

**NEP and Learning Outcomes-Based Curriculum Framework
(LOCF)**

for

**Post Graduate
MBA Integrated Programme
(To be effective from the Academic Session 2022-23)**



**Department of Management
Gurugram University, Gurugram**
(A State Govt. University Established Under Haryana Act 17 of 2017)

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1. **Background**

The objective of the MBA integrated (5 Year) Post Graduate Degree programme is to enable students to embark upon a management career after completing 10+2 level examination. The programme provides students with a comprehensive understanding of the fundamentals of business management and the opportunity to pursue chosen areas of specialization. The design and delivery of this integrated program is innovative and unique. It will equip students with the knowledge and skills necessary to compete successfully for challenging positions in industry, government, non-profit organizations and civil services. This programme will create excellent managers and also instill the spirit of entrepreneurship so that the students evolve into leaders and wealth creators in the years to come.

The MBA integrated at Gurugram University being one of the rigorous programme in the country is designed to prepare students with a global management perspective through a unique pedagogy of learning and interaction among peers in a modular format. Activities like live projects, field assignments and simulation games will form an integral part of the programme. Field work, Project work, Business Internship and Team-Consulting Assignment will help achieve holistic learning and also provide for a comprehensive understanding of the contemporary business environment.

2. Programme Outcomes

Programme Outcomes (PO) of Undergraduate/Post Graduate Programmes/Courses in the Faculty of Commerce and Management, Gurugram University, Gurugram are as under:

PO1	Self-Directed Learning: Develop the ability to work independently as well as effectively in the changing environment.
PO2	Problem Solving: Visualize, conceptualize, articulate, and solve complex problems through experimentation and observation using theoretical framework of social science disciplines.
PO3	Critical Thinking and Scientific Enquiry: Critically analyse everyday problems faced by the society, evaluate specific policy proposals, compare arguments with different conclusions to a specific societal issue and assess the role played by assumptions in such arguments. Develop the capability of defining problems, formulate hypothesis, collect relevant data, develop empirical evidence, and interpret the results of such analyses.
PO4	Usage of Analytical Tools: Develop the ability to apply appropriate quantitative/qualitative used in social science disciplines along with ICT, softwares etc.
PO5	Specialization and Employability: Develop deeper understanding, creativity, originality, and critical skills in chosen specialized areas of social science disciplines leading to employability.
PO6	Life Skills: Articulate and apply ethics, values and ideals that demonstrate awareness of current societal challenges leading to better quality of life.
PO7	Leadership: Build skills to work as part of a team and lead others, setting directions and formulating inspiring vision.
PO8	Communication: Communicate conclusions, interpretations and implications clearly, concisely and effectively, both orally and in writing for different types of audiences.

3. Programme Specific Outcomes

The MBA (Integrated) program is spread over 10 semesters, leading to a post graduate degree in MBA. It is an integrated program specially designed for 10 + 2 students, who wish to develop managerial skills. The course is tailor made to suit the needs of industry. On completing MBA (Integrated) Programme, the students shall be able to realize the following outcomes:

PSO1	Business Environment and Domain Knowledge (BEDK): Economic, legal, and social environment of Indian business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, involvement of business enterprises and exploring the entrepreneurial opportunities.
PSO2	Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
PSO3	Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding
PSO4	Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues/ problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and on distinguish ethical and

	unethical behaviors.
PSO5	Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
PSO6	Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

4. Undergraduate & Postgraduate Attributes

- Disciplinary Knowledge
- Creative and Critical Thinking
- Reflective Thinking
- Problem Solving
- Analytical Reasoning
- Communication Skills
- Research Skills
- Life Skills
- Multicultural Competence
- Moral and Ethical Values
- Life-long Learning
- Global Competence

5. Qualification Descriptors

MBA integrated course is a 5 year undergraduate + postgraduate management program offered by Gurugram University to pursue MBA Integrated after class 12th Class. It is aimed at teaching management skills from both undergraduate as well as postgraduate levels.

6. Teaching Pedagogy

1. The course contents will be delivered through lectures, presentations, case analysis, discussions, assignments, and audio-visual tools.
2. Spreadsheet is the recommended software for doing basic calculations in subjects applicable, hence shall be used for teaching, practice, problem solving and assignments.
3. It is mandatory to include at least 2 case studies for the delivery of course. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

7. Scheme of Programme

CURRICULUM AND SCHEME OF EXAMINATIONS FOR FIVE-YEAR MBA (INTEGRATED) PROGRAMME, Session 2022-23

FIRST YEAR

Semester 1

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Core Courses						
221MICC1	Business Organization (BL)	70	30		100	4-0-0
221MICC2	Financial Accounting	70	30		100	4-0-0
221MICC3	Micro Economic Applications	70	30		100	4-0-0
221MICC4	Business Mathematics	70	30		100	4-0-0
Ability Enhancement Course						
221MIAEC5	Business Communication Skills(BL)	35	15		50	2-0-0
Skill Enhancement Course						
221MISEC6	Computer Fundamentals & Applications-I (BL) /Equivalent MOOC Course**	35	15		50	2-0-2
Value Addition Course						
221MIVAC7	Ancient Indian Wisdom and Management Lessons (BL)		50		50	2-0-0
Total					600	23

Semester 2

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Core Courses						
222MICC1	Principles of Management (BL)	70	30		100	4-0-0
222MICC2	Corporate Accounting	70	30		100	4-0-0
222MICC3	Macro-Economic Applications	70	30		100	4-0-0
222MICC4	Statistics for Management-I	70	30		100	4-0-0
General Elective Course						
	GE-I (One paper will be chosen from the list provided by university)	35	15		50	2-0-0
Ability Enhancement Course						
222MIAEC5	Environmental Studies (BL)	35	15		50	2-0-0
Skill Enhancement Course						
222MISEC6	Computer Fundamentals & Applications-II (BL) /Equivalent MOOC Course**	35	15		50	2-0-2
Value Addition Course						
222MIVAC7	Introduction to Agri-Business Management (BL)	35	15		50	2-0-0
222MIVAC8	Comprehensive Viva Voce			50	50	0-2-0
Total					650	27

NOTES:

- The duration of the end term examination shall be 3 Hrs.
- After successfully completing 1st Year, Certificate in Business Administration (CBA-50 Credits) will be awarded to the students.

* BL stands for Blended Learning

**Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 3 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.

Second Year

Semester 3

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)	
Core Courses							
223MICC1	Small Business Management	70	30		100	4-0-0	
223MICC2	Cost Accounting	70	30		100	4-0-0	
223MICC3	Indian Business Environment	70	30		100	4-0-0	
223MICC4	Statistics for Management-II	70	30		100	4-0-0	
Ability Enhancement Course							
223MIAEC5	Corporate Leadership (BL)	35	15		50	2-0-0	
Skill Enhancement Course							
223MISEC6	SEC-III /Equivalent MOOC Course**			50	50	0-3-0	
Value Addition Course							
223MIVAC7	Business Etiquettes (BL)	70	30		100	4-0-0	
					Total	600	25

Semester 4

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)	
Core Courses							
224MICC1	Indian Financial System	70	30		100	4-0-0	
224MICC2	Financial Management	70	30		100	4-0-0	
224MICC3	Fundamentals of International Business (BL)	70	30		100	4-0-0	
General Elective Course							
	GE-II (One paper will be chosen from the list provided by the university)	35	15		50	2-0-0	
Ability Enhancement Course							
224MIAEC4	Company Law	70	30		100	4-0-0	
Skill Enhancement Course							
224MISEC5	SEC-IV /Equivalent MOOC Course**			50	50	0-3-0	
Value Addition Course							
224MIVAC6	Design Thinking (BL)	35	15		50	2-0-0	
224MIVAC7	Comprehensive Viva Voce			50	50	0-2-0	
					Total	600	25

NOTES:

1. Immediately after the completion of the 4th Semester Examination, the students shall proceed for their summer Internship-I (225MISEC5) of 6-8 weeks duration. The summer internship reports prepared shall be assessed in the 5th semester as a Skill Enhancement Course.
2. The Summer Internship-I Report shall be submitted by the candidates in the manner as specified by the department.
3. The duration of the end term examination shall be 3 Hrs.
4. After successfully completing 2nd Year, Diploma in Business Administration (DBA-100 Credits) will be awarded to the students.

* BL stands for Blended Learning

**Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 3 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.

Semester 5

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)	
Core Courses							
225MICC1	Operations Research	70	30		100	4-0-0	
225MICC2	Operations & Supply Chain Management	70	30		100	4-0-0	
225MICC3	Income Tax Laws	70	30		100	4-0-0	
Ability Enhancement Course							
225MIAEC4	Business Process Outsourcing (BL)	35	15		50	2-0-0	
Skill Enhancement Course							
225MISEC5	Summer Internship Report-I		30	70	100	0-4-0	
225MISEC6	SEC-V /Equivalent MOOC Course**			50	50	0-3-0	
Value Addition Course							
225MIVAC7	Emotional Intelligence (BL)	70	30		100	4-0-0	
					Total	600	25

Semester 6

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)	
Core Courses							
226MICC1	Accounting for Managerial Decisions	70	30		100	4-0-0	
226MICC2	Organizational Behavior	70	30		100	4-0-0	
226MICC3	Marketing Management (BL)	70	30		100	4-0-0	
226MICC4	Human Resource Management (BL)	70	30		100	4-0-0	
General Elective Course							
	GE-III (One paper will be chosen from the list provided by the university)	35	15		50	2-0-0	
Ability Enhancement Course							
226MIAEC5	Banking Operations Management	70	30		100	4-0-0	
Skill Enhancement Course							
226MISEC6	SEC-VI /Equivalent MOOC Course**			50	50	0-3-0	
Value Addition Course							
226MIVAC7	Business Ethics (BL)	70	30		100	4-0-0	
226MIVAC8	Comprehensive Viva Voce			50	50	0-2-0	
					Total	750	31

NOTES:

1. The duration of the end term examination shall be 3 Hrs.

2. After successfully completing 3rd Year, Bachelor in Business Administration (BBA- 156 Credits) will be awarded to the students.

* BL stands for Blended Learning

**Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 3 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.

***Summer Internship Report Internal evaluation of 30 marks will be done by Internal Guide /Mentor and 70 marks will be based on External viva before the committee of three members constituted by Dean/Chairperson of the Department.

Semester 7

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Core Courses						
227MICC1	International Business Operations (BL)	70	30		100	4-0-0
227MICC2	Quantitative Techniques in Management	70	30		100	4-0-0
227MICC3	Knowledge Management (BL)	70	30		100	4-0-0
227MICC4	Facilities Management	70	30		100	4-0-0
Ability Enhancement Course						
227MIAEC5	Management Information System (BL)	35	15		50	2-0-0
Skill Enhancement Course						
227MISEC6	SEC-VII /Equivalent MOOC Course**			50	50	0-3-0
Discipline Specific Elective						
	Specialization – 1	70	30		100	4-0-0
	Specialization – 2	70	30		100	4-0-0
Total					700	29

Semester 8

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Core Courses						
228MICC1	Strategic Management	70	30		100	4-0-0
228MICC2	Cross Cultural Management (BL)	70	30		100	4-0-0
228MICC3	Business Research Methods	70	30		100	4-0-0
General Elective Course						
	GE-IV (One paper will be chosen from the list provided by university)	35	15		50	2-0-0
Value Addition Course						
228MIVAC4	Comprehensive Viva Voce			50	50	0-2-0
Discipline Specific Elective						
	Specialization – 1	70	30		100	4-0-0
	Specialization – 2	70	30		100	4-0-0
Total					600	24

NOTES:

1. Immediately after the completion of the 8th Semester Examination, the students shall proceed for their summer Internship-II of 6-8 weeks duration. The summer internship reports prepared shall be assessed in the 9th semester as a Skill Enhancement Course.
2. The Summer Internship Report shall be submitted by the candidates in the manner as specified by the department.
3. The duration of the end term examination shall be 3 hours.
4. The students are required to choose any two specialization areas offered under dual specialization scheme. The specialization will run on a batch of minimum 10 students.
5. After successfully completing 4th Year, PG Diploma in Business Administration (PGDBA- 209 Credits) will be awarded to the students.

* BL stands for Blended Learning

**Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 3 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.

Semester 9

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Core Courses						
229MICC1	Entrepreneurship	70	30		100	4-0-0
229MICC2	E-Commerce (BL)	70	30		100	4-0-0
229MICC3	Digital Marketing (BL)	70	30		100	4-0-0
Skill Enhancement Course						
229MISEC4	Summer Internship Report-II		30	70	100	0-4-0
229MISEC5	SEC-VIII /Equivalent MOOC Course**			50	50	0-3-0
Discipline Specific Elective						
	Specialization – 1	70	30		100	4-0-0
	Specialization – 2	70	30		100	4-0-0
Total					650	27

Semester 10

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Core Courses						
2210MICC1	Corporate Governance	70	30		100	4-0-0
2210MICC2	Business Process Reengineering (BL)	70	30		100	4-0-0
2210MICC3	PLP-I-‘Corporate Working Skills’ (BL)		50		50	2-0-0
2210MICC4	Project Report		100	100	200	0-4-0
General Elective Course						
	GE-IV (One paper will be chosen from the list provided by university)	35	15		50	2-0-0
Value Addition Course						
2210MIVAC5	Comprehensive Viva Voce			50	50	0-2-0
Discipline Specific Elective						
	Specialization – 1	70	30		100	4-0-0
	Specialization – 2	70	30		100	4-0-0
Total					750	26

NOTES:

- The topic of the Project Report (Code 2210MICC4) shall be finalized in 9th semester by a Committee comprising of the Faculty members to be constituted by Director/Principal of the concerned Institute after presentation by the candidate before the Committee.
- The duration of the end term examination shall be 3 Hrs.
- After successfully completing 5th Year, Master in Business Administration (MBA- 262 Credits) will be awarded to the students.

* BL stands for Blended Learning

**Each student is required to pass MOOC available on SWAYAM portal or any other online educational platform of repute of 3 credits (Option will be given by the Course Coordinator). The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.

***Summer Internship Report Internal evaluation of 30 marks will be done by Internal Guide /Mentor and 70 marks will be based on External viva before the committee of three members constituted by Dean/Chairperson of the Department.

SPECIALIZATIONS OFFERED

HUMAN RESOURCE

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Specialization						
227-C-HR1	Training and Development	70	30		100	4-0-0
228-C-HR2	Compensation Management	70	30		100	4-0-0
229-C-HR3	Industrial Relations & Labour Laws	70	30		100	4-0-0
2210-C-HR4	Strategic HRM	70	30		100	4-0-0

FINANCE

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Specialization						
227-C-FIN1	Project Management & Infrastructure Finance	70	30		100	4-0-0
228-C-FIN2	Corporate Tax Planning and Management	70	30		100	4-0-0
229-C-FIN3	Security Analysis and Portfolio Management	70	30		100	4-0-0
2210-C-FIN4	Financial Derivatives	70	30		100	4-0-0

MARKETING

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Specialization						
227-C-MM1	Integrated Marketing Communication	70	30		100	4-0-0
228-C-MM2	Customer Relationship Management	70	30		100	4-0-0
229-C-MM3	Consumer Behavior Analysis	70	30		100	4-0-0
2210-C-MM4	Sales & Distribution Management	70	30		100	4-0-0

DATA ANALYTICS

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Specialization						
227-C-DA1	Business Analytics	50		50	100	3-0-2
228-C-DA2	Analytics with MS Excel	50		50	100	3-0-2
229-C-DA3	Introduction to Python	50		50	100	3-0-2
2210-C-DA4	Predictive Modeling and Pattern Discovery- using R	50		50	100	3-0-2

INTERNATIONAL BUSINESS

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop	External/ Practical Marks	Total Marks	Credit (L-T-P)
Specialization						
227-C-IB1	Foreign Exchange Management	70	30		100	4-0-0
228-C-IB2	Export Management	70	30		100	4-0-0
229-C-IB3	Multinational Financial Management	70	30		100	4-0-0
2210-C-IB4	International Logistics	70	30		100	4-0-0

*Massive Open Online Courses (MOOCs)

Study Webs of Active Learning for Young Aspiring Minds (SWAYAM: www.swayam.gov.in) is India's national Massive Open Online Course (MOOC) platform, designed to achieve the three cardinal principles of India's Education Policy: access, equity, and quality. The University Grants Commission (Credit Framework for Online Learning Courses through Study Webs of Active Learning for Young Aspiring Minds) Regulations, 2021 have been notified in the Gazette of India, which now facilitates an institution to allow up to 40 per cent of the total courses being offered in a particular programme in a semester through the online learning courses offered through the SWAYAM platform. The department of Management, Gurugram University has adopted SWAYAM Courses for the benefit of the students. A student will have the option to earn credit by completing quality-assured MOOC programmes offered on the SWAYAM portal or any other online educational platform of repute, after seeking approval from the department.

LIST OF SKILL ENHANCEMENT COURSES

I.	Presentation skills
II.	Web Designing and allied
III.	Computer Networking and allied
IV.	DBMS and Allied subjects
V.	Corel DRAW or Graphic and Design Software
VI.	Adobe Photoshop and Allied Subjects
VII.	Python, R and other analytical software & Allied Subjects
VIII.	C++
IX.	Cyber Security & Allied Subjects
X.	Communication Through Theatre Techniques
XI.	NISM Equity Derivatives & Allied Subjects
XII.	NISM Series V-C Mutual Fund Distributor Level 2
XIII.	Mutual Fund Foundation & Allied Subjects
XIV.	NISM-Series-XII: Securities Market Foundation
XV.	NISM Securities Operations & Risk Management
XVI.	NISM Currency Derivatives & Allied Subjects
XVII.	Social Sensitization Projects
XVIII.	Community Development Projects
XIX.	Rural Innovation Projects
XX.	Consulting Projects
XXI.	French Language
XXII.	German Language
XXIII.	Mandarin Language
XXIV.	Outbound Experiential Learning Programmes/Live Projects
XXV.	Vedic Mathematics
XXVI.	Community Engagement and Social Responsibility

Note: A student can choose any of the skill enhancement courses from the basket offered by the university or can complete any of the above suggestive subjects from open resources like MOOC etc and submit the credit earned to the exam branch of the University. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.

Details of courses

Semester	Core Courses (CC)		General Elective Courses (GEC)		Ability Enhancement Courses (AEC)		Skill Enhancement Courses (SEC)		Value Addition Courses (VAC)		Discipline Specific Elective Course (DSE)		Total Credits
	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	
I	4	16	-	-	1	2	1	3	1	2	-	-	23
II	4	16	1	2	1	2	1	3	2	4	-	-	27
III	4	16	-	-	1	2	1	2	1	4	-	-	24
IV	3	12	1	2	1	4	1	2	2	4	-	-	24
V	3	12	-	-	1	2	2	6	1	4	-	-	24
VI	4	16	1	2	1	4	1	2	2	6	-	-	30
VII	4	16	-	-	1	2	1	2	-	-	2	8	28
VIII	3	12	1	2	-	-	-	-	1	2	2	8	24
IX	3	12	-	-	-	-	2	6	-	-	2	8	26
X	4	14	1	2	-	-	-	-	1	2	2	8	26
Total	Core Credits	142	General Elective Courses (GEC)	10	Ability Enhancement Courses (AEC)	18	Skill Enhancement Courses (SEC)	26	Value Addition Courses (VAC)	28	Discipline Specific Elective Course (DSE)	32	256
%age	Core Credits	55	GEC	4	AEC	7	SEC	10	VAC	11	DSE	13	100.00

*24 (31%) are identified for blended learning mode.

**53 (69%) remaining courses will be taught according to traditional methods.

Total Courses= 77

8. Learning Outcome Index

Semester	PSO →	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	Course code ↓						
Semester-1	221MICC1	✓	✓	✓			
	221MICC2	✓	✓	✓			
	221MICC3			✓	✓		✓
	221MICC4		✓		✓	✓	✓
	221MIAEC5				✓	✓	
	221MISEC6	✓	✓				
	221MIVAC7	✓		✓			✓
Semester-2	222MICC1	✓				✓	
	222MICC2		✓				✓
	222MICC3			✓	✓		✓
	222MICC4						
	222MIAEC5			✓	✓		
	222MISEC6	✓	✓		✓		
	222MIVAC7	✓	✓				
	222MIVAC8	✓					
Semester-3	223MICC1	✓			✓		
	223MICC2	✓				✓	
	223MICC3			✓	✓		
	223MICC4		✓	✓			
	223MIAEC5	✓					
	223MISEC6		✓				
	223MIVAC7	✓	✓		✓		✓
Semester-4	224MICC1		✓				✓
	224MICC2	✓	✓			✓	
	224MICC3	✓					
	224MIAEC4	✓	✓				
	224MISEC5		✓				
	224MIVAC6			✓			✓
	224MIVAC7	✓					
Semester-5	225MICC1		✓		✓		
	225MICC2		✓			✓	
	225MICC3			✓			
	225MIAEC4	✓	✓	✓			✓
	225MISEC5		✓				
	225MISEC6		✓				
	225MIVAC7	✓	✓		✓		
Semester-6	226MICC1		✓			✓	
	226MICC2		✓	✓		✓	✓
	226MICC3	✓		✓	✓		

	226MICC4	✓		✓	✓		
	226MIAEC5			✓	✓		✓
	226MISEC6		✓				
	226MIVAC7	✓		✓	✓		
	226MIVAC8						
Semester-7	227MICC1		✓			✓	✓
	227MICC2		✓		✓		
	227MICC3	✓	✓			✓	
	227MICC4	✓		✓			✓
	227MIAEC5	✓		✓	✓		
	227MISEC6		✓				
Semester-8	228MICC1			✓		✓	✓
	228MICC2	✓		✓			
	228MICC3	✓		✓		✓	✓
	228MIVAC4	✓					
Semester-9	229MICC1	✓	✓		✓	✓	
	229MICC2	✓	✓				✓
	229MICC3	✓	✓				
	229MISEC4		✓				
	229MISEC5		✓				
Semester-10	2210MICC1	✓			✓		✓
	2210MICC2	✓		✓		✓	✓
	2210MICC3	✓	✓				
	2210MICC4	✓	✓				
	2210MIVAC5	✓					
HUMAN RESOURCE	227-C-HR1	✓					
	228-C-HR2			✓		✓	
	229-C-HR3		✓	✓		✓	
	2210-C-HR4	✓	✓				✓
FINANCE	227-C-FIN1		✓		✓		✓
	228-C-FIN2	✓		✓		✓	✓
	229-C-FIN3		✓		✓		✓
	2210-C-FIN4	✓					✓
MARKETING	227-C-MM1	✓				✓	✓
	228-C-MM2	✓			✓		
	229-C-MM3			✓			✓
	2210-C-MM4	✓					
DATA ANALYTICS	227-C-DA1	✓	✓		✓		
	228-C-DA2	✓	✓	✓	✓		
	229-C-DA3	✓	✓	✓	✓		
	2210-C-DA4	✓	✓	✓	✓		
INTERNATIONAL BUSINESS	227-C-IB1	✓	✓	✓			
	228-C-IB2	✓		✓			✓
	229-C-IB3			✓		✓	
	2210-C-IB4	✓		✓		✓	

9. Course Outcomes and Mapping Matrix:

- Each Course of the MBA Programme results in few Course/Learning Outcomes (COs) which are broadly mapped or associated with POs as well as PSOs.
- Mapping is a process of representing the correlation between COs and POs, COs and PSOs in the scale of 1 to 3 as follows.

Scale of Mapping between COs and POs & COs and PSOs

Scale 1	If the contents of course have low correlation (i.e. in agreement with the particular PO to a small extent) with the particular Programme outcome.
Scale 2	If the contents of course have medium correlation (i.e. in agreement with the particular PO to a reasonable extent) with the particular Programme outcome.
Scale 3	If the contents of course have strong correlation (i.e. in agreement with the particular PO to a large extent) with the particular Programme outcome.

10. Syllabus

BUSINESS ORGANISATION PAPER CODE: 221MICC1

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

The human society requires different types of economic activities. Such economic activities are performed to fulfill the needs and wants of individuals and families as well as to uplift their living standards. The nature and volume of the economic activities largely depend on the economic prosperity of the society. These economic activities should be performed in an organized way and efficient manner for the optimum utilization of scarce resources. In order to make optimum utilization of available resources, an appropriate form of business organization with available resources should be selected. The development of the forms of business organization is connected with the development of industry and commerce.

Course Outcomes: - After completing the course students would be able to:

CO1: Demonstrate domain knowledge in each of the functional areas of business

CO2: Demonstrate the ability to evaluate the business environment, and then choose opportunities for business

CO3: Understanding the modern formats of businesses

CO4: Have knowledge of a glossary of economic terms widely used in the analysis and discussion of behaviour organization.

Detailed Syllabus:

UNIT-I

Business – concept, nature and spectrum of business activities, business system, business environment interface, business objectives

UNIT-II

Entrepreneurship – concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization

UNIT-III

Functional aspects of business – (a) operations – business size and location decisions, plant layout, mass production and mass customization, productivity, quality control (b) Finance – money and banking, financial management and securities markets, risk management and insurance

UNIT-IV

Functional aspects of business (c) Marketing – marketing and consumer behaviour, product planning and development, pricing decisions, channel and promotional decisions; network marketing, franchising, e-commerce and m-commerce

SUGGESTED READINGS:

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelma J., Business Organisational and Management, TMH, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner:

The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:**Table 1: CO-PO Matrix for the Course:**

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	3	3	2	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	3	2.75	3	2.75	3	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course:

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	3	3
CO2	3	3	2	2	2	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	2.5	2.5	2.75	3

**FINANCIAL ACCOUNTING
SUBJECT CODE- 221MICC2**

**L-T-P
4-0-0**

**External: 70
Internal: 30
Time Allowed: 3 Hrs**

Type of Course:- Core Course

Core Courses	General Course	Elective	Ability Course	Enhancement Course	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Financial accounting is a specialized branch of accounting that keeps track of a company's financial transactions. Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an income statement or a balance sheet.

Course Outcomes: - After completing the course students would be able to:

- CO1: Explain accounting concepts, principles and conventions;
- CO2: Ability to analyze the effect of business transactions on an organization's accounting records;
- CO3: Analyze and interpret the information contained in financial statements and communicate it to business stakeholders;
- CO4: Use accounting information to solve a variety of business problems.

Detailed Syllabus:-

UNIT-I

Accounting – Meaning, nature, functions and types of accounting, accounting concepts and conventions, Journal, Ledger

UNIT-II

Subsidiary Books, Trial Balance, Rectification of Errors

UNIT-III

Bank Reconciliation Statement, Preparation of Final Accounts with adjustments

UNIT-IV

Depreciation Accounting: Concepts and methods (Straight Line and Written down Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts

SUGGESTED READINGS:

1. Maheshwari, S.N. and S. K. Maheshwari; An Introduction to Accountancy, Vikas Publishing House, 2020.
2. Financial Accounting: Fundamentals, Sultan Chand Publishers, 2020.
3. Monga, J.R., An Introduction to Financial Accounting, Mayoor Paper books, 2020.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course:

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	3	3	2	3
CO2	3	2	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	2	3	3	3	3	3	2
Average	3	2.25	3	2.75	3	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course:

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	3	3
CO2	3	3	2	2	2	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	2.75	2.5	2.5	2.75	3

MICRO ECONOMIC APPLICATIONS
SUBJECT CODE-221MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Microeconomics is the branch of economics that considers the behaviour of decision takers within the economy, such as individuals, households and firms. The word 'firm' is used generically to refer to all types of business. Microeconomics contrasts with the study of macroeconomics, which considers the economy as a whole.

Course Outcomes: - After completing the course students would be able to:

- CO1: Demonstrate an understanding of cardinal and ordinal approaches of theory of consumer behavior;
- CO2: Capable to take appropriate business decisions under uncertain business environment;
- CO3: Predict the future demand for the product by applying statistical method of projection;
- CO4: Measure the elasticity of price, income and other economics factors related to demand for the product;

Detailed Syllabus:

Unit I

Nature & significance of the study of economics; basic needs & problems of a market economy; role of govt. in an economic system; basic tools of economic analysis

Unit II

Law of demand, increase, decrease, extension & construction of demand, factors affecting demand; law of diminishing marginal utility, law of equi-marginal utility; price elasticity of demand, types & methods of measurement of elasticity of demand; law of supply

Unit III

Cost curves, revenue curves, brief description of production function in the short period & long period; economies of scale; simple price determination

Unit IV

Characteristics of different markets; location decisions; diversification; mergers & acquisition; non-price competition

SUGGESTED READINGS:

1. L. Lipsey and A. Chrystal, Economics, Oxford University Press, New Delhi
2. P.A. Samuelson and W.D. Nordhaus, Economics, Tata McGraw Hill, New Delhi
3. N.G. Mankiw, Principles of Economics, Thomson, New Delhi
4. P.N.Chopra, Principles of Economics

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course:

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	3	3	2	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	3	2.75	3	2.75	3	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course:

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	3	3
CO2	3	3	2	2	2	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	2.75	2.5	2.5	2.75	3

Business Mathematics
Subject code-221MICC4

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 hours

Type of Course: Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Course	Addition
✓							

Introduction to the Course:

Business mathematics is used by commercial enterprises to record and manage business operations. Commercial organizations use mathematics in accounting, inventory management, marketing, sales forecasting, and financial analysis.

Course Outcome:-After completing the course students would be able to:

CO1: To know the basics of Algebra, adjoint and Inverse of Matrices and Determinant

CO2: To understand the uses of Compound Interest, Annuities, Time value of Money.

CO3: To apply the sequence and series in the business applications

CO4: To apply the Sets theory in different applications

Detailed Syllabus:

Unit –I

Matrices: Definition of matrix; Types of matrices; Algebra of matrices; Determinants: Properties of determinants; calculation of values of determinants up to third order; Adjoint of a matrix, through Adjoint and elementary row or column operations; Solution of system of linear equations having unique solution and involving not more than three variables. (Using Matrices Method & Cramer's Rule)

Unit –II

Simple and Compound Interest Including Half Yearly and Quarterly Calculations; Effective Rate of Interest, Annuities; Amount and Present Value of Installment, Calculation of Loan EMI (Equated Monthly Instalment), Time value of Money

Unit –III

Arithmetics progression, Finding the nth term, Sum of n terms, Representation of an A.P.

Geometric Progression, Finding the nth term, Sum of n terms and sum of infinity, Representation of a G.P.

Unit-IV

Theory of Sets – Meaning, Elements, types, Presentation and Equality of Sets; Union, Intersection, Compliment & Difference Of Sets; Venn diagrams; Cartesian Product of two sets; Applications of Set Theory

SUGGESTED READINGS:

1. Dr. Sancheti & Kapoor. Business Mathematics and Statistics, Sultan Chand
2. R.S Bhardwaj. Mathematics for Economics & Business
3. Madappa, mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash
4. G.R. Veena and Seema. Business Mathematics and Statistics I.K. Intl Publishers
5. Singh, Dalip. Business Mathematics. Jeevansons Publications

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

BUSINESS COMMUNICAITON SKILLS
SUBJECT CODE-221MIAEC5

L-T-P
2-0-0

External: 35
Internal: 15
Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Course	Addition
				✓			

Introduction to the Course:

Business communication skills are critical to the success of any organization despite its size, geographical location, and its mission. Business communication is interlinked with internal culture and external image of any organization. So it is the determining factor to communication inside the organization. Good Business communication practices assist the organization in achieving its goal of informing, persuading, favorable relationship, and organizational goodwill. Organizations can only survive if they accept the rapidly changing global challenges and the communication processes are structured and delivered. The present workforce is dynamic in nature so communication is a challenge when executed against the backdrop of culture, technology and competition.

Course Outcomes: - After completing the course students would be able to:

- CO1: Describe the basics of communication and its process, elements and importance;
- CO2: Familiar with the various barriers in the communication;
- CO3: Outline the listening skills and the characteristics of good and poor listeners;
- CO4: Identify the various types of listening, its approaches and barriers;

Detailed Syllabus:

UNIT-I

Introduction: Basics of Communication, Seven Cs of Effective Communication, Barriers To Communication, Ethical Context Of Communication

UNIT-II

Business Communication at Workplace: Writing Skills; Letter Writing – Component, Layout and Process, E-Mail Communication, Bad News Messages, Persuasive Written Communication, Memos, Notice, Agenda and Minutes of Meeting

UNIT-III

Report Writing: Types of Business Reports, Structure of Reports, Short Reports, Long Reports, Abstracts and Summaries, Proposals

UNIT-IV

Communication Skills: Reading skills, Listening Skills, Note Making, Persuasive Speaking, Body Language, Gestures

SUGGESTED READINGS:

1. IMurphy, Herta A., Herbert W. Hildebrandt & Jane P Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi
2. Koner, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying One marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35 (70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course :

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

COMPUTER FUNDAMENTALS AND APPLICATIONS-I
SUBJECT CODE-221MISEC6

L-T-P

External : 35

2-0-2

Internal: 15

Time Allowed: 3 Hrs

Type of Course:- Skill Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement Course	Skill Enhancement Course	Value Course	Addition
					✓		

Introduction to the Course:

Computer is an advanced electronic device that takes raw data as input from the user and processes it under the control of set of instructions (called program), gives the result (output), and saves it for the future use. This Computer Fundamentals syllabus covers a foundational understanding of computer hardware, software, operating systems, peripherals etc. These notes provide a general introduction to computers systems. A computer system is made up of both hardware and software. Software is another term for computer program. Software controls the computer and makes it do useful work. Without software a computer is useless. Hardware refers to the physical components that make up a computer system. These include the computer's processor, memory, monitor, keyboard, mouse, disk drive, and printer and so on.

Course Outcomes:- After completing the course students would be able to:

CO1: Formulate opinions about the impact of computers on society.

CO2: Possess the knowledge of basic hardware peripherals.

CO3: Know and use different number systems and the basics of programming

CO4: Apply the knowledge in Computer Technologies

Detailed Syllabus:

UNIT-I

Introduction – Digital and Analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system

UNIT-III

Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory

UNIT-IV

Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field

SUGGESTED READINGS:

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35(70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.75	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

Management Lessons through Ancient Wisdom
Subject Code-221MIVAC7

L-T-P

2-0-0

Internal: 50

Type of Course:-Value Addition Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
						✓

Introduction to the Course:

The objective of this program is to introduce ideas of holistic personality development to live a balanced life, along with training the students on various life skills. These skills will help the students in making a smooth transition from their college life to the ‘real world’.

Course Outcomes: - After completing the course students would be able to:

CO1: To identify some of the commonly felt problems that individuals, organizations and the society faces.

CO2: To illustrate the usefulness of life skills in addressing some of these problems.

CO3: To demonstrate how alternative world views and paradigms of management could be developed by equipping oneself with life skills.

CO4: To applied the Basic Indian ethics in Modern Practice of Management

Detailed Syllabus:

UNIT-I

Life Skills - Playing the Game: Patience, Strategic Planning, Socialization, Mental Prowess, Empathy, Literacy, Hand-Eye Coordination, Observation.

Personality Development: Managing stress, Resolving conflict, improving time management, listen actively, Make Better Decisions, Developing emotional intelligence, Developing reading habit, Developing and Expressing empathy.

UNIT-II

Key to relationships: Open communication: Listening and feeling heard, Importance of listening and being heard, Working through disagreements, Mutual intimacy, Trust.

Ceiling on desire: curbing excessive talk, curbing excessive desires and expenditure, control on consumption of food, and check on waste of energy.

UNIT-III

Managing Negativity, Stress and Time: Art of overcoming Grudges, Skills to Clear the Clutter, Dropping Negative Thoughts about oneself and Others, Improving Toleration, Avoid Toxic Relationships.

Leadership: Relationship building, Agility and adaptability, Innovation and creativity, Employee motivation , Decision-making , Conflict management, Negotiation , Critical Thinking.

UNIT-IV

The power of One: A Better You, Family Ties, get along better with family members, explore work options, prepare for a career, sharpen skills useful in business, Take the Lead. Community Service Project: A Visit to a NGO with an aim to serve community.

Suggested Readings

1. Geus, A. (1997), “The Life Span of a Company: Chapter 1 in The Living Company”, Nicholas Brealey Publishing, London, pp. 7 – 19.
2. Beer, S. (1994). “May the Whole Earth be Happy: Loka Samastat Sukhino Bhavantu”, Interfaces, 24 (4), 83 – 93.
3. Mahadevan, B. (2013). “Spirituality in Management: Sparks from the Anvil”, IIMB Management Review, 25 (2)
4. Reconciling the “world outside” with the “world within” The conceptualization of God – Universe – Living Beings.
5. Houston, D.J. and Cartwright K.E. (2007), “Spirituality and Public Service”. Public Administration Review, Jan. – Feb., 2007, 88 – 102.
6. Payne, S.G. (2010). “Leadership and spirituality: Business in the USA”, The International Journal of Leadership in Public Services, 6 (2), 68 – 72.
7. Poole, E. (2007). “Organizational Spirituality – A literature review”, Journal of Business Ethics, 84, pp. 577 – 588.

8. Bhattathiri, M.P. “Bhagavad Gita and Management”
9. Mahadevan, B. (2009). “Shrimad Bhagavad Gita – Ideas for Modern Management”, One day Seminar on “Towards a New Paradigm of Business management: Alternative Perspectives from Ancient Indian Wisdom”, IIM Bangalore, December 12, 2009.
10. (2012). “Bhagavad Gita and Management”, Arsha Vidya News Letter, April 2012, 23 – 30.
11. Mahadevan, B., (2013). “Inspirational Leadership: Perspectives from Gītā”, Chapter 13 in Sanskrit and Development of World Thought, Kutumba Sastry V. (Ed.), D K Print World, New Delhi, pp 199 - 210.
12. Mehrotra, R. (2010). “Work Builds, Charity Destroys”, Chapter 8 in Ennoble, English course book, Second Year Pre-University, The Karnataka Text Book Society, pp. 63 – 70.
13. Michaelson, C. (2009). “Teaching Meaningful Work: Philosophical Discussions on the Ethics of Career Choice”, Journal of Business Ethics Education, 6, pp. 43 – 68.

Details of Assessment:

A. Continuous Assessment:

1. The students will be assessed continuously in between the sessions through class participation. Skill learning is through activities and drills.
2. The students will be assessed on the Final Presentation. They will be assessed on their presentation skills, their ability to collate and present information, clarity of thought, confidence, professional attire and appearance and the ability to answer questions on the topic.

B Assessment Plan

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP)	10
2	Assessment 2 : Report writing (Review of Research Paper & submission of report)	20
3	Assessment 3: Presentation on Assigned topics.	10
4	Assessment 4 : Community Service Project	10
Total Marks		50

Mapping Matrix of Course :

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

PRINCIPLES OF MANAGEMENT
SUBJECT CODE: 222MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Management is essential to any organization that wishes to be efficient and achieve its aims. Without someone in a position of authority there would be organizational anarchy with no structure and very little, if any focus. It has been said that management has four basic functions – planning, organizing, leading and controlling. Common sense dictates that without these principles of management being in place an organization would have trouble achieving its aims, or even coming up with aims in the first place! A classic theory on the principles of management was written by Henri Fayol. It seeks to divide management into 14 principles. We'll take a look at these basic principles of management and explain them in easy to understand terminology.

Course Outcomes:- After completing the course students would be able to:

- CO1: Provide a strong foundation to the students on fundamentals of management;
- CO2: Enrich their knowledge on functional areas of management and provide understanding of various management theories and their applications;
- CO3: Various approaches to problem solving & decision making;
- CO4: Will learn the control processes and their importance.

Detailed Syllabus:

UNIT-I

Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, behavioural, systems and contingency approaches; contemporary issues and challenges

UNIT-II

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO; decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization

UNIT-III

Organizing – fundamentals of organizing, bases of departmentation, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leading and managing, leadership styles, leadership theories

UNIT-IV

Management Control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques

SUGGESTED READINGS:

1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
3. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGraw Hill
4. Daft, Management, Thompson Learning, New Delhi
5. Robbins, S.P., Management, Pearson Education

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

CORPORATE ACCOUNTING
SUBJECT CODE: 222MICC2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

This is a process of accounting that is dedicated to the operations of a single company. In this type of bookkeeping, the corporate accountant only concerns themselves with the financial records of one firm. More specifically, the accountant only focuses on the firm that has employed him or her. According to the corporate accounting definition, this activity is normally performed so as to ascertain the financial and operational status of a company. Investors are especially interested in knowing the financial strength of the firm in which they have purchased some stock. Therefore, corporate accounting is performed to communicate the assets and liabilities of the firm to them.

Course Outcomes: - After completing the course students would be able to:

CO1: Understand the basic concepts about company, shares and debentures;

CO2: Learn how to record issue and redemption of shares and debentures;

CO3: Evaluate the financial position of a company; this would facilitate decision making;

CO4: Apprehend the instructions which should be considered in preparing banking and insurance company accounts.

Detailed Syllabus:

UNIT-I

Accounting for share capital transaction: Issue of share, forfeiture and surrender of shares, redemption of preference shares, buy-back of shares

UNIT-II

Debentures: Issue of debentures, methods of redemption of debentures; underwriting of shares and debentures;

UNIT-III

Valuation of goodwill: Meaning, uses and methods, Valuation of Shares: Meaning, uses and methods

UNIT-IV

Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act; acquisition of business and profit prior to incorporation

Merger and Acquisition: Accounting Procedure and Valuation

SUGGESTED READINGS:

1. Sehgal, Ashok & Sehgal, Deepak, Advanced Accounting Vol. II, Taxmann, New Delhi
2. Mukherjee & Hanif, Corporate Accounting, Tata McGraw Hill, New Delhi
3. Arulanandam & Raman, Corporate Accounting, Himalaya Publishing House, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari, S.N., Advanced Accounting, Vikas Publications

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

MACRO-ECONOMIC APPLICATIONS
PAPER CODE: 222MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Macroeconomics is the study of the behaviour of the whole economy. It is concerned with the determination of the broad aggregates in the economy, in particular the national output, unemployment, inflation and the balance-of-payments position.

Course Outcomes:- After completing the course students would be able to:

- CO1: Elaborate the economic environment and its impact on business;
- CO2: Predict the values of economic indicators for the given future period;
- CO3: Correlate the inflation, Price stability and balance of payment;
- CO4: Guesstimate the propensity of consumption and saving;

Detailed Syllabus:-

Unit I

Nature & scope of macro economics; circular flow of income; national income- alternative concepts & measures, income & their relationship; stock & flow variables; aggregate demand, aggregate supply & macro-economic equilibrium; business cycles- nature, causes & remedies

Unit II

Macro analysis of consumer behaviour, cyclical & secular consumption, income consumption relationship, absolute, relative & permanent income hypothesis; simple Keynesian model of income determination; multiplier analysis

Unit III

Nature of fiscal policy- objectives & tools; business taxes- types, rationale & incidence; public debt-nature & management; public expenditure

Unit IV

Money- definition, functions of money, demand for money, supply of money, credit creation process & money multiplier; inflation- types, causes, impact & control; monetary policy- objectives & tools, credit control

SUGGESTED READINGS:

1. Gupta G.S., Macroeconomics–Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D’Souza, Errol, Macroeconomics, Pearson Education, New Delhi
6. Deen Burg, Thamar F, Macro Economics: Concepts, Theories & Policies, McGraw Hill, International Ed.
7. Diulio, Eugene, Schaum’s Outline of Theory & Problems of Macro Economics, McGraw Hill
8. Arnold, Roger A, Macro Economics, South Western College Publishing, Thomson Learning

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course: 221MGSEC1

Table 1: CO-PO Matrix for the Course221MGSEC1

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course221MGSEC1

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

STATISTICS FOR MANAGEMENT – I
Subject code- 222MICC4

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Statistical analysis provides a framework for organizing data, analyzing data, and examining business problems in a logical and systematic way. With the tremendous strides in computer technology that have taken place, businesses have greater access to and more data than ever before.

Course Outcome: - After completing the course students would be able to:

CO1: To provide a basic knowledge of the application of mathematics and statistics to business disciplines.

CO2: Learn how to calculate and apply measures of location and measures of dispersion grouped and ungrouped data cases.

CO3: How to calculate and apply measures of location and measures of dispersion grouped and ungrouped data cases.

CO4: Compute and interpret the results of Bi-variate and Multivariate Regression and Correlation Analysis

Detailed Syllabus:

Unit-I

Statistics: Meaning, Definition, Needs & Objectives Collection of data – types, methods, classification and tabulation of data, graphic diagrammatic presentation.

Unit-II

Measurement of Central Tendency and Variation – Mathematical and Positional averages. Measures of absolute and relative variations.

Unit-III

Moments (with Sheppard's corrections), Skewness and Kurtosis

Unit-IV

Correlation Analysis – meaning, significance, types and methods, probable error, coefficient of determination; Regression analysis – Meaning, equations, lines. Standard error of estimate. Difference between correlation and regression.

SUGGESTED READINGS:

1. Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.
2. D.N.Elhance, Veena Elha
3. nce, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
4. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
5. R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

ENVIRONMENTAL STUDIES
Paper Code: 222MIAEC5

L-T-P
2-0-0

External: 35
Internal: 15
Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
				✓		

Introduction to the Course:

Environmental studies are the study of human interaction with the environment and in the interests of solving complex problems. Environment includes which we are directly or indirectly dependent for our survival, whether it is living component like animals, plants or non living component like soil, air and water.

Course Outcomes:- After completing the course students would be able to:

CO1: Demonstrate critical thinking skills in relation to environmental affairs;

CO2: Present knowledge and application of Environmental studies;

CO3: Interdisciplinary approach to show an ability to integrate the many disciplines and fields that intersect with environmental concerns;

CO4: Ecological Literacy helps to awareness, knowledge, and appreciation of the intrinsic values of ecological processes;

Detailed Syllabus:

UNIT-I

Introduction – Overview of environmental crisis; Ecosystem – concept, forest, grassland and desert ecosystem, aquatic ecosystem; Biodiversity – concept and biodiversity conservation

UNIT-II

Renewable and non-renewable natural resources – water resources, energy resources, forest resources, land, food and mineral resources; Pollution – air and noise pollution, water, soil and marine pollution, solid waste management

UNIT-III

Social issues and environmental – Issues related to energy, water conservation and rain harvesting; issues concerning displacement, resettlement and rehabilitation of people; global warming and Kyoto protocol; wasteland reclamation and management

UNIT-IV

Environmental Legislation – Environment Protection Act, Air (prevention and control of pollution) Act, Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

SUGGESTED READINGS:

6. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
7. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
8. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
9. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35(70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	3	2.75	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

Computer Fundamentals & Applications-II
Subject Code- 222MISEC6

L-T-P

External: 35

Internal: 15

2-0-2

Time Allowed: 3 Hrs

Type of Course:-Skill Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement Course	Skill Enhancement Course	Value Addition Course
					✓	

Introduction to the Course:

This course offers fundamental concepts of computer and computing which includes introduction to computer system, computer software & database management system, operating system, data communication & computer network and contemporary technologies. It also aims at helping students convert theoretical concept into practical skill through the use of different application packages including word processor, spreadsheet package, presentation package and photo editing graphical package. The general objectives of this course are to provide fundamental concepts of information and communication technology and to make students capable of using different application packages in their personal as well as professional life.

Course Outcomes:- After completing the course students would be able to

CO1: Work with advanced features of MS Word, MS Excel & MS PowerPoint

CO2: Create power point presentations and aware of mathematical calculations in MS Excel.

CO3: Able to use basic social networking tools

CO4: To make familiar about internet

Detailed Syllabus:

Unit-I

Software concepts: Types of Software and their role, Different System Software types- Operating systems, Translators, System Utilities; Concept of Application Packages; Types of an Operating system- Multi-user O.S., Multi-tasking O.S., Multi-Processing O.S; Time – sharing O.S., Multi-Programming O.S. Operating System as a resource Manager, concept of GUI and CUI. System Languages

Unit-II

MS- Word: Fundamentals of MS-Word, Features of MS-Word, Menus, Formatting and Standard Toolbars, Ruler, Scroll Bar, Creating, Editing, Saving, export and import files, inserting and copying the files, Working with frames, Paragraph formatting, Columns, Pictures, Tables, Macros and Mail Merge.

MS-Excel: Applications of a Spreadsheet; Advantages of an Spreadsheet; Features of Excel; Rows, Columns, Cell, Menus, Creating worksheet, Formatting, Printing, establishing worksheet links, Table creating and printing graphs, Macros, Using Built-in-functions

Unit-III

Presentation with Power- Point: Features of Power-point, Creating presentation the easy way, Working with different views, working with graphics in Power Point, Sound effects and Animations effects.

Computer Networks: Introduction to Computer Network, Types of Network; Local Area Network, Wide Area Network, Types of Public and Private Network, Network Topology;

Unit IV

Internet and its Application, History of Internet, Benefits of Internet, ISP, Internet Accounts, Internet Addressing, Information Technology Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – E-mail – How to create E-mail – Internet Vs Intranet – Webpage – URL: Impact of IT on Business environment; Applications of IT.

Multimedia: Concept of Multimedia, Multimedia Components, Multimedia Applications.

SUGGESTED READINGS:

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35(70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

INTRODUCTION TO AGRI-BUSINESS MANAGEMENT
Paper Code-222MIVAC7

L-T-P
2-0-0

External: 35
Internal: 15
Time Allowed: 3 Hrs

Type of Course:-Value Addition Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
						✓

Introduction to the Course:

An agribusiness is a line of business (LOB) that focuses on the processing, warehousing, distribution, marketing and retailing of products used in farming. The goal of agribusiness is to improve operations in order to keep prices reasonable. It encompasses farm planning, weather forecasting, research, soil management, seed production, machinery, plant protection, crop nutrient management, harvesting, marketing of produce, storage, supply chain operations, financing, food processing, retailing and much more.

Course Outcomes:- After completing the course students would be able to

CO1: To expose learners to the environment in which the agri-business is conducted.

CO2: Focus will be on understanding micro and macro environmental forces and their impact on agri-business and management.

CO3: Apply the management skills in Agri-Business

CO4: Understand the problems of Agri-Business

UNIT I

Indian Agriculture: Place of Agriculture in Indian Economy, trends in the structure of Indian Economy Role of Agriculture in Economic Development in India. Trends in agricultural production and productivity, cropping pattern- size of farms and farm efficiency.

UNIT II

Agribusiness - Linkages among sub-sectors of the Agribusiness sector; Economic Reforms and Indian agriculture; Impact of Liberalization, Privatization and Globalization on Agribusiness sector.

UNIT III

Agribusiness Management: Definition, importance, Scope of Agribusiness Management, Agribusiness Management- Nature, definition, scope and functions. Agribusiness input and output services, Agricultural credit and foreign trade, Planning and Organizing Business- Importance of small agribusiness.

UNIT IV

New trends in Agribusiness: Contract farming, Types and Scope of contract farming, Working of Contracts, Contract Models, Organic Farming, Genetically Modified Food, Farmer Producers' Organizations (FPO)

Suggested Readings

1. Adhikary M. 1986. Economic Environment of Business. S. Chand & Sons.
2. Aswathappa K. 1997. Essentials of Business Environment. Himalaya Publ.
3. Francis Cherunilam 2003. Business Environment. Himalaya Publ. Broadway and Arif A Broadway. Agribusiness Management Davis J. and Gold berg.

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying One marks each, This section will be compulsory	7*1=7marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35 (70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

**SMALL BUSINESS MANAGEMENT
PAPER CODE : 223MICC1**

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Small Business Management is designed for prospective and current small business owners, entrepreneurs, and managers who want to understand the basics of running a successful small business. Managing a small business can be quite challenging, and this course provides an overview of small business operations, including business planning, legal issues, financial management, human resources, managing people, marketing, and customer care. Small business owners and managers should be better prepared to effectively deal with common problems and capitalize on market opportunities based on what they've learned.

Course Outcomes:- After completing the course students would be able to:

CO1: Students will be able to understand how small business functions in a start-up phase, how it evolves, the problems inherent in growth, and the important role that management plays;

CO2: They will be able to prepare a business plan or blueprint of a business that they would like to start-up and operate; based on the principles they have learned in the course;

CO3: Students will be able to identify and apply the principles of entrepreneurial and family business.

Detailed Syllabus:

UNIT-I

Genesis – The entrepreneurial life, choosing the right business, buying an existing business, franchises, understanding market, calculating start up costs, structuring business

UNIT-II

Developing Business Plan – Visualizing the dream, location plan, branding the business management, projecting financial requirements, sources of funds, small business technology, handling tax and legal requirements

UNIT-III

Growing the business – Customer relationship, product and supply chain management, pricing and credit decisions, advertising and promotion strategies

UNIT-IV

Managing the Small Business – Management human resources, managing operations, managing risks, managing assets, evaluating financial performance

SUGGESTED READINGS:

1. Longnecker, Moore, Petty and Palich, Managing Small Business, Cengage Learning India Pvt. Ltd.
2. Strauss, Steven, The Small Business Bible, John Wiley and Sons, Inc.
3. Kishel, Gregory and Patricia Kishel, How to Start, Run and Stay in Business, John Willy & Sons, Inc.
4. Hisrich, Robert, Small Business Solutions, Mc Graw Hill, Inc.
5. Morris, Michael, Starting a Successful Business , Kogan Page, London

Note:- The duration of all the end term theory examinations shall be 3 hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

COST ACCOUNTING
Subject Code-223MICC2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Cost accounting is the application of accounting and costing principles, methods, and techniques in the ascertainment of costs and the analysis of saving or excess cost incurred as compared with previous experience or with standards. Cost accounting is primarily used as a decision-making tool for individuals in charge of business operations. Managers use standardized methods to control cost in order to meet the desired level of profitability. Students learn about pricing, budgeting, and performance analysis to determine overall success based on predetermined objectives

Course Outcomes:- After completing the course students would be able to:

- CO1: Recognize and apply appropriate theories, principles and concepts relevant to cost accounting.
- CO2: Plan, design and execute practical activities using techniques and procedures appropriate to cost accounting.
- CO3: Use organization skills (including task and time management) relevant to cost accounting systems
- CO4: Apply knowledge to make cost and understand different job costing techniques

Detailed Syllabus

Unit-I

Cost Accounting: Meaning, nature, scope and limitations; Concept of cost- elements and types; Cost of Material, inventory control techniques. Pricing of issue of inventory/material.

Unit-II

Labour Cost: Idle time, Overtime, Labour turnover, Labour cost control, Incentive Wage Plans.
Overheads: Meaning, Classification, Allocation, Apportionment and Absorption of overheads, Machine Hour Rate

Unit-III

Unit and Output costing; Operating costing.

Unit-IV

Contract Costing and Process costing excluding equivalent production.

Suggested Reading:

1. Iyenger S.P. Cost Accounting Sultan Chand & Sons, New Delhi.
2. Maheshwari S.N.& Mittal S.N. Cost Accounting Shree Mahavir Book Depot, Delhi.
3. Jain S.P.& Narang K.L Cost Accounting-Principles & Practice Kalyani publishers

Note:- The duration of all the end term theory examinations shall be 3 hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

INDIAN BUSINESS ENVIRONMENT
Paper Code: 223MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

The term 'business environment' connotes external forces, factors and institutions that are beyond the control of the business and they affect the functioning of a business enterprise. These include customers, competitors, suppliers, government, and the social, political, legal and technological factors etc. While some of these factors or forces may have direct influence over the business firm, others may operate indirectly. Thus, business environment may be defined as the total surroundings, which have a direct or indirect bearing on the functioning of business. It may also be defined as the set of external factors, such as economic factors, social factors, political and legal factors, demographic factors, and technical factors etc., which are uncontrollable in nature and affects the business decisions of a firm.

Course Outcomes After completing the course students would be able to:

- CO1: Describe the effects of government policy on the economic environment and understands business environment influencing factors;
CO2: Ability to analyze market and business environment situation and use it for identifying business development opportunities and decision-making;
CO3: In-depth analysis of a specific operational components of the business environment and relate it to your own organization;
CO4: Explain the legal and regulatory framework that regulates the international trade.

Detailed Syllabus:

UNIT-I

Business Environment – Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy

UNIT-II

Economic reforms; current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; Consumer and Investor's protection; corporate governance

UNIT-III

Industrial policy of 1991; public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial relations; Industrial Financial Institutions – IDBI, IFCI and ICICI

UNIT-IV

Balance of Payments scenario; foreign trade pattern and policy; globalization trends; environment for international direct investment; Foreign Exchange Management Act

SUGGESTED READINGS:

1. Mishra S.K. and Puri V.K., Economic Environment of Business, Himalaya Publishing, New Delhi
2. Bedi, Suresh, Business Environment
3. Datt Ruddar and Sundaram, Indian Economy
4. Govt. of India, Economic Survey (latest year), Govt. of India, New Delhi
5. Sengupta N.K., Government and Business, Vikas Publication, New Delhi

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

STATISTICS FOR MANAGEMENT – II
Subject code-223MICC4

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 hours

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Course	Addition
✓							

Introduction to the Course:

Business Statistics helps a business to: Deal with uncertainties by forecasting seasonal, cyclic and general economic fluctuations. Helps in Sound Decision making by providing accurate estimates about costs, demand, prices, sales etc. It's also help in business planning on the basis of sound predictions and assumptions.

Course Outcomes:- After completing the course students would be able to:

CO1: This subject will introduce students to the quantitative tools that are necessary for day-to-day business needs.

CO2: To develop an ability to analyse and interpret data to provide meaningful information to assist in making management decisions like demand forecasting and trend analysis

CO3: To apply discrete and continuous probability distributions to various business problems.

CO4: To apply probability for taking various business decisions.

Detailed Syllabus:

Unit-I

Probability and Expected Value: Meaning and Approaches, Importance of the Concept of the Probability; Calculation of Probability, Probability Theorems: Addition, Multiplication, Conditional and Bayes' Theorem, Mathematical Expectation.

Unit-II

Probability Distributions: Binomial, Poisson & Normal distribution; their Properties and Parameters.

Unit-III

Time series - components, models, trend analysis including second degree parabola and exponential formula; Measurement of seasonal cyclical and irregular variations, shifting the trend origin.

Unit-IV

Index numbers – Types of price index numbers – Laspyre's, Paasche's and Fisher's price index numbers- cost of living index numbers – applications.

Statistical quality control- object of SQC- control charts- types of control charts- control charts for variables- construction of mean chart- construction of range chart- advantages and limitations control charts.

SUGGESTED READINGS:

1. Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.
2. D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
3. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	2	3	3	2	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	2	3
Average	3	2.75	3	3	2.5	3

CORPORATE LEADERSHIP
Paper Code: 223MIAEC5

L-T-P
2-0-0

External: 35
Internal: 15
Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
				✓		

Introduction to the Course:

Leadership is a process by which an executive can direct, guide and influence the behavior and work of others towards accomplishment of specific goals in a given situation. Leadership is the ability of a manager to induce the subordinates to work with confidence and zeal.

Course Outcomes:- After completing the course students would be able to:

- CO1: Analyse various concepts as to leadership and apply wide knowledge on various traits and behavior of leaders of the past, present and future;
- CO2: Design the structuring of team patterns in organizations;
- CO3: Predict the different leadership theories and analyze the role of leaders in transforming the organizations;
- CO4: Identify the strengths in strategic leadership and demonstrate ethical leadership and its results;

Detailed Syllabus:

UNIT-I

Introduction: Concept of leadership, trait and behavioural approaches, contingency approach, interactive framework for analyzing leadership

UNIT-II

Focus on Leader: Leader as an individual, power and influence, leadership and values, emotional leadership and leadership, leadership behaviour, courage and moral leadership

UNIT-III

Leader as relationship builder: motivation and empowerment, leader as communication champion, leading teams, leadership diversity

UNIT-IV

Leader as social architect: Creating vision and strategic direction, shaping culture and values, designing and leading learning organization, leadership and change

SUGGESTED READINGS:

1. Daft, Richard L., Leadership, Cengage Learning India Pvt. Ltd., New Delhi
2. Hughes, Richard L, Robert C., Ginnett and Gordon J, Curphy, Leadership – Enhancing the Lessons of Experience, Tata McGraw Hill Co. Ltd, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35(70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

BUSINESS ETIQUETTE
Paper Code: 223MIVAC7

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Value Addition Course

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
					✓

Introduction to the Course:

“Business Etiquette” we will discuss what etiquettes, the business / corporate world expects from their employees and what you should do to meet their expectations. It helps in building a good, positive network of business people. We will also discuss business etiquette with respect to the established conventions of business-dealing and the various cultural expectations

Course Outcomes:- After completing the course students would be able to:

- CO1: Apply the key elements of business etiquette & protocol & recognize etiquette No-No’s;
- CO2: Position them in a credible manner by maximizing first & last impressions and ensure that their non-verbal message compliments the spoken word;
- CO3: Network for success by connecting in a manner that enhances existing relationships & establishes new ones
- CO4: Initiate and conduct appropriate conversations and act with confidence;

Detailed Syllabus:

UNIT-I

Workshop Etiquette – Office protocol and etiquette, professional conduct, use of courteous phrases in the workplace, proper way to make introduction, business dress, grooming

UNIT-II

Communication Etiquette – Written communication manners, listening skills, body language, voice tone and eye contact, telephone etiquette, e-mail, voice mail etiquette, ways to deal with difficult people, extending, accepting and declining invitations

UNIT-III

Business Meetings and Dining Etiquette – Attending business functions, etiquette in meetings, business socialization, organizing social events for business, dining manners, banquet etiquette

UNIT-IV

Global Manners – Importance of awareness of international customs, cultural taboos and practices, traveling etiquette, business etiquette in USA, Europe, Africa, Middle East, Latin America

SUGGESTED READINGS:

1. Chaney, Lillian Hunt & Jeanethe Martin, The Essential Guide to Business Etiquette, Praeger, London
2. Fox, Sue, Business Etiquette for Dummies, Wiley Publishing Inc.
3. Dresser, Norine, Multicultural Manners, John Wiley & Sons Inc.
4. Langford, Beverly Y., The Etiquette Edge, AMACOM

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

INDIAN FINANCIAL SYSTEM
Paper Code: 224MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

The Indian Financial System is one of the most important aspects of the economic development of our country. This system manages the flow of funds between the people (household savings) of the country and the ones who may invest it wisely (investors/businessmen) for the betterment of both the parties.

Course Outcomes:- After completing the course students would be able to:

CO1: Outline the concepts of financial services and identify various kinds of financial services;

CO2: Utilize the guidelines provided by various legal and regulatory frameworks

CO3: Assess the concepts as to insurance industry and recount the legal aspects of insurance;

CO4: Demonstrate understanding concepts of online trading activities & Employ knowledge on mutual funds.

Detailed Syllabus:

UNIT-I

Financial System – Meaning, components and functions; reforms in the Indian Financial System; money market and its segments

UNIT-II

Primary market; stock exchange and its function, trading in stock exchange, NSE, OTCEI, depositories and custodians, new financial instruments, role and functions of SEBI

UNIT-III

Commercial banks, R & Bs, risk management in banks, merchant banking and its services, NBFCs

UNIT-IV

Mutual funds, factoring and forfeiting, venture capital

SUGGESTED READINGS:

1. Pathak, Bharati V (2008), The Indian Financial System, Second Edition, Pearson Education
2. Khan, M Y, Indian Financial System, Fourth Edition, Tata Mc Graw Hill
3. Machiraju, H R, Indian Financial System, Third Edition, Vikas Publications
4. Desai, Vasant, The Indian Financial System and Development, Himalaya Publishing House

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

FINANCIAL MANAGEMENT
Paper Code: 224MICC2

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Financial management refers to the functions involved in the management of financial resources. These functions are fund procurement, working capital management, capital budgeting, and capital structure designing of an organization. It includes controlling and maintaining the financial assets of an organization.

Course Outcomes:- After completing the course students would be able to:

CO1: Describe about various financial management concepts;

CO2: Apply the concept of time value of money & Estimate cost of capital for long term source of finance

CO3: Categorize and analyse different capital budgeting techniques;

CO4: Appraise different project proposals for decision-making;

Detailed Syllabus:

UNIT-I

Financial management – scope, finance functions and its organization, objectives of financial management; time value of money; sources of long term finance

UNIT-II

Investment decisions – importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital

UNIT-III

Capital structure decisions – financial and operating leverage; capital structure theories – NI, NOI, traditional and M-M theories; determinants and dividend policy and dividend models – Walter, Gordon & M M Models

UNIT-IV

Working Capital – meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables

SUGGESTED READINGS:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan M Y, and Jain P K, Financial Management, Tata McGraw Hill, New Delhi
3. Keown, Arthur J, Martin, John D Petty J William and Scott David F, Financial Management, Pearson Education
4. Chandra, Prasanna, Financial Management, TMH, New Delhi
5. Van Home, James C, Financial Management and Policy, Prentice Hall of India
6. Brigham & Houston, Fundamentals of Financial Management, Thomsom Learning, Bombay
7. Kishore R, Financial Management, Taxman's Publishing House, New Delhi

Note:-

The duration of all the end term theory examinations shall be 3hour

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

FUNDAMENTALS OF INTERNATIONAL BUSINESS
Paper Code: 224MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Course	Addition
✓							

Introduction to the Course:

Fundamentals of International Business are a concise introduction to international business with special emphasis on the environmental and cultural issues facing global organizations. The distinguished author team's academic and practitioner experience both in business and government ensures a balance of research and practical insight. The text includes the latest trade data presented in easy to understand tables and graphs. Contemporary business situations and critical events are featured and discussed in each chapter-with special attention to the impact technology. Throughout the text every effort has been made to present complex ideas in an easy-to-understand language and format. The brief length, balance, and reader-friendly features make this an affordable and manageable choice.

Course Outcomes:- After completing the course students would be able to:

CO1: Able to explain how international factors affect domestic concerns.

CO2: Able to explain regional economic integration and economic and political integration.

CO3: Enhance their cognitive knowledge of global issues; interpersonal skills with individuals from various cultures, and social responsibility awareness on global issues.

Detailed Syllabus:

UNIT-I

International Business: An overview; Domestic versus International Business; Major risks and challenges of International Business; International Business Environment – Components and determinants; stages of internationalization of business; international business approaches, concept of globalisation

UNIT-II

Modes of entering into international business; nature of multinational enterprise and international direct investment; motives and determinants of Foreign Direct Investment; Foreign Exchange Market; determination of exchange rate; Balance of Payments

UNIT-III

Theories of International Trade – Absolute advantage theory; comparative advantage theory; factor proportions theory; Product Life Cycle theory of trade; governmental influence on trade, rationale for government intervention, instruments of trade control; role of WTO, IMF and World Bank in international trade

UNIT-IV

Assessing international markets; designing products for foreign markets; branding decisions, international promotions policy; international pricing, international logistics and distribution

SUGGESTED READINGS:

1. Rugman Alen M and Hodgetts Richard D, International Business, A Strategic Management Approach, McGraw Hill
2. Dunning John H, The Globalisation of Business, Rontledge London
3. Omkvisil and Shaw, International Marketing

4. Daniels John D and Radebangh Lee H, International Business, Pearson Education
5. Rao P Subba, International Business, Himalaya Publishing House

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

COMPANY LAW
Paper Code: 224MIAEC4

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
				✓		

Introduction to the Course:

Company law deals with the structure, management, administration, and conduct of affairs of companies. A company is given legal entity status by incorporating under the company law. To improve the status, rights, duties & obligations of companies, the law needs to be amended regularly.

Course Outcomes:- After completing the course students would be able to:

- CO1: Familiar with the relevant statutory materials, case law and regulatory practice relating to the major topics in Company Law;
CO2: Students have an understanding of the company as a legal structure for business, the legal nature and significance of the limited liability of a company;
CO3: Awareness about current policy trends and developments in Company Law and impact of these trends and developments on the major topics in Company Law.

Detailed Syllabus:

Unit- I

Company- Meaning and Characteristics; Features of company; Types of companies, advantages and disadvantages of incorporation; Lifting of corporate veil

Unit- II

Formation of Company: - Promotion of company; Functions of promoter; importance of promoter; Promoter's remuneration; legal status of Promoter; Rights of promoters; Duties of promoters; Liabilities of promoters; Pre- incorporation contracts, Incorporation and commencement of Business. Prospectus: - definition; Public offer, contents; misleading prospectus and its consequences.

Unit- III

Memorandum of Association: - Meaning; importance; clauses of memorandum of association and their Alteration; doctrine of ultra-virus. Articles of Association: - Meaning; contents; alteration of articles of association; constructive notice and doctrine of indoor management.

Share Capital – Shares, issue and allotment of shares, transfer of shares, types of shares, alteration of share capital, buy-back of shares, surrender and forfeiture of shares, bonus shares

Debentures – Meaning and kinds, debenture trust deed and duties of trustee

UNIT-IV

Company Administration and Meetings – Board of Directors – qualification, appointment, duties and remuneration Meetings – Statutory meeting, annual general meeting, extra – ordinary general meeting

Prevention of oppression and mismanagement

Winding up – types of winding up, appointment of liquidator, powers of liquidator, conduct of winding up

SUGGESTED READINGS:

1. Singh, Avtar, Company Law, Eastern Book Company, Lucknow
2. Kapoor, N D, Elements of Company Law

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	2.75

DESIGN THINKING
Subject Code- 224MIVAC6

L-T-P
2-0-0

External: 35
Internal: 15
Time Allowed: 3 Hrs

Type of Course:-Value Addition Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
						✓

Introduction to the Course:

Design thinking is a problem-solving framework that is ideal for tackling ill-defined or unknown problems. This makes it very effective for addressing the multifaceted problems faced by today's increasingly complex organisations.

Course Outcomes:- After completing the course students would be able to:

- CO1. How to make use of practical design thinking methods in every stage of your problem
- CO2. How to apply design thinking to your problems in order to generate innovative and user centric solutions
- CO3. How to initiate a new working culture based on a usercentric approach, empathy, ideation, prototyping, and playful testing
- CO4. How to employ ethnographic and analysis methods, such as interviews, focus groups, and surveys

Detailed Syllabus:

Unit I

Innovation & Creativity: Difference between innovation and creativity, Role of creativity and innovation in organizations, dynamics of creative thinking, becoming creatively fit as an individual, creative insight, idea generation, idea evaluation, creativity in teams, team's environment and creativity, creating climate for creativity and an enterprise, creating an environment that keeps creative people creating, managing creative employees, leading for creativity and innovation, creativity to innovation

Unit II

Fundamentals of Design: Introduction to elements and principles of design. Learning basics of design – dot, line, shape, form as fundamental design components. Principles of design – simplicity, unity, proportion, emphasis, rhythm and balance. Learning design laws such as Gestalt's law.

Unit III

Empathy & Understanding Problem: Learn how to understand users, techniques to empathize with users and identify key user problems. Learn how to gain insights from empathy and define problems statements. Empathy tools – techniques for getting empathy insights through interviews empathy maps, emotional mapping, observation

Unit IV

Design Thinking Process: Introduction to design thinking, history of design thinking, wicked problems, case studies in design thinking, design thinking process, implementing the process in driving innovation, design thinking in social innovations Tools of design thinking – persona, customer journey map, AS-IS, TO-BE Processes, product lockdown workshops
Design Thinking in Various Sectors (Health sector, Finance, Education, Infrastructure) Design thinking case studies in retail, design thinking case studies in banking, design thinking case studies in management decisions

SUGGESTED READINGS

1. Hundred things every designer needs to know about people – Susan Weins Chenk, New Riders Publication
2. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar, Wiley Publication
3. Design of Business: Why Design Thinking is the Next Competitive Advantage by Roger L. Martin, Harvard Business Press.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35(70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	2.75

OPERATIONS RESEARCH
Paper Code: 225MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Operations Research (OR) is a discipline that helps to make better decisions in complex scenarios by the application of a set of advanced analytical methods. It couples theories, results and theorems of mathematics, statistics and probability with its own theories and algorithms for problem solving.

Course Outcomes:- After completing the course students would be able to:

CO1: Apply research techniques in quantitative and qualitative aspects.

CO2: Schedule the projects and find the early ways of finishing it.

CO3: Develop simulation models.

CO4: Minimize the resource allocation for project & Maximize the productivity with help of least cost techniques.

Detailed Syllabus:

UNIT-I

Operations Research: Evolution, methodology and role in managerial decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations; Formulation of problem and its solution by graphical and simplex methods; special cases in simplex method: infeasibility, degeneracy, unboundedness and multiple optimal solutions; duality.

UNIT-II

Transportation problems including transshipment problems; Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman's problem. Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

UNIT-III

PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time-cost trade-off. Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees.

UNIT-IV

Game theory, pure and mixed strategy games; principle of dominance; two person zero sum game; Queuing theory: concept, assumptions and applications; analysis of queue system, Poisson distributed arrivals and exponentially distributed service time models (MM1 and MMK); Simulation; meaning, process, advantages, limitations and applications.

SUGGESTED READINGS:

1. Paneerselvam, Operations Research, Prentice Hall of India, N.Delhi.
2. Taha, Operations Research: An Introduction, Prentice Hall of India, N.Delhi.
3. Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi.
4. Kapoor, V.K., Operations Research; Sultan Chand & Sons, New Delhi.
5. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
6. Kalavathy, Operations Research, Vikas Publishing House, New Delhi.

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	2	3
CO4	2	3	3	3	3	3	2	3
Average	2.75	2.75	3	2.75	2.5	3	2.5	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

OPERATIONS AND SUPPLY CHAIN MANAGEMENT
Subject Code-225MICC2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:-Core Courses

Core Courses	General Elective Course	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓				

Introduction to the Course:

Operations and Supply Chain Management (OSCM) includes a broad area that covers both manufacturing and service industries, involving the functions of sourcing, materials management, operations planning, distribution, logistics, retail, demand forecasting, order fulfillment, and more.

Course Outcomes: - After completing the course students would be able to:

- CO1: Acquire knowledge on Supply chain based on the participants.
- CO2: Implement the Supply chain based on the drivers.
- CO3: Acquire knowledge on the various methods of sourcing.
- CO4: Evaluate the selection of vendor for supply chain management.

Detailed Syllabus:

Unit -I

Introduction to operations Management; Factors affecting operation management, Decision making in operation Management; Operation strategies; Demand Forecasting, Qualitative & Quantitative Forecasting methods; Designing of processes and types of Process.

Unit-II

Facility Capacity ; Capacity Strategies; evaluation of capacity alternatives; analyzing capacity planning decisions; facility location; Factors, types and location planning methods, facility layout; Operation facility layout; types and layout decision models, Material Handling and packaging and Managing Quality, JIT and Lean production in operations management.

Unit-III

Introduction to supply chain management; global optimization; future trends in supply chain management; increasing supply chain responsiveness, Logistics; logistical operation in supply chain management, Supply chain synchronization, model and data validation, Logistic renaissance and logistics strategy & Decision Models, Logistic design and operational planning, network integration, managing operation across the supply chain.

Unit-IV

Procurement Process and sourcing decision; procurement process perspective, strategies & trends in procurement, The sourcing decision and strategies, E- Procurement, risk and benefits of outsourcing. Inventory, role and importance of inventory in supply chain Management. Customer value and supply chain Management, performance measure measurement along supply chain, Social issues & Relationship development in S.C.M.

SUGGESTED READINGS:

1. Bozarth, Cecil C. & Handfield, Robert B.; Introduction to Operations and Supply Chain Management; Pearson Education; NewDelhi
2. Wisner, Joel D., Leong, G. Keong & Tan, Keah-Choon; Principles of Supply Chain Management – A balanced approach; Thomson Learning; NewDelhi
3. Gaither, Norman & Frazier, Greg; Operations Management; Thomson Learning; NewDelhi
4. Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; NewDelhi
5. Krajewski, Lee J. & Ritzman, Larry P.; Operations Management – Processes and Value Chains; Pearson Education; NewDelhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	2	2
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	2	2
CO4	2	3	3	3	3	3	2	2
Average	2.75	2.75	3	2.75	2.5	3	2.25	2.25

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	3

Income Tax Laws
Subject Code: 225MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3Hrs

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

The Income Tax Act enacted in 1961, is a statute that focuses on the different rules and regulations that govern taxation in the country. It provides for collecting, levying, administering and recovering income tax for the Indian government.

Course Outcomes: - After completing the course students would be able to:

- CO1: To identify, define income and its basis concepts;
- CO2: To identify the residential status of assesses.
- CO3: To understand the concept of exempted incomes
- CO4: To understand the various incomes of different heads of Income
- CO5: To make familiar about the ITR filing process

Detailed Syllabus:

UNIT-I

Basic concepts of income tax, residential status and its incidence on tax liability, incomes exempt from tax;

UNIT-II

Income from salary; Income from house property, Profits and gains of business and profession including depreciation;

UNIT-III

Capital gains; Income from other sources, Clubbing and incomes, Setting off and carrying forward of losses.

UNIT-IV

General deductions from Gross Total Income. Assessment of tax of individuals, Computation of tax liability of individuals; Filing of Income Tax Returns (ITR-I & II only)

SUGGESTED READINGS:

1. Singhania, V.K. and Singhania, Monica, Student Guide to Income Tax, Taxman Publications
2. Ahuja, Girish and Gupta, Ravi, Income Tax, Bharat Publication
3. Singhania, V.K. and Singhania, Kapil, Direct Taxes Law and Practice, Taxman Publications
4. Singhania, V.K., Singhania, Kapil and Singhania, Monica, Direct Taxes Planning and Management, Taxman Publications
5. Lal, B.B., Direct Taxes, Pearson Education

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	2	2
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	2	2
CO4	2	3	3	3	3	3	2	2
Average	2.75	2.75	3	2.75	2.5	3	2.25	2.25

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	3

BUSINESS PROCESS OUTSOURCING
Paper Code:225MIAEC4

L-T-P
2-0-0

External: 35
Internal: 15
Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
				✓		

Introduction to the Course:

BPO is the abbreviation for business process outsourcing, which refers to when companies outsource business processes to a third-party (external) company. The primary goal is to cut costs, free up time, and focus on core aspects of the business. The two types of BPO are front office and back office.

Course Outcomes:- After completing the course students would be able to:

- CO1: Gain essential knowledge about the Business Process Outsourcing industry and learn about the BPO business process framework and its key components;
- CO2: Understand the dynamics of each BPO process component to help better manage operations;
- CO3: Will be able to the necessary knowledge, competencies and skills to begin or continue their career in management of Business Process Outsourcing;
- CO4: Demonstrate knowledge of and use communication technology in a BPO environment;

Detailed Syllabus:

UNIT-I

Introduction – Concept and history of outsourcing, BPO as socio-technical invention, drivers of business process outsourcing, sector’s growth; types of BPOs – offshoring, onshoring, nearshoring, emerging trends in BPO, reverse outsourcing, business transformation outsourcing, stages of outsourcing

UNIT-II

Designing Outsourcing Project: Identify and select outsourcing opportunity; elements of strategic assessment – business value assessment, operational assessment, financial assessment, risk assessment

UNIT-III

Executing Outsourcing Projects: Vender assessment and selection, negotiation and executing contract, project initiation and transition; managing BPO – vender relationship infrastructure consideration and challenges continuing, modifying or terminating the contract

UNIT-IV

Key Dimensions: HR outsourcing, outsourcing of financial services, Knowledge Process Outsourcing, call centre and help desk outsourcing, future of BPO

SUGGESTED READINGS:

1. Click Rick L and Thomas N Duening, Business Process Outsourcing: The Competitive Advantage, John Wiley & Sons, Inc.
2. Power Mark J, Kevin C Desouza, Carlo Bonifazi, The Outsourcing Handbook: How to Implement a Successful Outsourcing Process, London and Philadelphia
3. Corbett Michael F, The Outsourcing Revolution: Why it Makes Sense and How to Do it Right, Dearborn Trade Publishing, A Kaplan Professional Company
4. Patel Alpesh B, Hemendra Aran, Outsourcing Success: The Management Imperative, Palgrave Macmillan

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35(70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course :

Table 1: CO-PO Matrix for the Course:

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	3	3	2	3
CO2	3	2	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	2	3	3	3	3	3	2
Average	3	2.25	3	2.75	3	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course:

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	3	3
CO2	3	3	2	2	2	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	2.75	2.5	2.5	2.75	3

EMOTIONAL INTELLIGENCE
Paper Code:225MIVAC7

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Value Addition Course

Core Courses	General Course	Elective Course	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
					✓

Introduction to the Course:

Emotional intelligence (EI) refers to the ability to perceive, control, and evaluate emotions. Some researchers suggest that emotional intelligence can be learned and strengthened, while others claim it's an inborn characteristic.

The ability to express and control emotions is essential, but so is the ability to understand, interpret, and respond to the emotions of others. Imagine a world in which you could not understand when a friend was feeling sad or when a co-worker was angry. Psychologists refer to this ability as emotional intelligence, and some experts even suggest that it can be more important than IQ in your overall success in life.

Course Outcomes After completing the course students would be able to:

CO1: Develop an awareness of EI models;

CO2: Expand your knowledge of emotional patterns in yourself and others;

CO3: Understand how you use emotion to facilitate thought and behaviour;

CO4: Discover how you can manage your emotions, and positively influence yourself and other.

Detailed Syllabus:

UNIT-I

Fundamentals of Emotional Intelligence – Role of emotion in success, relationship among emotions, feelings, attitude, behaviour and performance, complexity of human behaviour, intelligence, IQ and EI emotional hijacking

UNIT-II

Dimensions of Emotional Intelligence – Personality and EI, Goleman’s emotional intelligence model, culture and EI, self and EI, social dimensions of EI, leadership dimensions

UNIT-III

Competencies of EI – Self regard, self awareness, assertiveness, interdependence, self actualization, empathy, social responsibility, interpersonal relationships, stress tolerance, impulse control, reality testing, flexibility, problem solving, optimism, happiness

UNIT-IV

Applications of EI – Emotional Intelligence workouts to build effective skills, building EI organization, developing EI leadership, EI for teams, EI and change

SUGGESTED READINGS:

1. Hughes, Marcia, L. Bonita Patterson & James Terrell, Emotional Intelligence in Action, Pfeiffer
2. Sparrow, Tim & Amanda Knight, Applied Emotional Intelligence – The Importance of Attitudes in Developing Emotional Intelligence, Jossey – Bass
3. Segal, Jeanne, The Language of Emotional Intelligence, Mc Graw Hill
4. Zeidner, Moshé, Gerald Mathews and Richard D. Roberts, What We Know About Emotional Intelligence, MIT Press
5. Bhattacharya, Mousumi & Nilanjan Sengupta, Emotional Intelligence – Myth or Reality, Excel Books, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course:

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	3	3	2	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	3	2.75	3	2.75	3	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course:

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	2	3	3
CO2	3	3	2	2	2	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	2.75	2.5	2.5	2.75	3

ACCOUNTING FOR MANAGERIAL DECISIONS
Subject Code- 226MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Managerial accounting is the type of accounting that provides financial information to managers and decision-makers within a company. Managerial accounting often involves various financial metrics, including revenue, sales, operating expenses, and cost controls.

Course Outcome: - After completing the course students would be able to:

CO1: Demonstrate knowledge about various financial decisions based on management accounting.

CO2: Provide knowledge about different type of ratio for organization like liquidity ratio, solvency ratio, activity ratio and income ratio.

CO3: Better understanding of the accounting for price level change.

CO4: Equip with the knowledge of difference type of variance

Detailed Syllabus:

Unit- I

Management Accounting: - evolution, meaning, objectives, nature, scope, functions, techniques and limitations. Financial Statements: -Forms of financial statements, uses, nature, importance, Limitations, approaches and tools of analysis. Ratio analysis: meaning, objectives, limitations; and types of ratios.

Unit- II

Cash Flow Statement: meaning, objectives, limitations and accounting procedure.

Activity Based Costing: Meaning and methods

Unit-III

Marginal Costing: meaning, advantages, marginal costing and absorption costing. Cost-Profit-Volume Analysis: Break Even Point, Margin of Safety, P/V Ratio, Concept of key factor. Break-Even Chart and its types.

Unit- IV

Capital Budgeting: Meaning, nature, need, importance, the appraisal methods, Capital Rationing. Standard Costing: Meaning, advantages, limitation, applications, setting of standards, variance analysis, including material variance, Labour variance

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

ORGANIZATIONAL BEHAVIOUR
Paper code: 226MICC2

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

Organizational Behavior (OB) can be defined as the understanding, prediction and management of human behavior both individually or in a group that occur within an organization. Internal and external perspectives are the two theories of how organizational behavior can be viewed from an organization's point of view.

Course Outcomes After completing the course students would be able to:

CO1: Understand individuals as well as group behaviour;

CO2: Handle employees with different backgrounds towards achieving the corporate objectives;

CO3: Critically evaluate the potential effects of important developments in the external environment on organisational behaviour;

CO4: Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.

Detailed Syllabus:

UNIT-I

World of Organizational Behaviour – Historical perspective, contributing disciplines, challenges and opportunities for OB, managing diversity, work life balance, knowledge management; learning – theories and applications

UNIT-II

Individual Behaviour – Self concept, personality, abilities, values, attitudes and job satisfaction; perception, social perception and attribution; motivation – concepts and applications

UNIT-III

Team and Social Processes – Foundations of team dynamics, developing high performance teams, individual and group decision making, power and influence in workplace, managing conflict and negotiation

UNIT-IV

Organizational Dynamics – Foundations of organizational structure, organizational culture, organizational change and stress management

SUGGESTED READINGS:

1. Krietner, Robert and Angelo Kinicki, Organizational Behaviour, Tata McGraw Hill, New Delhi
2. McShane, Steven, Mary Glinow and Radha R Sharma, Organizational Behaviour, Tata Mc Graw Hill, New Delhi
3. Robbins, Stephen, Timothy A Judge and Seema Sanghi, Organizational Behaviour, Pearson Education, New Delhi

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course :

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

MARKETING MANAGEMENT
Paper Code: 226MICC3

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Marketing management is centered on creating, planning, and implementing strategies that will help achieve wider business objectives. These business objectives can involve increasing brand awareness, boosting profits, or entering previously untapped markets. When we begin to consider the field of marketing management, it's important to look to marketing experts Philip Kotler and Kevin Lane Keller, who, in their book "Marketing Management," offer a standard marketing management definition as "the development, design, and implementation of marketing programs, processes, and activities that recognize the breadth and interdependencies of the business environment."

Course Outcomes: - After completing the course students would be able to:

CO1: Relate the corporate function of marketing;

CO2: Outline the macro and microenvironment in moulding the company marketing function;

CO3: Differentiate the consumer and institutional buyer behaviour;

CO4: Compare and contrast goods and services;

Detailed Syllabus:

UNIT I

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain Delivery network, Analysing Marketing environment, Indian Marketing Environment, Marketing Research, Marketing Information System, Strategic marketing planning and organization.

UNIT II

Analysing Consumer Market and Buyer Behaviour, Analysing Business Market and Business Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging.

UNIT III

Pricing objectives and strategies, Price adapting policies, Initiating and responding to price changes, Marketing channel system - Functions and flows; Channel design, Channel management and Channel dynamics; Market logistics decisions.

UNIT IV

Integrated marketing communication process and Mix; Advertising, Sales promotion, Personal selling and Public relation decisions. Direct marketing and Telemarketing; Global Target market selection, Standardization Vs Adoption, Product, Pricing, Distribution and Promotional Policy.

SUGGESTED READINGS:

1. Stanton, William J, Michael J Etzel, Marketing Concepts and Cases, TMH 13th Edition
2. Panda, Tapan K, Marketing Management, Text and Cases, Excel Books, 2nd Edition
3. Kumar, Arun, Marketing Management, Vikas Publishing House
4. Kotler, Philip, Kevin Lane Keller, Abraharm Koshy and Mithileshwar Jha: Marketing Management, Pearson Education Inc., New Delhi

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.75	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

HUMAN RESOURCE MANAGEMENT
Paper code: 226MICC4

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Human Resource Management (HRM) is an operation in companies designed to maximize employee performance in order to meet the employer's strategic goals and objectives. More precisely, HRM focuses on management of people within companies, emphasizing on policies and systems.

Course Outcomes:- After completing the course students would be able to:

CO1: Discuss the History and evolution of HRM;

CO2: Explain the importance of HRM in the organizations through their Roles and responsibilities, challenges etc.;

CO3: Assess the major HRM functions and processes of HRM planning, job analysis and design, recruitment, selection, training and development, compensation and benefits, and performance appraisal;

CO4: Identify strategic HR planning and the HRM process to the organization's strategic management and decision making process;

Detailed Syllabus:

UNIT-I

Introduction – Evolution of HR function, contemporary perspective of HRM, goals of HRM, strategic role of HRM, financial impact of HRM activities

UNIT-II

Talent Acquisition – Analysis of work and human resource planning, recruitment, selection, placement, employee leasing, recruitment process outsourcing, outplacement, human resource information system

UNIT-III

Development and Assessment – HR assessment and development, institutionalizing performance management system, performance review, assessment centres, potential appraisal, career management, work force training, designing and administering employee and executive development programmes

UNIT-IV

Compensating HR – Philosophies regarding rewards, components and objectives of organizational reward system, policy issues in pay administration, individual and organization wide incentives, employee benefit plans, employee health and safety, labour relations and collective bargaining

SUGGESTED READINGS:

1. Cascio, Wayne F, Managing Human Resources, Tata McGraw Hill, New Delhi
2. Dessler, Gary and Biju Varkkey, Human Resource Management, Pearson Education, New Delhi
3. DeNisi, Angelo and Ricky W. Griggin, Human Resource Management, Biztantra – Houghton Migglin
4. Ivancevich, John, Human Resource Management, Tata Mc Graw Hill
5. Noe, Raymond, John Hollenbeck, Barry Gerhart and Patrick M Wright, Human Resource Management – Gaining Competitive Advantage, Tata Mc Graw Hill, New Delhi
6. Snell, Scott and George Bohlander, Human Resource Management, Cengage Learning

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course :

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

BANKING OPERATIONS MANAGEMENT
Paper Code: 226MIAEC5

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
				✓		

Introduction to the Course:

Operations management is becoming critical among the success factors of financial institutions. Banking/ Trading - Operations Management focuses on the particular challenges and new trends the operations manager has to address, which involves a balancing act between cost optimization and growing business requirements.

Course Outcomes:- After completing the course students would be able to:

CO1: Students will have the knowledge about the banking and its operations in Indian banking system;

CO2: Development of banking system in India will be easily understood by students;

CO3: Knowledge of credit management will help the students in better decision making about financial management operations of organization;

CO4: Develop better understanding of complex financial environment.

Detailed Syllabus:

UNIT-I

An overview of banking sector-growth and structure; functions and operations; sources of bank funds; sources of bank incomes; CAMEL approach and disclosure requirement for bank's financial health; key performance indicators; current trends in designing of bank deposits; role and importance of CIBIL & BCISIBI; RBI guidelines on KYC policy

UNIT-II

Risk management and Basel-II; risk based capital standard and application of capital adequacy; principles and objectives of credit management; role of bank credit; credit process; types of loans and their features; credit evaluation & financial appraisal of credit decisions; modes of loan pricing & customer profitability decisions; modes of charging securities; modes of credit delivery; recovery management and monitoring; changing trends in bank credit

UNIT-III

Meaning and types of credit risk; Basel committee principles on credit risk; credit risk models; methods of credit risk transfer; exposure norms, prudential norms for assets and provisioning; treatment of credit risk; market risk measurement and basic feature of VaR calculation; bank investment-valuation & prudential norms

UNIT-IV

Sources of liquidity risk; key principles for liquidity management; approaches of liquidity management; interest rate risk management concept and functions; gap analysis and duration gap analysis; treasury management concept and function; instruments in the treasury market; control and supervision of treasury management

SUGGESTED READINGS:

1. Credit Management, ICAFI Press
2. Bank Management, Indian Institute of Banking and Finance McMillam Publication
3. Justin Paul Management of Banking and Financial Services Pearson Publications

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

BUSINESS ETHICS
Paper Code: 226MIVAC7

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Employability-level Value Addition Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
						✓

Introduction to the Course:

Business Ethics' can be termed as a study of proper business policies and practices regarding potentially controversial issues, such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility, and fiduciary responsibilities.

Course Outcomes:- After completing the course students would be able to:

- CO1: Explain the relationship between ethics, morals and values in the workplace;
- CO2: Formulate ethical philosophy to explain how it contributes to current practice;
- CO3: Analyze some of the competing demands on business when scrutinizing the ethics of business activity;
- CO4: Appraise the influence of culture on ethics.

Detailed Syllabus:

UNIT-I

Introduction – Nature, scope, objectives, need and importance of business ethics, characteristics of business ethics, factors influencing business ethics, arguments for and against business ethics, Indian Models of business ethics

UNIT-II

Corporate culture and business ethics, reputation management, employment relationship, affirmative actions, code of conduct, gender issues, ethics audit

UNIT-III

External Context – Dimensions of pollution and resource depletion, ethics of conserving depletable resources

UNIT-IV

Contemporary Issues – Ethical implications of technology, ethics in global economy, cross cultural and cross religious issues, ethical investment, insider trading, ethical dilemma regarding competitive intelligence

SUGGESTED READINGS:

1. Hartman, Laura P, Perspective in Business Ethics, Tata McGraw Hill, New Delhi
2. Chakraborty , S.K., Ethics in Management, Oxford University Press, New Delhi
3. Bajaj, P S and Raj Aggarwal, Business Ethics, Biztantra, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

INTERNATIONAL BUSINESS OPERATIONS
Paper Code: 227MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Business activities done across national borders is International Business. The International business is the purchasing and selling of the goods, commodities and services outside its national borders. Such trade modes might be owned by the state or privately owned organization.

Course Outcomes:- After completing the course students would be able to:

CO1: Students will be able to explain how international factors affect domestic concerns.

CO2: Students will be able to explain regional economic integration and economic and political integration;

CO3: Students are expected to enhance their cognitive knowledge of global issues; interpersonal skills with individuals from various cultures, and social responsibility awareness on global issues.

CO4: Students will understand interpersonal skills with individuals from various cultures, and social responsibility awareness on global issues.

Detailed Syllabus:

UNIT-I

Recent global trends in international trade and finance; motives for organizational structure for international business; impact of WTO international financial markets; regional economic integration and commodity agreement, cartels and stock trading internationalization of firms; on international business; co-operation, international

UNIT-II

Theories of foreign direct investment; impact of FDI on home and host countries, types and motives for foreign collaborations; international business information and communication; strategic planning in international business

UNIT-III

Global manufacturing and material management; outsourcing factors; managing global supply chains; international marketing channels, counter trade practices

UNIT-IV

Harmonizing accounting difference across countries; currency translation methods for consolidating financial statements; the Lessard-Lorange Model, compensation performance appraisal of expatriate staff; ethical dilemmas and social responsibility issues

SUGGESTED READINGS:

1. Daniels, J.D. and H. LEE Radesbaugh, International Business-Environment and Operations (New Delhi; Pearson Education)
2. Hill, Charles W.L., International Business-competency in the Global Marketplace (New Delhi: Tata McGraw Hill)
3. Sundaram, Anant K and Steward J Black, The International Business Environment: Text and Cases (New Delhi: Prentice Hall of India)
4. Sharan, V., International Business: Concept, Environment and Strategy (New Delhi, Pearson Education)
5. Beth V. Yarbrough and Robert H. Yarbrough, The World Economy – Trade and Finance, Thomson Learning, Singapore

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course: 221MGSEC1

Table 1: CO-PO Matrix for the Course221MGSEC1

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course221MGSEC1

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

Quantitative Techniques in Management
Subject Code-227MICC2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Quantitative techniques in management involve using various elements of quantities, including numbers, symbols and mathematical expressions. They act as supplements to help decision-makers in making the proper judgment. These are powerful business tools that allow managers to optimize outcomes with limited resources. Quantitative Technique is a scientific approach to managerial decision-making. The successful use of Quantitative Technique for management would help the organization in solving complex problems on time, with greater accuracy and in the most economical way.

Course Outcomes: After completing the course students would be able to:

CO1: Compute statistics from sample data to support hypothesis testing and regression analysis.

CO2: To make familiar about regression and estimation techniques

CO3: To understand the relationship between two or more variables

CO4: To develop the knowledge about hypothesis testing procedure and different parametric and non-parametric test.

Detailed Syllabus:

Unit I

Partial and Multiple Correlation, Multiple Regression and its uses, Association of Attributes: Criterion of Independence, Consistency of data (two and three attributes)

Unit II

Introduction to sampling distributions, Sampling distribution of mean and proportion, Sampling techniques, Sampling Errors, Sampling Distribution of mean and proportion

Unit III

Hypothesis Testing; Large samples & Small samples Tests (Z, t, F Test); Application of Z-test, t-test, F-test. Analysis of Variance (ANOVA) One way Classification and Two way Classification

Unit III

Chi-square Test, Non Parametric Tests: sign test, Wilcoxon signed Rank test, Friedman Test, Kruskal-Wallis H test, Mann-Whitney U test, Median Test

SUGGESTED READINGS:

1. Kothari C.R., Quantitative Techniques, Vikas Publishing House, NewDelhi
2. Gupta S.P. & Gupta M.P. Business Statistics , Sultan Chand & Sons,Delhi.
3. Anderson, Quantitative Methods in Business , Thomson Learning,Bombay.
4. Anderson, Statistics for Business & Economics , Thomson Learning,Bombay.
5. Chandan, J.S. An Introduction to Statistical Methods , Vikas Publishing House, NewDelhi.
6. Bhardwaj, R.S, Business Statistics , Excel Books,2000
7. Gupta C.B. & Gupta, Vijay-Business Statistics , S.Chand & Co.Delhi.
8. Hooda.R.P., Statistics for Business & Economics, McMillan IndiaLtd.
9. Bhargava., Elements of Business Mathematics, Jeevansons Publications, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

KNOWLEDGE MANAGEMENT
Paper code: 227MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

Knowledge management is the systematic management of an organization's knowledge assets for creating value and meeting tactical & strategic requirements. It consists of the initiatives, processes, strategies, and systems that sustain and enhance the storage, assessment, sharing, refinement, and creation of knowledge.

Course Outcomes:- After completing the course students would be able to:

- CO1: Its help the student how to manage knowledge of peoples for our self and for Organizations.
- CO2: Apply complex theories and practice of knowledge and intellectual capital management.
- CO3: Apply theories to a wide range of scenarios.
- CO4: Formulate action plans for knowledge intensive organizations.

Detailed Syllabus

UNIT-I

Introduction – The context and concept of knowledge management, phases of knowledge development, community of practice, knowledge leader, leading knowledge teams, developing and sustaining knowledge culture, managing knowledge workers

UNIT-II

Knowledge Foundations – Structural support for knowledge management, Hr practices for knowledge management, knowledge creation and knowledge architecture, capturing tact knowledge, knowledge capture techniques, knowledge management technologies

UNIT-III

Knowledge Applications – Developing a core knowledge framework, knowledge codification, knowledge transfer and knowledge sharing, developing and managing knowledge repositories, knowledge portals, knowledge transfer in e-world

UNIT-IV

Knowledge Management Audit – Evaluating the knowledge management, challenges in knowledge management review, ethical, legal and managerial issues, sustainable knowledge management

SUGGESTED READINGS:

1. Awad, Elias M and Hassan M. Ghaziri, Knowledge Management, Pearson Education, New Delhi
2. Debowski, Shelda, Knowledge Management, Wiley India Pvt. Ltd., New Delhi

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	3	2.75	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

FACILITIES MANAGEMENT
Paper code: 227MICC4

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Course	Addition
✓							

Introduction to the Course:

“Facility management (FM) is a profession that encompasses multiple disciplines to ensure functionality, comfort, safety and efficiency of the built environment by integrating people, place, process and technology.” The functions of facilities management span 11 core skill sets, according to IFMA.

Course Outcomes:- After completing the course students would be able to:

CO1: Establish the nature and scope of facilities management with emphasis on sustainable practices;

CO2: Gauge policies and procedures required to deal with routine and emergency maintenance;

CO3: Critically evaluate different systems for refrigeration, ventilation and air-conditioning that occur in hospitality properties;

CO4: Recommend strategies for the efficient management of water supply and removal in hospitality complexes under a range of environmental conditions;

Detailed Syllabus:

UNIT-I

Introduction – Nature and scope of facilities management, qualities of successful facility manager; facility planning – operational plans, strategic plans, emergency plans, energy planning; financial planning – operational budgets, capital budgets, major financing

UNIT-II

Real Estate – Building leases, site selection, acquisitions, property appraisals, subleasing, regulatory and compliance issues, environmental protection; spacement management – space planning concepts and policies, space inventory, forecasting needs, furniture and interior plans, technology

UNIT-III

Design – Code compliance, construction management, building system, architectural design, lighting, ergonomics, energy management, indoor air quality, emission

UNIT-IV

Emergency preparedness – Key elements, planning for potential disasters, emergency response programme, written safety plan, evacuations, maintaining vital operations

SUGGESTED READINGS:

1. Teicholz, Eric, Facility Design and Management Handbook, Mc Graw Hill, Inc.
2. Gustin, Joseph, Facility Manager’s Handbook, The Fair Mount Press, Georgia
3. Martin, David, The A-Z of Facilities Management, Thorogood Publishing Ltd., London
4. Tomkins, J A and J A White, Facilities Planning, John Wiley and Sons, USA

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

MANAGEMENT INFORMATION SYSTEM
Paper code: 227MIAEC5

L-T-P
2-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Ability Enhancement Course

Core Courses	General Course	Elective	Ability Course	Enhancement	Skill Enhancement Course	Value Addition Course
				✓		

Introduction to the Course:

A Management Information System (MIS) is a systematic organization and presentation of information that is generally required by the management of an organization for taking better decisions for the organization. The MIS data may be derived from various units of the organization or from other sources.

Course Outcomes After completing the course students would be able to:

- CO1: Student will able to applicable MIS Tool in their prospective Job.
- CO2: Knowledge of technologies related to ERP such as Management Information System (MIS), Executive Information System (EIS), Decision support System (DSS), Supply Chain Management (SCM).
- CO3: Understanding of Management Control system and subsystems.
- CO4: Understanding of concept of responsibility Centre.

Detailed Syllabus:

UNIT-I

Concepts of information systems: Components of an information system, Information system resources, Information system activities; Types of information systems; Challenges of information systems; Developing information system.

UNIT-II

Information systems planning and strategic advantage: business and information technology; Strategic roles for business processes, Improving business quality.

UNIT-III

Process of information system planning, Strategic alignment of information systems, Breaking business barriers; Reengineering Functional business information systems: Marketing information systems; Manufacturing information systems; Human Resource information systems; Accounting information systems; Financial information systems.

UNIT-IV

Managing information systems: Information systems security and control; Ethical and social impact of information systems. Advanced concepts in information systems: Enterprise resource planning; Supply chain management; Customer relationship management; Procurement management.

SUGGESTED READINGS:

1. Kumar, M., Business Information Systems, Vikas Publishing House, 2003.
2. O'Brien, J.A., and Marakas, G.M., Management Information Systems, 7th ed., Tata McGraw- Hill, New Delhi, 2007.
3. O'Brien, J.A., Management Information Systems, 4th ed., Galgotia Publication, New Delhi, 2002.
4. Alter, S., Information Systems – The Foundation of E-Business, 4th ed., Pearson Education, 2006.
5. Laudon, K.C., and Laudon, J. P., Management Information Systems, 7th ed., Pearson Education, 2003.
6. Marco, T.d. Structured Analysis & System Specification, New Delhi. Yourdon Press, 1989.
7. Rajaraman, V. Analysis and Design of Information Systems. New Delhi, Prentice Hall of India, 1991.
8. Van Over, David. Foundations of Business Systems. Fort Worth, Dryden Press, 1992.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

STRATEGIC MANAGEMENT
Paper Code: 228MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

Strategic management is a continuous process that evaluates and controls the business and the industries in which an organization is involved; evaluates its competitors and sets goals and strategies to meet all existing and potential competitors; and then reevaluates strategies on a regular basis to determine how it.

Course Outcomes: - After completing the course students would be able to:

CO1: Demonstrate creative & innovative thinking in strategy development.

CO2: Understand management and organizational theory, and relate this to strategy development.

CO3: Critically investigate what comprises a strategy at the micro & macro level.

CO4: Exhibit structured methods in strategic decision making through critical application of tools; methods & theory.

Detailed Syllabus:

UNIT-I

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, environment – concept, components and appraisal

UNIT-II

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT (SWOC) analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan

UNIT-III

Strategy implementation: aspects, structures, design and change; behavioural implementation – leadership, culture, value and ethics

UNIT-IV

Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans and policies; strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control

SUGGESTED READINGS:

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. David, Fred R. Strategic Management – Concept and Cases, Pearson Education, Delhi
3. Hitt, M.A., Ireland R.D. and Hos Kisson R.D., Strategic Management Competitiveness and Globalisation; Thomson Asia Pvt. Ltd.
4. Pearce II J A and Robinson Jr., R.B., Strategic Management – Strategy Formulation and Implementation, AITBS Publishers and Distributors, Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
	Total Marks	70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

CROSS CULTURAL MANAGEMENT
Paper Code: 228MCC2

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

Cross-cultural management is the study of management in a cross-cultural context. It includes the study of the influence of societal culture on managers and management practice as well as the study of the cultural orientations of individual managers and organization members.

Course Outcomes:- After completing the course students would be able to:

CO1: To provide you with a sufficient knowledge and understanding of the socio-cultural dimensions and its implications for communication and management differences across cultures;

CO2: To enable you to understand differing approaches to management issues that exist around the world;

CO3: To enable you to gain sound perspectives on competent practice in communicating and managing within a culturally diverse context;

CO4: To help you develop cultural sensitivity needed to succeed in any kind of cross-cultural interactions;

Detailed Syllabus:

UNIT-I

Introduction – Nature and dimensions of culture, international management and culture, Hofstede’s cultural dimensions, Trompenaar’s cultural dimensions shift in culture, factors causing shift in culture

UNIT-II

Cultural Impact on Internal Arrangements – Organizational culture and diversity, interaction between national culture and organizational culture, building multicultural teams, cross cultural communication, communication barriers, culture and structure, cultural differences affecting negotiations

UNIT-III

Managing across Cultures – Cross cultural differences and similarities, planning change across cultures, implementing strategy across contexts, international joint ventures, headquarters and subsidiary

UNIT-IV

HR Issues – Motivation across cultures, leadership across cultures, talent acquisition and deployment culture shock, training for expatriate assignment, compensating the expatriates

SUGGESTED READINGS:

1. Mead, Richard, International Management – Cross Cultural Dimensions, Blackwell Business, Oxford, UK
2. Hodgetts, Richard, Fred Luthans and Jonathan Doh, International Management – Culture, Strategy and Behaviour, Tata Mc Graw Hill, New Delhi
3. Jacob, Nina, Intercultural Management, Kogan Page India Pvt. Ltd., New Delhi
4. Trompenaars, Fons and Charles Hampden – Turner, Riding the Waves of Culture, Nicholas Brealey Publishing, London

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

BUSINESS RESEARCH METHODS
Paper code: 228MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

Business research is a process of acquiring detailed information of all the areas of business and using such information in maximizing the sales and profit of the business. Such a study helps companies determine which product/service is most profitable or in demand.

Course Outcomes:- After completing the course students would be able to:

CO1: It enhances the research approach of the students.

CO2: Understanding the basic fundamentals of Research Methodology.

CO3: Ability to conceptualize research design process.

CO4: Ability to choose sampling technique for research.

Detailed Syllabus:

UNIT-I

Business Research: Definition, types of business research; the language of research – concept, constructs, definitions, variables, propositions and hypothesis, theory and models; research – identification of research problem, statement of research objective and hypothesis, formulation research question, role of business research in managerial decision; ethics in business

UNIT-II

Research Design: Exploratory, descriptive, experimental designs and case study; measurement of variables; operational definitions and scales – nominal and ordinal scales, rating scales, ranking scales; reliability and validity – content validity, criterion related validity and construct validity; research tools – questionnaire, check list, interview schedule; measurement and scaling – attitude measurement; sampling methods – probabilistic and nonprobabilistic sampling, sample design and procedures; sample size estimation

UNIT-III

Frequency distribution, cross tabulation and hypothesis testing; test of significance – assumptions about parametric and non-parametric tests; parametric test – T test, F test and Z test; non-parametric test – U test, Kruskal Wallis, sign test, Bivariate (Anova, Chi-Square); multiple regression, factor analysis, multi-dimensional scaling, multivariate analysis – factor, cluster, MDS, discriminate analysis, SPSS and its applications

UNIT-IV

Research Reports: Components, the title page, table of contents, executive summary, introductory section, body of the report, final part of the report, acknowledgements, references, appendix; guidelines for preparing a good research report; oral presentation – deciding on the content; visual aids; the presenter and the presentation and handling questions

SUGGESTED READINGS:

1. Kothari, C R, Research Methodology, New Age International Publishers
2. Zikmund, Business Research Methods, Cengage/Thomson
3. Paneerselvam, R, Research Methodology, PHI, New Delhi
4. Bhattacharya, D K, Research Methodology, Excel Books
5. Gupta, S L, Marketing Research, Excel Books
6. Easwaran & Singh, Marketing Research: Concepts, Practices and Cases, Oxford

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

ENTREPRENEURSHIP
Paper Code: 229MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

Entrepreneurship may be defined as the visualization and realization of new ideas by insightful individuals, who are able to use information and mobilize resources to implement their vision. Entrepreneurship is the ability (i.e., knowledge plus skills) of a person to translate ideas of commencing a business unit into reality by setting up a business on ground to serve the needs of society and the nation, in the hope of profits.

Course Outcomes:- After completing the course students would be able to:

CO1: Development of entrepreneurship as a field of study and as a profession.

CO2: Understand the creative process of opportunity identification and screening.

CO3: Understand the importance of innovation in the creation of sustainable competitive advantage.

CO4: Techniques to test a business model to ensure its viability.

Detailed Syllabus:

UNIT-I

Entrepreneurship – Concept, knowledge and skills requirement, characteristics of successful entrepreneurs, role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship, managerial vs. entrepreneurial approach and emergence of entrepreneurship

UNIT-II

Creating Entrepreneurial Venture – Environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors

UNIT-III

Sources of Finance – Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trade marks, copy rights, trade secrets, licensing, franchising

UNIT-IV

Role of Central and State Governments in promoting entrepreneurship, various incentives, subsidies, fiscal and tax concessions; agencies in entrepreneurship development – District Industries Centres (DICs), Small Industries Service Institute (SISI), Entrepreneurship Development Institutes of India (EDII); Women Entrepreneurs – role, problems, prospects

SUGGESTED READINGS:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi
5. Kuratko, Donand and Richard Hodgetts, Entrepreneurship, Cengage Learning India Pvt. Ltd., New Delhi

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
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	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	2	3	3	2	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	2	3
Average	3	2.75	3	3	2.5	3

E-COMMERCE
Subject Code- 229MICC2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

E-Commerce, also known as electronic commerce or internet commerce, is an activity of buying and selling goods or services over the internet or open networks. So, any kind of transaction (whether money, funds, or data) is considered as E-commerce. This subject includes the Models, Type of Ecommerce and Payment system used with security issues.

Course Outcomes:- After completing the course students would be able to

- CO1: Outline the foundations and importance of E-Business.
- CO2: Demonstrate an understanding of retailing in E- Business
- CO3: Analyse the impact of E-business on business models and strategy
- CO4: Describe the infrastructure needed for E-business.

Detailed Syllabus:

Unit-I

Introduction to Electronic Commerce: origin and need; Framework, applications; network infrastructure (including internet), internet commercialization; factors affecting e-commerce; business, technological dimensions and models of e-commerce; E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

Unit-II

Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards, Wallet, UPI on the Internet.

Unit-III

Security in E Commerce; Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Mobile commerce; Introduction to mobile commerce; benefits of mobile commerce; mobile commerce framework; Internet advertising;

Unit-IV

Issues in E Commerce; Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

SUGGESTED READINGS:

1. Schneider P. Gary, Perry T.James, E-Commerce, Thomson Learning, Bombay.
2. Hanson & Kalyanam, Internet Marketing & e-commerce, Thomson Learning, Bombay.
3. Bharat Bhasker, Electronic Commerce, TMH, NDelhi.
4. Kosiur, Understanding E-Commerce, Prentice Hall of India, Delhi.
5. Shurety, E-business with Net Commerce (with CD), AddisonWesley.

Note : -The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

DIGITAL MARKETING
Subject Code- 229MICC3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:-Core Courses

Core Courses	General Course	Elective	Ability Course	Enhancement Course	Skill Enhancement Course	Value Addition Course
✓						

Introduction to the Course:

The aim of this syllabus is to give knowledge about using digital marketing in and as business. Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing,

Course Outcomes: - After completing the course students would be able to:

CO1: To gain knowledge on Digital Marketing, Email marketing and Content marketing.

CO2: To understand Search Engine Optimization tools and techniques

CO3: To gain skills on creation of Google AdWords & Google AdSense

CO4: To gain knowledge on Social Media Marketing and Web Analytics

Detailed Syllabus:

Unit I

Digital Marketing Introduction to Digital Marketing:, Digital Marketing Platforms, Digital Marketing students, professional and Business, Email Marketing :Importance of email marketing, email Marketing platforms , Creating emailers, Creating a Contact Management and Segmentation Strategy, Understanding Email Deliverability & Tracking emails

Unit II

Search Engine Optimization (SEO) Search Engine Optimization (SEO): SEO Importance and Its Growth in recent years, Ecosystem of a search Engine , kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Google Webmaster Tools , Site Map Creators , Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools , Open site explorer, Domain information/who is tools, Quick sprout, Google My Business in Map, Digital Marketing Budgeting: -Resource Planning , Cost estimating, budgeting and cost Control

Unit III

Google AdWords & Google AdSense Google AdWords: Google Ad-Words Fundamentals ,Google AdWords Account Structure, Key terminologies in Google AdWords, Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Exporting data, Reviewing payee and account settings

Unit IV

Social Media Marketing (SMM) & Web Analytics Social Media Marketing (SMM) (Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing , Pinterest Marketing , Snapchat Marketing, Instagram Marketing), Social Media Automation Tools

Web Analytics: The need & importance of Web Analytics , Introducing Google Analytics, The Google Analytics layout , Basic Reporting , Basic Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics , Social CRM & Analytics, Other Web analytics tools

SUGGESTED READINGS:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

CORPORATE GOVERNANCE
Paper Code: 2210MICC1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

Corporate governance is needed to create a corporate culture of consciousness, transparency and openness. It refers to a combination of laws, rules, regulations, procedures and voluntary practices to enable companies to maximise shareholder's long-term value.

Course Outcomes: - After completing the course students would be able to:

CO1: Provide a range of definitions of corporate governance

CO2: Identify issues usually addressed by corporate governance structures

CO3: Summaries recent scandals and abuses and the regulatory reaction

CO4: Identify the other drivers of corporate governance, such as capital markets, shareholders, and rating agencies.

Detailed Syllabus:

UNIT-I

Introduction – Concept of corporate governance, need for corporate governance, issues in corporate governance, corporate governance mechanism, corporate social responsibility, obligation to society, investors, employee, customers

UNIT-II

Board of Director – Composition and role of Board of Directors, legal aspects and liabilities, functions and duties of the board, committees of the board, role of independent directors

UNIT-III

Financial Disclosures – Code of corporate governance, accounting standards and disclosures, financial disclosure norms and practices, role of audit committee, SEBI and Government

UNIT-IV

Contemporary Issues – Corporate governance in banks, role of trustees, Cadbury Report, Greenbury Report, CII's recommendations

SUGGESTED READINGS:

1. Baxi, C V, Corporate Governance, Excel Books
2. Gopalswamy, Corporate Governance, New Age International Pvt. Ltd.
3. Swami, Parthasarthy, Corporate Governance, Biztantra, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
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3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

BUSINESS PROCESS RE-ENGINEERING
Paper Code: 2210MICC2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course:- Core Courses

Core Courses	General Course	Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
✓					

Introduction to the Course:

The business process reengineering (BPR) definition is a systematic, disciplined approach to reducing organizational costs and redundant business processes involving the analysis of existing human and automated workflows. In large businesses — and even smaller or medium-sized ones — processes can build up over time, becoming legacy snarls that are deeply entrenched in how things are done.

Course Outcomes: - After completing the course students would be able to:

- CO1: Can model simple business processes in terms of people, and activity sequences involved, the data and materials flowing through those sequences and the dependencies between business information and operational activities.
- CO2: Can assess the documented business processes using their key operations characteristics; *e.g.*, efficiency, intended service quality, process flexibility and costs associated with delays, material low volume and level of service or product customization.
- CO3: Can relate the characteristics of a business process with the process' behavior through simulation.
- CO4: Can diagnose problems of and formulate improvements to observed processes and estimate the effects of these improvements in terms of the above process metrics.

Detailed Syllabus

UNIT-I

Concept, origin and evolution of Business Process Reengineering (BPR), basics of BPR, objectives and drivers of BPR, elements of BPR, benefits of BPR, impact of BPR

UNIT-II

BPR Principles and Dimensions – Principles of BPR, process redesign and process improvement, process mapping tools, process innovation, organizational and human resource enablers of process change, designing and implementing new processes

UNIT-III

Role of IT in BPR, strategic aspects of BPR, operational aspects of BPR; improvement, managing reengineering projects

UNIT-IV

BPR and ERP, BPR and quality improvement, innovative BPR in manufacturing industry, emerging trends in BPR, future of BPR

SUGGESTED READINGS:

1. Davenport, Thomas (1993), Process Innovation: Reengineering work through information technology, Harvard Business School Press, Boston
2. Davenport, Thomas (1995), Reengineering – The Fad That Forgot People, Fast Company, November, 1995
3. Hammer, Michael and Champy, James (1993), Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business
4. Radha Krishan, R and S Balasubramanian, Business Process Reengineering – Text and Cases, Prentice Hall of India Pvt. Ltd., New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

SPECIALIZATIONS SYLLABUS

Human Resource Specialization

TRAINING AND DEVELOPMENT

Paper Code: 227-C-HR1

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course:- Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Training and Development is a structured program with different methods designed by professionals in particular job. It has become most common and continuous task in any organisation for updating skills and knowledge of employees in accordance with changing environment.

Course Outcomes: - After completing the course students would be able to:

CO1: Explain the role of training and development in human resources management.

CO2: Discuss the learning process on which training is based on.

CO3: Prepare training need assessment to determine whether training is necessary.

CO4: Evaluate and create conditions to ensure employees' readiness for training

CO5: Assess, design, access, and implement various methods, techniques, and sources of training.

Detailed Syllabus:

UNIT-I

Training – Concept and rationale; strategic importance of training and development, training process; training needs assessment – organizational analysis, training needs in different strategies; models of organizing the training department; competency mapping

UNIT-II

Designing the training programme: Process of learning in training programme – attributes and factors influencing; learning process; learning styles; training climate and pedagogy; selection and training of trainers; developing training modules; training aids

UNIT-III

Training methods and techniques – Role playing, business games, in basket exercises, laboratory training; incidents and cases; lecture, programmed instructions; inspirational techniques – brainstorming, mind mapping, creative problem solving, mentoring, executive coaching, employee counseling, e-learning

UNIT-IV

Evaluation of Training – Need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development; new perspective on training – cross cultural training, transfer of training

SUGGESTED READINGS:

1. Noe, Raymond A, Employee Training and Development, Tata McGraw Hill Publishing Co. Ltd, New Delhi
2. Naik, G Pandu, Training and Development – Text, Cases and Research, Excel Books, New Delhi
3. Jankiraman, B, Training and Development, Biztantra, New Delhi
4. Agochia, Devendra, Every Trainer's Handbook, New Delhi, Sage Publications
5. De Simone, R.L. and Harris, D.M., Human Resource Management, Thomson Learning

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
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2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

COMPENSATION MANAGEMENT
Paper Code: 228-C-HR2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Compensation management is the act of providing monetary value to an employee for the work they do by means of a company process or policy. Some types of compensation include salary, bonuses, and benefit packages. Companies use compensation management in order to find, keep, and motivate employees to do quality work.

Course Outcomes:- After completing the course students would be able to:

CO1: Understand the key concepts from compensation.

CO2: Understand how to conduct basic statistical analysis on pay.

CO3: Understand how workers behave in response to the change in pay structure.

CO4: Understand how the various features of compensation systems influence the composition of workers attracted to the firm.

Detailed Syllabus:

UNIT-I

Role of compensation in organization: economic and behavioural theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy

UNIT-II

Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra-industry compensation differentials, designing pay structure and administering compensation package; understanding different components of compensation package like fringe benefits, incentives and retirement plans; pay for performance plans

UNIT-III

Compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package; compensation of professionals and knowledge workers, R&D staff, sales compensation plan, international compensation

UNIT-IV

Statutory provisions governing different components of reward systems; working of different institutions related to reward system like wage boards, pay commissions, role of trade unions in compensation management; tax planning

SUGGESTED READINGS:

1. Milkovich, George T and Newman J.M., Compensation, Tata McGraw Hill
2. Henderson, R.O., Compensation Management, Pearson Education
3. Martocchio, J.J., Strategic Compensation, Pearson Education
4. Armstrong, M and Murlis H, Reward Management, Kogan Page, UK
5. Singh, B.D., Compensation Reward Management, Excel Books, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

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	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	2.75

INDUSTRIAL RELATIONS AND LABOUR LAWS
Paper Code: 229-C-HR3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Core Courses
	✓			

Introduction to the Course:

The industrial relations include four types of relations: (i) Labour relations (ii) Group relations (iii) Employer-Employee Relations (iv) Community or Public Relations. 2. Craig's Industrial Relation System Model (i) Adds an actor – end-user (ii) Elements from the external environment converted into outputs.

Course Outcomes:- After completing the course students would be able to:

- CO1: Explore contemporary knowledge and gain a conceptual understanding of industrial relations and to learn Industrial relations concepts, approaches and conflict.
- CO2: Reexamine the functions of trade union and their role in the context of technological changes, management values and globalization as in order to understand the present it is necessary to understand the past.
- CO3: Receive the awareness of government machinery to settlements of industrial dispute
- CO4: Discover the grievances causes and procedure which will helps to handle the situation easily by the budding managers.

Detailed Syllabus:

UNIT-I

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno economic profile; Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations.

UNIT-II

ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Trade Union response toward liberalization and change; Role and objectives of ILO. Prevention and settlement of disputes.

UNIT-III

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations; Harmony and discipli

UNIT-IV

Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management. Quality of work life

SUGGESTED READINGS:

1. Ramaswamy, E. Managing Human Resources, Oxford University Press, New Delhi
2. Venkataratnam, C.S. and Sinha, Pravin, Trade Union Challenges at the Designing of 21st Centry, IIRAExcel Books, New Delhi
3. Monappa, A. Industrial Relations, Tata McGraw Hill, New Delhi
4. Monappa, A. Managing Human Resources, Tata McGraw Hill, New Delhi
5. Sinha, Sinha, Sakher, Industrial Relations, Trade Unions and Labour Legislations, Pearson Education, New Delhi
6. Venkataratnam, C.S., Industrial Relations, Oxford University Press, New Delhi
7. Dutta, S.K. Guide to Disciplinary Action, Tata McGraw Hill, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

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	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	2.75

STRATEGIC HUMAN RESOURCE MANAGEMENT
Paper Code: 2210-C-HR4

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Strategic human resource management (strategic HRM) provides a framework linking people management and development practices to long-term business goals and outcomes. It focuses on longer-term resourcing issues within the context of an organisation's goals and the evolving nature of work.

Course Outcomes:- After completing the course students would be able to:

CO1: Identify the key HRM functions and operations;

CO2: Explain, illustrate and reason with the key human resource management concepts;

CO3: Compare the linkages between HRM functions and operations and organizational strategies, structures and culture;

CO4: Exhibit behavior and performance that demonstrates enhanced competence in decision making, group leadership, oral and written communication, critical thinking, problem solving, planning, and team work.

Detailed Syllabus:

UNIT-I

HR environment; HRM in knowledge economy; concept of SHRM: investment perspective of SHRM, evolution of SHRM, strategic HR vs. traditional HR, barrier to strategic HR, role of HR in strategic planning

UNIT-II

Strategic fit frameworks: linking business strategy and HR strategy, HR bundles approach, best practice approach; business strategy and human resource planning; HRM and firm performance linkages – measures of HRM performance; sustained competitive advantages through inimitable HR practices

UNIT-III

HR Systems: staffing systems, reward and compensation systems, employee and career development systems, performance management systems

UNIT-IV

Strategic options and HR decisions – Downsizing and restructuring, domestic and international labour market, mergers and acquisitions, outsourcing and off shoring

SUGGESTED READINGS:

1. Mello, Jeffrey A., Strategic Human Resource Management, Thomson Learning Inc.
2. Agarwala, Tanuja, Strategic Human Resource Management, Oxford University Press, New Delhi
3. Dreher, George and Thomas Dougherty, Human Resource Strategy, Tata McGraw Hill
4. Greer, Charles, Strategic Human Resource Management, Pearson Education
5. Belcourt, Monica and Kenneth McBay, Strategic Human Resource Planning, Thomson Learning Inc.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	2	3
CO4	2	3	3	3	3	3	2	3
Average	2.75	2.75	3	2.75	2.5	3	2.5	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

PROJECT MANAGEMENT AND INFRASTRUCTURE FINANCE
Paper Code: 227-C-FIN1

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

The syllabus is not about Project Management and Infrastructure Finance, but it is about raising finance for risky assets and large scale investments that governments and companies plan. Much of this syllabus is concerned with providing insights to both students and practitioners on creating asset specific financing structures that helps in preserving value created by these assets. In this regard, the syllabus carries a strong corporate banking perspective as bank finance is the largest source of initial risk capital for projects, especially in India

Course Outcomes:- After completing the course students would be able to:

CO1: Apply a structured and systematic approach to assessing project finance transactions

CO2: Recognise the key characteristics of a robust project and identify the weakest links in the transaction

CO3: Use qualitative and quantitative tools and measures to distinguish the key risks

CO4: Interpret each of the risks to determine their severity and potential impact on the transaction structure

Detailed Syllabus:

UNIT-I

Phases and objectives of capital budgeting; generation and screening of project ideas; market, demand and situational analysis, technical analysis and financial analysis.

UNIT-II

Special decision situations, analysis of project risk; appraisal criteria, firm risk and market risk

UNIT-III

Social cost benefit analysis, UNIDO approach, SCBA by financial institutions, project financing in India project appraisal by financial institutions, environmental appraisal of Projects.

UNIT-IV

Project management: organization, planning, control, human aspects and pre-requisites. Financing infrastructure projects: Concept, rational and financial instruments; Public finance for infrastructure projects; BOOT/ BOT system for infrastructure projects.

SUGGESTED READINGS:

1. Chandra, Prasanna, Projects : Planning Analysis, Selection, Implementation and Review, Tata McGraw Hill, New Delhi, 2002.
2. Bhavesh, M Patel, Project Management, Vikas Publishing House, New Delhi.
3. Machiraju, H. R., Project Finance, Vikas Publishing House, New Delhi.
4. Rao, P.C.K., Project Management and Control, Sultan Chand & Sons, N.Delhi.
5. Nijiru, Cyrus and Merna, Tony, Financing Infrastructure Projects, Thomas Telford, UK,

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	2	2
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	2	2
CO4	2	3	3	3	3	3	2	2
Average	2.75	2.75	3	2.75	2.5	3	2.25	2.25

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	3

Corporate Tax Planning and Management
Subject Code- 228-C-FIN2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Corporate tax planning is a means of reducing tax liabilities on a registered company. The common ways to do this includes taking deductions on business transport, health insurance of employees, office expenses, retirement planning, child care, charitable contributions etc.

Course Outcomes: :- After completing the course students would be able to:

CO1: Students will know about the difference between Tax evasion, Tax avoidance, Taxplanning and Tax management.

CO2: Students will aware about the Income Tax Insensitive provided to the industrialundertakings established for the development of Infrastructure facilities and backward area.

CO3: Student will learn about the provisions of Income Tax Act during taking of financialdecisions.

CO4: Student will gain with the provisions regarding various issues involved with the assetsused in business.

Detailed Syllabus:

Unit-I

Corporation Tax: Meaning of tax, Tax evasion, Tax avoidance, Tax planning, Tax management, Need for tax planning, Precautions in tax planning, Limitations of tax planning. Tax planning for new business: Tax planning with reference to location, nature and different forms of organization of new business.

Unit-II

Tax provisions relating to free trade zones, infrastructure sector, backward areas. Tax issues relating to amalgamations: Meaning and types of amalgamation, Tax incentives of amalgamation to amalgamating company, amalgamated company and shareholders of amalgamating company. Tax planning with reference to amalgamation of companies.

Unit-III

Tax Planning and Financial Management Decisions: Tax Planning relating to capital structure decisions, Dividend policy, Inter corporate Dividends, Bonus share and Bonus debentures, Tax planning in respect of own or lease. Tax planning regarding Managerial Remuneration.

Unit-IV

Tax planning and Financial Management Decisions: Tax planning in respect of sale of assets used for scientific research, Make or buy decisions, Repair replace, Renewal or renovation of an asset, Shut down or continue decisions. Tax planning in respect of selling in domestic or foreign market. Tax planning in respect of Tax Incentives to Exporters.

Suggested Readings:

1. corporate Tax Planning & Management by H.C. Mehrotra& S P Goel, SahityaBhawan, Agra
2. Simplified Approach to Corporate Tax Planning & Management: Dr.GirishAhuja&Dr. Ravi Gupta, Bharat Law House, New Delhi
3. Corporate Tax Planning & Management by V K Singhania&MonciaSinghania, Taxmann Publications, New Delhi.
4. Corporate Tax Planning & Management by RajveePuri& Puja Gaur, NirupamSahityaSadana, Agra

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	2	2
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	2	2
CO4	2	3	3	3	3	3	2	2
Average	2.75	2.75	3	2.75	2.5	3	2.25	2.25

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	3

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Paper Code: 229-C-FIN3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Security analysis is a pre-requisite for making investments. In the present day financial markets, investment has become complicated. Investment may be defined as an activity that commits funds in any financial/physical form in the present with an expectation of receiving additional return in the future.

Course Outcomes:- After completing the course students would be able to:

CO1: Understand the various alternatives available for investment.

CO2: Learn to measure risk and return.

CO3: Find the relationship between risk and return.

CO4: Value the equities and bonds.

Detailed Syllabus:

UNIT-I

Investment-Meaning, nature, process and alternatives; return and risk; Concept and components of total risk; Measuring historical and expected return and risk; systematic and unsystematic risk. Measurement of systematic risk.

UNIT-II

Objectives and benefits of investment analysis and security valuation ; theories of fixed and variable income securities; Efficient Market Theory; Fundamental Analysis - Economic, Industry and Company Analysis; Technical Analysis.

UNIT-III

Portfolio – Meaning, advantages and selection; Selection Problems: Markowitz portfolio theory; expected return and standard deviation for portfolios; the efficient frontier; the efficient frontier and investor utility; the selection of the optimal portfolio; Sharpe singleindex model; Capital Asset Pricing Model; Arbitrage Pricing Theory.

UNIT-IV

Bond portfolio management strategies – passive portfolio strategies, active management strategies; Portfolio revision – meaning, need, constraints and strategies; formula plans - constant-dollar-value plan, constant ratio plan, variable ratio plan; Portfolio performance evaluation: risk adjusted measures of performance.

SUGGESTED READINGS:

1. Reiley & Brown, Investment Analysis & Portfolio Management, Thomson Learning, Bombay.
2. Pandian, Security Analysis and Portfolio Management, Vikas Publishing House, New Delhi
3. Sharpe, Alexander & Wiley, Investment. Prentice Hall of India, New Delhi.
4. Alexander, Gordon J. and Bailey, Jeffery V., Investment analysis and Portfolio Management, Dryden Press, Thomson Learning, Bombay.
5. Bodie ZVI, Kane Alex, Marcus, Alan J and Mohanty, Pitabas, Investments, TMH, New Delhi, 2006.
7. Elton, Edwin J. & Gruber, Martin J., Modern Portfolio Theory & Investment Analysis, John Wiley & Sons.
8. Haugen, Robert A., Modern Investment Theory, Pearson Education, New Delhi.

Note:- The duration of all the end term theory examinations shall be 3hour

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

FINANCIAL DERIVATIVES

Paper Code: 2210-C-FIN4

L-T-P

4-0-0

External: 70

Internal: 30

Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

This course covers one of the most exciting and important areas in finance: derivatives. Financial derivatives such as forwards, futures, swaps, and options allow a risk manager to mitigate or even eliminate unwanted risks her company is facing, thereby allowing the company to focus on its comparative advantage. Financial derivatives are contracts whose value is derived from the underlying asset. Hedgers and speculators widely use these contracts to take advantage of market volatility. The buyer of the contract agrees to buy the asset at a specific price on a specific date.

Course Outcomes:- After completing the course students would be able to

CO1: Construct models for pricing of financial derivatives

CO2: Price simple financial derivatives with risk neutral valuation

CO3: Present financial models and pricing to various users of financial instruments

CO4: To understand the knowledge about the different options in Derivatives.

Detailed Syllabus:

UNIT-I

Concept and type of derivatives; Participants – hedgers, speculators, arbitragers and scalpers; uses of derivatives; types of orders; derivative markets in India – current trends and future prospects

UNIT-II

Fundamentals of futures and forwards - concept of futures; trading mechanics; basics of stock index future; interest rate futures; currency futures (basics); use of futures for hedging;; difference between forward and future contracts; clearing process

UNIT-III

Types of options, trading strategies involving options; option pricing – black scholes option pricing model

UNIT-IV

Fundamental of swaps – introduction to swaps; interest rate swaps; currency swaps; mechanics of swap – Interest rate swap and currency swaps; swap pricing

SUGGESTED READINGS:

1. Chance, Don M., An Introduction to Derivatives and Risk Management, Harcourt College Publishing
2. Robert A Strong, Derivatives: An Introduction, Thomson Learning, Bombay
3. Hull, John C., Futures and other derivatives securities, PHI, New Delhi
4. Redhead, Financial Derivatives : An Introduction to Future/Forward, Options and Swaps, Prentice Hall of India, New Delhi
5. Gupta, S.L., Financial Derivatives, PHI
6. Kumar, S.S.S., Financial Derivatives, PHI

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
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3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

INTEGRATED MARKETING COMMUNICATION
Paper Code: 227-C-MM1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

integrated marketing communications (IMC) and its role in the marketing mix. Emphasis is placed on understanding the role for advertising and other promotional tools in the IMC program of an organization to achieve effective marketing campaigns based on clear objectives, market segmentation and target marketing, within established time and cost parameters. The development of an IMC program requires an understanding of the overall marketing process, communications theory and processes, marketing communications tools, consumer behavior, and marketing communications organization structures and operations. This course will examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

Course Outcomes:- After completing the course students would be able to:

- CO1: Ability to understand various marketing cues
- CO2: Aptitude to create an communication campaign for marketing purpose
- CO3: Familiarity with various kind of media to be utilized in marketing communication
- CO4: Research aptitude to find out solution of communication needs

UNIT-I

Introduction – Concept of marketing communication, marketing communication mix, factor affecting marketing communication mix, drivers of integrated marketing mix; models of marketing communication – Blade Box Model, AIDAS model, Lavidge Steiner model, DAGMAR model, PCB model; marketing communication planning process

UNIT-II

Managing the Marketing Communication Process – Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy of formulation and competitive positioning, determination of promotional objectives, deciding promotional appropriation, integrating marketing communication programme, commissioning and contracting external resources

UNIT-III

Advertising and Media Planning – Advertising plan, creative strategy, advertising appeal, creative formats, stages of creative strategy – idea generation, copy writing, layout, copy testing and diagnosis; media planning – traditional and contemporary media; media objectives – reach, frequency, cost etc.; media strategy, media scheduling, media planning models, key issues in advertising – comparative advertising, web advertising; advertising agency – functions and types, outdoor advertising

UNIT-IV

Wider Issues and Dimensions – Sales promotions, personal selling, direct marketing, public relations, publicity and corporate advertising, unconventional promotional media, marketing communication budgeting, measuring promotional performance, global marketing communication, legal and ethical issues in integrated marketing communication

SUGGESTED READINGS:

1. Shah, Kruti and Alan D’Souza, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi
2. Belch, George and Belch, Michael; Advertising and Promotion, Tata McGraw Hill, New Delhi
3. Wells, William, Burnett, John and Moriary, Sandra; Advertising Principles and Practice’ Pearson Education, New Delhi
4. Jethwaney, Jaishree and Jain, Shruti; Advertising Management; Oxford University, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	3	2.75	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

CUSTOMER RELATIONSHIP MANAGEMENT
Paper Code: 228-C-MM2

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Customer relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

Course Outcomes:- After completing the course students would be able to:

- CO1: Critically review and interpret the theoretical aspects of CRM across the main areas of sales, services and marketing
- CO2: Exhibit creative and technical practical professional skills and justify the strategy adopted with reference to specified briefs
- CO3: Investigate, analyse, demonstrate and present the salient aspects of a CRM implementation or CRM innovation in a work-related environment

Detailed Syllabus:

UNIT-I

Introduction – Origin, evolution and concept of CRM, strategic importance of CRM, goals of CRM, types of CRM, CRM Architecture

UNIT-II

Operational CRM – Sales force automation: lead management, contact management, field force automation; enterprise marketing automation: market segmentation, campaign management, customer service and support, contact and call centre operations

UNIT-III

Analytical CRM – Managing and sharing customer data: customer information database, ethics and legalities of data use, data warehousing and data mining; types of data analysis – online analytical processing, click stream analysis, collaborative filtering, CRM and business intelligence collaborative CRM

UNIT-IV

CRM Implementation – Establishing CRM performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management, employee engagement in CRM project, CRM budget, key account management, evaluating CRM return on investment

SUGGESTED READINGS:

1. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK
2. Payne, Adrian, Handbook of CRM – Achieving Excellence in Customer Management, Butterworth – Heinemann, Oxford, UK
3. Dyche, Jill, The CRM Handbook – A Business Guide to Customer Relationship Management, Pearson Education, New Delhi
4. Knox, Simon, Stan Maklan, Adrian Payne, Joe Peppard and Lynette Ryal, Customer Relationship Management, Butterworth – Heinemann, Oxford, UK

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	2	3	3	2	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	2	3
Average	3	2.75	3	3	2.5	3

CONSUMER BEHAVIOUR ANALYSIS
Paper Code: 229-C-MM3

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

This course studies consumer behavior from a marketing perspective. You will become familiar with consumer behavior models of decision-making, taking a closer look at how consumers process information, develop preferences and make choices. We will also study how different marketing tactics are used by business/organizations to influence consumers. You will learn to apply tools used by businesses/organizations to analyze and gain information about consumer behavior. This involves becoming familiar with selected marketing research techniques, and learning how to apply these techniques to gain insights into an area of consumer behavior in Copenhagen.

Course Outcomes:- After completing the course students would be able to:

- CO1: Identify the major influences in consumer behavior
- CO2: Distinguish between different consumer behaviour influences and their relationships
- CO3: Establish the relevance of consumer behaviour theories and concepts to marketing decisions
- CO4: Implement appropriate combinations of theories and concepts

Detailed Syllabus:

UNIT-I

Significance and underlying principles of consumer behaviour; the basic consumer decision process; methods of studying consumer behaviour; using consumer analysis to build consumer relationships and loyalty

UNIT-II

Pre-purchases processes; consumer resources and purchase decision process; post-purchase behaviour; consumer demographics and psychographics; personality factors in consumer behaviour; consumer motivation and its challenges; managing consumer knowledge; consumer behaviour towards new and innovative products

UNIT-III

Impact of culture, ethnicity and social classification on consumer behaviour; family influences; household consumer behaviour; group influences; influence through dyadic exchanges

UNIT-IV

Approaches to attracting consumer attention; managing consumer exposure; process of customer opinion formation; approaches to changing consumer opinion; improving consumer memory through cognitive learning and retrieval; brand recognition and recall measures

SUGGESTED READINGS:

1. Blackwell, R E et. al, Consumer Behaviour, Thomson, South-Western, New Delhi
2. Kardes K, Consumer Behaviour and Managerial Decision Making, Pearson Education, New Delhi
3. Schiffman, L G and Kanuk, L L, Consumer Behaviour, Pearson Education, New Delhi
4. Ward, Scott and Robertson, T S (eds.), Consumer Behaviour; Theoretical Sources, Prentice-Hall, Englewood Cliffs, N J

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

SALES & DISTRIBUTION MANAGEMENT
Paper Code: 2210-C-MM4

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

This course is meant to make students understand fundamentals of Sales Management and Distribution Management. Since many students with Marketing Specialization start their career in sales, business development, retailers, wholesalers and distributors handling, it is essential to study basics of personal selling, sales management, distribution dynamics, various channels of distribution etc. Through this course, students will be equipped with basic skills required in sales and distribution management.

Course Outcomes:- After completing the course students would be able to:

- CO1: To explain the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO2: To exhibit skills acquired, critical for designing, evaluating and selecting sales and distribution strategies in practical settings
CO3: To design, evaluate and select Sales and Distribution strategies in real time situations
CO4: To apply the knowledge in different channel of marketing

Detailed Syllabus:

UNIT-I

Objective of sales management; Personal selling objectives; theories of selling; personal selling process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force

UNIT-II

Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs and profitability

UNIT-III

Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system

UNIT-IV

Channel management; channel information system; market logistics and supply chain management; international sales management

SUGGESTED READINGS:

- Havaldar, Krishna K.& Cavale, Vasant M.; Sales and Distribution Management; Tata McGraw Hill, New Delhi
- Khan, Mateen; Sales and Distribution Management; Excel Books; New Delhi
- Still, Richard R., Cundiff, Edward W. & Govoni, Norman; Sales Management–Decision, Strategies and Cases; Pearson Education/Prentice Hall of India; New Delhi
- Dalrymple, Douglas J.; Cron, William L. & Decarlo, Thomas; Sales Management; John Wiley & Sons (Asia) Pvt. Ltd; New Delhi
- Futrell, Charles M.; Sales Management–Team work, Leadership and Technology; Thomson Learning.; New Delhi
- Rosenbloom, Bert;Marketing Channels: A Management View; Thomson Learning; New Delhi
- Stern, Louis W.; El-Ansary, Adel & Coughlan, Anne T.; Marketing Channels; Prentice Hall of India/Pearson Education; New Delhi

Note:-The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

Business Analytics
Subject Code-227-C-DA1

L-T-P
3-0-2

External: 50
Internal: 50
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Business analytics uses data to create mathematical models to help organizations make decisions that bring value or are in their best interest. There is much data out there for organizations to use, though what data they choose and why they use it will vary from industry to industry.

Course Objectives:

After completing the course students would be able to:

- CO1: Introduction to Business Analytics and learning the role of data in decision making.
- CO2: Collecting the data from different source and understanding the business according to different data.
- CO3: Application of various platforms in the field of business analytics.
- CO4: Learning and applying essential statistical data for analytics.

Course Outline:

Unit I

Introduction: Business analytics, Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, Data Science; Applications for data science, Data Scientists Roles and Responsibility

Unit II

Understanding your business: Identify business value - Determine how business and corporate drivers impact the strategic direction of the business - Analyze different project processes used in working with data - Compare different types of data, Data Profiling: Identify core data profiling tasks - Identify outliers - Use tools for data profiling - Data Cleansing: Identify core data cleansing tasks - Use tools for cleansing

UNIT III

Business Analytics Ecosystem: Relational Databases: Nature of relational databases - Purpose of the SQL language - Key aspects of ACID - Meaning of ETL - Not Only SQL: Big data and other data storage tools - Interacting with MongoDB - Document stores and graph stores - Big Data: Key functions of big data technologies - Utility of Hadoop - Purpose of MapReduce - Statistical Tool, Machine Learning, and Data Visualization: Tools for statistical analysis - Python and R - Purpose of machine learning - Visualization tools.

UNIT IV

Types of Variables: Determine the nature of variables in data analysis - Differentiate between numerical and categorical. Variables - Distinguish between nominal and ordinal variables - Differentiate between interval and ratio - Distinguish between continuous and discrete, ESSENTIAL STATISTICS DATA ANALYTICS: Central Tendency of Data: Identify the components of central tendency - Calculate mean/median/mode, Measurement and Variability: Determine core aspects of measurement and variability - Calculate range - Calculate quartiles - Calculate interquartile range - Calculate variance - Calculate standard deviation, Measures of Skewness and Kurtosis.

Note:- The duration of all the end term theory examinations shall be 3hour

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Ten (10) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	10*1=10 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 10 marks from each unit.	10*4= 40 marks
Total Marks		50 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3

Analytics with MS Excel
Subject Code-228-C-DA2

L-T-P
3-0-2

External: 50
Internal: 50
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Microsoft Excel is one of the most popular applications for data analysis. Equipped with built-in pivot tables, they are without a doubt the most sought-after analytic tool available. It is an all-in-one data management software that allows you to easily import, explore, clean, analyze, and visualize your data. In this article, we will discuss the various methods of data analysis in Excel.

Course Outcomes:- After completing the course students would be able to:

CO1: To gain familiarity with MS Excel while conducting a research.

CO2: Applying the correct tools and techniques, learn the concept of data collection in research and various methods of Data collection, difference between Experiments and Surveys.

CO3: Process of Data preparation, data entry, finding the missing values and outliers and correcting them.

CO4: Practical learning experience on various research tools using MS Excel such as Mean, Median, mode, range, Standard deviation, skewness, kurtosis.

Detailed Syllabus:

Unit – I

Data collection- Meaning, Experiments and Surveys, Collection of Primary data, Questionnaires, schedules, collection of secondary data, selection of appropriate methods of data collection. Data preparation process, missing values and outliers

Unit – II

Descriptive statistics and steps involved in calculation of descriptive statistics in MS Excel. Mean, Median, mode, range, Standard deviation, skewness, kurtosis. Sampling and statistical inference – parameter and statistic, sampling and non-sampling errors, sampling distribution of mean and proportion, degree of freedom, standard error, central limit theorem.

Unit – III

Testing of Hypothesis with the help of MS Excel; hypothesis testing – meaning, types, type 1 and type 2 errors, level of significance, two tailed and one tailed tests. Procedure for hypothesis testing for mean, proportion and variance, limitations of the test of hypothesis.

Unit –IV

Chi-square test and analysis of variance with the help of MS Excel; Other excel functions used in business i, e. Vlookup, Hlookup, goalseek

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Ten (10) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	10*1=10 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 10 marks from each unit.	10*4= 40 marks
Total Marks		50 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

Introduction to Python
Subject Code 229-C-DA3

L-T-P
3-0-2

External: 50
Internal: 50
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Course Description:

Python Programming module is intended for students who wish to learn the Python programming language. This module is highly important so as to proceed with this programme. The module comprises of Programming basics with regards to Python Language such as Data Types, Operators, Functions, Classes and Exception Handling. This module will help students gain much needed knowledge pertaining to Python Programming, so as to prepare them for the advanced modules such as ML. Python scripting is user-friendly and is the most used language in industry when it comes to designing and scripting applications with respect to Emerging Technologies.

Course Objectives:

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

- CO1: To understand why Python is a useful scripting language.
- CO2: To learn how to use lists, tuples, and dictionaries in Python programs.
- CO3: To learn how to write loops and decision statements in Python.
- CO4: To learn how to write functions and pass arguments in Python.

Course Outline:

Unit-I

History of Python, Need of Python Programming, Applications Basics of Python Programming Using the REPL(Shell), Running Python Scripts, Variables, Assignment, Keywords, Input- Output, Indentation. Types - Integers, Strings, Booleans; Operators- Arithmetic Operators, Comparison (Relational) Operators, Assignment Operators, Logical Operators, Bitwise Operators, Membership Operators, Identity Operators, Expressions.

Unit-II

Lists, Operations, Slicing, Methods, Tuples, Sets, Dictionaries, Sequences, Comprehensions, Conditional blocks using If, Else and El-if, For Loop, For loop using Ranges, String, list and Dictionaries, While Loop, Loop Manipulation using Pass, Continue, Break and Else, Conditional and Loops Block.

Unit-III

Defining Functions, Calling Functions, Passing Arguments, Keyword Arguments, Default Arguments, Variable-length arguments, Anonymous Functions, Function Returning Values, Scope of the Variables in a Function - Global and Local Variables. Creating modules, Name Spacing, Introduction to PIP, Installing Packages via PIP, Using Python Packages.

Unit-IV

Classes, Self-Variable, Methods, Constructor Method, Inheritance, Overriding Methods, Data Hiding, Difference between an Error and Exception, Handling Exception, Try Except Block, Raising, Exceptions, and User Defined Exceptions.

Text Books

1. R.Nageswara Rao, 2018, Core Python Programming, Dreamtech.
2. John Hearty, 2016, Advanced Machine Learning with Python, Packt.
3. Jake VanderPlas, 2016, Python Data Science Handbook: Essential Tools for Working with Data, O'Reilly.
4. Mark Lutz, 2010, Programming Python, O'Reilly.
5. Tim Hall and J-P Stacey, 2009, Python 3 for Absolute Beginners, Apress.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Ten (10) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	10*1=10 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 10 marks from each unit.	10*4= 40 marks
Total Marks		50 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	2	3
Average	3	3	3	2.75	2.75	2.75

Predictive Modeling and Pattern Discovery- using R
Subject Code 2210-C-DA4

L-T-P
3-0-2

External: 50
Internal: 50
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Course Description:

This course will introduce students to the fundamentals of predictive modeling and pattern discovery using the programming language R. Students will learn how to build, validate, and deploy predictive models, as well as how to discover patterns in data using techniques such as clustering and association rule mining.

Course Objectives:

- Understand the principles of predictive modeling and pattern discovery
- Learn how to use R for data manipulation, visualization, and statistical analysis
- Build and validate predictive models using R
- Use R to discover patterns in data using techniques such as clustering and association rule mining
- Communicate findings and recommendations effectively

Course Outline:

Unit I

Introduction to Predictive Modeling and Pattern Discovery: Overview of Predictive Modeling and Pattern Discovery, Data Mining tasks – Data Mining versus Knowledge Discovery in Data bases – Relational databases – Data warehouses – Transactional databases – Object oriented databases – Spatial databases –Temporal databases – Text and Multimedia Databases – Heterogeneous Databases - Mining Issues –Metrics – Social implications of Datamining , Data preparation and exploration: Data cleaning ,Data Integration, Data Transformation , Data Reduction , Data Discretization.

Unit II

Data Mining Techniques, Classification and Prediction Association Rule Mining ,The Apriori Algorithm ,Multilevel Association Rules , Multidimensional Association Rules , Constraint Based Association Mining Issues regarding Classification and Prediction , Decision Tree induction , Bayesian Classification ,Back Propagation , Classification Methods , Prediction , Classifiers accuracy.

Unit III

Clustering Techniques; Cluster Analysis, Clustering Methods , Hierarchical Methods , Density Based Methods , Outlier Analysis , Introduction to Advanced Topics: Web Mining , Spatial Mining and Temporal Mining

UNIT-IV

Data Warehousing Need for data warehousing, The building blocks of a Data warehouse, Architecture and Infrastructure: Data Warehouse Architecture, Infrastructure and Metadata Management Principles Of Dimension Modeling, Introduction to Dimensional Modeling, Extract Transform Load (ETL) Cycle, Implementation and Maintenance: Physical design process, Aggregates and Indexing. Data Warehouse Deployment

Text Books

1. J. Han and M. Kamber , 2001, Data Mining: Concepts and Techniques, Morgan Kaufmann, New Delhi.
2. Popover Pang, Michael Steinbach, Vipin Kumar (2016). Introduction to Data Mining .Pearson
3. M. H. Dunham, 2003, Data Mining : Introductory and Advanced Topics , Pearson Education, Delhi.
4. S.N. Sivananda and S. Sumathi, 2006, Data Mining, Thomsan Learning, Chennai.

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying one marks each, This section will be compulsory	7*1=7 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 7 marks from each unit.	7*4= 28 marks
Total Marks		35 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 15 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	5
2	Assessment 2 : Mid Term Exam (MTE)	5
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment (IA) (1+2+3)	15 (30%)
	End-Term Examination (EE)	35(70%)
Total Marks (IA+EE)		50

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	2.75

FOREIGN EXCHANGE MANAGEMENT
Paper Code: 227-C-IB1

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Foreign Exchange Management Act an official Act that consolidates and amends laws regulating foreign exchange in India. FEMA was enacted by the Parliament of India in the winter session of 1999 to replace the Foreign Exchange Regulation Act (FERA) of 1973. The RBI proposed FEMA in 1999 to administrate foreign trade and exchange transactions. The Foreign Exchange Management Act officially came into force on 1st June 2000.

Course Outcomes:- After completing the course students would be able to:

- CO1: Demonstrate comprehensive knowledge and understanding of the theories of exchange rates and their empirical relevance;
- CO2: Identify and analyse mechanisms for managing risk in foreign exchange markets;
- CO3: Critically evaluate key policy issues to be faced with regard to the exchange rate;
- CO4: Critically appraise topical issues in foreign exchange market such as currency crises, the impact of foreign direct and portfolio investment, and the European Monetary Union;

Detailed Syllabus:

UNIT-I

Nature of foreign exchange; sources of demand for and supply of foreign exchange – the balance of payments (bop) framework; equilibrium and disequilibrium in bop; nominal, real and effective exchange rates; competitive determination of rate of exchange – competitive mint par theory, monetary theory and portfolio balance approach; purchasing power parity theory; overvalued and undervalued currencies; fixed, flexible and hybrid exchange rate systems; International Monetary System.

UNIT-II

General factors of exchange rate fluctuations; the DORNBUSCH Sticky – price theory of exchange rate volatility; exchange rate overshooting; empirical patterns of exchange rate fluctuations; central banking intervention for exchange rate stability; effect of devaluation on trade balance; the J-curve effect.

UNIT-III

Nature functions and participants of foreign exchange market; spot and forward markets; forward premium; methods of quoting exchange rates; cross rates of exchange; bid-ask spreads; relation between exchange rate interest rate and inflation rate; the Interest Rate Parity Theorem; the expectation theory; International Fisher Effect.

UNIT-IV

Currency futures, options and determination of their market value, over-the counter options; currency and interest rate swaps; measuring foreign exchange risk and exposure; techniques of exposure management.

SUGGESTED READINGS:

1. Sharan, International Financial Management, Prentice Hall of India, N.Delhi.
2. Shapiro, Multinational Financial Management, Prentice Hall of India, N.Delhi.
3. Paul Einzip, A Textbook On Foreign Exchange.
4. Maurice D. Levi, International Finance, Mcgraw Hill, NY.
5. Buckley, Multinational Finance, Prentice Hall Of India, New Delhi.
6. Paul Roth, Mastering Foreign Exchange And Money Markets, Pitman, London.

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	2.5	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	2	3	2
CO4	3	3	3	3	3	3
Average	3	3	3	2.75	3	2.75

EXPORT MANAGEMENT
Paper Code: 228-C-IB2

L-T-P
4-0-0

External: 70
Internal: 30

Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Export Management means planning, organizing, coordinating and control export efforts or activities to achieve desired export objectives smoothly and with continuance. "Export Marketing includes the management of marketing activities for products across the national boundary or a country".

Course Outcomes:- After completing the course students would be able to:

CO1: Communicate effectively using basic international business vocabulary with specific emphasis on terms associated with international trade and import / export operations.

CO2: Select between common modes of export in order to fit the business needs of exporting organizations.

CO3: Identify factors that indicate strong potential export markets in order to define market selection models or drive market selection systems.

CO4: Identify major governmental and non-governmental sources of information, import/export assistance, and apply that knowledge through development of marketing plans tied to global business activity and country-specific business conditions.

Detailed Syllabus:

UNIT-I

Meaning, need, nature, features and process of export management, functions of export manager and export firm; International trading environment; organizing an export firm, target market selection

UNIT-II

International marketing intelligence; product identification for exports; export pricing decision; INCOTERMS; methods of payment, channels of distribution; market entry strategies – location of importers, business negotiation

UNIT-III

International promotional strategies – personal selling, publicity, sales promotion, advertising; organization for export marketing; FEMA, market access initiative, marketing development assistance

UNIT-IV

Pre-shipment export documentation; significance of procedures and documentation in international trade; procedures and documentation as trade barriers; export of services, India's foreign trade; India's current foreign trade policy

SUGGESTED READINGS:

1. Khurana P.K., Export Management; Galgotia Publishing Company
2. Onkvisil Sak and Shaw John J., International Marketing – Analysis and Strategy, Prentice Hall, Inc.
3. Cherunilam, Francis, International Trade and Export Management, Himalaya Publishing House
4. Czinkota, Ronkainen and Moffett, International Business, Harcourt College Publishers

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
Total Marks		70 marks

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation(CP) And Individual Assessment	10
2	Assessment 2 : Mid Term Exam (MTE)	10
3	Assessment 3 : Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	2	3
CO2	3	3	2	2	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2
Average	2.75	2.75	2.75	2.5	2.75	3	2.5	2.5

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	2	3	3	3
CO3	2	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.5	2.75	2.75	2.75	3	3

MULTINATIONAL FINANCIAL MANAGEMENT
Paper Code: 229-C-IB3

L-T-P

External: 70

4-0-0

Internal: 30

Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

Multinational Finance is the management of finance in an international business environment; that is, trading and making money through the exchange of foreign currency. What is prudence in the conduct of every private family can scarce be folly in that of a great kingdom. If a foreign country can supply us with a commodity cheaper than we ourselves can make it, better buy it of them with some part of the produce of our own industry employed in a way in which we have some advantage.

Course Outcomes:-After completing the course students would be able to:

CO1: Understand international capital and foreign exchange market

CO2: Identify and appraise investment opportunities in the international environment

CO3: Identify risk relating to exchange rate fluctuations and develop strategies to deal with them

CO4: Identify and evaluate foreign direct investment and international acquisition opportunities

Detailed Syllabus:

UNIT-I

An overview of multinational financial management; international monetary and financial systems, IBRD and development banks; finance function in a multinational firms; international flow of funds

UNIT-II

International working capital management: international cash management; international receivable management, managing short term assets and liabilities; international capital money markets; euro dollar and currency market; financial market instruments – GDRs, ADRs, Euro issues, CP and ECB

UNIT-III

Multinational capital budgeting, cost of capital and capital structure decisions; dividend policy of multinational firm

UNIT-IV

Developments in foreign exchange markets; exchange rate determination; measuring and managing various risks and exposure; country risk analysis; taxation in multinational firms

SUGGESTED READINGS:

1. Madura Jeff, International Financial Management; Thomson Learning
2. Sharan, V., International Financial Management, PHI, New Delhi
3. Allen Shapiro, Multinational Financial Management, PHI, New Delhi
4. Levi, Maurice D., International Finance, McGraw Hill
5. Apte, P.G., International Financial Management, Tata McGraw Hill
6. Eiteman, David K., Stonehill, Arthur I., Moffett, Michael H. and Pandey, Alok,
7. Multinational Business Finance, Pearson Education

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

Section A	Seven (7) short answer type questions from whole of the syllabus carrying two marks each, This section will be compulsory	7*2=14 marks
Section B	8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 14 marks from each unit.	14*4= 56 marks
	Total Marks	70 marks

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CO2	3	2	2	3	2	3	3	3
CO3	2	2	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
Average	2.75	2.5	2.75	2.75	2.75	3	2.75	2.75

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	3
CO2	2	3	3	3	3	3
CO3	3	2	3	3	3	3
CO4	3	3	3	3	3	3
Average	2.75	2.75	3	2.75	3	3

INTERNATIONAL LOGISTICS
Paper Code: 2210-C-IB4

L-T-P
4-0-0

External: 70
Internal: 30
Time Allowed: 3 Hrs

Type of Course: Discipline Specific Elective

Core Courses	Discipline Specific Elective	Ability Enhancement Course	Skill Enhancement Course	Value Addition Course
	✓			

Introduction to the Course:

International logistics is the process of planning and managing the flow of goods and products in your company's supply chain from acquisition to customer purchase, where part of the process involves crossing at least one international border.

Course Outcomes: - After completing the course students would be able to:

- CO1: Relate to the concepts of Logistics and Supply Chain Management.
- CO2: Understand the principles of Procurement and Outsourcing
- CO3: Apply the principles of Inventory Management
- CO4: Use the principles of Warehousing to improve their Warehousing Operations

Detailed Syllabus:

UNIT-I

Trends in world trade growth; nature, significance and components of international logistics; registration and licensing; selecting export products and markets deciding payment terms; export contracts; deciding currency of payment; export order processing; international logistics infrastructure.

UNIT-II

Arranging pre-shipment finance; export procurement; quality control and pre-shipment inspection; packing and labeling of export consignments; basic procedure and documentation for excise and custom clearance; ADS; Cargo insurance; shipping modes procedures and documentation; role of forwarding agents.

UNIT-III

Arranging post-shipment finance; documentary collection of export bills; UCPDC guidelines; negotiating documents under L/C; managing exchange earners' foreign currency accounts; availing foreign exchange facilities; protecting against adverse movements in exchange rates; role of EXIM Bank; major provisions of FEMA relating to exporters; export credit risk insurance and the role of ECGC.

UNIT-IV

Major export promotion schemes in India; export assistance to export houses; SEZ units, EOUs, EHTP, STP and BTP units; facilities for deemed exports; trade information support; role of commodity boards and export promotion councils in trade promotion; facilities for service exports.

SUGGESTED READINGS:

1. Paras Ram, Export: What, When, How, Anupam Publications, New Delhi
2. Khurana, P.K., Export Management, Galgotia Publishing, New Delhi
3. Shavaramu, Export Marketing–A Practical Guide for Exporters, Wheeler Publishing, New Delhi
4. Govt of India, An Overview of Customs , Commissionate of Customs and ICDS, New Delhi
5. Govt. of India, Ministry of Commerce and Industry–Handbook of Procedure, Govt. of India, New Delhi

Note:- The duration of all the end term theory examinations shall be 3hours

Instructions for External Examiner: The question paper shall be divided in two sections as follows:

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CO4	2	3	3	3	3	3	3	3
Average	2.75	2.75	2.75	3	2.75	3	3	3

Table 2: CO-PSO Matrix for the Course

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CO1	3	3	3	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
Average	3	3	3	3	3	3