K6)	Planning for CRM 3.1 Steps in Planning-Building Customer Centricity. 3.2 Setting CRM Objectives. 3.3 Defining Data Requirements, Planning Desired Outputs.		9

	3.4 Relevant issues while planning the Outputs. 3.5 Elements of CRM plan, CRM Strategy. 3.6 The Strategy Development Process, Customer Strategy Grid.	
IV (K1, K2, K3, K4, K5 & K6)	CRM and Marketing Strategy 4.1 CRM Marketing Initiatives, Sales Force Automation. 4.2 Campaign Management, Call Centers. 4.3 Practice of CRM: CRM in Consumer Markets. 4.4 CRM in Services Sector. 4.5 CRM in Mass Markets. 4.6 CRM in Manufacturing Sector.	9
V (K1, K2, K3, K4, K5 & K6)	CRM Planning and Implementation 5.1 Issues and Problems in implementing CRM. 5.2 Information Technology tools in CRM. 5.3 Challenges of CRM Implementation. 5.4 CRM Implementation Roadmap, Road Map (RM) Performance. 5.5 Measuring CRM performance. 5.6 CRM Metrics.	9
Case studies for all Units (K6)		
Text Books		
1.	Kincaid, J., Customer Relationship Management: Getting it right, Pearson, 2005.	
2.	Kumar, V. and Reinartz, W.J., Customer Relationship Management: A Databased Approach, Wiley India Pvt. Ltd., 2006.	
3.	Makkar, U. and Makkar, H.K., Customer Relationship Management, Tata McGraw-Hill Education, 2011.	
References Books		
1.	Michael Pearce, Customer Relationship Management: How To Develop and Execute a CRM Strategy, Business Expert Press, 2021.	
2.	Peelen, Customer Relationship Management, Pearson Education, 2022	
Web Resources		
1.	https://www.researchgate.net/publication/290447911_Customer_Relationship_Management_Concepts_and_Technologies	
2.	https://www.otcbahrain.com/wp-content/uploads/2017/12/Customer-Relationship-Management.pdf	
3.	https://mmimert.edu.in/images/digital-library/customer-relationship-management.pdf	
4.	https://repository.dinus.ac.id/docs/ajar/customer_relationship_management.pdf	
Course Outcomes:		
On completion of this course, students will be able to		

CO1: To familiarize the students to the basic and evolution of CRM. (K1, K2, K3, K4, K5 & K6).

CO2: To provide insights on CRM Concepts.(K1, K2, K3, K4, K5 & K6)

CO3:To throw light on CRM and strategy its development in an organization.(K1, K2, K3, K4, K5 & K6)

CO4:To elucidate on CRM and Marketing Strategy. (K1, K2, K3, K4, K5 & K6)

CO5:To create awareness and importance of CRM Planning and Implementation.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	H	M	H	H
CO3	H	H	M	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	M	H	H	H	H	M
CO2	H	H	M	M	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	H	M	H	H	H	H	H	H	M
CO5	H	H	H	H	H	H	H	H	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEMKD24	Course Title: SERVICES MARKETING		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swyam2.ac.in/imb24_mg73/preview https://onlinecourses.nptel.ac.in/noc24_mg94/preview		
Learning Objectives:			
LO1: To familiarize the students to the basic concepts of Services marketing and Service Sector .			
LO2: To provide insights on Marketing Mix In Service Marketing.			
LO3: To throw light on Effective Management Of Service Marketing.			
LO4: To elucidate on Quality of Services ,GAPS and factors influencing Services Marketing.			
LO5: To create awareness and importance of various service sectors like Health, Hospitality, travel, hotels and Tourism ,Professional Service, Public Utility Services & Educational Services.			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Marketing Services 1.1 Introduction - Growth of the service sector - 1.2 The Concept of Service - 1.3 Characteristics of Service – Classification of Service 1.4 Designing of the Service, Blueprinting, 1.5 Using Technology, Developing Human Resources 1.6 Building Service Aspirations.	9	
II (K1, K2, K3, K4, K5 & K6)	Marketing Mix In Service Marketing 2.1 The Seven Ps: Product Decision, 2.2 Pricing, 2.3 Strategies And Tactics, 2.4 Promotion Of Service And Placing Of Distribution Methods For Services. 2.5 Additional Dimension In Services Marketing 2.6 People, Physical Evidence And Process.	9	
III (K1, K2, K3, K4, K5 & K6)	Effective Management Of Service Marketing 3.1 Marketing Demand And Supply through Capacity Planning and Segmentation 3.2 Internal Marketing of Services 3.3 External versus Internal Orientation of Service Strategy.	9	
IV (K1, K2, K3, K4, K5 & K6)	Delivering Quality Service 4.1 Causes Of Service – Quality Gaps. The Customer Expectations Versus Perceived Service Gap. 4.2 Factors And Techniques To Resolve This Gap Customer Relationship Management	9	

	4.3 Gaps in Services – Quality Standards, Factors and Solutions 4.4 The Service Performance Gap – Key Factors and Strategies for Closing the Gap 4.5 External Communication to the Customers – The Promise versus Delivery Gap 4.6 Developing Appropriate and Effective Communication about Service Quality	
V (K1, K2, K3, K4, K5 & K6)	Marketing of Service with Special Reference 5.1 Financial Services 5.2 Health Service 5.3 Hospitality Services including travel, hotels and tourism 5.4 Professional Service 5.5 Public Utility Services 5.6 Educational Services	9
Case studies for all Units (K6)		
Text Books		
1.	Bateman, J.E. and Hoffman, D., Services Marketing, Cengage Learning, 4 th Edition, 2012.	
2.	Gronoos, C., Service Management and Marketing: Customer Management in Service Competition, Wiley India, 3 rd Edition, 2015.	
3.	Jauhari, V. and Dutta, K., Services: Marketing, Operations and Management, Oxford University press, 2009.	
References Books		
1.	Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee, Gopal Das, Essentials of Services Marketing, Pearson Education, 3 rd Edition, 2019.	
2.	Zeithaml, V., Bitner, M.J., Gremler, D. and Pandit, A., Services Marketing, Tata McGraw-Hill, 5 th Edition, 2017	
Web Resources		
1.	https://slims.bakrie.ac.id/repository/5140d5fab16f97a16aa955ed13c1680b.pdf	
2.	http://ndl.ethernet.edu.et/bitstream/123456789/20012/1/72.pdf	
3.	https://www.scribd.com/document/131501068/Service-Marketing-Book	
4.	https://visme.co/blog/marketing-materials/	
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1: Possess knowledge and understanding on the basic concepts of managing Services marketing and Service Sector.(K1, K2, K3, K4, K5 & K6)</p> <p>CO2: Possess knowledge on Marketing Mix in Service Marketing.(K1, K2, K3, K4, K5 & K6)</p> <p>CO3: Have insights on Effective Management of Service Marketing.(K1, K2, K3, K4, K5 & K6)</p> <p>CO4: Learn Quality of Services, GAPS and factors influencing Services Marketing.(K1, K2, K3,</p>		

K4, K5 & K6)

CO5:Have better understanding on various service sectors like Health, Hospitality, travel, hotels and Tourism, Professional Service, Public Utility Services & Educational Services.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	H	H	H	M
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	M	M
CO2	H	H	M	M	H	H	H	H	M	M
CO3	H	H	M	H	H	H	H	H	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	H	M	M	H	H	H	H	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEMKE24	Course Title: CHANNEL MANAGEMENT STRATEGIES		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/cec24_mg04/preview https://www.coursera.org/learn/channel-management		
Learning Objectives:			
LO1: To familiarize the students to the basic concepts of Marketing Channels. LO2: To provide insights on Channel Design. LO3: To throw light on Channel Implementation. LO4: To elucidate on Channel Institutions. LO5: To create awareness and importance of Channel performance assessment.			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction to Marketing Channels 1.1 Meaning 1.2 Structure 1.3 Functions 1.4 Importance 1.5 Types 1.6 Contribution of channel partners to marketers and consumers.	9	
II (K1, K2, K3, K4, K5 & K6)	Channel Design 2.1 Channel design 2.2 Demand, supply and Channel efficiency 2.3 Types of channels based on segmentation 2.4 Supply side channel analysis 2.5 Channel flows and efficiency analysis 2.6 Channel Structure and Intensity – Gap analysis	9	
III (K1, K2, K3, K4, K5 & K6)	Channel Implementation 3.1 Channel power 3.2 Getting it, using it, keeping it 3.3 Managing Conflict to Increase Channel Coordination 3.4 Strategic Alliances in Distribution 3.5 Vertical Integration in Distribution 3.6 Legal Constraints on marketing channel policies.	9	
IV (K1, K2, K3, K4, K5 & K6)	Channel Institutions 4.1 Retailing, Wholesaling, 4.2 Franchising, Electronic Marketing Channel - 4.3 Logistics and Supply Chain Management -	9	

	4.4 Omni and Hybrid Channels - Channel proliferation – 4.5 Online, offline, business to business, 4.6 Business to consumer, vertical and backward channel integration.	
V (K1, K2, K3, K4, K5 & K6)	Channel performance assessment 5.1 Evaluation of Channel members' performance 5.2 Criteria 5.3 Process 5.4 Channel Efficiency 5.5 Channel Compensation 5.6 Performance Metrics	9
Case studies for all Units (K6)		
Text Books		
1.	Palmatier, R., Stern, Marketing Channel Strategy An Omni-Channel Approach, Routledge India, 2020.	
2.	Bert Rosenbloom, Marketing Channels: A Management View, Cengage India Private, 8 th Edition, 2020.	
3.	Meenal Dhotre, Channel Management and Retail Marketing, Himalaya Publishing House, 2015.	
References Books		
1.	Fotiadis, T., & Folinias, D., Marketing and Supply Chain Management: A Systemic Approach. Routledge, 2017.	
2.	Anne T. Coughlan, Erin Anderson, Louis W. Stern and Adel I. El – Ansary, Marketing Channels, Pearson, 7 th Edition, 2008.	
Web Resources		
1.	https://link.springer.com/chapter/10.1007/978-1-4039-3741-4_16	
2.	https://www.researchgate.net/publication/334073469_Channel_Management	
3.	https://journals.sagepub.com/doi/pdf/10.1177/0256090920060212	
4.	https://www.tandfonline.com/journals/wjmc20	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: To familiarize the students to the basic concepts of Marketing Channels.(K1, K2, K3, K4, K5 & K6)		
CO2: To provide insights on Channel Design.(K1, K2, K3, K4, K5 & K6)		
CO3: To throw light on Channel Implementation.(K1, K2, K3, K4, K5 & K6)		
CO4: To elucidate on Channel Institutions.(K1, K2, K3, K4, K5 & K6)		
CO5: To create awareness and importance of Channel performance assessment.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	H	H	H	M
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	M	M
CO2	H	H	M	M	H	H	H	H	M	M
CO3	H	H	M	H	H	H	H	H	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEMKF24	Course Title: INTERNATIONAL MARKETING		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg129/preview https://www.coursera.org/specializations/international-marketing		
<p>Learning Objectives:(for teachers: what they have to do in the class/lab/field)</p> <p>LO1:To increase globalization by integrating the economies of different countries.</p> <p>LO2:To assist developing countries in their economic and industrial growth by inviting them to the international market thus eliminating the gap between the developed and the developing countries.</p> <p>LO3:To assure sustainable management of resources globally.</p> <p>LO4:To propel export and import of goods globally and distribute the profit among all participating countries.</p> <p>LO5:To enhance free trade at global level and attempt to bring all the countries together for the purpose of trading.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	<p>International Marketing Environment</p> <p>1.1 Factors/Dimensions influencing International Marketing.</p> <p>1.2 Controllable and Uncontrollable factors in International</p> <p>1.3 Marketing. Product policy.</p> <p>1.4 International Product Life Cycle- Export Pricing.</p> <p>1.5 International Marketing Decision -Market Selection Decision.</p> <p>1.6 Market Entry Decision – Marketing Mix Decision.</p>	9	
II (K1, K2, K3, K4, K5 & K6)	<p>Product Policy</p> <p>2.1 International Product Life Cycle – Export Pricing.</p> <p>2.2 International Marketing Decision: Marketing Decision – Market Selection Decision – Market Entry Decision – Marketing Mix Decision.</p> <p>2.3 International Marketing Research: Marketing Information System – Market Research – Marketing Research</p> <p>2.4 Methodology for Marketing Research – International Research Strategy – Desk Research</p> <p>2.5 Filed Research – Market Oriented Information</p> <p>2.6 International Marketing Intelligence – Competitive Intelligence</p>	9	

<p style="text-align: center;">III (K1, K2, K3, K4, K5 & K6)</p>	<p>International Sales Contract</p> <p>3.1 Major Laws – INCO Terms – Standard clauses of International sales Contract – Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes.</p> <p>3.2 International Trade Liberalization: General Agreement on Tariff and Trade (GATT) – World Trade Organization (WTO) – GATS – UNCTAD – Trade Blocks: Customs Union – EU – Intra – African Trade</p> <p>3.3 Preferential Trade Area (PTA) – European Free Trade Area (EFTA) – Central American Common Market (CACM)</p> <p>3.4 Latin American Free Trade Association (LAFTA) – North American Free Trade Agreement (NAFTA) – Association of South East Asian Nations (ASEAN) – CARICOM</p> <p>3.5 GSTP – GSP – SAPTA – Indian Ocean RIM initiative – BIM ST – EC – World Bank, IMF, International Finance Corporation</p> <p>3.6 Multinational Investment Guarantee Agency (MIGA). World Trade in Services – Counter Trade – World Commodity Markets and Commodity Agreements.</p>	<p style="text-align: center;">9</p>
<p style="text-align: center;">IV (K1, K2, K3, K4, K5 & K6)</p>	<p>India's Foreign Trade</p> <p>4.1 Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries</p> <p>4.2 Institutional Infrastructure for Export Promotion in India – Export Assistance – Export Finance – Export Processing Zones (EPZs) – Special Economic Zones (SEZs) – Exports by Air, Post and Sea – Small Scale Industries (SSI) and Exports</p> <p>4.3 Role of ECGC - Role of EXIM Bank of India – Role of Commodity Boards – Role of State Trading Agencies in Foreign Trade – STC, MMTC, etc. Export Regulations: Procedure for export of goods</p> <p>4.4 Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents. Procedure for Executing an Export Order</p> <p>4.5 Export and Import Documentation - Export Packing – Containerisation – World Shipping – Liners and Tramps – Dry ports- Project Exports – Joint Ventures</p> <p>4.6 Marine Insurance and Overseas Marketing - Export Payment – Different Modes of Payment and Letters of</p>	<p style="text-align: center;">9</p>

	Credit.	
V (K1, K2, K3, K4, K5 & K6)	World Trade and India 5.1 Globalisation 5.2 Role of Multinational Enterprises (MNEs) 5.3 Overview of Export 5.4 Import Policy of India 5.5 Basic Objectives 5.6 Role and Functions of Export Promotion Councils.	9
Case studies for all Units (K6)		
Text Books		
1.	Baack, D., Barbara Czarnecka and Baack, D., International Marketing, Sage Publications, 2024.	
2.	Cateora, P., Graham, J. and Salwan, P., International Marketing, Tata McGraw-Hill Education, 13 th Edition, 2008.	
3.	Czinkota, M. and Ronkainen, I. and Annie Peng Cui, International Marketing, South-Western, 11 th Edition, 2023.	
References Books		
1.	Masaaki (Mike) Kotabe, Kristiaan Helsen, and Prateek Maheshwari, International Marketing, Wiley, 8 th Edition, 2021	
2.	Salvatore, D., International Economics: Trade and Finance, Wiley, 10 th Edition, 2012.	
Web Resources		
1.	https://phrase.com/blog/posts/international-marketing/	
2.	https://mebranding.wordpress.com/wp-content/uploads/2012/06/international-marketing-strategy-and-theory-4th-Edition.pdf	
3.	https://journals.sagepub.com/home/jig	
4.	https://www.palgrave.com/gp/journal/41267	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Identify and analyse opportunities within international marketing environments. (K1, K2, K3, K4, K5 & K6)		
CO2: Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment; Select, research, and enter a new international market. (K1, K2, K3, K4, K5 & K6)		
CO3: Prepare an international marketing plan; Develop a comprehensive course of action for a business firm using formal decision making processes. (K1, K2, K3, K4, K5 & K6)		
CO4: Possess understanding and knowledge on Export trade. (K1, K2, K3, K4, K5 & K6)		
CO5: Have comprehensive knowledge and understanding on the role and functions of Export Promotion Councils. (K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	M	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	H	H	M	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

FINANCIAL MANAGEMENT

Course Code: PEFNA24	Course Title: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_mg102/preview		
Learning Objectives:			
<p>LO1:To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors in investment avenues and securities market.</p> <p>LO2:To provide an overview of the operation of the securities markets and the mechanics of trading securities in stock exchanges.</p> <p>LO3:To ensure acquaintance of in-depth understanding of fundamental analysis tools to make optimum investment decision.</p> <p>LO4:To analyze stock price behavior in market, that is affected by various factors by calculating various technical indicators using Technical Analysis.</p> <p>LO5:To enable the students with a basic introduction to portfolio theory and study various methods of modeling the risk associated with stock investment.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Investment 1.1 Concept of investment-importance-alternate forms of investment 1.2 LIC schemes-bank deposits-government securities-mutual fund schemes-post office schemes- 1.3 provident fund-company deposits-real estate- 1.4 Gold and Silver- Growth adjusted value investing strategy; G-Secs; P-note investments. 1.5 Concepts of risk and return, measurement of risk is measured in terms of standard deviation and variance 1.6 The relationship between risk and return.	9	
II (K1, K2, K3, K4, K5 & K6)	Securities Market 2.1 Investment Environment; Financial Market - Segments - Types - Participants in financial Market 2.2 Regulatory Environment, Primary Market - Methods of	9	

	<p>floating new issues, Book building - Role of primary market - Regulation of primary market</p> <p>2.3 Stock exchanges in India - BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges - Trading system in stock exchanges -SEBI.ESG</p> <p>2.4 Stop loss, Fat finger trades, circuit breaker, T+1 and T+2 settlement, Funding of Social Sector</p> <p>2.5 Open interest volume and prices; free float in listed companies; Algo trading</p> <p>2.6 Block Chain Technology</p>	
<p>III (K1, K2, K3, K4, K5 & K6)</p>	<p>Fundamental Analysis</p> <p>3.1 Economic Analysis - Forecasting techniques</p> <p>3.2 Industry Analysis; Industry classification, Industry life cycle</p> <p>3.3 Company Analysis. Measuring Earnings</p> <p>3.4 Forecasting Earnings</p> <p>3.5 Applied Valuation Techniques</p> <p>3.6 Graham and Dodds investor ratios</p>	9
<p>IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Technical Analysis</p> <p>4.1 Fundamental Analysis Vs Technical Analysis</p> <p>4.2 Charting methods - Market Indicators</p> <p>4.3 Trend -Trend reversals - Patterns</p> <p>4.4 Moving Average - Exponential moving Average Oscillators</p> <p>4.5 Market Indicators</p> <p>4.6 Efficient Market theory</p>	9
<p>V (K1, K2, K3, K4, K5 & K6)</p>	<p>Portfolio Management</p> <p>5.1 Portfolio analysis</p> <p>5.2 Portfolio Selection</p> <p>5.3 Capital Asset Pricing model</p> <p>5.4 Portfolio Revision</p> <p>5.5 Portfolio Evaluation</p> <p>5.6 Adjusted risk return ratios– Sharpe – Treynor – Jenson</p>	9
Case studies for all Units (K6)		
Text Books		
1.	Kevin, S., Security Analysis and Portfolio Management, PHI Learning, 3 rd Edition, 2024.	
2.	Prasanna Chandra, P., Investment Analysis and Portfolio Management, Tata McGraw-Hill Education, 6 th Edition, 2021.	

3.	Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8 th Edition, 2018.
References Books	
1.	Ranganathan, M. and Madhumathi, R., Security Analysis and Portfolio Management, Pearson, 2 nd Edition, 2015.
2.	Reilly, F. and Brown, K. C., Analysis of Investments and Portfolio Management, Cengage Learning, 11 th Edition, 2019.
Web Resources	
1.	https://link.springer.com/?utm_medium=affiliate&utm_source=awin&utm_term=922583&sv1=affiliate&sv_campaign_id=922583&awc=26429_1717865211_c7335114ab00c158c7e5418f0378ef1e
2.	https://link.springer.com/journal/41260/volumes-and-issues
3.	https://www.springerprofessional.de/en/professional-investment-portfolio-management/26697916
4.	https://www.palgrave.com/gp/journal/41260
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1: Understand the role of Risk Return propositions in securities analysis such as fixed income securities, preference shares and ordinary shares.(K1, K2, K3, K4, K5 & K6)</p> <p>CO2: Explain the apprehend role, functions and key players in the securities market and the trading system of the stock market.(K1, K2, K3, K4, K5 & K6)</p> <p>CO3:Analyze the investment decisions with the help of fundamental analysis techniques.(K1, K2, K3, K4, K5 & K6)</p> <p>CO4:Appraise the stock price movements and its behavior with the help of technical analysis techniques.(K1, K2, K3, K4, K5 & K6)</p> <p>CO5:Write the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	H	M	H	M
CO3	H	L	L	H	L
CO4	H	H	L	M	H
CO5	H	H	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	M	H	M	L
CO3	H	M	M	H	H	H		H	H	H
CO4	H	M	M	H	L	H	M	M	L	H
CO5	H	M	M	M	H	H	M	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEFNB24	Course Title: DERIVATIVES MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_mg115/preview		
Learning Objectives:			
<p>LO1:To familiarize and enable the students to understand the fundamentals of Derivatives and its types.</p> <p>LO2:To throw light on forward and futures contract.</p> <p>LO3:To educate the students on Options.</p> <p>LO4:To elucidate the various Option Pricing models.</p> <p>LO5:To educate the students on the indices of various derivative instruments.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Derivatives – Definition –Types 1.2 Participants and functions- Forward Contracts 1.3 Futures Contracts – Options – Swaps – Differences between Cash and Future Markets 1.4 Types of Traders – OTC and Exchange Traded Securities 1.5 Types of Settlement – Uses and Advantages of Derivatives 1.6 Risks in Derivatives	9	
II (K1, K2, K3, K4, K5 & K6)	Forward contracts 2.1 Futures contracts – structure of forward & futures markets 2.2 Types of Futures Contracts -Margin Requirements – Marking to Market 2.3 Hedging using Futures — Securities, Stock Index Futures 2.4 Currencies and Commodities 2.5 Delivery Options – Relationship between Future Prices 2.6 Forward Prices and Spot Prices.	9	
III (K1, K2, K3, K4, K5 & K6)	Options 3.1 Definition- Exchange Traded Options, OTC Options – Specifications of Options 3.2 Call and Put Options – organized options trading – listing requirements – contract size – exercise prices – expiration dates 3.3 position & exercise limits -American and European Options	9	

	3.4 Intrinsic Value and Time Value of Options – Option payoff, options on Securities 3.5 Stock Indices, Currencies and Futures – Options pricing models 3.6 Differences between future and Option contracts.	
IV (K1, K2, K3, K4, K5 & K6)	Principles of Option pricing 4.1 Put Call Parity relationship 4.2 Option pricing models 4.3 The Black Scholes Model 4.4 The Binomial model 4.5 Principles of forward and future pricing 4.6 The cost of carry model.	9
V (K1, K2, K3, K4, K5 & K6)	Commodity Futures 5.1 Contract Terminology and Specifications for Stock Options and Index Options in NSE 5.2 Options and Index Options in NSE 5.3 Contract Terminology and specifications for stock futures 5.4 Index futures in NSE 5.5 Contract Terminology 5.6 Specifications for Interest Rate Derivatives.	9
Case studies for all Units (K6)		
Text Books		
1.	Chance, D. and Brooks, R., Derivatives and Risk Management Basics, South Western, 10 th Edition, 2015.	
2.	S.L. Gupta, Financial Derivatives, Theory, Concepts and Problems, PHI Learning 2 nd Edition, 2017	
3.	Hull, J.C. and Basu, S., Options, Futures and Other Derivatives, Pearson, 10 th Edition, 2018.	
References Books		
1.	Patrick Boyle, Jesse McDougall, Trading and Pricing Financial Derivatives, De Gruyter, A Guide to Future, Options and Swaps, 2 nd Edition, Publishers, 2018.	
2.	James A. Overdahl, Financial Derivatives, Wiley India Pvt. Ltd, 3 rd Edition, 2014	
Web Resources		
1.	http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4810/1/Derivatives%20Essentials%20An%20Introduction%20to%20Forwards%2C%20Futures%2C%20Options%20and%20Swaps.pdf	
2.	https://www.occ.gov/publications-and-resources/publications/comptrollers-handbook/files/risk-mgmt-financial-derivatives/pub-ch-risk-mgmt-financial-derivatives.pdf	
3.	https://www.inderscience.com/jhome.php?jcode=ijfmd	
4.	https://www.mdpi.com/journal/jrfm	

Course Outcomes:

On completion of this course, students will be able to

CO1: List the fundamentals of Derivatives and its types. (K1, K2, K3, K4, K5 & K6)

CO2: Classify the Forward and Future Contracts.(K1, K2, K3, K4, K5 & K6)

CO3: Assess the Options.(K1, K2, K3, K4, K5 & K6)

CO4: Summarize the various Option Pricing models.(K1, K2, K3, K4, K5 & K6)

CO5: Generalize the knowledge on the indices of various Derivative Instruments.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	L	H	H
CO2	H	L	M	H	M
CO3	H	H	M	H	L
CO4	H	H	M	L	L
CO5	H	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	L	M	H	H	M	H	M	M
CO3	H	M	M	H	H	L	M	H	L	H
CO4	H	M	M	H	H	H	M	M	H	H
CO5	H	M	L	M	H	H	L	M	L	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEFNC24	Course Title: BEHAVIORAL FINANCE		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg106/preview		
Learning Objectives:			
<p>LO1:To enable the students to understand the basics of Behavioural Finance.</p> <p>LO2:To create awareness and understanding on the various theories of Behavioural Finance.</p> <p>LO3:To elucidate the students on the various financial decision theory paradoxes.</p> <p>LO4:To throw light on the non-behavioural finance through the extended knowledge on Efficient Market Hypothesis.</p> <p>LO5:To educate the students on arbitrage, risks in share trade and on contemporary financial issues.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction to Behavioral Finance 1.1 Introduction, Traditional vs Behavioural Theory 1.2 Importance of Behavioural Theory 1.3 The Decision Making Process 1.4 Behavioural Biases 1.5 Arbitrage-Types-Pure, Merger, Convertible 1.6 Limits to Arbitrage	9	
II (K1, K2, K3, K4, K5 & K6)	Behavioural Finance Theory and Bubbles 2.1 Prospect Theory 2.2 cognitive features of prospect theory 2.3 SP/A Theory 2.4 Behavioural Portfolio Theory 2.5 Behavioural Portfolio Theory 2.6 Empirical and Statistical detection tests	9	
III (K1, K2, K3, K4, K5 & K6)	Decision Theory Paradoxes 3.1 Nash Equilibrium 3.2 Keynesian Beauty Context and The Prisoner's Dilemma 3.3 The Monty Hall Paradox 3.4 The St. Petersburg Paradox 3.5 The Allais Paradox 3.6 The Ellsberg Paradox	9	

<p>IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Non-Behavioral Finance 4.1 Introduction 4.2 The roles of securities prices in the economy 4.3 Efficient markets hypothesis (EMH) – Definitions 4.4 EMH in supply and demand framework 4.5 Theoretical arguments for flat aggregate demand curve 4.6 Equilibrium expected return models.</p>	<p>9</p>
<p>V (K1, K2, K3, K4, K5 & K6)</p>	<p>Demand by Arbitrageurs and Average Investors & Contemporary Issues 5.1 Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs 5.2 Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation), 5.3 Definition of average investor; Belief biases; Limited attention and categorization 5.4 Nontraditional preferences – prospect theory and loss aversion 5.5 Bubbles and systematic investor sentiment 5.6 Contemporary behavioral finance issues</p>	<p>9</p>
<p>Case studies for all Units (K6)</p>		
<p>Text Books</p>		
<p>1.</p>	<p>Prasaanna Chandra, Behavioural Finance, Paperback – 1, Mcgraw Hill, 2nd Edition, 2020</p>	
<p>2.</p>	<p>Parag Parikh, Value Investing and Behavioural Finance: Insights into Indian Stock Markets, Mcgraw Hill Education, 2017</p>	
<p>3.</p>	<p>Shleifer, Andrei, Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press, 2000</p>	
<p>References Books</p>		
<p>1.</p>	<p>Singh Ranjit, Behavioural Finance, PHI Learning Pvt. Ltd., 2019</p>	
<p>2.</p>	<p>Sujata Kapoor, Jaya Mamta Prosad, Behavioural Finance, Sage Publications India Pvt. Ltd., 2019.</p>	
<p>Web Resources</p>		
<p>1.</p>	<p>https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1468-036X.2007.00415.x</p>	
<p>2.</p>	<p>https://www.researchgate.net/publication/46538186 Behavioural Finance A Review and Synthesis</p>	
<p>3.</p>	<p>https://www.jcreview.com/admin/Uploads/Files/61b863ecbc5f46.01544703.pdf</p>	
<p>4.</p>	<p>https://link.springer.com/?utm_medium=affiliate&utm_source=awin&utm_term=922583&sv1=affiliate&sv_campaign_id=922583&awc=26429_1718023919_34c9198fb4c3f3eb6548c8f1fb27deb2</p>	

Course Outcomes:

On completion of this course, students will be able to

CO1: Explain the basics of Behavioural Finance.(K1, K2, K3, K4, K5 & K6)

CO2: Compare and classify the awareness and understanding on the various theories of Behavioural Finance.(K1, K2, K3, K4, K5 & K6)

CO3: Categorize the various financial decision theory paradoxes.(K1, K2, K3, K4, K5 & K6)

CO4: Assess the non-behavioral finance through the extended knowledge on Efficient Market Hypothesis.(K1, K2, K3, K4, K5 & K6)

CO5: Estimate on arbitrage, risks in share trade and on contemporary financial issues.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	L	M	H	M
CO3	H	L	L	L	L
CO4	H	H	M	M	H
CO5	H	H	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	L	M	H	L	M
CO3	H	M	M	H	H	H	M	H	H	H
CO4	H	L	L	H	H	L	M	L	H	H
CO5	H	M	M	M	H	H	M	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEFND24	Course Title: FINANCIAL PLANNING AND WEALTH MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg61/preview		
Learning Objectives:			
<p>LO1:To give clarity on the concept of Personal Financial Planning.</p> <p>LO2:To acquire knowledge on the process of Comprehensive Financial Planning.</p> <p>LO3:To understand the concept of Insurance & Retirement Planning.</p> <p>LO4:To throw light on the Concept of Wealth Management.</p> <p>LO5:To provide knowledge on tax planning & issues.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Personal Financial Planning 1.1 Financial Planning 1.2 Meaning, need, scope 1.3 Evaluating the financial position of clients 1.4 Preparing & Analyzing household budget 1.5 Estimating financial goals 1.6 Financial Planning Delivery Process	9	
II (K1, K2, K3, K4, K5 & K6)	Comprehensive Financial Planning 2.1 The role of debt and financial pressure from debt 2.2 Debt counselling 2.3 Investment for Liquidity and Financial Goals 2.4 Risk return principle, Risk Profiling 2.5 Human life cycle 2.6 Asset Allocation and Model Portfolios	9	
III (K1, K2, K3, K4, K5 & K6)	Insurance Planning & Retirement Planning 3.1 Insurance Planning – 3.2 Need of life and non-life insurance, 3.3 life insurance need analysis, 3.4 Life insurance products. Retirement Planning – 3.5 Need, estimating & determining the retirement corpus 3.6 Retirement products.	9	
IV (K1, K2, K3, K4, K5 & K6)	Wealth Management 4.1 Concept of wealth and Measurement of wealth. Spectrum of services, Wealth management service providers, Product categories and Service categories	9	

	<p>4.2 Types of Service Mandates; Custodian mandate, Advisory mandate, Discretionary mandate and Mandate mix HNI segmentation and reason for looking at HNIs.</p> <p>4.3 Understanding the Client Segmentation; Segmentation based on Personality, Age and way of accumulation, Risk & return preferences - Client Engagement; Client profiling, targeting and Building relationships - Finding HNI Clients;</p> <p>4.4 Cross selling, Marketing and partnership programs, Referral from existing clients, friends and family</p> <p>4.5 Asset Allocation: Advising the optimal portfolio and the corresponding asset allocation.</p> <p>4.6 Portfolio Monitoring: Portfolio maintenance and Portfolio rebalancing.</p>	
V (K1, K2, K3, K4, K5 & K6)	<p>Tax Planning & Contemporary Issues</p> <p>5.1 Indian Tax Laws for investment and Wealth Management - Income Tax:</p> <p>5.2 Previous Year and Assessment Year, Gross Total Income, Income Tax Slabs, Advance Tax,</p> <p>5.3 Tax Deducted at Source (TDS), Exempted Income, Deductions from Income,</p> <p>5.4 Section 80C, section 80CCC, Section 80CCD, Section 80D, Section 80E, Section 80GG,</p> <p>5.5 Long Term and Short Term Capital Gain / Loss, Speculation Profit / Loss,</p> <p>5.6 Capital Gains Tax exemption under Section 54EC.</p>	9
Case studies for all Units (K6)		
Text Books		
1.	Dun, Bradstreet , Wealth Management, Tata Mcgraw Hill, India, 2009.	
2.	JoydeepSen - Financial Planning & Wealth Management: Concepts and Practice, Shroff Publishers & Distributors Limited, 1 st Edition,2020.	
3.	Sundar Sankaran - Wealth Engine: Indian Financial Planning and Wealth Management Handbook,2012.	
References Books		
1.	G. Victor Hallman, Jerry Rosenbloom Private Wealth Management: The Complete Reference for the Personal Financial Planner, Mcgraw Hill, USA,2009.	
2.	Gregory Curtis, The Stewardship of Wealth: Successful Private Wealth Management for Investors and Their Advisors, Wiley,2012.	
Web Resources		
1.	https://www.researchgate.net/publication/228426746_Financial_Planning_Curriculum_for_Teens_Impact_Evaluation	

2.	https://go.gale.com/ps/i.do?id=GALE%7CA312402024&sid=googleScholar&v=2.1&it=r&linkaccess=abs&issn=10570810&p=AONE&sw=w&userGroupName=anon%7E3693cfe&aty=open-web-entry
3.	https://ijmec.org.in/index.php/ijmec/article/view/4
4.	https://www.researchgate.net/publication/221950462_Evaluating_Business_Performance_of_Wealth_Management_Banks
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Express the concept of Personal Financial Planning.(K1, K2, K3, K4, K5 & K6)	
CO2: Demonstrate the process of Comprehensive Financial Planning.(K1, K2, K3, K4, K5 & K6)	
CO3: Explain the concept of Insurance & Retirement Planning.(K1, K2, K3, K4, K5 & K6)	
CO4: Assess the concept of Wealth Management.(K1, K2, K3, K4, K5 & K6)	
CO5: Appraise on the tax planning & issues.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	L	M	H	M
CO3	H	L	L	L	L
CO4	H	H	M	M	H
CO5	H	H	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	L	M	H	L	M
CO3	H	M	M	H	H	H	M	H	H	H
CO4	H	L	L	H	H	L	M	L	H	H
CO5	H	M	M	M	H	H	M	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEFNE24	Course Title: MERCHANT BANKING AND FINANCIAL SERVICES		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg66/preview		
Learning Objectives:			
LO1: To enable a better understanding of the financial structure in India and various regulations in the Merchant Banking domain and also throw light on the rules and regulations governing the Indian securities market.			
LO2: To familiarize the students with public issue management mechanism, role of issue manager, SEBI guidelines and marketing of securities.			
LO3: To create an understanding on the trends in financial services, merger and acquisition, portfolio management services and credit rating.			
LO4: Provide exposure to fund based financial services such as leasing and hire purchasing, financial evaluation.			
LO5: Students can understand other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Merchant Banking 1.1 Introduction–An Overview of Indian Financial System 1.2 Merchant Banking in India–Recent Developments and Challenges ahead 1.3 Institutional Structure – Functions of Merchant Bank 1.4 Legal and Regulatory Framework –Relevant Provisions of Companies Act 1.5 SERA- SEBI Guidelines - FEMA, etc. 1.6 Relation with Stock Exchanges and OTCEI	9	
II (K1, K2, K3, K4, K5 & K6)	Issue management 2.1 Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments 2.2 Issue Pricing – Book Building – Preparation of Prospectus – Selection of Bankers 2.3 Advertising Consultants etc.- Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale 2.4 Green Shoe Option–E-IPO, Private Placement–Bought out Deals–Placement with FIs, MFs, FIIs, etc.	9	

	2.5 Off-Shore Issues.–Issue Marketing–Advertising Strategies 2.6 NRI Marketing–Post Issue Activities	
III (K1, K2, K3, K4, K5 & K6)	Fee based financial services 3.1 Mergers and Acquisitions 3.2 Venture Capital –Stages 3.3 Portfolio Management Services 3.4Credit Syndication 3.5 Credit Rating 3.6 Business Valuation	9
IV (K1, K2, K3, K4, K5 & K6)	Fund based financial services 4.1 Leasing 4.2 Hire Purchasing 4.3 Basics of Leasing 4.4 Basics of Hire purchasing 4.5 Financial Evaluation. 4.6 Consumer finance – Meaning - Types	9
V (K1, K2, K3, K4, K5 & K6)	Other fund based financial services 5.1 Consumer Credit 5.2 Credit Cards 5.3 Real Estate Financing 5.4 Bills Discounting 5.5 factoring and Forfeiting 5.6 Venture Capital.	9
Case studies for all Units (K6)		
Text Books		
1.	M.Y.Khan,FinancialServices,TataMcGraw-Hill,12 th Edition,2012	
2.	NaliniPravaTripathy,Financial Services, PHI Learning,2011.	
3.	Machiraju,Indian Financial System,Vikas Publishing House, 2 nd Edition,2010.	
References Books		
1.	VarshneyP.N.&MittalD.K.,IndianFinancialSystem,SultanChand&Sons,NewDelhi.	
2.	Sasidharan,FinancialServicesandSystem,TataMcgrawHill,NewDelhi.	
Web Resources		
1.	https://www.researchgate.net/publication/306350375 Indian Journal of Finance	
2.	https://www.researchgate.net/publication/310772113 1 FINANCIAL SECTOR REFORMS CENTRAL BANK IN INDIA POST GLOBAL FINANCIAL CRISIS PERSPECTIVE in Indian Journal of Finance Volume 6 Number 8 pp 43 - 50 ISSN 0973-8711	
3.	https://www.researchgate.net/publication/331486941 Malhotra R 2014 Analysis of pure weather portfolios using parametric non-parametric and conditional VaR in relation to bank's risk capital Indian Journ	

	Journal of Finance Vol 8519-26 ISSN 0973-8711 Impact f
4.	https://www.sciencedirect.com/journal/journal-of-corporate-finance
<p>Course Outcomes:</p> <p>On completion of this course, students will be able to</p> <p>CO1: Recognize the financial structure in India and various regulations in the Merchant Banking Domain. Recall the rules and regulations governing the Indian securities market.(K1, K2, K3, K4, K5 & K6)</p> <p>CO2:Identify the public issue management mechanism, various forms of issues, role of issue manager, SEBI guidelines and marketing of securities.(K1, K2, K3, K4, K5 & K6)</p> <p>CO3:Appraise the recent trends in financial services, merger and acquisition, portfolio management services and credit rating.(K1, K2, K3, K4, K5 & K6)</p> <p>CO4:Estimate on the fund based financial services such as leasing and hire purchasing, financial evaluation.(K1, K2, K3, K4, K5 & K6)</p> <p>CO5:Plan on other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	L	M	L	L
CO3	H	H	L	H	L
CO4	H	L	M	L	H
CO5	H	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	L	H	L	M
CO3	H	L	M	H	H	H	M	H	H	H
CO4	H	M	L	H	L	H	L	M	L	H
CO5	H	M	M	M	H	H	M	L	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEFNF24	Course Title: INTERNATIONAL FINANCIAL MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/cec24_mg07/preview		
Learning Objectives:			
<p>LO1:To give clarity on the concept of international finance.</p> <p>LO2:To throw light on Foreign Exchange Market.</p> <p>LO3:To acquire knowledge on management of foreign exchange exposure and risk involved in it.</p> <p>LO4:To understand cross-border investment decisions.</p> <p>LO5:To study about multinational financing institutions and contemporary issues.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction to international finance 1.1 Introduction, Meaning 1.2 Nature, scope, Importance 1.3 Gold Standard 1.4 Bretton Woods system 1.5 Exchange rate regimes 1.6 Fixed and floating exchange rates.	9	
II (K1, K2, K3, K4, K5 & K6)	Foreign exchange market 2.1 Functions 2.2 Structure of the Forex markets 2.3 Major participants 2.4 Types of transactions and settlements 2.5 Foreign exchange quotations 2.6 Process of arbitrage	9	
III (K1, K2, K3, K4, K5 & K6)	Management of foreign exchange exposure and risk 3.1 Types of Exposure 3.2 Foreign Currency Exposure, Economic Exposure 3.3 Operations exposure, Interest rate exposure 3.4 Theories - Purchase Power Parity 3.5 Interest Rate Parity 3.6 International Fisher Effect	9	
IV (K1, K2, K3, K4, K5 & K6)	Cross-border investment decisions 4.1 Introductio to Cross-border investment decisions- Advantages 4.2 Capital budgeting, 4.3 Approaches to Project Evaluation,	9	

	4.4 Risk in Cross-border Investment Decisions 4.5 Corporate Risk in Investment Decisions 4.6 Financing Decisions of MNC`s	
V (K1, K2, K3, K4, K5 & K6)	Multinational financing institutions and contemporary issues 5.1 The International Bank for Reconstruction 5.2 The International Bank for Development 5.3 The International Development Association 5.4 The International Finance Corporation 5.5 International monetary fund 5.6 Export and Import financing	9
Case studies for all Units (K6)		
Text Books		
1.	Machi Raju International Financial Management, Third Edition, HPH, 2016.	
2.	V. A Avadhani, International Financial Management, 2 nd Edition, HPH, 2011	
3.	Eiteman&Stonchill, “Multinational Business Finance”, 12 th Edition, Pearson, 2010	
References Books		
1.	Cheol Eul& Bruce Resnick, International Financial Management, China Machine Press,7 th Edition, 2016.	
2.	V.K.Bhalla. “International Financial Management for the Multinational Firm”,S Chand,.4 th Edition, 2014	
Web Resources		
1.	https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/International-Financial-Management-by-Jeff-Madura.pdf	
2.	https://www.sciencedirect.com/science/article/abs/pii/S1057521910000232	
3.	https://ideas.repec.org/a/eee/finana/v19y2010i3p193-204.html	
4.	https://www.researchgate.net/publication/222081032_International_Financial_Reporting_Standards_and_the_quality_of_financial_statement_information	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Identify the concept of international finance.(K1, K2, K3, K4, K5 & K6)		
CO2: Sketch on the functions of Foreign Exchange Market.(K1, K2, K3, K4, K5 & K6)		
CO3: Appraise the knowledge on management of foreign exchange exposure and risk involved in it.(K1, K2, K3, K4, K5 & K6)		
CO4: Appraise the cross-border investment decisions.(K1, K2, K3, K4, K5 & K6)		
CO5: Generalize on multinational financing institutions and contemporary issues.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	H
CO2	H	L	M	L	L
CO3	H	H	L	H	L
CO4	H	L	M	L	H
CO5	H	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	H	M	H	H	M
CO2	H	M	M	M	H	H	L	H	L	M
CO3	H	L	M	H	H	H	M	H	H	H
CO4	H	M	L	H	L	H	L	M	L	H
CO5	H	M	M	M	H	H	M	L	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

HUMAN RESOURCE MANAGEMENT

Course Code: PEHRA24	Course Title: COMPENSATION AND REWARDS MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.coursera.org/learn/compensation-and-benefits https://www.coursera.org/learn/compensation-management		
Learning Objectives:			
<p>LO1:To familiarize the students to the basic concepts of compensation.</p> <p>LO2:To provide insights on compensation planning.</p> <p>LO3:To throw light on compensation Pay.</p> <p>LO4:To elucidate on Executive compensation.</p> <p>LO5:To create awareness and importance of Wage administration in India.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Compensation 1.1 Types of compensation, conceptual framework of compensation management, 1.2 Theories of wages – criteria of wage fixation 1.3 Institutional and cultural factors on compensation practices 1.4 National differences in compensation 1.5 Compensation system design issues 1.6 Compensations Philosophies, compensation approaches – Strategic		9
II (K1, K2, K3, K4, K5 & K6)	Compensation Planning 2.1 Developing a total compensation strategy 2.2 Competitive Advantage 2.3 Job evaluation systems, the compensation structure 2.4 Wage and salary surveys, the wage curve, pay grades and rate ranges 2.5 Preparing salary matrix, fixing pay 2.6 Significant compensation issues		9
III (K1, K2, K3, K4, K5 & K6)	Variable Pay 3.1 Strategic reasons for incentive plans, administering incentive plans, individual incentive plans, group incentive plans 3.2 Team compensation, ESOPs, Performance measurement issues, incentive application and globalization		9

	<p>3.3 Managing Employee Benefits: Nature and types of benefits, employee benefits programs security benefits, retirement security benefits</p> <p>3.4 Health care benefits, time-off benefits, benefits administrations</p> <p>3.5 Employee benefits required by law, discretionary major employee benefits</p> <p>3.6 Employee services designing a benefits package.</p>	
<p>IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Executive Compensation</p> <p>4.1 Elements of executive compensation and its management, 4.2 Executive compensation in an international context, 4.3 Wage Determination:</p> <p>4.4 Principles of wage and salary administration, 4.5 Methods of wage determination in India; 4.6 Internal and external equity in compensation systems.</p>	9
<p>V (K1, K2, K3, K4, K5 & K6)</p>	<p>Wage Administration in India</p> <p>5.1 Wage policy in India, wage boards: structure 5.2 Scope and functions, Pay Commissions 5.3 International Compensation, global convergence of compensation practices 5.4 Pay for performance for global employees -practices in different industries 5.5 Employee benefits around the world 5.6 CEO pay in a global context, Beyond compensation</p>	9
Case studies for all Units (K6)		
Text Books		
1.	B. D. Singh ,Compensation and Reward Management ,Excel Books,2017.	
2.	Richard I. Henderson, Compensation Management in a Knowledge-Based World,Pearson Education,10 th Edition, 2011.	
3.	Tapomoy Deb, Compensation Management, Text and Cases, Excel Books, 1 st Edition, 2012.	
References Books		
1.	Biswanath Ghosh, Compensation and Reward Management, Sterling Publishers Pvt.Ltd; UK ed. 2 nd Edition, 2012.	
2.	Jerry M. Newman ,Barry Gerhart & George T. Milkovich ,Compensation, McGrawHill,12 th Edition, 2020.	
Web Resources		
1.	https://www.researchgate.net/publication/37148676_A_Strategic_Perspective_on_Compensation_Management#fullTextFileContent	
2.	https://www.igntu.ac.in/eContent/IGNTU-eContent-638670815118-MBA-TourismandTravelManagement-2-RohitRaviundraBorlikar-MBAT201-OBHRM-	

	3.pdf
3.	http://www.zenithresearch.org.in/images/stories/pdf/2018/MAY/ZIJMR/16_ZIJMR_VOL8_ISSUE5_MAY_2018.pdf
4.	https://www.researchgate.net/publication/372229087 The Impact of Compensation and Reward System on the Performance of Employees
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1:Be familiarized with compensation. (K1, K2, K3, K4, K5 & K6) CO2: Understand Compensation Planning.(K1, K2, K3, K4, K5 & K6) CO3:Design Executive Compensation.(K1, K2, K3, K4, K5 & K6) CO4:Understand Wage administration in India.(K1, K2, K3, K4, K5 & K6) CO5:Be aware of the importance of Wage administration in India.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	M
CO2	H	M	M	H	M
CO3	H	M	H	H	H
CO4	H	M	M	H	M
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	M	H	M	H	M
CO2	H	H	M	M	M	M	H	H	H	M
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	H	M	M	M	M	H	H	H	H
CO5	H	H	H	M	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHRB24	Course Title: HR ANALYTICS		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.coursera.org/learn/human-resources-analytics https://onlinecourses.swayam2.ac.in/imb24_mg113/preview https://onlinecourses.nptel.ac.in/noc24_hs126/preview		
Learning Objectives:			
<p>LO1:To derive a strong understanding of HR Analytics, Process and impact.</p> <p>LO2:To expand the learning on statistics and toolkits of HRM.</p> <p>LO3:To summarize the best practices in HR analytics.</p> <p>LO4:To collate and appraise optimal methods for measuring HR contribution.</p> <p>LO5:To develop and construct HR regulations and reporting requirements.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction to human resource analytics 1.1 Understanding HR indicators, metrics and data, 1.2 HR Analytics Process, 1.3 Frameworks for HR Analytics: 1.4 LAMP Framework, 1.5 HCM 21 Framework. 1.6 Application of analytical techniques to evaluate human capital impact on business.	9	
II (K1, K2, K3, K4, K5 & K6)	Statistics for HRM 2.1 Statistical analysis for HR, Toolkits 2.2 Compensation KPIs 2.3 Power interest stakeholder matrix 2.4 Data models, 2.5 Creating dash boards 2.6 Analyzing and reporting.	9	
III (K1, K2, K3, K4, K5 & K6)	Best Practices in HR analytics 3.1 Staffing, supply and demand forecasting, 3.2 Total compensation analyses, Performance Analytics 3.3 Attrition Analytics, Learning and Development Analytics 3.4 Diversity Analytics, 3.5 Employee engagement analytics 3.6 Employee satisfaction analytics	9	
IV (K1, K2, K3, K4, K5 & K6)	Measuring HR contribution 4.1 Developing HR Scorecard	9	

	4.2 Developing HR Analytics Unit 4.3 Analytics Culture, Analytics for decision making, 4.4 Analytics for Human Capital in the Value Chain 4.5 Balance Score card 4.6 ROI –Predictive Analytics	
V (K1, K2, K3, K4, K5 & K6)	HR regulations and reporting requirements 5.1 HR Policies, Procedures and guidelines, 5.2 Key regulations and reporting requirements, 5.3 Connecting missions or goals to HR Benchmarks and metrics, 5.4 Reporting & Advising - 5.5 The 4 rules of reporting HR analytics - 5.6 Importance of data visualization.	9
Case studies for all Units (K6)		
Text Books		
1.	Martin Edwards, Kirsten Edwards, Predictive HR Analytics: Mastering the HR Metric, Kogan Page, 3 rd Edition, 2024.	
2.	Pease G., Beresford B., Walker L., Developing Human Capital: Using Analytics to Plan and Optimize your Learning and Development Investments. Wiley, 1 st Edition, 2014.	
3.	Fitz-Enz, J., The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, American Management Association Amacom, 1 st Edition, 2018.	
References Books		
1.	Dr. Michael Walsh, HR Analytics Essentials You Always Wanted To Know (Self-Learning Management Series) Vibrant Publishers, 1 st Edition, 2021.	
2.	Sesil, J. C., Applying advanced analytics to HR management decisions: Methods for selection, developing incentives, and improving collaboration. Upper Saddle River, New Jersey: Pearson Education, 1 st Edition, 2017.	
Web Resources		
1.	https://books.emeraldinsight.com/resources/pdfs/chapters/9781789739640-TYPE23-NR2.pdf	
2.	https://www.researchgate.net/publication/355701674_HR_analytics	
3.	https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem 3%20&%20Sem 4/DEHRM508_HUMAN_RESOURCE_METRICS AND_ANALYTICS.pdf	
4.	https://www.aihr.com/resources/The_Basic_principles_of_People_Analytics.pdf	

Course Outcomes:

On completion of this course, students will be able to

CO1: Gain clarity on the concept of HR Analytics.(K1, K2, K3, K4, K5 & K6)

CO2: Explore on statistics and toolkits.(K1, K2, K3, K4, K5 & K6)

CO3: Contrasting and assimilating best practices in HR analytics.(K1, K2, K3, K4, K5 & K6)

CO4: Demonstrate in analyzing optimal methods for measuring HR contribution.(K1, K2, K3, K4, K5 & K6)

CO5: Design and construct HR regulations and reporting requirements.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	H	H	M
CO2	H	M	H	H	M
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	M	M	H	H	H	H	M	M
CO2	H	H	H	M	H	H	H	H	H	M
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHRC24	Course Title: INDUSTRIAL AND LABOUR RELATIONS		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.coursera.org/learn/industrial-relations-fostering-workplace-climate https://onlinecourses.nptel.ac.in/noc24_mg104/preview		
Learning Objectives:			
<p>LO1:To familiarize the students to the basic concepts of Industrial Relations in order to aid in understanding how an industry functions.</p> <p>LO2:To provide insights on Industrial Harmony and Conflicts.</p> <p>LO3:To throw light on Labour Relations, Joint consultation.</p> <p>LO4:To explicate on Trade Union, Problems and role of Indian Trade Unions.</p> <p>LO5:To elucidate on Collective Bargaining, Tripartite Machinery.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Industrial Relations 1.1 The changing concepts of Industrial relations 1.2 Factors affecting employee stability. 1.3 Application on Psychology to Industrial Relations. 1.4 Codes of Conduct. 1.5 Future of Industrial Relations 1.6 Role of Government of in Industrial Relations	9	
II (K1, K2, K3, K4, K5 & K6)	Industrial Harmony and Conflict 2.1 Harmonious relations in industry- importance and means; cause of industrial disputes 2.2 Machinery for settling of disputes- Negotiation- Conciliation- Mediation 2.3 Arbitration and Adjudication- Strikes- Lock-outs- Lay-off and Retrenchment 2.4 Code of Discipline- Grievance procedure 2.5 Labour management co- operation 2.6 Worker's participation in management	9	
III (K1, K2, K3, K4, K5 & K6)	Labour Relations 3.1 Changing concept of management labour relations- Statute laws 3.2 Tripartite conventions- development of the idea of social justice 3.3 limitation of management prerogatives increasing labour	9	

	responsibility in productivity 3.4 Joint Consultation: Principal types 3.5 Attitude of trade unions and management 3.6 Joint consultation in India	
IV (K1, K2, K3, K4, K5 & K6)	Trade Unions 4.1 Trade Unions and their growth- economic- social and political conditions leading to the development of trade unionism- 4.2 Theories of trade unionism- Aim and objectives of trade unions- Structure and governing of trade unions. 4.3 Problems and Role of Indian Trade Unions: Recognition and leadership 4.4 Finances and Membership- Compulsory versus free membership- Political activities 4.5 Welfare- Legislation- Majority and Minority unions 4.6 Social responsibilities- positive role in economic and social development.	9
V (K1, K2, K3, K4, K5 & K6)	Collective Bargaining 5.1 Meaning- Scope- Subject matter and parties- 5.2 Methods and tactics- 5.3 Administrations of collective bargaining agreements- Charter of Demands & Counter Demands- 5.4 Fair and unfair labour practice. 5.5 Tripartite Machinery: At the center and in the states- I.L.O. – Its functions and role in labour movement 5.6 Industrial health and safety- Industrial legislations	9
Case studies for all Units (K6)		
Text Books		
1.	Tripathi PC, Gupta C B & Kapoor N D., Industrial Relations and Labour Laws., 6 th Edition, 2020.	
2.	Sen, R., Industrial Relations: Text and Cases, Laxmi Publications; 2 nd Edition, 2010.	
3.	Monappa, Nambudri and Selvaraj, Industrial Relations and Labour Laws, Tata McGraw-Hill, 2 nd Edition, 2012.	
References Books		
1.	Sivarethinamohan R, Industrial Relations and Labour Welfare, PHI Learning, 1 st Edition, 2010.	
2.	VenkataRatnam, C. S., Industrial Relations, Oxford University Press, 2 nd Edition, 2017.	
Web Resources		
1.	https://baou.edu.in/assets/pdf/PGDHR_201_slm.pdf	
2.	https://labour.gov.in/sites/default/files/ir_as_introduced_in_lok_sabha.pdf	

3.	https://www.academia.edu/29213079/Industrial_Relations_Book
4.	https://www.researchgate.net/publication/364684961_Industrial_relations
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1: Generalize with the basic concepts of Industrial Relations.(K1, K2, K3, K4, K5 & K6) CO2: Enumerate insights on Industrial Harmony and Conflicts.(K1, K2, K3, K4, K5 & K6) CO3:Have insights on Labor Relations, Joint Consultation.(K1, K2, K3, K4, K5 & K6) CO4:Summarize best practices of Trade Union, Problems and role of Indian Trade Unions.(K1, K2, K3, K4, K5 & K6) CO5:Demonstrate policies for Collective Bargaining, Tripartite Machinery.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	H	M	H	H
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	M	H	M	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	M	M	H	H	H	H	M	M
CO2	H	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	M	M	M	H	H	H	H	M	M
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHRD24	Course Title: HUMAN RESOURCES DEVELOPMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_hs125/preview https://www.classcentral.com/course/swayam-human-resource-development-14113		
Learning Objectives:			
<p>LO1:To understand the requirements of HRD Professional in the present content with the developmental perspective of HRD.</p> <p>LO2:To analyse and explore the models and factors influencing employee behavior and Learning.</p> <p>LO3:To explore the developing needs of Human capacity and its impact of HRD initiatives.</p> <p>LO4:To understand the training need & explore the technique for development.</p> <p>LO5:To explore the recent trends in career planning & development.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Definition, Scope and objectives - Evolution of HRD - Developmental Perspective of HRD 1.2 HRD at macro and micro levels: Outcomes of HRD in the National and Organizational contexts. 1.3 Qualities and Competencies required in a HRD professional. 1.4 Importance of HRD in the Present Context. Development of HRD Movement in India. 1.5 Difference between HRM and HRD 1.6 Organisation of HRD Function.		9
II (K1, K2, K3, K4, K5 & K6)	Human Resource Development System 2.1 HRD Mechanisms – Climate and Culture 2.2 Influences of Employee Behaviour – Model of Employee Behaviour 2.3 External and Internal Factors Influencing Employee Behaviour. 2.4 Learning and HRD, Learning Principles – Maximizing Learning 2.5 Individual Differences in the Learning Process – Learning Strategies and Styles		9

	2.6 Recent Developments in Instructional and Cognitive Psychology.	
III (K1, K2, K3, K4, K5 & K6)	Developing Human Capacity 3.1 Aptitude - Knowledge - 3.2 Values - Skills of Human Relations - Responsiveness 3.3 Loyalty and Commitment - Transparency - Leadership Development. 3.4 Evaluating HRD: Human Resource Accounting 3.5 HR Audit and Benchmarking - 3.6 Impact Assessment of HRD initiatives on the bottom-line of an organization.	9
IV (K1, K2, K3, K4, K5 & K6)	Training and Development 4.1 Meaning and Scope of training - education and development 4.2 Training need analysis - Types of training Internal and external 4.3 On -job Training & Job shadowing, SGTA- Outbound Training - Attitudinal training 4.4 Principles Involved in Selection of Training Method 4.5 Techniques of Training Different Levels - 4.6 Training effectiveness.	9
V (K1, K2, K3, K4, K5 & K6)	Career Planning and Development 5.1 Definition - objectives – importance – career development 5.2 Career path defining- principles of theories career planning – steps involved – succession planning. 5.3 Recent Trends in HRD: Training for trainers and HRD professionals 5.4 Goal-directed work system behavior- Dynamics of HR & Employee Engagement 5.5 Sustainable Human Development 5.6 Promoting Research in HRD.	9
Case studies for all Units (K6)		
Text Books		
1.	Gibb, S., Human Resource Development: Foundations, Process, Context, 3 rd Edition, Palgrave Macmillan, 2011.	
2.	McGuire, D. and Jorgensen, K., Human Resource Development, Sage South Asia, 2011.	
3.	Noe, R. and Deo, A., Employee Training and Development, Tata McGraw-Hill Education, 9 th Edition, 2023.	
References Books		
1.	Saks, A., Managing performance through Training and Development, Nelson	

	Canada, 6 th Edition, 2015.
2.	Werner, J.M. and DeSimone, R.L., Human Resource Development, Cengage Learning, 5 th Edition, 2012.
Web Resources	
1.	https://read2book.com/pdf/The-HR-Scorecard-1626002126.pdf
2.	http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4276/1/Human%20Resource%20Development.pdf
3.	https://baou.edu.in/assets/pdf/BBA_503_slm.pdf
4.	https://www.researchgate.net/publication/327546162_Human_Resource_Development
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand the need of the HRD professionals. (K1, K2, K3, K4, K5 & K6)	
CO2: Integrate the concept and practical implication of learning & behavior. (K1, K2, K3, K4, K5 & K6)	
CO3: Understand the developing need of Human capacity. (K1, K2, K3, K4, K5 & K6)	
CO4: Understand Training need & its development. (K1, K2, K3, K4, K5 & K6)	
CO5: Have a better understanding of career planning & development. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	H	H
CO2	H	H	H	H	H
CO3	H	M	H	H	H
CO4	H	H	H	H	H
CO5	H	M	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	H	H	H	M	H	H	H	H	H	H
CO4	H	H	M	M	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHRE24	Course Title: INTERNATIONAL HRD		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.my-mooc.com/en/mooc/human-resource-management-online-course-futurelearn/ https://www.classcentral.com/course/introduction-to-international-human-resources-management-20381		
Learning Objectives:			
<p>LO1:To summarize and comprehend the expanding role of global corporations.</p> <p>LO2:To demonstrate the functioning of international assignments.</p> <p>LO3:To elucidate development of global IHRM practices.</p> <p>LO4:To interpret compliance norms of global organizations.</p> <p>LO5:To introspect future of sustainable IHRM practices.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	IHRD 1.1 Scope of IHRD- Positivist and Interpretive views on Culture 1.2 Values, Power-Cross Cultural Management, Model, Dimensions 1.3 Comparison between HRD India and Globalization 1.4 Learning Theories globally and implications- 1.5 Career development in multinational and multicultural environment 1.6 Schein's career anchors-Holland's vocational preference inventory.	9	
II (K1, K2, K3, K4, K5 & K6)	Processes 2.1 Transfer of employment practices across borders 2.2 The four influences framework-IHRM approaches-Factors affection-Implications 2.3 International Assignments and Employment practices-motives-Process- 2.4 Dimensions of success and failure. 2.5 Expatriation- Developing International Staff and Multinational Teams, 2.6 Approaches to International Compensation.	9	
III (K1, K2, K3, K4, K5 & K6)	Development & Practices 3.1 Multinational companies and Host companies 3.2 Sustainable practices of host and divergent country	9	

K6)	<p>employment arrangements</p> <p>3.3 Global Employment Relations. Training & Development in global environment</p> <p>3.4 Krikpatrick's Taxonomy-Expatriate Training, PMS Transition of Expats to global leaders</p> <p>3.5 Global and local sourcing-Compliance to Labour Market</p> <p>3.6 Capitalist Vs Socialist Market economies.</p>	
IV (K1, K2, K3, K4, K5 & K6)	<p>Practices in Economies</p> <p>4.1 PMS in different economies-</p> <p>4.2 Total Rewards in International Context-Components</p> <p>4.3 Complexities-approaches. Global Context: EEO</p> <p>4.4 Gender Sensitivity-Diversity</p> <p>4.5 Inclusivity- Onshoring, offshoring, Friendshoring</p> <p>4.6 Models of strategic HRD.</p>	9
V (K1, K2, K3, K4, K5 & K6)	<p>Sustainability</p> <p>5.1 Repatriation-issues-best practices</p> <p>5.2 Sustainable practices through Ethics and CSR; Green HRD</p> <p>5.3 Ethical Issues-dispute settlement-International labour contract</p> <p>5.4 Knowledge Management-Transfer; Changing and Future Trends</p> <p>5.5 International labour standards</p> <p>5.6 Managing Remote Work -issues-digital privacy and decent work</p>	9
Case studies for all Units (K6)		
Text Books		
1.	K Ashwathappa, International Human Resource Management, TATA McGraw Hill, 10 th Edition, 2023.	
2.	Anne-Wil Harzing, Ashly Pinnington, International Human Resource Management, SAGE, 4 th Edition, 2024.	
3.	Thomas Garavan, Alma McCarthy, Ronan Carbery, Handbook of International Human Resource Development: Context, Processes and People, Edward Elgar Publishing, 3 rd Edition, 2017.	
References Books		
1.	Peter J. Dowling, Marion Festing, Allen D. Engle, International Human Resource Management, Cengage India, 7 th Edition, 2017.	
2.	Edwards Tony, Chris Rees, International Human Resource Management: Globalization, National Systems and Multinational Companies, Pearson Education India, 3 rd Edition, 2016.	
Web Resources		
1.	https://www.elgaronline.com/display/edcoll/9781781954171/9781781954171.00007.xml	

2.	https://www.researchgate.net/publication/240530995 Theoretical frameworks for comparing HRD in an international context
3.	https://www.researchgate.net/publication/249631349 The Issue of International Values and Beliefs The Debate for a Global HRD Code of Ethics
4.	https://www.emerald.com/insight/content/doi/10.1108/eb046370/full/html
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Demonstrate IHRM factors influential in global corporations.(K1, K2, K3, K4, K5 & K6)	
CO2: Design IHRM elements for global assignments.(K1, K2, K3, K4, K5 & K6)	
CO3: Critique and conclude developmental strategies for IHRM practices.(K1, K2, K3, K4, K5 & K6)	
CO4: Implement and audit compliance IHRM norms.(K1, K2, K3, K4, K5 & K6)	
CO5: Predict and appraise sustainable IHRM practices.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	H	H	H	M
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	M	H	H
CO2	H	H	H	M	H	H	H	M	H	H
CO3	H	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHRF24	Course Title: STRATEGIC HRM		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.infocusinternational.com/hrm https://onlinecourses.nptel.ac.in/noc23_mg64/preview		
Learning Objectives:			
<p>LO1:To familiarize the students with the basic concepts of Strategic Management.</p> <p>LO2:To provide insights into Environmental Forecasting.</p> <p>LO3:To throw light on Human Resource Strategy.</p> <p>LO4:To elucidate on Strategic Human Resource Processes.</p> <p>LO5:To create awareness and importance of New Economic Policy and HRM Strategy.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Strategic Management 1.1 Nature and Significance 1.2 Dimensions of Strategic Decisions 1.3 Strategic Management Model and components Strategy Formulation: 1.4 Formulating a Company Mission; 1.5 Forces Influencing the Strategy Formulation 1.6 Porter's Model;		9
II (K1, K2, K3, K4, K5 & K6)	Environment Forecasting 2.1 Analyzing the Company Profiles 2.2 Formulating Long-Term Objectives and Grand Strategies 2.3 Strategy Implementation; Institutionalizing the Strategy; Structure 2.4 Leadership and Culture 2.5 Evaluating the Strategy 2.6 Corporate Strategy and Global Strategy		9
III (K1, K2, K3, K4, K5 & K6)	Human Resource Strategy (HRS) 3.1 Concept, Approaches 3.2 HRS and Business Strategy 3.3 Change Management Strategies 3.4 Training and Development Strategies 3.5 Organizational Performance and HRS 3.6 HRM Strategy and Difficulties in its implantation		9
IV (K1, K2, K3, K4, K5 & K6)	Strategic Human Resource Processes 4.1 Workforce Utilization and Employment Practices 4.2 Efficient Utilization of Human Resources; Dealing with		9

	<p>employee shortages;</p> <p>4.3 Selection of employees; Dealing with employee surpluses and special implementation challenges.</p> <p>4.4 Reward and development systems; Strategically 4.5 Oriented Performance Management Systems;</p> <p>4.6 Oriented compensation systems and employee development.</p>	
V (K1, K2, K3, K4, K5 & K6)	<p>New Economic Policy and HRM Strategy</p> <p>5.1 Role of Human Resources in Strategy Formulation</p> <p>5.2 Integrating Human Resources in Strategic Decisions</p> <p>5.3 HRS and HRIS</p> <p>5.4 Human Resource Strategy</p> <p>5.5 Some Key Issues</p> <p>5.6 HRM Strategy for Future</p>	9
Case studies for all Units (K6)		
Text Books		
1.	Ananda Das Gupta, Strategic Human Resource Management Formulating and Implementing HR Strategies for a Competitive Advantage, Productivity Press New York-Rouledge, 1 st Edition 2020.	
2.	Tanuja Agarwala, Strategic Human Resource Management, Oxford University Press, 1 st Edition 2007.	
3.	Gary Rees & Paul Smith, Strategic Human Resource Management An International Perspective, Sage, 3 rd Edition, 2021.	
References Books		
1.	Jeffrey A. Mello, Strategic Human Resource Management, Cengage Learning India Pvt. Ltd. 5 th Edition 2023.	
2.	David Ulrich, Jon Younger, Wayne Brocbank, 'HR from the Outside In: Six Competencies for the Future of Human Resources (Business Books)', McGraw Hill. 1 st Edition, 2012.	
Web Resources		
1.	https://www.researchgate.net/publication/363066996_BASIC_CONCEPTS_OF_STRATEGIC_HRM	
2.	http://www.ghimr.edu.in/doc/library/6_Strategic_Human_Resource_Management_and_Employment.pdf	
3.	http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4163/1/Strategic%20human%20resource%20management.pdf	
4.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7019.pdf	

Course Outcomes:

On completion of this course, students will be able to

CO1: Comprehend the application of Strategic Management.(K1, K2, K3, K4, K5 & K6)

CO2: Evaluate Corporate Strategy & aid in Environment Forecasting.(K1, K2, K3, K4, K5 & K6)

CO3:Develop strategies, approaches for higher Organisational Performance.(K1, K2, K3, K4, K5 & K6)

CO4:Elucidate on Strategic Human Resource Processes and resource utilization.(K1, K2, K3, K4, K5 & K6)

CO5:Analyse and formulate New Economic Policy and HRM Strategy.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	M
CO4	H	H	M	M	H	H	H	M	H	H
CO5	H	H	H	H	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

SYSTEMS MANAGEMENT

Course Code: PESMA24	Course Title: CLOUD COMPUTING		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/cloud-computing-primer-software-service-saas-coursera https://onlinecourses.nptel.ac.in/noc24_cs118/preview		
Learning Objectives: LO1: To familiarize the students on the history and models of cloud computing. LO2: To provide insights on characteristics, challenges and virtualization concepts of cloud computing. LO3: To throw light on cloud computing applications such as Amazon AWS, Microsoft Azure and Google App Engine. LO4: To elucidate on cloud access, cloud provenance and cloud security. LO5: To create awareness and importance of governance and the future of cloud based system in organization.			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	History of Cloud Computing 1.1 History of Centralized and Distributed Computing 1.2 Overview of Distributed Computing, Cluster computing 1.3 Grid computing 1.4 Technologies for Network based systems 1.5 System models for Distributed and cloud computing 1.6 Software environments for distributed systems and clouds		9
II (K1, K2, K3, K4, K5 & K6)	Introduction to Cloud Computing 2.1 Introduction to Cloud Computing- Cloud issues and challenges 2.2 Properties - Characteristics - Service models, Deployment models 2.3 Cloud resources: Network and API - Virtual and Physical computational resources - Data-storage. 2.4 Virtualization concepts - Types of Virtualization- 2.5 Introduction to Various Hypervisors 2.6 High Availability (HA)/Disaster Recovery (DR) using Virtualization, Moving VMs		9

<p style="text-align: center;">III (K1, K2, K3, K4, K5 & K6)</p>	<p>Cloud Computing Applications 3.1 Cloud Programming and Software Environments 3.2 Parallel and Distributed Programming paradigms 3.3 Overview on Amazon AWS 3.4 Microsoft Azure 3.5 Overview on Google App Engine 3.6 Emerging Cloud software Environment</p>	9
<p style="text-align: center;">IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Cloud Security 4.1 Cloud Access: authentication 4.2 Authorization and accounting - Cloud Provenance and metadata 4.3 Cloud Reliability and fault-tolerance 4.4 Cloud Security, privacy 4.5 Policy and compliance Cloud federation 4.6 Interoperability and standards.</p>	9
<p style="text-align: center;">V (K1, K2, K3, K4, K5 & K6)</p>	<p>Governance and the future of Cloud 5.1 Organizational Readiness and Change Management in the Cloud Age 5.2 Legal Issues in Cloud Computing, Achieving 5.3 Production Readiness for Cloud Services 5.4 How Cloud Will Change Operating Systems 5.5 Future of Cloud TV & Cloud-Based Smart Devices 5.6 Cloud and Mobile, Home-Based Cloud Computing.</p>	9
Case studies for all Units (K6)		
Text Books		
1.	Kris J. Cloud Computing, Jones & Bartlett Learning, 2013.	
2.	Kumar S. Cloud Computing – Insights into new era infrastructure, Wiley India, 2 nd Edition, 2012 .	
3.	Rao, M. N. Cloud Computing, Prentice Hall India, 2015.	
References Books		
1.	Pandey, U. S., and Chaudhary, K. Cloud Computing, S Chand and company, 2014.	
2.	Nayan,B.R. Cloud computing, MIT Press, 2016.	
Web Resources		
1.	https://www.knowledgehut.com/blog/cloud-computing/top-cloud-computing-resources	
2.	https://www.geeksforgeeks.org/what-is-google-cloud-platform-gcp/	
3.	https://azure.microsoft.com/en-in/resources/cloud-computing-dictionary/what-is-saas#	
4.	https://www.javatpoint.com/cloud-computing-architecture	
Course Outcomes:		

On completion of this course, students will be able to

CO1: Quote on the history and models of cloud computing. (K1, K2, K3, K4, K5 & K6)

CO2: Analyse the characteristics, challenges and virtualization concepts of cloud computing. (K1, K2, K3, K4, K5 & K6)

CO3: Comprehend on cloud computing applications such as Amazon AWS, Microsoft Azure and Google App Engine. (K1, K2, K3, K4, K5 & K6)

CO4: Compare and contrast on cloud access, cloud provenance and cloud security. (K1, K2, K3, K4, K5 & K6)

CO5: Organise your thoughts on governance and the future of cloud based system in organization. (K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	M
CO2	H	M	H	M	M
CO3	H	M	H	M	M
CO4	H	M	M	M	M
CO5	H	M	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	L	H	M	M	M	M	M	L
CO2	H	H	M	M	H	H	H	H	M	L
CO3	M	H	M	L	H	H	M	H	H	H
CO4	H	H	M	M	M	L	H	M	H	H
CO5	M	H	L	M	H	H	M	H	H	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PESMB24	Course Title: DATA BASE MANAGEMENT SYSTEM		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/relational-database-management-systems-edx https://onlinecourses.swayam2.ac.in/ini24_cs01/preview		
Learning Objectives:			
<p>LO1:To provide insights to the database concepts and modeling.</p> <p>LO2:To throw light on RDBMS and basic structure of SQL.</p> <p>LO3:To familiarize on integrity & domain constraints and normalization using functional, multivalued, join dependencies.</p> <p>LO4:To create awareness and importance of object oriented data model.</p> <p>LO5:To elucidate on database system architectures.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Data Models – Database languages 1.2 Transaction – Storage management – Database administrator – Users 1.3 overall system structure – Entity – Relationship Model 1.4 Basic concepts –Mapping constraints – keys 1.5 E - R Diagram – Weak Entity Sets 1.6 Reduction of E- R Diagram to tables		9
II (K1, K2, K3, K4, K5 & K6)	Relational Model 2.1 Structure – relational algebra 2.2 Extended operations 2.3 Modifications on a database – views		9

K6)	2.4 SQL – basic structure – set operations 2.5 Aggregate functions – Nested Sub queries 2.6 Derived relations, views.	
III (K1, K2, K3, K4, K5 & K6)	Integrity constraints 3.1 Domain constraints – referential integrity 3.2 Assertions – triggers – functional dependencies 3.3 Relational database design – decomposition 3.4 Normalization using functional, multivalued 3.5 Join dependencies– Domain 3.6 Key Normal form – alternative approaches	9
IV (K1, K2, K3, K4, K5 & K6)	Object Oriented data Model 4.1 Languages 4.2 Object Relational databases 4.3 Nested Relations – Complex types and object 4.4 Orientation – Querying with complex types 4.5 Creation of complex values and objects 4.6 Comparison	9
V (K1, K2, K3, K4, K5 & K6)	Database System Architectures 5.1 Centralized Systems, Client server systems 5.2 Distributed systems, Parallel databases – introduction – inter query –intra query, intra-operation 5.3 Interoperation parallelism –distributed databases – distributed data storage–network transparency 5.4 Query processing –Transaction model–Commit protocols 5.5 Coordinator selection –concurrency control 5.6 Deadlock handling –multi database systems	9
Case studies for all Units (K6)		
Text Books		
1.	Date, C.J. , Kannan, A. S. and Nadhan, S. An Introduction to Database systems, Pearson, 8 th Edition, 2003.	
2.	Paneerselvam, R. Database Management Systems, PHI. 2018.	
3.	Gupta, S. and Mittal, A. Introduction to Database Management, Laxmi Publication, 2009.	
References Books		
1.	Ramakrishnan, R. and Gehrke, J. Database management systems, McGraw Hill, 3 rd Edition, 2000.	
2.	Chopra, R. Database management sytems: A Practical approach, S Chand and company, 5 th Edition, 2008.	
Web Resources		

1.	https://www.geeksforgeeks.org/introduction-of-dbms-database-management-system-set-1/
2.	https://www.javatpoint.com/dbms-relational-model-concept
3.	https://www.scaler.com/topics/object-oriented-model-in-dbms/
4.	https://www.mongodb.com/resources/basics/databases/database-architecture

Course Outcomes:

On completion of this course, students will be able to

CO1: Summarise the database concepts and modeling. (K1, K2, K3, K4, K5 & K6)

CO2: Recall the concept of RDBMS and basic structure of SQL. (K1, K2, K3, K4, K5 & K6)

CO3: Generalise on integrity & domain constraints and normalization using functional, multivalued, join dependencies. (K1, K2, K3, K4, K5 & K6)

CO4: Formulate one's understanding on object oriented data model. (K1, K2, K3, K4, K5 & K6)

CO5: Criticise and compare the database system architectures. (K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	M	M
CO2	H	M	M	M	M
CO3	H	M	M	M	M
CO4	H	M	M	M	M
CO5	H	M	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	H	M	M	M	M	L
CO2	H	H	H	M	H	M	M	M	M	L
HCO3	H	M	M	M	M	M	M	M	M	L
CO4	H	M	M	M	M	M	M	M	M	L
CO5	H	M	M	M	M	M	M	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PESMC24	Course Title: INTERNET OF THINGS (IoT)		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III		Admission Year: 2024-25
Pre-requisite			
Links to other Courses	https://www.coursera.org/learn/introduction-to-internet-of-things/ https://onlinecourses.nptel.ac.in/noc21_cs17/preview		
Learning Objectives:			
<p>LO1:To provide insights to the students on the basic concepts of IoT.</p> <p>LO2:To throw light on the various models related to IoT architecture.</p> <p>LO3:To familiarize on the design and building blocks of IoT.</p> <p>LO4:To create awareness and importance of data analytics tools for IoT.</p> <p>LO5:To elucidate on IoT related case-studies and real world applications.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Evolution of Internet of Things 1.2 Physical Design of IoT 1.3 Logical Design of IoT 1.4 IoT Enabling Technologies 1.5 IoT Levels and Deployment Templates 1.6 Domain Specific to IoTs.		9
II (K1, K2, K3, K4, K5 & K6)	IoT Architecture: 2.1 ETSI, IETF 2.2 OGC architectures 2.3 IoT reference model - Domain model 2.4 Information model - functional model 2.5 Communication model 2.6 IoT reference architecture.		9
III (K1, K2, K3, K4, K5 & K6)	Building IoT 3.1 IoT Systems - Logical Design using Python 3.2 IoT Physical Devices and Endpoints 3.3 What is an IoT Device 3.4 Basic building blocks of an IoT device 3.5 Exemplary Device: Raspberry Pi - Programming 3.6 Rashberry Pi with Python - Other IoTDevices.		9
IV (K1, K2, K3, K4, K5 & K6)	IoT Data Platform 4.1 Data Analytics for IoT 4.2 Introduction - Apache Hadoop 4.3 Using Hadoop Map Reduce for Batch Data Analysis 4.4 Apache Oozie 4.5Apache Spark - Tools for IoT 4.6 Introduction - Chef: Setting up Chef.		9
V	Case Studies and Real-World Applications		9

(K1, K2, K3, K4, K5 & K6)	5.1 Real world design constraints 5.2 IoT Physical Servers & Cloud Offerings 5.3 Case Studies Illustrating IoT Design 5.4 Introduction - Asset management 5.5 Smart Cities - Environment 5.6 Productivity Applications.	
Case studies for all Units (K6)		
Text Books		
1.	Arshdeep Bahga, Vijay Madiseti, - Internet of Things – A hands-on approach, University Press, 2015	
2.	Dr Kamlesh Lakhwani; Dr Hemant Kumar Gianey; Joseph Koft Wireko; Internet of Things; BPB Publications; 2020	
3.	Sunil Cheruvu; Anil Kumar; Ned Smith; Demystifying Internet of Things Security: Successful IoT; Apress; 2019	
References Books		
1.	Olivier Hersent, David Boswarthick, Omar Elloumi, —The Internet of Things – Key applications and Protocols, Wiley, 2012	
2.	Adrian McEwen and Hakim Cassimally, “Designing the Internet of Things”, John Wiley & Sons, 2013.	
Web Resources		
1.	https://mrcet.com/downloads/digital_notes/EEE/IoT%20&%20Applications%20Digital%20Notes.pdf	
2.	https://kp.kiit.ac.in/wp-content/uploads/2022/01/IOT-Study-materials.pdf	
3.	https://link.springer.com/chapter/10.1007/978-3-030-41110-7_1	
4.	https://www.oracle.com/in/internet-of-things/what-is-iot/	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Infer the basic concepts of IoT. (K1, K2, K3, K4, K5 & K6)		
CO2: Comparison on the various models related to IoT architecture. (K1, K2, K3, K4, K5 & K6)		
CO3: Recall the design and building blocks of IoT. (K1, K2, K3, K4, K5 & K6)		
CO4: Assess the importance of data analytics tools for IoT. (K1, K2, K3, K4, K5 & K6)		
CO5: Analyse the IoT related case-studies and real world applications. (K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	M	M
CO2	H	M	M	M	M
CO3	H	M	M	M	M
CO4	H	M	M	M	M
CO5	H	M	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	L	H	M	M	M	M	M	L
CO2	H	H	M	L	M	H	M	H	H	L
CO3	M	H	M	L	H	H	H	H	H	M
CO4	L	H	M	H	M	H	M	M	H	M
CO5	M	H	L	H	H	H	M	H	H	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PESMD24	Course Title: DEEP LEARNING AND ARTIFICIAL INTELLIGENCE		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/deep-learning-and-reinforcement-learning-coursera https://onlinecourses.nptel.ac.in/noc24_cs88/preview		
Learning Objectives:			
<p>LO1:To familiarize the students on the modern practices of deep forward networks.</p> <p>LO2:To provide insights on deep models, optimization techniques and algorithms with adaptive learning rates.</p> <p>LO3:To throw light on foundation and applications of AI.</p> <p>LO4:To elucidate on the approaches to knowledge representation.</p> <p>LO5:To create awareness and importance of applications of expert systems and machine learning paradigms.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Deep Networks 1.1 Deep Networks 1.2 Modern Practices 1.3 Deep Forward Networks: Example: Learning XOR 1.4 Gradient-Based Learning - Hidden Units 1.5 Architecture Design 1.6 Regularization for Deep Learning		9
II (K1, K2, K3, K4, K5 & K6)	Models 2.1 Optimization for Training Deep Models 2.2 How Learning Differs from Pure Optimization 2.3 Challenges in Neural Network Optimization 2.4 Basic Algorithms - Parameter Initialization Strategies 2.5 Algorithms with Adaptive Learning Rates Approximate Second-Order Methods 2.6 Optimization Strategies and Meta-Algorithms		9
III (K1, K2, K3, K4, K5 & K6)	Intelligent Systems 3.1 Introduction to Artificial Intelligence 3.2 Intelligent Systems - Foundations of AI 3.3 Applications -Tic-Tac-Toe Game Playing 3.4 Problem Solving: State-Space Search and Control Strategies 3.5 Introduction - General Problem Solving Exhaustive Searches 3.6 Heuristic Search Techniques.		9
IV	Knowledge Representation		9

(K1, K2, K3, K4, K5 & K6)	4.1 Advanced Problem-Solving Paradigm 4.2 Planning: Introduction - Types of Planning Systems 4.3 Knowledge Representation: Introduction 4.4 Approaches to Knowledge Representation 4.5 Knowledge Representation using Semantic Network 4.6 Knowledge Representation using Frames	
V (K1, K2, K3, K4, K5 & K6)	Applications 5.1 Expert Systems and Applications 5.2 Blackboard Systems 5.3 Truth Maintenance Systems –Applications of Expert Systems 5.4 Machine-Learning Paradigms 5.5 Machine-Learning Systems 5.6 Supervised and Unsupervised Learnings	9
Case studies for all Units (K6)		
Text Books		
1.	Kaushik, S. Artificial Intelligence, Cengage Learning India Pvt. Ltd, 2011.	
2.	Khemani, D. A First Course in Artificial Intelligence, McGraw Hill Education (India) Pvt Ltd, New Delhi, 2013.	
3.	Rich, E., Night, K., and Nair, S.B. Artificial Intelligence, McGraw Hill, 3 rd Edition, 2008.	
References Books		
1.	A Sujith, GS Sajja, V Mahalakshmi, S Nuhmani, Systematic review of smart health monitoring using deep learning and Artificial intelligence, Neuroscience Informatics, Elsevier.	
2.	Kanimozhi S, Suguna Dhivya, Paiva, Sara, Artificial Intelligence: Recent trends and Applications; CRC Press; 2021.	
Web Resources		
1.	https://www.ibm.com/topics/deep-learning#	
2.	https://www.tensorflowictactoe.co/	
3.	https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence#	
4.	https://www.geeksforgeeks.org/machine-learning/	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Identify the modern practices of deep forward networks. (K1, K2, K3, K4, K5 & K6)		
CO2: Explain the deep models, optimization techniques and algorithms with adaptive learning rates. (K1, K2, K3, K4, K5 & K6)		
CO3: Summarise on the foundation and applications of AI. (K1, K2, K3, K4, K5 & K6)		
CO4: Criticise the approaches to knowledge representation. (K1, K2, K3, K4, K5 & K6)		

CO5:Organise the applications of expert systems and machine learning paradigms. (K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	L	M	M	L
CO2	H	L	M	M	L
CO3	H	L	L	M	M
CO4	H	L	M	M	L
CO5	H	L	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	M	M	M	M	M	L
CO2	H	H	M	M	M	M	M	M	M	L
CO3	H	H	M	M	M	M	M	M	M	L
CO4	H	H	M	M	M	M	H	H	M	L
CO5	H	H	M	M	M	M	H	H	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PESME24	Course Title: E-BUSINESS		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/google-remarketing-learn-retarget-your-customers-eduonix https://onlinecourses.nptel.ac.in/noc24_mg91/preview		
Learning Objectives:			
<p>LO1:To familiarize the students on the web designing software tools.</p> <p>LO2:To provide insights on data warehousing and application of e-commerce in various sectors.</p> <p>LO3:To throw light on E-Marketing and ERP tools & modules.</p> <p>LO4:To elucidate on E-security, Internet governance and cyber law issues.</p> <p>LO5:To create awareness and importance of E-commerce in service sector; and privacy & information rights.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction 1.1 Introduction to World Wide Web 1.2 Intelligent Web Designing 1.3 Software Tools – IP, TCP, HTTP, HTML 1.4 Cryptography 1.5 Consumer Interface Technologies 1.6 OLAP and Data Mining	9	
II (K1, K2, K3, K4, K5 & K6)	Principles 2.1 Potential 2.2 Knowledge Management 2.3 Data Warehousing 2.4 Application of E-Commerce in Different Sector – Service, Industry, 2.5 Domestic – Multidisciplinary Approach to E-Commerce 2.6 Customer Relation Management.	9	
III (K1, K2, K3, K4, K5 & K6)	Business Model 3.1 E-Marketing 3.2 Intelligent Agents 3.3 Economics in E-Commerce 3.4 Equilibrium Price – Supply Chain Management 3.5 ERP Tools and Modules 3.6 Opportunities and Challenges – Mobile Commerce	9	
IV (K1, K2, K3,	Online Payment	9	

K4, K5 & K6)	4.1 E-Security – Security Protocols 4.2 How sites are hacked 4.3 Internet Governance – Firewall 4.4 Legal Issues: Software Intellectual Property Law 4.5 Contract Law for E-Business 4.6 Cyber Law Issues - Interpol	
V (K1, K2, K3, K4, K5 & K6)	E-Commerce Industries 5.1 Online Retail Sector 5.2 Online Financial Services – 5.3 Online Travel Services – Online Career Services 5.4 Online Publishing – Online Entertainment Consumer Protection 5.5 Privacy and Information Rights 5.6 Warranties and New Products.	9
Case studies for all Units (K6)		
Text Books		
1.	Joseph, P.T. E-Commerce: An Indian Perspective, PHI Publications, 5 th Edition, 2015.	
2.	Datta, U. and Somani, N. E-commerce and Business Communication, Oxford University Press, 1 st Edition, 2017.	
3.	Manzoor, A. E commerce: An Introduction, Lambert Academic Publishing, 2019.	
References Books		
1.	V Rajaraman; Essentials of E Commerce Technology, PHI Learning, 2009.	
2.	Kenneth C Laudon and Carol GuercioTraver, E-Commerce – Business, Technology, Society, Pearson Publication, 15 th Edition, 2019.	
Web Resources		
1.	https://study.com/academy/lesson/e-businesses-types-examples.html	
2.	https://advertising.amazon.com/library/guides/b2b-marketing#	
3.	https://stripe.com/in/resources/more/ecommerce-payment-methods	
4.	https://www.kaspersky.co.in/resource-center/definitions/what-is-cyber-security	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Summarise the knowledge on the web designing software tools. (K1, K2, K3, K4, K5 & K6)		
CO2: Describe the application of data warehousing and of e-commerce in various sectors. (K1, K2, K3, K4, K5 & K6)		
CO3: Explain the tools of E-Marketing and ERP & its modules. (K1, K2, K3, K4, K5 & K6)		
CO4: Interpret the issues associated with E-security, Internet governance and cyber law. (K1, K2, K3, K4, K5 & K6)		
CO5: Explain the role of E-commerce in service sector; and privacy & information rights. (K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	M
CO2	H	M	M	H	M
CO3	H	M	M	H	M
CO4	H	M	M	H	M
CO5	H	M	M	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	M	M	M	H	H	H	M	M
CO2	H	H	M	M	M	H	H	H	M	M
CO3	H	H	M	M	M	H	H	H	M	M
CO4	H	H	M	M	M	M	M	M	M	M
CO5	H	H	M	M	M	M	M	M	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PESMF24	Course Title: ENTERPRISE RESOURCE PLANNING (ERP)		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/data-mining-methods-coursera https://onlinecourses.swayam2.ac.in/cec24_cs12/preview		
Learning Objectives:			
<p>LO1:To familiarize the students to the basics of ERP models, structures and advantages.</p> <p>LO2:To brief the advancement of IT and data management.</p> <p>LO3:To throw light on ERP marketplace dynamics.</p> <p>LO4:To elucidate on implementation of ERP.</p> <p>LO5:To orient to open source ERP and future directives.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	ERP Introduction 1.1 Origin, Evolution and Structure 1.2 Benefits 1.3 Conceptual Model of ERP 1.4 Scenario and Justification of ERP in India 1.5 Various Modules of ERP 1.6 Advantage of ERP.		9
II (K1, K2, K3, K4, K5 & K6)	Advancement of IT 2.1 Impact on organizations data management 2.2 Data warehousing, 2.3 Data Mining, 2.4 Online Analytic Processing (OLAP), 2.5 Product Life Cycle Management (PLM). 2.6 ERP Marketplace and Marketplace Dynamics		9
III (K1, K2, K3, K4, K5 & K6)	ERP Marketplace and Marketplace Dynamics 3.1 Market Overview, Marketplace Dynamics 3.2 The changing ERP Market. ERP 3.3 Functional Modules: Introduction 3.4 Functional Modules of ERP Software Integration of ER 3.5 Supply chain 3.6 Customer Relationship Applications.		9
IV (K1, K2, K3, K4, K5 & K6)	ERP Implementation 4.1 Business Process mapping and re-engineering, 4.2 ERP Implementation Life Cycle, 4.3 Role of Consultants, Vendors and Employees. 4.4 Critical Success Factors: Guiding Selection and Evaluation of		9

	ERP, 4.5 Strategies and CSF for Successful ERP 4.6 Implementation, Causes of ERP Failure.	
V (K1, K2, K3, K4, K5 & K6)	Practical Module 5.1 ERP 5.2 E-Commerce 5.3 Future Directives in ERP, 5.4 Integrating ERP into organizational culture. 5.5 Using an open source ERP tool for orienting students to ERP.	9
Case studies for all Units (K6)		
Text Books		
1.	Murthy, S. Enterprise Resource Planning (ERP) Text and Case Studies, Himalaya Publication, 2008.	
2.	Singla, A.R. Enterprise Resource Planning , Cengage Learning, 2 nd Edition,2019.	
3.	Sadagopan, S. ERP-A Managerial Perspective, McGraw Hill,1999.	
References Books		
1.	K Ganesh, Sanjay Mohapatra,AnbuShankar,S P, Enterprise Resource Planning: Fundamentals of Design and Implementation; Springer; 2014.	
2.	S Parthasarathy, Enterprise Resource Planning: A Managerial and Technical Perspective; NewAge Publications; 2007.	
Web Resources		
1.	https://www.coursera.org/articles/what-is-erp?	
2.	https://www.investopedia.com/terms/d/datamining.asp	
3.	https://learn.microsoft.com/en-us/azure/architecture/data-guide/relational-data/online-analytical-processing	
4.	https://www.sap.com/india/products/erp/what-is-erp.html#	
Course Outcomes: On completion of this course, students will be able to		
CO1: Define the basics of ERP models, structures and advantages. (K1, K2, K3, K4, K5 & K6)		
CO2: Comprehend and categorize the advancement of IT and data management. (K1, K2, K3, K4, K5 & K6)		
CO3: Summarise the ERP marketplace dynamics. (K1, K2, K3, K4, K5 & K6)		
CO4: Compare and design implementation of ERP. (K1, K2, K3, K4, K5 & K6)		
CO5: Contrast and use open source ERP towards future directives. (K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	M	M
CO2	H	M	M	M	M
CO3	H	M	M	M	M
CO4	H	M	M	M	M
CO5	H	M	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	L	L	M	M	H	H	M	L
CO2	H	H	L	L	M	M	H	H	M	L
CO3	H	H	M	M	M	M	M	H	M	M
CO4	H	H	M	M	M	M	M	H	M	M
CO5	H	H	M	M	M	M	M	H	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

HOSPITAL MANAGEMENT

Course Code: PEHMA24	Course Title: HEALTH CARE GOVERNANCE AND TECHNOLOGY		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/role-culture-teaching-english-learners-coursera https://onlinecourses.swayam2.ac.in/arp20_ap17/preview		
Learning Objectives:			
<p>LO1:To familiarize the code of medical ethics.</p> <p>LO2:To provide insights on medico legal aspects – the medical termination of pregnancy act 1971.</p> <p>LO3:Have insights on medical jurisprudence.</p> <p>LO4:Learn legal framework related to patents’ rights, medical malpractices.</p> <p>LO5:Have a better understanding of healthcare technology.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Code of Medical Ethics 1.1 Code - Duties of Physician to their patents 1.2 Duties of Physician to the profession at large 1.3 Duties of Physician to the profession in consultation 1.4 Duties of Physician to the profession to the public 1.5 Disciplinary action 1.6 NAB	9	
II (K1, K2, K3, K4, K5 & K6)	Medico Legal Aspects – The Medical Termination of Pregnancy Act 1971 2.1 Indication or Grounds of MTP - Requirements for MTP 2.2 Complications of MTP - doctor and Criminal abortion 2.3 The Prenatal Diagnostic Techniques act 1994 Regulation of genetic counselling centre 2.4 Regulation of pre -natal diagnostic technique - Death Certificate 2.5 Precautions while issuing death certificate - contents of Death Certificate 2.6 Importance of Death certificate- Tamil Nadu clinics Act	9	
III (K1, K2, K3, K4, K5 & K6)	Medical Jurisprudence 3.1 Introduction to Medical Jurisprudence 3.2 Legal Procedure 3.3 Medico legal aspects of death injuries 3.4 General aspects 3.5 Medical ethics 3.6 Consumer Protection Act	9	
IV	Legal Framework	9	

(K1, K2, K3, K4, K5 & K6)	4.1 Introduction to Legal framework 4.2 Ethical Considerations 4.3 Patient's rights & 4.4 Provider's responsibility 4.5 Medical Malpractice 4.6 Medical Negligence	
V (K1, K2, K3, K4, K5 & K6)	Healthcare Technology 5.1 Introduction to Healthcare Technology 5.2 Evolution of cyber medicine 5.3 The future of healthcare industry 5.4 Healthcare information systems 5.5 Global perspective on health informatics business 5.6 Current Trends	9
Case studies for all Units (K6)		
Text Books		
1.	S K. Singhal The Doctor & Law, 3 rd Edition 2012	
2.	Dr. V.V. Pillay, Forensic Medicine and Toxicology, 20 th Edition 2023	
3.	AMA Council on Ethical and Judicial Affairs (Author), Southern Illinois University at Carbondale (Author), Southern Illinois University School of Law (Contributor), Code of medical ethics, Revised edition 2002	
References Books		
1.	G. Spekowius, T. Wendler, Robert Matthews and Nand Relan, Advances in Healthcare Technology: Shaping the Future of Medical Care, vol 6, July 2006.	
2.	Medical Termination of Pregnancy Act, 1971 alongwith Rules, 2003 & Regulations, 2003, Professional Book Publishers; 2015.	
3.	D. Samuel Abraham, Human Resource Management in Hospitals (Laws, issues and solutions), 2013.	
Web Resources		
1.	http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.454.5816&rep=rep1&type=pdf	
2.	https://www.opentext.com/file_source/OpenText/en_US/PDF/e-Gov%20Book.pdf	
3.	https://www.researchgate.net/publication/312087204_A_Model_for_Good_Governance_of_Healthcare_Technology_Management_in_the_Public_Sector_Learning_from_Evidence-Informed_Policy_Development_and_Implementation_in_Benin	
4.	https://www.researchgate.net/publication/209937763_Information_System_for_Health-Care_in_E-Government	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: To familiarize the code of medical ethics. (K1, K2, K3, K4, K5 & K6)		
CO2: To provide insights on medico legal aspects – the medical termination of pregnancy act 1971. (K1, K2, K3, K4, K5 & K6)		
CO3: Have insights on medical jurisprudence. (K1, K2, K3, K4, K5 & K6)		
CO4: Learn legal framework related to patents' rights, medical malpractices. (K1, K2, K3, K4, K5 & K6)		
CO5: Have better understanding on healthcare technology. (K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	M	L
CO2	M	H	M	H	L
CO3	L	M	H	M	L
CO4	H	M	M	H	M
CO5	M	M	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	M	M	H	H	M	M	H	H
CO2	M	M	L	M	M	M	M	M	M	H
CO3	H	M	M	M	M	H	H	M	H	H
CO4	H	H	H	M	H	M	M	M	H	M
CO5	H	M	M	H	M	H	M	M	H	H

(High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHMB24	Course Title: HEALTH POLICY AND HEALTH CARE SYSTEM		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/role-culture-teaching-english-learners-coursera https://onlinecourses.swayam2.ac.in/arp20_ap17/preview		
Learning Objectives:			
<p>LO1:To provide an in-depth understanding of various frameworks on social determinants of health and broad concepts of Health scenarios in India.</p> <p>LO2:To understand the activities of health agencies in India and the functions of international health organizations in the health care sector.</p> <p>LO3:To illuminate the dimensions of public health policy, their structure, funding, governance, and their integration into the healthcare system.</p> <p>LO4:To understand the overview of the Health Care Sector in India and assess the healthcare delivery system in the Hospitals.</p> <p>LO5:To provide an overview of the various elements of Medical Tourism and to realize the potential of government policy on medical tourism in India.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Determinants of Health 1.1 Life Style 1.2 Socio Economic conditions 1.3 Heredity Environment 1.4 Health and Family Welfare Services 1.5 Other Factors 1.6 Health Scenario of India		9
II (K1, K2, K3, K4, K5 & K6)	Organizations for Health 2.1 Voluntary health agencies in India 2.2 Indian Red Cross Society – Indian Council for child welfare 2.3 Tuberculosis Association of India 2.4 RAI – Rockefeller Foundation 2.5 Ford Foundation - CARE 2.6 International organizations – WHO – UNICEF – UNDP		9
III (K1, K2, K3, K4, K5 & K6)	Health Policy 3.1 Meaning – Need 3.2 National health policy – features 3.3 National health programmers in India 3.4 Health planning 3.5 Planning under Five Year Plans – Plan Outlays 3.6 National Population Policy		9
IV (K1, K2, K3, K4, K5 & K6)	Health care 4.1 Concept of health care – Levels 4.2 Primary, Secondary, Tertiary		9

K4, K5 & K6)	4.3 Health for all by 2000 A.D 4.4 Health care system in India 4.5 Structure of Government Machinery 4.6 Private, Government, Corporate Hospitals	
V (K1, K2, K3, K4, K5 & K6)	Medical Tourism 5.1 Medical Tourism; Role of Medical Tourism 5.2 Methods to attract Foreign Medical Tourists 5.3 Facilities available for foreign patients 5.4 Role of travel Agencies 5.5 Govt. Policy on Medical Tourism 5.6 Current Trends	9
Case studies for all Units (K6)		
Text Books		
1.	Robbins, S and Coulter, M, 11 th Edition, Management, Prentice Hall, 11 th edition, January 2012.	
2.	Shaikh Ubaid, Disaster Management, Technical publications, 1 st edition, 2020.	
3.	Koontz, H. and Wehrich, H., Essentials of Management: An International Perspective, Tata McGraw Hill Education Private Ltd., 11 th Edition, 2020.	
References Books		
1.	Moniz Cynthia D (2018), Health Care Policy and Practice, fifth edition, Taylor & Francis.	
2.	Park K, Textbook on Hygiene and Preventive Medicine, Banarsidas, Bhanoy.	
Web Resources		
1.	https://alraziuni.edu.ye/uploads/pdf/An-Introduction-to-Community-Health.pdf	
2.	https://www.who.int/docs/default-source/primary-health/vision.pdf	
3.	https://ncert.nic.in/textbook/pdf/gess302.pdf	
4.	https://www.researchgate.net/publication/25109436_Health_Policy_An_Introduction_to_Process_and_Power	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Be able to understand broad concepts of public health and role of healthcare in Human Development, Economic Development and Inclusive Growth. (K1, K2, K3, K4, K5 & K6)		
CO2: Be able to apprehend basic principles of international health organizations in order to give them a better understanding of the wider context of health systems and public health across various countries. (K1, K2, K3, K4, K5 & K6)		
CO3: Be able to learn the process of public health policy making and plans in healthcare system in India. (K1, K2, K3, K4, K5 & K6)		
CO4: Be able to classify the health care the system at primary, secondary and national level and government machinery setup in India. (K1, K2, K3, K4, K5 & K6)		
CO5: Have better understanding of medical tourism marketing, regulatory laws & Ethical issues for Medical Tourism. (K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	H	M
CO2	H	H	L	M	M
CO3	H	H	M	H	H
CO4	H	M	H	H	H
CO5	H	H	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	L	M	M	M	M	M	M
CO2	H	H	M	M	M	M	M	H	M	M
CO3	H	M	M	H	H	M	H	H	H	H
CO4	H	L	H	L	M	M	M	H	M	M
CO5	H	M	M	H	H	M	H	M	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHMC24	Course Title: HOSPITAL PLANNING AND ADMINISTRATION		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/role-culture-teaching-english-learners-coursera https://onlinecourses.swayam2.ac.in/arp20_ap17/preview		
Learning Objectives:			
LO1: To make the students understand the concept of hospital administration. LO2: To provide insights on the location layout of hospitals. LO3: To highlight on effective analysis of hospital utilization. LO4: To throw light on critical, administration and service zones. LO5: To understand different standards maintained in hospitals.			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Hospital 1.1 Classification 1.2 Changing role of hospitals 1.3 Role of hospital administration 1.4 Hospital system 1.5 Need for scientific planning 1.6 Need for design of hospitals	9	
II (K1, K2, K3, K4, K5 & K6)	Planning 2.1 Principles of Planning 2.2 Planning process – Size of the hospital 2.3 Size selection – Location Layout 2.4 Hospital architect – Selection of architect 2.5 Equipping a hospital 2.6 Graphics and design	9	
III (K1, K2, K3, K4, K5 & K6)	Technical analysis 3.1 Assessment the extent need for the hospital services 3.2 Demand and need – Factors influencing hospital utilization 3.3 Bed planning 3.4 Project cost – Land requirements 3.5 Space requirements 3.6 Hospital drawings and document	9	
IV (K1, K2, K3, K4, K5 & K6)	Hospital Design 4.1 Building requirement 4.2 Entrance and ambulatory zone 4.3 diagnostic zone 4.4 Intermediate zone 4.5 Critical zone – Service zone 4.6 Administrative zone	9	

V (K1, K2, K3, K4, K5 & K6)	Facilities Planning 5.1 Transport – Food Services 5.2 Communication – Information System – Minor facilities – others 5.3 Standard in Hospital: General Standards – Voluntary and mandatory Standards 5.4 Mechanical Standards 5.5 Electrical Standards – Standard for centralized medical gas system 5.6 Biomedical waste handling	9
Case studies for all Units (K6)		
Text Books		
1.	Shi, L. & Singh, A. D., Delivering Healthcare in America, 8 th Edition., Jones & Bartlett Publishers, 8 th Edition, 2021.	
2.	Paradkar, R. A., Hospital and Clinical Pharmacy, Pragati Books Pvt.Ltd, 1 st Edition, 2008.	
3.	Ruggiero, S. J., Staffing patterns in hospital pharmacy; four case studies, Duquesne University Press, 2 nd Edition, 2008.	
References Books		
1.	Schneider, J. M., 2010. Introduction to Public Health, 3 rd ed., Jones and Bartlett Publishers, Inc.	
2.	Planning, Design, and Construction of HealthCare Facilities, Joint Commission International, 4 th Edition, 2019.	
Web Resources		
1.	https://www.pdfdrive.com/hospital-planning-and-administration-e25041502.html	
2.	https://www.researchgate.net/publication/259389319_hospital_administration	
3.	https://www.vpmthane.org/adc/Uploads/Hospital_Admin.pdf	
4.	http://202.91.76.90:81/fdScript/RootOfEBooks/E%20Book%20Collection%202021%20-%20A/MANAGEMENT/OBM752%20-%20Hospital%20Management%20(Ripped%20from%20Amazon%20Kindle%20eBooks%20by%20Sai%20Seena).pdf	
Course Outcomes: On completion of this course, students will be able to CO1: Be able to understand the concept of hospital administration.(K1, K2, K3, K4, K5 & K6) CO2: Have insights on the location layout of hospitals.(K1, K2, K3, K4, K5 & K6) CO3: Know the effective analysis of hospital utilization.(K1, K2, K3, K4, K5 & K6) CO4: Have knowledge on critical administration & service zone.(K1, K2, K3, K4, K5 & K6) CO5: Understands the different standards maintained in hospitals.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	M
CO2	M	M	M	H	M
CO3	H	M	H	M	H
CO4	H	H	H	H	M
CO5	H	H	H	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	M	M	M	M	H	M	M
CO2	H	H	M	M	M	M	H	H	H	M
CO3	H	H	H	H	M	H	M	M	M	M
CO4	H	M	M	H	H	H	H	M	M	H
CO5	H	H	M	M	M	M	H	M	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHMD24	Course Title: HOSPITAL RECORDS MANAGEMENT		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/role-culture-teaching-english-learners-coursera https://onlinecourses.swayam2.ac.in/arp20_ap17/preview		
Learning Objectives:			
LO1: To help the students in using Information technology in the Healthcare industry.			
LO2: To acquaint the students with Hospital records maintenance systems.			
LO3: To enhance the students with knowledge of latest trends in record maintenance.			
LO4: To provide the students with insights on challenges in record maintenance.			
LO5: To deliver students about the significance of statutory compliance in record administration.			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Hospital Records 1.1 Meaning 1.2 Functions 1.3 Importance of medical records to Patients 1.4 Doctors, Hospitals, Public Health, Press, LIC 1.5 Police – court of Law 1.6 Education and Research	9	
II (K1, K2, K3, K4, K5 & K6)	Records Management 2.1 Registers, Forms; Meaning and importance 2.2 Principles of records keeping 2.3 Merits and limitations – Principles of records keeping 2.4 Merits and limitations 2.5 Latest trends in record maintenance 2.6 Electronic forms of records maintenance	9	
III (K1, K2, K3, K4, K5 & K6)	Types 3.1 Out - patient record 3.2 In-patient records 3.3 Causality 3.4 Emergency, surgery 3.5 Obstetrics and gynaecology 3.6 Paediatrics, investigation and diagnosis.	9	
IV (K1, K2, K3, K4, K5 & K6)	Records Organization and Management 4.1 Introduction to Records Organization and Management 4.2 Classification of records 4.3 Bases for Classification 4.4 Indexing and filling of records 4.5 Problems associated with medical records 4.6 Medical Record Keeper	9	
V (K1, K2, K3,	Medical Registers 5.1 Meaning - Types - Purpose – Advantages	9	

K4, K5 & K6)	5.2 Principles of designing records 5.3 Registers in various departments – Common issues. 5.4 Medical Forms and Reports; Meaning – types and significance 5.5 Principles of designing 5.6 Statutory registers and reports to be maintained – Specimens	
Case studies for all Units (K6)		
Text Books		
1.	Rajendra Pal and Korlahalli J S, Essential of Business Communication, Sultan Chand and Sons, New Delhi	
2.	Prasantha Ghosh K, Office Management, Sultan Chand and Sons, New Delhi.	
3.	Francis CM and Mario C de Souza, Hospital Administration, Jaypee Brothers, New Delhi, 3 rd Edition.	
References Books		
1.	George, M A, The Hospital Administrator, Jaypee Brothers, New Delhi.	
2.	DC Joshi, Mamta Joshi, Hospital Administration, Jaypee brothers, 1 st Edition.	
Web Resources		
1.	https://www.researchgate.net/publication/343577236_HEALTH_RECORD_MANAGEMENT_SYSTEM_IN_PUBLIC_HOSPITALS_-AN_ANALYSIS	
2.	https://www.researchgate.net/publication/228740128_Electronic_Medical_Records_Management_Systems_An_Overview	
3.	http://www.irmt.org/documents/educ_training/public_sector_rec/IRMT_hospital_records.pdf	
4.	https://www.jlab.org/ir/records/handbook/records_handbook.pdf	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Learn using of Information technology in healthcare industry. (K1, K2, K3, K4, K5 & K6)		
CO2: Be able to acquire knowledge with respect to Hospital records maintenance systems.(K1, K2, K3, K4, K5 & K6)		
CO3: Be able to enhance their knowledge of latest trends in record maintenance.(K1, K2, K3, K4, K5 & K6)		
CO4: Get familiarized with the challenges in record maintenance.(K1, K2, K3, K4, K5 & K6)		
CO5: Know about the significance of statutory compliance in record administration.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	L	M	L
CO2	H	H	H	H	L
CO3	M	H	M	M	M
CO4	M	M	M	H	M
CO5	M	M	L	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	M	H	H	H	H	H	M	L	M
CO2	H	H	V	H	H	H	M	L	L	L
CO3	H	H	H	H	H	H	M	H	M	M
CO4	H	M	H	H	H	M	H	H	H	H
CO5	H	H	M	H	H	H	H	M	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHME24	Course Title: OPERATIONS MANAGEMENT IN HEALTHCARE		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III		Admission Year: 2024-25
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/role-culture-teaching-english-learners-coursera https://onlinecourses.swayam2.ac.in/arp20_ap17/preview		
Learning Objectives:			
<p>LO1:To familiarize students with the fundamentals of operations management in healthcare. LO2:To provide insights on capacity planning, scheduling and management of patient flow. LO3:To train students on the use of data analytics for planning and improving hospital operations. LO4:To orient students on operational metrics in hospitals and inventory management. LO5:To impart knowledge on implications of supply chain on operations & logistics of hospitals</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Operations Management in Healthcare 1.1 Key functions of Healthcare Operations Management 1.2 Goals for the operations manager in the Healthcare Facilities -Trends in Operations Management 1.3 The Challenge and the Opportunity 1.4 History of Performance Improvement 1.5 Evidence-Based Medicine and Pay-for-Performance 1.6 Healthcare Operations and Systems Management	9	
II (K1, K2, K3, K4, K5 & K6)	Planning and Scheduling 2.1 Basic principles of forecasting 2.2 Forecasting patient demand and volumes 2.3 Capacity planning: Aligning capacity with demand 2.4 Scheduling and Capacity Management 2.5 Process Improvement 2.6 Patient Flow	9	
III (K1, K2, K3, K4, K5 & K6)	The planning process 3.1 Analyze operations and environment 3.2 Implement, measure and revise 3.3 Tools for Problem Solving and Decision Making, Using Data and Statistical Tools for Operations Improvement, 3.4 Quality Management: Focus on Six Sigma 3.5 The Lean Enterprise 3.6 Simulation	9	
IV (K1, K2, K3, K4, K5 & K6)	Operational Metrics 4.1 Financial distress in healthcare 4.2 Operational Metrics 4.3 Benchmarking 4.4 Analysis	9	

	4.5 Productivity and Operational Planning 4.6 Purchasing and Inventory Management	
V (K1, K2, K3, K4, K5 & K6)	Implications of Supply Chain 5.1 Define supply chains 5.2 Flows in supply chain 5.3 Supply chain strategy for hospitals 5.4 Forecasting and Supply Chain Management 5.5 Implications for Operations 5.6 Logistics Management	9
Case studies for all Units (K6)		
Text Books		
1.	Langabeer, J. R. Health Care Operations Management: A Quantitative Approach to Business and Logistics, Burlington, MA: Jones and Bartlett Publishers,2007.	
2.	Ginter, P. M., Duncan, W. J., & Swayne, L. E. The strategic management of health care organizations, San Francisco, CA: John Wiley & Sons,7 th Edition,2013.	
3.	Gordon, P. Seniors' Housing & Care Facilities: Development, Business & Operations, US: Urban Land Institute,1998.	
References Books		
1.	Hopp, W. J. & Lovejoy, W. S Hospital Operations: Principles of High Efficiency Health Care, Upper Saddle River, NJ: Pearson FT Press,2012.	
2.	Levin, D. J., & Joseph, A. Planning, Design, and Construction of Health Care Facilities,US: Joint Commission Resources, 2 nd Edition, 2010.	
Web Resources		
1.	http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4828/1/Handbook%20of%20Healthcare%20Operations%20Management%20Methods%20and%20Applications.pdf	
2.	https://www.springerpub.com/operations-management-in-healthcare-second-edition-9780826147714.html	
3.	https://www.scribd.com/document/407884865/Hospital-Operations-Management-pdf	
4.	https://www.yumpu.com/xx/document/view/62502602/download-in-pdf-operations-management-in-healthcare-strategy-and-practice-by-corinne-m-karuppan-pdf-books	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Have deeper understanding of operations management concepts.(K1, K2, K3, K4, K5 & K6)		
CO2: Know about capacity planning, scheduling and management of patient flow.(K1, K2, K3, K4, K5 & K6)		
CO3: Be able to use data analytics for planning and improving hospital operations.(K1, K2, K3, K4, K5 & K6)		
CO4: Know to prepare operational metrics in hospitals and manage inventory.(K1, K2, K3, K4, K5 & K6)		
CO5: Appreciate the role of supply chain on operations & logistics of hospitals.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	M
CO2	M	H	H	M	L
CO3	L	M	H	H	M
CO4	M	M	H	H	H
CO5	M	H	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	M	H	H	H	L	L	M
CO2	H	H	H	M	H	H	M	L	M	L
CO3	H	M	H	H	H	H	M	L	L	M
CO4	H	M	H	H	H	H	M	M	M	M
CO5	H	H	M	H	H	H	M	L	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PEHMF24	Course Title: TOTAL QUALITY MANAGEMENT IN HOSPITAL		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/role-culture-teaching-english-learners-coursera https://onlinecourses.swayam2.ac.in/arp20_ap17/preview		
Learning Objectives:			
LO1: To familiarize the students to the basic concepts of TQM in Hospitals.			
LO2: To provide insights on approaches to quality management in hospitals.			
LO3: To throw light on quality assurance methods.			
LO4: To elucidate on quality certification systems.			
LO5: To create awareness on quality accreditations in hospitals .			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	TQM & Six-Sigma 1.1 TQM Definition – Principles of TQM 1.2 Implementing TQM Concepts in Hospital Departments – Six Sigma 1.3 Features – Benefits and Goals of Six Sigma 1.4 Scope of Six Sigma in Hospital 1.5 Pareto Analysis– Root Cause Analysis 1.6 Quality Improvement Teams	9	
II (K1, K2, K3, K4, K5 & K6)	Process Approach to Quality Management in Hospitals 2.1 Process – Process Management – Triple Role of Process Team 2.2 PDCA Cycle – Preparation of process flow diagrams for distinct processes in a hospital 2.3 Quality Aspects of processes in Hospitals Diagnostic services – Nursing services 2.4 House Keeping – Blood Bank – Pharmacy – OPD – Surgery 2.5 ICU – Emergency and Trauma care 2.6 Canteen – Hospital Stores.	9	
III (K1, K2, K3, K4, K5 & K6)	Quality Assurance Methods 3.1 Definition – Principles of Quality Assurance 3.2 Quality Policy – Quality Manual – Hospital Sop’s – 5’S Techniques – Specification limits 3.3 Process Control limits – Process capability analysis tools – Product Testing – Prototype Testing 3.4 Failure Testing – Process Mapping 3.5 Process Mapping Tools – Quality Audit 3.6 Business Process Reengineering – Essence of Re-engineering	9	
IV (K1, K2, K3, K4, K5 & K6)	Quality Certification Systems 4.1 Introduction – International Standards ISO 9000 – 9004 4.2 Elements of ISO 9000 – Areas of ISO 9000	9	

K6)	4.3 Family of ISO9000 – ISO 14001 – Environment Management Systems 4.4 ISO 14000 Family 4.5 Stages of Environmental Management Standards 4.6 Evaluation and Compliance.	
V (K1, K2, K3, K4, K5 & K6)	Quality Accreditation in Hospitals 5.1 Accreditation System – Process – Procedure – Joint Commission International (JCI) 5.2 Mission –Benefits – Value – Accreditation in 15 Areas – JCI for primary care centers 5.3 JCI Accredited Hospitals in India – Basic Objectives of National Accreditation Board for Hospitals (NABH) – Standards of NABH 5.4 Documentation Procedure – Patent Rights and Education 5.5 Benefits of NABH to Hospital 5.6 Employees – Patents and TPA’s	9
Case studies for all Units (K6)		
Text Books		
1.	Dr. Sayeeda Amtul Mahboob, TQM practices of hospitals in Hyderabad, 2021.	
2.	K. Shridhara Bhat, Total Quality Management – Text & Cases, Himalaya Publishing House, 2017.	
3.	William J. Kolarik, Creating quality, 1999.	
References Books		
1.	Balasubramanian Mahadevan, Total Quality Management in the Healthcare industry: An Efficient Guide for Healthcare Management, 2022.	
2.	Mohammed R Twati, Total quality management implementation in the healthcare industry Paperback – Import, 2019.	
Web Resources		
1.	https://www.researchgate.net/publication/314284735_Total_Quality_Management_in_Healthcare	
2.	https://www.academia.edu/37034010/Total_Quality_Management_in_Healthcare_Total_Quality_Management_in_Healthcare	
3.	https://www.routledge.com/The-Textbook-of-Total-Quality-in-Healthcare/Al-Assaf-Schmele/p/book/9780963403049	
4.	http://rmkec.ac.in/tmp/mech/Contents/totalqualitymanagement.pdf	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: To familiarize the students to the basic concepts of TQM in Hospitals.(K1, K2, K3, K4, K5 & K6)		
CO2: To provide insights on approaches to quality management in hospitals.(K1, K2, K3, K4, K5 & K6)		
CO3: To throw light on quality assurance methods.(K1, K2, K3, K4, K5 & K6)		
CO4: To elucidate on quality certification systems.(K1, K2, K3, K4, K5 & K6)		
CO5: To create awareness on quality accreditations in hospitals.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	M	L
CO2	H	H	M	H	H
CO3	L	M	H	M	H
CO4	L	M	M	H	H
CO5	M	H	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	M	H	H	H	L	H	L	L
CO2	H	H	L	H	H	H	M	L	L	L
CO3	H	H	L	H	H	H	M	M	M	M
CO4	M	H	H	H	H	H	H	M	M	H
CO5	H	M	L	H	H	H	H	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code: PELMA24	Course Title: SUPPLY CHAIN MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/supply-chain-management-and-analytics-coursera https://onlinecourses.nptel.ac.in/noc24_hs128/preview		
Learning Objectives:			
<p>LO1:To provide an in-depth understanding of various frameworks on the concepts of Supply Chain management.</p> <p>LO2:To analyze and evaluate the insights on Supply chain synergies.</p> <p>LO3:To examine the dimensions on Sales & Operation Planning.</p> <p>LO4:To appraise on the overview on Customer value and supply chain management.</p> <p>LO5:To appraise the various elements of supply chain analytics.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Introduction to Supply Chain 1.1 Historical perspective 1.2 Understanding Supply Chain key issues in supply chain management 1.3 Objectives, importance, Decision phases 1.4 Examples of supply chains Supply chain strategies 1.5 The supply chain becomes value chain 1.6 Supply chain as a competitive weapon	9	
II (K1, K2, K3, K4, K5 & K6)	Supply chain synergies 2.1 Collaborate with supply chain partners 2.2 Supply Chain Drivers and Design Drivers of supply chain performance 2.3 Framework for structuring Facilities, including warehouse 2.4 Inventory, Transportation, Information 2.5 Sourcing, and Pricing 2.6 Yield management /Revenue management	9	
III (K1, K2, K3, K4, K5 & K6)	Sales and Operations Planning 3.1 Demand management Demand forecasting 3.2 Aggregate Planning and Managing Supply Demand and	9	

	<p>Inventory Aggregate Planning in a Supply Chain</p> <p>3.3 Role, aggregate planning problems, strategies, role of IT</p> <p>3.4 Implementation Responding to predictable variability in supply chain</p> <p>3.5 Types of supply chains-creating responsive supply chains lean and</p> <p>3.6 Agile supply chain their characteristics.</p>	
<p>IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Leadership and Control</p> <p>4.1 Customer value and supply chain management</p> <p>4.2 Dimensions of customer value-value added services</p> <p>4.3 Customer value measures Push-pull boundary</p> <p>4.4 Mass customization and supply chain management outsource</p> <p>4.5 Third and Fourth - Party Logistics providers</p> <p>4.6 Managing risk in supply chains Creating a sustainable supply chain.</p>	9
<p>V (K1, K2, K3, K4, K5 & K6)</p>	<p>Supply Chain Analytics</p> <p>5.1 Use of computer software in supply chain problems</p> <p>5.2 Electronic commerce</p> <p>5.3 Emerging mega trends supply chain of the future</p> <p>5.4 Seeking structural flexibility</p> <p>5.5 The multi-channel revolution 2020 vision.</p> <p>5.6 Analytics of a Transportation problem in a Supply Chain</p>	9
Case studies for all Units (K6)		
Text Books		
1.	The Supply Chain Revolution, Suman Sarkar,2017, Amacom	
2.	Supply Chain Metrics that Matter, Lora M. Cecere , 2014,Wiley publication.	
3.	Supply Chain Strategy, Second Edition Unleash the Power of Business Integration to Maximize Financial, Service, and Operations Performance, Edward Frazelle, 2017,McGraw hill.	
References Books		
1.	Managing Supply Chain Operations, Lei Lei , 2017, World scientific publications	
2.	Essentials of Supply Chain Management, Michael H. Hugos ,2018,wiley publication	
Web Resources		
1.	https://link.springer.com/book/10.1007/978-3-642-55309-7	
2.	https://www.emeraldgrouppublishing.com/journal/scm	
3.	https://www.sciencedirect.com/journal/industrial-marketing-management	

4.	https://onlinelibrary.wiley.com/journal/21581592
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Be able to understand the basic concepts of Supply Chain management.(K1, K2, K3, K4, K5 & K6)	
CO2: Be able to apprehend, analyze and evaluate the insights on Supply chain synergies.(K1, K2, K3, K4, K5 & K6)	
CO3: Be able to learn and examine the insights on Sales & Operation Planning.(K1, K2, K3, K4, K5 & K6)	
CO4: Be able to classify, appraise and assess the Customer value and supply chain management.(K1, K2, K3, K4, K5 & K6)	
CO5: Be able to appraise, and evaluate on the various elements of supply chain analytics.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	M
CO2	H	M	M	M	H
CO3	H	M	M	M	M
CO4	M	H	H	H	H
CO5	L	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	M	H	M	L	M	H	M	L
CO2	M	M	L	M	L	L	L	H	L	H
CO3	H	H	M	L	M	L	L	M	M	L
CO4	H	M	M	L	H	L	L	H	M	L
CO5	H	M	L	M	M	H	L	L	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PELMB24	Course Title: EXPORT AND IMPORT MANAGEMENT		Credits 3
Lecture Hours (L) per week: 4	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 5
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/introduction-customs-and-foreign-trade-policy-coursera https://onlinecourses.nptel.ac.in/noc24_hs141/preview		
Learning Objectives:			
<p>LO1:To provide an in-depth understanding of the career in International markets.</p> <p>LO2:To analyze and evaluate the activities of Exim documentation.</p> <p>LO3:To examine the dimensions of logistics and shipping characteristics.</p> <p>LO4:To appraise on the overview of logistics and shipping procedures and pricing.</p> <p>LO5:To appraise the various elements of role of IT in International business.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Export & Import 1.1 Introduction 1.2 Definitions 1.3 Evolution of Export & Import 1.4 Foreign Trade Institutional Framework and Basics 1.5 Multinational Organizations & Structure 1.6 International Business Scenario		9
II (K1, K2, K3, K4, K5 & K6)	Export-Import 2.1 Documentation and 2.2 Steps in export and import 2.3 Export-Import Strategies and Practice 2.4 Export Marketing 2.5 Business Risk Management and Coverage 2.6 Export Incentive Schemes		9
III (K1, K2, K3, K4, K5 & K6)	Logistics and Characteristics 3.1 Modes of Transportation 3.2 Legal classification of carriers 3.3 Characteristics of Shipping Industry 3.4 World Shipping 3.5 Containerization 3.6 Leasing Practices		9
IV (K1, K2, K3, K4, K5 & K6)	Export Procedures and Documents 4.1 Export Procedures and Documents 4.2 Customs Clearance of Import and Export Cargo 4.3		9

	Methods and Instruments of Payment 4.4 Pricing INCOTERMS 4.5 Methods of Financing Exporters 4.6 Import Strategies and Practice, Export Marketing	
V (K1, K2, K3, K4, K5 & K6)	Information Technology and International Business 5.1 Information Technology and International Business 5.2 Export & Import with European continent 5.3 Africa, Middle East Countries 5.4 ASEAN Countries 5.5 Australia and New Zealand 5.6 China and Japan.	9
Case studies for all Units (K6)		
Text Books		
1.	Rama Gopal C. Export Import Procedures - Documentation And Logistics : New Age International,2 nd Edition,2022.	
2.	Usha Kiran Rai., Export-Import and Logistics Management : PHI Learning Pvt. Ltd.,2 nd Edition,2007.	
3.	Justin Paul & Rajiv Aserkar, Export Import Management : Oxford University Press.,2 nd Edition,2013.	
References Books		
1.	Raj Kumar Sharma,Export Business-A Beginner's Guide: A practical guide for starting export business: Notion Press,1 st Edition,2020	
2.	Debashis Chakraborty India's Trade Analytics: Patterns And Opportunities: Sage India Pvt Ltd.1 st Edition,2019.	
Web Resources		
1.	https://www.emeraldgrouppublishing.com/journal/scm	
2.	https://www.sciencedirect.com/journal/industrial-marketing-management	
3.	https://in.sagepub.com/en-in/sas/export-and-import-management/book276434	
4.	https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Be able to understand the broad concepts of logistics who seek a career in International markets.(K1, K2, K3, K4, K5 & K6)		
CO2: Be able to apprehend, analyze and evaluate the basic principles of Exim documentation process.(K1, K2, K3, K4, K5 & K6)		
CO3: Be able to learn and examine the process of logistics and shipping characteristics.(K1, K2, K3, K4, K5 & K6)		
CO4: Be able to classify, appraise and assess the logistics and shipping procedures and pricing.(K1, K2, K3, K4, K5 & K6)		

CO5:Be able to appraise, and evaluate on the various elements of IT in International business.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	H
CO2	H	M	H	M	M
CO3	M	M	H	H	H
CO4	M	H	M	H	M
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	L	M	M	H	L	L	H	M
CO2	H	L	M	H	M	L	M	H	M	L
CO3	H	M	L	H	L	L	L	H	L	H
CO4	H	M	M	L	H	L	L	H	M	L
CO5	H	H	M	L	M	L	L	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PELMC24	Course Title: PRINCIPLES AND PRACTICE OF LOGISTICS MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/procurement-logistics-management-edx https://onlinecourses.nptel.ac.in/noc24_hs128/preview		
Learning Objectives:			
<p>LO1:To provide an in-depth understanding of various frameworks on the concepts & functions of logistics.</p> <p>LO2:To analyze and evaluate the activities of logistics & Inventory.</p> <p>LO3:To examine the dimensions of transportation warehousing and distribution.</p> <p>LO4:To appraise on the overview of operational need on effective logistic performance.</p> <p>LO5:To appraise the various elements of logistics cost and need for integration.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Concepts of Logistics 1.1 Evolution – Nature and Importance 1.2 Components of Logistics Management 1.3 Competitive Advantages of Logistics 1.4 Functions of Logistics management principles 1.5 Logistics Network 1.6 Integrated Logistics system		9
II (K1, K2, K3, K4, K5 & K6)	Elements of Logistics and Inventory carrying 2.1 Warehousing 2.2 Material handling 2.3 Order processing 2.4 Transportation, Demand Forecasting 2.5 Impact of Forecasts on Logistics and 2.6 Performance measurements.		9
III (K1, K2, K3, K4, K5 & K6)	Transportation 3.1 Participants in Transportation Decisions – 3.2 Modes of Transportation – Factors influencing Transport economics 3.3 Documents in Transport Decision Making Warehousing / Distribution 3.4 Functions of Warehouse – benefits of Warehouse – Service 3.5 Warehousing Alternatives – Warehouse		9

	site selection 3.6 Factors while initiating Warehouse Operations – Warehouse Management System	
IV (K1, K2, K3, K4, K5 & K6)	Packing and Materials Handling 4.1 Functions of packaging 4.2 Communication 4.3 Packaging cost 4.4 Types of Packaging Material 4.5 Unitization – Containerization 4.6 Designing a package factors affecting choice of packaging materials.	9
V (K1, K2, K3, K4, K5 & K6)	Organization for effective logistics performance 5.1 Centralized and decentralized structures 5.2 Stages of functional aggregation in organization, financial issues in logistics performance 5.3 Measures – Steps in ABC costing 5.4 Financial Gap Analysis integrated Logistics 5.5 Need for Integration - Activity Centers in Integrated Logistics 5.6 Role of 3PL and 4PL – Principles of LIS.	9
Case studies for all Units (K6)		
Text Books		
1.	Logistics Principles and Practice By Hessel Visser, Routledge.1 st Edition 2007.	
2.	Saikumari V.,Purushothaman S,Logistics and Supply Chain Management by Sultan Chand,1 st Edition, 2022.	
3.	Agarwal D K,Textbook of Logistics and Supply Chain Management , Trinity publications, 1 st Edition,2018.	
References Books		
1.	Textbook of Logistics and Supply Chain Management Agarwal D K, Trinity publications, 2018.	
2.	V.V Sople,Logistics Management ,Pearson publication 3 rd Edition Paperback,2012 .	
Web Resources		
1.	https://www.ingentaconnect.com/content/mcb/ijlm	
2.	https://www.scimagojr.com/journalsearch.php?q=21100840458&tip=sid	
3.	https://www.emeraldgrouppublishing.com/journal/ijlm	
4.	https://link.springer.com/book/10.1007/978-3-031-50036-7	

Course Outcomes:

On completion of this course, students will be able to

CO1: Be able to understand the broad concepts of evolution and functions of logistics management.(K1, K2, K3, K4, K5 & K6)

CO2: Be able to apprehend, analyze and evaluate the basic principles of logistics, warehousing and material handling.(K1, K2, K3, K4, K5 & K6)

CO3:Be able to learn and examine the process of transportation, distribution, packaging etc.(K1, K2, K3, K4, K5 & K6)

CO4:Be able to classify, appraise and assess the knowledge on integrated logistics and linguistic information system.(K1, K2, K3, K4, K5 & K6)

CO5:Be able to appraise, and evaluate on the various elements of logistics cost and need for integration in logistics facilities.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	H
CO2	H	M	H	M	H
CO3	H	M	H	M	M
CO4	H	H	M	H	H
CO5	M	H	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	M	H	M	L	M	H	M	L
CO2	H	M	L	H	L	L	L	H	L	H
CO3	H	H	M	L	M	L	L	M	M	L
CO4	H	M	M	L	H	L	L	H	M	L
CO5	H	M	L	M	M	H	L	L	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PELMD24	Course Title: INVENTORY AND WAREHOUSING MANAGEMENT		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/inventory-management-coursera https://archive.nptel.ac.in/courses/110/105/110105095/		
Learning Objectives:			
<p>LO1:To provide an in-depth understanding of Inventory Management and its impact on Logistics.</p> <p>LO2:To analyze and evaluate the activities of various models, tools and techniques of Inventory control and inventory management.</p> <p>LO3:To examine the dimensions of knowledge of various inventory ranking methods, and how to use technology in inventory control.</p> <p>LO4:To appraise on the overview of basics of warehouse management, its location, layout and principles of warehouse design.</p> <p>LO5:To appraise the various elements on knowledge about the standardization, codification, safety and security of inventory and the role of Information technology in warehouse management.</p>			
Units	Contents		Required Hours (45)
I (K1, K2, K3, K4, K5 & K6)	Introduction to Inventory 1.1 Definition, principles, role, functions and importance of Inventory 1.2 Types of Inventory, Inventory Policy, Costs Associated with Inventory 1.3 Inventory and Profitability, Impact of Inventory on total logical cost 1.4 Inventory management – objectives / importance 1.5 Symptoms of poor inventory management 1.6 Improving effectiveness of inventory management.		9
II (K1, K2, K3, K4, K5 & K6)	Inventory Control and models 2.1 Importance and scope of Inventory control 2.2 Selective Inventory control, Inventory Models – 2.3 Economic Lot size, EOQ, Economic Batch Quantity [EBQ] 2.4 ROL – reorder level, P model, Q model, two bin system, fair share allocation model, 2.5 MRP, ABC analysis, Just in Time (JIT). 2.6 Modern methods Kanban, DRP and ERP.		9

<p style="text-align: center;">III (K1, K2, K3, K4, K5 & K6)</p>	<p>Inventory Methods 3.1 Inventory ranking methods and Quadrant technique, FIFO 3.2 LIFC, Weighted average method, Inventory under certainly and uncertainly 3.3 Risk Management, Work in progress inventories 3.4 Finished Goods Inventories, Spare parts inventories 3.5 Use of Computers in Inventory Management 3.6 RFID, EDI, Satellite tracking system.</p>	9
<p style="text-align: center;">IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Warehouse Management 4.1 Definition, Principles, Roles 4.2 Importance of Warehouses, Need for Warehousing 4.3 Warehouse selection and planning, functions and operations of a warehouse 4.4 Warehouse location, Area of Warehouse 4.5 Factors affecting warehousing cost 4.6 Warehouse layout, Design principles</p>	9
<p style="text-align: center;">V (K1, K2, K3, K4, K5 & K6)</p>	<p>Planning 5.1 Codification and standardization of the Materials 5.2 Incoming Materials Receipts, Retrieval and Transaction Processing System 5.3 Security and Loss Prevention, Consumption Based Planning – MRP and lot sizing procedure 5.4 Forecasting parameter and result, planned order planning file consolidation 5.5 Break bulk, Cross docking, Mixing, Assembly 5.6 Competitive advantage, production support warehouse – ERP, Role of IT in warehousing</p>	9
Case studies for all Units (K6)		
Text Books		
1.	Villivalam Rangachari Rangarajan,Basics of Warehouse and Inventory Management: (The pillars of business Logistics) , by , Notion Press,1 st Edition,2022.	
2.	P. Narayan , Jaya Subramanian ,Inventory Management: Principles and Practices Paperback , Excel book,1 st Edition,2008.	
3.	Tony Wild ,Best Practice in Inventory Management Hardcover, A Butterworth-Heinemann,1 st Edition,1997.	
References Books		
1.	Hands-On Inventory Management (Resource Management) Hardcover 2007, Ed C. Mercado, Auer Bach Publications.	
2.	Chandra Bose,Inventory Management, Prentice Hall India Learning Private Limited,1 st Edition,2006.	

Web Resources	
1.	https://www.inderscience.com/jhome.php?jcode=ijscim
2.	https://www.inderscience.com/jhome.php?jcode=ijlsm
3.	https://onlinelibrary.wiley.com/journal/18731317
4.	https://www.tandfonline.com/journals/cjol20
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Be able to understand the broad concepts of Inventory Management and its impact on Logistics.(K1, K2, K3, K4, K5 & K6)	
CO2: Be able to apprehend, analyze and evaluate the basic principles of various models, tools and techniques of Inventory control and inventory management.(K1, K2, K3, K4, K5 & K6)	
CO3: Be able to learn and examine the process of various inventory ranking methods, and how to use technology in inventory control.(K1, K2, K3, K4, K5 & K6)	
CO4: Be able to classify, appraise and assess the basics of warehouse management its location, layout and principles of warehouse design.(K1, K2, K3, K4, K5 & K6)	
CO5: Be able to appraise, and evaluate on the various elements of standardization, codification, safety and security of inventory and the role of Information technology in warehouse management.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	H
CO2	H	M	H	M	H
CO3	H	M	H	M	M
CO4	H	H	M	H	H
CO5	M	H	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	M	H	M	L	M	H	M	L
CO2	H	M	L	H	L	L	L	H	L	H
CO3	H	H	M	L	M	L	L	M	M	L
CO4	H	M	M	L	H	L	L	H	M	L
CO5	H	M	L	M	M	H	L	L	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PELME24	Course Title: PACKAGING AND MATERIAL HANDLING		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.edx.org/learn/circular-economy/delft-university-of-technology-sustainable-packaging-in-a-circular-economy https://onlinecourses.nptel.ac.in/noc23_ge32/preview		
Learning Objectives:			
<p>LO1:To provide an in-depth understanding of packaging materials and design.</p> <p>LO2:To analyze and evaluate the activities of Functions and Essentials of Packaging.</p> <p>LO3:To examine the dimensions of consumer packaging Identification codes, bar codes, and electronic data interchange.</p> <p>LO4:To appraise on the overview of the Packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition.</p> <p>LO5:To appraise the various elements of Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Packaging/Packing Materials & Components 1.1 Various Materials/Metals Flexible, Folding, Insulated, Corrugated Packing Materials- Packing materials 1.2 Paper, Wood, Adhesive, Aluminum foil, Cushioning-stuff, Packaging gas, Pallet, Paperboard, Plastic wrap, Shrink wrap, Screw cap, Slip sheet- Security printing- Stretch wrap – Time temperature indicator- Tinplate 1.3 Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry- Packaging 1.4 Demands of Industrial Users-Technology Trends in Packaging Industry – Aseptic processing - Authentication 1.5 Automatic identification and data capture - Blow fill seal - Blow molding - Containerization 1.6 Electronic article surveillance -Graphic Design - Induction sealing -Plastic welding -Printing	9	
II (K1, K2, K3, K4, K5 & K6)	Packaging 2.1 Meaning, Functions and Essentials of Packing- Packaging 2.2 Meaning, Functions and Essentials of Packaging- Difference between Packing and Packaging-Packing for Storage	9	

	<p>2.3 Packing for Overseas Shipment-Packing for Inland Transportation- Packaging for Product content Protection</p> <p>2.4 Test of packaging: Mechanical, Climatic & Lab test</p> <p>2.5 International Care labeling code</p> <p>2.6 Packaging cost</p>	
<p>III (K1, K2, K3, K4, K5 & K6)</p>	<p>Packaging Types</p> <p>3.1 Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging</p> <p>3.2 Transport Packaging - Shrink packaging – Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code</p> <p>3.3 GS1 Standards- package labels- Symbols used on packages and labels.</p> <p>3.4 Heavy, Medium and small Packaging- Active packaging- Child-resistant packaging Pilfer/Tamper Evident/Proof</p> <p>3.5 Packaging-Product-Packaging compatibility- Pharma Packaging- Food Packaging- Electronic goods Packaging-</p> <p>3.6 FMCG packaging- Heavy engineering Goods/Equipment Packaging.</p>	9
<p>IV (K1, K2, K3, K4, K5 & K6)</p>	<p>Packing Considerations</p> <p>4.1 Protection, Convenience, Environment, Use/Re- use- Cost and Competition</p> <p>4.2 Packing as a systems approach to Logistics- Transport/Storage Requirements- Physical, Chemical Environmental</p> <p>4.3 Biological Nature of the Products Packing as Protection Against Hazards- Package design considerations</p> <p>4.4 Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors</p> <p>4.5 Packaging for Marketing and Visual Appeal- Biodegradation -Recycling</p> <p>4.6 Glass, Plastic & Paper-Reuse- Sustainable packaging - Waste management.</p>	9
<p>V (K1, K2, K3, K4, K5 & K6)</p>	<p>Packaging Economics</p> <p>5.1 Packaging Cost Vs Product cost- Cost Reduction in Packaging</p> <p>5.2 Packing for Inventory Control, Value Analysis- Packing and Value Engineering, Packaging Laws</p> <p>5.3 Consumer Protection in Food Packaging, Marking and Labeling, Eco friendly Packaging for Exports</p> <p>5.4 Scientific Packaging-Standardization in Packaging. Quality assurance-Radio- frequency identification -Track and trace -Vacuum forming Verification and validation</p>	9

	5.5 Barcode printer - Barcode reader -Bottling line –Carton machine- Check weighed -Conveyor system 5.6 Heat gun - Heat sealer - Industrial robot Injection molding machine –Logistics automation	
Case studies for all Units (K6)		
Text Books		
1.	Calver G. What Is Packaging Design: Rot vision,1 st Edition,2003.	
2.	Dean D. A. , Pharmaceutical Packaging Technology: Taylor & Francis,1 st Edition,2000	
3.	McKinley A. H. Transport Packaging: IoPP, 1 st Edition,2004.	
References Books		
1.	Robertson G. L. Food Packaging,2005.	
2.	Introduction to Materials Management , Pearson,8 th Edition, 2017.	
Web Resources		
1.	https://www.emeraldgrouppublishing.com/journal/scm	
2.	https://www.sciencedirect.com/journal/industrial-marketing-management	
3.	https://in.sagepub.com/en-in/sas/export-and-import-management/book276434	
4.	https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html	
Course Outcomes:		
On completion of this course, students will be able to		
CO1: Be able to understand the broad concepts of types of packaging materials and design.(K1, K2, K3, K4, K5 & K6)		
CO2: Be able to apprehend, analyze and evaluate the basic principles of Functions and Essentials of Packaging.(K1, K2, K3, K4, K5 & K6)		
CO3: Be able to learn and examine the process of consumer packaging Identification codes, bar codes, and electronic data interchange.(K1, K2, K3, K4, K5 & K6)		
CO4: Be able to classify, appraise and assess the packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition.(K1, K2, K3, K4, K5 & K6)		
CO5: Be able to appraise, and evaluate on the various elements of Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging.(K1, K2, K3, K4, K5 & K6)		

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	H
CO2	H	M	H	M	M
CO3	M	M	H	H	H
CO4	M	H	M	H	M
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	L	M	M	H	L	L	H	M
CO2	H	L	M	H	M	L	M	H	M	L
CO3	H	M	L	H	L	L	L	H	L	H
CO4	H	M	M	L	H	L	L	H	M	L
CO5	H	H	M	L	M	L	L	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PELMF24	Course Title: LOGISTICS INFRASTRUCTURE		Credits 3
Lecture Hours (L) per week: 2	Tutorial Hours (T) per week: 1	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: 3
Course Category: Elective	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://www.mooc-list.com/course/role-culture-teaching-english-learners-coursera https://onlinecourses.swayam2.ac.in/arp20_ap17/preview		
Learning Objectives:			
<p>LO1:To provide an in-depth understanding of salient logistics infrastructure and environment.</p> <p>LO2:To analyze and evaluate the activities of technical infrastructure and web.</p> <p>LO3:To examine the dimensions modes of transportation and the infrastructure.</p> <p>LO4:To appraise on the overview of storage operations and control.</p> <p>LO5:To appraise the various elements of Infrastructure and Layout Of Container Terminals.</p>			
Units	Contents	Required Hours (45)	
I (K1, K2, K3, K4, K5 & K6)	Infrastructure 1.1 Salient Features - Importance - Types 1.2 Commercialization of Infrastructure 1.3 Infrastructure and Environment 1.4 Infrastructure and the poor-Policy framework 1.5 Indian Scenario 1.6 Phases of project development - Slow progress	9	
II (K1, K2, K3, K4, K5 & K6)	Technology Infrastructure 2.1 Internet and World Wide Web, internet protocols-FTP 2.2 Intranet and extranet, Cloud Service Models 2.3 SAAS, PAAS, IAAS, Cloud Deployment Models 2.4 Public Cloud, Private Cloud, Hybrid Cloud, Auto-2.5 Scaling in the Cloud, Internet information publishing technology 2.6 Basics of webserver hardware and software.	9	
III (K1, K2, K3, K4, K5 & K6)	Transportation Selection 3.1 Tradeoff – modes of transportation 3.2 models for transportation and distribution – factors affecting network effectiveness 3.3 3PLadvantages – Indian transport infrastructure 3.4 IT solutions–EDI 3.5 e-Commerce, e-Procurement 3.6 Bar Coding and RFID technology	9	
IV (K1, K2, K3, K4, K5 & K6)	Storehouse Operations and Control 4.1 Introduction, Objectives, Storehouse Operations and its	9	

K6)	Objectives 4.2 Daily Activities of Stores 4.3 Organizing a Store, Store Location and Layout 4.4 Selecting appropriate storage system, Centralisation 4.5 Decentralisation and variety reduction of stores 4.6 Store Housekeeping, Stores Accounting	
V (K1, K2, K3, K4, K5 & K6)	Infrastructure and Layout Of Container Terminals 5.1 Infrastructure and layout of container terminals - Berth and quay characteristics 5.2 Apron width, quay crane rails - Container yard size, layout and markings Container Freight Station (CFS) 5.3 Gates, offices, maintenance facilities, fencing and traffic control 5.4 Types and purpose of equipment used in container terminals 5.5 Ship to shore handling equipment – Yard equipment for transfer, storage and delivery 5.6 CFS and other terminal equipment, Terminal automation	9
Case studies for all Units (K6)		
Text Books		
1.	David Simchi, Levi, Philip Kaminsky, Ravi Shankar. (2010). Designing & Managing the Supply Chain:TataMcGrawHill. Joshi R. N. 14 th Edition, 2013.	
2.	Public Private Partnership in Infrastructure: Perspectives, Principles and Practices: VisionBooks. NewDelhi.K. Hariharan,2007.	
3.	Containerization, Multimodal Transport and Infrastructure Development in India: Shroff Publishers and distributors Pvt. Ltd. 5 th Edition.	
References Books		
1.	Lean Logistics: High-velocity Logistics Infrastructure and C-5 Galaxy Timothy L. Ramey,1 st Edition,1999.	
2.	The fundamentals of military logistics: a primer of the logistics infrastructure,2005.	
Web Resources		
1.	https://www.projectmanager.com/blog/purchase-management	
2.	https://www.emeraldgrouppublishing.com/journal/scm	
3.	https://www.sciencedirect.com/journal/industrial-marketing-management	
4.	https://www.procurementexpress.com/purchase-orders/purchasing-management/	

Course Outcomes:

On completion of this course, students will be able to

CO1: Be able to understand the broad concepts of the salient logistics infrastructure and environment.(K1, K2, K3, K4, K5 & K6)

CO2:Be able to apprehend, analyze and evaluate the basic principles of technical infrastructure and web. (K1, K2, K3, K4, K5 & K6)

CO3:Be able to learn and examine the process modes of transportation and the infrastructure.(K1, K2, K3, K4, K5 & K6)

CO4:Be able to classify, appraise and assess the storage operations and control.(K1, K2, K3, K4, K5 & K6)

CO5:Be able to appraise, and evaluate on the various elements of Infrastructure and Layout Of Container Terminals.(K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	M	M	H
CO2	M	H	M	M	H
CO3	H	M	H	H	H
CO4	H	M	H	H	M
CO5	M	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	M	H	M	L	M	H	M	L
CO2	H	M	L	H	L	L	L	H	L	H
CO3	H	H	M	L	M	L	L	M	M	L
CO4	H	M	M	L	H	L	L	H	M	L
CO5	H	M	L	M	M	H	L	L	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

INDEPENDENT ELECTIVE COURSES

Course Code: PIBAA24	Course Title: DISASTER MANAGEMENT		Credits 1
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swyam2.ac.in/cec24_hs83/preview		
Learning Objectives:			
<p>LO1: To gain knowledge about the concept of disaster.</p> <p>LO2: To attain in depth understanding of the various dimensions and typology of disasters.</p> <p>LO3: To acquire the knowledge different National & International Agencies for disaster Management in India.</p> <p>LO4: To acquire the knowledge and information related to Disaster Mitigation, Preparedness & Planning.</p> <p>LO5: To empower and inhibit the knowledge about the Disaster Rehabilitation & Futuristic Sustainable Measures adopted.</p>			
Units		Contents	
I (K1, K2, K3, K4, K5 & K6)		Disaster - Hazards – Emergency vulnerability - Courses and impact of disaster – Levels of disaster - Effects of disaster - Causal factors of disaster - Phases of disaster.	
II (K1, K2, K3, K4, K5 & K6)		Calamities – Meteorological – Hydrological - Calamities - Geological – Extra Terrestrial - Typology of Disaster – Earthquakes – Tsunami – Volcanoes – Landslides – Cyclones – Floods – Droughts - Environment Pollution - Deforestation - Desertification.	
III (K1, K2, K3, K4, K5 & K6)		National Crisis Management Committee (NCCM) – The Disaster management Act 2005 – National Civil Defence Organization - Department for Humanitarian Affairs (DHA) - Inter – Agency Standing Committee (IASC) – Office for the Coordination of Humanitarian Affairs (OCHA) – Food and Agricultural Organization (FAO) - United Nations Development Programs (UNDP) – United Nations High Commissioner for Refugees (UNHCR) – World Food Programme (WFP) - World Health Organization (WHO) – International Committee of the Red Cross (ICRC) - International Federation of Red Cross & Red Crescent Societies (IFRC) – International Organization for Migration (IOM) - International Atomic Energy Agency (IAEA) – United Nations Sahelian Office (UNSO) – The UN and the role of NGOs .	
IV (K1, K2, K3, K4, K5)		Disaster Mitigation – Meaning – Impact – Menu of mitigation agents - Disaster management cycle – Classification of mitigation measures – Investing in disaster	

& K6)	mitigation - Disaster Preparedness – Objectives - Principles of disaster planning – Involvement - Disaster Risk Assessment – Concepts – Factors – Assessing risk – Phases – Steps - Disaster risk management - Disaster insurance.
V (K1, K2, K3, K4, K5 & K6)	Meaning – Issues in rehabilitation – Hindrances to normalization - Rehabilitation approaches - Rehabilitation from shelter to housing - Material distribution for rehabilitation - Role of building Materials and services banks - Keys to sustainable measures in disaster management.
Text Books	
1.	Modh Satish, Introduction to Disaster Management, Macmilan Publishers India, Private Limited, Reprint 2012, New Delhi
2.	R. Subramanian, Disaster Management, Vikas Publishing House, Noida
3.	Nidhi Gauba Dhawan & Ambrina Sardar Khan, Disaster Management and Preparedness, CBS Publication, 2012.
References Books	
1.	Ayaz Ahmad, Disaster Management: Through the New Millennium, Anmol Publications, New Delhi, 1 st Edition, 2003.
2.	Debarata Mondal, Disaster Management Concepts and Approaches, CBS Publication, 2020.
Web Resources	
1.	https://meghomeguards.gov.in/sites/default/files/course-manual.pdf
2.	https://www.asdma.gov.in/pdf/publication/undp/disaster_management_in_india.pdf
3.	https://ddceutkal.ac.in/Syllabus/MCOM/Disaster_Management.pdf
4.	https://www.slideshare.net/slideshow/event-management-trainingpdf/262524168
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1: Understand the knowledge about the concept of Disaster. (K1, K2, K3, K4, K5 & K6) CO2: Attain in depth understanding of the various dimensions and typology of disasters. (K1, K2, K3, K4, K5 & K6) CO3: Acquire the knowledge different National & International Agencies for disaster Management in India. (K1, K2, K3, K4, K5 & K6) CO4: Acquire the knowledge and information related to Disaster Mitigation, Preparedness & Planning. (K1, K2, K3, K4, K5 & K6) CO5: Empower and inhibit the knowledge about the Disaster Rehabilitation & Futuristic Sustainable Measures adopted. (K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	L	M	H
CO2	M	H	L	M	H
CO3	M	L	L	H	H
CO4	L	L	L	H	M
CO5	H	M	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	H	M	H	M	H	H	H	L	H
CO2	M	H	M	H	M	H	H	H	L	H
CO3	H	H	M	H	M	H	H	H	L	H
CO4	H	M	M	M	M	M	H	H	L	H
CO5	M	M	M	M	M	M	M	H	L	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAB24	Course Title: EVENT MANAGEMENT		Credits 1
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, I		Admission Year: 2024-25
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/nou24_ge49/preview		
Learning Objectives:			
LO1: To Comprehend the Event Management in Hospitality Industry.			
LO2: To Familiarise the Learners with the Nature of Conference Markets.			
LO3: To Perceive the Conception of Contract Negotiations.			
LO4: To imbibe the wards on Discerning the Event Business and Customer Care Management.			
LO5: To Evaluate the Tourism Growth and Travel Industry Fairs.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Concepts – Planning – Marketing – Maintaining and Development of Resorts - Types of Resorts - Major Players in Resort Industry in India – Sterling group, Mahindra group - Introduction to Conventions - Exhibitions and Meetings (MICE), Components of the Conference Market - Introduction to Convention Venues.		
II (K1, K2, K3, K4, K5 & K6)	Nature of Conference Markets – Demand for Conference Facilities - Economical and Social Significance of Conventions - Impact of Conventions on local and National Communities - Demographic Trends – Geographical Distributions - An International Market Perspective - Introduction to Planning Professional Meets – Management of Conference at Site.		
III (K1, K2, K3, K4, K5 & K6)	The law of Professional Meeting and convention Check List - Development of Convention - Hotel Sales and Marketing Plan - Social Media Marketing - Industry Thinking on social media - Trends and Issues in social media.		
IV (K1, K2, K3, K4, K5 & K6)	Practices In Event Management - Organizing and Planning Events - Customer care Management - Starting and Managing Event Business - Event Marketing, Marketing Equipment and Tools - Event Coordination.		
V (K1, K2, K3, K4, K5 & K6)	Global Competition and the Future - Long term Tourism Growth Trends - Tourism Growth in Major Regions - Transportation Developments - Technology & Automation, Development Issues.		
Text Books			
1.	A.K.Bhatia, Event Management, Sterling Publishers Pvt. Ltd. Delhi, 2000.		
2.	Julia Tum, Philippa Norton, J. Nevan Wright, Management of Event Operations, Routledge Publishers 1st Edition, 2005		
3.	Dr. Anukrati Sharma and Dr. Shruti Arora, Event Management and Marketing: Theory, Practical Approaches and Planning, Bharti Publications, 2018		

References Books	
1.	John Beech, Sebastian Kaiser, Robert Kaspar, The Business of Events Management, Pearson Education- 2019.
2.	Avrich, Barry, Event and Entertainment Marketing, Vikas, Delhi,2010.
Web Resources	
1.	https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf
2.	https://josephscollege.ac.in/lms/Uploads/pdf/material/Event_Management.pdf
3.	https://blogmedia.testbook.com/blog/wp-content/uploads/2022/04/home-science-human-ecology-and-family-sciences-part-ii-chapter-9-26b7372b.pdf
4.	https://nhck.in/wp-content/uploads/2020/06/CHAPTER-1-PEM.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand the emergence and needs of the Event Management. (K1, K2, K3, K4, K5 & K6)	
CO2: Analyze the Nature of Conference Markets. (K1, K2, K3, K4, K5 & K6)	
CO3: Have the ability to understand the Contract Negotiations. (K1, K2, K3, K4, K5 & K6)	
CO4: Attain the skills in event management and Customer care management (K1, K2, K3, K4, K5 & K6)	
CO5: Evaluate the Tourism Growth and Travel Industry Fairs (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	H	H
CO2	H	M	H	H	M
CO3	H	H	H	H	M
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	M	H	H	H	H	H	H
CO2	H	H	H	M	H	M	H	M	H	H
CO3	H	H	H	M	H	H	H	M	H	H
CO4	M	H	H	H	H	H	H	M	H	H
CO5	M	H	H	H	H	M	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAC24	Course Title: INNOVATION AND CREATIVITY MANAGEMENT		Credits 1
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg89/preview		
Learning Objectives:			
LO1: To provide insights on the basics of creativity.			
LO2: To ascertain the structure of Lifelong Creativity.			
LO3: To acquire skills on Training and Creativity.			
LO4: To familiarize the competencies of Strategy innovation.			
LO5: To cope up with the Innovation Abilities.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Creativity – Component Elements - Attributes of Creative Individuals - Creativity as a Competitive Resource - Cultivation of Creativity - Convergent and Divergent Thinking-Values as Anchors of Creative Thinking - Creativity Vs Lateral Thinking		
II (K1, K2, K3, K4, K5 & K6)	Enhancing Creative Thinking – Re-definitional Techniques – Random Stimulus Techniques -Envisionment/Visualization Approach – PMI Method – ISA Perspective –Abstraction Approach - Thinking Hats Method - Creativity Techniques for Groups – Creativity in Uncertainty - Heuristics for Stimulating Creativity - Training and Creativity		
III (K1, K2, K3, K4, K5 & K6)	Existential, Entrepreneurial and Empowerment Creativities - Quality of Creativity – Lifelong Creativity - Models of Creative Problem Solving – Enhancing Creative Intelligence - Motivation and Creativity – Blocks to Creativity - Acquiring a Creative Persona – Formative Environment and Creativity - Developing a Creative Work Environment		
IV (K1, K2, K3, K4, K5 & K6)	Strategy Innovation Vs Strategy Planning - Purposeful Innovation and the Seven Sources for Innovative Opportunity - Three levels of Innovation – Fostering Innovation at Various Levels - Auditing Innovation Management – Rationalist Vs Incremental Strategies for Innovation - Assessment of Porter’s Framework - Learning from Markets, Alliances and Corporate Ventures.		
V (K1, K2, K3, K4, K5 & K6)	Building an Innovative Organisation – Role of Vision, Structure and Training -Fostering Creativity -Innovation in Organization - Roles of Organizational Culture, Leadership - Managing Style and practices Supportive of Creativity - Creativity as the core of Competitive Excellence.		
Text Books			
1.	Rastogi, P.N. Managing Creativity, Macmillan India, Delhi 2000.		
2.	Joe Tid, et.al, Managing Innovation, Wiley India, New Delhi 2005.		
3.	Dr. Kalpana Maheshwari, Creativity and Innovation, Indra Publishing House, 2022		

References Books	
1.	Robert.E.Johnson, Jr. And Douglas Bate (2007), The Power of Strategy Innovation, Prentice Hall, New Delhi.
2.	M. Adithan, Management of Innovation and Creativity, Atlantic Publishers and Distributors (P) Ltd, 2023.
Web Resources	
1.	https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_4.pdf
2.	https://www.cambridgeinternational.org/Images/426483-chapter-4-innovation-and-creativity.pdf
3.	https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003271457480543madhurima_innovation.pdf
4.	https://www.ncee.org/wp-content/uploads/2010/04/Sources-of-Innovation-Creativity.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Acquire Knowledge on the Outlook of Creative Thinking. (K1, K2, K3, K4, K5 & K6)	
CO2: Enrich the Creative Thinking of Individuals. (K1, K2, K3, K4, K5 & K6)	
CO3: Be able to acquire essential knowledge needed for building creativity lifelong. (K1, K2, K3, K4, K5 & K6)	
CO4: Gain in depth knowledge in Strategy Innovation. (K1, K2, K3, K4, K5 & K6)	
CO5: Acquires knowledge on Managing Innovation. ((K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	M	H	H	M
CO3	M	H	H	H	M
CO4	H	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	H	M	H	H	H	H	M
CO2	H	H	H	M	H	H	H	H	H	H
CO3	H	H	H	H	H	M	H	M	H	H
CO4	M	H	H	M	H	H	H	H	H	M
CO5	M	M	H	H	M	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAD24	Course Title: MANAGEMENT CONCEPTS IN THIRUKURAL		Credits 1
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/aic22_ge19/preview		
Learning Objectives:			
<p>LO1: To Furnish and Prepare the Learners to expose the students of Management Studies to learn Business Ethics from related Thirukkural Verses.</p> <p>LO2: To Familiarize the Learners with the Essentials of Goal Setting and Investment Decision through Thirukkural.</p> <p>LO3: To Imbibe the Wards on Executing Decision Making Process and Leadership.</p> <p>LO4: To inhibit knowledge on Social Responsibility and Stress Management</p> <p>LO5: To Generate Awareness on Personnel Selection and their welfare.</p>			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Business Ethics – Definition – Concept – Principles -Ethical Challenges for Business - Adapting to Changing Environment in Verse 474, 426 and verse 140 - Learning the Intricacies of Different Tasks in Verse 462 and 677		
II (K1, K2, K3, K4, K5 & K6)	Decision Making - Principles in Decision Making – Verse 948, 472, 467, 663 - Techniques for Improving Decision Making - Leadership in Verse 436, 770, and 994. - Features – Theories		
III (K1, K2, K3, K4, K5 & K6)	Goal Setting, Definition - Guidelines - Benefits - Planning Verse 468 - Types of Plans - Capital Investment Decision Verse 471,461 and 478		
IV (K1, K2, K3, K4, K5 & K6)	Social Responsibility of Business - Types - Examples of Corporate Social Responsibility - Stress Management - Ways to Reduce Stress - Stress Management according to Thiruvalluvar		
V (K1, K2, K3, K4, K5 & K6)	Selection and Employment Verse 515 - Importance & Methods of Selection - Personnel Welfare in Verse 520 -Staffing in Verse 517 - Nature of Staffing – Importance of staffing.		
Text Books			
1.	K.Nagarajan - Management Thoughts in Thirukkural,, Anmol Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002, 2011.		
2.	Dr. V. Irai Anbu, Ancient Yet Modern Management Concepts in Thirukkural, Jain Book Agency, 2018		
3.	S. Sundara Srinivasan, Modern Management concepts in Thirukkural, Thamarai Publications, 2010		
References Books			

1.	SM.Veerappan and T.Srinivasan - Management MANTRAS from Thirukkural – – Vikash Publishing House Pvt Ltd, New Delhi
2.	Dr. R. Krishnamurthi, Thirukkural: A Management Treasure, Notion press, Chennai 2018.
Web Resources	
1.	https://www.researchgate.net/profile/Pallavi-Saminathan/publication/338570731_management_concepts_in_thirukkural/links/5e1d55bba6fdcc2837712d0b/management-concepts-in-thirukkural.pdf
2.	https://oms.bdu.ac.in/ec/admin/contents/136_16MBEBB2_2020061506470427.pdf
3.	https://www.ijirt.org/master/publishedpaper/IJIRT145362_PAPER.pdf
4.	https://www.slideshare.net/slideshow/thirukkural-business-ethics/12697481
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Acquire Knowledge on Verses of Thirukkural in Business Ethics. (K1, K2, K3, K4, K5 & K6)	
CO2: Understand the formation and need for Decision Making Process and Leadership. (K1, K2, K3, K4, K5 & K6)	
CO3: Study the requisites of Goal Setting and Capital Investment Decision (K1, K2, K3, K4, K5 & K6)	
CO4: Understand the Concepts and Scope of Social Responsibility and Stress Management. (K1, K2, K3, K4, K5 & K6)	
CO5: Acquire knowledge on Personnel Selection and Welfare (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	H	H	H	H
CO3	H	H	H	H	H
CO4	M	H	H	H	H
CO5	H	H	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	H	H	M	H	M	M	H
CO2	H	H	H	M	H	H	H	H	L	H
CO3	H	H	H	H	H	H	H	H	M	H
CO4	M	H	H	H	H	H	H	L	M	H
CO5	H	M	H	H	H	M	H	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAE24	Course Title: FAMILY BUSINESS MANAGEMENT		Credits 1
Lecture Hours (L) per week: -	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, I	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg86/preview		
Learning Objectives:			
LO1: To Develop a Diagnostic and Conceptual Understanding of Family Business.			
LO2: To Procure Knowledge on Family Culture and the Family Employment policy.			
LO3: To Obtain Comprehensive Understanding of Ownership in Family Business.			
LO4: To Embrace the Learning of Succession Planning and Role of CEO spouse.			
LO5: To Entitle the Learners the need for strategy in Family Business.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Nature, - Importance and uniqueness of Family Business - Systems Theory Perspectives - Agency Theory Perspective - Strategic Perspective: Competitive Advantage - The Stewardships Perspectives.		
II (K1, K2, K3, K4, K5 & K6)	Family Culture – Zero Sum Dynamics and Family Culture – Family Systems Perspectives - Role Family Genograms - Family Emotional Intelligence - ECI-U Model – Family Business Interaction Factor - Benefits of Family Meetings – Unity and Continuity – Family Employment Policy - Conflict Management.		
III (K1, K2, K3, K4, K5 & K6)	Enterprise ownership - Shareholder Priorities – Effective Governance of the Shareholder - Firm Relationship - Role of Board – Role of Shareholder Meetings, Family Meetings, and Meetings of the Family Council - Ownership Structure – Family Business Consultants - Non – Family Managers - Boards role in adaptation over the generations.		
IV (K1, K2, K3, K4, K5 & K6)	Succession Planning and the Family Business – Profile of Successful Successors – Rewards and challenges for latter - Generation Family Members – Desirable Next – Generation Attributes – Crafting The next – Generation Career Plan - Vision Plan – Sibling and Cousin Teams - Handling Disagreements - CEO Exit Styles and Transfer of Power – Role types of the CEO spouse and the Transfer of power - Estate Planning – Trust – Pitfalls to Avoid in Estate and Ownership Transfer Planning – Measuring Performance of Family Firm.		
V (K1, K2, K3, K4, K5 & K6)	Strategic Planning and the Family Business – Zero Sum Family Dynamic –Sources of Value Creation - The Lifecycle Stages Influencing Family Business Strategy - Culture Changing the Culture - Three States of Evolution - OD Approach to Change – Business Rejuvenation Matrix - Intrapreneurship: Intergenerational growth in Entrepreneurial Families - Continuing the Spirit of Enterprise: Lessons from Successful Family businesses.		
Text Books			

1.	Poza. Ernesto J, Family Business, South – Western, Cengage Learning, USA, 2010
2.	Rajiv G Agarwal, Family Business Management, SAGE Publications Pvt. Ltd; 1st Edition, 2022
3.	Rodrigo Basco, Family Business Management, Routledge Publications, 2023
References Books	
1.	Collins, J, Good to Great: Why Some Companies Make the Leap and Others Don't. New York: Harper Business, 2001.
2.	Thomas Zellweger, Managing the Family Business: Theory and Practice, Edward Elgar Publishing Ltd, 2017
Web Resources	
1.	https://egyankosh.ac.in/bitstream/123456789/79282/3/Unit-14.pdf
2.	http://www.untagsmd.ac.id/files/Perpustakaan_Digital_1/FAMILY%20BUSINESS%20Understanding%20the%20small%20family%20business.pdf
3.	https://egyankosh.ac.in/bitstream/123456789/52168/1/Unit-16.pdf
4.	https://www.academia.edu/11114679/Family_Business_Management
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand the emergence and needs of Family Business (K1, K2, K3, K4, K5 & K6)	
CO2: Acquire the concepts of Family Culture, and its Employment Policy (K1, K2, K3, K4, K5 & K6)	
CO3: Gain the knowledge in possession of Family Business. (K1, K2, K3, K4, K5 & K6)	
CO4: Understand the progression of Family Business (K1, K2, K3, K4, K5 & K6)	
CO5: Acquires the knowledge on Strategic planning for Family Business (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	L
CO2	H	H	H	H	M
CO3	H	H	H	H	L
CO4	H	H	H	H	L
CO5	M	H	H	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	H	H	H	M	H	H	H	H	H
CO2	M	H	H	H	M	H	H	M	H	M
CO3	M	H	H	H	M	H	M	H	H	M
CO4	H	H	M	H	H	M	H	H	M	L
CO5	H	M	H	H	M	H	H	M	M	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAF24	Course Title: BANKING AND INSURANCE		Credits 1
Lecture Hours (L) per week :-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg107/preview		
Learning Objectives:			
LO1: To provide a basic understanding of the insurance mechanism and principle of insurance.			
LO2: To provide an overview of Indian insurance industry.			
LO3: To understand the basics of Banking and the emergence of Banking in India.			
LO4: To get acquainted with the functionality of the Banks.			
LO5: To know the meaning and use of commonly used technologies in Banking.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Indian Financial System: Introduction to Financial System – Business of Banking - Organizational Structure of Indian Financial System - Role of Government & Reserve Bank of India As Regulators of Banks - Role & Functions of Banks – Regulatory Provisions/Enactments Governing Banks - Various Committees on Banking & Their Impact - Recent Developments in Indian Financial System - Aadhaar Seeding- -Self Help Groups, Financial Inclusion- Jan Dhan Yojana Accounts- NBFCs - Micro Finance Institutions, Small finance banks and payment banks.		
II (K1, K2, K3, K4, K5 & K6)	Basics of Banking: Basic Concepts in Banking - Banker-Customer Relationships – Know Your Customer, Anti Money Laundering -Guidelines - Negotiable instruments – Bankers’ Duties and Responsibilities - DICGC - Types of Customers & Various Types of Accounts - Deposit Products – Services Rendered by Banks - Principles of Lending - Approach to Lending & Steps in Lending - Credit Management & Credit Monitoring - Priority Sector Lending in Banks- Lending to Agriculture, Micro, Small & Medium Enterprises - Recovery & Modes of Recovery and Management of Non-Performing Assets - Basics of Risk Management in Banks.		
III (K1, K2, K3, K4, K5 & K6)	Electronic Banking: Current Trends and Role of information & Communication Technology in Banking - Core Banking Solutions vis-a-vis Traditional Banking - Banking Technology – Alternate Delivery Channels – ATMs, Credit/Debit Cards/Mobile Banking / Internet Banking etc. - Cheque Truncation System of cheque clearance, E-Lounges, UPI, BHIM (Bharath Interface for money), Products and Impact - Electronic Funds Transfers – Real Time Gross Settlements (RTGS) & National Electronic Funds Transfer (NEFT) –NACH Global Trends in Banking Technology - IT Security in Banks & Disaster Management - Marketing of Banking Services; Marketing of Banking Services – Meaning, Importance and Functions - Market Research & Product Development - Factors influencing Marketing of Banking Products Third Party		

	Products in Banking, One stop shop Financial solutions in Banks - Financial Advisory Services (FAS).
IV (K1, K2, K3, K4, K5 & K6)	Insurance: Meaning – Nature and Importance – Risk Management; Identification – Measurement – Diversification – Strategies Theories – Sum of Large Numbers Theory of Probability Insurance Regulation; IRDA Regulations – Insurance Contract – Agent Norms – Generic Norms of Insurance Advisors.
V (K1, K2, K3, K4, K5 & K6)	General Insurance: Marine Insurance – Fire Insurance – Automobile Insurance – Home Insurance - House +Articles insurance- Overseas Travel Insurance– Medical Insurance – Group Medi claim- Jewellery Insurance, Social Security Insurance. Life Insurance; Principles – Uberima fides Insurable Interest – Indemnity – Subrogation – Contribution Products; Death and Survival Classifications – Traditional Salary Savings Scheme – Employees Deposit Linked Insurance – ULIPs – Premium Fixation Cases.
Text Books	
1.	Bhattacharya,H.,Banking Strategy, Credit Appraisal and Lending Decisions, Oxford University Press,2 nd Edition,2011.
2.	Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan India Ltd, 5 th Edition,2015.
3.	Maheshwari,S.N. and Maheshwari,S.K., Banking Law and Practice, Kalyani Publishers, 11 th Edition, 2014.
References Books	
1.	Varshney,P.N., Banking Law and Practice, Sultan Chand and Sons, 1 st Edition, 2015.
2.	Gopinath. M. N. -Banking Principles &Operations, Snow White Publications, 7 th Edition, 2021
Web Resources	
1.	https://ddceutkal.ac.in/Syllabus/MCOM/Banking_insurance_Management.pdf
2.	https://www.cbsmohali.org/course_material/fourth_semester/BANKING&INSURANCE_MODULE.pdf
3.	https://cbseacademic.nic.in/web_material/Curriculum20/publication/secondary/411%20Banking_and_Insurance_updated_IX.pdf
4.	https://www.rccmindore.com/wp-content/uploads/2021/12/Banking_and_Insurance.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand, analyze and communicate on the Indian Financial System. (K1, K2, K3, K4, K5 & K6)	
CO2: Explain the basics of Banking and the emergence of Banking in India and its lending practices. (K1, K2, K3, K4, K5 & K6)	
CO3: Analyze the Digital Banking and the current trend in banking and new banking products and services. (K1, K2, K3, K4, K5 & K6)	
CO4: Summarize the basics of the insurance mechanism and principle of insurance and acquire	

knowledge on Indian insurance industry. (K1, K2, K3, K4, K5 & K6)
CO5: Categorize the knowledge and understanding on Marine, fire, home and medical insurances (K1, K2, K3, K4, K5 & K6)

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	H	M	H	H
CO2	M	M	L	H	M
CO3	L	L	M	H	M
CO4	L	H	L	M	L
CO5	M	H	M	H	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	H	H	H	H	H	H	H
CO2	H	H	H	M	H	H	H	H	M	H
CO3	M	H	H	H	H	H	H	H	H	M
CO4	H	M	H	M	H	M	M	H	H	H
CO5	H	H	H	M	H	H	H	H	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAG24	Course Title: INDUSTRIAL SAFETY AND POLLUTION MANAGEMENT		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swyam2.ac.in/nou24_ge42/preview		
Learning Objectives:			
LO1: To Acquaint the Students about Safety Management, Responsibilities of Safety, Safety Officer & Committee.			
LO2: To Gain Insight on Industrial Accidents.			
LO3: To Imbibe the Methods of Maintaining Harmony within the Industry.			
LO4: To Ascertain the Procedures of Environmental Safety.			
LO5: To Inhibit Knowledge on Environmental Pollution Act.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Concept - Applicable areas - Unsafe actions and Conditions - Responsibility of Safety – Society, Government, Management, Union and Employees Appointment - Qualification - Duties of Safety Officer - Safety Committee – Membership - Functions –Scope of Safety – Training of Employees for Safety in Industrial Operations.		
II (K1, K2, K3, K4, K5 & K6)	Causes & effects of Industrial Accidents - Accident Ratio Theory - Cost of Accidents - Impact of Accidents on employees - Responsibility in the prevention of Accidents - Union, Management, Society and their role.		
III (K1, K2, K3, K4, K5 & K6)	Legal provisions regarding safety - Accident Prevention & Compensation under Factories Act -1948 - Fatal Accident Act - Functions of National Safety Council – Accidents – Recording – Investigation – Analysis and Reporting - Workmen Compensation Act 1923 - ESI Act Public Liabilities Insurance Act – 1991		
IV (K1, K2, K3, K4, K5 & K6)	Environmental Protection Act 1986 – Definition -Occupier - Handling of Hazardous Substance - Offences by Companies - Penalties for the Contravention of the Act		
V (K1, K2, K3, K4, K5 & K6)	Air Pollution Act 1942- Definition – Air Pollution - Chimney – Approval & Its Role - Fuel – Emission, Powers & Functions of Central & State Boards - Water Pollution Act 1974 – Definition – Sewage & Trade effluent – Outlet stream Offences by Companies, Penalties & Procedures - Noise Pollution Act – Definition of Sound & Noise – Sources of Noise –Measurement of Noise – Effect of Noise - Physiological, Psychological & Behavioral – Noise Control.		
Text Books			
1.	Donald Hanter, Health in Industry Penguin, London; 1 st Edition, 1959.		
2.	Pravin M Pathak Jayant P Khairnar, Industrial Safety Management : Safety Health and Environment Management, Notion Press, 2022		

3.	Anupama Prashar Industrial Safety & Environment, S.K. Kataria & Sons, 2013.
References Books	
1.	P. K. Trivedi, Environmental Protections and Law, Neha Publishers & Distributors, 1994
2.	Raj Kishore Ojha, Industrial Safety Management System, 24by7 Publishing, 2022
Web Resources	
1.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SCHA3010.pdf
2.	https://www.lecollege.ac.in/uploads/subjectdata/3140509/Pollution_control_safety_Management_SYLLABUS.pdf
3.	https://www.slideshare.net/slideshow/industrial-safetypdf-safty-and-industrial/266342788
4.	https://srmvalliammai.ac.in/wp-content/uploads/2023/10/m.e.-industrial-safety-engineering.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Acquire Knowledge on Industrial safety Management (K1, K2, K3, K4, K5 & K6)	
CO2: Understand the formation and need for insight on Industrial Accidents. (K1, K2, K3, K4, K5 & K6)	
CO3: Attain knowledge in the requisites of legal provisions towards Safety. (K1, K2, K3, K4, K5 & K6)	
CO4: Understand the concepts of Environmental Management. (K1, K2, K3, K4, K5 & K6)	
CO5: Acquires knowledge on Environmental Pollution Act. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	L	H
CO2	M	H	H	H	H
CO3	H	M	M	M	H
CO4	H	M	H	H	M
CO5	M	H	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	H	L	H	H	H	H	M
CO2	M	H	M	H	L	H	H	M	M	M
CO3	L	H	L	H	H	H	H	L	L	M
CO4	H	M	M	H	M	L	M	M	M	L
CO5	L	L	M	H	H	M	L	L	L	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAH24	Course Title: STRESS MANAGEMENT		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_hs163/preview		
Learning Objectives:			
LO1: To understand the concept of stress management.			
LO2: To understand the impact of stress.			
LO3: To analyse the stress reduction techniques.			
LO4: To study the strategies to cope up with stress.			
LO5: To develop resilience to stress.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction to Stress Management: Introduction to stress: Meaning, Definition, Eustress, Distress, Stressor-emotional, intellectual, environmental, occupational/educational performance, social, physical, and spiritual stressors-Types of stress: Acute stress, Episodic Acute stress and chronic stress, Sources of stress, signs and Symptoms.		
II (K1, K2, K3, K4, K5 & K6)	Impact of Stress: Physiological Impact of stress, Psychological Impact of stress, Social Impact of stress, Types of intervention, The General Adaptation Syndrome - Fight or flight response, Stress warning signal.		
III (K1, K2, K3, K4, K5 & K6)	Stress Reduction Techniques: Challenging Stressful Thinking, Problem Solving and Time Management, Psychological and Spiritual Relaxation Methods, Physical Methods of Stress Reduction, Preparing for the Future: College and Occupational Stress.		
IV (K1, K2, K3, K4, K5 & K6)	Coping Strategies: Coping Mechanisms: Appraisal focused, Emotional focused and Problem focused - Stress problem solving Sequence - ABCDE problem solving Model.		
V (K1, K2, K3, K4, K5 & K6)	Developing Resilience to Stress: Understanding stress level, Role of Personality Pattern, Self Esteem, Locus of Control, Role of Thoughts Beliefs and Emotions, Life Situation Intrapersonal: Assertiveness, Time Management.		
Text Books			
1.	Kajal A. Sharma, Cary L. Cooper, D.M. Pestonjee, Organizational Stress Around the World Research and Practice, Routledge, 1 st Edition, 2022.		
2.	Rachel Lewis, Joanna Yarker, Emma Donaldson-Feilder, Preventing Stress in Organizations: How to Develop Positive Managers, Wiley Blackwell, 1 st Edition,		

	2011.
3.	Joe Martin - Managing Stress in the Workplace How to Get Rid of Stress at Work and Live a Longer Life, 1 st Edition, 2014.
References Books	
1.	Emily Nagoski, Amelia Nagoski , Burnout: The Secret to Unlocking the Stress Cycle, Ballantine Books, 1 st Edition, 2019.
2.	Kelly McGonigal, The Upside of Stress: Why Stress Is Good for You, and How to Get Good at It, Avery Publishers, 1 st Edition 2016.
Web Resources	
1.	https://www.uakron.edu/armyrotc/MS1/14.pdf
2.	https://www.slideshare.net/slideshow/stress-management-15823556/15823556
3.	https://www.studocu.com/in/document/i-k-gujral-punjab-technical-university/computer-science-engineering/stress-management-notes/13703743
4.	https://www.scribd.com/document/428107618/Stress-Management-Notes
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Have a clear understanding on the concept of stress management. (K1, K2, K3, K4, K5 & K6)	
CO2: Illustrate the impact of stress and predict Stress warning signals (K1, K2, K3, K4, K5 & K6)	
CO3: Develop ability to analyse the stress reduction techniques (K1, K2, K3, K4, K5 & K6)	
CO4: Acquire the ability to identify the strategies to cope up with stress. (K1, K2, K3, K4, K5 & K6)	
CO5: Develop resilience strategies to stress (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	H
CO2	L	H	H	H	H
CO3	M	H	H	H	M
CO4	H	M	M	M	M
CO5	M	H	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	M	M	L	M	H	L	H
CO2	H	H	M	H	H	H	H	M	M	M
CO3	H	L	L	H	H	M	H	H	H	M
CO4	M	H	H	M	M	M	L	M	H	H
CO5	L	H	M	L	H	H	H	M	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAI24	Course Title: TALENT MANAGEMENT		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg74/preview		
Learning Objectives:			
LO1: To have a clear understanding of the concept of talent management and its role.			
LO2: To acquire knowledge on talent planning.			
LO3: To obtain knowledge on talent acquisition and retention.			
LO4: To understand the concept of competency mapping and models of competency mapping.			
LO5: To understand the methodology to be followed in competency mapping.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction to Talent Management: Definition, Meaning of Talent Management, Objectives & Role of Talent Management in building the sustainable competitive advantage to a firm, Key Processes of Talent Management, Benefits of Talent Management, Talent vs. knowledge people, Source of Talent, Consequences of failure in managing talent, Tools for Managing Talent. Building blocks of talent management: competencies – performance management, conducting performance reviews, Appraising executive talent, selecting the right appraisal.		
II (K1, K2, K3, K4, K5 & K6)	Talent Planning – Understanding the needs and mind set of employees, Succession management process, integrating succession planning and career planning, designing succession planning program, talent development budget, contingency plan for talent; building a reservoir of talent, compensation management within the context of talent management.		
III (K1, K2, K3, K4, K5 & K6)	Talent Acquisition and Retention – Talent Acquisition- Defining Talent Acquisition, develop high potential employees, High performance workforce, Importance of Talent Development Process, Steps in developing talent. Talent Retention: SMR Model (Satisfy, Motivate and Reward), Employee Retention Programs, Career Planning and Development, Best practices in employee retention.		
IV (K1, K2, K3, K4, K5 & K6)	Competency Mapping: Concepts and definition of competency; types of competencies, Features of competency, approaches to mapping methods, Competency mapping procedures and steps, 5- level competency model, developing competency models from raw data- data recording, analyzing the data, content analysis of verbal expression, validating the competency models, how competencies relate to career development and organizational goals.		
V	Methodology of Competency Mapping: Competency models people		

(K1, K2, K3, K4, K5 & K6)	capability maturity model, developing competency framework, competency profiling, competency mapping tools, use of psychological testing in competency mapping, competency-based interviewing, assessment of competencies through 360degree feedback, BEI, CIT, validation of competencies.
Text Books	
1.	Seema Sanghi, The Handbook of Competency Mapping, Sage Publications, 3 rd Edition, 2016
2.	Lance A. Berger, The Talent Management Handbook, Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People Tata McGraw Hill, 3 rd Edition, 2018.
3.	Edward J Cripe, Competency Development Guide, Workitect Inc., 1 st Edition, 2012.
References Books	
1.	Rao T.V., Performance Management: Toward Organizational Excellence, SAGE, 2 nd Edition, 2015.
2.	Sumati Ray Anindya Basu Roy, Competency Based Human Resource Management, SAGE, 1 st Edition, 2019.
Web Resources	
1.	https://www.scribd.com/document/485154171/Talent-Management-Full-Note-pdf
2.	https://www.slideshare.net/slideshow/talent-managementpdf-259228706/259228706
3.	https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001610/P001800/M025928/ET/1513942285MODULE_28_Q1_.pdf
4.	https://www.diva-portal.org/smash/get/diva2:625219/FULLTEXT01.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Have a clear understanding the concept of talent management and its role. (K1, K2, K3, K4, K5 & K6)	
CO2: Have knowledge on talent planning. (K1, K2, K3, K4, K5 & K6)	
CO3: Have knowledge of talent acquisition and retention. (K1, K2, K3, K4, K5 & K6)	
CO4: Have an understanding of the concept of competency mapping and models of competency mapping. (K1, K2, K3, K4, K5 & K6)	
CO5: Have an understanding the methodology to be followed in competency mapping. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	L	H	M	H
CO2	H	M	M	H	M
CO3	H	M	H	H	L
CO4	H	H	H	M	H
CO5	H	H	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	H	M	L	H	M	M	L
CO2	M	H	M	M	H	H	H	H	M	L
CO3	H	H	H	H	H	H	H	H	H	M
CO4	L	M	M	M	H	H	M	H	M	H
CO5	H	H	H	M	M	M	L	L	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAJ24	Course Title: HUMAN RIGHTS		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: I, II	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/cec24_hs06/preview		
Learning Objectives:			
LO1: To provide a perspective and foundation for a human rights culture among students.			
LO2: To create awareness on the Indian legal system.			
LO3: To equip students with knowledge about the human rights.			
LO4: To make the students understand rule of law and human rights perspective in India.			
LO5: To establish awareness on movements and new rights gained.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction To Human Rights -Human Rights – Introduction - Meaning and Definition - Origin and Development - Elements of Human Rights - Kinds of Human Rights -Civil and Political rights - Social, Economic & Cultural rights		
II (K1, K2, K3, K4, K5 & K6)	Indian Constitution and Human Rights - Indian Constitution -Meaning- Definition, Classification - Features of India Constitution, Federalism - Preamble, Fundamental Rights - Directive Principles of State policy - Right to constitutional Remedies, PIL, Different Courts - Constitution of Human Rights Court, Right to Information Act, 2005(RTI)		
III (K1, K2, K3, K4, K5 & K6)	Universal Declaration and International Covenants on Human Rights - Universal declaration – Meaning & concepts - Provisions of universal declaration of Human Rights - Effects and influence of Universal Declaration - Distinction between the Indian constitution and Universal Declaration - International covenants on civil & Political Rights ,1966 (ICCPR) - International covenants on Economic, social and cultural rights, 1966 (ICESCR)		
IV (K1, K2, K3, K4, K5 & K6)	United Nations and Human Rights - Provisions relating to human rights under UN charter - Through principal organs, UN Commission on Human Rights - UN charter based institutions, UN specialized Agencies - Human Rights and Domestic Jurisdiction - United Nation Convention against Torture (UNCAT) - Convention on the Protection of the Migrant Workers		
V (K1, K2, K3, K4, K5 & K6)	Human Rights and Different Policies - Anti Human Trafficking and Protection of Human Rights Act,1993 - Policies and Acts, National Policy for Children 2013, Juvenile Justice Act 2000, - POCSO Act 2012. - National Policy for Empowerment of women 2001, The Sexual Harassment of Women at Workplace Act 2013, - National Human Rights commission, State Human Rights Commission - Farm Bill 2020, CAA, NRC, NPR, New Educational Policy 2020.		
Text Books			
1.	Protection of Human Rights Act, 1993.		

2.	Seervai H.M, Constitutional Law of India (3 Volumes) 2015
3.	The Human Rights Watch Global Report on Women’s Human Rights 2000 Oxford Publication
References Books	
1.	RS Sharma Perspectives in Human Rights Development
2.	Julies Stone Human Law and Human Justice 2000 Universal Publication
Web Resources	
1.	https://www.distanceeducationju.in/pdf/404%20HUMAN%20RIGHTS.pdf
2.	https://archive.mu.ac.in/myweb_test/SYBA%20Study%20Material/fc.pdf
3.	http://www.unipune.ac.in/pdf_files/final%20book_03042012.pdf
4.	https://cbseacademic.nic.in/web_material/doc/Chapter%201-An%20Introduction%20to%20Human%20Rights%2012-4-13.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Obtain knowledge and understand about fundamental human rights. (K1, K2, K3, K4, K5 & K6)	
CO2: Understanding of the concepts of Indian constitution and to emphasize the importance of them. (K1, K2, K3, K4, K5 & K6)	
CO3: Promote knowledge in understanding the concept of human rights and its significance to the present scenario. (K1, K2, K3, K4, K5 & K6)	
CO4: Able to sensitize students for the application of human rights to the various practice domains of the different profession. (K1, K2, K3, K4, K5 & K6)	
CO5: Develop an Understanding on Human Right based on different cultural aspects. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	H	H	M	M
CO2	H	M	H	M	L
CO3	H	L	M	H	H
CO4	M	H	H	H	L
CO5	H	M	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	M	L	M	H	M	H	H	L
CO2	M	M	M	H	H	M	H	M	H	L
CO3	L	H	H	H	H	H	H	M	H	H
CO4	H	M	H	H	H	M	M	M	M	H
CO5	M	H	H	M	M	M	H	H	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAK24	Course Title: CYBER SECURITY AND LAWS		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_cs121/preview		
Learning Objectives:			
LO1: To gain domain knowledge in all aspects of Cyber Security.			
LO2: To enhance the security skills against cyber-crime.			
LO3: To implement the conceptual and practical cyber security knowledge in the work place.			
LO4: To establish awareness in current issues from diverse aspects of technology.			
LO5: To adhere to the values and ethics relevant to the business environment.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Information security- Introduction – Cyber-Crime-History – Cybercrime threats- Motives and reasons for Cyber- crime -Threats to Information Systems - Information Assurance-Cyber Security and Security Risk Analysis.		
II (K1, K2, K3, K4, K5 & K6)	Application security- Introduction -Data Security Considerations -Disposal of Data -Security Technology - Access Control-Intrusion Detection - Types of hackers - Techniques used for hacking.		
III (K1, K2, K3, K4, K5 & K6)	Security threats Security issues in hardware- Introduction- Data Storage and Downloadable Devices - Physical Security of IT Assets - CCTV and Intrusion Detection System - Security Policies - Networks and Services Attacks - Security Threats to e commerce.		
IV (K1, K2, K3, K4, K5 & K6)	Information security standards - Developing Secure Information System - Key Elements of Information Security Policy - IT Act 2000- Copyright-Patent - Intellectual Property Right - Cyber Law in India - Software Licensing - Semiconductor Law and Patent Law.		
V (K1, K2, K3, K4, K5 & K6)	Online Transactions- Online transaction – E-commerce - Online banking system - Real – Time gross settlement system - Advantages and disadvantages of online transaction - Electronic card fraud – ATM card - Credit card– Smart cards.		
Text Books			
1.	M.K. Geetha, Swapna Raman, Cybercrimes and Fraud Management, Macmillan, Indian Institute of Banking and Finance., 1 st Edition 2013.		
2.	Dr. Elma Sibonghanoy Groenewald, Dr. Coenrad Adolph Groenewald), Cyber law and Cyber security, Prime International Publication (PIP)		
3.	Basta A, Cyber Security and Cyber Laws, Cengage		

References Books	
1.	Mayank Bhushan, Raj Kumar Singh Rathore, Aatif Jamshed, Cyber security – Principles theory and Practices- - BPB Publication, 1 st Edition, 2017
2.	Nilakshi Jain, Ramesh Menon, Cyber Security and Cyber Laws, Wiley ,Wiley India Pvt Ltd, 2020.
Web Resources	
1.	http://go.microsoft.com/fwlink/p/?LinkId=255141
2.	https://www.uoanbar.edu.iq/LawRamadiCollege/catalog/file/22/library/Information Security and Cyber Law K K Panigrahi z lib org%20(1).pdf
3.	https://mrcet.com/downloads/digital_notes/EEE/CyberSecurity.pdf
4.	https://taxguru.in/wp-content/uploads/2012/10/cyber-laws-overview.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Enable the student to understand about cybercrime and risk in Systems. (K1, K2, K3, K4, K5 & K6)	
CO2: Analyze application securities enable students to understand the type of hackers and the techniques. (K1, K2, K3, K4, K5 & K6)	
CO3: Be able to classify Security threats Security issues in hardware and able to implement in work place. (K1, K2, K3, K4, K5 & K6)	
CO4: Adhere to the values and ethics relevant to the Cybercrime in business environment. (K1, K2, K3, K4, K5 & K6)	
CO5: Establish awareness in current issues from diverse aspects online transactions. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	H	H	M	M	M
CO3	H	H	H	M	H
CO4	M	M	H	H	H
CO5	H	M	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	H	H	M	H	H	M	M	L	H
CO2	H	M	L	L	M	M	M	L	M	M
CO3	M	M	H	H	H	M	H	H	L	H
CO4	M	H	M	M	M	H	M	L	H	H
CO5	H	M	M	H	M	M	H	M	M	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAL24	Course Title: MALL MANAGEMENT		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/cec24_mg04/preview		
Learning Objectives:			
LO1: To evolve comprehensive information on shopping mall.			
LO2: To acquaint the learners with revenue framework.			
LO3: To procure efficiency on promotional activities.			
LO4: To learn the prerequisites of mall management.			
LO5: To educate the learners on future of shopping malls.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction to Shopping Malls and Development Process- Definition- Types of Shopping Malls - Evolution of Shopping mall - India's entry into Shopping mall era - Mall Management - Factors contributing to growth of Shopping malls in India.		
II (K1, K2, K3, K4, K5 & K6)	Revenue Model and Design Planning- Capital sources for malls - Private funds - Strategic decisions in mall financing- Sources of Revenue - Planning and Design Decisions - Design Process – Characteristics of Small Designs		
III (K1, K2, K3, K4, K5 & K6)	Promotional Activities for shopping malls -Marketing activities in shopping malls - Promotion during planning and construction phase -Importance of Promotional Activities - Components of Promotional Activities - Mall promotion calendar - Theme based promotion.		
IV (K1, K2, K3, K4, K5 & K6)	Facilities in Mall Management - Facilities offered - Utilities - Health and hygiene - Safety and security - Parking Ambience - Building management system		
V (K1, K2, K3, K4, K5 & K6)	Future of shopping malls -Comparison of Mall development in US and India - Challenges before Indian shopping malls - Life cycle stages of Shopping malls- Resurgence of Shopping Mall in India - Predicted Trends of Shopping Mall - Shopping Mall Management.		
Text Books			
1.	Harvinder Singh, Srini R Srinivasan – Mall Management – Tata McGraw Hill Education, 2012.		
2.	Harvinder Singh, Srine R Srinivasan, Mall Management, McGraw Hill		
3.	Arif L. Sheikh, Dr. Kaneez Fatima, Mall Management, Himalaya Publishing House		
References Books			

1.	Abhijit Das – Mall Management,– Taxmann Publication, 2 nd Edition , 2011.
2.	Hardcover, Susil S Dugarwal, The Mechanics of Malls: A Comprehensive Guide to Develop & Manage shopping malls, StoryMirror Infotech Pvt. Ltd.
Web Resources	
1.	https://www.researchgate.net/publication/375059394_Mall_Management_System
2.	https://www.slideshare.net/slideshow/mall-management/3309480
3.	https://www.scribd.com/presentation/89093544/Mall-Management
4.	https://dokumen.pub/mall-management-operating-in-indian-retail-space-1259004996-9781259004995.html
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand the Emergence and Development of Shopping Mall. (K1, K2, K3, K4, K5 & K6)	
CO2: Acquire Knowledge on Revenue Model of the Mall. (K1, K2, K3, K4, K5 & K6)	
CO3: Gain knowledge in the Promotional Activities of Mall. (K1, K2, K3, K4, K5 & K6)	
CO4: Investigate the Facilities Required for Mall Management. (K1, K2, K3, K4, K5 & K6)	
CO5: Obtain the Awareness on Upcoming Mall Challenges. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	L	H	L
CO2	M	M	M	H	H
CO3	M	H	H	L	M
CO4	M	H	M	M	M
CO5	H	M	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	H	M	M	M	L	H
CO2	H	M	H	H	H	M	M	H	L	M
CO3	H	M	M	H	M	M	H	H	M	H
CO4	M	H	M	M	M	H	H	M	M	M
CO5	M	H	M	M	H	H	M	H	H	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAM24	Course Title: RURAL MARKETING		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_hs184/preview		
Learning Objectives:			
LO1: To enable students to understand and appreciate the differences and similarities in urban and rural marketing.			
LO2: To understand the rural marketing scenario.			
LO3: Insight about the various aspects of rural consumption pattern and challenges.			
LO4: To diagnose the problems and constraints in rural marketing.			
LO5: To develop marketing strategies that are unique to rural India.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction- Nature, Definition, Scope - Importance and trends - Factors that influence rural markets - Understanding the Rural Economy - Rural Marketing Experiences - Agriculture and rural market.		
II (K1, K2, K3, K4, K5 & K6)	Buying Behavior - Understanding the rural consumer - Aspects of Buying Behavior - Major influential Buyer Behavior - Reference Groups and trends in consumer behavior - Rural Market Buying Decision Process - Factors Contributing to the Change in the Rural Market.		
III (K1, K2, K3, K4, K5 & K6)	Product and Pricing - Product and pricing decisions for rural markets -Product developments - Product adoptions - Modification decisions (including packaging) branding - Decisions of product augmentation for rural marketing and rural pricing elements and decisions - Challenges in rural marketing - Strategies to capture rural marketing.		
IV (K1, K2, K3, K4, K5 & K6)	Marketing Strategies - Marketing Strategies & Tactics adopted to rural markets - Regulated markets, co-operative marketing - Product marketing & Service marketing in rural India - Marketing of Rural & cottage industry products - Social marketing - Agricultural marketing.		
V (K1, K2, K3, K4, K5 & K6)	Sales Promotion - Managing the rural promotions - Understanding rural communication media (Traditional Vs. Current Opportunities) - Designing & Developing Rural Market promotions, build relationship & Events -Rural Marketing Promotion Strategies - Rural Marketing and its Importance - Problems Faced in Rural Marketing.		
Text Books			
1.	R.L.Varshney & S.L.Gupta, , Marketing Management, An Indian Perspective, Sultan Chand ,1 st Edition ,2000		

2.	Dogra Balram , Karminder Ghuman, Rural Marketing: Concepts and Practices, McGraw Hill Education
3.	Dr. Biswa Mohana Jena, Textbook of Rural Marketing,
References Books	
1.	Krishnamacharyulu, C.S.G. and Ramakrishnan, Lalitha, (2002), Rural Marketing - Text and cases, Pearson Education, Indian Branch, New Delhi, 1 st Edition.
2.	T.P. Gopaldaswamy, Rural Marketing: Environment, Problems and Strategies, S Chand, 3 rd Edition.
Web Resources	
1.	https://www.ddegjust.ac.in/studymaterial/mba/mm-310.pdf
2.	https://www.hpuniv.ac.in/hpuniv/upload/uploadfiles/files/MM-04_merged.pdf
3.	https://dibru.ac.in/wp-content/uploads/2024/01/Agriculture-and-Rural-Marketing.pdf
4.	https://www.mgncre.org/pdf/publication/207%20Rural%20Marketing%20Management.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Acquire Knowledge on the Outlook of Creative Thinking. (K1, K2, K3, K4, K5 & K6)	
CO2: Enrich the Creative Thinking of Individuals. (K1, K2, K3, K4, K5 & K6)	
CO3: Be able to acquire essential knowledge needed for building creativity lifelong. (K1, K2, K3, K4, K5 & K6)	
CO4: Gain in depth knowledge in Strategy Innovation. (K1, K2, K3, K4, K5 & K6)	
CO5: Acquires knowledge on Managing Innovation. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	H	H	M	H
CO2	H	H	M	H	L
CO3	H	H	H	M	H
CO4	M	M	H	H	L
CO5	H	M	M	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	M	H	M	M	H	L	H	M
CO2	M	H	M	H	M	M	H	L	M	M
CO3	H	H	H	H	M	H	H	M	M	M
CO4	M	H	H	M	H	H	H	H	H	H
CO5	H	M	H	M	H	M	M	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAN24	Course Title: TRAVEL AND TOURISM MANAGEMENT		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, III		Admission Year: 2024-25
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/nou24_ge47/preview		
Learning Objectives:			
LO1: To develop the ability to understand Travel and Tourism Management.			
LO2: To accustom the learners on Tourism and Transport.			
LO3: To procure knowledge on endorsement of Travel Agents.			
LO4: To learn the characteristics of Travel Agencies.			
LO5: To educate the learners on Tourists Conduct and Motives.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction -Evolution of Indian Tourism Industry- Definition of Travel and travel agency - Scope and Importance of Tourism - Characteristics of Tourism - Differentiation between Travel Agency and Tour Operation Business - Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.		
II (K1, K2, K3, K4, K5 & K6)	Tourism and Transport -Tourism – Concept of tourism- Nature of tourism - Classification - Tourism regulations - Transportation and Travel Evolution Future of tourism – Road transport – Rail – Sea – Air – Civil Aviations.		
III (K1, K2, K3, K4, K5 & K6)	Approval of Travel Agents -Approval by Department of Tourism, Government of India - IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways- Guidelines for recognition as a Travel Agent - Responsibilities of Travel Agent - Travel and Tourism Organizations - Types of Travel Agencies.		
IV (K1, K2, K3, K4, K5 & K6)	Role of Travel Agency - Introduction - Retail travel agents - Functions of modern Travel Agency - Inclusive tours by charters on scheduled services -Artificial Intelligence Impact on Travel Agencies Role - Technology Trends Emerging in Travel Industry.		
V (K1, K2, K3, K4, K5 & K6)	Tourist motivation and behavior - Elements of motivation – Categories of motivation- Demand for tourism - Tourism environments - Youth tourism- Tourist behavior - Levels of host irritation – Spending time.		
Text Books			
1.	Biswanath Ghosh, Tourism and Travel management, Vikas Publishing House Pvt Ltd, Second Reprint 2008.		
2.	Akhil Bali, Tourism and Travel Management: A Management Prospective, Notion Press Media Pvt Ltd		

3.	Simi B. S, Dr. T. Rajesh, Travel And Tourism Management, Iterative International Publisher IIP, 2022
References Books	
1.	Chand, Mohinder, Travel Agency Management, Anmol Publication, 2 nd Edition, Reprint 2009.
2.	Md. Abu Barkat Ali, Travel and Tourism Management, PHI Learning, 2015
Web Resources	
1.	https://nibmehub.com/opacservice/pdf/read/Tourism%20Management%20%20an%20introduction-%203rd%20edition.pdf
2.	https://navttc.gov.pk/MatricTechBooks/10thclass/TourismManagementX.pdf
3.	https://www.pondiuni.edu.in/wp-content/uploads/2020/06/Syllabus-MBA.TourismandTravelManagement2020-21.pdf
4.	https://chseodisha.nic.in/sites/default/files/SYllabus/Travel%20%26%20Tourism%20Management.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Have basic understanding in Travel and Tourism Management. (K1, K2, K3, K4, K5 & K6)	
CO2: Accustom on Tourism and Transport the different types of transport. (K1, K2, K3, K4, K5 & K6)	
CO3: Procure knowledge on endorsement of Travel Agents. (K1, K2, K3, K4, K5 & K6)	
CO4: Gain knowledge in the characteristics of Travel Agencies. (K1, K2, K3, K4, K5 & K6)	
CO5: Be educated the on Tourists Conduct Motives and behavior. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	H
CO2	M	H	M	H	H
CO3	H	H	M	M	H
CO4	M	M	H	M	M
CO5	H	M	H	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	M	M	H	L	L	M	L	L
CO2	H	M	H	M	H	L	M	M	M	M
CO3	H	M	M	H	H	H	H	H	M	M
CO4	M	H	H	H	H	L	M	L	H	H
CO5	M	H	H	M	M	H	L	L	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAO24	Course Title: WORKPLACE COUNSELLING		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, III	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_de10/preview		
Learning Objectives:			
LO1: To familiarize the students to Understanding Workplace Counselling and role of counsellor.			
LO2: To summarize and establish setting a counselling ecosystem, Training of Counsellors, Understanding Burnout and ambiguous decision making.			
LO3: To extrapolate problems at workplace, Relationship concerns in the Family & Workplace and counselling interventions.			
LO4: To interpret counselling evaluation formats, documentations and resolving issues.			
LO5: To justify ethical code of conduct in counselling and restricting undue influences at work.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction: Meaning and Definition of Counselling - Counselling process – Building the counselling relationship and facilitating initial disorder – In depth exploration - Understanding Workplace Counselling – History. Counsellor Qualities - Confidentiality, Unconditional Positive regard, Empathy, Active Listening, Six ways of responding.		
II (K1, K2, K3, K4, K5 & K6)	Setting up counselling in The Workplace: Assessing need for workplace counselling - Preparing, Assessing, Contracting, Terminating counselling within an organization. Training of Counsellors: Methods of training counsellors- Dynamics of counselling training- Training Ecosystem, Culture and tools. Models - Counselling Orientation - Brief Therapy - Problem Focused - Work Oriented - Manager Based - Internal, External based – Welfare -Organizational Change. Group counselling, Family counselling- Preventive and Proactive counselling. Understanding Burnout, compassion fatigue, dilemma and ambiguous decision making, professional uncertainty.		
III (K1, K2, K3, K4, K5 & K6)	Dealing With Specific Work Problems: Employee problem counselling - Problems of Absenteeism, Turnover, Work Stress, BOSS, ROSS, Depression, Substance Abuse. Sexual Harassment, Work-life balance, Unethical behaviour in work place, Travel stress, Relationship concerns in the Family and Workplace, Psychosomatic Disorders, Internet Addiction Disorder, Eating Disorders.		
IV (K1, K2, K3, K4, K5 & K6)	Evaluations: Needs Theory and Self Awareness, Johari window, learning to use free associations - Setting boundaries in Counselling - Strategies for the client to explore, understand and resolve the problem - Formative and Summative Evaluation, Methods of evaluation- Analysing, Recording and escalation procedures. Resolving client issues - Field force analysis.		

V (K1, K2, K3, K4, K5 & K6)	Ethics: Ethical issues in decision making, training, and counselling - Ethical responsibilities for Employers, employees and stakeholders - Ethics governing counselling. Understanding undue influences - Setting guidelines for workplace relations, ethical code of conduct, whistle blowing mechanisms, EEO, transparent support system within Organization.
Text Books	
1.	S Narayana Rao, Prem Sahajpal, Counselling and Guidance, 3 rd edition, TATA McGraw Hill Education, 2017.
2.	Thomas M. Skovholt, Michelle Trotter-Mathison, The Resilient Practitioner: Burnout and Compassion Fatigue Prevention and Self-Care Strategies for the Helping Professions, 3 rd Edition, Routledge 2016.
3.	Jan Sutton, William Stewart, Learning to Counsel, Develop the Skills, Insight and Knowledge to Counsel Others, 4th edition, Robinson Publishing, 2017.
References Books	
1.	John Ballard, Decoding the Workplace, Gildan Media, 1st edition, 2018.
2.	Samuel T. Gladding, counselling: A Comprehensive Profession, Pearson Education, 8 th Edition, 2018.
Web Resources	
1.	https://www.researchgate.net/publication/8994404_Workplace_counselling
2.	https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000031PY/P000684/M015707/ET/1464323441PSY_P13_M36_e-Text.pdf
3.	https://www.scribd.com/document/241767702/Workplace-Counselling-in-India
4.	https://www.slideshare.net/slideshow/workplace-counselling/136816274
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand Workplace Counselling need and assume role of a counsellor. (K1, K2, K3, K4, K5 & K6)	
CO2: Summarize and establish setting a counselling ecosystem. (K1, K2, K3, K4, K5 & K6)	
CO3: Design solutions to workplace counselling through interventions. (K1, K2, K3, K4, K5 & K6)	
CO4: Contrast counselling evaluation formats and implement appropriately. (K1, K2, K3, K4, K5 & K6)	
CO5: Compare and justify ethical code of conduct in counselling and construct guidelines. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	H	M
CO2	H	H	H	M	M
CO3	M	H	L	M	H
CO4	M	M	L	H	H
CO5	M	H	H	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	M	M	M	H	H	H	H	M
CO2	M	M	M	M	H	H	M	H	L	M
CO3	H	H	M	M	M	H	M	M	L	H
CO4	M	H	H	H	M	M	H	L	M	M
CO5	L	M	H	H	H	M	L	M	H	L

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAP24	Course Title: RETAIL MARKETING		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, IV	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_mg82/preview		
Learning Objectives:			
LO1: To educate students and enable to understand and analyze current retailing trends and strategies.			
LO2: To develop the students towards managing the retail stores and organizations.			
LO3: To identify the nuances of visual merchandising and its elements.			
LO4: To know the consumer purchase decision process in the context of organized retailing.			
LO5: To emphasis on global retailing strategies.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Retailing – Definition, scope and importance in the globalized era, organized and unorganized retailing, emerging trends in retailing – e-tailing, mega shopping malls, the modern retail store. Major types of Retail Organizations, corporate chains, voluntary chains, retail cooperatives, franchise organizations and merchandizing conglomerates / retail store types / retail classification of stores, restaurants and service providing offices.		
II (K1, K2, K3, K4, K5 & K6)	The Retail Store - Retail stores management / Roles and responsibilities of retail store managers / Human resource management – recruiting, hiring, training and development, performance management, payroll, work place scheduling / Store business operations – materials management, coordination with purchase department / finance and accounts / Problem solving / Safety and security. Store Essentials – Classification of grocery items/ Store Essentials – Location / Store designs / Display accessories / Store atmospherics / Developing own brands / The power of mega retailers over manufacturers / Dimension attributes and its components that affect retail outlet selection.		
III (K1, K2, K3, K4, K5 & K6)	Visual merchandizing components – merchandize as focal point, choice of colours, display themes, display to complement store strategy, spotless cleanliness, frequent change of displays and essentials of good display, lighting / special display kinds – window, marquee, freestanding or island, counter, brand corner, end cap cascade or waterfall displays / Store Exterior – façade, details, texture. Store Aids – Gadgets that aid retailing – barcode readers, credit card swipe machines, money counters, counterfeit detectors, cash register, coin counter, bill strapping machine, money vacuum sealing machine. Graphics and Signage / Props / POP's / Planogram.		
IV (K1, K2, K3, K4, K5 & K6)	Retail strategies – Supply chain management - managing material, information and financial flows / critical success factors /drivers, elements and goals / basic		

K6)	retail strategies – low price high turnover, discounted prices across all categories, lifestyle goods value price / exclusive goods premium price strategy / retail formatting / retail mix / building customer loyalty / customer relationship management. Retail Consumer Behavior – Difference between consumer and shopper / Frugal, impulsive, compulsive and tightwad buyers / Sub classification of shopping orientation / Catering to service consumers – gaps model for improving retail service quality / retail research.
V (K1, K2, K3, K4, K5 & K6)	Retail Strategies for Global Growth – Building sustainable global competitive advantage, adapting to local customs and culture, adopting global culture and practices / Different entry strategies – direct investment, joint venture, forming strategic alliances and franchising. Online shopping – different formats, retail convergence.
Text Books	
4.	Berman, B., Evans, J. and Mathur, M., Retail Management: A Strategic Approach, 11 th Edition, Pearson, 2011.
5.	Dunne, P. and Lusch, R., Retail Management, South-Western, 2009.
6.	Gilbert, D., Retail Marketing Management, 2 nd Edition, Pearson, 2006.
References Books	
3.	Goldrick, P., Retail Marketing, McGraw-Hill Education, 2 nd Edition, 2002.
4.	Miller, D., Retail Marketing, Tilde University Press, 2011.
Web Resources	
5.	https://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf
6.	https://www.researchgate.net/publication/331085150_Analysis_of_retail_marketing_strategies_on_organizational_competitiveness
7.	https://www.slideshare.net/slideshow/service-marketing-and-retail-marketing-shivaji-university-syllabus/149285054
8.	https://resources.finalseite.net/images/v1693252860/baldyviewropcom/jceoqjdfeuifagcr5tx8/retailmarketing.pdf
<p>Course Outcomes: On completion of this course, students will be able to</p> <p>CO1: Be able to enhance knowledge about current retailing trends and strategies.(K1, K2, K3, K4, K5 & K6)</p> <p>CO2:The students would be able to develop insights towards managing the retail stores and organizations.(K1, K2, K3, K4, K5 & K6)</p> <p>CO3:Know the significance of visual merchandising strategies.(K1, K2, K3, K4, K5 & K6)</p> <p>CO4:Develop knowledge and Understanding on consumer buying behavior.(K1, K2, K3, K4, K5 & K6)</p> <p>CO5:Be able to understand the importance of global retailing strategies.(K1, K2, K3, K4, K5 & K6)</p>	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	H	M
CO2	L	H	L	M	M
CO3	M	M	M	M	H
CO4	H	M	H	H	M
CO5	M	H	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	L	H	M	M	H	M	H	M
CO2	M	H	M	M	M	H	H	H	M	M
CO3	H	H	H	M	H	H	H	H	H	M
CO4	H	M	M	H	H	M	M	M	M	H
CO5	L	H	H	M	M	H	M	M	H	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAQ24	Course Title: MANAGEMENT OF MULTI NATIONAL CORPORATION		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, IV	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg59/preview		
Learning Objectives:			
LO1: To comprehend the origin and development of MNC's.			
LO2: To analyze the issues involved in the growth and development of MNC's.			
LO3: To relate the management practices of different countries.			
LO4: To know about the international business strategy.			
LO5: To acquire skills on Indian policies related to MNC's.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Introduction to International Business-International Management -Trends, challenges and opportunities - Different schools of thought of international management - Different types of International business - Problems faced by MNC's - Problems posed by MNC's to host countries.		
II (K1, K2, K3, K4, K5 & K6)	MNC Growth and Development Strategies - Growth and Development of MNCs - Role and Significance of MNCs - Pattern of Growth - Country of Origin - Different Management Styles - Strategic Issues involved.		
III (K1, K2, K3, K4, K5 & K6)	International Corporate Structure - Comparative Management - Importance and scope; Methods of comparative management - Management styles and practices in US, Japan, China, Korea, India - Organizational design and structure of international corporations - Locus of decision making - Headquarter and subsidiary relations in international firms.		
IV (K1, K2, K3, K4, K5 & K6)	Business Strategy Ethics - International Business Strategy - Creating strategy for international business - Management of production, Services technology and operations -Marketing financial, legal and political dimensions - Ethics and social responsibility of business - Strategic Alliances: Acquisitions and mergers, Management of joint ventures and other international strategic alliances.		
V (K1, K2, K3, K4, K5 & K6)	Indian Business Perspectives - Indian Perspectives and Policy - Internationalization of Indian business firms - Their operations abroad - International Mergers - Acquisitions - Changing government policy on entry of FIs and FIIs .		
Text Books			
1.	Hodgetts, -International Management. Tata Mcgraw Hill, New Delhi 5 th Edition, 2005.		

2.	Dr. M. S. Khan, Management of Multinational Corporation, Himalaya Publishing House
3.	Cullen Lord, Multinational Management, Cengage Learning, Inc
References Books	
1.	Koonts And Whelrich, Management: The Global Perspective, Tata McGraw Hill, Delhi , 1 st Edition, 2007
2.	M.S. Khan, Management of Multinational Corporation, Himalaya Publishing house Pvt Ltd.
Web Resources	
1.	https://www.researchgate.net/publication/378525091_A_Detailed_Examination_Of_Multinational_Corporations_Their_Organizational_Frameworks_Strategies_And_Their_Connection_To_Global_Human_Resource_Management
2.	https://www.womenscollege.nic.in/econtent/geography/Multinational%20corporation.pdf
3.	https://corporatefinanceinstitute.com/resources/management/multinational-corporation/
4.	https://www.brookings.edu/wpcontent/uploads/2019/12/Kim_Milner_manuscript.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Understand international management with various schools of thoughts along with the problems faced by host countries.(K1, K2, K3, K4, K5 & K6)	
CO2: Demonstrate the ability to apply different management styles.(K1, K2, K3, K4, K5 & K6)	
CO3: Demonstrate the ability to effectively work in teams in various MNC's.(K1, K2, K3, K4, K5 & K6)	
CO4: Demonstrate strategies , ethical values and CSR in business.(K1, K2, K3, K4, K5 & K6)	
CO5: Identify and describe the complexities of managing international mergers .(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	H	H	M	H
CO2	M	M	M	H	H
CO3	L	M	M	M	M
CO4	M	H	H	M	M
CO5	H	M	H	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	M	H	H	M	M	H	M	M	H	M
CO2	H	H	M	M	L	M	M	M	M	M
CO3	H	H	M	M	L	M	M	H	M	M
CO4	M	M	H	H	H	M	H	H	H	H
CO5	M	H	M	H	M	H	H	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAR24	Course Title: MANAGING START-UPS		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, IV		Admission Year: 2024-25
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/imb24_mg68/preview		
Learning Objectives:			
LO1: To familiarize the students to the basic concepts of The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.			
LO2: To provide insights on capital Resource requirements and Estimating start-up cash requirements.			
LO3: To throw light on Funding with Equity, bootstrapping and strategic alliances.			
LO4: To elucidate on Sustaining Enterprising Model & Organizational Effectiveness.			
LO5: To create awareness on successful Exit Strategies and Selling the business.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Start-up opportunities: Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities, The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The start-up Economy - The Six Forces of Change- The Start-up Equation – The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.		
II (K1, K2, K3, K4, K5 & K6)	Start-up opportunities: Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities, The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The start-up Economy - The Six Forces of Change- The Start-up Equation – The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives. Start-up opportunities: Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities, The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The start-up Economy - The Six Forces of Change- The Start-up Equation – The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.		
III (K1, K2, K3, K4, K5 & K6)	Starting up Financial Issues: Feasibility Analysis - The cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity – Financing with Debt- Funding start-ups with bootstrapping- crowd funding- strategic alliances.		
IV (K1, K2, K3, K4, K5 & K6)	Start-up Survival and Growth: Management Skills for Entrepreneurs and Managing for Value Creation, Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture		

	failures, Scaling Ventures – preparing for change - Leadership succession. Creating and Sustaining Enterprising Model & Organizational Effectiveness, Support for growth and sustainability of the venture.
V (K1, K2, K3, K4, K5 & K6)	Planning for Harvest and Exit: Dealing with Failure: Bankruptcy, Exit Strategies, Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.
Text Books	
1.	Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2.	Anjan Rai chaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
3.	S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
References Books	
1.	Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur’s Road Map, Routledge, 2 nd Edition e,2017.
2.	Vijay Sathe, Corporate Entrepreneurship, Cambridge, 1 st Edition,2009
Web Resources	
1.	https://www.researchgate.net/publication/363272441_START_UP_MANAGEMENT_START_UP_MANAGEMENT
2.	https://core.ac.uk/download/pdf/98660713.pdf
3.	https://www.diva-portal.org/smash/get/diva2:901207/FULLTEXT01.pdf
4.	https://www.slideshare.net/slideshow/startup-terminology-operations-management-for-startupspdf/266989726
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Be Familiar with the basic concepts of The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.(K1, K2, K3, K4, K5 & K6)	
CO2: Understand capital Resource requirements and Estimating start-up cash requirements.(K1, K2, K3, K4, K5 & K6)	
CO3: Be aware of Funding with Equity, bootstrapping and strategic alliances.(K1, K2, K3, K4, K5 & K6)	
CO4: Use Sustaining Enterprising Model & Organizational Effectiveness.(K1, K2, K3, K4, K5 & K6)	
CO5: Know option related to Exit Strategies and Selling the business.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	H	M	M
CO2	M	H	M	M	M
CO3	M	H	L	H	M
CO4	H	H	L	L	H
CO5	H	H	H	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	H	H	M	M	H	M	M	M
CO2	H	H	L	H	M	L	H	M	M	H
CO3	H	M	M	H	M	L	H	H	H	H
CO4	M	H	L	M	H	H	M	H	H	M
CO5	M	H	H	L	L	H	M	M	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAS24	Course Title: MULTI-MODAL TRANSPORTATION		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, IV		Admission Year: 2024-25
Pre-requisite			
Links to other Courses	https://onlinecourses.nptel.ac.in/noc24_ce80/preview		
Learning Objectives:			
LO1: To provide an in-depth understanding of various frameworks on various tariffs applicable in sea/air/rail/road/pipeline transportation.			
LO2: To analyze and evaluate the activities of Multimodal Trade Route.			
LO3: To examine the dimensions of corporate structures in Multimodal.			
LO4: To appraise on the overview of concept of International Conventions.			
LO5: To appraise the various elements of Multimodal Transport.			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Multi Modal Transportation: Multi modal transportation - Introduction, growth and components, Physical multi modal operations – Inter relationship of transport mode, Modal interfaces - Function of infrastructure in various modes - Ports, airports, inland depots, railheads - Intermodal systems – road/rail/ sea - sea/ air - road/ air - road / rail.		
II (K1, K2, K3, K4, K5 & K6)	Multimodal Trade Routes: Multimodal trade routes – factors affecting Mode and Route choices, Multimodal transport operators – Types of Vessel Operators – Other provisions through Transport services.		
III (K1, K2, K3, K4, K5 & K6)	Corporate Structures In Multimodal: Corporate structures in Multimodal Transport, Pricing aspects in transport modes - price measurements –relationship between price and demand - importance of revenue and cash flow - pricing strategies - Calculation of through transport pricing - Multimodal carrier service contracts - Modern Freight Tariffs, Tracking the Container Fleet.		
IV (K1, K2, K3, K4, K5 & K6)	International conventions: pertaining to multimodal transport - Hague Rules – Hague V is by Rules - Hamburg Rules - Rotterdam Rules - CMR - CIM - TIR - Warsaw Convention - Montreal convention -Regulations regarding Carriage of Dangerous Goods by various modes		
V (K1, K2, K3, K4, K5 & K6)	Marketing of Multimodal Transport: Indian Multimodal Act-1993, Conventions related to Multi modal transport-Cargo liability conventions, Conventions relating to Dangerous Goods-Customs conventions-Statutory Regulations and Restrictions-National and International restrictions on the movement of goods-WTO. Measurement of quality of services - Importance of Quality management systems (ISO 9000) - Application of Total Quality Management (TQM) - Benchmarking.		

Text Books	
1.	Hutchinson B.G., Principles of Urban Transport Systems Planning: McGraw Hill Book Company, 2013
2.	Jotin Khisty C & Kent Lall B., Transportation Engineering: An Introduction: Prentice. Hall International, Inc. 12 th Edition, 1998
3.	A simulation instructor's handbook: the learning game. Nautical Institute, 2010 Clark, Ian. Stability, trim and strength for merchant ships and fishing vessels, Nautical Institute, 2 nd Edition, 2008
References Books	
1.	Bray, Capt David. DP Operator's Handbook: a practical guide. Nautical Institute, Carson-Jackson, Jilian, 3 rd Edition, 2009
2.	Michiel Spanjaart, Multimodal Transport Law, 1st Edition Routledge, Singapore. 2017
Web Resources	
1.	https://www.vtpi.org/multimodal_planning.pdf
2.	https://theresearchers.asia/Papers/Vol-I,%20Issue II/Multimodal%20Transport%20in%20India.pdf
3.	https://www.trb.org/publications/nchrp/nchrp_w26-d.pdf
4.	https://www.researchgate.net/publication/265073234_Multimodal_Transport_Systems
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Be able to understand the broad concepts of multimodal and intermodal transportation and the maritime transportation. (K1, K2, K3, K4, K5 & K6)	
CO2: Be able to apprehend, analyze and evaluate the basic principles of Multimodal Trade Route. (K1, K2, K3, K4, K5 & K6)	
CO3: Be able to learn and examine the process of the corporate structures in Multimodal. (K1, K2, K3, K4, K5 & K6)	
CO4: Be able to classify, appraise and assess the International Conventions. (K1, K2, K3, K4, K5 & K6)	
CO5: Be able to appraise, and evaluate on the various elements of Multimodal Transport. (K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	H	M	H
CO2	M	M	H	M	M
CO3	H	H	H	H	M
CO4	M	H	M	L	H
CO5	L	H	M	H	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	L	H	M	H	H	H	M	H	M
CO2	H	L	H	M	H	M	H	M	H	M
CO3	M	L	H	M	H	H	H	H	H	M
CO4	M	M	M	H	M	H	M	H	M	H
CO5	L	H	M	H	H	M	M	H	M	H

H (High) – 3, M (Moderate) – 2, L (Low) – 1

Course Code: PIBAT24	Course Title: WORK LIFE BALANCE AND EMOTIONAL INTELLIGENCE MANAGEMENT		Credits 1
Lecture Hours (L) per week:-	Tutorial Hours (T) per week: -	Lab Practice Hours (P) per week: -	Total:(L+T+P) Per week: -
Course Category: IEC	Year & Semester: II, IV	Admission Year: 2024-25	
Pre-requisite			
Links to other Courses	https://onlinecourses.swayam2.ac.in/cec24_hs61/preview		
Learning Objectives:			
<p>LO1: To equip the students to manage, time, relationship, work life, conflict and cross culture controversies.</p> <p>LO2: To introduce students to theories and problem solving skills and cross cultural etiquette.</p> <p>LO3: To develop students' skills related to problem solving.</p> <p>LO4: To assist the students to know about emotional intelligence, IQ, Coping strategies, conflict resolution, effective communication.</p> <p>LO5: To equip the students to manage, time, relationship, work life, conflict and cross culture controversies.</p>			
Units	Contents		
I (K1, K2, K3, K4, K5 & K6)	Soft skill -Introduction, Self Image, Self Esteem for image management - Personal branding, Emotional Intelligence in - Management– IQ – EQ – SQ- Introduction, Sources of stress, Effects of stress -Coping with stress, Work-life balance - Spirituality at work place, Time management, Importance - Analysis of time, Planning, Setting and achieving goal .		
II (K1, K2, K3, K4, K5 & K6)	Effective Living - Critical thinking, Decision making - Problem solving skills, Relationship Management - Work-life balance, Crisis management, Importance - Developing interpersonal skills, Conflict management - Transactional analysis, corporate etiquette - Cross-cultural intelligence		
III (K1, K2, K3, K4, K5 & K6)	Creativity Management- Innovation - Creativity - Importance -Developing creativity - Enhancing creativity – Event		
IV (K1, K2, K3, K4, K5 & K6)	Mind and Emotions - Concept, Marshmallow experiment - Consequences of low and high emotional intelligence - Myths about EI - Difference between and EI and IQ - Negative and positive emotions - Nature of EI, Development of EI		
V (K1, K2, K3, K4, K5 & K6)	Managing Emotions - Learning emotional skills, recognizing emotions - Learning to empathize, Measuring EI dealing with emotional upsets - EI and leadership effectiveness - Levels of EI required for various jobs - EI and credibility of managers, EI and conflict resolution - EI and effective communication.		

Text Books	
1.	Shalini Verma, Enhancing Employability and Soft skills, Always Learning, Pearson Education, 1 st Edition, 2012.
2.	Daniel Goleman, Emotional Intelligence, Bloomsbury
3.	Bradberry Travis, Emotional Intelligence 2.0, Talent Smart
References Books	
1.	W Williams James, Emotional Intelligence, SD Publishing LLC
2.	Priya Kanwar, Emotional Intelligence, Notion Press
Web Resources	
1.	https://www.ijrar.org/papers/IJRAR1944435.pdf
2.	https://ijcrt.org/papers/IJCRT2303479.pdf
3.	https://www.slideshare.net/slideshow/emotional-intelligence-worklife-balance-wbl-of-employees-230536480/230536480
4.	https://www.irejournals.com/formatedpaper/1701981.pdf
Course Outcomes:	
On completion of this course, students will be able to	
CO1: Assess an organization and introduce to work life Balance insisting on spirituality in the work place.(K1, K2, K3, K4, K5 & K6)	
CO2: Acquire knowledge critical thinking, interpersonal relations and conflict management.(K1, K2, K3, K4, K5 & K6)	
CO3: Enhance creativity and get an in depth knowledge on event management.(K1, K2, K3, K4, K5 & K6)	
CO4: Ability to comprehend Emotional Intelligence with is concepts and nature.(K1, K2, K3, K4, K5 & K6)	
CO5: Assess the potential effects emotions with the various process in the Organization.(K1, K2, K3, K4, K5 & K6)	

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	H	M	M	H	M
CO2	M	M	M	H	M
CO3	M	H	M	H	M
CO4	H	H	H	H	H
CO5	H	M	H	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	H	M	M	H	M	M	M	H	H	H
CO2	H	H	M	M	M	H	H	M	H	H
CO3	M	H	M	H	M	L	M	M	M	H
CO4	M	H	H	M	H	H	M	L	H	M
CO5	H	M	H	H	H	L	M	L	L	M

H (High) – 3, M (Moderate) – 2, L (Low) – 1