



Syllabus
Master of Business
Administration

Shoolini University Centre for
Distance and Online Education
(SCDOE)

Amar Raj Singh

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

History of MBA program at Shoolini University:

Faculty of Management Sciences was established as part of Shoolini University in 2009. It was established with an aim of building leaders in the field of business management. With a clear focus of nurturing talent with high expertise in management skills, it initially started with three MBA programs i.e., MBA General, MBA Biotechnology & MBA Pharmaceutical & Healthcare. General MBA program intended to serve the corporate with dynamic leaders, MBA Pharmaceutical & MBA Biotechnology were introduced to cater to the specific niche of managerial skills for upcoming biotechnology and healthcare industry.

The first batch in 2009 was a humble beginning with 17 students and under the leadership of Prof. J.B. Nadda. Prof. Nadda, an expert in behavioral sciences is amongst the most sought-after Professors in the country and had a vast experience in management education. Being on extra ordinary leave from his position as senior professor from Himachal Pradesh University, Prof. Nadda joined Shoolini as founder Dean, and established a very strong academic foundation of the Business School. In these twelve years of period, it has gain to attract more than 250 students every year in different areas of MBA. Innovative curriculum inspired by management programs of top business schools was adopted and special focus on practical skills was laid after exhaustive discussions with industry experts.

Subsequently, School of Business Management Sciences entered into MOU with Genpact and ISDC, the leader in business process management. MOU focused on three aspects where Genpact shared their intellectual property, collaborated in developing curriculum on specialization in business process management and train the trainers (our faculty) for effective dissemination of concepts from real business environment. Towards the end of first batch of MBA, Genpact selected these students at band four level, which was the same level offered to candidates from IIMs. This trend is growing every year, today students are placed in top level organizations of India.

Along with the firm foundation in academics, the school gradually developed deep collaborations with industry under leadership of our succeeding dean, Prof. Munish Sapra. Prof. Sapra an alumnus of IIT & FMS, was Ex. Indian CEO of Nova Scotia Bank. The school



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witnessed much needed transformation from core academic culture to corporate and the results were evident in the culture, curriculum and the summer and final placements which reached 100% for eligible students. Eventually, to give feel of real business environment, the semester system was changed to quadmester system. Unique skills enhancement program under banner of SPRINT was introduced which was inspired from Stanford Mini MBA program. SPRINT was coined to augment the student capabilities and comprised of fast-track modules in key concepts, soft skills, technical skills and exposed them to top leaders from Indian and global corporates for experiential learning.

Continuing the journey of right blend of academia and corporate, several new initiatives were started where interactive and case-based pedagogy, online learning support through eUniv, project-based learning, social projects and concentrated intervention by corporate leaders through guest lectures were adopted.

At present, Shoolini MBA program is considered an elite MBA program and among the most sought-after programs in the region. There has been an upward trend in admissions where the present strength has reached more than 250 students from several states in the country and international students from Afghanistan, Ethiopia and Nepal. There exists regular international student exchange where students have undergone semester exchange with leading universities in China and Italy. Among the latest feather in the **cap of the program is its rank 76- 100 out of 555 total institutions that participated in management discipline by NIRF, MHRD Govt. of India.**

Vision and Mission:

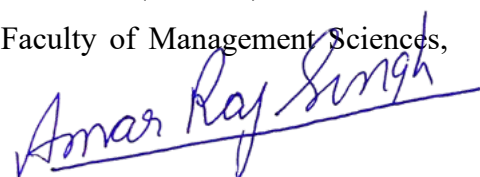
Vision

To become a globally sought-after business school by 2030

Mission

1. To provide world class and relevant management education
2. To provide global employment and entrepreneurial opportunities to the students
3. To produce socially responsible business leaders and entrepreneurs
4. To have a sizable economic and social impact towards the community through relevant research & innovation

We at Shoolini University Centre for Distance and Online Education (SCDOE), for our MBA program have adopted the Vision and Mission from the Faculty of Management Sciences, Shoolini University.



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Choice Based Credit System (CBCS):

In MBA program choice is being given at two levels:

- Firstly, in terms of Major and Minor specializations, and
- Secondly in terms of the courses with in each specialization.
- Major and Minor specialisation are chosen between Finance, Marketing, Human Recourse Management.
- Also, in each semester the students can choose one course from the list of courses as an open elective.

The MBA scheme includes Core courses (essential to meet the program's requirements), Foundation courses (courses for knowledge management and human development), Core electives (supporting the core discipline and program) and Open Electives (to have knowledge from the other discipline areas), to ensure that CBCS (Choice based Credit System) is fully implemented and permits the students to adopt an inter - disciplinary approach in learning.

PEO, PO and PSO for MBA

Program Educational Objectives (PEO's)

PEO1: To develop the ability to solve complex business problems & independently pursue research and consultancy

PEO2: To provide competencies to interpret the holistic view of business world & the broader environment

PEO3: To instil knowledge, skills & attitude to develop successful leaders through innovation, risk taking capabilities and entrepreneurial way of thinking

PEO4: To produce professionals with strong ethics, respect for personal & institutional integrity, teamwork & continuous learning

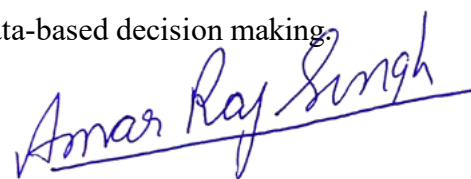
PEO5: To generate ability to effectively present and communicate and be contented while contributing positively to the society

Program Outcomes (PO's)

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.



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PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes (PSO's)

Other than the above program outcomes the following program specific outcomes have also been added into the list of program outcomes.

PO6: Knowledge, ability & attitude to become successful entrepreneurs and ability to innovate & think out of the box.

PO7: Ability to effectively present & communicate.

PO8: Ability to be content & happy.



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Program Structure/Syllabus Credit Scheme of MBA (CBCS)

SEMESTER- I

Sr no.	Course Title	Course Name	Credits
1	Core	Marketing Management	4
2	Core	Organizational Behavior	4
3	Core	Financial Accounting	4
4	Core	Entrepreneurship	4
5	Foundation	Creativity Decoded	4
6	Open Elective	Any one course from the list of Open Electives	4
		Total credit hours	24

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Credits
1	Open Elective	Digital and Technological Solutions	4
2	Open Elective	Functional English-I	4

SEMESTER- II

Sr No.	Course Title	Course Name	Credits
1	Core	Human Resource Management	4
2	Core	Financial Management	4
3	Core	Marketing Research	4
4	Core	Managerial Economics	4
5	Core	Consumer Behavior	4
6	Open Elective	Any one course from the list of Open Electives	4
		Total credit hours	24

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Credits
1	Open Elective	Functional English-II	4
2	Open Elective	Saying it with Presentation and Charts	4
3	Open Elective	Food Science and Technology	4
4	Open Elective	Fundamentals of Direct Selling	4



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SEMESTER- III

Sr. No.	Course Title	Course Name	Credits
1	Foundation	Legal Aspects of Business	4
2	Core	Statistics for Management	4
3	Elective I	Major Specialization (Any one course from the list of specializations)	4
4	Elective II	Major Specialization (Any one course from the list of specializations)	4
5	Elective III	Minor Specialization (Any one course from the list of specializations)	4
6	Open Elective	Any one course from the list of Open Electives	4
		Total credit hours	30

Open Elective: Any one course from the following

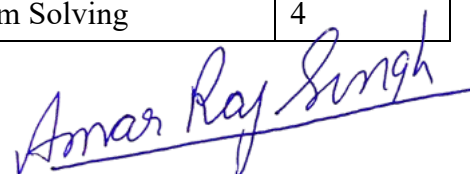
Sr no.	Course Title	Course Name	Credits
1	Open Elective	Acing the Interviews through AI	4
2	Open Elective	Introduction to Editing	4

SEMESTER- IV

Sr. No.	Course Title	Course Name	Credits
1	Core	Future Leaders' Program	4
2	Core	Capstone Project	4
3	Elective I	Major Specialization (Any one course from the list of specializations)	4
4	Elective II	Major Specialization (Any one course from the list of specializations)	4
5	Elective III	Minor Specialization (Any one course from the list of specializations)	4
6	Core	Sales Management	4
7	Open Elective	Any one course from the list of Open Electives	4
		Total credit hours	28

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Credits
1	Open Elective	Advertising and Public Relations	4
2	Open Elective	Critical Thinking and Problem Solving	4



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List of Specialization (Electives):

Financial Management:

Semester III:

Sr no.	Course Name	Credits
1	Micro Finance for Managers	4
2	Financial Statements Analysis	4

Semester IV:

Sr no.	Course Name	Credits
1	Portfolio and Wealth Management	4
2	Financial Derivatives	4
3	Investment Management and Financial Planning	4

Operations and Supply Chain Management:

Semester III:

Sr no.	Course Name	Credits
1	Supply Chain Management	4
2	Logistics and Distribution Strategy	4

Semester IV:

Sr no.	Course Name	Credits
1	Project Management	4
2	Lean Management	4
3	Warehouse Management	4

Human Resource Management:

Semester III:

Sr no.	Course Name	Credits
1	Organizational Development & Change Management	4
2	Compensation Management	4

Semester IV:

Sr no.	Course Name	Credits
1	Training and Development	4
2	Industrial Relations and Labor Codes	4



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Digital Marketing:

Semester III:

Sr no.	Course Name	Credits
1	Digital Marketing for Practitioners	4
2	Integrated Marketing Communications	4
3	Content Marketing	4

Semester IV:

Sr no.	Course Name	Credits
1	Customer Relationship Management (CRM)	4
2	Social Media Marketing and Digital Marketing	4
3	Brand Management	4

Tourism Management:

Semester III:

Sr no.	Course Name	Credits
1	Tourism Products of India	4
2	Tourism Marketing	4

Semester IV:

Sr no.	Course Name	Credits
1	Tourism Entrepreneurship	4
2	Social Media Marketing and Digital Marketing	4
3	Tourism Policy, Planning and Development	4

Agri-Business Management:

Semester III:

Sr no.	Course Name	Credits
1	Introductory Agriculture & Principles of Agronomy	4
2	Agri-Supply Chain Management	4

Semester IV:

Sr no.	Course Name	Credits
1	Agricultural Marketing and Sales Management	4
2	Agricultural Finance and Risk Management	4



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Marketing Management:

Semester III:

Sr no.	Course Name	Credits
1	Service Marketing	4
1	Digital Marketing for Practitioners	4
3	Integrated Marketing Communications	4

Semester IV:

Sr no.	Course Name	Credits
1	Customer Relationship Management (CRM)	4
2	Brand Management	4
3	Supply Chain Management	4

Retail Management:

Semester III:

Sr no.	Course Name	Credits
1	Retail Business Models	4
2	Service Marketing	4

Semester IV:

Sr no.	Course Name	Credits
1	Supply Chain Management	4
2	Customer Relationship Management (CRM)	4

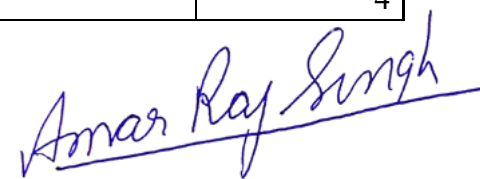
Biotechnology Management:

Semester III:

Sr no.	Course Name	Credits
1	Introductory Biotechnology and Microbiology	4
2	Industrial biotechnology and micro biotechnology	4

Semester IV:

Sr no.	Course Name	Credits
1	Regulatory affairs in Biotechnology	4
2	Entrepreneurship Development in Life Sciences	4



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Food Technology Management:

Semester III:

Sr no.	Course Name	Credits
1	Food Regulations and Policy	4
2	Food Science and Technology	4

Semester IV:

Sr no.	Course Name	Credits
1	Food Safety and Quality Management	4
2	Food Product Development and Innovation	4
3	Entrepreneurship Development in Life Sciences	4

Banking and Financial Services:

Semester III:

Sr no.	Course Name	Credits
1	Banking: Types & Services	4
2	Insurance: Products & Purposes	4

Semester IV:

Sr no.	Course Name	Credits
1	Digital Banking and Fintech Innovations	4
2	Banking & Financial Markets: A Risk Management Perspective	4
3	Investment Management and Financial Planning	4

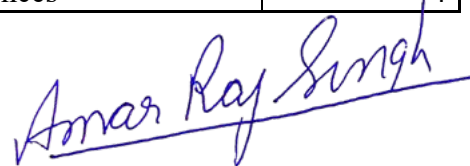
Pharma and Health Care Management:

Semester III:

Sr no.	Course Name	Credits
1	Healthcare Management	4
2	Health Economics	4
3	Pharmaceutical Marketing and Sales	4

Semester IV:

Sr no.	Course Name	Credits
1	Regulatory Environment in Pharma and Healthcare	4
2	Healthcare Operations Management	4
3	Entrepreneurship Development in Life Sciences	4



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Data Science & Business Analytics:

Semester III:

Sr no.	Course Name	Credits
1	Introduction to AI & Machine Learning	4
2	Python for Business	4

Semester IV:

Sr no.	Course Name	Credits
1	Data Visualization	4
2	Digital Marketing for Practitioners	4
3	Data Ethics & Privacy	4

Real Estate Management:

Semester III:

Sr no.	Course Name	Credits
1	Real Estate and Urban Development Studies	4
2	Service Marketing	4

Semester IV:

Sr no.	Course Name	Credits
1	Property Valuation and Appraisal	4
2	Mega Project and Facility Management	4
3	Real Estate Finance and Investment	4

Direct Selling Management:

Semester III:

Sr no.	Course Name	Credits
1	Fundamentals of Direct Selling	4
2	Basic of Being a Networker: Soft Skill	

Semester IV:

Sr no.	Course Name	Credits
1	Ethics and Compliances: Govt. Guidelines, Comp Plan	4
2	Critical Success Factors	4
3	Tools and Techniques for a Successful Direct Seller	4

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Information Technology Management:

Semester III:

Sr no.	Course Name	Credits
1	Python for Business	4
2	Database Management System (Mongo Db etc.)	4
3	Business Analytics	4

Semester IV:

Sr no.	Course Name	Credits
1	Digital Transformation Strategies	4
2	Big Data Analysis	4
3	Data Ethics and Privacy	4



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SEMESTER-I

Course Name: **Marketing Management**



Credits: 4

Course Objectives:

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

Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand core concepts in marketing
CO2	Become aware of marketing as open system
CO 3	Understand the complexities of human behavior in marketing
CO 4	Know how target markets are selected & positioned
CO 5	Realize the basic pillars on which marketing is built
CO 6	Use concepts of needs, wants & demand & chose appropriate marketing concept
CO 7	Take decisions with reference to environment
CO 8	Understand consumer behavior
CO 9	Develop target markets & facilitate sales

Course Content:

Unit-A Understanding the Marketing Process and Segmentation

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

Unit-B: Targeting, Positioning and Marketing Program

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

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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Unit-C: Pricing Strategies, Promotion and communication

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

Unit D: Branding, Current Scenario, dynamics and Rural Marketing

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

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

Further Readings:

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



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Course Objectives:

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

Course Outcomes:

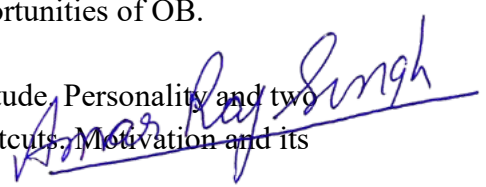
At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understanding individual behavior and attitude at a workplace.
CO2	Identify different personality types based on Big five model and MBTI.
CO 3	Study the relationship between motivation and performance.
CO 4	Identify common errors in perception.
CO 5	Understand how groups are formed and work in an organization.
CO 6	Address to the different leadership styles, conflict management techniques and stress management process.
CO 7	Knowledge of different organizational designs and its elements.
CO 8	Identify personalities of individual using models like MBTI and Big five model.
CO 9	Avoid biasness and other perceptual errors while decision making processes.
CO 10	To motivate one's subordinates and employees.
CO 11	To lead successfully and handle groups for higher returns.
CO 12	Effectively handle conflict and stress at work place.
CO 13	Construct an organizational structure.

Course Content:

UNIT-I Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.

UNIT-II The individual behavior: Attitude and job related attitude, Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)



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UNIT-III The Group behavior: Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.

UNIT-IV The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

30%

End Term Exam

70%

Required Books and Materials:

Text Book:

- Robbins, S, “Organizational Behaviour” 15th Edition, Pearson Education, New Delhi.

References:

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



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Course Objectives:

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

Course Outcome:

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

S.No.	Course Outcomes
CO 1	Understand different types of Accounts and differentiate in between.
CO2	Understand Accounting Cycle
CO 3	Purpose of Trial Balance.
CO 4	Understand why Trading, Profit and Loss Account and Balance Sheet is made.
CO 5	Understand the movement of cash in a business
CO 6	Will be able to pass Journal entries as well as post them in their respective Accounts.
CO 7	Prepare subsidiary books, Trial Balance and final accounts.
CO 8	Will be able to predict cash flows of a company.
CO 9	Full knowledge of Accounting Standards of India.

Course Content:

Unit-A: Introduction

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

Unit-B: Ledgers and Books

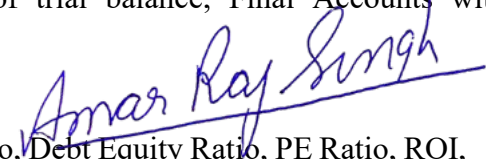
Types of subsidiary books, cash book (Single, double, triple column cash book and petty cash book), why and when is BRS (Bank Reconciliation Statement), and rectification of errors.

Unit-C: Final Accounts

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

Unit-D: Ratio Analysis

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


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Teaching / Assessment Methodology:

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

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

Required Books and Materials:

Text Book:

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

Further Readings:

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



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Course Objectives:

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

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

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

Course Outcome:

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

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



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Course Content:

Unit –A:

Introduction to Entrepreneurship

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

Cash Flow Quadrant - Robert T. Kiyosaki

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

Distribution Systems

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

Formulation of an Ideal Business

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

Unit –B:

Setting up of the small-scale business

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

Understanding unicorns

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

Discovering Ideas

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

Why, How & What?

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

Unit –C:

Borrowing Ideas and creativity

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

Finding a problem in the marketplace

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

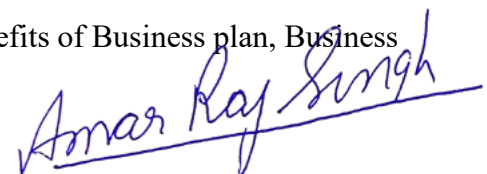
Business Plan

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

Unit –D:

Social Entrepreneurship

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



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Case related to Social Entrepreneurship

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

Founders, History, Distribution channel, pricing, and products

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

Ashoka - Founders, History, Distribution channel, pricing, and products

Intrapreneurship

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment - **30%**

End Term Exam - **70%**

Further Readings:

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

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Course Objectives:

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

Course Outcomes:

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

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

Course Content:
Unit-A: What is Creativity

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

Unit-B: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity



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Unit-C: Strengthening Creative Skills

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

Unit-D: Shaping your Creation

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

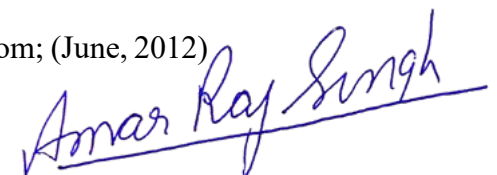
Books and Materials:

Text Books:

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

Reference Books:

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



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Course Name: Digital and Technology Solutions

Credits: 4

Course Objectives:

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

Course Outcomes:

After completing this course, you will be able to:

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

Course Content:

Unit- A:

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

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Unit- B:

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

Unit- C:

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

Unit- D:

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

Teaching / Assessment Methodology:

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

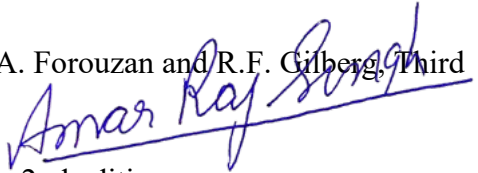
Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Books:

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

Further Readings:


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

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Course Objectives:

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

Course Outcomes:

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

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

Course Content:**Unit A**

- Listening and Reading
- Unseen Passage
- Comprehension

Unit B

- Functional English
- Specific fixed expressions
- Practice

Unit C

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

Unit D

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



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Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

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

Useful Websites

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



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SEMESTER II

Course Name: **Human Resource Management**



Credits: 4

Course Objectives:

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

Course Outcome:

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

S. No.	Course Outcomes
CO 1	Understand the difference between training and development
CO2	Delineate process of employee training.
CO 3	Elucidate the process of management development.
CO 4	Understand the significance of appraisal programs and its various methods.
CO 5	Recognize the best methodology in welfare and security measures for employees.
CO 6	Discuss the general guidelines followed for administering discipline in an organization.
CO 7	Understand the concept of Industrial Relations.
CO 8	Constructing training and development programs for the employees.
CO 9	Effectively run a performance appraisal program.
CO 10	Knowing your employees and look out for their welfare.
CO 11	Designing better retention policies for employees.
CO 12	To effectively handle discipline among employees.

Course Content:

Unit- A: Human resource planning

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

Unit- B: Recruitment, Selection and Job Analysis

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

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Unit- C: Training and development

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

Unit- D: Performance Appraisal

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

Required Books and Materials:

Text Book:

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

Further Readings:

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



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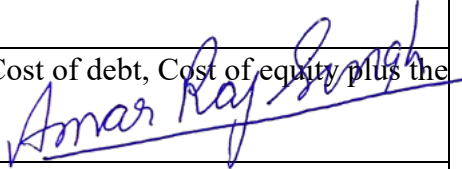
Course Objectives:

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

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Understand the nature and scope of financial management (Why do we need financial management; Wealth maximization Vs. Profit maximization)
CO2	Understand the ways in which a business is financed (Equity, debt, bonds etc.)
CO3	Understand the significance of the concept of time value of money
CO4	Understand the types and characteristics of major financial instruments (shares, debentures, bonds)
CO5	Assimilate the theory basics behind tools of financial decision making such as capital budgeting and cost of capital
CO6	Make out the advantages and disadvantages of financial techniques such as operating and financial leverages
CO7	Calculation involving financing a business. Finding out which sources of finance to prefer over the others (Estimation of cost of equity, debt, bonds & debentures)
CO8	Calculating the present and future values of cash flows using formulae for time value of money. Assists in realizing the underlying factors such as uncertainty, inflation, opportunity cost)
CO9	Calculation of non-discounted and discounted techniques of capital budgeting: Pay-back method, Average rate of return method, NPV method, IRR method, Profitability index. (Assists in understanding project feasibilities)
CO10	Computation of specific elements of cost of capital: Cost of debt, Cost of equity plus the usage of CAPM & WACC models
CO11	Basic calculation of degrees of operating and financial leverages, EPS and EBIT levels


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Course Content:

Unit I: Introduction and Financial Planning

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

Unit II: Time Value of Money and Cost of Capital

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

Unit III: Capital Budgeting

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

Unit IV: Financial Decisions and Management

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

Teaching / Assessment Methodology:

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

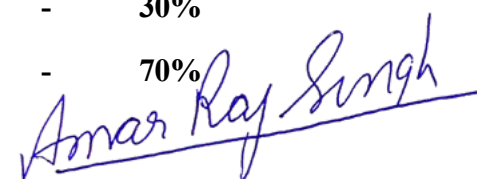
Grading:

Internal assessment

- 30%

End Term Exam

- 70%



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Text Book:

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

Further Readings:

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



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Course Objectives:

Marketing Research is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation. Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.

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

Course Outcomes:

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

S.No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire
CO 5	How to select a sample and determine sample size
CO 6	Identify marketing problems faced by companies
CO 7	Plan appropriate research design
CO 8	Design questionnaire and draw an appropriate sample for data collection

Course Content:**Unit-A: Types and Methods of Research**

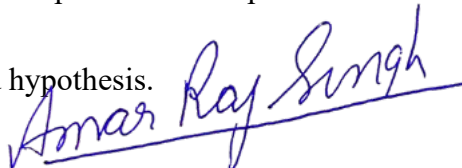
Research and its types, characteristics of good research, identifying and defining research problem and introduction to different research designs, exploratory, descriptive & causal studies.

Unit-B: The language of Research

Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables.

Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis.

Essential constituents of Literature Review.



Unit-C: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgement sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-D: Report Writing

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Suggested Readings:

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



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Course Objectives:

This foundation course has been designed to introduce the basic managerial economics to students to help them better understand and handle the business problems. Managerial economics is a field of study that applies economic principles and quantitative methods to analyze business decisions. The course typically covers topics such as demand analysis, production and cost analysis, market structure, pricing strategies, risk analysis, and decision-making under uncertainty.

Course Outcome:

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

S. No.	Course Outcome
CO1	Understanding the fundamental principles of economics and how they apply to business decision-making.
CO2	Analyzing market demand and supply to determine the optimal pricing and production strategies.
CO3	Understanding the different types of market structures and how they affect business strategy.
CO4	Analyzing production and cost structures to determine the optimal production levels and cost control strategies.
CO5	Understanding risk and uncertainty in business decision-making and techniques for managing these risks.
CO6	Developing critical thinking and problem-solving skills to make informed business decisions.

Course Content:**Unit I: Demand, Supply and Market equilibrium**

Introduction: Introduction to Economics: micro vs. macroeconomics; Nature, Scope and significance of Managerial Economics, Role of managerial economics in decision making, Decision making under risk and uncertainty.

Demand Analysis: Determinants of demand, Law of demand, Exceptions to the law of demand, Elasticity of demand- Price, Income and Cross elasticity; Uses of elasticity of demand,

Measurement of elasticity of demand. Supply Analysis; Law of Supply, Supply Elasticity; Analysis

and its uses for managerial decision making. Theory of consumer behavior: Cardinal utility theory, ordinal utility theory. Demand estimation, Demand forecasting,

Unit II: Production and Cost Analysis

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Production concepts & analysis; Production function, Law of variable proportion, Law of returns to scale. Economies of scale.

Cost concepts and analysis, Short-run and long-run cost curves and their managerial use, Estimation of cost function, Relationship between cost and production function. Theories of cost: Traditional theory and modern theory of cost.

Unit III: Market Structure

Revenue concepts, Market equilibrium., Market Structure: Perfect competition, Features, Price determination under perfect competition. Monopoly: Features, Pricing under monopoly, Price discrimination. Monopolistic: Features, Pricing under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand curve, Cartels, Price leadership.

Unit IV: Macroeconomics: An Overview

National Income: Different Concepts and various methods of its measurement. Employment determination: classical theory, Keynesian theory, Neo-classical theory.

Inflation - Types, Causes and Measures to control Inflation, Business cycle, Profit concept and major theories of profits; Dynamic surplus theory, Risk & uncertainty bearing theory and innovation theory.

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	30%
End Term Exam	70%

Further Readings:

- Hirschey, M. Economics for Managers. New Delhi: Thomson publications.
- Petersen, H, C., Lewis, W.C. & Jain, S.K. (2008). Managerial Economics. New Delhi: Pearson Education.
- Mithani D.M. Principles of Economics. New Delhi: Himalaya Publishing House.
- Dwivedi D.N. Managerial Economics. New Delhi: Vikas Publications.
- Maheswari, Y. Managerial Economics. New Delhi: PHI Learning Pvt. Ltd.
- Gupta, G.S. Managerial Economics. New Delhi: Tata McGraw-Hill.


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- Koutosyannis Modern Micro Economics, Palgrave Macmillan
- H.L.Ahuja Advanced Economic Theory , S. Chand

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Course Objectives:

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

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Understand core concepts in consumer behavior
CO2	Become aware of process of consumer decision making
CO3	Understand the variables influencing CB
CO4	Know how behavior can be changed
CO5	Realize key considerations of behavior while developing marketing strategy
CO6	Use concepts consumer psychology for strategy development
CO7	Take decisions with reference to psychological & environmental factors
CO8	Understand complexity of consumer behavior
CO9	Develop marketing strategy

Course Content:

Unit I: Introduction to Consumer Behaviour

- Introduction to Consumer Behaviour
- Simple Model of Consumer Behaviour
- Consumer Behaviour and Marketing Strategy

Unit II: Consumer Decision-Making Process

- Consumer Involvement
- Information Search
- Evaluative Criteria and Selection

Unit III: Psychological Factors Influencing Consumer Behaviour

- Motivation
- Perception
- Attitude
- Personality and Self-Concept

Unit IV: Socio-Cultural Factors Influencing Consumer Behaviour

- Consumer Behaviour Models
- Family Influence on Consumer Behaviour
- Children’s Influence on Consumer Behaviour
- Social Class Influence on Consumer Behaviour
- Culture
- Economic and Political Influence on Consumer Behaviour



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Synchronous lectures

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

Grading:

Internal Assessment 30%
End Term Exams 70%

Further Readings:

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



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Course Name: Functional English-II

Credits: 4

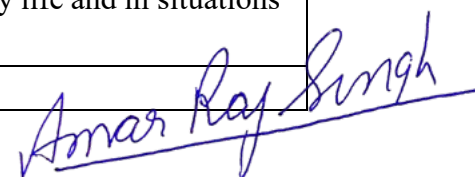
Course Objectives:

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

Course Outcomes:

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

Sr.No.	Course Out Come
CO1	Strengthen their communicative abilities.
CO2	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO3	Prepare for the IELTS test by coming up with test-taking tactics.
CO4	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO5	Develop full fluency in the language.
CO6	Acquire certain words and expressions that may be used in a variety of contexts, such as at work, when travelling, or while meeting new people.
CO7	Learn more about themselves as well as others by improving their ability to listen.
CO8	Make connections between the concepts on the page and what you already know through effective reading.
CO9	Write and express their thoughts mindfully and express fully.
CO10	Concentrate more effectively.
CO11	Know the importance of how one should concentrate to success.
CO12	Helps decide which level of education one should pursue.
CO13	Helps become aware of fresh opportunities.
CO14	Increase their results on the IELTS test in each of the four abilities.
CO15	Prepare for the IELTS test by coming up with test-taking tactics.
CO16	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO17	Develop full fluency in the language.



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Course Content:

Unit - A:

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

Unit - B:

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

Unit - C:

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

Unit - D:

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

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- L. Thimmesha- Functional English



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Distance and Online Education (SCDOE)**

Course Objectives:

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

Course Outcomes:

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

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

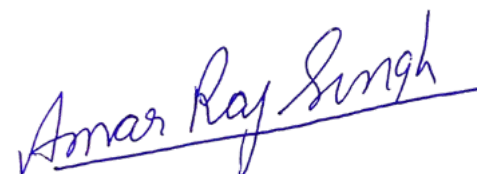
Course Content:

UNIT-A

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

UNIT-B

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



UNIT-C

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

UNIT-D

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William
- Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden leaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun



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(Only for Food Technology Management Students)



Course Name: Food Science and Technology

Credits: 4

Course Objectives:

The course on Food Science and Technology is designed to provide students with a foundational understanding of the science behind food, including its production, processing, preservation, and safety. It covers essential principles and practices in the field of food technology management.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of food science.
CO 2	Analyze various food processing techniques.
CO 3	Assess the importance of food safety and preservation.
CO 4	Apply basic food science knowledge to practical scenarios in food technology management.

Course Contents:

Unit-A: Introduction to Food Science

- Basics of food science and technology
- Food composition and properties
- Food microbiology and its importance
- Various disciplines of Food Technology
- Regulatory aspects in food science and technology

Unit-B: Food Processing Techniques

- Heat processing methods (pasteurization, sterilization)
- Drying, freezing, and concentration techniques
- Fermentation and preservation methods
- Food additives and their roles
- Novel food processing techniques

Unit-C: Food Safety and Preservation

- Principles of food safety and hygiene
- Microbial hazards and foodborne illnesses
- Food preservation methods and their significance

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- Packaging and shelf-life extension
- Quality control and assurance in food products

Unit-D: Applications in Food Technology Management

- Food product development and innovation
- Regulatory compliance and quality standards
- Case studies on successful food technology applications
- Emerging trends in food science and technology

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Practical demonstrations
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Fennema, O. R. (2013). Food Chemistry.
- Heldman, D. R., & Lund, D. B. (2016). Handbook of Food Engineering.
- Potter, N. N., & Hotchkiss, J. H. (2016). Food Science.
- Food and Agriculture Organization (FAO) publications on food science and technology in food management.



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(Only for Direct Selling Management Students)



Course Name: Fundamentals of Direct Selling

Credits: 4

Course Objectives:

The course on Fundamentals of Direct Selling aims to provide students with foundational knowledge and understanding of direct selling, its principles, strategies, and ethical considerations. It covers the core concepts and practices essential for success in the field of direct selling.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the principles and concepts of direct selling.
CO 2	Apply effective direct selling strategies and techniques.
CO 3	Analyze the role of ethics and consumer relations in direct selling.
CO 4	Develop foundational skills for success in direct selling.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling
- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling
- Promotional tools and techniques

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- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Sales and marketing exercises
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.
- Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.
- Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.
- Direct Selling Association (DSA) publications and articles on best practices in direct selling.



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SEMESTER III



Course Name: Legal Aspects of Business

Credits: 4

Course Objectives:

The course provides an understanding of the legal framework governing organizations with particular focus on the registered company with application in all sectors; its theme relates closely to the Corporate Governance and imparts the basic knowledge of the provision of the Companies Act 1956.

Course Outcome:

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

S.No.	Course Outcomes
CO 1	Understand what legal Aspects of business are and answer the basic questions on the subject.
CO2	Understand the initial requirement to set up a business
CO 3	Have an insight on what are the documents to be issued and what are the procedure to get a company registered.
CO 4	Have working knowledge of how shares are issued
CO 5	The process of winding up of the company.
CO 6	Have a working knowledge of the company law board and its powers and procedures of working.
CO 7	Know the importance of CSR

Course Content:

Unit A-Corporate Introduction, features, Incorporation and Management

- Company – features and characteristics
- Concept of lifting of corporate Veil
- Types of Companies
- Formation of Company
- Share Capital
- Members, Shareholders and Directors
- Meetings

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Unit B- Oppression & Mismanagement, Investigation (Section 397 – 408, Section 235-251)

- Concept of Oppression and Mismanagement.
- Prevention of Mismanagement.
- Inspection and Investigation - necessity
- Power of registrar to call for inspection and investigation
- Protection of Minority interest

Unit C-Corporate Liquidation

- Modes of Winding up
- Official Liquidators and their role
- General Powers of the Tribunal
- Contributory

Unit D-Corporate Governance and Social Responsibility

- Concept of Corporate Governance and its elements.
- CSR and its Impact.

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Akhileshwar Pathak- Legal Aspects of Business
- Daniel Albuquerque- Legal Aspects of Business


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Course Name: Internship

Credits: 4

Course Objectives:

The objective of internship is to provide first-hand experience of work environment in organizations to the students and prepare them for their future endeavors.

Course Outcomes:

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

Sr. No	Course Outcomes
CO1	Construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
CO2	Test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

Internship can be carried out in a/an:

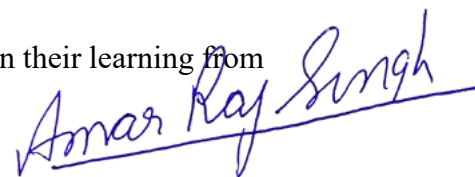
1. Corporate Entity
2. Central Government, State Government and Public Sector Undertaking
3. Overseas entity
4. MSME
5. NGO
6. Cooperative Society
7. Institutions for some special projects

Methodology:

Students need to undergo 8 weeks of internship in any of the above organizations. On completion of their tenure as interns, students need to submit a report carrying the certificate from the reporting authority in the organization of their internship along with the details of the roles and responsibilities carried out during the tenure.

Evaluation:

The students will be evaluated by a committee of experts based on their learning from internship.



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Course Objectives:

This course is designed to introduce the students to basic methods of organization and presentation of data like tabular form, Pie chart, bar graph, line charts, ogives, frequency curve and histograms. Students will learn to analyze data by understanding the roles of central tendency like Mean, Median, Mode and measures of dispersion like range, standard deviation, and coefficient of variation. To appreciate the importance of uncertainty in life, the basic concept of probability and its calculation will be incorporated. Students will be introduced to the applications of MS Excel appropriate for the course. Course will be complimented with necessary in-house practical

Course Outcome:

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


S. No.	Course Outcomes
CO 1	Realize the importance of data presentation
CO2	Describe various types of graphical presentations like Pie chart, Bar graph etc.
CO 3	Define averages and dispersion for ungrouped and grouped data
CO 4	Understand the concept of uncertainty and axioms of probability
CO 5	Explain type of events and compute probability of such events
CO 6	Making of charts and graphs on MS Excel
CO 7	Computation of means and deviation manually and through MS Excel formulae
CO 8	Apply event specific formula to calculate probabilities

Course Content:
Unit - A:
Grouping and Displaying Data to convey Meaning

- Overview of data, its types and statistical analysis
- Tabular and graphical presentation of data through Pie chart, Histograms, Frequency Curve, Bar graph and Line Chart etc.

Measures of central tendency

- Measures of central tendency
- Arithmetic Mean, Geometric Mean, Median, and Mode



Unit - B:

Measures of dispersion

- Ranges
- Dispersion
- Coefficient of variation.
- Descriptive statistics using MS EXCEL

Introductory ideas of Probability

- Basic concept of Probability

Unit C:

Regression

- Simple regression
- Concept of dependent and independent variables
- Use of regression in time series analysis

Correlation and coefficient of determination

- Concept of correlation
- Coefficient of determination
- Coefficient of correlation

Unit D: Hypothesis testing

- Introduction to hypothesis
- Testing of hypothesis
- Theory of estimation
- Chi square test, t-test, one-way ANOVA
- Use of MS Excel and SPSS

Teaching / Assessment Methodology:

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



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Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Further Readings:

- S.C Gupta – Fundamentals of Applied Statistics
- A.M Gun - Fundamentals of Statistics



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Course Objectives:

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

Course outcome:

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

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

Course Content:

Unit - A: Introduction

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

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

Unit - C: Preparation

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


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Unit - D: Types of Questions

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

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

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



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Course Objectives:

- This course is designed to be a conceptual work based on the application of the principles of covering news, interviews, writing for print and the organization of newspaper newsroom.
- The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, reporting and editing for print media, sociology of news, trends in sectional news and the organization of newspaper newsroom.

Course Outcomes:

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

Sr. No.	Course Outcome
CO1	Understand the process of writing for print
CO2	Explain the principles of covering news, interviews, and the organization of newspaper newsroom
CO3	Report & write news for print
CO4	Perform exercise of Cross checking, headlines writing and making intros
CO5	Write stories covering various beats, writing follow-up stories
CO6	Write interview-based news stories, studying and analyzing investigative stories etc
CO7	Write letters to the editor
CO8	Write articles and features

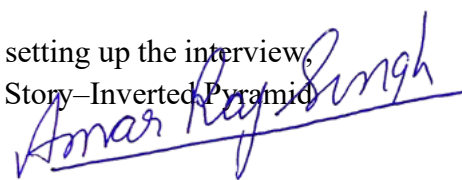
Course Content:

Unit - A:

Covering news, Reporter- role, functions and qualities, General assignment reporting/working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MC, hospitals, health, education, sports.

Unit - B:

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid



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style; Lead: importance, types of lead; body of the story; attribution, verification, Articles, features, types of features and human-interest stories, leads for features, difference, between articles and features.

Unit - C:

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, language, types of headlines, importance of pictures, selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light, leader, Opinion pieces, op. Ed page

Unit - D:

Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists

Understanding media and news, Sociology of news: factors affecting news treatment, Paid news, agenda setting, Pressures in, the newsroom, Trial by media, gatekeepers., Objectivity and politics of news, Neutrality, and bias in news.

Teaching / Assessment Methodology:

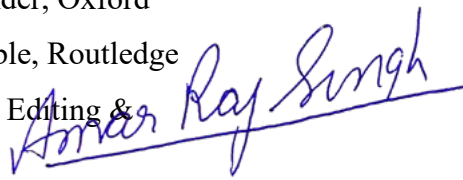
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press The Newspaper's Handbook, Richard Keeble, Routledge Publication Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
- Reporting for the Print media (2nd ed); Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979


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SEMESTER-IV



Course Name:

Sales Management

Credits: 4

Course Objectives:

The course in Sales Management aims to develop students' skills in planning, organizing, and leading sales teams to achieve organizational sales goals. It provides an understanding of sales strategies, customer relationship management, and the importance of effective sales leadership.

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Explain the key principles of sales management.
CO2	Develop effective sales strategies and plans.
CO3	Understand customer relationship management and its role in sales.
CO4	Lead and motivate a sales team to achieve targets.

Course Content:

Unit-A: Introduction to Sales Management

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

Unit-B: Sales Strategy and Planning

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

Unit-C: Customer Relationship Management (CRM)

- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management

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

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and role plays

Grading:

Internal assessment: - 30%

End Term Exam: - 70%

Further Readings:

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



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Specialization (Electives)
Financial Management (Semester III)



Course Name: Micro Finance for Managers

Credits: 4

Course Objectives:

The course on Micro Finance for Managers is designed to equip students with the knowledge and skills required to understand the principles and practices of microfinance. It emphasizes the importance of microfinance in financial inclusion and poverty alleviation, and how it can be effectively managed and monitored by financial managers.

Course Outcomes:

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

S. No.	Course Outcomes
CO 1	Explain the fundamental concepts of microfinance and its role in financial inclusion.
CO2	Analyze the principles and challenges of microfinance management.
CO 3	Understand the regulatory and legal aspects of microfinance.
CO 4	Develop strategies for effective microfinance program design and implementation.

Course Content:

Unit-A: Introduction to Micro Finance

- Basics of microfinance
- Historical development and evolution of microfinance
- Importance of microfinance in financial inclusion
- Microfinance institutions and their roles
- Social impact of microfinance

Unit-B: Microfinance Management

- Microfinance principles and practices
- Client assessment and risk management
- Product design and delivery channels
- Managing microfinance operations
- Challenges and issues in microfinance management

Unit-C: Regulatory and Legal Aspects

- Legal and regulatory frameworks in microfinance

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- Consumer protection and fair lending practices
- Microfinance and financial sector regulations
- Reporting and compliance requirements
- Case studies on regulatory compliance

Unit-D: Microfinance Program Design and Implementation

- Microfinance program development
- Marketing and outreach strategies
- Monitoring and evaluation of microfinance programs
- Social performance measurement and impact assessment
- Business ethics and social responsibility in microfinance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ledgerwood, Joanna. (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- Dichter, Thomas W., and Harper, Malcolm. (2007). What's Wrong with Microfinance?



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Specialization (Electives)
Financial Management (Semester III)



Course Name: Financial Statement Analysis

Credits: 4

Course Objectives:

This course takes an in-depth look into company financial statements and shows how Information therein can be analyzed and processed to aid many individuals including creditors, investors, managers, consultants, auditors, directors, regulators and employees in their business decisions. It equips students with a wide array of tools and techniques useful in many fields in finance.

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Be able to read and critically evaluate financial analyst reports
CO2	Become familiar with the organization and disclosure of information reported in filings and the notes to the financial statements
CO3	Be proficient at calculating and interpreting financial ratios
CO4	Understand how accounting errors impact reported income and the book value of equity
CO5	Understand major valuation models

Course Content:

Unit A: Financial Reporting and Analysis: An Introduction

- Financial Statement Analysis: An Introduction
- Financial Reporting Mechanics
- Financial Reporting Standard

Unit B: Income Statements, Balance Sheets, and Cash Flow Statements

- Understanding Income Statements
- Understanding Balance Sheets
- Understanding Cash Flow Statements
- Financial Analysis Techniques

Unit C: Inventories, Long-lived Assets. Income Taxes and Non-current Liabilities

- Inventories
- Long-Lived Assets

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- Income Taxes
- Non-Current (Long-Term) Liabilities

Unit D: Evaluating Financial Reporting Quality and Other Applications

- Financial Statement Analysis: Applications

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- P.Mohana Rao- Financial Statement Analysis



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Specialization (Electives)
Financial Management (Semester IV)



Course Name: Portfolio and Wealth Management

Credits: 4

Course Objectives:

The course on Portfolio and Wealth Management is designed to provide students with a comprehensive understanding of the principles and practices of portfolio management and wealth management. It covers investment strategies, asset allocation, risk management, and financial planning for individuals and institutions.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the key concepts and theories of portfolio management.
CO 2	Analyze and construct diversified investment portfolios.
CO 3	Apply risk management techniques to protect wealth.
CO 4	Develop a comprehensive financial plan for individuals and institutions.
CO 5	Evaluate the performance of investment portfolios.

Course Contents:

Unit-A: Introduction to Portfolio Management

- Principles of portfolio management
- Modern portfolio theory and the Capital Asset Pricing Model (CAPM)
- Asset allocation and diversification
- Investment objectives and strategies
- Ethical considerations in portfolio management

Unit-B: Asset Classes and Investment Vehicles

- Equity securities and fixed-income securities
- Mutual funds, exchange-traded funds (ETFs), and hedge funds
- Real estate, commodities, and alternative investments
- Derivatives and structured products
- International investments and global asset allocation

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Unit-C: Risk Management and Performance Evaluation

- Risk and return analysis
- Measuring and managing portfolio risk
- Performance evaluation and attribution analysis
- Benchmarking and performance measurement
- Portfolio rebalancing and tax considerations

Unit-D: Wealth Management and Financial Planning

- Wealth management process and services
- Financial planning and goal setting
- Estate planning and tax considerations
- Insurance and risk protection
- Retirement planning and asset transfer

Teaching / Assessment Methodology:

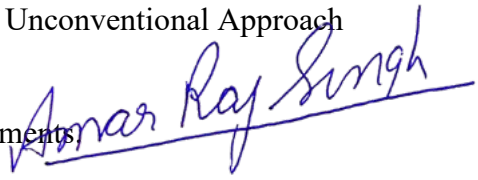
- Synchronous lectures
- Asynchronous case studies/Lectures on LMS
- Hands-on portfolio construction and analysis exercises
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Bodie, Z., Kane, A., & Marcus, A. J. (2014). Investments.
- Reilly, F. K., & Brown, K. C. (2011). Investment Analysis and Portfolio Management.
- Markowitz, H. (1952). Portfolio Selection.
- Swensen, D. F. (2009). Pioneering Portfolio Management: An Unconventional Approach to Institutional Investment.
- Sharpe, W. F., Alexander, G. J., & Bailey, J. V. (1999). Investments.


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Specialization (Electives)
Financial Management (Semester IV)



Course Name: Financial Derivatives

Credits: 4

Course Objectives:

The Financial Derivatives course is aimed at equipping students with an in-depth understanding of derivative instruments, their pricing, uses in risk management, and their role in financial innovation. The course focuses on futures, options, swaps, and other related financial instruments.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and types of derivative instruments.
CO 2	Apply pricing models and strategies for trading derivatives.
CO 3	Utilize derivatives for hedging, speculation, and arbitrage.
CO 4	Evaluate the impact of derivatives on financial markets and the economy.
CO 5	Identify and manage the risks associated with derivative positions.

Course Contents:

Unit-A: Introduction to Derivatives

- Definition and types of derivatives
- History and evolution of the derivative markets
- Forward contracts, futures contracts, options, and swaps
- Institutional framework and regulation of derivatives markets
- Uses and abuses of derivatives

Unit-B: Pricing Derivatives and Trading Strategies

- Pricing models for forwards and futures
- Binomial and Black-Scholes models for option pricing
- Trading strategies involving derivatives
- Valuation of swaps and other complex derivatives
- Using derivatives for arbitrage

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Unit-C: Applications of Derivatives in Risk Management

- Hedging techniques using derivatives
- Managing market risk, credit risk, and other financial risks
- Role of derivatives in financial engineering and innovation
- Asset/liability management using derivatives
- Case studies in risk management

Unit-D: Regulatory and Ethical Considerations

- Regulation of derivatives markets (Dodd-Frank Act, EMIR, MiFID II)
- Reporting and compliance for derivative transactions
- Ethical issues and concerns in derivatives trading
- Assessing systemic risk and financial stability
- Future trends and developments in derivatives markets

Teaching / Assessment Methodology:

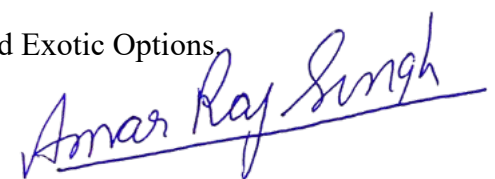
- Synchronous lectures with case study analyses
- Asynchronous video lectures and interactive simulations
- Practical trading sessions using derivative market software
- Assignments, quizzes, and group presentations
- Research project on a current topic in derivative markets

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hull, J. C. (2020). Options, Futures, and Other Derivatives.
- Chance, D. M., & Brooks, R. (2015). An Introduction to Derivatives and Risk Management.
- Taleb, N. N. (1997). Dynamic Hedging: Managing Vanilla and Exotic Options.
- McDonald, R. L. (2013). Derivatives Markets.
- Stulz, R. M. (2019). Risk Management & Derivatives.



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Specialization (Electives)
Financial Management (Semester IV)



Course Name: Investment Management and Financial Planning

Credits: 4

Course Objectives:

The Techniques for Financial Decisions course is designed to enhance the students' ability to make informed and effective financial decisions. It focuses on contemporary financial tools, analysis methods, and decision-making techniques critical for financial managers in the corporate setting.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand and apply various financial decision-making techniques.
CO 2	Perform financial analysis and modeling to support strategic decision-making.
CO 3	Integrate advanced financial forecasting methods into managerial decisions.
CO 4	Evaluate capital investment projects using different appraisal methods.
CO 5	Synthesize financial data to make recommendations for value maximization.

Course Contents:

Unit-A: Financial Statement Analysis


- Analysis of financial statements and financial ratios
- Cash flow analysis and the statement of cash flows
- Use of financial analysis for forecasting and trend identification
- Common-size and index number trend analysis

Unit-B: Valuation Techniques

- Time value of money and discounted cash flow analysis
- Valuation models for stocks and bonds
- Cost of capital and weighted average cost of capital
- Determination of the firm's optimal capital structure

Unit-C: Investment Appraisal Methods

- Capital budgeting and the investment decision-making process
- Net Present Value (NPV), Internal Rate of Return (IRR), and other investment appraisal methods
- Dealing with risk and uncertainty in investment appraisal


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- Real options and their application in investment decisions

Unit-D: Advanced Techniques in Financial Decision-Making

- Sensitivity and scenario analysis
- Business valuation and mergers and acquisitions analysis
- Corporate risk management and hedging
- Lean finance and agile methodologies in financial analysis

Teaching / Assessment Methodology:

- Synchronous lectures incorporating real-life case studies
- Asynchronous sessions with simulation-based exercises
- Hands-on projects involving financial modeling and analysis
- Interactive discussions and team presentations
- Assignments and quizzes to reinforce key concepts

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of Corporate Finance.
- Damodaran, A. (2012). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset.
- Koller, T., Goedhart, M., & Wessels, D. (2015). Valuation: Measuring and Managing the Value of Companies.
- McKinsey & Company Inc., Koller, T., Dobbs, R., & Huyett, B. (2010). Value: The Four Cornerstones of Corporate Finance.
- Pike, R., & Neale, B. (2006). Corporate Finance and Investment: Decisions & Strategies.

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Specialization (Electives)
Operation Management and Supply Chain Management (Semester III)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The course in Supply Chain Management aims to develop a comprehensive understanding of the principles and practices necessary to manage the flow of goods, information, and finances across the supply chain. Students will learn to make informed decisions for optimizing supply chain performance and achieving business objectives.

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Describe the fundamental concepts of supply chain management.
CO2	Understand the key components and functions of a supply chain.
CO3	Analyze supply chain strategies and network design.
CO4	Implement supply chain optimization techniques.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy


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Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- Case studies on supply chain optimization

Teaching / Assessment Methodology:

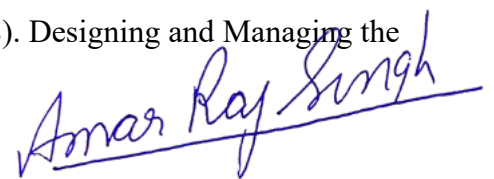
- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.



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Specialization (Electives)
Operation Management and Supply Chain Management (Semester III)

Course Name: Logistics & Distribution Strategy



Credits: 4

Course Objectives:

The course on Logistics & Distribution Strategy is designed to develop skills in managing the efficient flow of goods, information, and finances across the supply chain. It provides an understanding of various logistics functions and distribution strategies and emphasizes the importance of effective decision-making for optimizing supply chain operations.

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Explain the key concepts of logistics and distribution management.
CO2	Describe the components of a supply chain and their interdependencies.
CO3	Analyze the role of technology in logistics and distribution.
CO4	Design and manage a distribution network.

Course Content:

Unit-A: Fundamentals of Logistics and Supply Chain Management

- Introduction to Logistics Management
- Components of Supply Chain Management
- Role of Distribution in Logistics

Unit-B: Operational Aspects of Logistics and Supply Chain Management

- Inventory Management Techniques
- Warehousing in India
- Transportation and Fleet Management
- Carrier Selection and Freight Negotiation

Unit-C: Advanced Logistics and Technology Integration

- Logistics Network Design
- Technology's Influence on Logistics
- Warehouse Management System (WMS)

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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- Transportation Management System (TMS)

Unit-D: Innovations and Strategic Insights in Logistics

- Emerging Technologies in Logistics
- Case Studies on Innovative Logistics Practices
- Strategic Planning and Future Trends

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	- 30%
End Term Exam	- 70%

Further Readings:

- Christopher, M. (2016). Logistics & Supply Chain Management.
- Waters, D. (2018). Global Logistics: New Directions in Supply Chain Management.



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Specialization (Electives)
Operation Management and Supply Chain Management (Semester IV)



Course Name: Project Management

Credits: 4

Course Objectives:

The Project Management course is designed to provide students with the skills and knowledge required to manage projects effectively. It focuses on the methodologies, tools, and best practices that are fundamental to planning, executing, and completing projects successfully within various organizational settings.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the project management framework and life cycle.
CO 2	Develop detailed project plans using appropriate techniques and tools.
CO 3	Effectively manage project resources, including time, money, and personnel.
CO 4	Apply risk management strategies to mitigate potential project threats.
CO 5	Evaluate and ensure the quality of project deliverables.
CO 6	Communicate effectively with project stakeholders at all levels.

Course Contents:

Unit-A: Project Management Essentials

- Introduction to project management principles
- Project life cycle and organizational structure
- Role and competencies of the project manager
- Project management methodologies (e.g., PMBOK, PRINCE2, Agile)

Unit-B: Project Planning and Scheduling

- Project scope definition and management
- Work breakdown structure (WBS) and project scheduling
- Resource allocation and critical path method (CPM)
- Project budgeting and cost estimation

Unit-C: Project Execution and Control

- Project execution and the role of human resources management
- Monitoring and controlling project progress and performance

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- Change management and configuration management
- Managing project terminations and closeout processes

Unit-D: Risk and Quality Management in Projects

- Risk identification, analysis, and mitigation planning
- Quality standards and quality management in projects
- Tools for quality control and assurance
- Using key performance indicators (KPIs) to measure project success

Teaching / Assessment Methodology:

- Synchronous lectures with a focus on case study methodology
- Asynchronous teaching through hands-on project simulation tools
- Team-based project work in a simulated environment
- Interactive workshops focusing on problem-solving and decision-making
- Continuous assessment through assignments and quizzes

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling.
- Project Management Institute. (2017). A Guide to the Project Management Body of Knowledge (PMBOK Guide).
- Schwalbe, K. (2018). Information Technology Project Management.
- Verzuh, E. (2015). The Fast Forward MBA in Project Management.
- Wysocki, R. K. (2014). Effective Project Management: Traditional, Agile, Extreme.

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Specialization (Electives)
Operation Management and Supply Chain Management (Semester IV)



Course Name: Lean Management

Credits: 4

Course Objectives:

The Lean Operations course is tailored to provide students with a comprehensive understanding of lean principles and practices to improve operation efficiency, quality, and customer satisfaction while reducing waste and costs. This course focuses on lean tools and techniques applicable to both manufacturing and service operations.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the philosophy and core principles of lean thinking.
CO 2	Implement lean tools and techniques to streamline processes.
CO 3	Design and manage lean operations for continuous improvement.
CO 4	Analyze and solve operational problems using lean methodologies.
CO 5	Evaluate the effectiveness of lean strategies on organizational performance.

Course Contents:

Unit-A: Introduction to Lean Thinking

- History and evolution of lean concepts
- Fundamental principles of lean operations
- Value, value streams, flow, pull systems, and perfection
- The role of lean in operations management

Unit-B: Lean Tools and Techniques

- 5S methodology for workplace organization
- Value Stream Mapping (VSM) to analyze and redesign workflows
- Kanban systems for inventory control
- Jidoka and Poka-yoke for quality assurance
- Root Cause Analysis (RCA) and problem-solving

Unit-C: Lean in Manufacturing and Services

- Lean applications in manufacturing and the Toyota Production System (TPS)
- Adapting lean principles to service and office environments

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- Lean Six Sigma for combining lean and Six Sigma methodologies
- Developing a lean culture and the role of leadership

Unit-D: Lean Transformation and Sustainability

- Strategies for implementing lean transformations
- Measuring lean performance with Key Performance Indicators (KPIs)
- Sustaining lean gains and pursuing continuous improvement
- Lean challenges, critical success factors, and case studies

Teaching / Assessment Methodology:

- Synchronous lectures with interactive problem-solving sessions
- Asynchronous teaching through simulations and virtual lean workshops
- Group projects involving real-world application of lean concepts
- Workshops and case studies discussion
- Continuous assessment through quizzes, assignments, and a capstone project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Womack, J. P., & Jones, D. T. (2003). Lean Thinking: Banish Waste and Create Wealth in Your Corporation.
- Rother, M., & Shook, J. (2003). Learning to See: Value Stream Mapping to Add Value and Eliminate MUDA.
- Liker, J. K. (2004). The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer.
- George, M. L. (2002). Lean Six Sigma: Combining Six Sigma Quality with Lean Production Speed.
- Ohno, Taiichi. (1988). Toyota Production System: Beyond Large-Scale Production.

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Specialization (Electives)
Operation Management and Supply Chain Management (Semester IV)



Course Name: Warehouse Management

Credits: 4

Course Objectives:

The course on Warehouse Management is designed to provide students with key insights and practical knowledge on managing and optimizing warehousing operations within the logistics and supply chain management domain. The curriculum includes the design of warehouse operations, inventory management, technology integration, and best practices for efficient warehouse management.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Analyze warehouse operations and design effective warehouse layouts.
CO 2	Implement inventory management strategies to optimize stock levels and reduce costs.
CO 3	Integrate technology and automation tools for improved warehouse efficiency.
CO 4	Apply best practices in warehouse management to ensure smooth supply chain operations.

Course Contents:

Unit-A: Introduction to Warehouse Management

- Role and functions of a warehouse in the supply chain
- Types of warehousing and storage systems
- Warehouse location and layout planning
- Equipment and technology in warehousing
- Safety and compliance regulations

Unit-B: Inventory Management and Control

- Principles of inventory management
- Stock categorization and inventory policies
- Inventory replenishment strategies and order management
- Stocktaking and cycle counting
- Impacts of inventory on financial performance

Unit-C: Technology and Automation in Warehousing

- Warehouse Management Systems (WMS)
- Barcode and RFID technology
- Automated storage and retrieval systems (AS/RS)
- Drones and robotics in warehousing
- E-commerce and warehouse operations

Unit-D: Best Practices and Contemporary Issues


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- Lean warehousing and waste reduction
- Third-party logistics (3PL) and outsourcing
- Reverse logistics and sustainable practices
- Performance measurements and KPIs
- Case studies on successful warehouse management

Teaching / Assessment Methodology:

- Synchronous lectures with guest speakers from the industry
- Asynchronous learning materials and case studies on LMS
- Hands-on software simulations for warehouse management systems
- Group projects and field visits to local warehouses
- Quizzes, assignments, and a final comprehensive project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Gwynne, R. (2017). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.
- Muller, M. (2018). Essentials of Inventory Management.
- Richards, G. (2014). Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse.

Emmett, S. (2017). Excellence in Warehouse Management: How to Minimise Costs and Maximise Value.



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Specialization (Electives)
Human Resource Management (Semester III)



Course Name: Organizational Development & Change Management

Credits: 4

Course Objectives:

The basic objective of this course is to provide participants with an integrated and comprehensive view of the field of Organizational Development. The course aims to present, in a clear and organized manner, the newest approaches, concepts, and techniques of this emerging discipline. Organizations' always aim to increase the effectiveness and efficiency of their actions & everybody has to accept by now that change is unavoidable if they are really working for excellence. But still the resistance to change is on the top of the list of organizational problems. So, the priority is to understand change in the organizations. Organizational development facilitates the process of planned change. The objective of the course is to enhance understanding of the students about the process of change and development within an organization.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand OD through an experiential learning approach.
CO 2	To develop an understanding of the nature, functioning and design of an organization as a social unit
CO 3	Develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.
CO 4	To examine the relationship between the organizational characteristics (for example: structure, strategies, systems etc.) and managerial behavior.
CO 5	Have a clear understanding of change as an integral part of development
CO 6	Apply behavioral science knowledge to improve organizational performance
CO 7	Understand theoretical concepts but apply it for research perspectives.
CO 8	Managing change in turbulent environments and increased competition.
CO 9	Help an organization become technologically, strategically and culturally healthy and viable.

Course Contents:

Unit 1: Foundations and Nature of Organization Development:

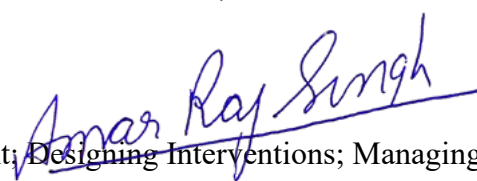
- Introduction to Organization Development; Core Values and Ethics in OD; The Nature of Planned Change.

Unit 2: The OD Process and Implementation:

- The OD Process; Diagnosis in Organization Development; Designing Interventions; Managing Change; Evaluation and Follow-Up.

Unit 3: Specialized Applications and Topics:

- Organization Development in Global Indian Companies; Team Development Interventions;


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- Interpersonal and Group Process Approaches; Large-System Interventions; OD in Government and Not-for-Profit Organizations.

Unit 4: Future Directions in Organization Development:

- Future of Organization Development

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ratan Raina – Change Management and Organisational Development



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Specialization (Electives)
Human Resource Management (Semester III)



Course Name: Compensation Management

Credits: 4

Course Objectives:

This course provides a comprehensive understanding of compensation management, exploring the strategic principles and practices that organizations use to attract, retain, and motivate employees. Participants will delve into topics such as job analysis, salary structures, benefits administration, and the ethical considerations in compensation decisions.

Course Outcome:

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

Sr.No.	Course Outcome
CO1	To discuss the development of the field of organizational behavior and explain the micro and macro approaches
CO2	To analyze and compare different models used to explain individual behavior related to motivation and rewards
CO3	To identify the processes used in developing communication and resolving conflicts
CO4	To explain group dynamics and demonstrate skills required for working in groups (team building)
CO5	To identify the various leadership styles and the role of leaders in a decision-making process
CO6	To explain organizational culture and describe its dimensions and to examine various organizational designs

Course Content:

Unit 1: Foundations of Compensation Management:

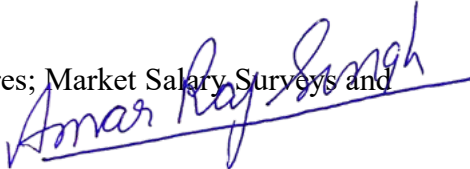
Overview of Compensation Management; Strategic Role of Compensation in Organization; Legal and Ethical Considerations in Compensation

Unit 2: Job Analysis and Compensation Structures:

Job Analysis and Evaluation; Designing Compensation Structures; Market Salary Surveys and

Unit 3: Employee Benefits and Wellness:

Health and Wellness Program; Retirement and Pension Plans; Flexible Benefits and Perks; Benefits Administration and Communication


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Unit 4: Performance-Based Compensation and Global Considerations:

Variable Pay and Performance Bonuses; Executive Compensation; Global Compensation Issues; Emerging Trends in Compensation Management.

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Prasad, LM. Organizational Behaviour, Sultan Chand & Sons, New Delhi.
- "Compensation Management: A Strategic Approach" by Richard I. Henderson.
- "Employee Benefits and Compensation" by Joseph J. Martocchio.
- "Compensation" by Milkovich, George T., and Newman, Jerry M.



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Specialization (Electives)
Human Resource Management (Semester IV)



Course Name: Training and Development

Credits: 4

Course Objectives:

The Training and Development course is structured to provide students with an in-depth understanding of the key principles and practices involved in the training, development, and lifelong learning of employees. It focuses on designing effective training programs, adult learning theories, and methods for evaluating training effectiveness.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Examine adult learning theories and principles that impact workforce training.
CO 2	Design, develop, and implement engaging and effective training programs.
CO 3	Utilize various training methodologies to suit diverse learning styles and needs.
CO 4	Conduct thorough needs assessments to tailor training initiatives to organizational goals.
CO 5	Evaluate and measure the effectiveness of training interventions on performance.

Course Contents:

Unit-A: Foundations of Training and Development

- Strategic role of training and development in organizations
- Theories and models of adult learning and development
- Needs analysis and identification of training requirements
- Aligning training with business strategy and objectives

Unit-B: Designing Effective Training Programs

- Incorporating instructional design principles
- Developing training materials and content
- Selecting and preparing trainers
- Choosing the right delivery methods (on-the-job, classroom, e-learning, etc.)

Unit-C: Training Delivery and Facilitation

- Engaging learners and managing group dynamics
- Technology in training: virtual classrooms, simulators, and online platforms


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- Cross-cultural considerations and diversity training
- Developing soft skills and leadership training programs

Unit-D: Assessing Training Outcomes

- Methods for evaluating training effectiveness (Kirkpatrick's model, etc.)
- Return on Investment (ROI) in training
- Long-term impact assessment and transfer of learning to the workplace
- Continuous improvement and updating training programs

Teaching / Assessment Methodology:

- Synchronous lectures with interactive discussions
- Asynchronous teaching through case studies and simulations
- Role-play, group projects, and facilitated workshops
- Peer-to-peer teaching exercises and feedback sessions
- Continuous assessment through quizzes, reflective journals, and a capstone project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Noe, R. A. (2017). Employee Training & Development.
- Goldstein, I. L., & Ford, J. K. (2001). Training in Organizations: Needs Assessment, Development, and Evaluation.
- Biech, E. (2015). ASTD Handbook: The Definitive Reference for Training & Development.
- Silberman, M. (2006). Active Training: A Handbook of Techniques, Designs, Case Examples, and Tips.
- Lawson, K. (2002). New Employee Training Workbook.

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Specialization (Electives)
Human Resource Management (Semester IV)



Course Name: Industrial Relations and Labor Codes

Credits: 4

Course Objectives:

This course is designed to provide students with an in-depth understanding of the theory and practice of industrial relations and labor laws. It covers the dynamics of the workplace, the legal framework governing employment relationships, collective bargaining, and dispute resolution.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Analyze the fundamental concepts and frameworks within industrial relations.
CO 2	Understand and interpret the key provisions of labor legislation and codes.
CO 3	Examine the role of trade unions, employers' associations, and their strategies.
CO 4	Skillfully navigate collective bargaining and contract negotiation processes.
CO 5	Effectively handle industrial disputes and resolution mechanisms.

Course Contents:

Unit-A: Fundamentals of Industrial Relations

- Theoretical perspectives in industrial relations
- Structure and function of the industrial relations system
- Role of employers, employees, and the government
- Industrial democracy and its implications

Unit-B: Labor Laws and Labor Codes

- Historical development of labor laws and labor codes
- Key provisions of the Industrial Disputes Act, Trade Unions Act, and other relevant legislations
- Recent labor code reforms and their impact on industrial relations
- International labor standards and conventions

Unit-C: Trade Unions and Collective Bargaining

- Trade union legislation, membership, and leadership
- Collective bargaining: principles, practices, and negotiations
- Employers' associations and their role in industrial relations

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- Role of collective bargaining in resolving labor issues

Unit-D: Industrial Disputes and Conflict Resolution

- Causes and types of industrial disputes
- Procedures for dispute resolution: conciliation, arbitration, and adjudication
- Grievance handling and disciplinary procedures
- Role of labor courts and tribunals

Teaching / Assessment Methodology:

- Synchronous lectures with dialogue and debate
- Asynchronous learning through case law analysis and legal research
- Simulations of collective bargaining and arbitration processes
- Guest lectures from HR professionals, union representatives, and legal experts
- Continuous assessment through quizzes, reflective essays, and a final project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Budd, J. W. (2013). Labor Relations: Striking a Balance.
- Mamoria, C. B., & Gankar, S. V. (2012). Dynamics of Industrial Relations.
- Singh, A. (2017). Industrial Relations and Labour Laws.
- Vaid, K. N. (2018). Labour Welfare & Industrial Relations.
- Bruce E. Kaufman, (2008). Managing the Human Factor: The Early Years of Human Resource Management in American Industry.



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Specialization (Electives)
Digital Marketing (Semester III)



Course Name: Digital Marketing for Practitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Explain digital marketing landscape
CO 2	Describe ingredients of digital marketing
CO 3	Understand website, SEO, content and social media
CO 4	Analyze performance through analytics
CO 5	Discuss PR mix in digital marketing
CO 6	Develop strategy for marketing online
CO 7	Create effective website
CO 8	Develop skills in search engine optimization
CO 9	Successfully run social media campaign to engage customers
CO 10	Develop and implement online PR strategy

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels


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- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing



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Specialization (Electives)
Digital Marketing (Semester III)



Course Name: Integrated Marketing Communications

Credits: 4

Course Objectives:

The aim of the course is to introduce the over all marketing communications strategy with prime emphasis on the role of advertising and the stories of how advertising works. Typical topics covered include targeting, creative strategy, media strategy, budgeting, setting communications objectives and advertising agency management.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection
- Establishing objectives & budgeting for promotional program

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Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kirti Dutta- Integrated Marketing Communications



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Specialization (Electives)
Digital Marketing (Semester III)



Course Name: Content Marketing

Credits: 4

Course Objectives:

The course on Content Marketing is designed to equip students with the knowledge and skills required to plan, create, and execute effective content marketing strategies. It covers content creation, distribution, and measurement within the digital marketing context.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the principles and importance of content marketing in digital strategies.
CO 2	Develop effective content marketing plans and campaigns.
CO 3	Create engaging and relevant content for various digital platforms.
CO 4	Evaluate and measure the success of content marketing initiatives.

Course Contents:

Unit-A: Introduction to Content Marketing

- Principles and fundamentals of content marketing
- Role of content in digital marketing strategies
- Content marketing strategies and goals
- Identifying target audiences and personas
- Aligning content marketing with business objectives

Unit-B: Content Creation and Storytelling

- Content ideation and creation
- Crafting compelling narratives
- Visual and multimedia content creation
- Content tone, style, and voice
- User-generated content and brand advocacy

Unit-C: Content Distribution and Promotion

- Content distribution channels (e.g., social media, email marketing)
- SEO and content optimization

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- Paid advertising and sponsored content
- Influencer marketing and partnerships
- Content promotion and amplification

Unit-D: Content Performance Measurement

- Metrics and KPIs for content marketing
- Google Analytics and other tracking tools
- Content performance analysis and reporting
- A/B testing and optimization strategies
- Case studies on successful content marketing campaigns

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Content creation exercises and assignments
- Content marketing campaign projects

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Pulizzi, J., & Barrett, N. (2017). Content, Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses.
- Handley, A., & Chapman, C. (2018). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business.
- Scott, D. M. (2017). The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly.

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Specialization (Electives)
Digital Marketing (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to educate students on the strategic significance of CRM in businesses, focusing on consumer acquisition, retention, and growth. It covers CRM systems and software, data analysis, customer lifecycle management, and customer-centric strategies useful in the digital marketing landscape.

Course Outcomes:

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

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

Course Contents:

Unit-A: Introduction to CRM

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

Unit-B: CRM Strategies and Technologies

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

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Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems

- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

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

Teaching / Assessment Methodology:

- Synchronous lectures integrating real-world case studies
- Hands-on practice with CRM software and tools
- Asynchronous modules covering data analytics techniques
- Role-playing simulations of customer service and sales scenarios
- Regular assessments through quizzes, group projects, and a capstone project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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



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Specialization (Electives)
Digital Marketing (Semester IV)



Course Name: Social Media Marketing and Digital Marketing

Credits: 4

Course Objectives:

The course on Social Media Marketing and Strategy is designed to provide students with a deep understanding of social media platforms and how to leverage them effectively within a digital marketing strategy. This includes the development and execution of social media campaigns, measuring and analyzing social media metrics, and the creation of content that resonates with target audiences.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Develop a comprehensive social media marketing strategy aligned with business objectives.
CO 2	Utilize popular social media platforms to build brand awareness and customer engagement.
CO 3	Create impactful content tailored to the specifics of each social media channel.
CO 4	Measure and analyze the effectiveness of social media campaigns to make data-driven decisions.

Course Contents:

Unit-A: Fundamentals of Social Media Marketing

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

Unit-B: Content Creation and Curation

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

Unit-C: Social Media Campaigns and Advertising

- Objectives and KPIs of social media campaigns

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

Unit-D: Analytics and Metrics

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

Teaching / Assessment Methodology:

- Interactive workshops and live social media platform exploration
- Asynchronous video tutorials and webinars
- Group projects to design and present a social media marketing campaign
- Simulations of social media analytics tools
- Weekly reflection journals and peer reviews on social media activities

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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

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Specialization (Electives)
Digital Marketing (Semester IV)

Course Name: Brand Management



Credits: 4

Course Objectives:

This course is designed to provide students with a thorough understanding of brand building and management. Students will learn key concepts, strategies, and practices to develop, manage, and sustain brands in competitive environments.

The objectives are:

1. To understand the role of branding in creating customer value and loyalty.
2. To develop strategies for building and managing brand equity.
3. To learn techniques for measuring brand performance.
4. To explore the challenges in managing global brands.
5. To analyze the relationship between brand management and marketing strategies.

Course Outcomes:

By the end of this course, students will be able to:

Sr. No.	Course Outcome
CO1	Explain the concepts of branding and the importance of strong brands.
CO2	Understand and apply brand positioning and brand equity strategies.
CO3	Formulate strategies for brand extensions, brand architecture, and portfolio management.
CO4	Develop techniques for measuring and tracking brand performance.
CO5	Analyze challenges in managing and sustaining global and local brands.
CO6	Apply digital branding strategies in the current marketing landscape.

Course Content:

UNIT-I: Introduction to Brand Management

- Definition of a brand
- The importance of branding
- Brand equity: Meaning and components
- Building strong brands
- Key branding challenges
- Brand loyalty and brand relationships

UNIT-II: Brand Strategy and Positioning

- Brand identity and brand image
- Brand positioning: Key concepts and frameworks
- Differentiation and value proposition
- Customer-based brand equity model

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- Strategies for brand positioning
- Brand personality

UNIT-III: Managing Brand Equity

- Brand equity measurement
- Brand audits and tracking
- Managing brand portfolios and brand architecture
- Brand extensions: Advantages and risks
- Rebranding and brand revitalization
- Brand communication and touchpoints

UNIT-IV: Global Branding and Digital Strategies

- Branding in global markets: Challenges and strategies
- Building global brands vs. local brands
- Managing brand consistency across markets
- Digital branding: Online presence and brand engagement
- Social media and brand management
- Measuring brand performance in digital platforms

Teaching / Assessment Methodology:

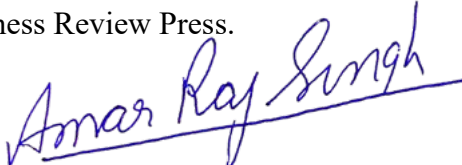
- Synchronous lectures
- Case study analysis
- Assignments and presentations
- Project report

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

1. Keller, Kevin Lane. *Strategic Brand Management*, Pearson Education.
2. Aaker, David A. *Managing Brand Equity*, Free Press.
3. Kapferer, Jean-Noel. *The New Strategic Brand Management*, Kogan Page.
4. Chattopadhyay, Amitava. *Building the Tiger*, McGraw Hill.
5. Ries, Al & Ries, Laura. *The 22 Immutable Laws of Branding*, Harper Business.
6. Holt, Douglas. *How Brands Become Icons*, Harvard Business Review Press.



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Specialization (Electives)
Tourism Management (Semester III)



Course Name: **Tourism Products of India**

Credits: 4

Course Objectives:

The course on "Tourism Products of India" is designed to provide students with a deep understanding of the diverse tourism offerings in India. It focuses on various aspects of Indian tourism, including cultural, natural, and adventure tourism. Students will explore the rich and varied tourist destinations and experiences India has to offer.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Describe the key elements and characteristics of India's tourism products.
CO 2	Identify and evaluate the cultural and natural attractions of India.
CO 3	Understand the significance of sustainable and responsible tourism.
CO 4	Analyze the impact of tourism on the local communities and economy.

Course Contents:

Unit-A: Introduction to Indian Tourism

- Overview of tourism industry in India
- Tourism as a contributor to the economy
- Key stakeholders in the Indian tourism sector
- Government policies and regulations in Indian tourism
- Role of tourism in promoting cultural exchange

Unit-B: Cultural Tourism in India

- Historical and cultural significance of Indian destinations
- Heritage sites, monuments, and museums
- Art and craft traditions of India
- Festivals and events in Indian tourism
- Cultural tourism and sustainable development

Unit-C: Natural and Adventure Tourism

- India's diverse landscapes and natural attractions

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- Biodiversity hotspots and wildlife sanctuaries
- Adventure tourism activities in India
- Trekking, water sports, and eco-tourism
- Conservation and ecotourism practices

Unit-D: Responsible Tourism and Community Engagement

- Responsible tourism principles
- Community-based tourism initiatives
- Case studies on sustainable tourism practices in India
- Challenges and opportunities in promoting responsible tourism
- Future trends and innovations in Indian tourism

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Field trips and site visits (where applicable)
- Assignments
- Group projects and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Goel, S. (2018). India: A Comprehensive Geography.
- Mathieson, A., & Wall, G. (2002). Tourism: Economic, Physical, and Social Impacts.
- Hall, C. M., & Lew, A. A. (Eds.). (2009). Understanding and Managing Tourism Impacts: An Integrated Approach.
- UNWTO (United Nations World Tourism Organization). (2019). Global Report on Adventure Tourism.



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Specialization (Electives)
Tourism Management (Semester III)



Course Name: **Tourism Marketing**

Credits: 4

Course Objectives:

The course on Tourism Marketing is designed to provide students with a comprehensive understanding of marketing strategies and techniques specific to the tourism and hospitality industry. It focuses on promoting tourism destinations and services, customer experience, and sustainable tourism marketing practices.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing in the tourism and hospitality industry.
CO 2	Develop effective marketing strategies for tourism destinations and services.
CO 3	Analyze the impact of customer experience on tourism marketing.
CO 4	Promote sustainable and responsible tourism marketing practices.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Marketing Tourism Destinations and Services

- Destination branding and positioning
- Marketing mix (7Ps) for tourism
- Customer segmentation and targeting
- Pricing and packaging for tourism products and services
- Digital marketing and social media in tourism

Unit-C: Customer Experience in Tourism Marketing

- Customer journey mapping in tourism

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- Service quality and customer satisfaction
- Managing customer expectations
- Relationship marketing and loyalty programs
- Crisis management in tourism marketing

Unit-D: Sustainable Tourism Marketing

- Responsible tourism and sustainability in marketing
- Ethical considerations in tourism marketing
- Green marketing and eco-friendly practices
- Cultural heritage preservation and promotion
- Case studies on successful sustainable tourism marketing campaigns

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Group projects and case analysis

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kotler, P., Bowen, J. T., Makens, J. C. (2013). Marketing for Hospitality and Tourism.
- Prideaux, B., & Cooper, M. (2019). Tourism Destination Marketing.

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Specialization (Electives)
Tourism Management (Semester IV)



Course Name: **Tourism Entrepreneurship**

Credits: 4

Course Objectives:

The Tourism Entrepreneurship course aims to provide students with the knowledge and practical skills necessary to develop, launch, and manage entrepreneurial ventures in the tourism industry. This includes strategic planning, opportunity recognition, business model development, and understanding the unique challenges of entrepreneurship in the tourism sector.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Identify and assess opportunities for innovation and entrepreneurship within the tourism industry.
CO 2	Develop comprehensive business plans that address the economic, cultural, and environmental aspects of tourism.
CO 3	Implement effective strategies for marketing, operations, and financial management in a tourism enterprise.
CO 4	Apply critical thinking to solve challenges and make informed decisions in the context of tourism entrepreneurship.
CO 5	Evaluate the impact of tourism ventures on local communities and the environment.

Course Contents:

Unit-A: Fundamentals of Tourism Entrepreneurship

- Introduction to entrepreneurship in the tourism industry
- Tourism business ecosystems and stakeholder analysis
- Assessment of tourism market trends and opportunities
- Legal and regulatory considerations for tourism businesses

Unit-B: Creating a Tourism Business Plan

- Idea generation and business model development
- Feasibility studies and pilot testing for tourism concepts
- Strategic planning in the tourism context
- Financial planning, funding, and resource management

Unit-C: Operational Management and Marketing

- Tourism operations management and quality control
- Marketing and branding strategies for tourism products

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- Utilizing digital platforms and social media for tourism promotion
- Community engagement, networking, and partnership development

Unit-D: Sustainability and Impact Measurement

- Ecotourism and sustainable tourism practices
- Tourism impact on local communities and the environment
- Measuring the social and economic impact of tourism enterprises
- Corporate social responsibility in tourism entrepreneurship

Teaching / Assessment Methodology:

- Synchronous lectures featuring case studies of successful tourism businesses
- Interactive guest lectures by tourism entrepreneurs and industry experts
- Asynchronous learning through business plan development workshops
- Group projects with a focus on creating viable tourism start-up proposals
- Continuous assessment through quizzes, assignments, and the final business plan presentation

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Morrison, A. (2006). A Contextualisation of Entrepreneurship. International Journal of Entrepreneurial Behavior & Research.
- Page, S. J., & Ateljevic, I. (2009). Tourism and Entrepreneurship: International Perspectives.
- Stokes, R. (2011). SMALL BUSINESS MANAGEMENT & ENTREPRENEURSHIP.
- Thomas, R. (2011). Tourism, Mobility and Second Homes: Between Elite Landscape and Common Ground.
- Weiermair, K., & Peters, M. (2012). Innovation and Entrepreneurship: Strategies and Processes for Success in Tourism.

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Specialization (Electives)
Tourism Management (Semester IV)



Course Name: Social Media Marketing and Digital Marketing

Credits: 4

Course Objectives:

The course on Social Media Marketing and Strategy is designed to provide students with a deep understanding of social media platforms and how to leverage them effectively within a digital marketing strategy. This includes the development and execution of social media campaigns, measuring and analyzing social media metrics, and the creation of content that resonates with target audiences.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Develop a comprehensive social media marketing strategy aligned with business objectives.
CO 2	Utilize popular social media platforms to build brand awareness and customer engagement.
CO 3	Create impactful content tailored to the specifics of each social media channel.
CO 4	Measure and analyze the effectiveness of social media campaigns to make data-driven decisions.

Course Contents:

Unit-A: Fundamentals of Social Media Marketing

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

Unit-B: Content Creation and Curation

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

Unit-C: Social Media Campaigns and Advertising

- Objectives and KPIs of social media campaigns

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

Unit-D: Analytics and Metrics

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

Teaching / Assessment Methodology:

- Interactive workshops and live social media platform exploration
- Asynchronous video tutorials and webinars
- Group projects to design and present a social media marketing campaign
- Simulations of social media analytics tools
- Weekly reflection journals and peer reviews on social media activities

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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

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Specialization (Electives)
Tourism Management (Semester IV)



Course Name: **Tourism Policy, Planning, and Development**

Credits: 4

Course Objectives:

The Tourism Policy, Planning, and Development course is designed to provide students with an understanding of the processes involved in the formulation of tourism policies, strategic planning, and the development of tourism destinations. It emphasizes sustainable and responsible development practices and the role of different stakeholders in tourism development.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Analyze and evaluate tourism policies and their influence on destination development.
CO 2	Apply strategic planning models to enhance tourism at various scales, from local to global.
CO 3	Integrate sustainability principles in tourism planning and development.
CO 4	Assess the socio-cultural, economic, and environmental impacts of tourism.
CO 5	Engage with various stakeholders to orchestrate collaborative tourism development efforts.

Course Contents:

Unit-A: Introduction to Tourism Policy and Planning

- Role of tourism policy in destination management and development
- Models of tourism planning and policy formulation
- Strategic planning for tourism development
- Institutional arrangements for tourism governance

Unit-B: Sustainable Tourism Development

- Concepts of sustainable and responsible tourism
- Assessing and managing the carrying capacity of destinations
- Community-based tourism and stakeholder engagement
- Ecotourism and conservation-related tourism initiatives

Unit-C: Tourism Impact Analysis and Management

- Socio-cultural impacts of tourism and strategies for cultural preservation
- Economic evaluation of tourism (cost-benefit analysis, multiplier effects)

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- Environmental impact assessments and eco-friendly management practices
- Crisis management and resilience in the tourism industry

Unit-D: Implementing Tourism Policies and Development Plans

- Public-private partnerships in tourism projects
- Marketing and promotion of sustainable tourism destinations
- Tourism master planning and project implementation
- Case studies on successful and unsuccessful tourism policy and planning

Teaching / Assessment Methodology:

- Synchronous lectures incorporating real-life examples and scenarios
- Interactive guest lectures from tourism policymakers, planners, and practitioners
- Asynchronous discussions and debates on contemporary tourism issues
- Group projects with community involvement for hands-on planning experience
- Continuous assessment through quizzes, policy analysis papers, and a final development plan proposal

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hall, C. M. (2008). Tourism Planning: Policies, Processes, and Relationships.
- Inscribed, D. (2011). Tourism Policy and Planning: Yesterday, Today, and Tomorrow.
- Richards, G., & Hall, D. (2003). Tourism and Sustainable Community Development.
- Sharpley, R. (2002). Tourism: A Vehicle for Development?
- Tosun, C. (2001). Challenges of sustainable tourism development in the developing world: The case of Turkey.

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Specialization (Electives)
Agri-Business Management Semester III)



Course Name: Introductory Agriculture and Principles of Agronomy

Credits: 4

Course Objectives:

The Introductory Agriculture and Principles of Agronomy course aim to provide students with foundational knowledge of agriculture, focusing on crop production, soil management, and the principles of agronomy. It explores the science of crop production and the role of agronomy in sustainable agriculture practices.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the basic principles and practices of agriculture and agronomy.
CO 2	Identify different crop species, their characteristics, and their requirements for growth and development.
CO 3	Apply knowledge of soil science to enhance crop production and fertility management.
CO 4	Analyze the impact of various agronomic practices on crop yield and environmental sustainability.
CO 5	Utilize modern tools and technologies for effective crop management and production.

Course Contents:

Unit-A: Introduction to Agriculture

- Overview of the agricultural sector: its history, development, and current scenario
- Farming systems and agricultural diversification
- Role of agriculture in economic development and food security

Unit-B: Crop Production Principles

- Botanical classification of crops
- Crop growth stages and factors affecting crop growth
- Principles of crop husbandry and management practices
- Sustainable crop production and climate-smart agriculture

Unit-C: Soil Science and Fertility Management


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- Components and properties of soil
- Soil fertility and nutrient management
- Principles of soil conservation and water management
- Fertilizers and soil amendments

Unit-D: Applied Agronomy and Technologies

- Principles of plant breeding and seed technology
- Pest management integrated with sustainable agriculture practices
- Irrigation principles and water resource management
- Precision agriculture and the use of ICT in farm management

Teaching / Assessment Methodology:

- Synchronous lectures with practical examples and case studies.
- Interactive workshops and laboratory sessions for hands-on experience in soil and plant analysis.
- Field trips to farms and agricultural institutions for real-world exposure.
- Group projects involving crop management plans or soil improvement strategies.
- Continuous assessment through quizzes, assignments, and a final exam.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brady, N. C., & Weil, R. R. (2007). The Nature and Properties of Soils.
- Fehr, W. R., & Hadley, H. H. (1980). Hybridization of crop plants.
- Russell, E. W. (1973). Soil Conditions and Plant Growth.
- Stewart, B. A., & Nielsen, D. R. (1990). Irrigation of Agricultural Crops.
- Yaramanoglu, E. U. (2019). Agricultural Science.

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Course Objectives:

The Agri-Supply Chain Management course is designed to impart knowledge and skills related to the management of supply chains in the agribusiness context. It focuses on the complexities of agricultural production, procurement, processing, distribution, and logistics, as well as on strategies to improve efficiency and sustainability throughout the agricultural supply chain.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of supply chain management specifically in the context of agribusiness.
CO 2	Analyze and design agri-supply chain systems for enhanced performance and sustainability.
CO 3	Apply techniques for managing risks and uncertainties in the agri-supply chain.
CO 4	Develop strategies to improve procurement, production, distribution, and logistics in agribusiness operations.
CO 5	Evaluate the impact of policies and regulations on agri-supply chains.

Course Contents:

Unit-A: Overview of Agri-Supply Chain Management

- Concepts and components of agri-supply chain management
- Challenges peculiar to agri-supply chains: perishability, seasonality, and weather dependency
- Role, importance, and evolution of supply chains in agriculture
- Impact of globalization on agricultural markets and supply chains

Unit-B: Design and Optimization of Agri-Supply Chains

- Procurement and agricultural sourcing strategies
- Effective management of transport, warehousing, and inventory in agribusiness
- Cross-functional approach to managing the agri-supply chains (including finance, sales, and operations)
- Use of technology for traceability and efficiency in agri-supply chains

Unit-C: Agri-Supply Chain Risk Management

- Risk identification and assessment in agri-supply chains
- Mitigation strategies and resilience planning



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- Insurance and financial instruments for risk management
- Food safety and quality management systems

Unit-D: Sustainability in Agri-Supply Chains

- Sustainable agricultural practices and their integration into supply chains
- Socio-economic impact of supply chains on rural communities
- Best practices for environmental sustainability across the agri-supply chain
- Applying principles of the circular economy in agri-business

Teaching / Assessment Methodology:

- Synchronous lectures with a series of case studies spanning different segments of the agri-supply chain
- In-class discussions, role-plays, and simulations to understand the dynamic nature of agri-supply chains
- Asynchronous learning modules on supply chain analytics and technology applications in agriculture
- Group projects involving creating a blueprint for an optimized agri-supply chain model
- Continuous assessment via quizzes, assignments, and a final project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Christopher, M. (2016). Logistics & Supply Chain Management.
- Food and Agriculture Organization of the United Nations. (2010). Agri-food supply chain management: Literature Review.
- Soni, G., & Kodali, R. (2012). A critical analysis of supply chain management content in empirical research. Business Process Management Journal.
- Supply Chain Management for Sustainable Food Networks.
- Taylor, D. H. (2006). Strategic Considerations in the Development of Lean Agri-food Supply Chains: A Case Study of the UK Pork Sector. Supply Chain Management: An International Journal.


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Specialization (Electives)
Agri-Business Management (Semester IV)



Course Name: Agricultural Marketing and Sales Management

Credits: 4

Course Objectives:

The course on Agricultural Marketing and Sales Management is designed to equip students with the knowledge and skills necessary to manage the marketing, distribution, and sales of agricultural products. It addresses principles, strategies, and sales management practices relevant to agricultural markets, helping students understand how to effectively promote and sell agricultural products in the context of agri-business management.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the key principles and strategies of agricultural marketing and sales management.
CO 2	Analyze the challenges, risks, and opportunities in agricultural product sales and marketing.
CO 3	Develop effective marketing and sales strategies to enhance the performance of agricultural businesses.
CO 4	Evaluate the role of sales and marketing efforts in the success of agricultural enterprises and agri-businesses.

Course Contents:

Unit-A: Introduction to Agricultural marketing

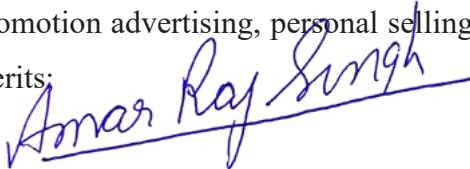
Agricultural Marketing: Concepts and definitions of market, marketing, agricultural marketing, market structure, marketing mix and market segmentation, classification and characteristics of agricultural markets, Demand, supply and producer's surplus of Agri-commodities: nature and determinants of demand and supply of farm products, producer 's surplus meaning and its types, marketable and marketed surplus, factors affecting marketable surplus of Agri-commodities;

Unit-B: Product life cycle (PLC) and competitive strategies

Product life cycle (PLC) and competitive strategies: Meaning and stages in PLC; characteristics of PLC; strategies in different stages of PLC; pricing and promotion strategies: pricing considerations and approaches cost based and competition-based pricing; market promotion advertising, personal selling, sales promotion and publicity – their meaning and merits & demerits;

Unit-C: Marketing process

Marketing process and functions: Marketing process-concentration, dispersion and equalization; exchange functions – buying and selling; physical functions – storage, transport and processing; facilitating functions – packaging, branding, grading, quality control and labeling (Agmark); Market


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functionaries and marketing channels: Types and importance of agencies involved in agricultural marketing; meaning and definition of marketing channel; number of channel levels; marketing channels for different farm products; Integration, efficiency, costs and price spread: Meaning, definition and types of market integration; marketing efficiency; marketing costs, margins and price spread; factors affecting cost of marketing; reasons for higher marketing costs of farm commodities; ways of reducing marketing costs; Role of Govt. in agricultural marketing: Public sector institutions- CWC, SWC, FCI, CACP & DMI – their objectives and functions; cooperative marketing in India; Risk in marketing: Types of risk in marketing; speculation & hedging; an overview of futures trading;

Unit-D: Sales Management

The nature of selling, its role in marketing, types of selling, and the image of selling. The nature and role of sales management, the marketing concept, and how to implement it. How sales and marketing are related. How negotiation is an essential selling skill that can help salespeople find common ground, overcome objections, close deals, and reach mutually beneficial agreements with customers.

Teaching / Assessment Methodology:

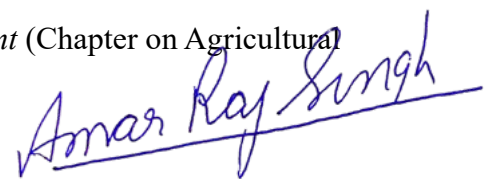
- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Group projects and case analysis

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Paliwal, K. (2018). *Agricultural Marketing: Indian Perspective*.
- Kothari, A., & Sharma, V. (2019). *Agricultural Marketing and Sales Management*.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management* (Chapter on Agricultural Marketing).



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Specialization (Electives)
Agri-Business Management Semester IV)



Course Name: Agricultural Finance and Risk Management

Credits: 4

Course Objectives:

The course on Agricultural Finance and Risk Management is designed to equip students with the knowledge and skills necessary to understand financial management and risk assessment in agriculture. It covers various aspects of agricultural finance, including sources of credit, financial analysis, and risk management strategies specific to the agricultural sector.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the key concepts and importance of agricultural finance and its role in enhancing agricultural productivity.
CO 2	Analyze different sources of agricultural finance and their applicability to various agricultural enterprises.
CO 3	Evaluate financial statements and project reports, and understand the guidelines for preparing them.
CO 4	Assess various types of agricultural risks and apply risk management strategies to mitigate them.

Course Contents:

Unit-A: Introduction to Agricultural Finance

Agricultural Finance- meaning, scope and significance, credit needs and its role in Indian agriculture. Agricultural credit: meaning, definition, need, classification. Credit analysis: 4 R's, and 3C's of credits.

Unit-B Sources of Agricultural Finance

Sources of agricultural finance: institutional and non-institutional sources, commercial banks, social control and nationalization of commercial banks, Micro financing including KCC. Lead bank scheme, RRBs, Scale of finance and unit cost. An introduction to higher financing institutions – RBI, NABARD, ADB, IMF, World Bank, Insurance and Credit Guarantee Corporation of India.

Unit-C: Agricultural Credit

Cost of credit. Recent development in agricultural credit. Preparation and analysis of financial statements – Balance Sheet and Income Statement. Basic guidelines for preparation of project reports- Bank norms – SWOT analysis.

Unit-D: Risk Management

Meaning and Nature of Agricultural Risk, Sources of Risk in Agriculture, Types of Risks, Effects of Risk on Agricultural Industry, Risk Attitude of Farmers, Risk management and Profitability of Risk Management.

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Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Group projects and case analysis

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ledgerwood, J. (2000). Microfinance Handbook: An Institutional and Financial Perspective.
- Armendáriz, B., & Morduch, J. (2010). The Economics of Microfinance.



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Specialization (Electives)
Marketing Management (Semester III)

Course Name: Service Marketing



Credits: 4

Course Objectives:

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

Course Outcomes:

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

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

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

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

Unit-B: Service Design, Strategy, and Standards

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

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- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

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

Unit-D: Managing Service Promises and Closing the Gaps

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

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Specialization (Electives)
Marketing Management (Semester III)



Course Name: **Digital Marketing for Practitioners**

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Explain digital marketing landscape
CO 2	Describe ingredients of digital marketing
CO 3	Understand website, SEO, content and social media
CO 4	Analyze performance through analytics
CO 5	Discuss PR mix in digital marketing
CO 6	Develop strategy for marketing online
CO 7	Create effective website
CO 8	Develop skills in search engine optimization
CO 9	Successfully run social media campaign to engage customers
CO 10	Develop and implement online PR strategy

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

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Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rajan Gupta, Supriya Madan- Digital Marketing



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Specialization (Electives)
Marketing Management (Semester III)



Course Name: Integrated Marketing Communications

Credits: 4

Course Objectives:

The aim of the course is to introduce the over all marketing communications strategy with prime emphasis on the role of advertising and the stories of how advertising works. Typical topics covered include targeting, creative strategy, media strategy, budgeting, setting communications objectives and advertising agency management.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection
- Establishing objectives & budgeting for promotional program

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Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Kirti Dutta- Integrated Marketing Communications



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Specialization (Electives)
Marketing Management (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to educate students on the strategic significance of CRM in businesses, focusing on consumer acquisition, retention, and growth. It covers CRM systems and software, data analysis, customer lifecycle management, and customer-centric strategies useful in the digital marketing landscape.

Course Outcomes:

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

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

Course Contents:

Unit-A: Introduction to CRM

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

Unit-B: CRM Strategies and Technologies

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

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing


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- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

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

Teaching / Assessment Methodology:

- Synchronous lectures integrating real-world case studies
- Hands-on practice with CRM software and tools
- Asynchronous modules covering data analytics techniques
- Role-playing simulations of customer service and sales scenarios
- Regular assessments through quizzes, group projects, and a capstone project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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

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Specialization (Electives)
Marketing Management (Semester IV)



Course Name: Brand Management

Credits: 4

Course Objectives:

The Brand Management course endeavors to equip students with up-to-date knowledge and strategic insight to build, manage, and evolve brands in the contemporary business environment. The course focuses on the importance of branding, brand equity, positioning, and strategies necessary for the effective management of brands.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Conceptualize and develop branding strategies for businesses.
CO 2	Evaluate and measure brand equity using appropriate tools and techniques.
CO 3	Create and maintain a strong brand identity and image across various platforms.
CO 4	Design and execute integrated marketing communications that align with brand strategy.

Course Contents:

Unit-A: Understanding Branding

- Fundamentals of brand and branding
- Brand architecture and portfolio strategy
- Building brand identity: name, logo, tagline, and brand storytelling
- Consumer behavior and brand perception
- Building a brand-centric organization

Unit-B: Brand Equity and Positioning

- Concept and importance of brand equity
- Models and frameworks for measuring brand equity
- Brand positioning and repositioning strategies
- Competitive brand analysis and differentiation
- Brand loyalty and customer retention

Unit-C: Managing Brands Over Time

- Brand extensions and brand dilution
- Managing brands across cultures and borders

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- Revitalizing and rebranding strategies
- Role of brands in mergers and acquisitions
- Crisis management and brand resiliency

Unit-D: Integrated Marketing Communications and Branding in the Digital Age

- Integrated marketing communication (IMC) approach
- Creating brand experiences through events and sponsorships
- Digital branding strategies, including social media and content marketing
- Influence of technology on branding (AI, VR/AR, IoT)
- Ethical branding and corporate social responsibility

Teaching / Assessment Methodology:

- Interactive lectures with brand case study analysis
- Asynchronous guest lectures from leading brand managers and industry experts
- Group projects on building a brand development plan
- Role-play exercises on brand crisis management scenarios
- Evaluation through quizzes, assignments, presentations, and a final comprehensive project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Keller, K. L. (2021). Strategic Brand Management: Building, Measuring, and Managing Brand Equity.
- Aaker, D. A. (2014). Aaker on Branding: 20 Principles That Drive Success.
- Kapferer, J. N. (2012). The New Strategic Brand Management: Advanced Insights and Strategic Thinking.
- Ries, A., & Trout, J. (2017). Positioning: The Battle for Your Mind.

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Specialization (Electives)
Marketing Management (Semester IV)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The Supply Chain Management in Retail course aims to equip students with a strong grasp of supply chain mechanisms, processes, and challenges specific to the retail industry. It emphasizes conceptual and practical aspects of supply chain operations, including procurement, logistics, inventory management, and distribution.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Articulate the components and key functions of retail supply chain management.
CO 2	Formulate strategies to optimize inventory control, distribution, and logistics in retail.
CO 3	Apply quantitative and qualitative methods to solve retail supply chain problems.
CO 4	Evaluate supply chain performance using metrics relevant to the retail industry.

Course Contents:

Unit-A: Introduction to Retail Supply Chain Management

- Overview of supply chain fundamentals in the context of retail
- Role of supply chain in providing value to retail customers
- Key challenges in retail supply chain, including omnichannel logistics
- The impact of retail trends on supply chain management

Unit-B: Procurement and Inventory Management

- Procurement strategies and vendor management for retailers
- Inventory turnover, stock levels, and merchandise planning
- Technologies in inventory management, including RFID and barcoding
- Demand forecasting and its implications for inventory control

Unit-C: Logistics and Distribution

- Retail distribution strategies and channel structures
- Transportation modes and logistics partnership models


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- Adoption of sustainable practices in retail logistics
- Role of warehousing and fulfilment centres in modern retail

Unit-D: Supply Chain Integration and Collaboration

- Collaborative planning, forecasting, and replenishment (CPFR)
- Relationships between retailers, suppliers, and distribution channels
- Use of information systems, such as ERP, for supply chain optimization
- Best practices for measuring and enhancing supply chain performance

Teaching / Assessment Methodology:

- Interactive lectures with practical examples from the retail sector
- Case studies showcasing advanced retail supply chain scenarios
- Group projects that simulate real-world retail supply chain challenges
- Technology workshops for hands-on learning of SCM software tools

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2019). Supply Chain Logistics Management.
- Chopra, S., & Meindl, P. (2020). Supply Chain Management: Strategy, Planning, and Operation.
- Aitken, J., & Harrison, A. (2013). Supply Chain Management: Theories, Activities/Functions and Problems.
- Fernie, J., & Sparks, L. (2014). Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain.
- Hugos, M. H. (2018). Essentials of Supply Chain Management.

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**Specialization (Electives)
Retail Management Semester III)**



Course Name: Retail Business Models

Credits: 4

Course Objectives:

The course on Retail Business Models aims to provide students with a comprehensive understanding of the various business models and strategies in the retail industry. It covers key concepts, strategies, and trends in retail business models.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of retail business models.
CO 2	Identify and analyze different types of retail business models.
CO 3	Evaluate the factors affecting the success of retail business models.
CO 4	Develop strategies for effective retail business model management.

Course Contents:

Unit-A: Introduction to Retail Business Models

- Overview of the retail industry and its evolution
- The significance of retail business models
- Key success factors in retail business
- Market trends and consumer behavior in retail
- Ethical and sustainable considerations in retail business models

Unit-B: Types of Retail Business Models

- Brick-and-mortar retail models
- E-commerce and online retail models
- Omnichannel retail and integration strategies
- Franchise and partnership models
- Niche and specialty retail models

Unit-C: Factors Affecting Retail Business Models

- Location and store design


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- Inventory management and merchandising
- Pricing and promotion strategies
- Customer experience and service
- Supply chain and logistics in retail

Unit-D: Strategies for Effective Retail Business Models

- Business model innovation in retail
- Competing in a dynamic retail landscape
- Data analytics and retail decision-making
- Case studies on successful retail business models
- Presenting strategies for managing retail business models

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Business model analysis and strategy development
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ledgerwood, J. (2000). Microfinance Handbook: An Institutional and Financial Perspective.
- Armendáriz, B., & Morduch, J. (2010). The Economics of Microfinance.

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Specialization (Electives)
Retail Management (Semester III)



Course Name: Service Marketing

Credits: 4

Course Objectives:

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

Course Outcomes:

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

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

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

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

Unit-B: Service Design, Strategy, and Standards

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

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- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

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

Unit-D: Managing Service Promises and Closing the Gaps

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Jochen Wirtz, Christopher Lovelock and Jayanta Chatterjee - Services Marketing


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Specialization (Electives)
Retail Management (Semester IV)



Course Name: Supply Chain Management

Credits: 4

Course Objectives:

The Supply Chain Management in Retail course aims to equip students with a strong grasp of supply chain mechanisms, processes, and challenges specific to the retail industry. It emphasizes conceptual and practical aspects of supply chain operations, including procurement, logistics, inventory management, and distribution.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Articulate the components and key functions of retail supply chain management.
CO 2	Formulate strategies to optimize inventory control, distribution, and logistics in retail.
CO 3	Apply quantitative and qualitative methods to solve retail supply chain problems.
CO 4	Evaluate supply chain performance using metrics relevant to the retail industry.

Course Contents:

Unit-A: Introduction to Retail Supply Chain Management

- Overview of supply chain fundamentals in the context of retail
- Role of supply chain in providing value to retail customers
- Key challenges in retail supply chain, including omnichannel logistics
- The impact of retail trends on supply chain management

Unit-B: Procurement and Inventory Management

- Procurement strategies and vendor management for retailers
- Inventory turnover, stock levels, and merchandise planning
- Technologies in inventory management, including RFID and barcoding
- Demand forecasting and its implications for inventory control

Unit-C: Logistics and Distribution

- Retail distribution strategies and channel structures
- Transportation modes and logistics partnership models


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- Adoption of sustainable practices in retail logistics
- Role of warehousing and fulfilment centres in modern retail

Unit-D: Supply Chain Integration and Collaboration

- Collaborative planning, forecasting, and replenishment (CPFR)
- Relationships between retailers, suppliers, and distribution channels
- Use of information systems, such as ERP, for supply chain optimization
- Best practices for measuring and enhancing supply chain performance

Teaching / Assessment Methodology:

- Interactive lectures with practical examples from the retail sector
- Case studies showcasing advanced retail supply chain scenarios
- Group projects that simulate real-world retail supply chain challenges
- Technology workshops for hands-on learning of SCM software tools

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2019). Supply Chain Logistics Management.
- Chopra, S., & Meindl, P. (2020). Supply Chain Management: Strategy, Planning, and Operation.
- Aitken, J., & Harrison, A. (2013). Supply Chain Management: Theories, Activities/Functions and Problems.
- Fernie, J., & Sparks, L. (2014). Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain.
- Hugos, M. H. (2018). Essentials of Supply Chain Management.

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Specialization (Electives)
Retail Management (Semester IV)



Course Name: Customer Relationship Management (CRM)

Credits: 4

Course Objectives:

The Customer Relationship Management (CRM) course is designed to educate students on the strategic significance of CRM in businesses, focusing on consumer acquisition, retention, and growth. It covers CRM systems and software, data analysis, customer lifecycle management, and customer-centric strategies useful in the digital marketing landscape.

Course Outcomes:

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

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

Course Contents:

Unit-A: Introduction to CRM

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

Unit-B: CRM Strategies and Technologies

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

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing

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- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data

Unit-D: CRM Implementation and Evaluation

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

Teaching / Assessment Methodology:

- Synchronous lectures integrating real-world case studies
- Hands-on practice with CRM software and tools
- Asynchronous modules covering data analytics techniques
- Role-playing simulations of customer service and sales scenarios
- Regular assessments through quizzes, group projects, and a capstone project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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

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Specialization (Electives)
Biotechnology Management (Semester III)



Course Name: Introductory Biotechnology and Microbiology

Credits: 4

Course Objectives:

The goal of this course is to provide students with a thorough understanding of the foundational ideas, practical applications, and moral issues related to biotechnology and microbiology. Students will gain a solid foundation in genetic engineering, molecular biology, and cellular architecture through the use of an interactive online platform. The application of these ideas to other business situations, including agriculture, healthcare, and pharmaceuticals, is emphasized. The curriculum integrates ethical and critical thinking skills with business management in an integrative manner. Students in the convergence of business, biotechnology, and microbiology receive practical experience and are prepared for ongoing learning, adaptability, and a variety of career options through simulations, group projects, and an emphasis on good communication.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	To exhibit a comprehensive understanding of the essence of biotechnology and microbiology.
CO 2	To apply biotechnological and microbiological principles to various sectors, including pharmaceuticals, agriculture, healthcare, and environmental management, showcasing practical implementation skills.
CO 3	To critically assess ethical considerations in biotechnology, demonstrating an awareness of bioethics in research and applications.
CO 4	To showcase interdisciplinary collaboration by integrating biotechnology and microbiology principles with business management and economics.
CO 5	To navigate the global regulatory frameworks governing biotechnology, exhibiting knowledge of compliance standards.
CO 6	To demonstrate entrepreneurial skills by exploring start-ups, innovations, and business strategies within the biotechnology sector, fostering an understanding of the entrepreneurial landscape in biotech ventures through case studies and industry insights.

Course Contents:

Unit-A: Essence of Biotechnology and Microbiology

- **Module 1: Introduction to Biotechnology**
 - Definition and Scope
 - Historical Evolution
 - Key Concepts and Techniques
- **Module 2: Basics of Microbiology**
 - Microbial Diversity
 - Microbial Cell Structure and Function
 - Microbial Genetics

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- **Module 3: Intersecting Principles**
 - Understanding the Interface of Biotechnology and Microbiology
 - Significance in Modern Business Practices

Unit-B: Implementations in Various Industries

- **Module 1: Biotechnology in Pharmaceuticals**
 - Drug Development and Manufacturing
 - Biopharmaceuticals
- **Module 2: Agricultural Applications**
 - Genetically Modified Organisms (GMOs)
 - Crop Improvement and Sustainable Agriculture
- **Module 3: Healthcare and Medical Biotechnology**
 - Diagnostic Tools
 - Therapeutic Applications
- **Module 4: Environmental Biotechnology**
 - Waste Treatment
 - Bio-remediation

Unit-C: Ethical Considerations and Regulatory Compliance

- **Module 1: Ethical Issues in Biotechnology**
 - Bioethics in Research and Applications
 - Social Implications
- **Module 2: Regulatory Compliance**
 - Global Regulatory Frameworks
 - Responsible Conduct in Biotechnology

Unit-D: Integration and Blending with Business Management

- **Module 1: Interdisciplinary Collaboration**
 - Biotechnology and Business Management
 - Economics of Biotechnology
- **Module 2: Entrepreneurship in Biotechnology**
 - Start-ups and Innovation
 - Business Strategies in Biotech Ventures
- **Module 3: Case Studies and Industry Insights**
 - Real-world Applications
 - Success Stories and Challenges

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Practical demonstrations
- Assignments and presentations



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

Further Readings:

1. "Biotechnology for Beginners" by Reinhard Renneberg
2. "Microbiology: An Introduction" by Gerard J. Tortora, Berdell R. Funke, and Christine L. Case:
3. "Biotechnology: Academic Cell Update Edition" by David P. Clark and Nanette J. Pazdernik
4. "Microbiology: Principles and Explorations" by Jacquelyn G. Black:
5. "Introduction to Biotechnology" by William J. Thieman and Michael A. Palladino:
6. "Brock Biology of Microorganisms" by Michael T. Madigan, Kelly S. Bender, and Daniel H. Buckley:
7. "Microbial Biotechnology: Fundamentals of Applied Microbiology" by Alexander N. Glazer and Hiroshi Nikaido:
8. Scientific Journals and Articles: " Applied Microbiology and Biotechnology," and "Journal of Microbiology & Biology Education" for up-to-date research and advancements in the field.



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Specialization (Electives)
Biotechnology Management (Semester III)



Course Name: Industrial Biotechnology and Microbiology

Credits: 4

Course Objectives:

The course in Industrial Biotechnology and Microbiology aims to provide a comprehensive understanding of biotechnological processes, emphasizing microbial tools, and bioprocess engineering for sustainable production. This course will give students an overview of various types of growth patterns and factors influencing microbial growth. Students will explore microbial diversity to scale-up the production of industrially important compounds, enzymes, dairy products and fermented products after learning the important aspects of this course. This course also discuss the fermentation process technology used for the production of alcoholic beverages, vinegar and enzymes used in food processing. The course also underscores ethical considerations and industry compliance for responsible research and implementation of biotechnological advancements.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Showcase understanding of biotechnological processes and microbial tools
CO 2	Understanding about Commercial Plant Tissue Culture Industry
CO 3	Apply knowledge of microbial diversity to enhance outcomes in industrial biotechnology.
CO 4	Know the types of foods produced by fermentation
CO 5	Cultivate ethical awareness and industry compliance for responsible biotechnological implementations.

Course Contents:

Unit-A: Fundamentals of Industrial Biotechnology

- Introduction to Industrial Biotechnology
- Basic principles of bioprocess engineering
- Scale-up and optimization of industrial processes (Bioreactors)
- Downstream processing and product recovery

Unit-B: Industrial Applications of Biotechnology

- Production of Biofuels and Chemicals

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- Pharmaceutical and biopharmaceutical applications
- Commercial Plant Tissue Culture Industry

Unit-C: Introduction

- Microbiology: Its history of development, importance and scope
- Industrially Important Microbes
- Techniques and media for growth of microorganisms

Unit-D: Industrial applications of Microorganisms

- Microorganisms in Food and Dairy Industry
- Fermentation Microbiology and its types
- Alcoholic fermentation, relevance and classification
- Microbial enzymes for Food Processing

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Practical demonstrations
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

1. Patel AH. 2011. Industrial Microbiology, Macmillan Publishers India Ltd.
2. Joshi VK & Pandey A. 2009. Biotechnology: Food Fermentation, Microbiology, Biochemistry and Technology (Volume 1 and 2), Educational Publishers and Distributors, New Delhi
3. Okafor N. 2007. Modern Industrial Microbiology and Biotechnology. Science publishers, USA
4. Pelczar MJ. 1967. Food Microbiology, Mc Graw Hill
5. Cruger W & Cruger A. 2012. Biotechnology-a textbook of Industrial Microbiology, Panima Books

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Specialization (Electives)
Biotechnology Management (Semester IV)



Course Name: Regulatory affairs in Biotechnology

Credits: 4

Course Objectives:

The course aims to provide students with a comprehensive understanding of the regulatory landscape governing biotechnology. It covers global regulatory frameworks, ethical considerations, and the compliance requirements necessary for research, development, and commercialization in the biotechnology sector. The course also emphasizes the importance of responsible conduct and provides practical insights into navigating the complex regulatory environment.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand global regulatory frameworks and their application to biotechnology.
CO 2	Analyze the regulatory requirements for various biotechnological products, including pharmaceuticals, biologics, and medical devices.
CO 3	Evaluate ethical and legal issues in biotechnology, with a focus on bioethics, intellectual property, and compliance.
CO 4	Develop strategies for navigating the regulatory landscape and preparing regulatory submissions.

Course Contents:

Unit-A: Fundamentals of Regulatory Affairs in Biotechnology

Module 1: Introduction to Regulatory Affairs

- Overview of Regulatory Affairs
- History and Evolution of Biotech Regulations
- Role of Regulatory Affairs Professionals

Module 2: Global Regulatory Frameworks

- Overview of Key Regulatory Agencies (FDA, EMA, etc.)
- Regulatory Pathways: Approval Processes and Submissions
- International Regulatory Harmonization

Module 3: Product Lifecycle and Compliance

- Preclinical and Clinical Trial Regulations
- Good Manufacturing Practice (GMP) and Good Laboratory Practice (GLP)

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- Post-Market Surveillance and Pharmacovigilance

Unit-B: Regulatory Affairs in Different Sectors

Module 1: Pharmaceuticals and Biologics

- Regulatory Requirements for Drug Development
- Biosimilars and Biologics Licensing
- Quality Control and Assurance

Module 2: Medical Devices and Diagnostics

- Regulatory Classification and Approval of Medical Devices
- In Vitro Diagnostic (IVD) Regulations
- Combination Products

Module 3: Agricultural and Environmental Biotechnology

- GMO Regulation and Approval
- Environmental Impact Assessments
- Bioremediation and Bioethics

Unit-C: Ethical, Legal, and Social Issues

Module 1: Bioethics and Biotechnology

- Ethical Considerations in Genetic Engineering
- Informed Consent and Patient Rights
- Social Implications of Biotechnological Advances

Module 2: Legal Aspects and Intellectual Property

- Intellectual Property Rights (IPR) in Biotechnology
- Patent Law and Biotechnology Innovations
- Legal Disputes and Case Studies

Unit-D: Practical Applications and Case Studies

Module 1: Regulatory Strategies and Submissions

- Regulatory Strategy Development
- Preparing Regulatory Submissions (IND, NDA, BLA, etc.)
- Interacting with Regulatory Authorities

Module 2: Case Studies and Industry Insights

- Real-world Examples and Challenges
- Analysis of Regulatory Failures and Successes
- Emerging Trends in Biotechnology Regulation

Teaching / Assessment Methodology:


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- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Practical demonstrations
- Assignments

Grading:

Internal assessment - **30%**

End Term Exam - **70%**

Further Readings:

- "Regulatory Affairs in the Pharmaceutical Industry" by Javed Ali
- "Biotechnology and Biopharmaceuticals: Transforming Proteins and Genes into Drugs" by Rodney J. Y. Ho and Milo Gibaldi
- "Intellectual Property in the Life Sciences" by Trevor Cook
- "Good Regulatory Practice: Guide for Regulatory Agencies" by OECD
- "Biotechnology and the Law" by Hugh B. Wellons
- "Global Pharmaceutical and Biologics Regulatory Strategy" by Gloria Hall
- Relevant Scientific Journals and Articles: "Regulatory Toxicology and Pharmacology," and "Journal of Regulatory Science" for up-to-date research and regulatory updates.



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Specialization (Electives)
Biotechnology Management (Semester IV)



Course Name: Entrepreneurship Development in Life Sciences

Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Demonstrate a comprehensive understanding of the key traits, functions, and types of entrepreneurs and the theories and objectives of entrepreneurship.
CO 2	Identify, evaluate, and plan business opportunities in food technology, showcasing the ability to develop regulatory-compliant and ethically sound business plans.
CO 3	Understand the role of entrepreneurship in advancing biotechnology and develop effective marketing strategies tailored to the biotechnology sector.
CO 4	Recognize and articulate current trends and future directions in biotechnology entrepreneurship.
CO5	Develop and present comprehensive business plans for healthcare and pharma ventures, addressing regulatory requirements and ethical considerations.
CO6	Manage innovation and intellectual property within the healthcare and pharma sectors, and develop strategies for funding, financial management, and branding.

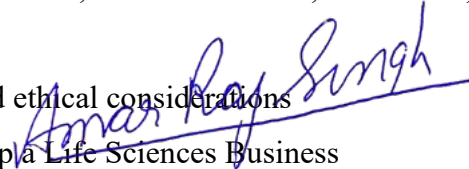
Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities


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- Business Planning for Food Technology Ventures
- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and discussions
- Assignments and quizzes

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

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Specialization (Electives)
Food Technology Management (Semester III)



Course Name: Food Regulations and Policy

Credits: 4

Course Objectives:

The course on Food Regulations and Policy is designed to provide students with an understanding of the regulatory framework and policies governing the food industry. Food quality and safety have become topic of utmost importance at present, because of increased consumer awareness and globalization of food business. It covers the principles of food safety, labeling, quality standards, and the role of government agencies in ensuring food safety and compliance.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the regulatory environment in the food industry.
CO 2	Analyze food labeling and quality standards.
CO 3	Interpret food safety and quality regulations.
CO 4	Evaluate the impact of food policies on the food technology field.

Course Contents:

Unit-A: Introduction to Food Regulations

- Overview of food regulations and policies
- The role of government agencies in food regulation
- International food safety standards and organizations
- Food quality assurance and quality control
- Food safety auditing and certification

Unit-B: Food Safety Regulations

- Principles of food safety and hygiene
- Hazard analysis and critical control points (HACCP)
- Foodborne illnesses and outbreak investigation
- Regulations governing food additives and contaminants
- Food safety auditing and certification

Unit-C: Food Labeling and Quality Standards

- Food labeling requirements and guidelines
- Nutritional labeling and claims
- Quality standards for food products
- Organic and sustainable food labeling

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- Packaging regulations and sustainability

Unit-D: Food Policy and its Impact

- Government policies and their impact on the food industry
- Food safety and public health policies
- Economic, environmental, and ethical policies in food technology
- Case studies on successful compliance with food regulations
- Ethical and sustainability considerations in food technology

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Food labeling and regulation exercises
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Belton, P., & Belton, P. S. (2014). Handbook of Food Research.
- Earle, R. L. (2013). Food Safety and Quality Systems in Developing Countries: The Role of Food Science and Technology.
- Schmidt, R. H., & Rodman, S. J. (2017). Food Safety Policy, Science, and Risk Assessment: Strengthening the Connection.
- Nestle, M. (2013). Food Politics: How the Food Industry Influences Nutrition and Health.



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(Specialization (Electives))
Food Technology Management (Semester III)



Course Name: Food Science and Technology

Credits: 4

Course Objectives:

The course on Food Science and Technology is designed to provide students with a foundational understanding of the science behind food, including its production, processing, preservation, and safety. It covers essential principles and practices in the field of food technology management.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of food science.
CO 2	Analyze various food processing techniques.
CO 3	Assess the importance of food safety and preservation.
CO 4	Apply basic food science knowledge to practical scenarios in food technology management.

Course Contents:

Unit-A: Introduction to Food Science

- Basics of food science and technology
- Food composition and properties
- Food microbiology and its importance
- Various disciplines of Food Technology
- Regulatory aspects in food science and technology

Unit-B: Food Processing Techniques

- Heat processing methods (pasteurization, sterilization)
- Drying, freezing, and concentration techniques
- Fermentation and preservation methods
- Food additives and their roles
- Novel food processing techniques

Unit-C: Food Safety and Preservation

- Principles of food safety and hygiene
- Microbial hazards and foodborne illnesses
- Food preservation methods and their significance
- Packaging and shelf-life extension
- Quality control and assurance in food products

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Unit-D: Applications in Food Technology Management

- Food product development and innovation
- Regulatory compliance and quality standards
- Case studies on successful food technology applications
- Emerging trends in food science and technology

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Practical demonstrations
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Fennema, O. R. (2013). Food Chemistry.
- Heldman, D. R., & Lund, D. B. (2016). Handbook of Food Engineering.
- Potter, N. N., & Hotchkiss, J. H. (2016). Food Science.
- Food and Agriculture Organization (FAO) publications on food science and technology in food management.



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Specialization (Electives)
Food Technology Management (Semester IV)

Course Name: Food Safety and Quality Management



Credits: 4

Course Objectives:

This course will review major concepts related to food quality and safety and tools used to maintain the same. Food quality and safety have become topic of utmost importance at present, because of increased consumer awareness and globalization of food business. The course covered deep knowledge of food quality attributes, factors affecting quality and issues relate to food safety. The course has been designed to provide technical information, to direct the student toward pertinent literature, to identify problems and issues, to utilize research methodology to understand the various aspects of manufacturing safe and quality food products, and to consider appropriate solutions and analytical techniques. Course provide knowledge about the national and international standards related to food quality and safety, different organization involved in making these standards, and different techniques and policies adopted by food business holders for meeting the global standards and requirements.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Evaluate pre and post food processing systems for quality.
CO 2	Improvise food quality through HACCAP, flowcharts and work unit designs.
CO 3	Apply hygiene and sanitation procedures on food manufacturing.
CO 4	Have work on hand practice in industry design organization of production unit.
CO5	Analyze quality food parameters of food processing loads.
CO6	Assess food manufacturing units to make sure they are functioning as per government rules and regulations.

Course Content:

Unit-A: Introduction of Quality Managements

Concept of quality: importance and functions of quality control and quality assurance; concept of total quality management; concept of food safety, food safety hazards; biological, physical and chemical hazards; food borne illness; cross contamination; control measures for food safety hazards.

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Unit-B: Sampling of Food

Sampling of food; importance of sample collection; sampling procedures; sampling techniques and

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methods; sampling plans; sample preparation for analysis; requirements of good sampling methods; difficulties in sampling; general sampling precautions; sample accountability; retention of sample and records.

Unit-C: Food Safety: Risk Analysis and Management

Risk analysis; structure of risk analysis- risk management, risk assessment and risk communication; challenges and benefits in the application of risk analysis; food safety management system; hazard analysis and critical control point, good manufacturing practices, good hygienic practices; good laboratory practices

Unit-D: Food Safety Laws

Food safety legislation- international and national; Codex Alimentarius; National Codex Contact Point; Food Safety and Standards Act, 2006; Food Safety and Standards Authority of India; need for new food safety laws.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Food labeling and regulation exercises
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

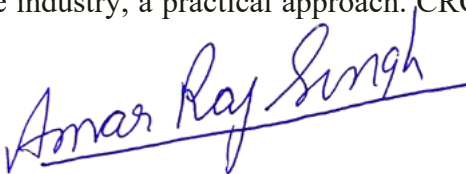
Required Books and Materials:

Textbook(s):

1. Inteaz Alli (2004). Food Quality Assurance, Principles and Practices CRC Press
2. Gould, Wilbur A (1978). Food Quality assurance. AVI Publishing Company
3. J. Andres Vasconcellos (2005). Quality Assurance for the industry, a practical approach. CRC Press

Reference Book(s):

1. The Training Manual For Food Safety Regulators Who Are Involved In Implementing Food Safety And Standards Act 2006 Across The Country. (EBook available on [Centre for](#)


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Specialization (Electives)
Food Technology Management (Semester IV)

Course Name: Food Product Development and Innovation



Credits: 4

Course Objectives:

This course aims to equip students with a comprehensive understanding of the new food product development process, from defining and conceptualizing novel food items to managing their lifecycle and commercialization. Students will learn to conduct market studies and consumer testing, apply innovation strategies, and manage product design and development. The course emphasizes the importance of nutritional and sensory evaluations, cost estimation, and legal compliance in product development. Additionally, it focuses on engaging consumers, continuously improving the development process, and exploring market opportunities while adhering to legal requirements.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and objectives of new food product development.
CO 2	Analyze the process and factors influencing product success and failure, and manage the product development process.
CO 3	Evaluate nutritional and sensory aspects of new products and implement shelf life testing and packaging requirements.
CO 4	Estimate costs, including direct and indirect costs, and understand legal aspects of new food product development.
CO 5	Assess the role of consumers in product development and improve the product development process through continuous improvement and market exploration.

Course Contents:

Unit-A: Introduction to New product development

- New product development; Introduction and Objectives for new food product development.
- Defining New Food Products, Reasons for Development, Types of New Food Products and Concept of Novel Food
- Life Cycle for a Food Product and Research Methods
- Advantages and disadvantages of New Food Product and Marketplace studies

Unit-B: Concept of Product Development

- Concept of product development: product success and failure factors for success
- Process of product development
- Product development process: product strategy, product design and process development, product commercialization, product launch and evaluation


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Unit-C: Nutritional and Sensory Evaluation of a New Product

- Importance and implementation, shelf-life testing
- Static, accelerated and use/abuse tests, industrial criteria
- Packaging: product requirements, information and communication

Unit-D: Cost Estimation, Legal Aspects, and Role of Consumers in Managing the Product Development Process

- Cost estimation
- Legal aspects to be applied in New Food Product Development
- Role of consumers in product development
- Market exploration and acquisition, managing the product development process
- Improving the product development process-key messages, evaluating product development innovation

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and discussions
- Assignments and quizzes

Further Readings:

- Clarke & Wright W. 1999. Managing New Product and Process Development. Free Press. Earle and Earle 2001. Creating New Foods. Chadwick House Group.
- Earle R, Earle R & Anderson A. 2001. Food Product Development. Woodhead Publ. Fuller 2004.
- New Food Product Development - from Concept to Market Place. CRC.
- Moskowitz, Howard R. 2009. An Integrated Approach to New Food Product Development. CRC Press.



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Specialization (Electives)
Food Technology Management (Semester IV)

Course Name: Entrepreneurship Development in Life Sciences



Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Demonstrate a comprehensive understanding of the key traits, functions, and types of entrepreneurs and the theories and objectives of entrepreneurship.
CO 2	Identify, evaluate, and plan business opportunities in food technology, showcasing the ability to develop regulatory-compliant and ethically sound business plans.
CO 3	Understand the role of entrepreneurship in advancing biotechnology and develop effective marketing strategies tailored to the biotechnology sector.
CO 4	Recognize and articulate current trends and future directions in biotechnology entrepreneurship.
CO5	Develop and present comprehensive business plans for healthcare and pharma ventures, addressing regulatory requirements and ethical considerations.
CO6	Manage innovation and intellectual property within the healthcare and pharma sectors, and develop strategies for funding, financial management, and branding.

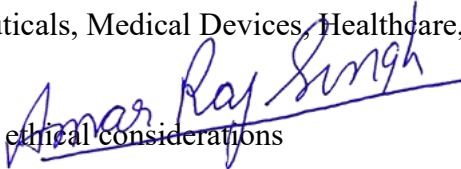
Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology


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- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures
- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and discussions
- Assignments and quizzes

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business

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Specialization (Electives)
Banking & Insurance (Semester III)



Course Name: Banking: Types & Services

Credits: 4

Course Objectives:

The course on Banking: Types & Services is designed to provide students with a comprehensive understanding of the banking industry, its various types, and the range of services offered. It covers essential knowledge about banking operations, financial products, and customer services.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the different types of banks and their functions.
CO 2	Describe various banking services and financial products.
CO 3	Analyze the importance of customer service in banking.
CO 4	Evaluate emerging trends and challenges in the banking sector.

Course Contents:

Unit-A: Introduction to Banking and Types of Banks

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

Unit-B: Banking and Indian Financial System

- Retail Banking services
- Financial Services
- Money Markets
- Capital Markets
- Non-Bank Financial Intermediaries

Unit-C: Customer Service and Challenges in Banking

- Customer Service and Satisfaction
- Quality of service and customer satisfaction

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- Cybersecurity and risk management in banking
- Financial inclusion and social banking initiatives
- Sustainability and environmental banking practices

Unit-D: Technology in Banking

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

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and reports
- Quizzes and assessments

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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

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Specialization (Electives)
Banking & Insurance (Semester III)



Course Name: Insurance: Products & Purposes

Credits: 4

Course Objectives:

The course on Insurance: Products & Purposes is designed to provide students with a comprehensive understanding of insurance products and their significance in the banking and insurance sector. It covers various types of insurance, their purposes, and how they contribute to risk management and financial planning.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of insurance products.
CO 2	Identify and evaluate different types of insurance policies.
CO 3	Explain the purposes of insurance in personal and business contexts.
CO 4	Analyze the role of insurance in financial planning and risk management.

Course Contents:

Unit-A: Introduction to Insurance

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

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage
- Annuities and retirement planning
- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

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

Unit-D: Insurance in Financial Planning and Risk Management

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

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and policy analysis
- Quizzes and assessments

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.
- Black, K. W. (2015). Business Risk and Insurance.



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Specialization (Electives)
Banking and Financial Services (Semester IV)



Course Name: **Digital Banking and Fintech Innovations**

Course Objectives:

The Digital Banking and Fintech course is designed to provide students with a comprehensive understanding of the rapidly evolving landscape of financial services driven by technological advancements.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the Evolution and Impact of Digital Banking
CO 2	Explore Core Technologies in Digital Banking
CO 3	Analyze Fintech Innovations and Their Applications
CO 4	Explore Core Technologies in Digital Banking
CO 5	Identify Emerging Trends and Future Innovations

Course Contents:

Unit-1: Introduction to Digital Banking and Fintech

- Overview of Digital Banking
- Traditional Banking vs digital Banking
- Importance of digital transformation in banking
- Introduction-Fintech -Definition and scope
- Key drivers of fintech growth

Unit-2: Digital Banking and Product

- ATM-Overview, Types and working
- Debit and Credit card-Types, Benefit and operation
- Mobile Banking-History, profitability and operation
- Internet Banking-Operation and Risk associated
- POS Banking

Unit-3 Fintech Innovation

- Introduction to blockchain technology

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- Overview of major cryptocurrencies
- Artificial Intelligence and Machine Learning
- Digital Lending Platforms
- Virtualization
- Cloud storage
- Payment System in India-RuPay, NACH, BHIM, AePS, BBPS
- Internet of Things (IoT) in banking

Unit-4: Future Trend and Innovation

- Fintech and Financial inclusion
- Top 10 Fintech in India and working
- Future trend in Digital space and Fintech
- Sustainability and Green Fintech

Unit-5: Risk Management in Fintech

- Types of risks in fintech (operational, compliance, market)
- Risk assessment and mitigation strategies
- Importance of a robust risk management framework
- Key regulations and compliance issues
- Regulatory bodies and their roles

Teaching / Assessment Methodology:

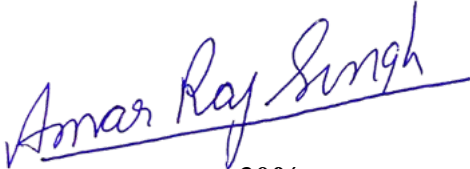
- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and policy analysis
- Quizzes and assessments

Grading:

Internal assessment

End Term Exam

Further Readings:


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- The Evolution of Fintech: A New Post-Crisis Paradigm?
- The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries in Global Markets
- Fintech: Business & Information Systems Engineering
- Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies is Changing the World

A handwritten signature in blue ink that reads "Amar Ray Singh". The signature is written in a cursive style and is underlined with a single horizontal line.

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Specialization (Electives)
Banking and Financial Services (Semester IV)



Course Name: Banking & Financial Markets: A Risk Management Perspective

Credits: 4

Course Objectives:

This course is structured to provide students with an in-depth understanding of the fundamental aspects of banking and financial markets from a risk management perspective. It covers risk assessment techniques, regulatory frameworks, and the application of risk management tools in the banking and financial services industry.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the different types of risks prevalent in the banking and financial markets.
CO 2	Apply risk management frameworks and tools to mitigate potential risks.
CO 3	Evaluate the impact of macroeconomic and regulatory environments on risk profiles.
CO 4	Analyze financial products and services in terms of risk-return trade-offs.

Course Contents:

Unit-A: Introduction to Banking and Financial Markets


- Overview of the banking system and its role in financial markets
- Structure and functions of various financial markets: equity, debt, forex, and derivatives
- Understanding interest rates and their impact on banking and financial markets
- Emerging trends and challenges in the financial industry

Unit-B: Types of Risks in Financial Markets

- Credit risk assessment and management in banking
- Market risk due to changes in market variables: equity, interest rate, currency, and commodity price risk
- Operational risk management: fraud, legal risks, and process failures
- Liquidity risk and its implications for financial institutions

Unit-C: Risk Measurement and Management Techniques

- Quantitative models for risk measurement: Value at Risk (VaR), stress testing and scenario analysis


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- Risk mitigation tools: securitization, credit derivatives, and collateral management
- Portfolio risk management strategies: diversification, hedging, and insurance
- Capital adequacy and the Basel Accords

Unit-D: Regulatory and Ethical Frameworks in Risk Management

- Overview of financial regulations impacting risk management
- Risk-related disclosures and compliance requirements in banking and financial markets
- Ethical considerations in risk management practices
- Role of governance and internal controls in managing risks

Teaching / Assessment Methodology:

- Lecture sessions complemented by discussions on current risk management cases in banking and finance
- Interactive simulations and trading games to understand market dynamics
- Analysis of real-world financial disasters and risk management failures
- Group projects focused on creating risk management strategies for financial products or services

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Saunders, A., & Cornett, M. M. (2018). Financial Institutions Management: A Risk Management Approach.
- Hull, J. C. (2018). Risk Management and Financial Institutions.
- Crouhy, M., Galai, D., & Mark, R. (2014). The Essentials of Risk Management.
- Walsh, C. (2016). Key Management Models: The 75+ Models Every Manager Needs to Know.

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Specialization (Electives)
Banking and Financial Services (Semester IV)



Course Name: Investment Management and Financial Planning

Credits: 4

Course Objectives:

The Techniques for Financial Decisions course is designed to enhance the students' ability to make informed and effective financial decisions. It focuses on contemporary financial tools, analysis methods, and decision-making techniques critical for financial managers in the corporate setting.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand and apply various financial decision-making techniques.
CO 2	Perform financial analysis and modeling to support strategic decision-making.
CO 3	Integrate advanced financial forecasting methods into managerial decisions.
CO 4	Evaluate capital investment projects using different appraisal methods.
CO 5	Synthesize financial data to make recommendations for value maximization.

Course Contents:

Unit-A: Financial Statement Analysis

- Analysis of financial statements and financial ratios
- Cash flow analysis and the statement of cash flows
- Use of financial analysis for forecasting and trend identification
- Common-size and index number trend analysis

Unit-B: Valuation Techniques

- Time value of money and discounted cash flow analysis
- Valuation models for stocks and bonds
- Cost of capital and weighted average cost of capital
- Determination of the firm's optimal capital structure

Unit-C: Investment Appraisal Methods

- Capital budgeting and the investment decision-making process
- Net Present Value (NPV), Internal Rate of Return (IRR), and other capital investment appraisal methods


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- Dealing with risk and uncertainty in investment appraisal
- Real options and their application in investment decisions

Unit-D: Advanced Techniques in Financial Decision-Making

- Sensitivity and scenario analysis
- Business valuation and mergers and acquisitions analysis
- Corporate risk management and hedging
- Lean finance and agile methodologies in financial analysis

Teaching / Assessment Methodology:

- Synchronous lectures incorporating real-life case studies
- Asynchronous sessions with simulation-based exercises
- Hands-on projects involving financial modeling and analysis
- Interactive discussions and team presentations
- Assignments and quizzes to reinforce key concepts

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brealey, R. A., Myers, S. C., & Allen, F. (2020). Principles of Corporate Finance.
- Damodaran, A. (2012). Investment Valuation: Tools and Techniques for Determining the Value of Any Asset.
- Koller, T., Goedhart, M., & Wessels, D. (2015). Valuation: Measuring and Managing the Value of Companies.
- McKinsey & Company Inc., Koller, T., Dobbs, R., & Huyett, B. (2010). Value: The Four Cornerstones of Corporate Finance.
- Pike, R., & Neale, B. (2006). Corporate Finance and Investment: Decisions & Strategies.

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Specialization (Electives)
Pharma and Healthcare Management (Semester III)



Course Name: Healthcare Management

Credits: 4

Course Objectives:

The course on Health Care Management is designed to provide students with the knowledge and skills required to effectively manage healthcare organizations in the pharmaceutical and healthcare management sector. It covers healthcare system fundamentals, management principles, and current issues in healthcare management.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the healthcare system and its components.
CO 2	Apply management principles to healthcare organizations.
CO 3	Evaluate challenges and opportunities in healthcare management.
CO 4	Develop strategies for effective healthcare management in the pharmaceutical and healthcare sector.

Course Contents:

Unit-A: Healthcare System Fundamentals

- Overview of the healthcare system
- Healthcare organizations and stakeholders
- Healthcare policies and regulations
- Healthcare financing and insurance

Unit-B: Principles of Healthcare Management

- Healthcare leadership and management roles
- Human resource management in healthcare
- Healthcare operations and process improvement
- Healthcare marketing and branding

Unit-C: Current Issues in Healthcare Management

- Healthcare technology and information systems
- Healthcare ethics and legal considerations
- Healthcare risk management and patient safety
- Healthcare management during public health crises

Unit-D: Healthcare Management Strategies

- Drug Distribution system in hospitals.

A handwritten signature in blue ink that reads "Amar Raj Singh".

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- Healthcare financial management and budgeting
- Inventory Control and Purchase management
- Developing exceptional healthcare management strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Healthcare management exercises and simulations
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Buchbinder, S. B., & Shanks, N. H. (2019). Introduction to Health Care Management.
- McLaughlin, C. P., & Kaluzny, A. D. (2017). Continuous Quality Improvement in Health Care.
- Shortell, S. M., & Kaluzny, A. D. (2019). Health Care Management: Organization Design and Behavior.
- U.S. Department of Health & Human Services publications on healthcare management and policies.

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Specialization (Electives)
Pharma and Healthcare Management (Semester III)



Course Name: Health Economics

Credits: 4

Course Objectives:

The course on Health Economics is designed to provide students with a comprehensive understanding of economic principles and their application in the healthcare industry. It covers key concepts, cost analysis, and policy considerations in healthcare economics.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the economic principles and their relevance in healthcare.
CO 2	Analyze the cost structures and financial aspects of healthcare.
CO 3	Evaluate healthcare policies and their impact on the industry.
CO 4	Apply economic tools to make informed decisions in healthcare management.

Course Contents:

Unit-A: Introduction to Health Economics

- Basics of health economics
- Economic principles in healthcare
- Market forces and demand for healthcare
- Health insurance and financing in healthcare
- Economic evaluation in healthcare

Unit-B: Cost Analysis in Healthcare

- Cost structures in healthcare facilities
- Cost-benefit analysis and cost-effectiveness analysis
- Resource allocation and efficiency in healthcare
- Measuring and analyzing healthcare costs
- Economic impact of healthcare technologies

Unit-C: Healthcare Policy and Reforms

- Government intervention and healthcare policies
- Healthcare delivery systems and access to care
- Healthcare regulation and quality control
- Health disparities and access to healthcare
- Comparative healthcare systems and international perspectives

A handwritten signature in blue ink that reads "Amar Raj Singh".

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Unit-D: Economic Tools for Healthcare Decision Making

- Economic modeling in healthcare management
- Health economic evaluation techniques
- Case studies in healthcare economic decision making
- Ethical considerations in healthcare economics
- Presenting economic analyses in healthcare management

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Cost analysis and economic modeling exercises
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Folland, S., Goodman, A. C., & Stano, M. (2016). The Economics of Health and Health Care.
- Jones, A. M. (2017). The Elgar Companion to Health Economics.
- Meltzer, D., & Daumit, G. L. (2017). Economics and Health Care.
- World Health Organization (WHO) publications on health economics and healthcare management.



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Specialization (Electives)
Pharma and Healthcare Management (Semester III)



Course Name: Pharmaceutical Marketing and Sales

Credits: 4

Course Objectives:

The course on Pharmaceutical Marketing and Sales is designed to provide students with insights into the principles and strategies of marketing and sales in the pharmaceutical and healthcare industry. It covers key concepts, regulations, and practices for promoting and selling pharmaceutical products.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing and sales in the pharmaceutical industry.
CO 2	Apply pharmaceutical marketing strategies for effective product promotion.
CO 3	Comply with pharmaceutical marketing regulations and ethics.
CO 4	Develop pharmaceutical sales plans and strategies.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Pharmaceutical Product Promotion

- Product differentiation and positioning
- Branding and promotion in pharmaceuticals
- Digital marketing and e-detailing in pharma
- KOL engagement and medical conferences
- Measuring the impact of pharmaceutical promotion

Unit-C: Pharmaceutical Sales and Distribution

- Sales force management in pharmaceuticals
- Sales training and competency development
- Distribution channels and logistics in pharma
- Inventory management and supply chain in healthcare
- Regulatory compliance in pharmaceutical sales

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Unit-D: Pharmaceutical Sales Strategies and Planning

- Developing sales and territory plans
- Key account management in pharmaceutical sales
- Sales forecasting and performance measurement
- Case studies on successful pharmaceutical marketing and sales
- Implementing pharmaceutical sales strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Sales and promotion exercises
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rizvi, S. A., & Nair, N. G. (2018). Pharmaceutical Marketing: Concepts and Practices.
- Innes, D., & Welters, D. (2017). Sales and Marketing in the Pharmaceutical Industry.
- The Pharmaceutical Journal (various articles on pharmaceutical marketing and sales).
- Pharmaceutical Research and Manufacturers of America (PhRMA) publications on pharmaceutical marketing guidelines and best practices.



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Specialization (Electives)
Pharma and Healthcare Management (Semester IV)



Course Name: Regulatory Environment in Pharma and Healthcare

Credits: 4

Course Objectives:

Upon completion of the course, it is expected that the students will be able to understand

- The Regulatory guidance's and guidelines for filing and approval process
- Preparation of Dossiers and their submission to regulatory agencies in different countries
- Post approval regulatory requirements for actives and drug products
- Submission of global documents in CTD/ eCTD formats
- Clinical trials requirements for approvals for conducting clinical trial
- Pharmacovigilance and process of monitoring in clinical trials.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of regulatory affairs, including good regulatory practices, pharmaceutical regulations, and medical device regulations.
CO 2	Analyze patenting and intellectual property requirements, along with global regulatory guidelines such as WHO & ICH for drug development.
CO 3	Develop and evaluate clinical trial protocols and ethical considerations in clinical research, including pharmacovigilance and patient safety.
CO 4	Comprehend non-clinical drug development processes, including global submission requirements for IND, NDA, ANDA, and the preparation of regulatory dossiers.

Course Contents:

Unit-I

Fundamentals of Regulatory Affairs: Definitions, Good Regulatory Practice, Community Pharmacy Retail and Wholesale Pharmacy, Hospital Pharmacy, Pharma Manufacturing, Import and Export of Medical Devices, Drugs Regulatory Affair.

Unit II

Patenting and Regulatory Requirements: Patent, Intellectual Property Rights, Total Quality Management, Pharmaceutical Validation, Stabilities of drugs and Dosage forms, Documentation and Regulatory Writing, WHO & ICH guidelines, CTD and ECTD formats.

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Unit III

Basic Clinical Requirements: Developing clinical trial protocols. Institutional review board/ independent ethics committee Formulation and working procedures informed Consent process and procedures. HIPAA- new, requirement to clinical study process, pharmacovigilance safety monitoring in clinical trials.

Unit IV

Non clinical drug development: Global submission of IND, NDA, ANDA. Investigation of medicinal products dossier, dossier (IMPD) and investigator brochure (IB).

Teaching / Assessment Methodology:

- Lecture sessions featuring case studies on recent biotechnological breakthroughs.
- Seminars from industry professionals and subject matter experts on regulatory and commercial aspects.
- Group projects and presentations analyzing the development journey of specific biopharmaceutical products.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Reference:

- 1. Generic Drug Product Development, Solid Oral Dosage forms, Leon Shargel and IsaderKaufer, Marcel Dekker series, Vol.143
- 2. The Pharmaceutical Regulatory Process, Second Edition Edited by Ira R. Berry and Robert P.Martin, Drugs and the Pharmaceutical Sciences, Vol.185, Informa Health care Publishers.
- 3. New Drug Approval Process: Accelerating Global Registrations By Richard A Guarino, MD, 5th edition, Drugs and the Pharmaceutical Sciences, Vol.190.
- 4. Guidebook for drug regulatory submissions / Sandy Weinberg. By John Wiley & Sons.Inc.
- 5. FDA regulatory affairs: a guide for prescription drugs, medical devices, and biologics/edited By Douglas J. Pisano, David Mantus.
- 6. Clinical Trials and Human Research: A Practical Guide to Regulatory Compliance By Fay A.Rozovsky and Rodney K. Adams
- 7. www.ich.org/
- 8. www.fda.gov/
- 9. europa.eu/index_en.htm 10. <https://www.tga.gov.au/tga-basics>


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Specialization (Electives)
Pharma and Healthcare Management (Semester IV)



Course Name: Healthcare Operations Management

Credits: 4

Course Objectives:

This course aims to introduce students to the information systems and technologies used in the healthcare industry, covering electronic health records, health informatics, telemedicine, and the strategic use of data and information technology in healthcare settings for improving patient care and operation efficiency.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the key functions and historical milestones of healthcare operations management and its role in enhancing healthcare delivery through technology.
CO 2	Apply performance improvement tools and techniques, such as Evidence-Based Medicine and Lean Enterprise, to solve healthcare operational challenges.
CO 3	Analyze contemporary healthcare operations issues, including patient flow, scheduling, supply chain management, and financial performance improvement.
CO 4	Develop strategies for achieving operational excellence in healthcare, focusing on emerging trends, human resource planning, and managerial accounting.

Course Contents:

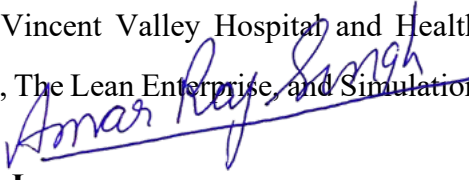
Unit 1: Introduction to Healthcare Operation Management:

Key functions of Healthcare Operations Management, Healthcare industry and Operations Management, Historical milestones in operations management, Use of Technology in Healthcare Delivery. The Challenge and the Opportunity, History of Performance Improvement, Evidence-Based Medicine, Quality and service topologies.

Unit 2: Performance Improvement Tools, Techniques and Programs

Evidence-Based Medicine Tools to Expand the Use of EBM, Vincent Valley Hospital and Health System and P4P, Tools for Problem Solving and Decision Making, The Lean Enterprise, and Simulation

Unit 3: Applications to Contemporary Healthcare Operations Issues:


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Process Improvement and Patient Flow, Scheduling and Capacity Management, Supply Chain Management, Improving Financial Performance with Operations Management. Inventory Systems Procurement and Vendor Relationship Management, Strategic View.

Unit 4: Putting It All Together for Operational Excellence:

Emerging Trends in Healthcare, Holding the Gains, Human Resource Planning, Managerial Accounting, Control, Which Tools to Use: A General Algorithm, Operational Excellence, VVH Strives for Operational Excellence, The Healthcare Organization of the Future

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Sales and promotion exercises
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ginter, P. M., Duncan, W. J., & Swayne, L. E. (2013) The strategic management of health care organizations, 7th Edition, San Francisco, CA: John Wiley & Sons.
- Gordon, P. (1998) Seniors' Housing & Care Facilities: Development, Business & Operations, US: Urban Land Institute.
- Hopp, W. J. & Lovejoy, W. S (2012) Hospital Operations: Principles of High Efficiency Health Care, Upper Saddle River, NJ: Pearson FT Press.
- Levin, D. J., & Joseph, A. (2010) Planning, Design, and Construction of Health Care Facilities, 2nd Edition, US: Joint Commission Resources.
- Vissers, J., & Beech, R. (2005) Health Operations Management: Patient flow logistics in Health Care, Oxon, UK: Routledge



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Specialization (Electives)
Pharma and Healthcare Management (Semester IV)



Course Name: Entrepreneurship Development in Life Sciences

Credits: 4

Course Objectives:

This course provides a comprehensive overview of entrepreneurship development in the life sciences sectors, including food technology, biotechnology, healthcare, and pharma. It equips students with skills to identify business opportunities, develop business plans, and navigate regulatory and ethical landscapes. Emphasis is placed on innovation, funding, financial management, and marketing strategies, preparing students to launch and manage successful ventures in these dynamic fields.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Demonstrate a comprehensive understanding of the key traits, functions, and types of entrepreneurs and the theories and objectives of entrepreneurship.
CO 2	Identify, evaluate, and plan business opportunities in food technology, showcasing the ability to develop regulatory-compliant and ethically sound business plans.
CO 3	Understand the role of entrepreneurship in advancing biotechnology and develop effective marketing strategies tailored to the biotechnology sector.
CO 4	Recognize and articulate current trends and future directions in biotechnology entrepreneurship.
CO5	Develop and present comprehensive business plans for healthcare and pharma ventures, addressing regulatory requirements and ethical considerations.
CO6	Manage innovation and intellectual property within the healthcare and pharma sectors, and develop strategies for funding, financial management, and branding.

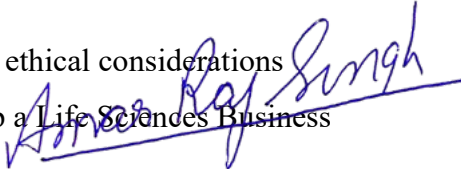
Course Contents:

Unit-A: Entrepreneurship Development in Life Sciences

- Overview, Trends and Innovations in life sciences
- Key areas under life sciences- Biotechnology, Pharmaceuticals, Medical Devices, Healthcare, Agri-Tech, Food technology
- Impact of Life Sciences on Society and Environment and ethical considerations
- Identifying Opportunities in Life Sciences and Setting Up a Life Sciences Business

Unit-B: Entrepreneurship development in food technology

- Role of entrepreneurship in advancing food technology
- Identifying and Evaluating Business Opportunities
- Business Planning for Food Technology Ventures


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- Regulatory and Ethical Considerations

Unit-C: Entrepreneurship development in biotechnology

- Role of entrepreneurship in advancing biotechnology
- Marketing principles and strategies for biotechnology
- Current trends and future directions in biotechnology entrepreneurship

Unit-D: Entrepreneurship development in healthcare and pharma

- Role of entrepreneurship in advancing healthcare and pharma
- Business Planning and regulations for Pharma and Health Sciences Ventures
- Innovation and Intellectual Property Management
- Funding, financial management and branding

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and discussions
- Assignments and quizzes

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Drucker, P. F. (2006). Innovation and Entrepreneurship.
- Shimasaki, C. D. (2014). Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies
- Paul R. Sanberg, P. R., & Duerk, J. A. (2017). Startups and Innovation in Health Sciences
- Bouzari, A. (2014). The Food Entrepreneur's Handbook: How to Build and Grow Your Own Successful Food Business



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Specialization (Electives)
Data Science & Business Analytics (Semester III)



Course Name: Introduction to AI & Machine Learning

Credits: 4

Course Objectives:

The course on Introduction to AI & Machine Learning is designed to provide students with a foundational understanding of artificial intelligence and machine learning. It covers the basics of AI, machine learning techniques, applications, and ethical considerations.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and principles of artificial intelligence and machine learning.
CO 2	Apply basic machine learning algorithms for data analysis and prediction.
CO 3	Identify real-world applications of AI and machine learning.
CO 4	Discuss ethical and societal implications of AI and machine learning.

Course Contents:

Unit-A: Introduction to Artificial Intelligence

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

Unit-B: Machine Learning Fundamentals

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

Unit-C: Machine Learning Algorithms

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

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- Model selection and hyperparameter tuning

Unit-D: Real-World Applications and Future Trends

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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



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Specialization (Electives)
Data Science & Business Analytics (Semester III)



Course Name: Python for Business

Credits: 4

Course Objectives:

The course on Python for Business is designed to provide students with practical knowledge of Python programming for data analysis and business applications. It covers fundamental programming concepts, data manipulation, visualization, and real-world business use cases.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization
- Plotly for interactive visualizations
- Dashboard creation with libraries like Dash
- Best practices in data visualization

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Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- Synchronous lectures and hands-on coding sessions
- Asynchronous videos/Lectures on LMS
- Coding exercises and data analysis projects
- Assignments and business data analysis
- Final project to solve a real-world business problem using Python

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis.
- VanderPlas, J. (2016). Python Data Science Handbook.
- Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.
- Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.



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Specialization (Electives)
Data Science & Business Analytics (Semester IV)



Course Name: Data Visualization

Credits: 4

Course Objectives:

The Data Visualization course aims to provide students with the skills to effectively communicate complex data-driven insights through visual representation. It covers the principles of design, the psychology of visual perception, and the use of various tools and techniques for creating impactful and meaningful visualizations.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Identify and implement principles of effective data visualization.
CO 2	Utilize a variety of tools and platforms to create visual representations of data.
CO 3	Interpret and critique data visualizations with a critical eye toward clarity, accuracy, and efficacy.
CO 4	Design and produce data visualizations appropriate for different types of data and audiences.

Course Contents:

Unit-A: Foundations of Data Visualization

- Overview of data visualization and its importance in business analytics.
- Principles of design, color theory, and layout in visualization.
- Understanding the cognitive and perceptual aspects of data interpretation.
- Exploration of different types of data and visual storytelling.

Unit-B: Data Visualization Techniques and Tools

- Introduction to leading data visualization tools (Tableau, Power BI, etc.).
- Visualization techniques for different types of data: quantitative, categorical, time series, geographical.
- Interactive and dynamic visualizations for user engagement.
- Best practices in dashboard design and data presentation.

Unit-C: Advanced Data Visualization Strategies

- Complex data representations: hierarchical, network, and ...

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- Utilizing advanced chart types and custom visuals.
- Techniques for creating data animations and infographics.
- Integrating visualizations into business reports and presentations.

Unit-D: Ethical Considerations and Future Trends

- Ethical considerations in data visualization (avoiding misleading representations).
- Critical evaluation of data sources and visualization credibility.
- Current trends and innovations in the field of data visualization.
- Future of data visualization with emerging technologies (VR, AR, AI).

Teaching / Assessment Methodology:

- Lectures and hands-on practice creating visualizations from different data sets.
- Demonstrations and workshops on leading visualization software.
- Individual and group projects designing comprehensive visual analytics.
- Peer reviews and critique sessions of created visualizations.
- Seminars from industry experts sharing insights and best practices.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Few, Stephen. (2009). Now You See It: Simple Visualization Techniques for Quantitative Analysis.
- Yau, Nathan. (2013). Data Points: Visualization That Means Something.
- Knaflic, Cole Nussbaumer. (2015). Storytelling with Data: A Data Visualization Guide for Business Professionals.
- Steele, Julie, and Noah Iliinsky. (2011). Beautiful Visualization: Looking at Data Through the Eyes of Experts.



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Specialization (Electives)
Data Science & Business Analytics (Semester IV)



Course Name: Digital Marketing for Partitioners

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Explain digital marketing landscape
CO 2	Describe ingredients of digital marketing
CO 3	Understand website, SEO, content and social media
CO 4	Analyze performance through analytics
CO 5	Discuss PR mix in digital marketing
CO 6	Develop strategy for marketing online
CO 7	Create effective website
CO 8	Develop skills in search engine optimization
CO 9	Successfully run social media campaign to engage customers
CO 10	Develop and implement online PR strategy

Course Contents:

Unit-A: Foundations of Digital Marketing

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

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Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence

Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

Rajan Gupta, Supriya Madan- Digital Marketing



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Specialization (Electives)
Data Science & Business Analytics (Semester IV)



Course Name: Data Ethics & Privacy

Credits: 4

Course Objectives:

To instruct students on the ethical considerations and privacy issues surrounding data collection, analysis, and dissemination in business analytics. The course emphasizes the responsible use of data, understanding of privacy laws and regulations, and approaches to ethically navigate data-driven decision-making processes.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Comprehend the ethical dimensions and implications associated with big data and analytics.
CO 2	Interpret and apply relevant privacy laws and regulations to data management practices.
CO 3	Develop strategies to ensure ethical governance and use of data within organizations.
CO 4	Evaluate the impact of data analytics projects on stakeholders and society.

Course Contents:

Unit-A: Foundations of Data Ethics

- Overview of ethics in data science and business analytics.
- Key ethical theories and frameworks applicable to data ethics.
- Professional standards and codes of conduct for data scientists and business analysts.
- Ethical considerations in machine learning and AI.

Unit-B: Data Privacy and Protection

- Privacy principles and individuals' rights related to personal data.
- Introduction to data protection laws globally: GDPR, HIPAA, CCPA, and others.
- Data anonymization, pseudonymization, and encryption techniques.
- Ethical data sharing and openness versus privacy trade-offs.

Unit-C: Ethical Data Governance

- The role of data governance in ethical data management.
- Best practices in creating transparent and accountable algorithms.

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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- Ethics in data collection methods, informed consent, and secondary use of data.
- Incorporating ethical concerns in predictive modeling and data-driven decisions.

Unit-D: Emerging Issues and Case Studies

- Current debates and real-world cases involving data ethics and privacy.
- Ethical implications of emergent technologies: facial recognition, surveillance, and predictive policing.
- Ethical use of big data analytics in marketing, finance, and healthcare.
- The future outlook of data ethics and privacy in business analytics.

Teaching / Assessment Methodology:

- Lectures with interactive discussions based on recent news, journal articles, and case studies.
- Guest speeches by experts on data privacy laws and ethics.
- Group projects focusing on ethical analyses of hypothetical data scenarios.
- Role-playing activities to enact data ethics committees and review boards.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- O'Neil, Cathy, and Schutt, Rachel. (2013). Doing Data Science: Straight Talk from the Frontline.
- Martin, Kirsten. (2019). Ethics and Data Science.
- Goodman, Alan, and Steiner, Peter. (2019). Data Ethics: The New Competitive Advantage.
- Mayer-Schönberger, Viktor, and Cukier, Kenneth. (2013). Big Data: A Revolution That Will Transform How We Live, Work, and Think.



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Specialization (Electives)
Real Estate Management (Semester III)



Course Name: Real Estate and Urban Development Studies

Credits: 4

Course Objectives:

The course on Real Estate and Urban Development Studies is designed to provide students with a comprehensive understanding of the real estate market, urban development principles, and the dynamics of the real estate industry. It covers various aspects of real estate investment, urban planning, and the role of real estate in sustainable urban development.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Analyze the real estate market and its trends.
CO 2	Understand the principles of urban development and planning.
CO 3	Evaluate the impact of government policies on the real estate sector.
CO 4	Formulate strategies for real estate investment and development.

Course Contents:

Unit-A: Introduction to Real Estate and Urban Development

- Overview of the real estate industry
- Real estate market analysis and trends
- Urbanization and its impact on real estate
- The role of real estate in urban development
- Regulatory framework and urban planning

Unit-B: Real Estate Investment and Finance

- Real estate investment strategies
- Property valuation and appraisal
- Financing real estate investments
- Real estate development and project management
- Real estate investment trusts (REITs)

Unit-C: Government Policies and Urban Development

- Government policies and their impact on real estate
- Land use planning and zoning regulations
- Affordable housing and urban development schemes
- Sustainability and green building practices
- Case studies on successful urban development projects

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Unit-D: Strategic Planning in Real Estate

- Formulating real estate development plans
- Risk assessment and management in real estate projects
- Real estate marketing and sales strategies
- Real estate negotiation and legal aspects
- Presenting real estate development plans and strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and real estate development simulations
- Site visits and practical experience

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Ling, D. C., & Archer, W. R. (2016). Real Estate Principles: A Value Approach.
- Calthorpe, P. (2017). The Next American Metropolis: Ecology, Community, and the American Dream.
- Ratcliffe, J. (2018). Urban Planning and Real Estate Development.



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Specialization (Electives)
Real Estate Management (Semester III)



Course Name: Service Marketing

Credits: 4

Course Objectives:

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

Course Outcomes:

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

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

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

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

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process
- Customer Relationship Management (CRM) in Service Marketing

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- Customer Defined Service Standards
- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

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

Unit-D: Managing Service Promises and Closing the Gaps

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

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Further Readings:

- Jochen Wirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Specialization (Electives)
Real Estate Management (Semester IV)



Course Name: Property Valuation and Appraisal

Credits: 4

Course Objectives:

This course provides a comprehensive understanding of the principles and practices of property valuation and appraisal. It covers the theoretical underpinnings of valuation, various valuation methods, and their application in real estate markets. Students will develop the skills to analyze property characteristics, market conditions, and economic factors to estimate property values accurately. The course also emphasizes ethical considerations and professional standards in the field of property valuation.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and significance of property valuation, including legal and ethical frameworks.
CO 2	Analyze and apply various property valuation methods such as sales comparison, income capitalization, and cost approaches.
CO 3	Conduct real estate market analysis, including the valuation of special-purpose properties and real estate-related assets.
CO 4	Develop advanced valuation skills for real estate investments, taxation, and insurance purposes, while adhering to valuation standards and ethics.

Course Contents:

Unit 1: Introduction to Property Valuation

- Definition and Scope of Property Valuation
- Importance of Property Valuation
- Basic Valuation Concepts (Value, Price, Cost)
- Legal and Ethical Framework for Valuation

Unit 2: Valuation Methods

- Sales Comparison Approach
- Income Capitalization Approach
- Cost Approach
- Reconciliation of Valuation Estimates

Unit 3: Property Valuation and Market Analysis

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- Real Estate Market Analysis
- Highest and Best Use Analysis
- Valuation of Special-Purpose Properties
- Valuation of Real Estate-Related Assets (e.g., land, buildings, machinery)

Unit 4: Advanced Valuation Topics and Professional Practice

- Valuation of Real Estate Investments
- Valuation for Taxation and Insurance Purposes
- Valuation Standards and Ethics
- Case Studies and Real-World Applications

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Millington, A.F. (2019). *An Introduction to Property Valuation*. Taylor & Francis.
- Appraisal Institute. (2020). *The Appraisal of Real Estate*. Appraisal Institute.
- Ratcliff, R. (2018). *Real Estate Valuation: Principles and Applications*. McGraw-Hill.
- Baum, A., & Crosby, N. (2014). *Property Investment Appraisal*. Routledge.
- IVSC (International Valuation Standards Council). (2020). *International Valuation Standards (IVS)*.

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- Technology in facility management: BIM, CAFM, and smart building innovations.
- Outsourcing vs. in-house facility management services.

Unit-D: Sustainability and Asset Management

- Sustainable development practices in mega project designs.
- Green building certifications (LEED, BREEAM, etc.) and their significance.
- Long-term asset management strategies for real estate portfolio optimization.
- Regulatory compliance and safety standards in facility operations.

Teaching / Assessment Methodology:

- Lectures incorporating case studies of global mega real estate projects.
- Interactive guest lectures by industry professionals and field experts.
- Role-plays and scenario-based exercises focusing on problem-solving in mega project management.
- Site visits to ongoing mega project locations and facility management firms.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Fewings, Peter. (2013). Construction Project Management: An Integrated Approach.
- Chitale, A. K., and Gupta, R. C. (2017). Mega Project Management: A Case Study of the Delhi Metro Project.
- Booty, Frank. (2009). Facilities Management Handbook.
- Roper, Kathy, and Payant, Richard P. (2014). The Facility Management Handbook.



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Specialization (Electives)
Real Estate Management (Semester IV)



Course Name: Real Estate Finance and Investment

Credits: 4

Course Objectives:

This course focuses on equipping students with the financial tools and techniques necessary to make informed investment and financing decisions in the field of real estate property management. Students will learn about property valuation, capital budgeting, financing options, real estate investment trusts, and portfolio management in the real estate sector.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Analyze the principles of real estate finance and investment strategies.
CO 2	Apply valuation techniques and financial models to assess real estate investments.
CO 3	Evaluate various financing options and structures available to real estate developers and investors.
CO 4	Understand the fundamentals of portfolio management and the role of real estate within a diversified investment strategy.

Course Contents:

Unit-A: Fundamentals of Real Estate Finance

- Overview of real estate economics and market analysis.
- Cash flow modeling and the time value of money in real estate.
- Financing mechanisms in residential and commercial real estate markets.
- Impact of the macroeconomic environment on real estate financing.

Unit-B: Real Estate Valuation Techniques

- Comparative market analysis and income capitalization approach.
- Discounted cash flow analysis for property valuation.
- Real options and land valuation methodologies.
- Appraisal methods and the use of Automated Valuation Models (AVMs).

Unit-C: Financing Real Estate Investments

- Mortgage financing, loan types, and amortization schedules.
- Sources and structures of capital for real estate development.

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- Real Estate Investment Trusts (REITs) and mortgage-backed securities (MBS).
- Mezzanine financing, private equity, and crowdfunding in real estate.

Unit-D: Real Estate Portfolio Management

- Portfolio theory as applied to real estate investments.
- Leveraging and risk analysis in a real estate investment portfolio.
- Tax consideration and legislative impacts on real estate investments.
- Asset management strategies for maximizing portfolio returns.

Teaching / Assessment Methodology:

- Lectures with discussions on contemporary issues in real estate finance.
- Case studies focused on financial decision-making in various real estate scenarios.
- Application of financial software and tools for valuation and investment analysis.
- Group projects designed to simulate real estate investment decision processes.
- Simulation exercises to understand the nuances of real estate financing models.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Brueggeman, William B., and Jeffrey D. Fisher. (2015). Real Estate Finance & Investments.
- Geltner, David, and Norman G. Miller. (2007). Commercial Real Estate Analysis and Investments.
- Linneman, Peter. (2016). Real Estate Finance and Investments: Risks and Opportunities.
- Miles, Mike E., Laurence M. Netherton, and Adrienne Schmitz. (2019). Real Estate Development: Principles and Process.

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Specialization (Electives)
Direct Selling Management (Semester III)



Course Name: Fundamentals of Direct Selling

Credits: 4

Course Objectives:

The course on Fundamentals of Direct Selling aims to provide students with foundational knowledge and understanding of direct selling, its principles, strategies, and ethical considerations. It covers the core concepts and practices essential for success in the field of direct selling.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the principles and concepts of direct selling.
CO 2	Apply effective direct selling strategies and techniques.
CO 3	Analyze the role of ethics and consumer relations in direct selling.
CO 4	Develop foundational skills for success in direct selling.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling
- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling
- Promotional tools and techniques

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- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Sales and marketing exercises
- Assignments and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.
- Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.
- Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.
- Direct Selling Association (DSA) publications and articles on best practices in direct selling.

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Specialization (Electives)
Direct Selling Management (Semester 4)



Course Name: Basic of Being a Networker: Soft Skills

Credits: 4

Course Objectives:

This course will help students understand the nuances of the various soft skills required to be a successful direct seller. It will touch upon the key soft skills required for the functioning of the business activities including team building.

The students will get to know about the relevant skill and the various situational application in their day to day business. It will help them build a character which will have the desired building blocks of a successful leader in a direct selling environment.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Define the required soft skills and outline its essence.
CO 2	Explore the various soft skills and apply them in their business.
CO 3	Develop an understanding of the benefits and use case scenarios for each soft skill.
CO 4	Situational real life examples for better relatability.
CO 5	Adapt and develop any of these soft skills at any stage of their direct selling business.
CO 6	Ability to apply the soft skills at personal and interpersonal level.
CO 7	Usage of the soft skills in preparing better plans in individual and team roadmaps.

Course Contents:

Unit –I: Personality Traits

- Listening
- Commitment
- Decision Making
- Acceptance & Belief
- Nurturing
- Motivation
- Coachable/Unlearning
- Discipline
- Vision
- Courage
- Passion
- Creative Thinking

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- Judgment
- Resilience
- Persuasion
- Faith & Belief

Unit –II: People Skills

- Collaboration
- Patience
- Common Sense
- Conflict Resolution
- Sense of Humor
- Enthusiasm
- Problem Solving
- Self-Control
- Time Management
- Confidence
- Focus
- Responsibility
- Approachable
- Empathy
- Trustworthy

Unit –III: Social Skills

- Likeability
- Respect
- Politeness
- Emotional Intelligence
- Accept Criticism
- Flexibility
- Asking for Help
- Ethical
- Accepting Diversity
- Association
- Relationship Management/IPOR (Interpersonal and Organizational Relationships)
- Following Direction
- Know-Like-Trust Cycle
- Inhibitions

Unit –IV: Communication Skills

- Types of Communication
- Presentation Skills
- Body Language



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- Storytelling
- Public Speaking
- Negotiation

Teaching / Assessment Methodology:

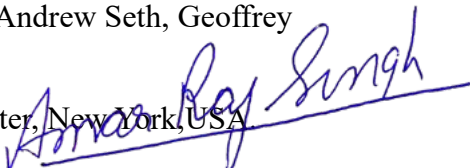
- 40 lectures to discuss the theoretical concepts
- 2 Case Studies
- 3 Guest lectures
- 4 Practical Assignments based on MS-PowerPoint
- 4 Surprise quizzes
- Individual Presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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


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Specialization (Electives)
Direct Selling Management (Semester IV)



Course Name: Ethics and Compliances

Credits: 4

Course Objectives:

The course on Ethics and Compliances in Direct Selling Management is designed to provide students with an understanding of ethical considerations, government regulations, and compensation plans in the direct selling industry. It covers the importance of ethics, legal compliance, and compensation structures for direct selling businesses.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the ethical considerations in direct selling management.
CO 2	Comprehend government regulations and guidelines for direct selling.
CO 3	Analyze various compensation plans used in direct selling.
CO 4	Develop ethical business practices and compliance strategies for direct selling.

Course Contents:

Unit-A: Ethics in Direct Selling Management

- Introduction to ethics and their significance in direct selling
- Ethical decision-making and ethical leadership
- Ethical issues in the direct selling industry
- Building an ethical corporate culture
- Case studies on ethical challenges in direct selling

Unit-B: Government Guidelines and Legal Compliance

- Government regulations and guidelines for direct selling
- Consumer protection laws and direct selling
- Licensing and registration requirements
- Taxation and financial reporting in direct selling
- Ethical marketing practices in compliance with regulations

Unit-C: Compensation Plans in Direct Selling

- Overview of compensation plans in direct selling
- Types of compensation plans (e.g., binary, unilevel, matrix)

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- Commission structures and bonuses
- Sales incentives and reward programs
- Evaluating and selecting the right compensation plan

Unit-D: Developing Ethical Business Practices

- Designing an ethical code of conduct for direct selling companies
- Training and educating direct selling representatives on ethics
- Conflict resolution and dispute handling
- Compliance audits and risk management
- Building trust and credibility in direct selling businesses

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and ethical code development
- Presentations and compliance strategy development

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Coughlan, A. T., & Cooney, K. (2021). Direct Selling: History and Impact.
- Dunetz, J. (2019). The Direct Selling Revolution: Understanding the Growth of the Amway Corporation.
- Singh, R., & Kshatriya, P. (2017). Direct Selling: Industry Report.

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Specialization (Electives)
Direct Selling Management (Semester IV)



Course Name: Critical Success Factors

Credits: 4

Course Objectives:

The course on Critical Success Factors in Direct Selling Management aims to provide students with a comprehensive understanding of the key factors that contribute to the success of direct selling businesses. It covers various aspects of direct selling, including sales techniques, customer relationship management, and business development.

Course Outcomes:

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

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

Course Contents:

Unit-A: Introduction to Direct Selling Management

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

Unit-B: Sales Techniques and Strategies

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

Unit-C: Customer Relationship Management in Direct Selling

- Understanding customer needs and preferences

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

Unit-D: Business Development and Growth

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

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Role-playing and sales simulations
- Assignments and group discussions
- Quizzes and practical exercises

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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

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Specialization (Electives)
Direct Selling Management (Semester IV)



Course Name: Tools and Techniques for a Successful Direct Seller

Credits: 4

Course Objectives:

This course is designed to equip students with the skills, strategies, and tools required for success in direct selling. The curriculum focuses on sales techniques, customer relationship management, personal branding, and the effective use of technology to build and sustain a growing direct selling business.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Master core selling skills and techniques unique to the direct selling industry.
CO 2	Utilize CRM systems to manage customer interactions and enhance sales productivity.
CO 3	Develop personal branding and social media strategies to build a strong network.
CO 4	Integrate various technological tools to streamline the sales process and analyze performance.

Course Contents:

Unit-A: Introduction to Direct Selling

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

Unit-B: Sales Techniques in Direct Selling

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

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Unit-C: Customer Relationship Management (CRM)

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

Unit-D: Leveraging Technology and Personal Branding

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

Teaching / Assessment Methodology:

- Lectures featuring successful direct selling strategies and techniques.
- Interactive role-plays and sales pitch practices.
- Workshops on CRM software and data analytics tools.
- Development of a personal branding and social media campaign as a term project.
- Seminars by industry experts on emerging trends and innovations in direct selling.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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



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Specialization (Electives)
Information Technology Management (Semester III)



Course Name: Python for Business

Credits: 4

Course Objectives:

The course on Python for Business is designed to provide students with practical knowledge of Python programming for data analysis and business applications. It covers fundamental programming concepts, data manipulation, visualization, and real-world business use cases.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization
- Plotly for interactive visualizations

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- Dashboard creation with libraries like Dash
- Best practices in data visualization

Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- Synchronous lectures and hands-on coding sessions
- Asynchronous videos/Lectures on LMS
- Coding exercises and data analysis projects
- Assignments and business data analysis
- Final project to solve a real-world business problem using Python

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- McKinney, W. (2017). Python for Data Analysis.
- VanderPlas, J. (2016). Python Data Science Handbook.
- Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.
- Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.

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Specialization (Electives)
Information Technology Management (Semester III)



Course Name: Data Base Management System (Mongo Db etc.)

Credits: 4

Course Objectives:

The course on Database Management System: MongoDB and Beyond is designed to equip students with the knowledge and skills necessary to manage and optimize modern database systems. It covers the principles and practices of working with NoSQL databases like MongoDB, including data modelling, query optimization, and scalability.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Students will be able to efficiently design, implement, and manage MongoDB databases.
CO 2	Students will learn to create and optimize data models for NoSQL databases.
CO 3	Design and implement MongoDB databases, considering effective schema design and data modelling.
CO 4	Execute MongoDB queries proficiently, utilizing Aggregation Framework, Implement and optimize indexes in MongoDB for enhanced performance.

Course Contents:

Unit-A: Overview of DBMS

- Understand the distinction between raw data and processed information used for decision-making.
- Recognize common issues associated with managing data manually, such as redundancy and inconsistency.
- Identify key features of databases, including data integrity, efficiency, and accessibility.
- Learn about essential DBMS components, including users, languages, structures, data dictionaries etc.

Unit-B: MongoDB Introduction and Basics

- Introduction to NoSQL databases
- MongoDB as a document-oriented database, Features and advantages of MongoDB
- Databases, MongoDB as a document-oriented database, Features and advantages of MongoDB, Comparison with traditional RDBMS, Installation of MongoDB on


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different platforms

- Setting up the MongoDB environment, Basics of MongoDB shell.

Unit-C: MongoDB Data Modeling and Querying

- MongoDB Data Types, Document structure
- Designing effective schema for MongoDB,
- Introduction to data modeling, types of data relationships
- Embedding documents, referencing documents, CRUD operations

Unit-D: MongoDB Aggregation and Indexing

- Aggregation framework for complex queries and data transformations
- Indexing in MongoDB
- Types of indexes
- Creating and managing indexes, Indexing strategies for performance improvement

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- "The Definitive Guide" by Kristina Chodorow (2019)
- "A Practical Guide to MongoDB Development and Administration" by Alex Giamas (2019)
- "MongoDB in Action" by Kyle Banker (2016)
- "NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence" by Pramod J. Sadalage and Martin Fowler (2012)



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Specialization (Electives)
Information Technology Management (Semester III)



Course Name: Business Analytics

Credits: 4

Course Objectives:

The course on Business Analytics aims to equip students with the knowledge and skills required to effectively use data and analytics for business decision-making. It covers key concepts, analytical tools, and techniques for data-driven decision support in various business domains.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of business analytics.
CO 2	Apply statistical and analytical techniques to solve business problems.
CO 3	Use data visualization tools for effective data communication.
CO 4	Make informed data-driven decisions in a business context.

Course Contents:

Unit-A: Introduction to Business Analytics

- Overview of business analytics and its importance
- The data analytics process and its stages
- Descriptive, predictive, and prescriptive analytics
- Data sources and data quality in business analytics
- Ethical and legal considerations in data analytics

Unit-B: Statistical Analysis and Decision Support

- Descriptive statistics and data visualization
- Inferential statistics and hypothesis testing
- Regression analysis for predictive modeling
- Time series analysis and forecasting
- Decision trees and classification techniques

Unit-C: Data Visualization and Reporting

- Data visualization principles and tools (e.g., Tableau)
- Effective data communication through visualization
- Interactive dashboards and reporting

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- Storytelling with data and communicating insights
- Case studies on data visualization in business analytics

Unit-D: Business Analytics Applications

- Customer analytics and segmentation
- Supply chain analytics and optimization
- Financial analytics and risk management
- Marketing analytics and campaign effectiveness
- Case studies on successful business analytics applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on exercises and data analysis
- Data visualization projects and presentations
- Assignments and case analysis

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Davenport, T. H., Harris, J., & Shapiro, J. (2013). *Competing on Analytics: The New Science of Winning*.
- Lohr, S. (2014). *Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else*.
- Chatterjee, S., & Saha, S. (2016). *Business Analytics: A Practitioner's Guide*.
- Few, S. (2013). *Show Me the Numbers: Designing Tables and Graphs to Enlighten*.

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- Assessing our current digital position relative to competitors

Unit-C: Prioritized List of Digital Bets

- Identify digital opportunities that align with your business strategy
- Evaluate your organization's current capabilities
- Prioritize digital initiatives based on their potential
- Develop a prioritized roadmap for pursuing these digital opportunities

Unit-D: Gap Analysis

- Identify the skills and technological capabilities that are lacking within your organization
- Assess organizational structures and processes to determine where changes or enhancements are needed
- Evaluate existing systems and infrastructure to identify deficiencies
- Develop a targeted plan to bridge these gaps

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- "Survive and Thrive in an Era of Mass Extinction" by Thomas M. Siebel (2019).
- "Turning Technology into Business Transformation" by George Westerman, Didier Bonnet, and Andrew McAfee (2014)
- "Rethink Your Business for the Digital Age" by David L. Rogers (2016)
- "A Guide to Reimagining Your Business" by Sunil Gupta (2018)

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Specialization (Electives)
Information Technology Management (Semester IV)



Course Name: **Big Data Analysis**

Credits: 4

Course Objectives:

The Big Data Analysis course aims to equip students with the skills and knowledge needed to analyze large, complex datasets commonly referred to as "big data." This course covers the principles of big data analytics, the techniques and tools necessary to manage and analyze such data, and how to derive actionable insights that can influence business decisions.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understand the key concepts, characteristics, and challenges of big data.
CO 2	Apply appropriate data analytics techniques to handle structured and unstructured big data.
CO 3	Utilize various tools and platforms for big data management and analysis.
CO 4	Extract business insights and communicate findings effectively from big data analytics.

Course Contents:

Unit-A: Introduction to Big Data

- Overview of big data and its significance in contemporary business analytics.
- Big data characteristics: Volume, Velocity, Variety, Veracity, and Value.
- Data sources and data collection techniques for big data.
- Challenges and ethical considerations in big data analytics.

Unit-B: Big Data Analytics Techniques

- Data preprocessing techniques for big data analytics.
- Advanced methods for big data analysis, including machine learning, text analytics, and network analysis.
- Predictive and prescriptive analytics for deriving insights from large datasets.
- Real-time analytics and processing of streaming data.

Unit-C: Big Data Tools and Technologies

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- Introduction to leading big data processing frameworks (Hadoop, Spark, etc.).
- Use of NoSQL databases for managing unstructured data (MongoDB, Cassandra).
- Data visualization tools suitable for conveying big data analysis results.
- Cloud-based analytics and storage solutions (AWS, Azure, GCP).

Unit-D: Business Applications and Case Studies

- Case studies highlighting the application of big data analytics across industries.
- Strategies for incorporating big data analytics into business processes.
- Communicating big data insights and recommended actions to stakeholders.
- The future landscape of big data: trends, opportunities, and challenges.

Teaching / Assessment Methodology:

- Interactive lectures integrating real-world examples of big data applications.
- Hands-on labs and exercises utilizing big data tools and platforms.
- Group projects analyzing complex datasets to solve business problems.
- Guest lectures from industry professionals discussing challenges and best practices in big data analysis.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Mayer-Schönberger, Viktor, and Kenneth Cukier. (2013). Big Data: A Revolution That Will Transform How We Live, Work, and Think.
- Hastie, Trevor, Robert Tibshirani, and Jerome Friedman. (2009). The Elements of Statistical Learning: Data Mining, Inference, and Prediction.
- White, Tom. (2012). Hadoop: The Definitive Guide.

Provost, Foster, and Tom Fawcett. (2013). Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking.

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Unit-C: Ethical Data Governance

- The role of data governance in ethical data management.
- Best practices in creating transparent and accountable algorithms.
- Ethics in data collection methods, informed consent, and secondary use of data.
- Incorporating ethical concerns in predictive modeling and data-driven decisions.

Unit-D: Emerging Issues and Case Studies

- Current debates and real-world cases involving data ethics and privacy.
- Ethical implications of emergent technologies: facial recognition, surveillance, and predictive policing.
- Ethical use of big data analytics in marketing, finance, and healthcare.
- The future outlook of data ethics and privacy in business analytics.

Teaching / Assessment Methodology:

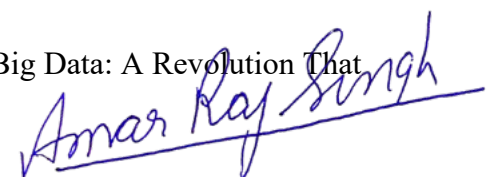
- Lectures with interactive discussions based on recent news, journal articles, and case studies.
- Guest speeches by experts on data privacy laws and ethics.
- Group projects focusing on ethical analyses of hypothetical data scenarios.
- Role-playing activities to enact data ethics committees and review boards.

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- O'Neil, Cathy, and Schutt, Rachel. (2013). Doing Data Science: Straight Talk from the Frontline.
- Martin, Kirsten. (2019). Ethics and Data Science.
- Goodman, Alan, and Steiner, Peter. (2019). Data Ethics: The New Competitive Advantage.
- Mayer-Schönberger, Viktor, and Cukier, Kenneth. (2013). Big Data: A Revolution That Will Transform How We Live, Work, and Think



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Syllabus
MA English Literature
ODL/OL

**Shoolini University Centre for
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Amar Raj Singh

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<u>PEOs, PSOs, POs</u>
<u>MA English Literature</u>

Program Educational Objectives (PEOs)

PEO1: Be at par with students from similar programs on a global level to pursue their professional career in teaching, research, corporate sector, advertising, publishing, media industry, print industry et al.

PEO2: Seek higher education in India and abroad and/or engage in enhancing their professional skills;

PEO3: Communicate effectively and demonstrate professional behaviour while working in diverse teams; and

PEO4: Demonstrate concern for natural environment and prove to be valuable members of Indian society.

Programme Specific Outcomes (PSOs)

PSO1: Ability to acquire appropriate knowledge of relevant fields within the discipline, including literature; literary history, criticism, and theory; the language structures of modern English and the history of the English language.

PSO2: Ability to be well-equipped with knowledge of English as a world language with analytical skills in linguistics, communications, and literary criticism.

PSO3: Familiarity with a broad spectrum of English literature, understanding its nuances and varieties.

Programme Outcomes (POs)**PO1: Disciplinary Knowledge of English Literature and Literary Studies:**

- a) Ability to identify, speak and write about different literary genres, forms, periods and movements;
- b) Ability to understand and engage with various literary and critical concepts and categories;
- c) Ability to read texts closely, paying attention to themes, generic conventions, historical contexts, and linguistic and stylistic variations and innovations;
- d) Ability to understand appreciate, analyse, and use different theoretical frameworks;
- e) Ability to locate in and engage with relevant scholarly works in order to develop one's own critical position and present one's views coherently and persuasively.



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- f) Ability to situate one's own reading, to be aware of one's position in terms of society, religion, caste, region, gender, politics, and sexuality to be self-reflexive and self-questioning;
- g) Ability to understand the world, to think critically and clearly about the local and the global through a reading of literatures in translation and in the original, to be a located Indian citizen of the world.

PO2: Communication Skills:

- a) Ability to speak and write clearly in standard, academic English;
- b) Ability to listen to and read carefully various viewpoints and engage with them; and
- c) Ability to use critical concepts and categories with clarity.

PO3: Critical Thinking:

- a) Ability to read and analyse extant scholarship;
- b) Ability to substantiate critical readings of literary texts in order to persuade others; and
- c) Ability to place texts in historical contexts and also read them in terms of generic conventions and literary history.

PO4: Analytical Reasoning:

- a) Ability to evaluate the strengths and weaknesses in scholarly texts spotting flaws in their arguments; and
- b) Ability to use critics and theorists to create a framework and to substantiate one's argument in one's reading of literary texts.

PO5: Problem Solving:

- a) Ability to transfer literary critical skills to read other cultural texts; and
- b) Ability to read any unfamiliar literary texts.

PO6: Research-Related Skills:

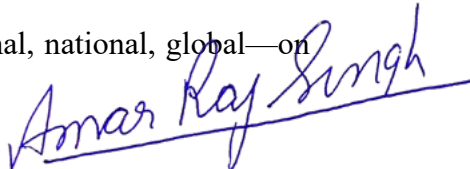
- a) Ability to problematize, formulate hypothesis and research questions, and to identify and consult relevant sources to find answers; and
- b) Ability to plan and write a research paper.

PO7: Reasoning and Reflective Thinking:

- a) Ability to analyse texts, evaluating ideas and literary strategies;
- b) Ability to formulate logical and persuasive arguments; and
- c) Ability to locate oneself and see the influence of location—regional, national, global—on critical thinking and reading.

PO8: Self-Directing Learning:

- a) Ability to work independently in terms of reading literary and critical texts; and


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b) Ability to carry out personal research, postulate questions and search for answers.

PO9: Multicultural Competence:

a) Ability to engage with and understand literature from various nations and reasons and languages; and

b) Ability to see and respect difference and to transcend binaries.

PO10: Moral and Ethical Values:

a) Ability to interrogate one's own ethical values, and to be aware of ethical issues; and

b) Ability to read values inherited in literary texts and criticism vis a vis, the environment, religion, and spirituality, as also structures of power.

PO11: Life-long Learning:

a) Ability to retain and build on critical reading skills; and

b) Ability to transfer such skills to other domains of one's life and work.



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Program Structure/Syllabus Credit Scheme of MA English Literature

SEMESTER- I

Sr no.	Course Name	Credits
1	Approaches to Literature 1	4
2	British Literature up to 1900 (Drama)	4
3	British Literature up to 1900 (Poetry)	4
4	British Literature up to 1900 (Fiction)	4
5	Open Elective (To be chosen from the elective list given below)	4

Open Elective

Sr no.	Course Name	Credits
1	Principles of Management	4
2	Digital and Technological Solutions	4

SEMESTER- II

Sr No.	Course Name	Credits
1	Indian Writing in English 1	4
2	British Literature After 1900 (Drama)	4
3	British Literature After 1900 (Poetry)	4
4	British Literature After 1900 (Fiction)	4
5	Open Elective (To be chosen from the elective list given below)	4

Open Elective

Sr no.	Course Name	Credits
1	Saying it with presentations	4
2	Human Resource Management	4



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SEMESTER- III

Sr. No.	Course Name	Credits
1	World Literatures	4
2	American Literature	4
3	Indian Writing in English - II	4
4	Approaches to Literature - II	4
5	Open Elective (To be chosen from the elective list given below)	4

Open Elective

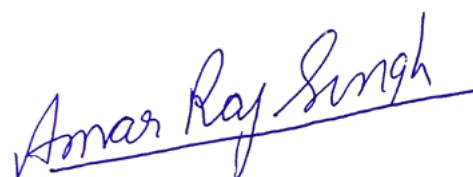
Sr no.	Course Name	Credits
1	Acing the Interviewsthough AI	4
2	Critical Thinking and Problem solving	4

SEMESTER- IV

Sr. No.	Course Name	Credits
1	Linguistics	4
2	Contemporary Literary Theory	4
3	New Literatures	4
4	Research Project	4
5	Open Elective (To be chosen from the elective list given below)	4

Open Elective

Sr no.	Course Name	Credits
1	Advertising and Public Relations	4
2	Effective Negotiations	4



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SEMESTER-I

Course Name : Approaches to Literature I



Credits: 4

Course Objectives:

The course is framed and designed in such a way that the students can acquaint themselves with the major critical terms/concepts used in the West from the Greeks to the New Critics. The course will primarily focus on the study of selected seminal critical texts. The objective of the course is to familiarize students with some major approaches to literature through the famous literary pieces. Literary theories will be studied in detail during the course which will make the learners understand the framework of the theories along with the devices used in the literary pieces.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	To understand the major critical concepts in the West from Greeks to New Critics.
CO2	To critically analyze the writings of different renowned writers all around the world.
CO3	Recognize and critique the argument underlying the different approaches to the literature.
CO4	Apply selected theories to specific works by renowned writers.

Course Contents:

Unit - A

Mimetic and Expressive theory of poetry, Sublime, Three Unities, Decorum, Neoclassicism, Romanticism, Humanism, Enlightenment, Fancy and Imagination

Unit - B

Textual Scholarship, Aristotle - *Poetics*

Unit - C

William Wordsworth & S. T. Coleridge – “*Preface to Lyrical Ballads*”

Unit - D

Formalism, Post Colonialism, Orientalism and Marxist Criticism

A handwritten signature in blue ink that reads 'Amar Raj Singh'. Below the signature, the text 'Director Shoolini University Centre for Distance and Online Education (SCDOE)' is printed in blue.

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Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Abrams, M. H.– *A Glossary of Literary Terms*
2. Barry, Peter -*Beginning Theory*
3. Daiches David– *Critical Approaches to Literature*
4. House, Humphrey: *Aristotle's 'Poetics'*
5. Wellek, Rene: *A History of Literary Criticism*
6. Ford, Boris: *Pelican Guide to English Literature Vols. 4 and 5*
7. Blamires, Harry: *A History of Literary Criticism*
8. Waugh, Patricia: *Literary Theory & Literary Criticism*



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Course Objectives:

- To introduce the students to the Renaissance in England and Europe.
- To familiarize them with the various literary forms of this period, especially with Drama.
- To study some of the major English Renaissance plays.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand the popular modern drama of the Western world.
CO2	Appreciate and identify the dominant themes and motifs.
CO3	Have a broader outlook on world literature, connecting it with the political and social changes that take place across borders.
CO4	Develop an analytic mind and enhance the imaginative power.

Course Content:

Unit A:

Short notes on the Social and Literary History of England. Students are expected to be familiar with the following topics: Miracle, Mystery and Morality plays, tragedy and comedy; The Elizabethan Age; Jacobean Age; Revenge Tragedy; Renaissance; Reformation; Restoration Comedy; Humanism; Drama of Ideas

Unit B:

William Shakespeare: *Twelfth Night*

Unit C:

William Shakespeare: *The Tempest*

Unit D:

Christopher Marlowe: *Doctor Faustus*

Unit E:

G.B. Shaw: *Pygmalion*



Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Ford, Boris: *The Pelican Guide To English Literature* (Vols. I- IV)
2. Trevelyn, G.M.: *English Social History*
3. Legouis and Cazamian: *The History of English Literature*
4. Abrams, M.H.: *A Glossary of Literary Terms*
5. Cuddon, J.A.: *A Dictionary of Literary Terms and Literary Theory*
6. Leech, Clifford: *Twentieth Century Views on Marlowe*
7. O'Neill, Judith: *Critics on Marlowe*
8. Sharma, Ghanshyam: *Reinterpretations of Doctor Faustus*
9. Bradley, A.C.: *Shakespearean Tragedy*
10. Kaufmann, Ralf J.: *Elizabethan Drama: Essays in Criticism*
11. Knights, G.W.: *The Shakespearean Tempest*
12. Knights, G.W.: *The Wheel of Fire*
13. Harbage, Alfred: *Twentieth Century Views on Shakespearean Tragedies*
14. Nicoll, Allardyce: *History of English Drama, 1660–1900*. 7 Volume Paperback Set
15. Innes, Christopher, ed.: *The Cambridge Companion to George Bernard Shaw*.
Cambridge, 1998
16. Ohmann, Richard Malin, *Shaw: the Style and the Man*. – Middletown, CT: Wesleyan
University Press, 1962
17. Bentley, Eric: *Bernard Shaw: A Reconsideration*



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Course Objectives:

Juxtaposing readings in British poetry of the eighteenth and nineteenth centuries with background writings from the emergent sciences, this course will explore the ways in which British poets, in years that witnessed the crucial development of the sciences, sought to capture an image of the mind at work. The primary aim of the course is to examine how several prominent genres of British poetry - the epic, for instance, and the metaphysical poem - draw from and engage in this period with accounts of cognition within the sciences of psychology, physiology, cartography, geography, alchemy and medicine.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand basic concepts and literary movements related to the timeline of British poetry.
CO2	Understand major poetic forms and genres and question various poetic attitudes.
CO3	Be able to appreciate poetic devices like alliteration, assonance, prosody, rhyme scheme, refrain, simile, metaphor, and metaphysical conceit to name a few.
CO4	Read and understand existing gender and cultural theories vis-a'-vis poetic expression.

Course Content:

Unit-A: (Literary terms)

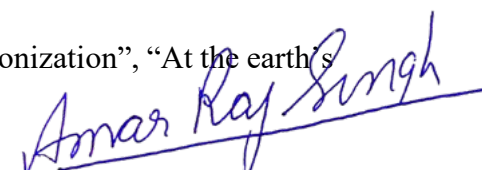
Short notes on the Social and Literary History of England covering the following topics: The Puritan Age; the The Age of Chaucer; Augustan Age; Metaphysical Poetry; Classicism and Neo-Classicism; Epic and Mock-epic; satire; wit; Dissociation/Unification of Sensibility

Unit-B:

John Milton: *Paradise Lost* (Book 1)

Unit-C: Metaphysical Poetry

John Donne: "Satyre: Of Religion", "The Good Morrow", "The Canonization", "At the earth's imagin'd corners" and "Batter my heart, three person'd God"



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Unit-D: Victorian Poetry

Robert Browning: “My Last Duchess”, “Andrea del Sarto”, “The Last Ride Together”, “Rabbi Ben Ezra” and “A Grammarian’s Funeral”

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Bennett, Joan: *Five Metaphysical Poets*
2. Bowra, C.M.: *From Virgil to Milton*
3. Dixon, P.: *Alexander Pope*.
4. Ford, Boris: *The Pelican Guide To English Literature* (Vols. I- IV)
5. Gardner, Helen: *Twentieth Century Views on Donne*
6. Gordon, I.R.F.: *Preface to Pope*
7. Hawlin, Stefan: *The Complete Critical Guide to Robert Browning*
8. Hill, Erskine, and A.Smith: *The Art of Pope*
9. Legouis and Cazamian: *The History of English Literature*
10. Lewis, C.S.: *A Preface to Paradise Lost*
11. O’Neill, Judith: *Critics on Pope*
12. Partridges, C.A.: *Milton’s Epic Poetry*
13. Rajan, B.: *‘Paradise Lost’ and the Seventeenth Century Reader*
14. Rousseau, G.S.: *Twentieth Century Interpretations of The Rape of the Lock*
15. Trevelyn, G.M.: *English Social History*
16. Woolford, John, and Daniel Karlin: *Robert Browning*. Longman, 1996



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Course Objectives:

The objective of the paper is to study and understand the ways in which political, historical, economic, scientific, intellectual, environmental, social and cultural events have shaped the art and literature of the given period. The students will be introduced to the literary techniques, intellectual trends and themes in the fiction written during this turbulent period especially with reference to Britain. At the end of the course they will be familiar with the representative texts, literary terminology, and the socio-political and cultural events that shaped twentieth-century British fiction.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand the major critical and thematic concerns in the literature that was produced post 1900 in Great Britain and its colonies.
CO2	Critically analyze the writings of a few renowned writers from the above mentioned time and space.
CO3	Recognize and critique the arguments underlying the different approaches to 20 th century British literature.
CO4	Apply select theories to specific works by renowned 20 th century British writers.

Course Contents:

Unit A:

Short notes on the Social and Literary History of England up to 1900 covering the following topics:

The Picaresque Novel, Sentimental Novel, Gothic Novel, Historical Romance, Reform Bill of 1832, Development of Evolutionary Sciences, Victorian Compromise, Sociological Novel, Naturalism, the Omniscient Author

Unit B:

Jonathan Swift: *Gulliver's Travels* Book IV: "The Houyhnhnms"

Unit C:

Charles Dickens: *Great Expectations*

Unit D:



Thomas Hardy: *Tess of the D'Urbervilles*

Unit E:

Charlotte Bronte: *Jane Eyre*

Teaching / Assessment Methodology:

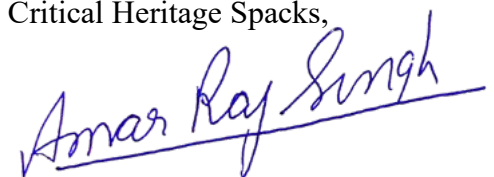
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- Allen, Walter: Tradition and Dream
- Beer, John: The Achievements of E. M. Forster
- Bennett, Joan: Virginia Woolf: Her Art as a Novelist
- Bold, Alan, ed.: Muriel Spark: An Odd Capacity for Vision
- Bradbury, M, and D. Palmer, eds.: The Contemporary English Novel
- Bradbury, Malcolm: E. M. Forster – A Passage to India
- Colmer, John: E. M. Forster – A Passage to India
- Daiches, David: The Novelist and the Modern World
- Gindin, J.: Post-war British Fiction
- Hawthorn, Jeremy. Virginia Woolf's Mrs. Dalloway: A Study in Alienation Hynes, Samuel: William Golding,
- Karl, F.R.: The Reader's Guide to Contemporary English Novel
- Kinkead Weekes, Mark and Gregor, Ian: William Golding: A Critical Study Lodge, David: The Novelist at the Crossroads
- Malcolm Bradbury, The Modern British Novel (Penguin, 2001)
- Moody, Philippa: A critical Commentary on William Golding: Lord of the Flies
Robin, Majumdar and Allen McLaurin. Virginia Woolf. The Critical Heritage Spacks,
Patricia Meyer. Contemporary Women Novelists



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Course Objectives:

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

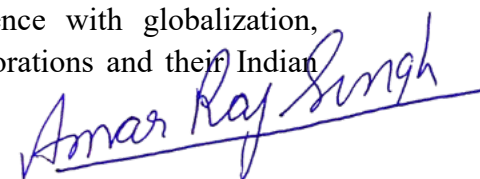
Course Outcome:

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

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

Course Content:**Unit- I: Understanding Business and Its Forms**

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



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Unit- II: Functional Aspects of Business

- a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.
- c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- d) Finance: Money and banking, Financial management and securities markets, risk management and insurance
- e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

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

Unit- IV: Development of Management Thought

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


Teaching / Assessment Methodology:

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

Grading:

Internal assessment

End Term Exam

- 30%
70%

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Required Books And Materials: Text Book:

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

References:

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



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Course Objectives:

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

Course Outcomes:

After completing this course, you will be able to:

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

Course Content:

Unit- I: Knowing computer:

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor,


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Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

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

Unit- III: Introduction to the C Language

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

Unit- IV: Functions, Arrays and Pointers

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

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

Teaching / Assessment Methodology:

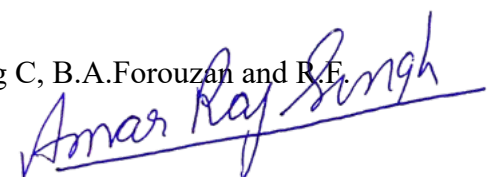
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

TEXT BOOKS:

1. Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.



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2. The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

REFERENCE BOOKS:

1. Let Us C Yashavant kanetkar BPB.

2. Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.

3. Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.



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Semester II

Course Name:

Indian Writing in English - I



Credits: 4

Course Objectives:

The main purpose of the course would be to introduce students to the Indian contribution to literature in English. The objective of this paper is the study of Indian contribution to literature in English, from the early advent of English in India to contemporary writing in English. The history and development of Indian Writing in English is scrutinized with reference to the Indian Nationalist Movement, the philosophical thinking of political and social leaders/activists like Mahatma Gandhi, Pandit Jawahar Lal Nehru, Raja Rammohan Roy and others.

The purpose of this course is to introduce the students the great writers of Indian literature and their literary achievements. The course will take the learners to the introduction of the Indian Writing in English in India from the very beginning and will explore to the various writings of the world-known writers of India. The coming of English in India will also be covered in the course by the instructor. The pioneers of Indian writing: R.K. Narayan, Mulk Raj Anand, Raja Rao and Khushwant Singh along with G V Desani will be introduced to the students during the course.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand the coming of English in India along with the role of Macaulay in introducing English Language in Indian Education System.
CO2	Critically analyze the writings of the Indian writers.
CO3	Recognize and critique the argument underlying Indian writing.
CO4	Apply selected theories to specific works by renowned Indian writers.

Course Content:

Unit A

Short notes related to the following topics: English Studies in India; Macaulay's Minutes; The Beginnings of Indian Writings in English; Indian English Novel; Indian English Poetry in English; Indian English Drama; Indian Women Writing in English; Writing by the Indian Diaspora; concept in Indian Aesthetics: *kavya*, *natya*, *auchitya*, *rasa*, *vakroti*, *dhvani*, *katha*, *sahitya*

Unit B

Indian Women Writers: Sarojini Naidu

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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Unit C

Three Pioneers: R K Narayan, Mulk Raj Anand and Raja Rao

Unit D

Khushwant Singh, G V Desani

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- Devy, G.N., and Fred Dallmayr: *Between Tradition and Modernity*
- Gandhi, M.K.: *Hind Swaraj or Indian Home Rule*
- Hay, Stephen, ed.: *Sources of Indian Tradition V. II*
- Iyengar, K.R.S.: *Indian Writing in English*
- King, Bruce: *Modern English Poetry in English*
- Mammata: *Kavyaprakasha*, Mysore: Oriental Library Series, 1922
- Mehrotra, A.K.: *An Illustrated History of Indian Literature in English*
- Mukherjee, M: *Twice-Born Fiction*
- *The Perishable Empire: Essays on Indian Writing in English*
- Naik, M.K.: *Aspects of Indian Writing in English*
- Raghavan, V., and Nagendra: *An Introduction To Indian Poetics*
by, Bombay: Macmillan, 1970



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Course Objectives:

- To familiarize the students with the English plays written in the twentieth century
- To acquaint them with the various literary trends of this period in the field of Drama.
- To study some of the major English plays of the 20th Century

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Have a broader outlook on world literature, connecting it with the political and social changes that take place across borders.
CO2	Appreciate and identify the dominant themes and motifs.
CO3	Develop an analytic mind and increase imaginative power.
CO4	Do a thorough critical analysis of similar works.

Course Contents:

Unit A

Short notes to explain the following: Abbey Theatre, Problem Plays, Poetic Drama, The Angry Decade, Kitchen Sink Drama, Experimental Plays, Epic Theatre, Absurd Drama, Alienation Effect, Theatre of Cruelty

Unit B

J.M. Synge: *Playboy of the Western World*

Unit C

Samuel Beckett: *Waiting for Godot*

Unit D

Tom Stoppard: *Rosencrantz and Guildenstern are Dead*

Unit E

Caryl Churchill: *Top Girls*



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Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Abbotson, Susan C.W.: *Thematic Guide to Modern Drama* (Greenwood Press, 2003)
2. Bloom, Harold, ed.: *Tom Stoppard* [Bloom's Major Dramatists], New York: Chelsea House, 2003.
3. Brown, John Russell, ed. *Modern English Drama: A Collection of Critical Essays*
4. Esslin, Martin: *Theatre of the Absurd*
5. Esslin, Martin Ed.: *20th Century Views on Samuel Beckett*
6. Fleming, John: *Stoppard's Theater: Finding Order Amid Chaos*, Austin: University of Texas Press, 2001.
7. Fletcher, John: *Samuel Beckett's Art*
8. Ford, Boris, ed. *The New Pelican Guide to The Present English Literature*. Vol. 8
9. Gassner, John: *Masters of World Drama*
10. Hayman, Ronald. *John Osborne*
11. Jenkins, Anthony. *The Theatre of Tom Stoppard*, Austin: University of Texas Press, 2003.
12. Kelly, Katherine E., ed.: *The Cambridge Companion to Tom Stoppard*, Cambridge: Cambridge University Press, 2001.
13. Kenner, Hugh: *A Reader's Guide to Samuel Beckett*



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Course Objectives

The objective of the paper is to study the ways in which political, historical, economic, scientific, intellectual, environmental, social, and cultural events have shaped the poetic output of the time. The students will be introduced to the literary techniques, intellectual trends and changes in themes of this turbulent period.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Appreciate the representative texts, literary terminology, movements, and the socio- political and cultural events that shaped twentieth-century poetry.
CO2	Link the major points of convergence and departures between different poets and their poetic styles.
CO3	Do a thorough formal and critical analysis of poetry in general.
CO4	Develop a creative mind with imagination.

Course Content:

Unit A

Concepts and terms from twentieth-century British Literature covering the following topics: Modernism, Postmodernism, Mythic method, Objective Correlative, War Poets, Imagism, Dadaism, Existentialism, Imagism, Movement Poets

Unit B

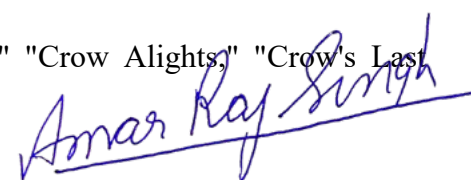
W. B. Yeats: "Easter 1916," "The Second Coming," "Lapis Lazuli," "Among School Children," "Circus Animals' Desertion"

Unit C

T. S. Eliot: "The Hollow Men" and "The Love-Song of J. Alfred Prufrock"

Unit D

Ted Hughes: "The Jaguar," "Hawk Roosting," "Thrushes," "Crow Alights," "Crow's Last Stand."



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Unit E

W.H. Auden: “In Praise of Limestone,” “Sept 1, 1939,” “In Memory of W.B. Yeats,” “Shield of Achilles,” “Musée des Beaux Arts.”

Teaching / Assessment Methodology:

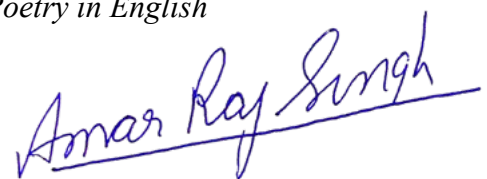
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Davis, Alex and Lee M.: *The Cambridge Companion to Modernist Poetry* (Cambridge UP, 2007).
2. North, Michael: *Reading 1922: A Return to the Scene of the Modern* (Oxford: Oxford UP, 1999).
3. Beasley, Rebecca: *Theorists of Modernist Poetry: T.S. Eliot, T.E. Hulme, Ezra Pound*. (Routledge, 2007)
4. Draper, R.P.: *An Introduction to Twentieth Century Poetry in English* (London: Macmillan, 1996).
5. Southam, B.C.: *T.S. Eliot: ‘Prufrock’, ‘Gerontion’, ‘Ash Wednesday’ and Other Shorter poems* (Casebook)
6. Malins, Edward: *A Preface to Yeats*
7. Gardner, Helen: *The Art of T.S. Eliot*
8. Stallworthy, Jon, ed.: *Yeats: Last Poems* (Casebook)
9. Gifford, Terry: *Ted Hughes: A Critical Study*
10. Beasley, Rebecca, *Theorists of Modernist Poetry: T.S. Eliot, T.E. Hulme, Ezra Pound*.
11. Draper, R.P.: *An Introduction to Twentieth-Century Poetry in English*



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Course Name : British Literature After 1900 (Fiction)



Credits: 4

Course Objectives :

The objective of the paper is to study and understand the ways in which political, historical, economic, scientific, intellectual, environmental, social and cultural events have shaped the art and literature of the given period.

The students will be introduced to the literary techniques, intellectual trends and themes in the fiction written during this turbulent period.

At the end of the course they will be familiar with the representative texts, literary terminology, and the socio-political and cultural events that shaped twentieth-century literature

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand the major critical and thematic concerns in the literature that was produced post 1900 in Great Britain and its colonies.
CO2	Critically analyze the writings of a few renowned writers from the above mentioned time and space.
CO3	Recognize and critique the arguments underlying the different approaches to 20 th century British literature.
CO4	Apply select theories to specific works by renowned 20 th century British writers.

Course Content:

Unit A:

Short Notes covering the following topics: Stream of Consciousness technique, Existentialism, The Great Depression, Autobiographical Novel, Psychological Novel, Anti-hero, Pastiche, impact of the world wars on twentieth-century literature, Utopian, and Dystopian literature

Unit B:

Virginia Woolf: *Mrs. Dalloway*

Unit C:

E. M. Forster: *A Passage to India*

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Unit D:

William Golding: *Lord of the Flies*

Unit E:

Muriel Spark: *The Prime of Miss Jean Brodie*

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Allen, Walter: *Tradition and Dream*
2. Beer, John: *The Achievements of E. M. Forster*
3. Bennett, Joan: *Virginia Woolf: Her Art as a Novelist*
4. Bold, Alan, ed.: *Muriel Spark: An Odd Capacity for Vision*
5. Bradbury, M, and D. Palmer, eds.: *The Contemporary English Novel*
6. Bradbury, Malcolm: *E. M. Forster – A Passage to India*
7. Colmer, John: *E. M. Forster – A Passage to India*
8. Daiches, David: *The Novelist and the Modern World*
9. Hawthorn, Jeremy. *Virginia Woolf's Mrs. Dalloway: A Study in Alienation*
10. Karl, F.R.: *The Reader's Guide to Contemporary English Novel*
11. Malcolm Bradbury, *The Modern British Novel* (Penguin, 2001)
12. Moody, Philippa: *A critical Commentary on William Golding: Lord of the Flies*



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Course Objectives:

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

Course Outcomes:

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

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

Course Content:

Unit- I

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

Unit- II

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

Unit- III

- Writing The Script
- Visuals
- Putting Together the Presentation



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- Skills – Voice, and Performance
- Body Language and Nerves

Unit- IV

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

Teaching / Assessment Methodology:

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

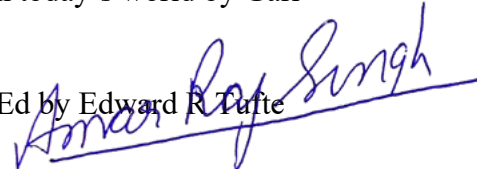
Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:

Further Reading:

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


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

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Course Objectives:

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

Course Outcome:

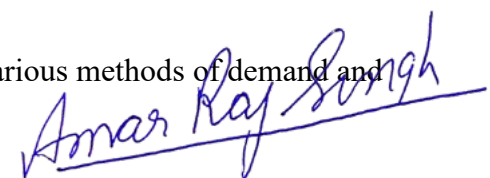
At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Understand the difference between training and development
CO2	Delineate process of employee training.
CO 3	Elucidate the process of management development.
CO 4	Understand the significance of appraisal programs and its various methods.
CO 5	Recognize the best methodology in welfare and security measures for employees.
CO 6	Discuss the general guidelines followed for administering discipline in an organization.
CO 7	Understand the concept of Industrial Relations.
CO 8	Constructing training and development programs for the employees.
CO 9	Effectively run a performance appraisal program.
CO 10	Knowing your employees and look out for their welfare.
CO 11	Designing better retention policies for employees.
CO 12	To effectively handle discipline among employees.

Course Content:

Unit- A: Human resource planning

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



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Unit- B: Recruitment, Selection and Job Analysis

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

Unit- C: Training and development

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

Unit- D: Performance Appraisal

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

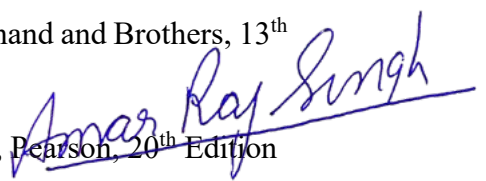
Required Books and Materials:

Text Book:

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

Further Readings:

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


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Semester III



Course Name : World Literatures

Credits: 4

Course Objectives:

- The main purpose of the course would be to introduce students to the classics of world literature
- The range of texts, taken from different language-literatures, is vast, foreclosing the possibilities of forging any essentialized idea of world literatures

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Learn about a variety of texts from different languages and cultures.
CO2	Know about the stylistic and thematic differences in the literary texts.
CO3	Widen their horizons and have a broader vision of literature vis-à-vis the world.
CO4	Apply the knowledge of the intricate relationship between socio-political and literary contexts on local and global level.

Course Content:

Unit A:

Short notes on the following: *The Iliad*, *The Odyssey*, *The Rubaiyat of Omar Khayyam*, *Anna Karenina*, *Moby Dick*, *Jonathan Livingston Seagull*, *The Little Prince*, *Madame Bovary*, *The Lion and the Jewel*, *The Tree of Man*.

Unit B:

Sophocles: *Oedipus Rex*

Unit C:

Dante: *Inferno*

Unit D:

Cervantes: *Don Quixote*

Unit E:

Ibsen: *Doll's House*

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Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Blackmur, R.P.: *Eleven Essays on the European Novel*
2. Bloom, Harold: *Sophocles' Oedipus Rex*. Inforbase Publishing, 2006
3. Bradbrook, M.C.: *Henrik Ibsen*
4. Cervantes, Miguel: *Don Qijote* (Norton Critical edition)
5. Cohn, Ruby: *Contemporary Dramatists*
6. Cruikshank, J.: *Albert Camus and the Literature of Revolt*
7. Ferguson, Francis: *Dante's Drama of the Mind*
8. Fjelde, Rolf, ed.: *Ibsen: A Collection of Essays*
9. Gassner, John: *Masters of World Drama*
10. Holmes: *Dante*
11. Kitto, H.D.F. *Greek Tragedy*. London: Barnes and Noble, 1966
12. Thody, P: *Albert Camus*
13. Wickers, Brian: *Towards Greek Tragedy*



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Course Objectives:

The course examines American Literature and considers what might be distinctly "American" about it. It focuses on the historical and cultural influences, literary movements, poetry, drama, novel and significant literary figures on the American continent. It explores literature that emerges from multiple perspectives such as race, gender, ethnicity, socio-economic class and the historical period.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Identify the languages and cultures of the different ethnic groups in the USA.
CO2	Be able to identify the thematic and socio-cultural aspects of American literary texts.
CO3	Understand and appreciate a variety of texts from the USA.
CO4	Become well-equipped for comparative studies.

Course Content:

Unit A:

Short notes on the following: The colonial experience; Puritanism; Women’s Liberation Movement; American Transcendentalism; Harlem Renaissance; Black Mountain Poetry; Confessional Poetry; The Beats; Contemporary Apocalyptic fiction; Multiculturalism and American literature

Unit B:

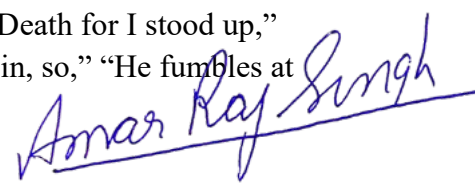
Nathaniel Hawthorne: *The Scarlet Letter*

Unit C:

Toni Morrison: *The Bluest Eye*

Unit D:

- Emily Dickinson: the following poems: “The soul selects her own society,” “ I heard a fly buzz when I died,” “the World is not conclusion,” “It was not Death for I stood up,” “Because I could not stop for Death,” “I dreaded that first Robin, so,” “He fumbles at your soul.”



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- Langston Hughes: Selected Poems: five Poems: "The Negro Speaks of Rivers," "The Weary Blues," "Theme for English B," "Ballad for the Landlord," "Night Funeral in Harlem."

Unit E:

Arthur Miller: *Death of a Salesman*

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Carson, N: *Arthur Miller*
2. Chase, Richard: *American Novel and its Tradition*
3. Downer, Alan, ed.: *American Drama and its critics*
4. Emmanuel, J.A.: *Langston Hughes*
5. Farr, Judith: *Emily Dickinson: A Collection of Critical Essays*
6. Fiedelson, Charles: *Symbolism and American Literature*
7. Ford, Boris: *The New Pelican Guide to Eng. Literature* Vol. 9
8. Furman, Jan: *Toni Morrison's Fiction*
9. Kaul, A.N., ed.: *Hawthorne: A Collection of Critical Essays*
10. Moss, L.: *Arthur Miller*
11. O'Daniel, T.B., ed.: *Langston Hughes, Black Genius*
12. Peach, Linden, ed.: *Toni Morrison: Contemporary Critical Essays*
13. Pearce, Roy Harvey: *The Continuity of American Poetry*
14. Rupp, Richard H.: *Critics on Emily Dickinson*
15. Waggoner, H.: *Hawthorne: A Critical Study*

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Course Objectives:

- i) To broaden the field of Indian Writing in English by including translated classics from regional Indian languages
- ii) To familiarise students with leading Indian writers whose works have crossed international borders after being translated into the English language
- iii) To facilitate an assessment of current Indian writing in English from a comparatist perspective.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand the history of Indian Writing in English.
CO2	Critically analyze the writings of the Indian writers.
CO3	Recognize and critique the argument underlying Indian writing.
CO4	Apply selected theories to specific works by renowned Indian writers.

Course Content:

Unit A:

Short notes on the following: *Panchatantra*, *Kathasaritsagar*, the Jataka Tales, Bhisham Sahni's *Tamas*, Faqir Mohan Senapati's *Six Acres and a Third*, Satyajit Ray's *The Adventures of Feluda*, Tendulkar's *Ghasiram Kotwal*, Krishna Sobti's *Ei Ladki*, Mahashweta Devi's *Mother of 1084*, Munshi Premchand: *Godan*

Unit B:

U.R. Anantamurthy: *Samskara* (Tr. A.K.Ramanujan)

Unit C:

Girish Karnad: *Tuglaq*

Unit D:



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OV Vijayan:*Legends of Khasak*

Unit E:

Rabindranath Tagore:*Gitanjali*

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Ananthamurthy, U.R.: *A Life in the World: U.R. Ananthamurthy in Conversation with Chandan Gowda* (English, Paperback).
2. Iyengar, K.R.S.: *Indian Writing in English*
3. King, Bruce: *Modern English Poetry in English*
4. Kirpal, Viney, ed.: *The New Indian Novel in English: A Study of the 1980s*
5. Kirpal, V, ed.: *The Postmodern Indian English Novel*
6. Mehrotra, A.K: *An Illustrated History of Indian Literature in English*
7. Mukherjee, M.: *The Perishable Empire: Essays on Indian Writing in English*
8. Mukherjee, M: *Twice-Born Fiction*
9. Naik, M.K.: *Aspects of Indian Writing in English*
10. Rushdie, Salman, and Elizabeth West: "Introduction" to *The Vintage Book of Indian Writing: 1947-1997*
11. Tabish Khair: *Babu Fictions*
12. Tharu, Susie and Lalitha K.: *Women Writing in India, 600 BC to the Present*
13. Walsh, W.: *Indian Literature in English*

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Course Objectives:

The objective of the course is to familiarize students with various approaches to literature, and the worldviews these are based on. During the course, the students should be able to relate literary texts and their underlying ideologies to their lives and times. The number of approaches suggests that there is no one way to understand a text and that a text can yield multiple meanings if accessed through different perspectives.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand the major critical concepts in the West from Greeks to New Critics.
CO2	Critically analyze the writings of different renowned writers all around the world.
CO3	Recognize and critique the argument underlying the different approaches to the literature.
CO4	Apply selected literary theories to specific works by renowned writers.

Course Content:

Unit A:

Disinterestedness, Tradition, Impersonal theory of Poetry, Ambiguity, Irony, Paradox and Tension, New Criticism, Intentional Fallacy, Affective Fallacy, Point of View

Unit B:

Traditional Approaches – 2.I A&B, 2.II A

Unit C:

The Formalistic Approach – 3.I, 3.II, 3.III, 3.IV, 3.V A, 3.VI

Unit D:

The Psychological Approach: Freud – 4.I, 4.II F&G, 4.III

Unit E:

Mythological and Archetypal Approaches – 5.I, 5.II A,B&C, 5.III A2, 5.III B1, 5.IV



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Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Abrams, M. H.: *A Glossary of Literary Terms*
2. Guerin et al., ed. *A Handbook of Critical Approaches to Literature*
3. Abrams, M. H.: *A Glossary of Literary Terms*
4. Barry, Peter: *Beginning Theory*
5. David Daiches: *Critical Approaches to Literature*
6. Wimsatt & Brooks: *Literary Criticism-A Short History*
7. Daiches, David: *Critical Approaches to Literature*
8. House, Humphrey: *Aristotle's 'Poetics'*
9. Wellek, Rene: *A History of Literary Criticism*
10. Ford, Boris: *Pelican Guide to English Literature Vols. 4 and 5*
11. Blamires, Harry: *A History of Literary Criticism*
12. Waugh, Patricia: *Literary Theory & Literary Criticism*



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Unit- IV: Types of Questions

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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



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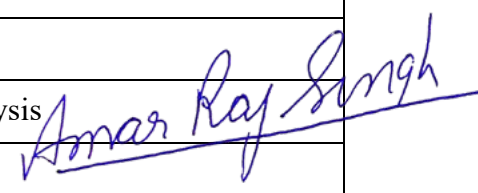
Course Objectives:

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

Course Outcomes:

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

SR. No	Skill Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Write a research proposal



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Course Contents:

Unit I: Language of Reasoning

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit III: Breaking up the Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%



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Further Reading:

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

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SEMESTER IV



Course Name : Linguistics

Credits: 4

Course Objectives:

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

Course Outcomes:

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

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

Course Content:

Unit A:

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

Unit B:

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

Unit C:

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

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

Unit D:

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

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

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

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

Unit E:

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

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Allen, H.B.: *Reading in Applied English Linguistics* (Amerind)
2. Crystal D.: *What is Linguistics?*
3. Crystal D.: *Linguistics* (Penguin)
4. Grimson, A.C.: *An Introduction to the Pronunciation of English*


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



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Course Objectives:

The course is aimed to acquaint students with significant contemporary Western critical approaches and concepts. It will involve a careful and critical understanding of select seminal critical texts.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand basic concepts, terminologies, and theories.
CO2	Analyze texts against given theoretical parameters.
CO3	Have an enhanced critical understanding of various theories and ideas.
CO4	Apply the literary theories to the texts in more appropriate way.

Course Content:

Unit A:

Short notes on the following critical approaches/concepts/terms: Ideology, Intertextuality, difference, indeterminacy, trace and supplement, simulacra, hypertext, master narrative, Orientalism, Sign and signifier

Unit B:

Roland Barthes: *The Death of the Author*

Unit C:

M.H. Abrams: *The Deconstructive Angel*

Unit D:

Elaine Showalter: *Feminist Criticism in the Wilderness*

Unit E:

Edward Said: *Introduction to Orientalism*



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Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Peter Barry: Beginning Theory
2. Terry Eagleton: Literary Theory
3. M. H. Abram: Glossary to Literary Terms
4. Raman Selden: A Reader's Guide to Contemporary Literary Theory
5. Roland Barthes: "The Death of the Author"
6. M.H. Abrams: "The Deconstructive Angel"
7. Elaine Showalter: "Feminist Criticism in the Wilderness"
8. Edward Said: Introduction to Orientalism



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Course Objectives:

The course is aimed at introducing the students to the world's most celebrated novels. The content is designed to incorporate the broader themes of racism, female oppression, civil war, capitalism, and colonialism.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand the socio-political problems of other countries that plague them till date.
CO2	Appreciate and identify the dominant themes and motifs.
CO3	Have a broader outlook on world literature, connecting it with the political and social changes that take place across borders.
CO4	Critically analyze the text in relation to the literary theories.

Course Content:

Unit A:

Short notes on: alterity and otherness; apartheid; colonialism; postcolonialism; creolization; cultural difference; hybridity; diaspora; hegemony; magic realism

Unit B:

Gabriel Garcia Marquez: *One Hundred Years of Solitude*

Unit C:

Margaret Atwood: *Surfacing*

Unit D:

J.M. Coetzee: *Disgrace*

Unit E:

Chinua Achebe: *Things Fall Apart*



Teaching / Assessment Methodology:

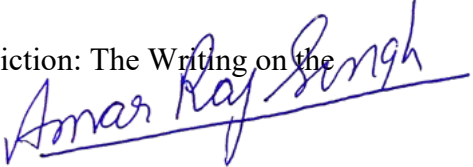
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. Achebe, C: Hopes and Impediments
2. Anderson, B.: Imagined Communities
3. Ashcroft, Bill, et al, eds.: The Post-Colonial Studies Reader
4. Ashcroft, Bill: Post-colonial Configurations
5. Attwell, David. J M Coetzee: South Africa and the Politics of Writing.
6. Atwood, M: Survival: A Thematic Guide to Canadian Literature
7. Brennan, Timothy: Salman Rushdie and the Third World: Myths of the Nation
8. Coetzee, J.M.: White Writing: The Culture of Letters in South Africa
9. Gallagher, Susan Vanzanten. A story of South Africa: J M Coetzee's Fiction in Context.
10. Gorjup, Branko. Margaret Atwood: Essays on Her Works (Writers) Geurnica Editions, Canada, 2007
11. Head, Dominic. J M Coetzee.
12. King, Bruce: New National and Post-Colonial Literatures
13. King, Bruce: The New Literatures in English
14. Kossew, Sue, ed.: Critical Essays on J M Coetzee
15. Ngendahayo, Jean Damascene: The Impact of Women Oppression on the Societal Destruction. A Case Study of Chinua Achebe's Things Fall Apart Paperback – Grin Verlag, 2018
16. Rushdie, Salman: Imaginary Homelands
17. Rushdie, Salman: Step Across this Line
18. Sheckels, Theodore F. The Political in Margaret Atwood's Fiction: The Writing on the Wall of the Tent. Routledge, 2017


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Course Objectives:

Students are expected to write a brief dissertation (approx. 15,000 words) on topics related to their area of interest which may include Women's Writing, Film Studies, Cultural Studies, Diasporic Writing, and other topics of contemporary interest.

Course Outcomes:

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

S. No.	Course Outcomes
CO1	Understand how to format and present a dissertation-level work.
CO2	Gain deeper knowledge about their chosen area of research.
CO3	Demonstrate the capability of good writing skills and critical thinking.
CO4	Gain confidence in organising ideas and presenting cogent arguments.

Methodology:

- Writing a brief dissertation (approx. 15,000 words) on topics related to one's area of interest.

Teaching / Assessment Methodology:

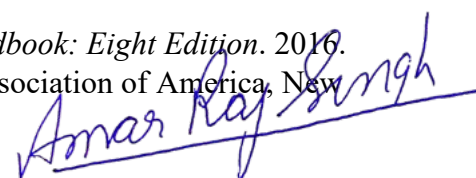
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

1. The Modern Language Association of America. *MLA Handbook: Eight Edition*. 2016.
2. *MLA Handbook, Ninth Edition*. The Modern Language Association of America, New York, 2021.



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Course Objectives:

This course aims to provide a comprehensive understanding of the concepts, methods, and applications of both Advertising and Public Relations (PR). Students will explore the historical background, importance, functions, and scope of Advertising and PR, while gaining insights into modern practices and technological transitions.

1. To understand the conceptual framework and scope of Advertising and Public Relations.
2. To learn about the evolution from traditional to contemporary PR and Advertising strategies.
3. To develop skills in creative thinking, ideation, and analytical evaluation of PR and Advertising campaigns.
4. To build competence in handling communication roles such as PR managers, media planners, and advertising strategists.

Course Outcomes:

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

Sr. No.	Course Out Come
CO1	Define and explain the meaning, importance, functions, and scope of both Advertising and Public Relations.
CO2	Understand the history and evolution of Advertising and Public Relations.
CO3	Explain and apply various theories and tools used in PR and Advertising.
CO4	Demonstrate the ability to write for PR internal publics, media, and for press releases.
CO5	Evaluate and plan advertising strategies, including market segmentation and media selection.
CO6	Develop problem-solving and analytical skills for executing PR and Advertising strategies.
CO7	Work independently in PR and Advertising roles such as Account Planners, Copywriters, and Media Planners.

Course Content:

UNIT-I: Introduction to Advertising

- Advertising: Definition, historical development



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- Social and economic benefits of advertising
- Mass media and advertising: Newspapers, magazines, radio, television, outdoor
- Types of advertising: Corporate, industrial, retail, national, trade, professional, social
- Advertising agency: Structure and functions
- Creativity, media selection, strategy, planning

UNIT-II: Advertising Strategies and Appeals

- Advertising strategies: Appeals, advertising spiral
- Market segmentation and sales promotion
- Mass communication in advertising
- Creativity in media selection
- Structure and working of Advertising Agencies

UNIT-III: Introduction to Public Relations

- Public Relations: Definition, meaning, nature, and scope
- Historical background of PR and growth in India
- PR, publicity, propaganda, and public opinion
- PR as a communication and management function
- Code of ethics for PR professionals, emerging trends in PR

UNIT-IV: Public Relations Tools and Techniques

- Press conferences, press releases, meets, and announcements
- PR research techniques: Planning, implementation, evaluation
- PR and media relations: Traditional and digital media
- PR and the law, social responsibility, and ethics in PR
- Writing for PR: Printed literature, newsletters, opinion papers, blogs

Teaching / Assessment Methodology:

- Synchronous lectures
- Lectures on LMS
- Assignments and quizzes
- Project report

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

1. Jefkins Frank Butterworth, *Public Relations Techniques*, Heinmann Ltd.


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2. Heath Robert L, *Handbook of Public Relations*, Sage Publications
3. Brown, Rob, *Public Relations and the Social Web*, Kogan Page India
4. Cutlip S.M., Center A.H., *Effective Public Relations*, Prentice Hall
5. Kaul J.M., *Public Relations in India*, Noya Prakash
6. Black Sam, *Practical Public Relations*, Universal Publishers



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Course Objectives:

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

Course Outcomes:

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

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.
CO11	Understand various different social styles and the ways to proceed towards negotiating each of them.
CO12	Functionally Negotiate under stress-like situations.
CO13	Learn the ways of Bluffing

Course content:

Unit- I

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

Unit- II

- Benefits of setting Affirmations



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- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit- III

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

Unit- IV

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

Teaching / Assessment Methodology:

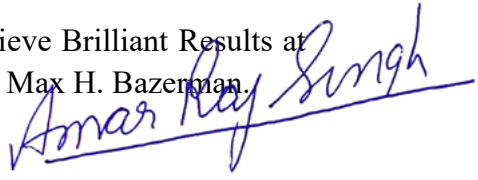
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings

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


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Syllabus
Bachelor of
Computer Applications

Shoolini University
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and Online Education
(SCDOE)

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Mission

Mission statement: The program is to equip students with a strong foundation in computer science and typically involves fostering technical skills, problem-solving abilities, and a deep understanding of computer systems to meet the evolving needs of the IT industry.

PEO, PO and PSO for BCA

Program Educational Objectives (PEOs) for BCA:

PEO1: To equip students with the ability to analyze, design, and solve complex computing problems, fostering independent research and consultancy skills.

PEO2: To provide competencies enabling students to understand the holistic view of the computing world and its broader technological environment.

PEO3: To instill knowledge, skills, and an entrepreneurial mindset, encouraging innovation, risk-taking capabilities, and creative thinking.

PEO4: To produce professionals with a strong commitment to ethical practices, respect for personal and professional integrity, teamwork, and a dedication to continuous learning in the field of computing.

PEO5: To develop the ability of students to effectively present and communicate technical information while contributing positively to society.

Program Outcomes (POs) for BCA:

PO1: To provide a strong foundation in computer science principles and applications.

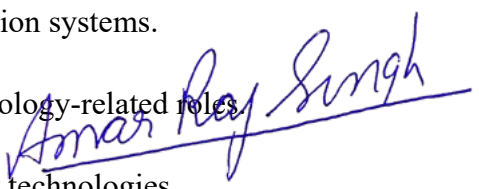
PO2: To develop students' programming and software development skills.

PO3: To foster problem-solving and critical thinking abilities in the field of computing.

PO4: To impart knowledge of database management and information systems.

PO5: To prepare students for careers in IT management and technology-related roles.

PO6: To instill an understanding of web development and internet technologies.


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PO7: To promote effective communication and teamwork in IT projects.

PO8: To expose students to emerging technologies and industry trends.

PO9: To encourage ethical and responsible use of technology.

PO10: To prepare graduates to adapt and innovate in a rapidly evolving tech landscape.

Program Specific Outcome (PSOs) for BCA:

PSO1: Proficiency in multiple programming languages and software development.

PSO2: Competency in database design and management.

PSO3: Ability to develop responsive web applications and websites.

PSO4: Strong problem-solving and critical thinking skills.

PSO5: Effective communication and teamwork in IT projects.

PSO6: Awareness of information security and ethical practices.

PSO7: Readiness for lifelong learning and adaptation to emerging technologies.



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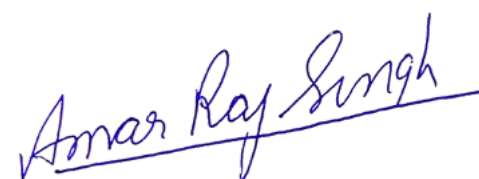
Program Structure/Syllabus Credit Scheme of BCA

Semester I			
Sr No.	Course Name	Course Code	Credits
1	Functional English-1	SOBCA101	4
2	Problem Solving with Programming	SOBCA102	4
3	Mathematics	SOBCA103	4
4	Creativity Decoded	SOBCA104	4
5	Open Elective (To be chosen from the elective list given below)		4
Total Credit Hours			20

Open Elective		
Sr No.	Course Name	Course Code
1	Fundamentals of Journalism	SOEBC101
2	Principles of Management	SOEBC102

Semester II			
Sr No.	Course Name	Course Code	Credits
1	Entrepreneurship	SOBCA201	4
2	Functional English-2	SOBCA202	4
3	Data Structure with C	SOBCA203	4
4	Web Technology	SOBCA204	4
5	Open Elective (To be chosen from the elective list given below)		4
Total Credit Hours			20

Open Elective		
Sr No.	Course Name	Course Code
1	Saying it with presentations	SOEBC103
2	Journalism in India - Historical Perspective	SOEBC104



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Semester III			
Sr No.	Course Name	Course Code	Credits
1	Acing the Interviews through AI	SOEBC105	4
2	Operating System	SOBCA302	4
3	Object-Oriented Programming with C++	SOBCA303	4
4	Software Engineering	SOBCA304	4
5	Open Elective (To be chosen from the elective list given below)		4
Total Credit Hours			20

Open Elective		
Sr No.	Course Name	Course Code
1	Critical Thinking and Problem Solving	SOBCA301
2	New Media	SOEBC106

Semester IV			
Sr No.	Course Name	Course Code	Credits
1	Database Management System	SOBCA401	4
2	Python Programming	SOBCA402	4
3	Digital Marketing	SOBCA403	4
4	Organizational Behavior	SOBCA404	4
5	Open Elective (To be chosen from the elective list given below)		4
Total Credit Hours			20

Open Elective		
Sr No.	Course Name	Course Code
1	Advertising	SOEBC108
2	Effective Negotiations	SOEBC107

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Semester V			
Sr No.	Course Name	Course Code	Credits
1	Java Programming	SOBCA501	4
2	Specialization (AI/Cyber Security/Data Science)		4
3	Introduction to Cloud Computing	SOBCA502	4
4	Open Elective (To be chosen from the elective list given below)		4
5	Minor Project		4
	Total Credit Hours		20

Open Elective		
Sr No.	Course Name	Course Code
1	Emotional Intelligence	SOEBC109
2	Public Relations	SOEBC110

Semester VI			
Sr No.	Course Name	Course Code	Credits
1	Major Project	SOBCA602	8
2	Project Management	SOBCA601	4
3	Specialization (AI/Cyber Security/Data Science)		4
4	Specialization (AI/Cyber Security/Data Science)		4
	Total Credit Hours		20

Open Elective		
Sr No.	Course Name	Course Code
1	Corporate Communication	SOEBC112
2	Stock Market and Investment	SOEBC111

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Specialization Courses

Specialization: Artificial Intelligence and Machine Learning

Semester V		
Sr No.	Course Name	Course Code
1	Artificial Intelligence	SOBCA(AI)101

Semester VI		
Sr No.	Course Name	Course Code
1	Machine Learning	SOBCA(AI)102
2	Deep Learning	SOBCA(AI)103

Specialization: Cyber Security

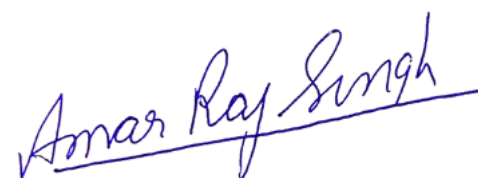
Semester V		
Sr No.	Course Name	Course Code
1	Introduction to Cyber Security	SOBCA(CS)101

Semester VI		
Sr No.	Course Name	Course Code
1	Biometric Security	SOBCA(CS)102
2	Ethical Hacking	SOBCA(CS)103

Specialization: Data Science

Semester V		
Sr No.	Course Name	Course Code
1	Data Handling and Visualization	SOBCA(DS)101

Semester VI		
Sr No.	Course Name	Course Code
1	Information Security and Privacy	SOBCA(DS)102
2	Computing for Data Science	SOBCA(DS)103



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SEMESTER-I



Course Name: Functional English- 1

Credits: 4

Course Objectives:

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

Course Outcomes:

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

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

Course Contents:

Unit - A

- Listening and Reading
- Unseen Passage
- Comprehension

Unit - B

- Functional English
- Specific fixed expressions
- Practice

Unit - C

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

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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Unit - D

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

Course Outcome:

1 Knowledge Outcomes:

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

2 Skill Outcomes:

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

Teaching / Assessment Methodology:

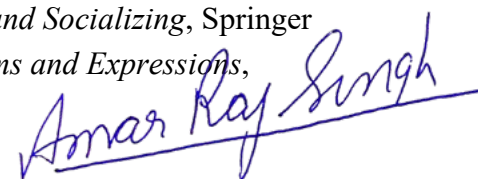
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Suggested Reading:

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



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- O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

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



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Course Objectives:

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

Course Outcomes:

After completing this course, you will be able to:

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

Course Content:

Unit- A:

Knowing computer: Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output

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devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- B:

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

Unit- C:

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

Unit- D:

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

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

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%


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Text Books:

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

Reference Books:

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



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Course Objectives:

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

Course Outcome:

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

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

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

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


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Unit 2: Differential

Introduction of Differentiation:

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

Unit 3 Integral Calculus

Introduction of Integration:

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

Unit-4 Complex Theory

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

Grading:

Internal assessment: 30%

End Term Exam: 70%



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Further Readings:

1. Stewart, J. (2015). Calculus: Early Transcendentals.
2. Stroud, K. A., & Booth, D. J. (2013). Engineering Mathematics.
3. Devore, J. L., & Berk, K. N. (2011). Modern Mathematical Statistics with Applications.
4. Larson, R., Edwards, B. H., & Falvo, C. (2018). Elementary Linear Algebra.
5. Paulos, J. A. (1988). Innumeracy: Mathematical Illiteracy and Its Consequences.



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Course Objectives:

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

Course Outcomes:

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

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

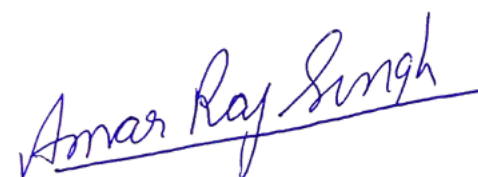
Course Content:

Unit-A: What is Creativity

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

Unit-B: Seeking an Artist’s Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity



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Unit-C: Strengthening Creative Skills

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

Unit-D: Shaping your Creation

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:

Text Books:

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

Reference Books:

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



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Course objective:

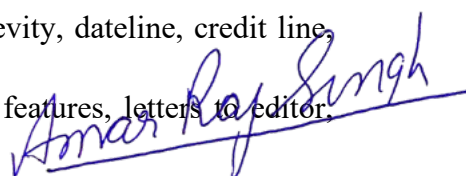
The objective of this course is designed to be a conceptual work based on the application of the principles of journalism. The course will equip the students in understanding the concepts of news, different forms of journalism and the role of media in a democracy.

Sl. No.	Course Outcome
CO1	Explain the process of writing for print
CO2	Explain the principles of writing for the print
CO3	Understand the different forms of journalism
CO4	Understand the role of media in a democracy
CO5	Report & write news for print.
CO6	Perform exercise of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, Revise, Cross checking, headlines writing and making intros.
CO7	Write stories covering various beats, writing follow-up stories.

Course Content:

Unit - A: Concept of News

- Basics of News
- Components of News: Ingredients and elements of news
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline and printline.
- Structure of a Newspaper: masthead, ear panel, editorials, features, letters to editor, Columns.



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Unit - B: Language of news-

- Principles of clear writing
- essential skills to write news
- 5 w and 1 H
- structure of News
- inverted pyramid Sociology of news: Factors affecting news treatment
- Paid news
- Politics of news
- Neutrality and bias in news

Unit - C: News Gathering Techniques:

- Criteria for news worthiness
- Principles of news selection
- Writing Headlines for News Stories
- Writing Intro
- Gatekeeping
- Sources of news gathering: Speeches, Meetings, News Conferences, Use of Internet

Unit - D: Different forms of Journalism

- Traditional Media
- Print
- Electronic
- Broadcast
- Digital Journalism

Teaching / Assessment Methodology:

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

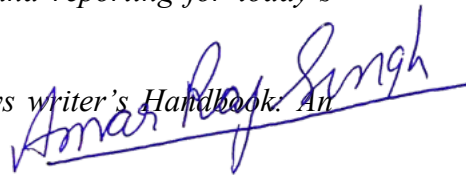
Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.


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3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006 T.J.S.
6. George: *Editing – A Handbook for Journalists*.



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Course Objectives:

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

Course Outcome:

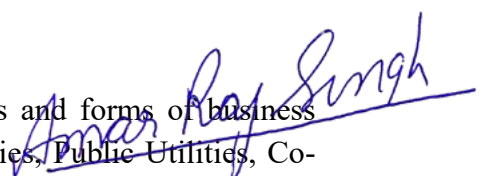
At the end of the course, the student will be able to:

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

Course Content:

Unit- I: Understanding Business and Its Forms

Critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co-



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operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

- a) Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.
- c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- d) Finance: Money and banking, Financial management and securities markets, risk management and insurance
- e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

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

Unit- IV: Development of Management Thought

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

Teaching / Assessment Methodology:

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



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Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books And Materials: Text Book:

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

References:

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



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Course Objectives:

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

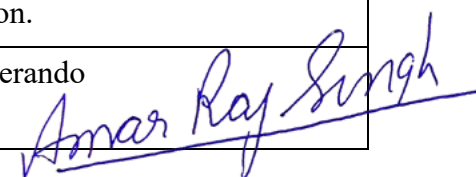
In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:

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

Course Outcome:

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

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



Course Content:

Unit –A:

Introduction to Entrepreneurship

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

Cash Flow Quadrant - Robert T. Kiyosaki

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

Distribution Systems

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

Formulation of an Ideal Business

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

Unit –B:

Setting up of the small-scale business

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

Understanding unicorns

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

Discovering Ideas

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

Why, How & What?

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

Unit –C:

Borrowing Ideas and creativity

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


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Finding a problem in the marketplace

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

Business Plan

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

Unit –D:

Social Entrepreneurship

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

Case related to Social Entrepreneurship

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

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

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.


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- Complete E-Commerce book: Design, build & maintain a successful web-based business-Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, Geoffrey Randall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, US



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Course Objectives:

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

Course Outcomes:

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

Sr.No.	Course Out Come
CO1	Strengthen their communicative abilities.
CO2	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO3	Prepare for the IELTS test by coming up with test-taking tactics.
CO4	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO5	Develop full fluency in the language.
CO6	Acquire certain words and expressions that may be used in a variety of contexts, such as at work, when travelling, or while meeting new people.
CO7	Learn more about themselves as well as others by improving their ability to listen.
CO8	Make connections between the concepts on the page and what you already know through effective reading.
CO9	Write and express their thoughts mindfully and express fully.
CO10	Concentrate more effectively.
CO11	Know the importance of how one should concentrate to success.
CO12	Helps decide which level of education one should pursue.
CO13	Helps become aware of fresh opportunities.
CO14	Increase their results on the IELTS test in each of the four abilities.
CO15	Prepare for the IELTS test by coming up with test-taking tactics.
CO16	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO17	Develop full fluency in the language.



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Course Content:

Unit - A:

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

Unit - B:

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

Unit - C:

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

Unit - D:

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

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

L. Thimmesha- Functional English



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Course Objectives:

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

Course Outcome:

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

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

Course Content:

Unit-A: Introduction to Data Structures

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

Unit-B: Stacks and Queues

- Implementation and applications of stacks



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

Unit-C: Trees and Graphs

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

Unit-D: Algorithmic Techniques

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

Teaching / Assessment Methodology:

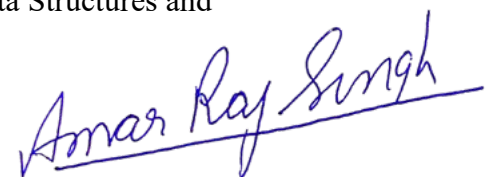
- Synchronous lectures
- Programming labs and coding exercises
- Assignments
- Midterm exams
- Final exam

Grading:

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

Further Readings:

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



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Course Objectives:

The students will be able:

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

Course Outcome:

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

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

Course Content:
Unit-A: Introduction to Front End

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

Unit-B: List and Tables

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

Unit-C: CSS and Responsive Design

Basics of CSS, CSS Tags, Concept of styling, Linking, CSS Box Model, CSS Layout and Positioning, Advanced Styling, Responsive designs, Importance of Responsive design, Goals, Media Queries, Importance of Maintainable CSS, CSS Methodologies, Evolution



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of web design, Mobile web, Core Techniques in Responsive Design, CSS Framework for Responsiveness, Benefits of using Framework, Drawbacks, Advance Responsive Patterns

Unit-D: Web Accessibility and Java Script

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

Required Books and Materials:

Textbook:

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

Reference Book:

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

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Course Objectives:

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

Course Outcomes:

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

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

Course Content:

UNIT-A

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

UNIT-B

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


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UNIT-C

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

UNIT-D

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

Teaching / Assessment Methodology:

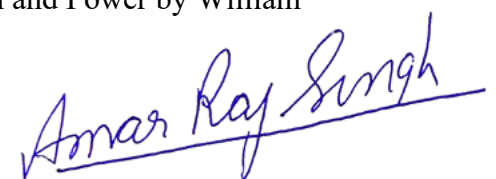
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

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



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- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun



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Course Description:

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

Course Outcomes:

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

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

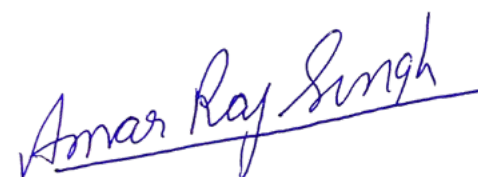
Course Content:

Unit - A:

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

Unit - B:

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



Unit - C:

- Press Before Independence
- Hindi and Vernacular Press before Independence
- Role of Press in Freedom Struggle
- Mahatma Gandhi as a Journalist

Unit - D:

- Press after Independence Origin of regulatory bodies PCI, PIB etc
- Advent of Radio and TV in India
- Eminent personalities of India Journalism after Independence

Teaching / Assessment Methodology:

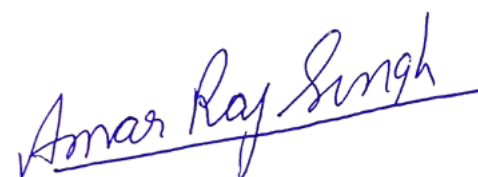
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

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



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Course Objectives:

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

Course outcome:

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

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

Course Content:

Unit - A: Introduction

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

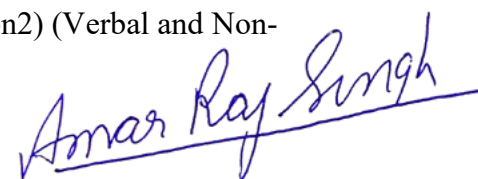
- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation

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

Unit - D: Types of Questions

- Typical interview questions



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

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

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



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Course Objectives:

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

Course Outcome:

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

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

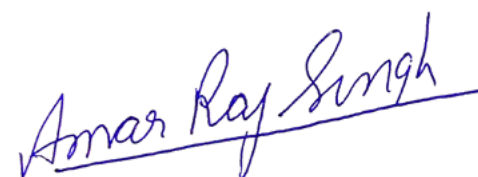
Course Content:

Unit-A: Introduction to Operating Systems

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

Unit-B: Process Management

- Processes and threads



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

Unit-C: Memory Management and File Systems

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

Unit-D: Input/Output Systems and Security

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

Teaching / Assessment Methodology:

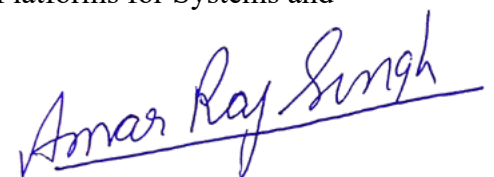
- Synchronous lectures
- Lab sessions for hands-on experience
- Assignments
- Midterm exams
- Final exam

Grading:

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

Further Readings:

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



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Course Name: Object-Oriented Programming with C++

Credits: 4

Course Objectives:

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

Course Outcome:

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

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

Course Content:

Unit-A: Introduction to Object-Oriented Programming

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



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Unit-B: Inheritance and Polymorphism

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

Unit-C: Templates and Generic Programming

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

Unit-D: Advanced C++ Features and Applications

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

Teaching / Assessment Methodology:

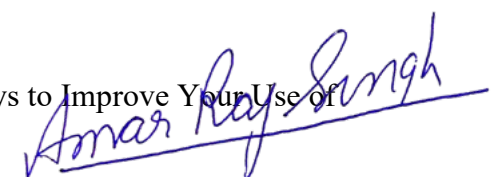
- Synchronous lectures
- Coding labs and hands-on exercises
- Assignments
- Midterm exams
- Final exam

Grading:

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

Further Readings:

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



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Course Name: Software Engineering

Credits: 4

Course Objectives:

The students will be able:

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

Course Outcome:

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

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

Course Content:

Unit-A: Introduction to Software Engineering

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

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Unit-B: Software Requirements

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

Unit-C: Design Engineering

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

Unit-D: Testing Strategies

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

Teaching / Assessment Methodology:

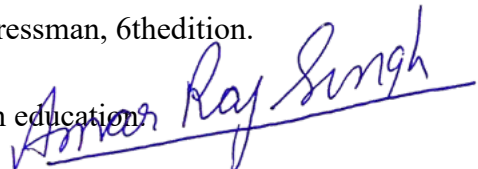
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Textbook:

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


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Reference Book:

- Software Engineering, A Precise Approach, Pankaj Jalote, Wiley India, 2010.
- Software Engineering: A Primer, Waman S Jawadekar, Tata McGraw-Hill, 2008
- Software Engineering, Principles and Practices, Deepak Jain, Oxford University Press.
- Software Engineering1: Abstraction and modelling, Diner Bjorner, Springer International, edition, 2006.
- Software Engineering2: Specification of systems and languages, Diner Bjorner, Springer International edition 2006.
- Software Engineering Principles and Practice, Hans Van Vliet, 3rd edition, John Wiley & Sons Ltd.
- Software Engineering3: Domains, Requirements, and Software Design, D. Bjorner, Springer International Edition.
- Introduction to Software Engineering, R. J. Leach, CRC Press.



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Course Objectives:

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

Course Outcomes:

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

SR. No	Skill Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Apply MECE and CRAP to find solution to a problem
CO14	Write a research proposal

Course Contents:

Unit- I: Language of Reasoning

- Arguments vs other language forms
- Criticality vs un-criticality
- Critical thinking and its indicators
- Elements, standard and traits of critical thinking
- Classical model of Critical Thinking
- Types of reasoning and its identification



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Unit- II: Identifying the Problem

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

Unit- III: Breaking up of Problem

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

Unit- IV: Decision Making

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

End Term Exam


- 30%
- 70%
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Reference Books:

- "Critical Thinking: The Nature of Critical and Creative Thought" by Robert DiYanni
- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowell and Gary Kemp



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Course Name:

New Media



Credits: 4

Course Objectives:

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

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

Course Content:

Unit - A:

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

Unit - B:

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

A handwritten signature in blue ink that reads "Amar Raj Singh".

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Unit - C:

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

Unit - D:

Writing for New Media: Blogs, Micro blogging & Social networking/Facebook/Twitter/RSS feeds, Digital marketing, Emails etc., Digital Story telling formats, Content writing, editing, reporting and its management

Teaching / Assessment Methodology:

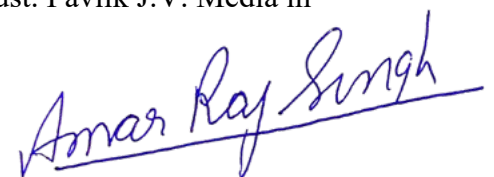
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

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



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Course Objectives:

The Database Management System course is designed to provide students with a comprehensive understanding of database concepts and principles. The course will cover topics such as database design, normalization, SQL, and transaction management.

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Understand the fundamentals of database management systems
CO2	Design and implement relational databases
CO3	Apply normalization techniques for efficient database design
CO4	Utilize SQL for data retrieval, manipulation, and management
CO5	Implement transaction management and concurrency control
CO6	Design and implement database security measures
CO7	Understand and apply distributed database concepts
CO8	Develop stored procedures and triggers
CO9	Apply indexing and optimization techniques
CO10	Implement and manage NoSQL databases

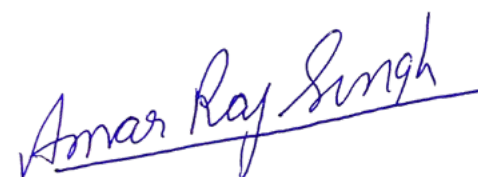
Course Content:

Unit-A: Introduction to Database Management Systems

- Definition and importance of database management systems
- Components and architecture of DBMS
- Types of databases (relational, hierarchical, network, etc.)
- Data models: Entity-Relationship Model (ER Model)

Unit-B: Relational Database Design and Normalization

- Relational database concepts



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- Functional dependencies and normalization
- Normal forms (1NF, 2NF, 3NF)
- Denormalization and its trade-offs

Unit-C: SQL and Transaction Management

- Structured Query Language (SQL)
- Database queries, updates, and data definition language
- Transaction management and ACID properties
- Concurrency control and locking mechanisms

Unit-D: Advanced Database Concepts

- Database security and access control
- Distributed databases and replication
- Stored procedures and triggers
- Indexing and optimization techniques
- Introduction to NoSQL databases

Teaching / Assessment Methodology:

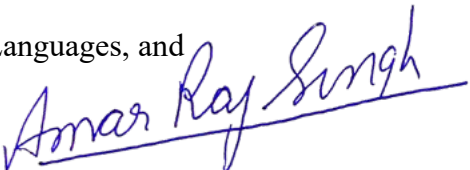
- Synchronous lectures
- Database design and SQL labs
- Assignments
- Midterm exams
- Final exam

Grading:

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

Further Readings:

1. Connolly, T., & Begg, C. (2014). Database Systems: A Practical Approach to Design, Implementation, and Management.
2. Elmasri, R., & Navathe, S. B. (2016). Fundamentals of Database Systems.
3. Garcia-Molina, H., Ullman, J. D., & Widom, J. (2008). Database Systems: The Complete Book.
4. Date, C. J. (2003). An Introduction to Database Systems.
5. Atzeni, P., & Ceri, S. (1997). Database Systems: Concepts, Languages, and Architectures.



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Course Name: Python Programming

Credits: 4

Course Objectives

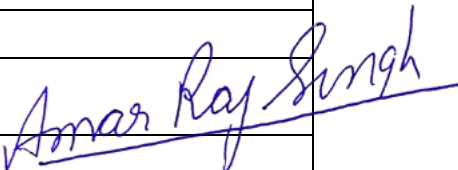
Python is a free and open-source programming language. Python is used for development and design in applications. To develop logical skills and basic technical skills so that students should be able to solve basic computing problems. The students should be able to learn the basic of any computer programming language. The course aims to provide students with the following objectives:

- Develop a strong foundation in programming: The course should help students develop a solid understanding of programming concepts, including basic syntax, control structures, data types, and algorithms.
- Master Python language features and libraries: The course should cover the most used Python language features and libraries, including collections, file I/O, exception handling, multithreading, networking, and GUI programming.
- Develop problem-solving skills: The course should challenge students with real-world problems and encourage them to use critical thinking and problem-solving skills to design and implement effective solutions.
- Write efficient and maintainable code: The course should emphasize the importance of writing clean, efficient, and maintainable code, and teach students how to use tools and techniques like debugging, testing, and code profiling to optimize their code.
- Collaborate with others: The course should teach students how to work collaboratively on software projects, including version control, code review, and collaboration tools.

Course Outcome:

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

S.No.	Course Outcomes
CO 1	Learn basics of object-oriented programming in python
CO2	Knowledge of creating and implementing class and object in development process
CO 3	Constructors in Python – parameterized and non-parameterized and exception handling
CO 4	Ability to collaborate on software projects.
CO 5	Developed strong programming skill.
CO 6	Object Oriented programming and problem-solving skill.
CO 7	Handling inheritance in Python
CO 8	Implementing of in built class, methods and attributes
CO 9	Develop projects using OOPs Concepts



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Course Content:

Unit-A: Basics of Python

No of Lectures: 10; No of Tutorials:0 No of Practicals:0

Python Installation and Working of it, get familiar with python variables and data types, Operator understanding and its usage, detail study of python blocks

Unit-B: Structure Types and mutability

No of Lectures: 13; No of Tutorials:0; No of Practicals:0

Hands on with conditional blocks using if, else and elif, Hands on examples and study of looping with range, list and dictionaries. hands on to organize python code with function

Unit-C: Exception, Testing and Debugging:

No of Lectures: 7; No of Tutorials:0; No of Practicals:0

Handling if exceptions to handle the code cracks, handling and helping file operations, coding with the exceptional handling and testing Anonymous method, Properties, Indexers, Exception Handling

Unit-D: Classes and OOP Concepts

No of Lectures: 15; No of Tutorials:0; No of Practicals:0

Procedural and Object-Oriented Programming, Classes and working with instances, Method overloading, Polymorphism, importing internal module as well as external modules in the code Packages understanding and their usage, hands on with Lamba function in python coding with the use of functions modules and external packages.

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

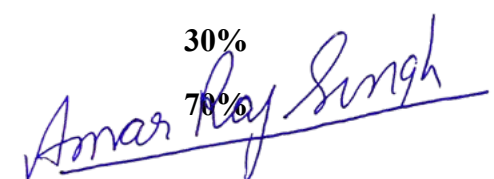
-

30%

End Term Exam

-

70%



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Required Books and Materials:

Textbook(s):

1. Lutz, M. (2013). Learning python: Powerful object-oriented programming. " O'Reilly Media, Inc."
2. Head-First Python (2nd edition) Paul Barry
3. Learning with Python' by Allen Downey, Jeff Elkner, and Chris Meyers

Reference(s):

1. Fluent Python' by Luciano Ramalho
2. Python Cookbook' by David Beazley and Brian K.



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Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Explain digital marketing landscape
CO 2	Describe ingredients of digital marketing
CO 3	Understand website, SEO, content and social media
CO 4	Analyze performance through analytics
CO 5	Discuss PR mix in digital marketing
CO 6	Develop strategy for marketing online
CO 7	Create effective website
CO 8	Develop skills in search engine optimization
CO 9	Successfully run social media campaign to engage customers
CO 10	Develop and implement online PR strategy

Course Contents:**Unit-A: Foundations of Digital Marketing**

- Introduction to Digital Marketing Landscape
- Ingredients of Digital Marketing
- Website Development and Search Engine Optimization (SEO)
- Analytics for Digital Marketing

Unit-B: Advanced Digital Marketing Strategies

- Email Marketing and Social Media Campaigns
- Online Public Relations and Reputation Management
- Developing a Digital Marketing Strategy

Unit-C: Specialized Digital Marketing Channels

- Mobile Marketing and Apps
- E-Commerce and Digital Marketing
- Content Marketing Excellence



Unit-D: Global Trends and Innovations in Digital Marketing

- Legal and Ethical Considerations in Digital Marketing
- International Perspective on Digital Marketing
- Emerging Technologies in Digital Marketing
- Industry Insights and Case Studies

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

Rajan Gupta, Supriya Madan- Digital Marketing



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Course Name:

Organizational Behavior



Credits: 4

Course Objectives:

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

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understanding individual behavior and attitude at a workplace.
CO2	Identify different personality types based on Big five model and MBTI.
CO 3	Study the relationship between motivation and performance.
CO 4	Identify common errors in perception.
CO 5	Understand how groups are formed and work in an organization.
CO 6	Address to the different leadership styles, conflict management techniques and stress management process.
CO 7	Knowledge of different organizational designs and its elements.
CO 8	Identify personalities of individual using models like MBTI and Big five model.
CO 9	Avoid biasness and other perceptual errors while decision making processes.
CO 10	To motivate one's subordinates and employees.
CO 11	To lead successfully and handle groups for higher returns.
CO 12	Effectively handle conflict and stress at work place.
CO 13	Construct an organizational structure.

Course Content:

UNIT-I Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.

UNIT-II The individual behavior: Attitude and job related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

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UNIT-III The Group behavior: Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.

UNIT-IV The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

1. Robbins, S, “Organizational Behaviour” 15th Edition, Pearson Education, New Delhi.

References:

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



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Course Objectives:

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

Course Outcomes:

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

Sr. No.	Course Outcome
CO1	define and explain the meaning, importance, functions & scope of Public Relations
CO2	explain important theories of Public Relations
CO3	explain various tools of PR and writing for PR
CO4	Write for PR internal publics and media
CO5	Write for press release, press briefs etc
CO6	Understand the concept of Advertising
CO7	Understand types of Advertising Agencies
CO8	Understand the working of Advertising Agencies

Course Content:**UNIT-I**

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

UNIT II

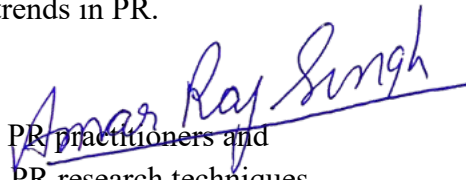
Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication , Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

UNIT-III

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

UNIT-IV

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques –


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PR and law – PR and new technology in PR

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

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



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Course Objectives:

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

Course outcomes:

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

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations

Course content:

Unit A-

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

Unit B-

- Benefits of setting Affirmations
- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit C-



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- Importance of Commitments
- Four basic precepts

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- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high-stake decision

Unit D-

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings

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

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Course Objectives:

The objective of a Java programming course is to teach students the fundamentals of programming in the Java language, as well as the essential tools and techniques needed to develop robust, efficient, and scalable software applications. The course aims to provide students with the following objectives:

- Develop a strong foundation in programming: The course should help students develop a solid understanding of programming concepts, including basic syntax, control structures, data types, and algorithms.
- Learn object-oriented programming: Java is an object-oriented language, and the course should teach students the principles of object-oriented programming, including classes, objects, inheritance, and polymorphism.
- Master Java language features and libraries: The course should cover the most used Java language features and libraries, including collections, file I/O, exception handling, multithreading, networking, and GUI programming.
- Develop problem-solving skills: The course should challenge students with real-world problems and encourage them to use critical thinking and problem-solving skills to design and implement effective solutions.
- Write efficient and maintainable code: The course should emphasize the importance of writing clean, efficient, and maintainable code, and teach students how to use tools and techniques like debugging, testing, and code profiling to optimize their code.
- Collaborate with others: The course should teach students how to work collaboratively on software projects, including version control, code review, and collaboration tools.

Course Outcome:

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

S.No.	Course Outcomes
CO 1	Proficiency in Java syntax and control structures and understanding of object-oriented programming principles.
CO2	Knowledge of Java libraries and tools and ability to write efficient and maintainable code.
CO 3	Familiarity with Java frameworks
CO 4	Ability to collaborate on software projects.
CO 5	Developed strong programming skill.
CO 6	Object Oriented programming and problem-solving skill.
CO 7	Collaboration and Communication skill
CO 8	Web Development skill.
CO 9	To learn various IDE and Editions of java frameworks.


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Course Content:

Unit 1: Introduction to Java Programming

No of Lectures: 6; No of Tutorials:0; No of Practicals:5

Programming language: Types and Paradigms, Computer Programming Hierarchy, Computer Architecture Affects a Language, Java History, Java Designing Goal, Role of Java Programmer in Industry, Features of Java Language, JVM, Bytecode.

The Java Environment: Installing Java, Java Program Development, Java Source File Structure, Compilation, Executions. Basic Language Elements: Lexical Tokens, Identifiers, Keywords, Literals, Comments, Primitive Datatypes, Operators Assignments.

Package: Organizing Classes and Interfaces in Packages, Package as Access Protection, Defining Package ,CLASSPATH Setting for Packages , Making JAR Files for Library Packages Import and Static Import Naming Convention For Packages.

Unit 2: Exception, Array and Thread

No of Lectures:7; No of Tutorials:0; No of Practicals:7

Exception Handling: The Idea behind Exception, Exceptions & Errors ,Types of Exception ,Control Flow In Exceptions, JVM reaction to Exceptions ,Use of try, catch, finally, throw, throws in Exception Handling ,In-built and User Defined Exceptions, Checked and Un-Checked Exceptions.

Array & String: Defining an Array, Initializing & Accessing Array, Multi –Dimensional Array, Operation on String, Mutable & Immutable String, Using Collection Bases Loop for String, Tokenizing a String, Creating Strings using String Buffer .

Thread: Understanding Threads, Needs of Multi-Threaded Programming, Thread Lifecycle, Thread Priorities, Synchronizing Threads, Inter Communication of Threads, Critical Factor in Thread –Deadlocks.

Unit 3 Classes Collection and GUI Programming

No of Lectures: 9; No of Tutorials:0; No of Practicals:5

A Collection of Useful Classes: Utility Methods for Arrays ,Observable and Observer Objects , Date & Times ,Using Scanner Regular Expression, Input/Output Operation in Java(java.io Package),Streams and the new I/O Capabilities ,Understanding Streams, The Classes for Input and Output, The Standard Streams, Working with File Object, File I/O Basics, Reading and Writing to Files, Buffer and Buffer Management, Read/Write Operations with File Channel, Serializing Objects .

GUI Programming: Designing Graphical User Interfaces in Java, Components and Containers, Basics of Components, Using Containers, Layout Managers, AWT Components, Adding a Menu to Window, Extending GUI Features Using Swing Components, Java Utilities (java.util Package) The Collection Framework : Collections of Objects, Collection Types, Sets , Sequence, Map, Understanding Hashing, Use of Array List & Vector.

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Unit-4 Event Handling, JDBC and Servlet

No of Lectures: 8; No of Tutorials:0; No of Practicals:5

Event Handling: Event-Driven Programming in Java, Event- Handling Process, Event Handling Mechanism, The Delegation Model of Event Handling, Event Classes, Event Sources, Event Listeners, Adapter Classes as Helper Classes in Event Handling. Database Programming using **JDBC:** Introduction to JDBC, JDBC Drivers & Architecture, CRUD operation Using JDBC, Connecting to non-conventional Databases.

Java Server Technologies: Servlet Web Application Basics, Architecture and challenges of Web Application, Introduction to servlet, Servlet life cycle, Developing and Deploying Servlets, Exploring Deployment, Descriptor (web.xml), Handling Request and Response.

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

-

30%

End Term Exam

-

70%

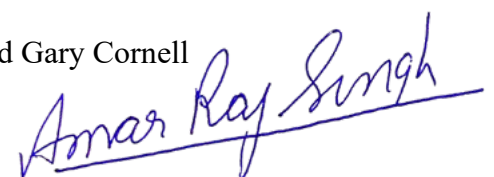
Required Books and Materials:

Textbook:

1. Java: A Beginner's Guide - Herbert Schildt
2. Head-First Java - Kathy Sierra and Bert Bates
3. Effective Java - Joshua Bloch
4. Java How to Program - Paul and Harvey Deitel
5. Thinking in Java - Bruce Eckel

Reference Book:

1. Java: The Complete Reference - Herbert Schildt
2. Java in a Nutshell - Benjamin J. Evans and David
3. Core Java Volume I - Fundamentals - Cay S. Horstmann and Gary Cornell
4. Effective Java - Joshua Bloch
5. Java Concurrency in Practice -Brian Goetz et al



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Course Name: Introduction to Cloud Computing

Credits: 4

Course Objectives:

The Introduction to Cloud Computing course aims to provide students with a foundational understanding of cloud computing concepts, services, and architectures. The course will cover topics such as cloud deployment models, virtualization, service models, and security in cloud computing.

Course Outcome:

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

Sr.No.	Course Outcome
CO1	Understand the fundamentals and evolution of cloud computing
CO2	Analyze different cloud deployment models
CO3	Evaluate various cloud service models
CO4	Implement and manage virtualized environments
CO5	Design and deploy applications in the cloud
CO6	Understand and implement cloud security measures
CO7	Analyze and optimize cloud performance
CO8	Explore emerging trends and innovations in cloud computing
CO9	Apply cloud computing concepts to real-world scenarios
CO10	Discuss ethical considerations in cloud computing

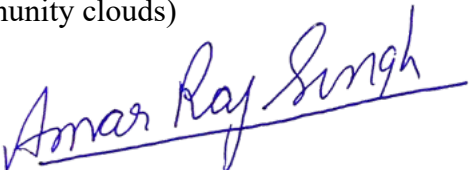
Course Content:

Unit-A: Fundamentals of Cloud Computing

- Definition and characteristics of cloud computing
- Evolution of cloud computing
- Cloud service providers and market trends
- Cloud deployment models (public, private, hybrid, and community clouds)

Unit-B: Cloud Service Models and Virtualization

- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)



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- Software as a Service (SaaS)
- Virtualization technologies and hypervisors

Unit-C: Cloud Architecture and Application Deployment

- Cloud architecture and design principles
- Cloud storage and data management
- Cloud-based application development
- Microservices and containers in the cloud

Unit-D: Cloud Security and Optimization

- Security challenges in cloud computing
- Identity and access management in the cloud
- Data encryption and compliance in the cloud
- Performance optimization and cost management

Teaching / Assessment Methodology:

- Synchronous lectures
- Hands-on labs and practical exercises
- Assignments
- Midterm exams
- Final project (cloud deployment)

Grading:

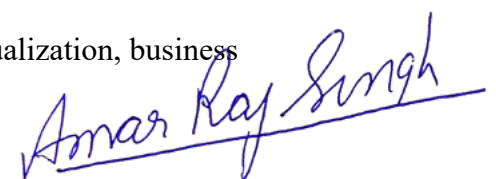
Midterm exams - 40%

Assignments - 20%

Final project - 40%

Further Readings:

- Mell, P., & Grance, T. (2011). The NIST Definition of Cloud Computing.
- Armbrust, M., Fox, A., Griffith, R., Joseph, A. D., Katz, R., Konwinski, A., ... & Zaharia, M. (2010). A view of cloud computing.
- Chou, D. C., & Jin, Q. (2012). Cloud computing: Strategies and tactics for business and IT decision makers.
- Jamsa, K. (2013). Cloud computing: SaaS, PaaS, IaaS, virtualization, business models, mobile, security and more.



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Course Name: **Minor Project**

Credits: 4

Course Objectives:

The Minor Project course aims to introduce students to project work in the field of computer applications, emphasizing fundamental research skills and practical application of theoretical knowledge. The course intends to provide a foundational understanding of project execution within the field.

Course Outcomes:


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

Sr. No.	Course Outcomes
CO 1	Apply basic methodologies and frameworks for executing a small-scale project in computer applications.
CO 2	Demonstrate an understanding of theoretical concepts and their practical relevance within the chosen project area.
CO 3	Collect, analyze, and present basic project-related data in the field of computer applications.
CO 4	Comprehend foundational literature and research methodologies relevant to the project.
CO 5	Begin applying computer application theories to address rudimentary industry problems.
CO 6	Develop initial analytical and critical thinking abilities for data-driven decision-making in computer application scenarios.
CO 7	Collaborate effectively within a team setting for project completion within the realm of computer applications.

Project Scope:

The Minor Project can cover various scopes within the field of computer applications, including but not limited to:

1. Basic Software Development Projects
2. Database Management Systems
3. Web Development Projects
4. Simple Application Prototypes
5. Basic Networking Projects
6. System Analysis and Design Projects



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7. Data Structure and Algorithms Implementations
8. Other foundational projects within computer applications

Evaluation:

The evaluation will be based on the Minor Project Report, which will contribute 100% towards the final assessment.

Project Report Structure:

The report structure should encompass the following elements:

1. Introduction to the Project
2. Literature Review (Basic)
3. Methodology Overview
4. Simple Data Analysis (if applicable)
5. Basic Findings
6. Limitations (if any)
7. Conclusions (Preliminary)
8. Recommendations (Basic)
9. Bibliography and References

Students are expected to adhere to a specified report format to effectively present their understanding and execution of the minor project.

Methodology:

Students will conceive, execute, and submit a concise project report based on a designated topic relevant to computer applications.



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Course Description:

The objective of this course is to help students understand the meaning and importance of Emotional Intelligence and how they can become more Intelligent in a professional setting by using techniques used by emotionally intelligent people in various domains. The course will equip the students with specific strategies and standard tools to enhance their intelligence. This course will help the students to understand the importance of emotional intelligence at work place.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Define Emotional Intelligence (EQ)
CO2	Identify the benefits of of Emotional Intelligence
CO3	Learn the four core skills required to practice emotional intelligence
CO4	Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy. Successfully communicate with others in a non-verbal manner.
CO5	Verbally communicate with others. Interpret and manage your emotions.
CO6	Master tools to regulate and gain control of one's own emotions Articulate your emotions using the right language. Balance optimism and pessimism.
CO7	Effectively impact others. Relate emotional intelligence to the workplace.
CO8	Use the concepts and techniques in the workplace.

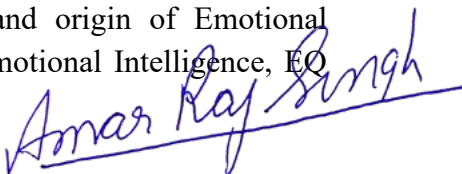
Course Content:

Unit - A: Intelligence:

History of Intelligence, concept of multi-intelligences, benefits of being intelligent.

Unit - B: Emotional Intelligence:

Concept of Emotional Intelligence, Understanding the history and origin of Emotional Intelligence, Contributors to Emotional Intelligence, Science of Emotional Intelligence, EQ and IQ, Scope of Emotional Intelligence.



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Unit - C: Components of Emotional Intelligence:

Self-awareness, Self-regulation, Motivation, Empathy, Social skills. Emotional Intelligence Competencies, Elements of Emotional Intelligence, Models of Emotional Intelligence: The Ability-based Model, The Trait Model of Emotional Intelligence, Mixed Models of Emotional Intelligence.

Unit - D: Emotional Intelligence at Workplace:

Importance of Emotional Intelligence at Workplace, Emotionally Intelligent Leaders, Case Studies Measuring Emotional Intelligence: Emotionally Intelligence Tests, Research on Emotional Intelligence, Developing Emotional Intelligence.

Course Outcome:

- Define Emotional Intelligence (EQ).
- Identify the benefits of emotional intelligence.
- Learn the four core skills required to practice emotional intelligence.
- Define and practice self-management, self-awareness, self-regulation, self-motivation and empathy. Successfully communicate with others in a non-verbal manner.
- Verbally communicate with others. Interpret and manage your emotions.
- Master tools to regulate and gain control of one's own emotions Articulate your emotions using the right language. Balance optimism and pessimism.
- Effectively impact others. Relate emotional intelligence to the workplace.
- Use the concepts and techniques in the workplace.

Teaching / Assessment Methodology:

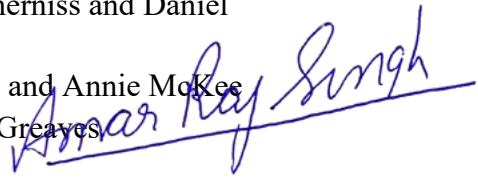
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- "Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman
- "The Emotionally Intelligent Workplace" edited by Cary Cherniss and Daniel Goleman
- "Primal Leadership" by Daniel Goleman, Richard Boyatzis, and Annie McKee
- "Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves


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Course Objectives:

1. The objective of this course is to Impart knowledge about the concepts and methods of Public Relations
2. To equip them with transitional knowledge from traditional to contemporary Public Relations structure & research.
3. To develop creative thinking and ideation for PR
4. Develop analytical and critical thinking skills when creating/evaluating Public Relations strategies

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Good conceptual understanding of subjects including Communication, Public Relations, Corporate Communication, Research Methodology.
CO2	Research and Reasoning aptitude for any Strategic Communication planning and execution of Public Relations programs.
CO3	Creative and reflective thinking for ideation based on self-learning & digital competency.
CO4	Analytical and problem-solving skills for challenging situations of the profession.
CO5	Independently work with high competency and morality in the business of Public Relations in the roles of Account Planners, Copy writers, Media Planners, PR/ CC Managers, Researchers.

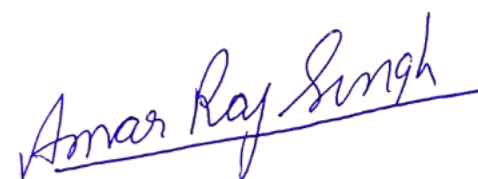
Course Content:

Unit-A: Brief Introduction of PR

- Public Relations-Meaning, Definition, Nature and Scope
- Historical Background
- Technological and Media Revolution and Role in Business
- Government, Politics
- NGOs and Industry

Unit-B: Concepts of Public Relations

- Press, Publicity, Lobbying,



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- Propaganda, Advertising,
- Sales Promotion and Corporate
- Marketing Services Visualization

Unit-C: Tools of Public Relations

- Press Conferences
- Meets
- Press Releases
- Announcements
- Webcasts

Unit-D:

- Public Relations and Mass Media,
- Present and future of Public Relations in India,
- Ethics of Public Relations and Social Responsibility,
- Public Relations and Writing Printed Literature, Newsletters, Opinion papers and Blogs

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlipscottetal, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers, 1994
4. S.M.Sardana, Public Relations: Theory and Practice.
5. J.V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi2011


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Course Name: Major Project

Credits: 8

Course Objectives:

In this course, students will undertake a comprehensive project applying their theoretical knowledge to practical scenarios. The project aims to sensitize students to real-world demands within the field of computer applications. Evaluation will emphasize the project's relevance, methodology, analysis, and presentation skills.

Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Develop and execute a project using established methodologies in computer applications.
CO 2	Synthesize theoretical knowledge to address practical problems in the field.
CO 3	Collect, analyze, and interpret data relevant to the project in computer applications.
CO 4	Evaluate and critically analyze existing literature and methodologies in computer science research.
CO 5	Apply computer application theories and practices to solve industry-specific problems.
CO 6	Cultivate analytical and critical thinking skills for informed decision-making in a technological context.
CO 7	Demonstrate leadership abilities in collaborative team projects within the realm of computer applications.

Project Scope:

The Research Project Work can be conducted in various settings including:

1. Software Development Firms
2. Government Institutions and Public Sector Organizations
3. International Organizations
4. Small and Medium-Sized Enterprises (SMEs)
5. Non-Governmental Organizations (NGOs)
6. Academic Institutions for specialized projects



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7. Other relevant industry entities

Evaluation:

The evaluation will be conducted by a team of project guides and will focus solely on the Project Report, which accounts for 100% of the final grade.

Project Report Structure:

The report structure should encompass the following elements:

1. Executive Summary
2. Introduction to the Project
3. Literature Review
4. Methodology
5. Data Analysis
6. Findings
7. Limitations
8. Conclusions
9. Recommendations
10. Bibliography and References
11. Organizational Profile
12. Certificate from Industry Project Guide
13. Acknowledgments
14. Table of Contents
15. Table of Figures

Students must adhere to the prescribed report format to effectively communicate their semester's work, justifying the chosen project's nature and extent.

Methodology:

Students will conceive, execute, and submit a comprehensive project report on a designated topic relevant to computer applications.



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Course Objectives:

The Project Management course is designed to provide students with a comprehensive understanding of project management principles and practices. The course will cover topics such as project planning, scheduling, budgeting, risk management, and leadership.

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Understand the principles and importance of project management
CO2	Apply project initiation and planning processes
CO3	Develop project schedules and budgets
CO4	Implement project risk management strategies
CO5	Apply project execution and control processes
CO6	Demonstrate effective leadership and team management skills
CO7	Evaluate project performance and implement improvements
CO8	Utilize project management tools and software
CO9	Understand ethical considerations in project management
CO10	Apply project management principles to real-world projects

Course Content:

Unit-A: Introduction to Project Management

- Definition and principles of project management
- Project life cycle and phases
- Key stakeholders and their roles
- Project management methodologies (Waterfall, Agile, Scrum)

Unit-B: Project Planning and Scheduling

- Project initiation and planning processes



- Work breakdown structure (WBS)
- Gantt charts and network diagrams
- Resource allocation and scheduling

Unit-C: Project Budgeting and Risk Management

- Project budgeting and cost estimation
- Risk identification, analysis, and response planning
- Risk monitoring and control
- Contingency planning and mitigation strategies

Unit-D: Project Execution, Control, and Leadership

- Project execution and monitoring processes
- Change management and control
- Leadership and team management in projects
- Project closure and post-project evaluation

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world project simulations
- Assignments
- Midterm exams
- Final project management plan

Grading:

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

Further Readings:

1. Schwalbe, K. (2018). Information Technology Project Management.
2. PMI (Project Management Institute). (2017). A Guide to the Project Management Body of Knowledge (PMBOK Guide).
3. Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling.
4. Schwalbe, K. (2019). Agile Project Management with Scrum.
5. Heagney, J. (2016). Fundamentals of Project Management.



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Course Objectives:

This course is designed to be a conceptual work based on the application of corporate communication (CC) in mass communication. This course will help the students to comprehend the characteristics of corporate communication. Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. The course will also involve the use of PPTs and visits to corporates to demonstrate the working of corporate houses and the communication patterns.

Course Outcomes:

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

Sr.No.	Course Outcome
CO1	Describe the characteristics of corporate communication
CO2	Understand the role of CC in crisis communication and disaster management
CO3	Understand building a distinct corporate identity
CO4	Understand media relations
CO5	Organize press conferences, facility visits.
CO6	Prepare press briefs

Course Content:

Unit - A:

- Defining CC, Strategic CC and management: defining strategy and its relevance in public relations and corporate communication,
- campaign planning, management and execution.

Unit - B:

- Media relations: organizing press conferences, facility visits, press briefs
- proactive and reactive media relations
- ethical aspects in media relations.

Unit - C:

- Building a distinct corporate identity: concepts, variables and process
- role of technology in CC.

Unit - D:



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- Role of CC/PR in crisis communication and disaster management,
- Defining stakeholders and media selection

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Text Books:

- Corporate Communication: Principles and Practice; Jaishri Jethwaney

Reference Books:

- Corporate Communication: A Guide to Theory and Practice; Joep P. Cornelissen



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Course Objectives:

The Stock Market and Investment course in the open elective category aim to provide students with a comprehensive understanding of stock markets, investment strategies, and financial decision-making. The course will cover key concepts related to stock market operations, portfolio management, risk assessment, and the role of financial instruments.


Course Outcome:

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

Sr. No.	Course Outcome
CO1	Analyze the functioning of stock markets
CO2	Evaluate different investment instruments
CO3	Develop and manage an investment portfolio
CO4	Understand risk and return in investment
CO5	Apply fundamental and technical analysis in stock trading
CO6	Analyze the impact of economic indicators on the stock market
CO7	Demonstrate proficiency in financial decision-making
CO8	Explore ethical considerations in stock market operations
CO9	Discuss the impact of global events on financial markets
CO10	Stay informed about current trends and innovations in investment strategies

Course Content:**Unit-A: Fundamentals of Stock Markets**

- Introduction to stock markets and exchanges
- Stock market participants and their roles
- Trading mechanisms and settlement procedures
- Regulatory framework and market ethics



Unit-B: Investment Instruments and Portfolio Management

- Types of investment instruments (stocks, bonds, mutual funds)
- Modern portfolio theory
- Asset allocation and diversification
- Building and managing an investment portfolio

Unit-C: Risk and Analysis in Investment

- Understanding risk and return
- Fundamental analysis of stocks
- Technical analysis and charting
- Evaluating economic indicators and their impact on investments

Unit-D: Global Perspective and Ethical Considerations

- Globalization and its impact on financial markets
- Investing in international markets
- Ethical considerations in stock market operations
- Case studies of ethical and unethical practices in finance

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Investment simulation project

Grading:

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

Further Readings:

1. Bodie, Z., Kane, A., & Marcus, A. J. (2014). Investments.
2. Malkiel, B. G. (2015). A Random Walk Down Wall Street.
3. Graham, B., & Zweig, J. (2003). The Intelligent Investor.



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Course Objectives:

The course on Artificial Intelligence aims to introduce students to the foundational concepts, principles, and applications of AI. It covers essential AI techniques, algorithms, and their relevance in various domains.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and principles of artificial intelligence.
CO2	Analyze various AI techniques and their applications.
CO3	Apply AI algorithms for problem-solving and decision-making.
CO4	Evaluate the ethical implications of AI technologies.

Course Content:

Unit-A: Introduction to Artificial Intelligence

- Overview of artificial intelligence: definitions and history
- AI problem-solving approaches: search, reasoning, learning
- Ethics and societal impacts of artificial intelligence
- AI applications in diverse fields

Unit-B: Machine Learning Basics

- Introduction to machine learning: supervised, unsupervised, reinforcement learning
- Types of machine learning algorithms: regression, classification, clustering
- Evaluation and validation techniques in machine learning
- Feature selection and dimensionality reduction

Unit-C: Neural Networks and Deep Learning

- Basics of artificial neural networks (ANNs)
- Deep learning architectures: CNNs, RNNs, and their applications


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- Training neural networks: backpropagation, optimization techniques
- Deep learning libraries and frameworks

Unit-D: AI Applications and Future Trends

- Natural Language Processing (NLP) and language understanding
- Computer vision and image recognition
- AI in robotics and autonomous systems
- Ethical considerations and future trends in AI

Teaching / Assessment Methodology:

- Lectures, discussions, and demonstrations
- Hands-on programming exercises and projects
- Case studies and presentations
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. Russell, S., & Norvig, P. (2021). Artificial Intelligence: A Modern Approach.
2. Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep Learning.
3. Murphy, K. P. (2012). Machine Learning: A Probabilistic Perspective.
4. Chollet, F. (2017). Deep Learning with Python.



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Course Objectives:

The course on Machine Learning aims to introduce students to the principles, algorithms, and applications of machine learning. It covers fundamental concepts, techniques, and methodologies used in machine learning.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and types of machine learning algorithms.
CO2	Implement and evaluate basic machine learning algorithms.
CO3	Apply machine learning techniques to solve real-world problems.
CO4	Analyze and interpret machine learning results.

Course Content:

Unit-A: Introduction to Machine Learning

- Basics of machine learning: definitions and applications
- Types of machine learning: supervised, unsupervised, and reinforcement learning
- Overview of machine learning frameworks and tools
- Ethical considerations in machine learning

Unit-B: Supervised Learning Algorithms

- Regression models: linear regression, logistic regression
- Classification algorithms: decision trees, k-nearest neighbors, support vector machines
- Model evaluation and selection techniques
- Ensemble learning techniques: bagging, boosting

Unit-C: Unsupervised Learning Algorithms

- Clustering techniques: k-means clustering, hierarchical clustering


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- Dimensionality reduction methods: PCA (Principal Component Analysis), t-SNE (t-distributed Stochastic Neighbor Embedding)
- Association rule learning: Apriori algorithm
- Anomaly detection methods

Unit-D: Advanced Topics in Machine Learning

- Neural networks and deep learning basics
- Convolutional Neural Networks (CNNs) and their applications
- Recurrent Neural Networks (RNNs) and sequential data analysis
- Case studies and applications in various domains

Teaching / Assessment Methodology:

- Lectures, discussions, and coding sessions
- Hands-on programming assignments and projects
- Practical demonstrations using machine learning libraries
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.
2. Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep Learning.
3. Murphy, K. P. (2012). Machine Learning: A Probabilistic Perspective.
4. Géron, A. (2019). Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow.



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Course Name: Deep Learning

Credits: 4

Course Objectives:

The course on Deep Learning aims to introduce students to the principles, architectures, and applications of deep neural networks. It covers the fundamentals of deep learning, various architectures, and their use in artificial intelligence applications.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and architectures of deep neural networks.
CO2	Implement and train deep learning models using relevant tools and frameworks.
CO3	Apply deep learning algorithms in various domains.
CO4	Evaluate and optimize deep learning models for performance.

Course Content:

Unit-A: Introduction to Deep Learning

- Basics of artificial neural networks (ANNs)
- Evolution and motivation behind deep learning
- Deep learning versus traditional machine learning
- Overview of deep learning frameworks

Unit-B: Deep Neural Network Architectures

- Multilayer perceptrons (MLPs) and their training
- Convolutional neural networks (CNNs) for image data
- Recurrent neural networks (RNNs) for sequential data
- Autoencoders and generative adversarial networks (GANs)

Unit-C: Deep Learning Applications

- Image classification and object detection with CNNs
- Natural language processing (NLP) with RNNs and transformers


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- Recommendation systems using deep learning
- Deep reinforcement learning in gaming and control

Unit-D: Optimization and Evaluation of Deep Models

- Optimization techniques: gradient descent, backpropagation
- Model evaluation metrics for deep learning
- Regularization and dropout techniques
- Hyperparameter tuning and model optimization

Teaching / Assessment Methodology:

- Lectures, discussions, and demonstrations
- Hands-on programming labs and exercises
- Projects involving deep learning implementations
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep Learning.
2. Chollet, F. (2017). Deep Learning with Python.
3. Géron, A. (2019). Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow.
4. Zhang, Z., Lipton, Z. C., Li, M., & Smola, A. J. (2018). Dive into Deep Learning.



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Course Objectives:

The course on Introduction to Cyber Security aims to provide students with foundational knowledge about cyber threats, vulnerabilities, and basic security measures. It covers essential concepts, principles, and practices in cybersecurity.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and terminologies related to cybersecurity.
CO2	Identify common cyber threats and vulnerabilities.
CO3	Apply basic security measures to safeguard systems and data.
CO4	Analyze and assess security risks in various computing environments.

Course Content:

Unit-A: Fundamentals of Cyber Security

- Introduction to cybersecurity: concepts and terminologies
- Brief history of cybersecurity and its evolution
- Key objectives and principles of cybersecurity
- Ethical and legal aspects of cybersecurity

Unit-B: Cyber Threats and Attack Vectors

- Types of cyber threats: malware, phishing, social engineering
- Common attack vectors: vulnerabilities and exploits
- Understanding cyber-attacks and their impacts
- Incident response and handling basics

Unit-C: Basic Security Measures

- Overview of security controls: preventive, detective, and corrective
- Access control mechanisms: authentication and authorization


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- Introduction to encryption and cryptography
- Network security fundamentals: firewalls, VPNs, and secure protocols

Unit-D: Risk Assessment and Management

- Basics of risk assessment in cybersecurity
- Identifying and prioritizing security risks
- Mitigation strategies and risk management frameworks
- Case studies on cybersecurity incidents and their resolutions

Teaching / Assessment Methodology:

- Lectures, discussions, and case studies
- Practical exercises and simulations
- Hands-on security tool demonstrations
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. NIST Special Publication 800-12 Revision 1
(<https://csrc.nist.gov/publications/detail/sp/800-12/rev-1/final>)
2. Schneier, B. (2015). Secrets and Lies: Digital Security in a Networked World.
3. Easttom, C. (2018). Computer Security Fundamentals.
4. Rada, R. (2017). Cyber Security Basics: Protect Your Organization by Applying the Fundamentals.



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Course Objectives:

The course on Biometric Security aims to introduce students to the principles, technologies, and applications of biometrics in cybersecurity. It covers various biometric modalities, authentication methods, and their significance in secure systems.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and types of biometric systems.
CO2	Analyze different biometric modalities and their applications.
CO3	Evaluate the strengths and limitations of biometric authentication methods.
CO4	Apply biometric technologies in designing secure systems.

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

- Basics of biometric security: definitions and concepts
- Evolution and history of biometric authentication
- Biometric traits: physiological and behavioral characteristics
- Importance of biometrics in cybersecurity

Unit-B: Biometric Modalities

- Overview of different biometric modalities: fingerprint, iris, face, voice, etc.
- Biometric data acquisition and processing techniques
- Biometric templates and feature extraction methods
- Multimodal biometrics and fusion techniques

Unit-C: Biometric Authentication and Systems

- Principles of biometric authentication
- Biometric system architecture and components



- Performance evaluation metrics in biometric systems
- Vulnerabilities and attacks on biometric systems

Unit-D: Applications and Future Trends

- Real-world applications of biometric security: access control, forensics, etc.
- Privacy and ethical concerns in biometric data usage
- Emerging trends and advancements in biometric technologies
- Case studies on successful biometric implementations

Teaching / Assessment Methodology:

- Lectures, discussions, and demonstrations
- Hands-on biometric system setups and experiments
- Case studies and projects
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. Jain, A. K., Ross, A., & Nandakumar, K. (2016). Introduction to Biometrics.
2. Wayman, J. L., Jain, A. K., & Maltoni, D. (2005). Biometric Systems: Technology, Design, and Performance Evaluation.
3. Ratha, N. K., Connell, J. H., & Bolle, R. M. (2001). An Introduction to Biometric Authentication Systems.
4. Ross, A., Jain, A. K., & Nandakumar, K. (2019). Handbook of Biometrics.



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Course Name: Ethical Hacking

Credits: 4

Course Objectives:

The course on Ethical Hacking aims to provide students with an understanding of ethical hacking principles, methodologies, and techniques used to identify and resolve security vulnerabilities. It covers the ethical aspects of hacking, penetration testing, and security assessment.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the fundamental concepts and principles of ethical hacking.
CO2	Employ various hacking techniques for vulnerability assessment and testing.
CO3	Identify and assess security risks in computer systems and networks.
CO4	Apply ethical hacking methodologies for securing systems.

Course Content:

Unit-A: Introduction to Ethical Hacking

- Definitions and concepts of ethical hacking
- The difference between ethical and illegal hacking
- Ethical hacker roles and responsibilities
- Legal and ethical aspects of hacking

Unit-B: Information Gathering and Footprinting

- Reconnaissance and footprinting techniques
- Scanning networks and discovering vulnerabilities
- Enumeration techniques for system information gathering
- Tools and methodologies for information gathering

Unit-C: Vulnerability Assessment and Exploitation

- Vulnerability assessment tools and techniques



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- Exploiting system and network vulnerabilities
- Social engineering attacks and mitigation strategies
- Penetration testing methodologies

Unit-D: Ethical Hacking in Practice

- Assessing web application security
- Wireless network security testing
- Incident handling and response in ethical hacking
- Case studies and real-world ethical hacking scenarios

Teaching / Assessment Methodology:

- Lectures, discussions, and demonstrations
- Hands-on lab sessions and practical exercises
- Scenario-based hacking simulations
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. Engebretson, P. (2016). The Basics of Hacking and Penetration Testing.
2. Oriyano, S. (2018). Ethical Hacking and Penetration Testing Guide.
3. Simpson, R. (2017). Cybersecurity: Ethics, Strategy, and Tactics.
4. EC-Council. (2018). Certified Ethical Hacker (CEH) v10 Study Guide.



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Course Objectives:

The course on Data Handling and Visualization is designed to equip students with fundamental skills in managing and visualizing data. It covers techniques for data handling, manipulation, exploration, and effective visualization methods essential for data-driven decision-making.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the principles and techniques of data handling and manipulation.
CO2	Apply various data structures and algorithms for efficient data processing.
CO3	Visualize data effectively using appropriate tools and techniques.
CO4	Analyze and interpret visualized data for meaningful insights.

Course Content:

Unit-A: Introduction to Data Handling

- Introduction to data types and structures
- Data collection and storage methods
- Data preprocessing and cleaning techniques
- Exploratory data analysis (EDA) methods

Unit-B: Data Manipulation Techniques

- Data manipulation using libraries such as Pandas in Python
- Data transformation and feature engineering
- Handling missing data and outliers
- Data aggregation and summarization techniques

Unit-C: Data Visualization Tools and Techniques

- Principles of data visualization



- Introduction to data visualization libraries like Matplotlib, Seaborn, and Plotly
- Plotting graphs, charts, and maps
- Interactive data visualization tools and dashboards

Unit-D: Interpretation and Application of Visualized Data

- Best practices in data visualization
- Interpreting visualized data for insights
- Communicating findings through visualized data
- Case studies and projects on real-world data visualization

Teaching / Assessment Methodology:

- Lectures and practical sessions
- Hands-on exercises and coding practices
- Projects and assignments
- Data visualization tool workshops
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. McKinney, W. (2018). Python for Data Analysis.
2. VanderPlas, J. (2017). Python Data Science Handbook.
3. Cairo, A. (2016). The Truthful Art: Data, Charts, and Maps for Communication.
4. Healy, K. (2019). Data Visualization: A Practical Introduction.



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Course Objectives:

The course on Information Security and Privacy aims to provide students with foundational knowledge and practices concerning information security and privacy concerns. It covers essential concepts, methodologies, and technologies to safeguard data and systems.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the fundamentals of information security and privacy.
CO2	Analyze potential vulnerabilities and threats to information systems.
CO3	Implement security measures to protect data and systems.
CO4	Apply privacy protection techniques in various data environments.

Course Content:

Unit-A: Introduction to Information Security

- Fundamentals of information security
- Types of security threats: cyber threats, social engineering, malware
- Security policies and compliance
- Risk assessment and management in information security

Unit-B: Cybersecurity Measures and Technologies

- Cryptography and encryption techniques
- Network security: firewalls, IDS/IPS
- Secure software development practices
- Endpoint security and access control

Unit-C: Data Privacy Protection

- Privacy laws and regulations (e.g., GDPR, CCPA)
- Privacy-enhancing technologies



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- Anonymization and de-identification techniques
- Privacy-preserving data mining and analysis

Unit-D: Implementation and Management of Security Measures

- Incident response and management
- Security auditing and compliance
- Ethical and legal considerations in information security
- Case studies on security breaches and their impact

Teaching / Assessment Methodology:

- Lectures and discussions
- Hands-on exercises and simulations
- Case studies and group projects
- Practical demonstrations of security tools
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. Schneier, B. (2015). Applied Cryptography: Protocols, Algorithms, and Source Code in C.
2. Ross, S. (2019). NIST Cybersecurity Framework: A Pocket Guide.
3. Cavoukian, A., & Jonas, J. (2013). Privacy by Design: The 7 Foundational Principles.
4. Anderson, R. (2015). Security Engineering: A Guide to Building Dependable Distributed Systems.



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Course Name: Computing for Data Science

Credits: 4

Course Objectives:

The course on Computing for Data Science is designed to equip students with the fundamental computational concepts and programming skills essential for data science. It covers key programming languages, data structures, and algorithms used in data analysis and manipulation.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Understand the core concepts of programming languages used in data science.
CO2	Implement data structures and algorithms for efficient data handling.
CO3	Apply computational techniques for data manipulation and analysis.
CO4	Develop basic data-driven applications using programming languages.

Course Content:

Unit-A: Introduction to Programming for Data Science

- Overview of programming languages for data science (Python, R, SQL)
- Basics of Python programming: syntax, data types, loops, and functions
- Data manipulation libraries in Python (NumPy, Pandas)
- Introduction to R programming and SQL for data retrieval

Unit-B: Data Structures and Algorithms

- Understanding data structures: arrays, lists, stacks, queues, trees
- Introduction to algorithms for sorting, searching, and data processing
- Implementation of data structures and algorithms in Python
- Algorithmic complexity and optimization techniques

Unit-C: Data Handling and Processing

- File handling and input/output operations in Python



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- Data preprocessing techniques: cleaning, transformation, and normalization
- Introduction to data visualization libraries (Matplotlib, Seaborn)
- Exploratory data analysis (EDA) using Python and R

Unit-D: Developing Data-Driven Applications

- Basics of web scraping and data extraction
- Building simple data-driven applications using Python or R
- Case studies on data-driven applications in various domains
- Ethical considerations in data collection and application development

Teaching / Assessment Methodology:

- Lectures, demonstrations, and coding exercises
- Hands-on programming assignments and projects
- Practical sessions and lab exercises
- Assessments through quizzes and exams

Grading:

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

Further Readings:

1. McKinney, W. (2018). Python for Data Analysis.
2. Golemund, G., & Wickham, H. (2017). R for Data Science.
3. Lutz, M. (2013). Learning Python.
4. Cormen, T. H., Leiserson, C. E., Rivest, R. L., & Stein, C. (2009). Introduction to Algorithms.



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Distance and Online Education (SCDOE)



Syllabus
Bachelor of Commerce
ODL/OL

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

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PEO, PO and PSO for B. Com

Program Educational Objectives (PEO's)

PEO1: To help the students to acquire managerial skills required in key business functional areas including accounting, finance, taxation, human resources, information technology and marketing.

PEO2: To help students implement advanced quantitative and qualitative accounting skills.

PEO3: To encourage the students to explore ethical standards of behavior and develop value based leadership.

PEO4: To develop the oral and written communication skills required to compete effectively in the global business world.

PEO5: To encourage the students to take a lead in the achievement of organizational objectives and contribute effectively in a team environment.

PEO6: To develop the students to be decision-makers and critical thinkers who use analytic and problem-solving skills.

Programme Outcomes (PO's)

PO1: To have deep understanding of business functions and operations

PO2: To acquire skills in critical thinking and analytical ability.

PO3: To effectively communicate and present complex information and ideas.

PO4: To generate sense of empathy, ethics and environment sustainability.

PO5: To create entrepreneurial acumen.

PO6: To display knowledge, skills and abilities towards innovation and research.

PO7: To cultivate expertise in interpersonal skills and teamwork.

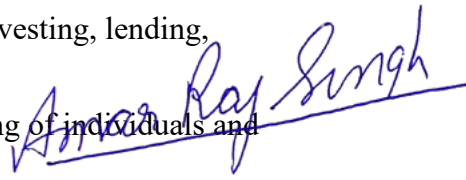
PO8: To effectively portray leadership in diverse business situations.

Programme Specific Outcomes (PSO's)

PSO1: To acquire knowledge of reporting and communicating financial information about individual and organization.

PSO2: To develop understanding of financial activities such as investing, lending, borrowing, budgeting and forecasting.

PSO3: To learn policies and procedures for successful tax planning of individuals and organizations.


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Program Structure/Syllabus Credit Scheme of B. Com (Hons.)

SEMESTER-I

S. No.	Course Name	Credits
1	Functional English-1	4
2	Principles of Management	4
3	Financial Accounting	4
4	Creativity Decoded	4
5	Open Elective: To be chosen from the elective list given below	4
Total		20

OPEN ELECTIVE

Sr No.	Course Name	Credits
1	Fundamentals of Journalism	4
2	Digital and Technological Solutions	4

SEMESTER-II

S. No.	Course Name	Credits
1	Entrepreneurship	4
2	Functional English -2	4
3	Computerized Accounting Systems	4
4	Human Resource Management	4
5	Open Elective: To be chosen from the elective list given below	4
Total		20

OPEN ELECTIVE

Sr No.	Course Name	Credits
1	Saying it with presentations	4
2	Consumer Behavior	4



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SEMESTER-III

S. No.	Course Name	Credits
1	Acing the Interviews though AI	4
2	Marketing Management	4
3	Marketing Research	4
4	Principles of economics	4
5	Open Elective: To be chosen from the elective list given below	4
Total		20

OPEN ELECTIVE

Sr No.	Course Name	Credits
1	Critical Thinking and Problem Solving	4
2	New Media	4

SEMESTER-IV

Sr. No.	Course Name	Credits
1	Business Statistics	4
2	Business Law	4
3	Financial Management	4
4	Organizational Behavior	4
5	Open Elective: To be chosen from the elective list given below	4
Total		20

OPEN ELECTIVE

Sr No.	Course Name	Credits
1	Advertising and Public Relations	4
2	Effective Negotiations	4



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SEMESTER-V

S. No.	Course Name	Credits
1	Taxation	4
2	Sales Management	4
3	Cost accounting	4
4	Corporate accounting	4
5	Open Elective: To be chosen from the elective list given below	4
Total		20

OPEN ELECTIVE

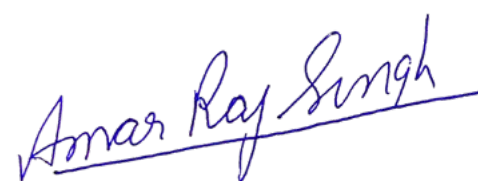
Sr No.	Course Name	Credits
1	Basics of Micro Finance	4
2	Banking Types and Services	4
3	Cultural Communication	4

SEMESTER-VI

S. No.	Course Name	Credits
1	Insurance Products and Purposes	4
2	Indirect Tax	4
3	Auditing Laws and Practices	4
4	Open Elective: To be chosen from the elective list given below	4
Total		20

OPEN ELECTIVE

Sr No.	Course Name	Credits
1	Advanced Micro Finance	4
2	Stock market and Investment	4



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SEMESTER-I



Course Name : Functional English I

Credits: 4

Course Objectives:

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

Course Outcomes:

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

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

Course Contents:

Unit- I

- Listening and Reading
- Unseen Passage
- Comprehension

Unit- II

- Functional English
- Specific fixed expressions
- Practice

Unit- III

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

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Unit- IV

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Suggested Reading:

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

Useful Websites

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



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Course Objectives:

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

Course Outcome:

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

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

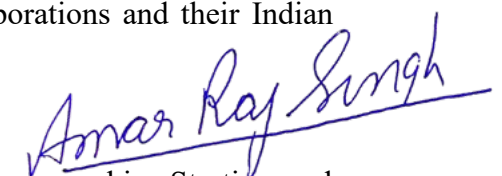
Course Content:

Unit –I: Understanding Business and Its Forms

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

Unit –II: Functional Aspects of Business

- (a) Administrative: Choice of a suitable form of business ownership. Starting and


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operating small venturing enterprises, Problems in starting a new business.

- (b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.
- (c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- (d) Finance: Money and banking, Financial management and securities markets, risk management and insurance
- (e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- (f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit –III: Process of Management

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

Unit –IV: Development of Management Thought

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

End Term Exam

- 30%
- 70%

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Required Books and Materials:

Text Book:

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

References:

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



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Course Objectives:

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

Course Outcome:

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

S.No.	Course Outcomes
CO 1	Understand different types of Accounts and differentiate in between.
CO2	Understand Accounting Cycle
CO 3	Purpose of Trial Balance.
CO 4	Understand why Trading, Profit and Loss Account and Balance Sheet is made.
CO 5	Understand the movement of cash in a business
CO 6	Will be able to pass Journal entries as well as post them in their respective Accounts.
CO 7	Prepare subsidiary books, Trial Balance and final accounts.
CO 8	Will be able to predict cash flows of a company.
CO 9	Full knowledge of Accounting Standards of India.

Course Content:

Unit-I: Introduction

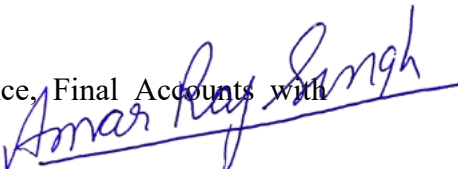
Basic overview of accounts, DRIL, CGOG, (Golden rules), understanding Accounting equations, introduction to Journal Entries, Ledger posting.

Unit- II: Ledgers and Books

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

Unit- III: Final Accounts

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



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Unit- IV: Ratio Analysis

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

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

Reference Book:

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



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Course Objectives:

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

Course Outcomes:

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

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

Course Content:

Unit-I: What is Creativity

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

Unit-II: Seeking An Artist's Mindset

- Mindful observation



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- Visualization
- Empathy
- Perspective
- Curiosity

Unit-III: Strengthening Creative Skills

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

Unit-IV: Shaping Your Creation

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

Teaching / Assessment Methodology:

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

Grading:

Internal Assessment 30%

End Term Exam 70%

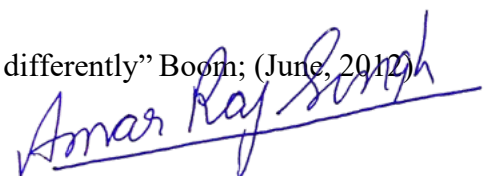
Books and Materials:

Text Books:

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

Reference Books:

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



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Course objective:

The objective of this course is designed to be a conceptual work based on the application of the principles of journalism. The course will equip the students in understanding the concepts of news, different forms of journalism and the role of media in a democracy.

Sl. No.	Course Outcome
CO1	Explain the process of writing for print
CO2	Explain the principles of writing for the print
CO3	Understand the different forms of journalism
CO4	Understand the role of media in a democracy
CO5	Report & write news for print.
CO6	Perform exercise of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, Revise, Cross checking, headlines writing and making intros.
CO7	Write stories covering various beats, writing follow-up stories.

Course Content:

Unit - A: Concept of News

- Basics of News
- Components of News: Ingredients and elements of news
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline and printline.
- Structure of a Newspaper: masthead, ear panel, editorials, features, letters to editor, Columns.

Unit - B: Language of news-

- Principles of clear writing
- essential skills to write news
- 5 w and 1 H
- structure of News
- inverted pyramid Sociology of news: Factors affecting news treatment



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- Paid news
- Politics of news
- Neutrality and bias in news

Unit - C: News Gathering Techniques:

- Criteria for news worthiness
- Principles of news selection
- Writing Headlines for News Stories
- Writing Intro
- Gatekeeping
- Sources of news gathering: Speeches, Meetings, News Conferences, Use of Internet

Unit - D: Different forms of Journalism

- Traditional Media
- Print
- Electronic
- Broadcast
- Digital Journalis

Teaching / assessment methodology

- Synchronous lectures
- Lectures on lms
- Assignments
- Quizzes
- Project report

Grading:

Internal assessment 30%

End term exams 70%

Required Books and Materials:

Reference Books:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.


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3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006 T.J.S.
6. George: *Editing – A Handbook for Journalists*.



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Course Objectives:

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

Course Outcomes:

After completing this course, you will be able to:

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

Course Content:

Unit- I: Knowing computer:

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard


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copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

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

Unit- III: Introduction to the C Language

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

Unit- IV: Functions, Arrays and Pointers

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

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

Teaching / assessment methodology:

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

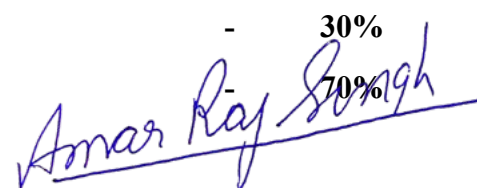
Grading:

Internal assessment

End Term Exam

- 30%

- 70%



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TEXTBOOKS:

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

REFERENCE BOOKS:

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



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SEMESTER II

Course Name: Entrepreneurship



Credits: 4

Course Objectives:

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

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Define Entrepreneurship and outline its essence.
CO2	Explore the various entrepreneurial business models and opportunities available in contemporary India.
CO3	Clearly define the basics of the entrepreneurial spirit like one to 'Be a job creator rather than a job seeker'.
CO4	Develop an understanding of the benefits and risks associated with each of them.
CO5	Select and set a target market associated with each of the contemporary models.
CO6	Enumerate and explain the similarities and dissimilarities amongst them all.
CO7	Adapt and develop any of these entrepreneurial models at any stage of their life.

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CO8	Make a comparison with the traditional business models and understand the need for change in the middlemen dominated system of distribution.
CO9	Formulate a strategic, tactical and operational modus operandi of these business models.

Course Content:

Unit –I: Introduction to Entrepreneurship

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

Cash Flow Quadrant - Robert T. Kiyosaki

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

Distribution Systems

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

Formulation of an Ideal Business

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

Unit –II: Setting up of the small-scale business

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

Understanding unicorns

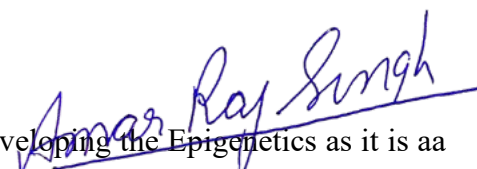
The magic of thinking big, Understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? , USP and problem they solved.

Discovering Ideas

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

Why, How & What?

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


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Unit –III: Borrowing Ideas and creativity

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

Finding a problem in the marketplace

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

Business Plan

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

Unit - IV: Social Entrepreneurship

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

Case related to Social Entrepreneurship

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

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

Ashoka - Founders, History, Distribution channel, pricing and products

Intrapreneurship

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

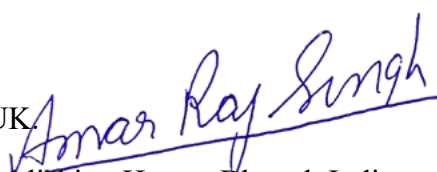
- 30%

End Term Exam

- 70%

Readings:

1. \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
2. Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.


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



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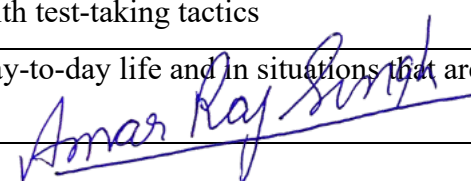
Course Objectives:

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

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Strengthen their communicative abilities.
CO2	Helps decide which level of education one should pursue.
CO3	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO4	Prepare for the IELTS test by coming up with test-taking tactics.
CO5	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO6	Develop full fluency in the language.
CO7	Acquire certain words and expressions that may be used in a variety of contexts, such as at work, when travelling, or while meeting new people.
CO8	Learn more about themselves as well as others by improving their ability to listen.
CO9	Make connections between the concepts on the page and what you already know through effective reading.
CO10	Write and express their thoughts mindfully and express fully.
CO11	Concentrate more effectively.
CO12	Know the importance of how one should concentrate to success.
CO13	Helps become aware of fresh opportunities.
CO14	Increase their results on the IELTS test in each of the four abilities.
CO15	Prepare for the IELTS test by coming up with test-taking tactics
CO16	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO17	Develop full fluency in the language



Course Content

Unit- I:

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

Unit- II:

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

Unit-III:

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

Unit- IV:

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

L. Thimmesha- Functional English



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Course Objectives:

- Students are trained to operate accounting software (Tally).
- All students irrespective of their backgrounds can learn the practical accounting with the help of software.
- This course will broadly deal in fundamentals of Tally, creating accounting masters, inventory masters, voucher entry and generating reports.
- After completion of this course student will be having complete knowledge of tally and will be able to use this software for practical accounting.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Learn basics of accounting
CO2	Payroll management
CO3	Will be able to operate accounting software tally ERP 9
CO4	Will know how to generate basic accounting reports from tally ERP

Course Content:

Unit-I: Basics of Accounting

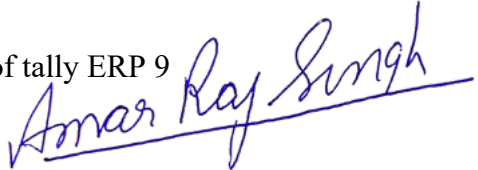
- Accounting principles
- Double entry system
- Financial statements.

Unit-II: Fundamentals of tally

- Creating accounting masters in tally ERP 9
- Creating inventory masters in tally ERP 9
- Voucher entry in tally ERP 9

Unit-III: Generating reports

- Generating basic reports in tally ERP 9
- Multilingual capabilities and technological advantages of tally ERP 9



Unit-IV: Advanced approaches

- Advanced accounting in tally
- Advanced inventory in tally
- Job costing

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Computerized Accounting System, Sahaj Publications, Tally ERP 9 Volume 1 & 2



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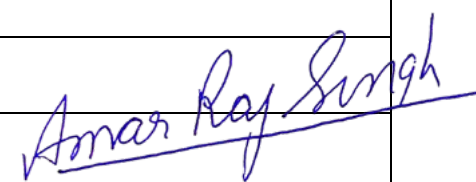
Course Objectives:

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

Course Outcome:

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

Sr.No	Course Outcome
CO1	Understand the importance and aspects of human resource in an organization
CO2	Delineate process of job analysis and job design.
CO3	Elucidate the process of human resource planning.
CO4	Understand the concept of recruitment and selection.
CO5	Recognize the best methodology in welfare and security measures for employees.
CO6	Discuss the general guidelines followed for administering discipline in an organization.
CO7	Understand the concept of Industrial Relations.
CO8	Constructing training and development programs for the employees.
CO9	Effectively run a performance appraisal program
CO10	Knowing your employees and look out for their welfare.
CO 11	Designing better retention policies for employees.
CO 12	To effectively handle discipline among employees



Course Content:

Unit- I: Human resource planning

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

Unit- II: Recruitment, Selection and Job Analysis

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

Unit- III: Training and development

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

Unit- IV: Performance Appraisal

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

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

Reference Book:

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


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Course Objectives:

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

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Basics of Good presentation
CO2	Understand the concept of the most important components of a presentation
CO3	Understand the importance of choosing an appropriate topic
CO4	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO5	Understand the role of eyes and voice while creating a presentation
CO6	Know how to observe and influence the audience while giving a presentation
CO7	Time management skills in presentation
CO13	Understand the ways to look, address, and take care of the audience

Course Content:

Unit- I

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



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Unit- II

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

Unit- III

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

Unit- IV

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Books and Materials:

Further Reading:

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


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



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Course Objectives:

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

Course Outcome:

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

Sr. No.	Course Out Come
CO1	Understand core concepts in consumer behavior
CO2	Become aware of process of consumer decision making
CO3	Understand the variables influencing CB
CO4	Know how behavior can be changed
CO5	Realize key considerations of behavior while developing marketing strategy
CO6	Use concepts consumer psychology for strategy development
CO7	Take decisions with reference to psychological & environmental factors
CO8	Understand complexity of consumer behavior
CO9	Develop marketing strategy

Course Content:

Unit- I: Introduction to consumer behavior and marketing Strategy

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

Unit- II: Consumer Involvement and process in consumer behavior

- Consumer involvement
- Information search
- Evaluative criteria & selection

Unit- III: Process & output stage in CB

- Motivation
- Perception
- Attitude
- Personality & self-concept

Unit- IV: Social & cultural settings

- Consumer Behaviour Models
- Family Influence on Consumer Behaviour



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- Children's Influence on Consumer Behaviour
- Social Class Influence on Consumer Behaviour
- Culture
- Economic and Political Influence on Consumer Behaviour

Teaching / assessment methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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

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SEMESTER-III

Course Name: Acing Interview through AI



Credits: 4

Course Objectives:

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

Course outcome:

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

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

Course Content:

Unit-I: Introduction

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit-II: Research before interview

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

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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Unit-III: Preparation

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

Unit-IV: Types of Questions

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

Teaching / Assessment Methodology:

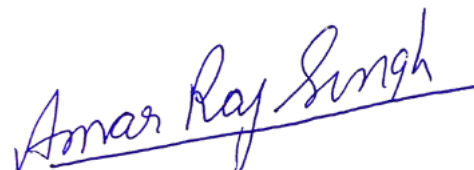
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

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



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Course Objectives:

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

Course Outcome:

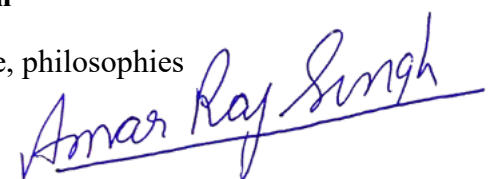
At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Understand core concepts in marketing
CO2	Become aware of marketing as open system
CO3	Understand the complexities of human behavior in marketing
CO4	Know how target markets are selected & positioned
CO5	Realize the basic pillars on which marketing is built
CO7	Use concepts of needs, wants & demand & chose appropriate marketing concept
CO8	Take decisions with reference to environment
CO9	Develop target markets & facilitate sales

Course Content:

Unit-I Understanding the Marketing Process and Segmentation

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



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Unit-II: Targeting, Positioning and Marketing Program

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

Unit-III: Pricing Strategies, Promotion and communication

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

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

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

- 30%

End Term Exam

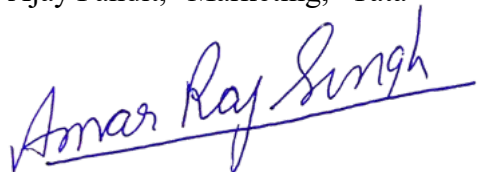
- 70%

Required Books and Materials:

1. Philip Kotler, Keller, Koshy and Jha, "Marketing Management," 14e, Pearson Education, New Delhi

Reference Book:

1. Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, "Marketing," Tata McGraw Hill, New Delhi



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Course Objectives:

Marketing Research is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation. Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.

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

Course Outcomes:

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

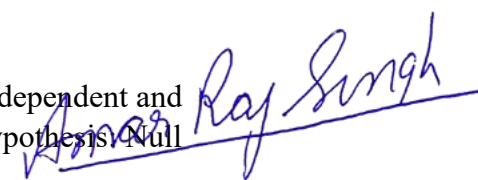
S.No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire
CO 5	How to select a sample and determine sample size
CO 6	Identify marketing problems faced by companies
CO 7	Plan appropriate research design
CO 8	Design questionnaire and draw an appropriate sample for data collection

Course Content:**Unit-A: Types and Methods of Research**

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

Unit-B: The Language of Research

Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables. Hypothesis, Null



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hypothesis, Research Hypothesis, criteria of good hypothesis. Essential constituents of Literature Review.

Unit-C: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgement sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-D: Report Writing

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Suggested Readings:

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



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Course Objectives:

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

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Evaluate price change in markets applying working of market forces viz. supply and demand.
CO2	Understand the pricing strategy using concept of elasticity of demand and supply.
CO3	Know the production function and costs involved to determine the least cost combination of inputs to maximize profit.
CO4	Analyze impact of competition on working of a firm through the understanding of different market structures.
CO5	Describe the nature of economics in dealing with the issue of scarcity.
CO6	Draw demand and supply curves.
CO7	Perform supply and demand analysis to analyze the impact of economic events on markets.
CO8	Calculate and predict the change in demand due to change in price and income using elasticity of demand.
CO9	Analyze the behavior of consumers in terms of demand for various products.
CO10	Evaluate the relevant costs of business decisions
CO11	Analyze the performance of firms under different market structures.


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Course Content:

Unit- I: Basic Economic Concepts and Overview

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

Unit- II: Utility and Consumer Choices

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

Unit-III: Production and Costs

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

Unit-IV: Market Structures

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

End Term Exam

- 30%
70%
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Required Books and Materials:

Text Book:

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

Reference Books:

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



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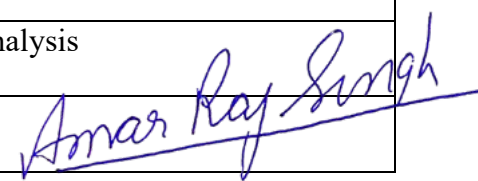
Course Objectives:

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

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Write a research proposal



Course Contents:

Unit-I: Language of Reasoning

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit-II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit-III: Breaking up of Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit-IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

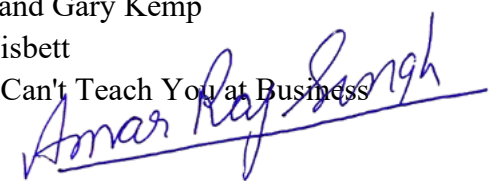
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

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



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Course Objectives:

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

Course Outcomes:

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

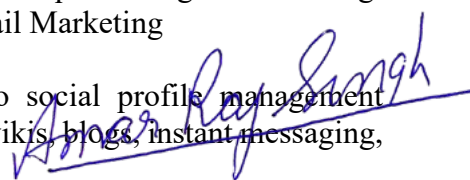
Sl. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for communication.
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

Course Content:

Unit - A: Introduction to New Media: Introduction to concepts of digitization and convergence, Introduction to Internet, World Wide Web (WWW), Search Engines, Multimedia elements and Interactivity.

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

Unit - C: Social media: Social networking; Introduction to social profile management products- Facebook, Social Collaboration: virtual community- wikis, blogs, instant messaging,



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YouTube, Blogging: a brief history of blogs, blogs as narratives, Digital Divide, Security issues in using digital technology

Unit - D: Writing for New Media: Blogs, Micro blogging & Social networking/Facebook/Twitter/RSS feeds, Digital marketing, Emails etc. Digital Story telling formats, Content writing, editing, reporting and its management

TEACHING / ASSESSMENT METHODOLOGY:

- Synchronous lectures
- Lectures on lms
- Assignments
- Quizzes
- Project report

Grading:

Internal assessment 30%

End term exams 70%

Required Books and Materials:

Reference Books:

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



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SEMESTER IV

Course Name: Business Statistics



Credits: 4

Course Objective:

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

Course Outcomes:

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

Course Content:

Unit- I: Data Organization & Central Tendency

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

Unit- II: Probability

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

Unit- III: Decision Theory & Index Numbers

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

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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

Unit- IV: Correlation, Regression Analysis

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment

- 30%

End Term Exam

- 70%

Textbook:

1. J K Sharma, “Business Statistics,” Pearson Education, New Delhi
2. S. P. Gupta, “Statistical Methods,” Sultan Chand & Sons

Reference Book:

1. Richard Levin and S. Rubin, “Statistics for Management”, Pearson Education, New Delhi

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Course Objectives:

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

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Describe the source of law
CO2	Acquire adequate knowledge of the basic concepts of laws
CO3	Properly define and discuss legal issues of general concern.
CO4	Implement basic legal principles and explain fundamental legal terms.
CO5	Use analytical skills when applying substantive law to fact situations.
CO6	Search legal information from different sources.
CO7	Identify the elements of a contract and legal issues
CO8	Identify the role of the Constitutional Law and the fundamental rights
CO9	Apply the fundamentals in their daily affairs of their life.

Course Content:

Unit-I:

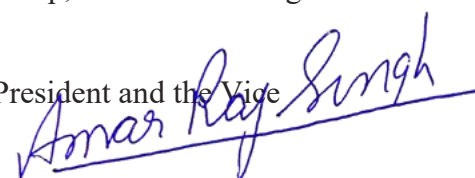
Definition of Law, Nature and scopes of Law, Kinds of Law, Purpose of Law, Source of Law- Custom, Precedent, Legislation, Some other source of law, Law & morals,

Unit-II:

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

Unit-III:

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



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Unit-IV:

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

Teaching / Assessment Methodology:

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

Grading:**Internal assessment**

- 30%

End Term Exam

- 70%

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

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



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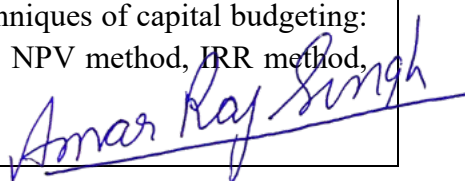
Course Objectives:

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

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Understand the nature and scope of financial management (Why do we need financial management; Wealth maximization Vs. Profit maximization)
CO2	Understand the ways in which a business is financed (Equity, debt, bonds etc.)
CO3	Understand the significance of the concept of time value of money
CO4	Understand the types and characteristics of major financial instruments (shares, debentures, bonds)
CO5	Assimilate the theory basics behind tools of financial decision making such as capital budgeting and cost of capital
CO6	Make out the advantages and disadvantages of financial techniques such as operating and financial leverages
CO7	Calculation involving financing a business. Finding out which sources of finance to prefer over the others (Estimation of cost of equity, debt, bonds & debentures)
CO8	Calculating the present and future values of cash flows using formulae for time value of money. Assists in realizing the underlying factors such as uncertainty, inflation, opportunity cost)
CO9	Calculation of non-discounted and discounted techniques of capital budgeting: Pay-back method, Average rate of return method, NPV method, IRR method, Profitability index. (Assists in understanding project feasibilities)



CO10	Computation of specific elements of cost of capital: Cost of debt, Cost of equity plus the usage of CAPM & WACC models
CO11	Basic calculation of degrees of operating and financial leverages, EPS and EBIT levels

Course Content:

Unit I: Introduction and Financial Planning

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

Unit II: Time Value of Money and Cost of Capital

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

Unit III: Capital Budgeting

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

Unit IV: Financial Decisions and Management

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

Teaching / Assessment Methodology:

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

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Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Text Book:

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

Further Readings:

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



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Course Objectives:

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

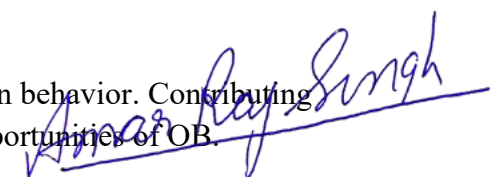
Course Outcomes:

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

Sr. No.	Course Outcomes
CO 1	Understanding individual behavior and attitude at a workplace.
CO2	Identify different personality types based on Big five model and MBTI.
CO 3	Study the relationship between motivation and performance.
CO 4	Identify common errors in perception.
CO 5	Understand how groups are formed and work in an organization.
CO 6	Address to the different leadership styles, conflict management techniques and stress management process.
CO 7	Knowledge of different organizational designs and its elements.
CO 8	Identify personalities of individual using models like MBTI and Big five model.
CO 9	Avoid biasness and other perceptual errors while decision making processes.
CO 10	To motivate one's subordinates and employees.
CO 11	To lead successfully and handle groups for higher returns.
CO 12	Effectively handle conflict and stress at work place.
CO 13	Construct an organizational structure.

Course Content:

UNIT-I Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.



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UNIT-II The individual behavior: Attitude and job related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

UNIT-III The Group behavior: Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.

UNIT-IV The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work
- Grading:
- Internal assessment

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Robbins, S, “Organizational Behaviour” 15th Edition, Pearson Education, New Delhi.

References:

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



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Course Objectives:

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

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of Public Relations
CO2	Explain important theories of Public Relations
CO3	Explain various tools of PR and writing for PR
CO4	Write for PR internal publics and media
CO5	Write for press release, press briefs etc
CO6	Understand the concept of Advertising
CO7	Understand types of Advertising Agencies
CO8	Understand the working of Advertising Agencies

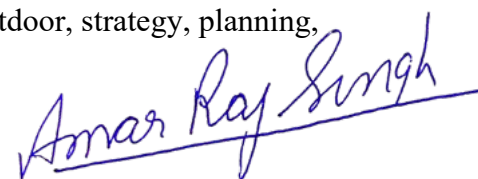
Course Content:

UNIT-I

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

UNIT II

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



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UNIT-III

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

UNIT-IV

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

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work
- Grading:
- Internal assessment

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Reference Books:

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



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Course Description:

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

Course Outcomes:

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

Sl. No.	Course Outcome
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.

Course content:

Unit- I

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



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Unit- II

- Benefits of setting Affirmations
- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit- III

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

Unit- IV

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

Teaching / Assessment Methodology:

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

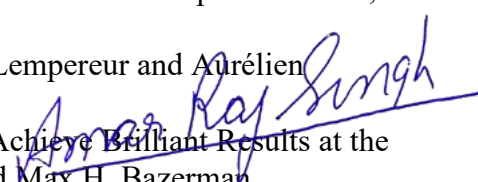
Grading:

Internal assessment

End Term Exam

Further Readings

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


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SEMESTER V



Course Name : Taxation

Credits: 4

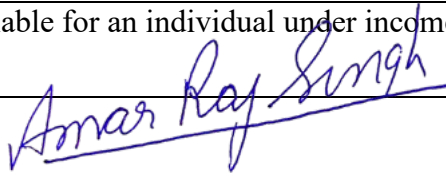
Course Objectives:

This course will simplify the understanding of Income Tax and its practical understanding of the Law and making it is to Save Tax.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Can define tax avoidance, tax evasion and tax management
CO2	Knowledge about different forms and their usage.
CO3	File an ITR of an Individual.
CO4	Will be able to calculate the income of an Individual.
CO5	Calculate income from Salaries, House property, capital gains, Business and Profession, and Income from other sources.
CO6	Powers and procedures laid down by the act and its applications.
CO7	Rules laid down to calculate the sources of income under different heads.
CO8	Deductions available for an individual under income tax act.
CO9	Differentiate between types of income and sources of income for an individual.
CO10	Types of heads of income.
CO11	Will be able to recognize the nature of a transaction and rules to treat the same under Income tax act.
CO12	Define different terms used in Income Tax.
CO13	Will be able to apply rules laid down under income tax act to save tax.
CO14	Knowledge about deductions and exemptions available for an individual under income tax act.


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Course Content:

Unit-I:

Introduction of Income Tax, Basic Concepts, Difference between Revenue and Capital, Basis on which Tax is imposed and Exempted Income

Unit-II:

Understanding types of Income, Income from Salaries, and Income from House property.

Unit-III:

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

Unit-IV:

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Direct Taxes Law & Practice" by Dr. Vinod K. Singhanian and Dr. Kapil Singhanian
- "Income Tax Law and Practice" by V.P. Gaur and D.B. Narang
- "Students' Guide to Income Tax" by Dr. Vinod K. Singhanian and Dr. Monica Singhanian
- "Income Tax: Theory, Law & Practice" by Dr. H.C. Mehrotra and Dr. S.P. Goyal



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Credits: 4

Course Objectives:

The course in Sales Management aims to develop students' skills in planning, organizing, and leading sales teams to achieve organizational sales goals. It provides an understanding of sales strategies, customer relationship management, and the importance of effective sales leadership.

Course Outcome:

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

Sr. No.	Course Outcome
CO1	Explain the key principles of sales management.
CO2	Develop effective sales strategies and plans.
CO3	Understand customer relationship management and its role in sales.
CO4	Lead and motivate a sales team to achieve targets.

Course Content:

Unit-A: Introduction to Sales Management

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

Unit-B: Sales Strategy and Planning

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

Unit-C: Customer Relationship Management (CRM)

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



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Unit-D: Sales Leadership and Team Management

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

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and role plays

Grading:

Internal assessment: - 30%

End Term Exam: - 70%

Further Readings:

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



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Course Objectives:

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

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Prepare cost sheet
CO2	Interpretation of cost sheet.
CO3	Material control, requisition, issuance and cost control of the same.
CO4	Unit price its meaning and calculation.
CO5	Preparation of budget and its importance for the company.
CO6	Job and cost control.
CO7	Reconciliation of cost and financial accounts.
CO8	Differentiate between cost and financial accounting.
CO9	Preparation of cost Sheet.
CO10	Issue of material, requisition and calculation of cost control.
CO11	Calculation of absorption of cost under different departments.
CO12	Job and process costing.

Course Content:

Unit I:

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

Unit II:

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


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Unit III:

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

Unit IV:

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

Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan
- "Principles of Cost Accounting" by Edward J. Vanderbeck and Maria R. Mitchell
- "Cost Accounting: Foundations and Evolutions" by Kinney and Raiborn
- "Managerial and Cost Accounting" by Larry M. Walther and Christopher J. Skousen



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Course Objectives:

To provide the students' knowledge about use of costing data for planning, control and decision making.

Course Outcome:

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

Sl. No.	Course Outcome
CO1	Accounting of Issue of Shares
CO2	Passing journal entries for issue of shares
CO3	Forfeiture and Redemption of Shares & Debentures
CO4	Accounting for managerial remuneration and Bonus Shares
CO5	External and Internal Reconstruction - Amalgamation
CO6	Understanding Royalty Accounts
CO7	Understanding the concept of corporate accounting.
CO8	Valuation of Shares and Goodwill
CO9	Interpretation of financial statements
CO10	Accounting for Amalgamation, Absorption and Reconstruction of Companies.

Course Content:

Unit-I:

Accounting for Issue, Forfeiture and Re-issue of shares. Accounting for Issue and Redemption of Debentures.

Unit-II:

Final Accounts of Companies. Valuation of Shares and Goodwill.

Unit-III:

Accounting Issues related to Amalgamation, Absorption and Reconstruction of Companies; Accounts related to Liquidation of Companies.

Unit- IV:

Accounting for Holding and Subsidiary Companies. Royalty Accounts and Insurance Company Accounts



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Teaching / Assessment Methodology:

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

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- "Corporate Accounting" by Naseem Ahmed
- "Corporate Accounting" by Dr. S.M. Shukla
- "Corporate Accounting" by Jain S.P. and Narang K.L.
- "Advanced Accounting" by R.L. Gupta and M. Radhaswamy



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Course Objectives:

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

Course Outcome:

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

S. No.	Course Outcomes
CO 1	Define the concept of microfinance and its significance
CO 2	Explain the principles and functions of microfinance institutions
CO 3	Analyze the role of microfinance in promoting financial inclusion
CO 4	Understand the basics of microcredit and its application
CO 5	Evaluate the impact of microfinance on poverty alleviation
CO 6	Develop an understanding of microfinance regulations and challenges
CO 7	Discuss case studies illustrating successful microfinance initiatives
CO 8	Formulate a basic microfinance plan for a hypothetical scenario
CO 9	Identify ethical considerations in microfinance practices
CO 10	Critically assess the future trends and innovations in microfinance

Course Content:

Unit-I: Introduction to Micro Finance


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

Unit-II: Microcredit and Financial Inclusion

- Basics of microcredit
- Group lending vs. individual lending
- Financial inclusion and its role in poverty reduction
- Challenges and opportunities in microfinance

Unit-III: Impact Assessment and Case Studies

- Evaluating the impact of microfinance programs



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- Case studies of successful microfinance initiatives
- Lessons learned from failures in microfinance

Unit-IV: Regulatory Framework and Future Trends

- Regulatory framework for microfinance institutions
- Ethical considerations in microfinance
- Future trends and innovations in microfinance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment - 30%

End Term Exam - 70%

Further Readings:

- Beatriz Armendariz and Jonathan Morduch (2005). The Economics of Microfinance.
- Joanna Ledgerwood (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- Thomas Dichter, Malcolm Harper (2007). What's Wrong with Microfinance?



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Course Name: Banking: Types & Services

Credits: 4

Course Objectives:

The course on Banking: Types & Services is designed to provide students with a comprehensive understanding of the banking industry, its various types, and the range of services offered. It covers essential knowledge about banking operations, financial products, and customer services.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the different types of banks and their functions.
CO 2	Describe various banking services and financial products.
CO 3	Analyze the importance of customer service in banking.
CO 4	Evaluate emerging trends and challenges in the banking sector.

Course Contents:

Unit-A: Introduction to Banking and Types of Banks

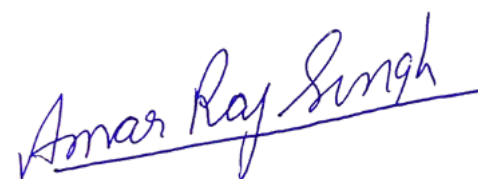
- Overview of the banking industry
- Structure of Indian Banking System
- Functions and roles of different types of banks
- Central Banking System
- Reserve Bank of India
- Banking regulations and governance

Unit-B: Banking and Indian Financial System

- Retail Banking services
- Financial Services
- Money Markets
- Capital Markets
- Non-Bank Financial Intermediaries

Unit-C: Customer Service and Challenges in Banking

- Customer Service and Satisfaction
- Quality of service and customer satisfaction



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- Cybersecurity and risk management in banking
- Financial inclusion and social banking initiatives
- Sustainability and environmental banking practices

Unit-D: Technology in Banking

- Evolution of technology adoption in Indian Banks
- Digital banking platforms in India
- Unified Payments Interface (UPI) and Aadhaar-enabled payment system (AEPS)
- Role of fintech companies in transforming Indian banking
- Future Trends and Innovations in Indian banking

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and reports
- Quizzes and assessments

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions.
- Rose, P. S., & Hudgins, S. C. (2014). Bank Management & Financial Services.
- Casu, B., Girardone, C., & Molyneux, P. (2015). Introduction to Banking.



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Course Objectives:

In this course the student will be able to learn about

- Major terms and concepts related to cultural communication.
- Identify factors that can influence the cultural communication process.
- Understand how communication processes differ among cultures.
- Identify challenges that arise from cultural differences in intercultural interactions and learn ways to creatively address them.
- Discover the importance of the roles of context and power in studying cultural communication.

Sl. No.	Course Outcome
CO1	Understand Cultural Communication emphasizes the influence of culture on the communication process, including differences in values, message systems, nonverbal communication and communication rules.
CO2	Student should be able to understand the awareness and appreciation for the complexity of intercultural communication skills in everyday situations.
CO3	By studying cultural communication students will develop a greater tolerance and understanding of cultural differences in personal and professional interactions.

Course Content:

Unit - A:

- Culture: Definition; Concept and Scope
- Culture of Punjab and various sub-cultures
- Relationship between Culture and Communication;
- Different approaches to the Study of Inter-cultural communication; Cultural patterns; values, norms and perceptions.
- Traditional and Modern Media as Vehicles of Inter-cultural communication

Unit - B:

- Inter-cultural Communication in Cyber Space;



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- Globalization, Localization
- Cultural collisions, clashes, shocks and assimilations;
- Strategies for Managing Inter-cultural conflicts.

Unit - C:

- Definition and issues in International Communication: Political, economic and cultural dimensions of international communication
- International Media systems, Global Print Media, Global Broadcasting;
- Comparative Media systems, Control and Ownership of the Media

Unit - D:

- Impact of new communication technologies on media messages;
- Satellite communication
- Computerization and digitization of global media;
- Internet and International news flow
- International concerns about cyber news;
- Effects of globalization on media systems and their functions.

Teaching / Assessment Methodology:

- Synchronous lectures
- Lectures on lms
- Assignments
- Quizzes
- Project report

Grading:

Internal assessment	30%
End term exams	70%

Books and Materials:

Reference Books:

- Global Media: The new missionaries of global capitalism, Herman, & Robert W. McChesney, A& C Black (2001).
- Global Media, Neoliberalism and Imperialism, Robert McChesney, Blackwell Publishing (2005).

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- Transnational Media and Third World Development, William H. Meyer, Greenwood Press (1988).
- International Communication & Globalization, Ali Mohammadi, Sage Publication (1997).
- The Media and Globalization, TerhiRantanen, Sage Publication (2005).
- International Communication: An introduction, DayaKishanThussu, Sage Publication (2012).
- Handbook of International Communication, William. B. Gudykunst, Bella Mody, Sage publications (2002)

A handwritten signature in blue ink that reads "Amar Ray Singh". The signature is written in a cursive style and is underlined with a single horizontal line.

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SEMESTER VI



Course Name: Insurance: Products & Purposes

Credits: 4

Course Objectives:

The course on Insurance: Products & Purposes is designed to provide students with a comprehensive understanding of insurance products and their significance in the banking and insurance sector. It covers various types of insurance, their purposes, and how they contribute to risk management and financial planning.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of insurance products.
CO 2	Identify and evaluate different types of insurance policies.
CO 3	Explain the purposes of insurance in personal and business contexts.
CO 4	Analyze the role of insurance in financial planning and risk management.

Course Contents:

Unit-A: Introduction to Insurance

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage
- Annuities and retirement planning
- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability
- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance

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Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and policy analysis
- Quizzes and assessments

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.
- Black, K. W. (2015). Business Risk and Insurance.



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Course Objectives:

The Indirect Taxes course in the Financial Management specialization aims to provide students with a comprehensive understanding of indirect taxation regulations, compliance, and its impact on financial management. The course will cover topics such as the fundamentals of indirect taxes (with a focus on GST), registration, filing, and implications for financial decision-making.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the principles and fundamentals of indirect taxes, especially Goods and Services Tax (GST).
CO 2	Evaluate the impact of indirect taxes on financial transactions.
CO 3	Apply GST registration and compliance procedures.
CO 4	Analyze the financial implications of indirect taxes on businesses.
CO 5	Demonstrate proficiency in filing and documentation for GST and other indirect taxes.
CO 6	Understand the implications of indirect taxes on supply chains and pricing strategies.
CO 7	Evaluate the role of indirect taxes in financial planning and budgeting.
CO 8	Analyze the role of indirect taxes in international trade and cross-border transactions.
CO 9	Discuss ethical considerations in the compliance of indirect taxes.
CO 10	Stay updated on emerging trends and changes in indirect tax regulations.

Course Content:

Unit-A: Introduction to Indirect Taxes (with a focus on GST)

- Overview of indirect taxes and their significance
- Principles and fundamentals of GST
- Comparison with previous taxation systems
- GST Council and regulatory framework

Unit-B: GST Registration and Compliance



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- GST registration process and eligibility
- Input tax credit and reverse charge mechanism
- GST compliance and filing requirements
- GST audit and assessment

Unit-C: Financial Implications of Indirect Taxes

- Impact of indirect taxes on pricing and costing
- Indirect taxes and financial statements
- Indirect taxes and working capital management
- Indirect taxes and financial decision-making

Unit-D: Indirect Taxes in International Trade and Ethical Considerations

- GST in import and export transactions
- Implications of indirect taxes on cross-border trade
- Ethical considerations in indirect tax compliance
- Case studies on ethical dilemmas in indirect tax compliance

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on an indirect tax compliance case

Grading:

- Midterm exams: 30%
- Assignments: 20%
- Group project: 50%

Further Readings:

- Saini, M. (2019). *GST: How to Meet Your Obligations*.
- Jain, S. (2018). *Goods and Services Tax: Law and Practice*.
- Garg, M., & Arora, M. (2019). *GST: Concepts and Road Ahead*.



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Course Objectives:

- This course is intended to acquaint the student with auditing standards and the general procedures required in conducting an audit.
- The purpose of an audit is to render an opinion as to the fair presentation of the financial statements.
- Auditing procedures vary from accounting firm to accounting firm; therefore, the methods found in this text are of a general nature and can be adapted to methods found in any accounting firm.
- Because of the heightened attention to the auditing profession, an integral part of this course involves attention to current events surrounding the auditing profession.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Demonstrate an understanding of the nature and scope of auditing and related services.
CO2	Describe and discuss the regulatory framework of auditing and related services.
CO3	Show understanding and explain the ethical standards of an auditor.
CO4	Explain the stages of an audit and methods of gathering audit evidence.
CO5	Show understanding and be able to interpret different types of audit reports.

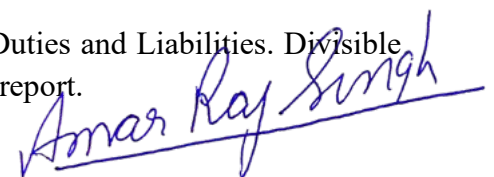
Course Content:

Unit – I Introduction: Meaning and Objectives of Auditing. Types of Audit, Internal Audit. Audit Process: Audit Programme, Audit and book, working papers and evidence, Preparation before commencing of Audit.

Unit – II Internal Check System: Routine Checking, Internal Check and Test Checking. Internal Control and Audit Procedure.

Unit – III Vouching, Verification of Assets and Liabilities

Unit – IV Company audit: Appointment of auditor, Powers, Duties and Liabilities. Divisible Profits and Dividend. Auditor’s report: Cleaned and Qualified report.



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Unit – V Investigation: Objectives, Difference between audit and investigations, Process of Investigation. Special audit of Banking Companies, Educational, Non Profit Institutions and Insurance Companies.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

1. "Auditing and Assurance Services" by Alvin A. Arens and Randal J. Elder
2. "Principles of Auditing & Other Assurance Services" by Ray Whittington and Kurt Pany
3. "Auditing: A Risk-Based Approach to Conducting a Quality Audit" by Karla M. Johnstone, Audrey A. Gramling, and Larry E. Rittenberg
4. "Modern Auditing and Assurance Services" by Philomena Leung, Paul Coram, and Barry J. Cooper



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Course Objectives:

The Advanced Microfinance course is designed to provide students with an in-depth understanding of advanced concepts and practices in microfinance. The course will delve into specialized areas such as impact investing, financial innovations, risk management, and the use of technology in microfinance.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Evaluate advanced models of microfinance institutions
CO 2	Analyze the role of impact investing in microfinance
CO 3	Examine financial innovations in microfinance
CO 4	Understand risk management strategies in microfinance
CO 5	Assess the use of technology in microfinance
CO 6	Critically analyze the ethical considerations in advanced microfinance
CO 7	Apply quantitative methods in microfinance research
CO 8	Formulate strategies for sustainable microfinance operations
CO 9	Discuss case studies of successful advanced microfinance initiatives
CO 10	Stay informed about current trends and innovations in advanced microfinance

Course Content:

Unit-A: Advanced Microfinance Models

- Review of traditional microfinance models
- Evolution and trends in advanced microfinance models
- Critique of different organizational structures in microfinance institutions
- Regulatory challenges and opportunities

Unit-B: Impact Investing in Microfinance

- Understanding impact investing
- Socially responsible investing in microfinance
- Case studies of successful impact investment projects



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- Measurement and evaluation of social impact

Unit-C: Financial Innovations in Microfinance

- Introduction to financial innovations
- Microinsurance and microsavings
- Fintech in microfinance
- Crowdfunding and peer-to-peer lending

Unit-D: Risk Management and Technology in Microfinance

- Risk assessment and mitigation strategies
- Technology applications in microfinance
- Mobile banking and digital payments
- Cybersecurity considerations in microfinance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Research project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Joanna Ledgerwood (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- Morduch, J., & Haley, B. (2002). Analysis of the Effects of Microfinance on Poverty Reduction.
- Beatriz Armendáriz & Marc Labie (2011). The Handbook of Microfinance.
- Elisabeth Rhyne (2001). Mainstreaming Microfinance: How Lending to the Poor Began, Grew and Came of Age in Bolivia.



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Course Objectives:

The Stock Market and Investment course aim to provide students with a comprehensive understanding of stock markets, investment strategies, and financial decision-making. The course will cover key concepts related to stock market operations, portfolio management, risk assessment, and the role of financial instruments.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Analyze the functioning of stock markets
CO 2	Evaluate different investment instruments
CO 3	Develop and manage an investment portfolio
CO 4	Understand risk and return in investment
CO 5	Apply fundamental and technical analysis in stock trading
CO 6	Analyze the impact of economic indicators on the stock market
CO 7	Demonstrate proficiency in financial decision-making
CO 8	Explore ethical considerations in stock market operations
CO 9	Discuss the impact of global events on financial markets
CO 10	Stay informed about current trends and innovations in investment strategies

Course Content:

Unit-A: Fundamentals of Stock Markets

- Introduction to stock markets and exchanges
- Stock market participants and their roles
- Trading mechanisms and settlement procedures
- Regulatory framework and market ethics

Unit-B: Investment Instruments And Portfolio Management

- Types of investment instruments (stocks, bonds, mutual funds)
- Modern portfolio theory



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- Asset allocation and diversification
- Building and managing an investment portfolio

Unit-C: Risk And Analysis In Investment

- Understanding risk and return
- Fundamental analysis of stocks
- Technical analysis and charting
- Evaluating economic indicators and their impact on investments

Unit-D: Global Perspective And Ethical Considerations

- Globalization and its impact on financial markets
- Investing in international markets
- Ethical considerations in stock market operations
- Case studies of ethical and unethical practices in finance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Investment simulation project

Grading:

Internal
assessment -
30%End Term
Exam - 70%

Further Readings:

- Zvi Bodie, Alex Kane, Alan J. Marcus, Pitabas Mohanty (2014). Investments.
- Burton Malkiel (2015). A Random Walk Down Wall Street.
- Benjamin Graham, Jason Zweig (2003). The Intelligent Investor.
- Lo, Andrew W.; Hasanhodzic, Jasmina (2011). The Heretics of Finance: Conversations with Leading Practitioners of Technical Analysis.



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Syllabus
Bachelor of Business
Administration

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A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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Program Structure/Syllabus Credit Scheme of BBA

SEMESTER- I

Sr no.	Course Name	Credits
1	Functional English-1	4
2	Principles of Management	4
3	Entrepreneurship	4
4	Creativity Decoded	4
5	Open Elective (To be chosen from the elective list given below)	4
	Total credit hours	20

Open Elective


Sr No.	Course Name	Credits
1	Fundamentals of Journalism	4
2	Digital and Technological Solutions	4

SEMESTER- II

Sr No.	Course Name	Credits
1	Marketing Management	4
2	Functional English -2	4
3	Human Resource Management	4
4	Consumer Behavior	4
5	Open Elective (To be chosen from the elective list given below)	4
	Total credit hours	20

Open Elective

Sr No.	Course Name	Credits
1	Saying it with presentations	4
2	Journalism in India – Historical Perspective	4



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SEMESTER- III

Sr. No.	Course Name	Credits
1	Acing the interviews through AI	4
2	Financial Accounting	4
3	Marketing Research	4
4	Principles of Economics	4
5	Open Elective (To be chosen from the elective list given below)	4
	Total credit hours	20

Open Elective:


Sr No	Course Name	Credits
1	Critical Thinking and Problem Solving	4
2	New Media	4

SEMESTER- IV

Sr. No.	Course Name	Credits
1	Business Statistics	4
2	Business Law	4
3	Financial Management	4
4	Organizational Behavior	4
5	Open Elective (To be chosen from the elective list given below)	4
	Total credit hours	20

Open Elective

Sr No	Course Name	Credits
1	Advertising and Public Relation	4
2	Effective Negotiations	4



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SEMESTER- V

Sr. No.	Course Name	Credits
1	Taxation	4
2	Sales Management	4
3	Cost accounting	4
4	Specialization Elective	4
5	Open Elective (To be chosen from the elective list given below)	4
	Total credit hours	20

Open Elective

Sr No	Course Name	Credits
1	Basics of Micro Finance	4
2	Banking Types and Services	4

SEMESTER- VI

Sr. No.	Course Name	Credits
1	Insurance Products and Purpose	4
2	Specialization Elective I	4
3	Specialization Elective II	4
4	Specialization Elective III	4
5	Open Elective (To be chosen from the elective list given below)	4
	Total credit hours	20

Open Elective

Sr No	Course Name	Credits
1	Corporate Communication	4
2	Research Methodology	4



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List of Specialization:

Financial Management:

Semester V:

Sr no.	Course Name	Credits
1	Corporate Accounting	4

Semester VI:

Sr no.	Course Name	Credits
1	Management Accounting	4
2	Indirect Taxes	4
3	Introduction to Financial Markets	4

Human Resource Management:

Semester V:

Sr no.	Course Name	Credits
1	Industrial Relations and Labor Codes	4

Semester VI:

Sr no.	Course Name	Credits
1	Conflict Management	4
2	Training and development	4
3	Global HR	4

Digital Marketing:

Semester V:

Sr no.	Course Name	Credits
1	Digital Marketing for Practitioners	4

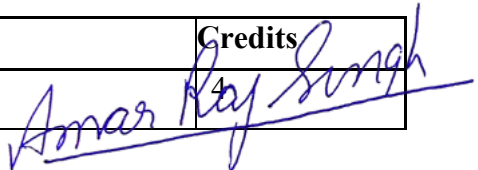
Semester VI:

Sr no.	Course Name	Credits
1	Customer Relationship Management (CRM)	4
2	Search Engine Optimization	4
3	Social Media Marketing	4

Computer Sciences:

Semester V:

Sr no.	Course Name	Credits
1	Data Base Management System	4



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Semester VI:

Sr no.	Course Name	Credits
1	Introduction to AI and Machine Learning	4
2	Software Project Management	4
3	Data Communication & Computer Networks	4

Marketing Management:

Semester V:

Sr no.	Course Name	Credits
1	Service Marketing	4

Semester VI:

Sr no.	Course Name	Credits
1	Retail Marketing	4
2	Supply Chain Management	4
3	Customer Relationship Management	4



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SEMESTER-I

Course Name : Functional English I



Credits: 4

Course Objectives:

- To enhance the skills needed to work in a formal English-speaking global environment.
- To equip the learners with required linguistic skills, guiding them to excel in the academic field.
- To emphasize the need for fluency in the English language and refining language proficiency.
- To enable students to communicate better through writing and oral expression.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
CO2	To enable students to improve their ability to communicate and their linguistic competence in English.
CO3	Acquire and hone communication skills
CO4	Lifelong: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life.

Course Content:

Unit- I

- Listening and Reading
- Unseen Passage
- Comprehension

Unit- II

- Functional English
- Specific fixed expressions
- Practice

Unit- III

- Effective Writing
- How to write a paragraph and an essay
- Practice

A handwritten signature in blue ink that reads "Amar Ray Singh".

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Unit- IV

- Phrasal Verbs
- Idioms
- Collocations
- Grammatical rules
- Exercises that have to do with grammar

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Reading:

- *Collins Cobuild, Dictionary of Phrasal Verbs*, Indus
- *Oxford Collocation Dictionary*, Oxford University Press
- Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.
- Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India
- Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press
- Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.
- Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer
- Colins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrat Publishing
- O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

- www.Englishclub.com
- www.writingcentre.uottawa.ca
- <http://grammar.about.com>
- <http://learnenglish.britishcouncil.org>
- <http://www.bbc.co.uk/worldservice/learningenglish/>



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Course Objectives:

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

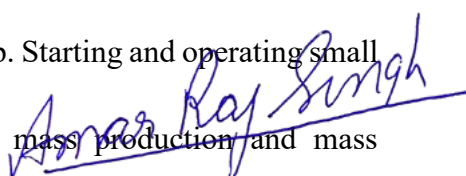
Sr. No.	Course Outcome
CO1	Define Business and its objectives.
CO2	Explore the various forms of Business and outline the pros & cons associated with each of them.
CO3	Develop an understanding of Globalization, Liberalization & Privatization and their Indian perspective.
CO4	Explain the basic concepts of the various functional aspects of the Business viz.- Marketing, Operations, HR, Finance and IT.
CO5	Define Entrepreneurship and explore the various entrepreneurial business models and opportunities available in contemporary India.
CO6	Enumerate and explain the various theories and concepts related with Leadership & Motivation.
CO7	Outline the development of management thought – from the Classical Theory till the most recent contemporary management concepts.

Course Content:
Unit- I: Understanding Business and Its Forms

- A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co-operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

- Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.


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- Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- Finance: Money and banking, Financial management and securities markets, risk management and insurance
- Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

- Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit- IV: Development of Management Thought

- Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker’s MBO, Porter’s 5- Force Model, Prahalad’s Core Competency, Peter Senge’s Learning Organization and Tom Peters’ Excellence approach

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books And Materials: Text Book:

- Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.


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Further Readings:

- Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.
- Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.
- Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.

A handwritten signature in blue ink that reads "Amar Raj Singh". The signature is written in a cursive style and is underlined with a single horizontal line.

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Course Objectives:

The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them. This course also provides practical proven tools for transforming an idea into a product or service that creates value for others. As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit. Above all, it would help them understand the magic of thinking BIG.

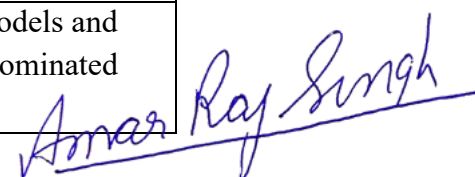
In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:

- Identifying and developing entrepreneurial opportunities.
- Building business models.
- Creating strategies for leading innovation; and
- Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define Entrepreneurship and outline its essence.
CO2	Explore the various entrepreneurial business models and opportunities available in contemporary India.
CO3	Clearly define the basics of the entrepreneurial spirit like one to 'Be a job creator rather than a job seeker'.
CO4	Develop an understanding of the benefits and risks associated with each of them.
CO5	Select and set a target market associated with each of the contemporary models.
CO6	Enumerate and explain the similarities and dissimilarities amongst them all.
CO7	Adapt and develop any of these entrepreneurial models at any stage of their life.
CO8	Make a comparison with the traditional business models and understand the need for change in the middlemen dominated system of distribution.



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CO9	Formulate a strategic, tactical and operational modus operando of these business models.
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Course Content:

Unit –I: Introduction to Entrepreneurship

Introduction to Entrepreneurship: A peep into an Entrepreneur’s mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Indovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cashflow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit –II: Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, Setting up a small scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, Understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? , USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools kill Creativity?

Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit –III: Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, Borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, What are the types, Reason why there is a Problem - Root cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a Business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit - IV: Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow’s hierarchy of needs, Corporate Social

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Responsibility, Social problems and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing and products
Grameen bank - Founders, History, Distribution channel, pricing and products

Rang de - Concept, Founders, History, Distribution channel, pricing and products

Ashoka - Founders, History, Distribution channel, pricing and products

Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies and examples

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

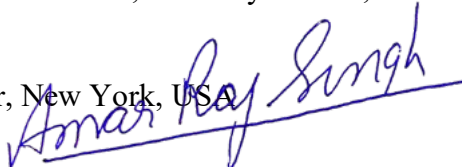
Grading:

Internal assessment 30%

End Term Exam 70%

Further Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
- The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC, USA.
- Complete E-Commerce book: Design, build & maintain a successful web based business- Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, GeoffreyRandall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, USA



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Course Objectives:

The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students with specific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define creativity
CO2	Enumerate the steps in the creative process and understand that it is non linear
CO3	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO4	Understand the role of concepts like mindfulness, use of right brain, empathy and curiosity in creativity
CO5	Explain the importance of deliberate practice for achieving excellence
CO6	Comprehend the role of opposites (upside- down) in reframing
CO7	Understand the various ways of combining things to create something new

Course Content:

Unit- I: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit- II: Seeking an Artist's Mindset

- Mindful observation



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- Visualization
- Empathy
- Perspective
- Curiosity

Unit- III: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit- IV: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- Synchronous Lectures
- Asynchronous Videos / Lectures on LMS
- Assignment
- Quizzes
- Project Work

Grading:

Internal Assessment 30%
End Term Exam 70%

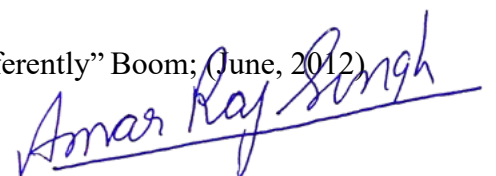
Books and Materials:

Text Books:

- Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House (October 2017)

Further Readings:

- Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”, Harper Collins, (1990)
- Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)



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Open Elective



Course Name : Fundamentals of Journalism

Credits: 4

Course objective:

The objective of this course is designed to be a conceptual work based on the application of the principles of journalism. The course will equip the students in understanding the concepts of news, different forms of journalism and the role of media in a democracy.

Sr. No.	Course Outcome
CO1	Explain the process of writing for print
CO2	Explain the principles of writing for the print
CO3	Understand the different forms of journalism
CO4	Understand the role of media in a democracy
CO5	Report & write news for print.
CO6	Perform exercise of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, Revise, Cross checking, headlines writing and making intros.
CO7	Write stories covering various beats, writing follow-up stories.

Course Content:

Unit - A: Concept of News

- Basics of News
- Components of News: Ingredients and elements of news
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline and printline.
- Structure of a Newspaper: masthead, ear panel, editorials, features, letters to editor, Columns.

Unit - B: Language of news-

- Principles of clear writing
- essential skills to write news
- 5 w and 1 H
- structure of News
- inverted pyramid Sociology of news: Factors affecting news treatment
- Paid news

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- Politics of news
- Neutrality and bias in news

Unit - C: News Gathering Techniques:

- Criteria for news worthiness
- Principles of news selection
- Writing Headlines for News Stories
- Writing Intro
- Gatekeeping
- Sources of news gathering: Speeches, Meetings, News Conferences, Use of Internet

Unit - D: Different forms of Journalism

- Traditional Media
- Print
- Electronic
- Broadcast
- Digital Journalism

Teaching / Assessment Methodology:

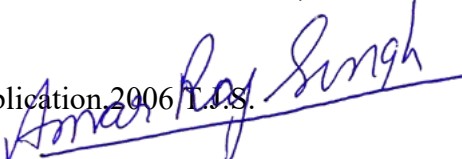
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006 U.S.
- George: *Editing – A Handbook for Journalists*.



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Course Objectives:

- The course is designed to aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc.
- This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- This would also aid the PC penetration program.
- This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

- After completing this course, you will be able to:

Sr. No	Course Outcome
CO1	Write efficient algorithms to solve various problems
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

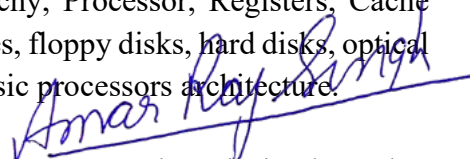
Course Content:

Unit- I: Knowing computer:

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

Binary number system, working with binary numbers, octal number system, hexadecimal number


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system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- III: Introduction to the C Language

C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- IV: Functions, Arrays and Pointers

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays, Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

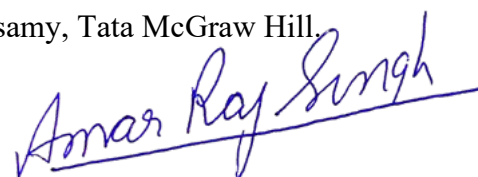
Internal Assessment	30%
End Term Exams	70%

Text Books:

- Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
- The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

Further Readings:

- Let Us C Yashavant kanetkar BPB.
- Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
- Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.



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SEMESTER II



Course Name : Marketing Management

Credits: 4

Course Objectives:

- This course aims at introducing the basic concepts of marketing in order to build a strong foundation for marketing concepts.
- The course builds practical skills in introducing marketing management, marketing environment, buying behavior, marketing mix concept & sales management.
- It aims at equipping the students with knowledge of marketing mix with special focus on product, price, place & promotion.
- The course will also equip students with knowledge on contemporary issues in marketing.
- The students will also learn the concept of emerging marketing in reference to Rural Marketing.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No	Course Outcome
CO1	Understand core concepts in marketing
CO2	Become aware of marketing as open system
CO3	Understand the complexities of human behavior in marketing
CO4	Know how target markets are selected & positioned
CO5	Realize the basic pillars on which marketing is built
CO6	Use concepts of needs, wants & demand & chose appropriate marketing concept
CO7	Take decisions with reference to environment
CO8	Understand consumer behavior
CO9	Develop target markets & facilitate sales

Course Content:

Unit- I: Understanding the Marketing Process and Segmentation

- Core concepts – Needs, wants, demands, product, exchange, philosophies
- Marketing environment
- Consumer behavior
- Segmentation

Unit- II: Targeting, Positioning and Marketing Program

- Targeting

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- Positioning
- Marketing mix
- Sales Management
- Product, product dimensions, new product development

Unit- III: Pricing Strategies, Promotion and communication

- Pricing & pricing strategies
- Place Decisions & Integrated marketing communications
- Promotion Mix

Unit- IV: Branding, Current Scenario, dynamics and Rural Marketing

- Contemporary Issues in marketing
- Consumerism and legal aspects of marketing
- Emerging marketing (Rural Marketing)

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

- Philip Kotler, Keller, Koshy and Jha, “Marketing Management,” 14e, Pearson Education, New Delhi

Further Readings:

- Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, “Marketing,” Tata McGraw Hill, New Delhi

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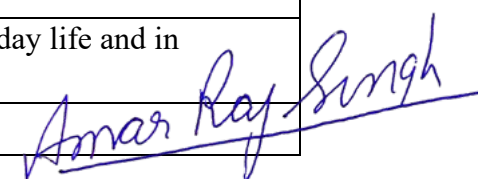
Course Objectives:

The objective of this course is to help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more. The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset. Students will be ace the IELTS test through many informative pointers which will be discussed throughout the course.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Strengthen their communicative abilities.
CO2	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO3	Prepare for the IELTS test by coming up with test-taking tactics.
CO4	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO5	Develop full fluency in the language.
CO6	Acquire certain words and expressions that may be used in a variety of contexts, such as at work, when travelling, or while meeting new people.
CO7	Learn more about themselves as well as others by improving their ability to listen.
CO8	Make connections between the concepts on the page and what you already know through effective reading.
CO9	Write and express their thoughts mindfully and express fully.
CO10	Concentrate more effectively.
CO11	Know the importance of how one should concentrate to success.
CO12	Helps decide which level of education one should pursue.
CO13	Helps become aware of fresh opportunities.
CO14	Increase their results on the IELTS test in each of the four abilities.
CO15	Prepare for the IELTS test by coming up with test-taking tactics.
CO16	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO17	Develop full fluency in the language.



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Course Content

Unit- I:

- Introduction to the Level 2 of Functional English
- Overview of IELTS
- General Training
- Band Score
- Fluency

Unit- II:

- Lucidity and Concision
- Tips to develop good communication skills
- Grammar and Vocabulary
- Why is Functional Language important?

Unit- III:

- Difference between Hearing and Listening
- Role of Listening
- General Training Reading
- Important steps for Writing
- Writing Strategies
- Speaking Test

Unit -IV:

- Factors that influence Concentration
- Inspiration
- Perspiration
- Tips for IELTS Preparation

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- L. Thimmesha- Functional English



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Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

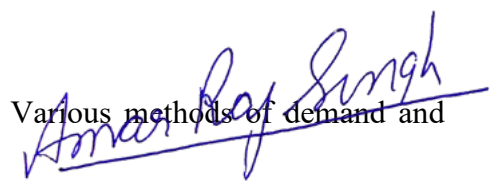
At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Understand the difference between training and development
CO2	Delineate process of job analysis and job design.
CO3	Elucidate the process of human resource planning.
CO4	Understand the significance of training, development and appraisal programs.
CO5	Recognize the best methodology in welfare and security measures for employees.
CO6	Discuss the general guidelines followed for administering discipline in an organization.
CO7	Understand the concept of Industrial Relations.
CO8	Constructing training and development programs for the employees.
CO9	Effectively run a recruitment and selection program.
CO10	Knowing your employees and look out for their welfare.
CO11	Designing better retention policies for employees.
CO12	To effectively handle discipline among employees.

Course Content:

Unit- I: Human resource planning

- Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps



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Unit- II: Recruitment, Selection and Job Analysis

- Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- III: Training and development

- Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- IV: Performance Appraisal

- Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Text Book:

- Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill ,Sixth Edition

Further Readings:

- Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
- Human Resource Management, by C.B.gupta, Sultan Chand and Brothers, 13th Edition
- Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition



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Course Objectives:

The course is designed to develop understanding of psychological & socio cultural influences on consumer behavior. This course will cover topics such as the role of motivation, perception, memory, attitudes, personality and social, cultural & political aspects on how consumers behave while they select, buy, use, consume & dispose goods & services.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand core concepts in consumer behavior
CO2	Become aware of process of consumer decision making
CO3	Understand the variables influencing CB
CO4	Know how behavior can be changed
CO5	Realize key considerations of behavior while developing marketing strategy
CO6	Use concepts consumer psychology for strategy development
CO7	Take decisions with reference to psychological & environmental factors
CO8	Understand complexity of consumer behavior
CO9	Develop marketing strategy

Course Content:

Unit- I: Introduction to Consumer Behavior

- Introduction to Consumer behavior
- Simple model of Consumer behavior
- Consumer behavior & marketing strategy

Unit- II: Consumer Involvement and process in consumer behavior

- Consumer Involvement
- Information Search
- Evaluative Criteria & Selection

Unit- III: Psychological Factors Influencing Consumer Behavior

- Motivation
- Perception
- Attitude
- Personality and Self-Concept

Unit- IV: Socio-Cultural Factors Influencing Consumer Behavior

- Consumer Behavior Models



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- Family Influence on Consumer Behavior
- Children's Influence on Consumer Behavior
- Social Class Influence on Consumer Behavior
- Culture
- Economic and Political Influence on Consumer Behavior

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- "Influence: The Psychology of Persuasion" by Robert B. Cialdini
- "Predictably Irrational: The Hidden Forces That Shape Our Decisions" by Dan Ariely
- "Nudge: Improving Decisions About Health, Wealth, and Happiness" by Richard H. Thaler and Cass R. Sunstein



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Open Elective



Course Name: Saying It with Presentations

Credits: 4

Course Objectives:

The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience. This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience. Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Basics of Good presentation
CO2	Understand the concept and identify and understand our target audience
CO3	Understand the importance of choosing an appropriate topic
CO4	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO5	Understand the role of eyes and voice while creating a presentation
CO6	Know how to observe and influence the audience while giving a presentation
CO7	Time management skills in presentation

Course Content:

Unit- I

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

Unit- II

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

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Unit- III

- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

Unit- IV

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

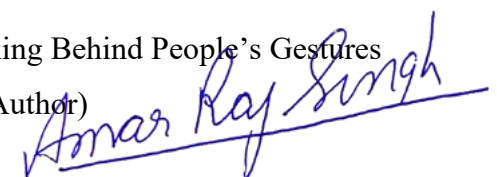
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun



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Course Description:

- To acquaint students with the glorious journey of journalism.
- To enhance understanding of the origin of the traditional print, electronic and web media.
- To inculcate the knowledge of growth of print, electronic and cinema.
- To acquaint learners with technological advancements in print, electronic and web media.
- To throw light on the present status of various mass media.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Students would be able to acquaint themselves with the glorious journey of journalism
CO2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.
CO3	Students would be able to inculcate the knowledge of growth of print, electronic and web media
CO4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
CO5	Students would be able to throw light on the present status of various mass media

Course Content:
Unit - A:

- Earliest Communication Methods
- Folk Media
- Mass Media
- New Media

Unit - B:

- Origin of Press
- Birth of Indian News Agencies
- English Press in India

Unit - C:

- Press Before Independence
- Hindi and Vernacular Press before Independence
- Role of Press in Freedom Struggle
- Mahatma Gandhi as a Journalist

Unit - D:

- Press after Independence Origin of regulatory bodies PCI, PIB etc



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- Advent of Radio and TV in India
- Eminent personalities of India Journalism after Independence

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Kumar KevalJ., MassCommunicationinIndia.Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.



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Course Objectives:

The course on Food Science and Technology is designed to provide students with a foundational understanding of the science behind food, including its production, processing, preservation, and safety. It covers essential principles and practices in the field of food technology management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of food science.
CO 2	Analyze various food processing techniques.
CO 3	Assess the importance of food safety and preservation.
CO 4	Apply basic food science knowledge to practical scenarios in food technology management.

Course Contents:**Unit-A: Introduction to Food Science**


- Basics of food science and technology
- Food composition and properties
- Food microbiology and its importance
- Various disciplines of Food Technology
- Regulatory aspects in food science and technology

Unit-B: Food Processing Techniques

- Heat processing methods (pasteurization, sterilization)
- Drying, freezing, and concentration techniques
- Fermentation and preservation methods
- Food additives and their roles
- Novel food processing techniques

Unit-C: Food Safety and Preservation

- Principles of food safety and hygiene



- Microbial hazards and foodborne illnesses
- Food preservation methods and their significance
- Packaging and shelf-life extension
- Quality control and assurance in food products

Unit-D: Applications in Food Technology Management

- Food product development and innovation
- Regulatory compliance and quality standards
- Case studies on successful food technology applications
- Emerging trends in food science and technology

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Practical demonstrations
- Assignments and presentations

Grading:

Internal assessment

30%

-

Further Readings:

- Fennema, O. R. (2013). Food Chemistry.
- Heldman, D. R., & Lund, D. B. (2016). Handbook of Food Engineering.
- Potter, N. N., & Hotchkiss, J. H. (2016). Food Science.
- Food and Agriculture Organization (FAO) publications on food science and technology in food management.



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Course Objectives:

The course on Fundamentals of Direct Selling aims to provide students with foundational knowledge and understanding of direct selling, its principles, strategies, and ethical considerations. It covers the core concepts and practices essential for success in the field of direct selling.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the principles and concepts of direct selling.
CO 2	Apply effective direct selling strategies and techniques.
CO 3	Analyze the role of ethics and consumer relations in direct selling.
CO 4	Develop foundational skills for success in direct selling.

Course Contents:**Unit-A: Introduction to Direct Selling**

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling
- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling



- Promotional tools and techniques
- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Sales and marketing exercises
- Assignments and presentations

Grading:

Internal assessment

30%

-

Further Readings:

- Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.
- Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.
- Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.
- Direct Selling Association (DSA) publications and articles on best practices in direct selling.

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SEMESTER-III



Course Name: Acing Interview through AI

Credits: 4

Course Objectives:

The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process. The course will be largely concerned with life skills development and personality development. The course's goal is to familiarize students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again. The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	To understand the types of question they will be facing in future.
CO2	To critically analyze their personality and what are their strengths and weaknesses.
CO3	Apply a few of the types of interview questions they will encounter.
CO4	Mock interviews can be practiced using an AI platform like Siqandar.

Course Content:

Unit- I: Introduction

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit- II: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit- III: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

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Unit- IV: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing
- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's



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Course Objectives:

The course intends to make students understand measuring and recording business transactions, Business income and adjusting entries, completion of the accounting cycle, introduction to cost accounting, what is the use of cost accounting and how is cost sheet made and used by individual and a company.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand different types of Accounts and differentiate in between.
CO2	Understand Accounting Cycle
CO3	Purpose of Trial Balance.
CO4	Understand why Trading, Profit and Loss Account and Balance Sheet is made.
CO5	Understand the movement of cash in a business
CO6	Will be able to pass Journal entries as well as post them in their respective Accounts.
CO7	Prepare subsidiary books, Trial Balance and final accounts.
CO8	Will be able to predict cash flows of a company.
CO9	Full knowledge of Accounting Standards of India.

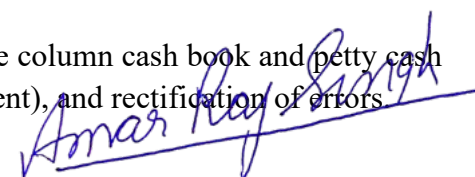
Course Content:

Unit- I: Introduction

- Basic overview of accounts, DRIL, CGOG, (Golden rules), understanding Accounting equations, introduction to Journal Entries, Ledger posting.

Unit- II: Ledgers and Books

- Types of subsidiary books, cash book (Single, double, triple column cash book and petty cash book), why and when is BRS (Bank Reconciliation Statement), and rectification of errors.



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Unit- III: Final Accounts

- Why and how is Trial Balance made? Importance of trial balance, Final Accounts with adjustments and Accounting Standards of India.

Unit- IV: Ratio Analysis

- Reading of the Balance Sheet, Key Ratios: Liquidity Ratio, Debt Equity Ratio, PE Ratio, ROI, ROCE etc.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Text Book:

- Financial Accounting by C. Mohan Juneja, Arora, Kalyani Publishers, Ludhiana.
- Cost Accounting: Principles and Methods by Jain, S.P. and K.L. Narang, Kalyani Publishers, Ludhiana.

Reference Book:

- Accounting Principles, 10th edition by Weygandt, Kimmel and Kieso, Wiley Publication



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Course Objectives:

Marketing Research is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation. Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.

Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

Course Outcomes:

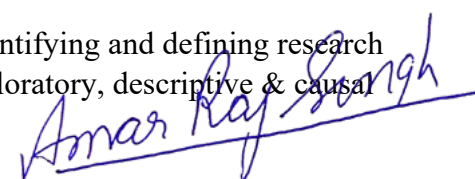
At the end of the course, the student will be able to:

Sr.No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire
CO 5	How to select a sample and determine sample size
CO 6	Identify marketing problems faced by companies
CO 7	Plan appropriate research design
CO 8	Design questionnaire and draw an appropriate sample for data collection

Course Content:

Unit-I: Types and Methods of Research

- Research and its types, characteristics of good research, identifying and defining research problem and introduction to different research designs, exploratory, descriptive & causal studies.



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Unit-II: The language of Research

- Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables.
- Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis. Essential constituents of Literature Review.

Unit-III: Sampling Techniques and Collection of Data

- Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgement sampling, quota sampling.
- Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires.
- Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-IV: Report Writing

- Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography, footnotes and end notes.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Suggested Readings:

- Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi.
- C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi
- Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi.



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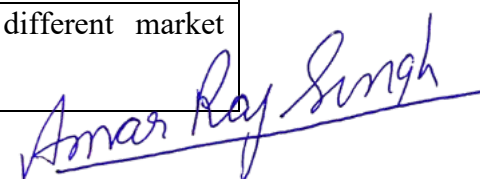
Course Objectives:

This course is a basic course on micro economics designed to acquaint students of all the streams with basic economic concepts and principles that they must know and understand while dealing with problem solving in any organization/industry. Course provides an introduction to the basic concepts like demand, supply, production, cost, market structures and pricing decisions under different market types. Course will give an insight into the economic problems, behavior of consumer and the firm which provides a basis for decision making. The course will involve the use of videos and case studies to demonstrate how the basic micro economic principles are used in decision making under different market conditions.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Evaluate price change in markets applying working of market forces viz. supply and demand.
CO2	Understand the pricing strategy using concept of elasticity of demand and supply.
CO3	Know the production function and costs involved to determine the least cost combination of inputs to maximize profit.
CO4	Analyze impact of competition on working of a firm through the understanding of different market structures.
CO5	Describe the nature of economics in dealing with the issue of scarcity.
CO6	Draw demand and supply curves.
CO7	Perform supply and demand analysis to analyze the impact of economic events on markets.
CO8	Calculate and predict the change in demand due to change in price and income using elasticity of demand.
CO9	Analyze the behavior of consumers in terms of demand for various products.
CO10	Evaluate the relevant costs of business decisions.
CO11	Analyze the performance of firms under different market structures.



Course Content:

Unit- I: Basic Economic Concepts and Overview

- General Overview
- Economics- Nature & Scope of Economics
- Demand and Supply
- Determinants of demand and supply
- Law of demand and law of supply
- Shift in demand and supply
- Market equilibrium
- Elasticity of Demand and Supply

Unit- II: Utility and Consumer Choices

- Utility Analysis
- Indifference Curve- Properties and Consumer Equilibrium
- PCC, ICC
- Revealed Preference Theory

Unit- III: Production and Costs

- Cost of Production- different cost concepts
- Relationship between cost and production concepts
- Production Function
- Scale of Production
- Iso-quant Curve- Producer's Equilibrium

Unit- IV: Market Structures

- Introduction
- Perfect competition
- Imperfect competition
- Pricing and output decisions under different market types

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%



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Required Books and Materials:

Text Book:

- Principles of Economics by T.R. Jain, V.K. Publications.

Reference Books:

- Economics by Paul A. Samuelson & William D. Nordhaus, Tata McGraw Hill.
- Principles of Economics by Robert H. Frank & Ben S. Bernanke, Tata McGraw Hill.



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Open Elective



Course Name : Critical Thinking and Problem Solving

Credits: 4

Course Objectives:

- The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- The course will use in-house practicals to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No	Course Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Write a research proposal

Course Contents:

Unit- I: Language of Reasoning

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking

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- Intellectual Traits, Model, and Process of Critical Thinking

Unit- II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit- III: Breaking up of Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit- IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowell and Gary Kemp
- "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee



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Course Objectives:

This course is designed to be a conceptual work based on the application of new media in various facets. This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication. The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Sr. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for communication.
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and Learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

Course Content:

Unit - A: Introduction to New Media

- Introduction to concepts of digitization and convergence.
- Introduction to Internet, World Wide Web (WWW), Search Engines.
- Multimedia elements and Interactivity.

Unit - B: Data Journalism

- Web Content Management System,
- News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data,
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C: Social media

- Social networking; Introduction to social profile management products- Facebook,
- Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube,
- Blogging: a brief history of blogs, blogs as narratives
- Digital Divide
- Security issues in using digital technology

Unit - D: Writing for New Media

- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Digital marketing, Emails etc.



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- Digital Story telling formats
- Content writing, editing, reporting and its management

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
- Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
- Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
- Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
- John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
- Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.

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SEMESTER IV

Course Name: Business Statistics



Credits: 4

Course Objective:

The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course Outcomes:

At the end of the course, the student should be able:

Sr.No.	Course Outcome
CO1	A depth of knowledge in algebra, analysis, or statistics.
CO2	Students will formulate complete, concise, and correct mathematical proofs.
CO3	Students will frame problems using multiple mathematical and statistical representations of relevant structures and relationships and solve using standard techniques.

Course Content:

Unit- I: Data Organization & Central Tendency

- Data Classification Tabulation and Presentation
 - Introduction, Classification and graphical presentation of Data.
- Measures of Central Tendency
 - Mathematical averages including arithmetic mean geometric mean and harmonic mean. Properties and applications.
 - Positional Averages Mode, Median (and other partition values including quartiles, deciles, and percentiles).
- Standard Deviation
 - Range, quartile deviation, mean deviation, standard deviation, and their co-efficient,
 - Properties of standard deviation/variance.

Unit- II: Probability

- Theory of Probability. Approaches to the calculation of probability
- Calculation of event probabilities. Addition and multiplication laws of probability.
- Probability distributions: Binomial, Poisson and Normal

Unit- III: Decision Theory & Index Numbers

- Decision Theory
 - The decision environment. Pay-off and regret matrices.

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- Criteria of decision-making: Laplace, Maximin/Minimax, Maximax/Minimum Salvage; and Expectation. (Excluding Bayesian analysis)
- EVPI and its calculation.
- Decision Trees.
- Index Numbers
 - Meaning and uses of index numbers.
 - Construction of index numbers: fixed and chain base; univariate and composite. Aggregative and average of relatives – simple and weighted.

Unit- IV: Correlation, Regression Analysis

- Correlation Analysis.
 - Meaning of Correlation: simple, multiple and partial; linear and non-linear.
 - Causation and correlation.
 - Scatter diagram. Pearson's co-efficient of correlation: calculation and properties (proofs not required). Probable and standard errors. Rank Correlation.
- Regression Analysis.
 - Principle of least squares and regression lines.
 - Regression equations and estimation. Standard Error of Estimates.
- Hypothesis testing
 - Z & T test
 - Introduction to SPSS

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Textbook:

- J K Sharma, "Business Statistics," Pearson Education, New Delhi
- S. P. Gupta, "Statistical Methods," Sultan Chand & Sons

Reference Book:

- Richard Levin and S. Rubin, "Statistics for Management", Pearson Education, New Delhi



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Course Objectives:

This course provides students with an overview of the Indian legal system. It explores the basic concepts of law in society including the different sources of law followed by specific lectures on various branches of law. This course gives an insight in our constitutional and contractual law and teaches the beginnings of legal analysis through case briefing, statutory construction and application of law to fact situations.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Acquire adequate knowledge of the basic concepts of law
CO2	To understand formation of a valid contract
CO3	Understand types of business entities
CO4	Learn about basic legal concepts relevant in business
CO5	To be able to analyse how to apply substantive law to fact situations.

Course Content:

Unit- I:

- Legal system in India and basic concepts.
- Contracts: Definition and elements of a contract
- Types of contracts
- Formation of contracts: offer, acceptance, consideration
- Enforceability of contracts

Unit- II:

- Special Contracts,
- Discharge of Contracts,
- Breach of contracts,
- Remedies.

Unit- III: Types of Business Entities

- Sole proprietorships
- Partnerships
- Corporations

Unit- IV: Business Concepts

- Consumer Protection Laws
- Sale of goods
- Dispute resolution



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Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Indian Contract Act by R.K.Bangia
- Company law by Avtaar Singh
- Business Law by Priyanka Raychaudhuri



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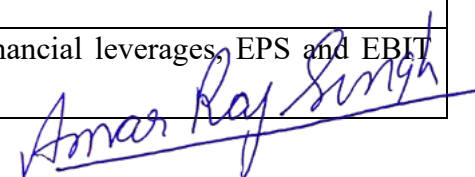
Course Objectives:

This course of financial management will help in knowing the theories of modern finance and develop the familiarity with the analytical techniques helpful in financial decision making. This course will broadly deal in Dividend policies, Capital structure and working capital management. The course is designed to provide a foundation of financial concepts to students from varied backgrounds. Clarification of theoretical concepts and jargons marks the initial stages of the course. As financial decision-making involves usage of concrete mathematical operators and techniques, the module ascribes due weightage to these practical concepts.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand the nature and scope of financial management (Why do we need financial management; Wealth maximization Vs. Profit maximization)
CO2	Understand the ways in which a business is financed (Equity, debt, bonds etc.)
CO3	Understand the significance of the concept of time value of money
CO4	Understand the types and characteristics of major financial instruments (shares, debentures, bonds)
CO5	Assimilate the theory basics behind tools of financial decision making such as capital budgeting and cost of capital
CO6	Make out the advantages and disadvantages of financial techniques such as operating and financial leverages
CO7	Calculation involving financing a business. Finding out which sources of finance to prefer over the others (Estimation of cost of equity, debt, bonds & debentures)
CO8	Calculating the present and future values of cash flows using formulae for time value of money. Assists in realizing the underlying factors such as uncertainty, inflation, opportunity cost)
CO9	Calculation of non-discounted and discounted techniques of capital budgeting: Pay-back method, Average rate of return method, NPV method, IRR method, Profitability index. (Assists in understanding project feasibilities)
CO10	Computation of specific elements of cost of capital: Cost of debt, Cost of equity plus the usage of CAPM & WACC models
CO11	Basic calculation of degrees of operating and financial leverages, EPS and EBIT levels



Course Content:

Unit- I: Introduction and Financial Planning

- Introduction to Financial Management
- Objectives and Scope of Financial Management
- Role of Financial Manager

Unit- II: Time Value of Money and Cost of Capital

- Time Value of Money Concepts
- Techniques for Evaluating Time Value of Money
- Cost of Capital Determination

Unit- III: Capital Budgeting

- Capital Budgeting - I: Overview and Process
- Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period
- Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit- IV: Financial Decisions and Management

- Risk and Return Analysis in Financial Management
- Capitalisation: Meaning and Types
- Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit
- Sources of Long-Term Finance: Equity, Debt, Preference Shares
- Leverage Analysis: Operating, Financial, and Combined Leverage
- Capital Structure Decision: Factors and Theories
- Working Capital Management: Components and Strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

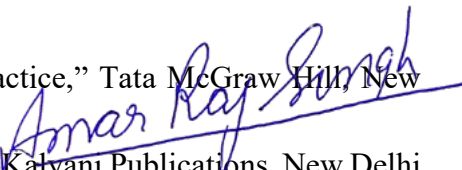
Internal Assessment	30%
End Term Exams	70%

Text Book:

1. Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, "Principles of Corporate Finance," Tata McGraw Hill, New Delhi

Further Readings:

- Prasanna Chandra, "Financial Management: Theory and Practice," Tata McGraw Hill, New Delhi
- Shashi K. Gupta and R.K. Sharma, "Financial Management," Kalyani Publications, New Delhi


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Course Objectives:

Students study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Course Outcomes:

At the end of the course, the student should be able to:

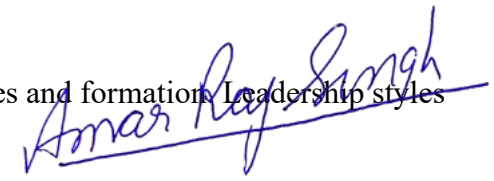
Sr.No.	Course Outcome
CO1	Understanding individual behavior and attitude at a workplace.
CO2	Identify different personality types based on Big five model and MBTI.
CO3	Study the relationship between motivation and performance.
CO4	Identify common errors in perception.
CO5	Understand how groups are formed and work in an organization.
CO6	Address to the different leadership styles, conflict management techniques and stress management process.
CO7	Knowledge of different organizational designs and its elements.
CO8	Identify personalities of individual using models like MBTI and Big five model.
CO9	Avoid biasness and other perceptual errors while decision making processes.
CO10	To motivate one's subordinates and employees.
CO11	To lead successfully and handle groups for higher returns.
CO12	Effectively handle conflict and stress at work place.
CO13	Construct an organizational structure.

Course Content:

Unit- I: Introduction: Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.

Unit- II: The individual behavior: Attitude and job-related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

Unit- III: The Group behavior: Group dynamics: group properties and formation Leadership styles and theories. Conflict management techniques



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Unit- IV: The Organizational system: Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Text Book:

- Robbins, S, “Organizational Behaviour” 15th Edition, Pearson Education, New Delhi.

References:

- Prasad, LM, Organizational Behaviour, Sultan Chand & Sons, New Delhi.



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Open Elective



Course Name : Advertising and Public Relations

Credits: 4

Course Objectives:

This course is designed to be a conceptual work based on the application of public relations. This course will help the students to learn the meaning, importance, functions and scope of public relations.

Course Outcomes:

At the end of the course, the students will be able to:

Sr.No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of Public Relations
CO2	Explain important theories of Public Relations
CO3	Explain various tools of PR and writing for PR
CO4	Write for PR internal publics and media
CO5	Write for press release, press briefs etc
CO6	Understand the concept of Advertising
CO7	Understand types of Advertising Agencies
CO8	Understand the working of Advertising Agencies

Course Content:

Unit-I

- Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

Unit-II

- Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication, Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

Unit-III

- Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function Code of ethics for PR professional organisations of PR – emerging trends in PR.

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Unit-IV

- Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta



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Course Objectives:

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:

At the end of this course the students will be able to:

Sr. No.	Course Outcome
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.
CO11	Understand various different social styles and the ways to proceed towards negotiating each of them.
CO12	Functionally Negotiate under stress-like situations.
CO13	Learn the ways of Bluffing

Course content:

Unit- I

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit- II

- Benefits of setting Affirmations
- Use of power of Negotiation



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- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit- III

- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high-stake decision

Unit- IV

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.



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SEMESTER V



Course Name : Taxation

Credits: 4

Course Objectives:

This course will simplify the understanding of INCOME TAX and its practical understanding of the LAW and making it is to Save TAX.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define different terms used in Income Tax.
CO2	Will be able to recognize the nature of a transaction and rules to treat the same under Income tax act.
CO3	Differentiate between types of income and sources of income for an individual.
CO4	Types of heads of income.
CO5	Deductions available for an individual under income tax act.
CO6	Rules laid down to calculate the sources of income under different heads.
CO7	Calculate income from Salaries, House property, capital gains, Business and Profession, and Income from other sources.
CO8	Powers and procedures laid down by the act and its applications.
CO9	Will be able to calculate the income of an Individual.
CO10	Will be able to apply rules laid down under income tax act to save tax.
CO11	Knowledge about deductions and exemptions available for an individual under income tax act.
CO12	Can define tax avoidance, tax evasion and tax management
CO13	File an ITR of an Individual.

Course Content:

Unit- I:

- Introduction of INCOME TAX, Basic Concepts, Difference between Revenue and Capital, Basis on which TAX is imposed and Exempted Income

Unit- II:

- Understanding types of INCOME, Income from Salaries, and Income from House property.

Unit- III:

- Profits and Gains of Business and Profession I and Understanding Depreciation, capital Gains, Income from other Sources. Aggregation of Income.

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Unit- IV:

- Set Off and Carry Forwards, Deductions to be made in computing Income, Double Taxation relief

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- "Principles of Taxation for Business and Investment Planning" by Sally Jones, Shelley Rhoades-Catanach, Sandra Callaghan
- "Federal Income Taxation of Corporations and Stockholders" by Boris I. Bittker, James S. Eustice, Joel D. Kuntz
- "South-Western Federal Taxation: Corporations, Partnerships, Estates & Trusts" by William H. Hoffman, Jr., William A. Raabe, David M. Maloney, James C. Young
- "Taxation: Finance Act 2023" by Kevin Reed, Andrew White



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Course Objectives:

To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Prepare cost sheet
CO2	Interpretation of cost sheet.
CO3	Material control, requisition, issuance and cost control of the same.
CO4	Preparation of budget and its importance for the company.
CO5	Unit price its meaning and calculation.
CO6	Job and cost control.
CO7	Reconciliation of cost and financial accounts.
CO8	Differentiate between cost and financial accounting.
CO9	Preparation of cost Sheet.
CO10	Issue of material, requisition and calculation of cost control.
CO11	Calculation of absorption of cost under different departments.
CO12	Job and process costing.

Course Content:**Unit- I:**

- Introduction: meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications. Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

Unit- II:

- Materials: material/inventory control- concept and techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard. Treatment of material losses.
- Labour: accounting and control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

Unit- III:

- Overhead: classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, bad debts, research and development expenses. Activity – based cost allocation.

Unit- IV:

- Methods of Costing: Unit costing. Job costing. Contract Costing. Process costing (process losses, valuation of work in progress, joint and byproducts.) Service costing (only transport). Reconciliation of Cost and Financial Accounts. Integral Accounting



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Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren
- "Cost Accounting: Foundations and Evolutions" by Michael R. Kinney and Cecily A. Raiborn
- "Management and Cost Accounting" by Colin Drury
- "Cost Accounting: Principles and Applications" by Horace R. Brock and Linda M. Tullis



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Open Elective



Course Name : Basics of Microfinance

Credits: 4

Course Objectives:

The course on Basics of Micro Finance is designed to provide students with foundational knowledge and skills in the field of microfinance. The course will cover fundamental concepts, principles, and practices of microfinance, including the role of microfinance institutions, financial inclusion, microcredit, and the impact of microfinance on poverty alleviation.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Define the concept of microfinance and its significance
CO 2	Explain the principles and functions of microfinance institutions
CO 3	Analyze the role of microfinance in promoting financial inclusion
CO 4	Understand the basics of microcredit and its application
CO 5	Evaluate the impact of microfinance on poverty alleviation
CO 6	Develop an understanding of microfinance regulations and challenges
CO 7	Discuss case studies illustrating successful microfinance initiatives
CO 8	Formulate a basic microfinance plan for a hypothetical scenario
CO 9	Identify ethical considerations in microfinance practices
CO 10	Critically assess the future trends and innovations in microfinance

Course Content:

Unit-I: Introduction to Micro Finance

- Definition and evolution of microfinance
- Significance of microfinance in economic development
- Types of microfinance institutions
- Principles and functions of microfinance

Unit-II: Microcredit and Financial Inclusion

- Basics of microcredit
- Group lending vs. individual lending

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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- Financial inclusion and its role in poverty reduction
- Challenges and opportunities in microfinance

Unit-III: Impact Assessment and Case Studies

- Evaluating the impact of microfinance programs
- Case studies of successful microfinance initiatives
- Lessons learned from failures in microfinance

Unit-IV: Regulatory Framework and Future Trends

- Regulatory framework for microfinance institutions
- Ethical considerations in microfinance
- Future trends and innovations in microfinance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work
-

Grading:

Internal assessment - 30%

End Term Exam - 70%

Further Readings:

- Beatriz Armendariz and Jonathan Morduch (2005). The Economics of Microfinance.
- Joanna Ledgerwood (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- Thomas Dichter, Malcolm Harper (2007). What's Wrong with Microfinance?



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Course Objectives:

The course on Banking: Types & Services is designed to provide students with a comprehensive understanding of the banking industry, its various types, and the range of services offered. It covers essential knowledge about banking operations, financial products, and customer services.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the different types of banks and their functions.
CO 2	Describe various banking services and financial products.
CO 3	Analyze the importance of customer service in banking.
CO 4	Evaluate emerging trends and challenges in the banking sector.

Course Contents:**Unit-A: Introduction to Banking and Types of Banks**

- Overview of the banking industry
- Structure of Indian Banking System
- Functions and roles of different types of banks
- Central Banking System
- Reserve Bank of India
- Banking regulations and governance

Unit-B: Banking and Indian Financial System

- Retail Banking services
- Financial Services
- Money Markets
- Capital Markets
- Non-Bank Financial Intermediaries

Unit-C: Customer Service and Challenges in Banking

- Customer Service and Satisfaction
- Quality of service and customer satisfaction
- Cybersecurity and risk management in banking
- Financial inclusion and social banking initiatives



- Sustainability and environmental banking practices

Unit-D: Technology in Banking

- Evolution of technology adoption in Indian Banks
- Digital banking platforms in India
- Unified Payments Interface (UPI) and Aadhaar-enabled payment system (AEPS)
- Role of fintech companies in transforming Indian banking
- Future Trends and Innovations in Indian banking

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and reports
- Quizzes and assessments

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions.
- Rose, P. S., & Hudgins, S. C. (2014). Bank Management & Financial Services.
- Casu, B., Girardone, C., & Molyneux, P. (2015). Introduction to Banking.



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SEMESTER VI



Course Name: Insurance: Products & Purposes

Credits: 4

Course Objectives:

The course on Insurance: Products & Purposes is designed to provide students with a comprehensive understanding of insurance products and their significance in the banking and insurance sector. It covers various types of insurance, their purposes, and how they contribute to risk management and financial planning.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of insurance products.
CO 2	Identify and evaluate different types of insurance policies.
CO 3	Explain the purposes of insurance in personal and business contexts.
CO 4	Analyze the role of insurance in financial planning and risk management.

Course Contents:

Unit-A: Introduction to Insurance

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage
- Annuities and retirement planning
- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability

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- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance

Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and policy analysis
- Quizzes and assessments

Grading:

Internal assessment

30%

-

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.
- Black, K. W. (2015). Business Risk and Insurance.



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Course objectives:

This course is designed to be a conceptual work based on the application of corporate communication (CC) in mass communication. This course will help the students to comprehend the characteristics of corporate communication. Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. The course will also involve the use of PPTs and visits to corporates to demonstrate the working of corporate houses and the communication patterns.

Course outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Outcomes
CO1	Describe the characteristics of corporate communication
CO2	Understand the role of CC in crisis communication and disaster management
CO3	Understand building a distinct corporate identity
CO4	Understand media relations
CO5	Organize press conferences, facility visits.
CO6	Prepare press briefs

Course content:**Unit - A:**

- Defining CC, Strategic CC and management: defining strategy and its relevance in public relations and corporate communication,
- campaign planning, management and execution.

Unit - B:

- Media relations: organizing press conferences, facility visits, press briefs
- proactive and reactive media relations
- ethical aspects in media relations.

UNIT - C:

- Building a distinct corporate identity: concepts, variables and process
- role of technology in CC.

UNIT - D:

- Role of CC/PR in crisis communication and disaster management,
- Defining stakeholders and media selection.



Teaching / assessment methodology:

- Synchronous lectures
- Lectures on lms
- Assignments
- Quizzes
- Project report

Grading:

Internal assessment 30%

End term exams 70%

Books and Materials:

TEXTBOOKS:

- Corporate Communication: Principles and Practice; Jaishri Jethwaney

Reference Books:

- Corporate Communication: A Guide to Theory and Practice; Joep P. Cornelissen



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Course Objectives:

- Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics.
- Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation.
- Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.
- Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
CO2	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
CO3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries
CO5	Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
CO6	Students should be familiar with good practices in conducting a qualitative interview and observation

Course Content:**Unit-I: Introduction to Research**

Research and its types, characteristics of good research, Process of research, introduction to different research designs.

Unit-II: The language of Research

Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables; Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis, Essential constituents of Literature Review

Unit-III: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster

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sampling and multistage sampling. Non-probability sampling: convenience sampling, judgment sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires and schedules.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-IV: Report Writing

Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Suggested Readings:

- Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi.
- C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi
- Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi



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Specialization (Electives)

Financial Management (Semester V)



Course Name : Corporate Accounting

Credits: 4

Course Objectives:

The Corporate Accounting course in the Financial Management specialization aims to provide students with an in-depth understanding of accounting principles and practices specific to corporate entities. The course will cover topics such as financial statement preparation, consolidation, accounting for mergers and acquisitions, and international financial reporting standards.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Prepare and analyze financial statements for corporations
CO 2	Understand the principles of consolidation accounting
CO 3	Apply accounting standards for mergers and acquisitions
CO 4	Analyze the impact of international financial reporting standards
CO 5	Evaluate accounting issues in complex financial transactions
CO 6	Demonstrate proficiency in accounting for income taxes
CO 7	Apply fair value accounting principles
CO 8	Interpret and analyze financial disclosures
CO 9	Utilize accounting information for decision-making
CO 10	Stay updated on emerging trends in corporate accounting

Course Content:

Unit-A: Financial Statement Preparation for Corporations

- Overview of corporate financial reporting
- Income statement, balance sheet, and cash flow statement preparation
- Accounting for revenue recognition and expenses
- Accounting for income taxes

Unit-B: Consolidation Accounting

- Principles of consolidation

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- Intercompany transactions and balances
- Non-controlling interest and goodwill
- Consolidated financial statement preparation

Unit-C: Accounting for Mergers and Acquisitions

- Merger and acquisition strategies
- Purchase method and pooling of interest method
- Goodwill accounting and impairment
- Integration and consolidation post-merger

Unit-D: International Financial Reporting Standards (IFRS)

- Introduction to IFRS
- IFRS vs. Generally Accepted Accounting Principles (GAAP)
- IFRS adoption and convergence
- Accounting for foreign currency transactions

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a corporate accounting case

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

Further Readings:

- Warfield, T. D., Weygandt, J. J., & Kieso, D. E. (2015). Intermediate Accounting.
- Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2014). Advanced Accounting.
- Epstein, B. J., & Jermakowicz, E. K. (2010). Interpretation and Application of International Financial Reporting Standards.
- Palepu, K. G., Healy, P. M., & Bernard, V. L. (2012). Business Analysis and Valuation: Using Financial Statements.



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Financial Management (Semester VI)



Course Name : Management Accounting

Credits: 4

Course Objectives:

The Management Accounting course in the Financial Management specialization aims to equip students with the knowledge and skills needed for effective managerial decision-making. The course will cover topics such as cost management, budgeting, performance measurement, and strategic management accounting.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role and scope of management accounting
CO 2	Apply cost management techniques for decision-making
CO 3	Develop and analyze budgets for planning and control
CO 4	Implement performance measurement and variance analysis
CO 5	Apply activity-based costing for cost allocation
CO 6	Utilize management accounting in strategic decision-making
CO 7	Evaluate the impact of information technology on management accounting
CO 8	Demonstrate proficiency in capital budgeting
CO 9	Analyze and interpret financial statements for management decision-making
CO 10	Stay updated on emerging trends in management accounting

Course Content:

Unit-A: Introduction to Management Accounting

- Definition and scope of management accounting
- Role of management accounting in decision-making
- Differences between financial accounting and management accounting
- Ethical considerations in management accounting

Unit-B: Cost Management Techniques

- Cost classification and behavior
- Cost-volume-profit analysis
- Job order costing and process costing
- Activity-based costing (ABC)

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Unit-C: Budgeting and Performance Measurement

- Budgeting fundamentals
- Flexible budgets and variance analysis
- Standard costing and variance analysis
- Performance measurement frameworks

Unit-D: Strategic Management Accounting

- Strategic decision-making and management accounting
- Capital budgeting and investment appraisal
- Cost of quality and sustainability accounting
- Impact of information technology on management accounting

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a management accounting case

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

Further Readings:

- Horngren, C. T., Datar, S. M., & Rajan, M. V. (2018). Cost Accounting: A Managerial Emphasis.
- Hansen, D. R., & Mowen, M. M. (2015). Cost Management: Accounting and Control.
- Garrison, R. H., Noreen, E. W., & Brewer, P. C. (2018). Managerial Accounting.
- Atkinson, A. A., Kaplan, R. S., Matsumura, E. M., & Young, S. M. (2019). Management Accounting: Information for Decision-Making and Strategy Execution.



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Course Objectives:

The Indirect Taxes course in the Financial Management specialization aims to provide students with a comprehensive understanding of indirect taxation regulations, compliance, and its impact on financial management. The course will cover topics such as the fundamentals of indirect taxes (with a focus on GST), registration, filing, and implications for financial decision-making.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the principles and fundamentals of indirect taxes, especially Goods and Services Tax (GST).
CO 2	Evaluate the impact of indirect taxes on financial transactions.
CO 3	Apply GST registration and compliance procedures.
CO 4	Analyze the financial implications of indirect taxes on businesses.
CO 5	Demonstrate proficiency in filing and documentation for GST and other indirect taxes.
CO 6	Understand the implications of indirect taxes on supply chains and pricing strategies.
CO 7	Evaluate the role of indirect taxes in financial planning and budgeting.
CO 8	Analyze the role of indirect taxes in international trade and cross-border transactions.
CO 9	Discuss ethical considerations in the compliance of indirect taxes.
CO 10	Stay updated on emerging trends and changes in indirect tax regulations.

Course Content:

Unit-A: Introduction to Indirect Taxes (with a focus on GST)

- Overview of indirect taxes and their significance
- Principles and fundamentals of GST
- Comparison with previous taxation systems
- GST Council and regulatory framework

Unit-B: GST Registration and Compliance

- GST registration process and eligibility
- Input tax credit and reverse charge mechanism



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- GST compliance and filing requirements
- GST audit and assessment

Unit-C: Financial Implications of Indirect Taxes

- Impact of indirect taxes on pricing and costing
- Indirect taxes and financial statements
- Indirect taxes and working capital management
- Indirect taxes and financial decision-making

Unit-D: Indirect Taxes in International Trade and Ethical Considerations

- GST in import and export transactions
- Implications of indirect taxes on cross-border trade
- Ethical considerations in indirect tax compliance
- Case studies on ethical dilemmas in indirect tax compliance

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on an indirect tax compliance case

Grading:

- Midterm exams: 30%
- Assignments: 20%
- Group project: 50%

Further Readings:

- Saini, M. (2019). *GST: How to Meet Your Obligations*.
- Jain, S. (2018). *Goods and Services Tax: Law and Practice*.
- Garg, M., & Arora, M. (2019). *GST: Concepts and Road Ahead*.



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Course Objectives:

The Mergers and Acquisitions course in the Financial Management specialization aims to equip students with a comprehensive understanding of the processes, strategies, and financial implications of mergers and acquisitions. The course will cover topics such as valuation techniques, deal structuring, due diligence, and post-merger integration.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the strategic and financial motives behind mergers and acquisitions
CO 2	Apply valuation techniques for assessing target companies
CO 3	Analyze the legal and regulatory aspects of mergers and acquisitions
CO 4	Evaluate deal structuring and financing options
CO 5	Conduct effective due diligence processes
CO 6	Understand the challenges and opportunities in post-merger integration
CO 7	Demonstrate proficiency in negotiating and closing deals
CO 8	Analyze case studies of successful and unsuccessful mergers
CO 9	Utilize financial models in M&A decision-making
CO 10	Stay informed on current trends and developments in the M&A landscape

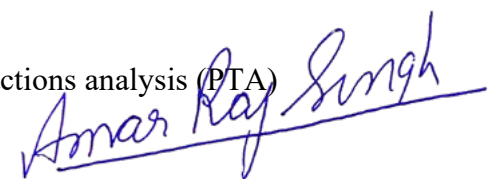
Course Content:

Unit-A: Introduction to Mergers and Acquisitions

- Definition and types of mergers and acquisitions
- Motives behind M&A activities
- The role of M&A in corporate strategy
- Trends and patterns in the M&A landscape

Unit-B: Valuation Techniques in Mergers and Acquisitions

- Financial modeling and valuation methods
- Comparable company analysis (CCA) and precedent transactions analysis (PTA)
- Discounted Cash Flow (DCF) analysis
- Synergy assessment and adjustment in valuation



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Unit-C: Legal and Regulatory Aspects of Mergers and Acquisitions

- Legal framework for M&A transactions
- Regulatory approvals and compliance
- Anti-trust considerations
- Due diligence processes and legal documentation

Unit-D: Deal Structuring, Financing, and Integration

- Deal structuring options (merger of equals, leveraged buyouts)
- Financing M&A transactions
- Post-merger integration strategies and challenges
- Case studies of successful and unsuccessful M&A transactions

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on an M&A simulation

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

Further Readings:

- Weston, J. F., Mitchell, M. L., & Mulherin, J. H. (2004). Takeovers, Restructuring, and Corporate Governance.
- Reed, L. (2016). Mergers and Acquisitions For Dummies.
- Bruner, R. F. (2004). Applied Mergers and Acquisitions.
- Ross, T. (2011). Valuation: The Art and Science of Corporate Investment Decisions.
- Gaughan, P. A. (2010). Mergers, Acquisitions, and Corporate Restructurings.



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Human Resource Management (Semester V)



Course Name : Industrial Relations and Labour Codes

Credits: 4

Course Objectives:

The Industrial Relations and Labour Codes course in the Human Resource Management specialization aims to provide students with an understanding of key labor laws, regulations, and compliance requirements relevant to the management of human resources in organizations.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of labor laws and their significance in HR management
CO 2	Analyze the legal framework governing employer-employee relationships
CO 3	Apply labor laws in the recruitment and selection process
CO 4	Evaluate the legal aspects of employment contracts and termination
CO 5	Understand collective bargaining and industrial relations
CO 6	Demonstrate proficiency in compliance with health and safety regulations
CO 7	Analyze the legal implications of workforce diversity
CO 8	Understand ethical considerations in labor management
CO 9	Apply data-driven decision-making in HR compliance
CO 10	Stay updated on emerging trends and changes in labor laws

Course Content:

Unit-A: Fundamentals of Labour Laws

- Definition and scope of labor laws
- Historical development of labor laws
- The role of labor laws in protecting employee rights
- International perspectives on labor laws

Unit-B: Legal Aspects of Employment

- Employment contracts and their legal implications
- Discrimination and equal opportunity laws
- Employee benefits and leave policies

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- Compliance with health and safety regulations

Unit-C: Industrial Relations and Collective Bargaining

- Industrial relations framework
- Collective bargaining processes and agreements
- Grievance handling and dispute resolution
- Trade unions and their legal status

Unit-D: Contemporary Issues and Ethical Considerations

- Legal implications of workforce diversity
- Emerging trends and changes in labor laws
- Ethical considerations in labor management
- Case studies of legal challenges in HR management

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Legal compliance project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Legal compliance project - 50%

Further Readings:

- DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). Fundamentals of Human Resource Management.
- Twomey, D. P., & Jennings, M. M. (2015). Employment Law and Human Resource Practice.
- Befort, S. F., & Budd, J. W. (2009). Invisible Hands, Invisible Objectives: Bringing Workplace Law and Public Policy into Focus.



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Human Resource Management (Semester VI)



Course Name : Conflict Management

Credits: 4

Course Objectives:

The Conflict Management course in the Human Resource Management specialization aims to provide students with the knowledge and skills to effectively identify, analyze, and manage conflicts within the organizational context.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of conflict management and its significance in HR management
CO 2	Analyze the sources and types of conflicts in the workplace
CO 3	Develop strategies for preventing and mitigating conflicts
CO 4	Apply effective communication and negotiation techniques in conflict resolution
CO 5	Understand the role of leadership in conflict management
CO 6	Demonstrate proficiency in mediation and alternative dispute resolution
CO 7	Analyze the impact of cultural diversity on conflict
CO 8	Understand ethical considerations in conflict resolution
CO 9	Apply data-driven decision-making in conflict management
CO 10	Stay updated on emerging trends and innovations in conflict management

Course Content:

Unit-A: Fundamentals of Conflict Management

- Definition and scope of conflict management
- The psychology of conflict
- Role of conflict in organizational dynamics
- The impact of organizational culture on conflict

Unit-B: Sources and Types of Conflicts

- Identification of conflict sources
- Types of conflicts in the workplace

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- Intrapersonal and interpersonal conflicts
- Group and organizational conflicts

Unit-C: Conflict Prevention and Resolution Strategies

- Strategies for preventing conflicts
- Collaborative problem-solving techniques
- Negotiation and communication in conflict resolution
- Leadership's role in conflict prevention and resolution

Unit-D: Cultural Diversity and Ethical Considerations in Conflict Management

- Managing conflicts in culturally diverse teams
- Cross-cultural communication in conflict resolution
- Ethical considerations in conflict management
- Case studies of ethical challenges in conflict resolution

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Role-play exercises
- Assignments
- Conflict resolution project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Conflict resolution project - 50%

Further Readings:

- Folger, J. P., Poole, M. S., & Stutman, R. K. (2017). Working Through Conflict: Strategies for Relationships, Groups, and Organizations.
- Rahim, M. A. (2011). Managing Conflict in Organizations.
- Kilmann, R. H., Thomas, K. W., & Kilmann, C. (2016). Thomas-Kilmann Conflict Mode Instrument (TKI).
- De Bono, E. (2014). Six Thinking Hats.



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Course Objectives:

The Conflict Management course in the Human Resource Management specialization aims to provide students with the knowledge and skills to effectively identify, analyze, and manage conflicts within the organizational context.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of conflict management and its significance in HR management
CO 2	Analyze the sources and types of conflicts in the workplace
CO 3	Develop strategies for preventing and mitigating conflicts
CO 4	Apply effective communication and negotiation techniques in conflict resolution
CO 5	Understand the role of leadership in conflict management
CO 6	Demonstrate proficiency in mediation and alternative dispute resolution
CO 7	Analyze the impact of cultural diversity on conflict
CO 8	Understand ethical considerations in conflict resolution
CO 9	Apply data-driven decision-making in conflict management
CO 10	Stay updated on emerging trends and innovations in conflict management

Course Content:

Unit-A: Fundamentals of Conflict Management

- Definition and scope of conflict management
- The psychology of conflict
- Role of conflict in organizational dynamics
- The impact of organizational culture on conflict

Unit-B: Sources and Types of Conflicts

- Identification of conflict sources
- Types of conflicts in the workplace
- Intrapersonal and interpersonal conflicts
- Group and organizational conflicts



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Unit-C: Conflict Prevention and Resolution Strategies

- Strategies for preventing conflicts
- Collaborative problem-solving techniques
- Negotiation and communication in conflict resolution
- Leadership's role in conflict prevention and resolution

Unit-D: Cultural Diversity and Ethical Considerations in Conflict Management

- Managing conflicts in culturally diverse teams
- Cross-cultural communication in conflict resolution
- Ethical considerations in conflict management
- Case studies of ethical challenges in conflict resolution

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Role-play exercises
- Assignments
- Conflict resolution project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Conflict resolution project - 50%

Further Readings:

- Folger, J. P., Poole, M. S., & Stutman, R. K. (2017). Working Through Conflict: Strategies for Relationships, Groups, and Organizations.
- Rahim, M. A. (2011). Managing Conflict in Organizations.
- Kilmann, R. H., Thomas, K. W., & Kilmann, C. (2016). Thomas-Kilmann Conflict Mode Instrument (TKI).
- De Bono, E. (2014). Six Thinking Hats.



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Course Objectives:

The Global HR course in the Human Resource Management specialization aims to provide students with the knowledge and skills to manage human resources in a global context, considering the challenges and opportunities associated with diverse cultural and legal environments.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of global HR management and its significance
CO 2	Analyze the impact of cultural diversity on HR practices
CO 3	Develop strategies for managing global talent
CO 4	Apply effective global performance management practices
CO 5	Understand the legal and ethical considerations in global HR
CO 6	Demonstrate proficiency in international recruitment and selection
CO 7	Analyze the role of technology in global HR
CO 8	Develop and implement global HR policies
CO 9	Apply data-driven decision-making in global HR
CO 10	Stay updated on emerging trends and innovations in global HR

Course Content:
Unit-A: Fundamentals of Global HR Management


- Definition and scope of global HR management
- Key differences between domestic and international HR
- The strategic role of global HR in organizations
- Legal and ethical considerations in global HR

Unit-B: Cultural Diversity and Talent Management

- Impact of cultural diversity on HR practices
- Strategies for managing a diverse global workforce
- Global talent acquisition and retention
- Cross-cultural communication in HR

Unit-C: Global Performance Management and Recruitment

- Designing and implementing global performance management systems


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- International recruitment and selection processes
- Onboarding and integration of global employees
- Expatriate management and repatriation

Unit-D: Technology in Global HR and Policy Development

- Role of technology in global HR (HRIS, virtual teams)
- Developing global HR policies and procedures
- Managing employee relations in a global context
- Case studies of successful global HR initiatives

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Group discussions and presentations
- Assignments
- Global HR policy development project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Global HR policy development project - 50%

Further Readings:

- Dowling, P. J., Festing, M., & Engle, A. D. (2017). International Human Resource Management.
- Stahl, G. K., Björkman, I., & Morris, S. (2012). Handbook of Research in International Human Resource Management.
- Scullion, H., & Collings, D. G. (Eds.). (2011). Global Talent Management.
- Sparrow, P., Brewster, C., & Harris, H. (Eds.). (2004). Globalizing Human Resource Management.



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Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Explain digital marketing landscape
CO 2	Describe ingredients of digital marketing
CO 3	Understand website, SEO, content and social media
CO 4	Analyze performance through analytics
CO 5	Discuss PR mix in digital marketing
CO 6	Develop strategy for marketing online
CO 7	Create effective website
CO 8	Develop skills in search engine optimization
CO 9	Successfully run social media campaign to engage customers
CO 10	Develop and implement online PR strategy


Course Contents:**Unit-A: Digital marketing strategy**

- Evolution of digital marketing
- Technology behind digital marketing
- Why you need digital marketing strategy
- Your business & digital marketing
- Understanding digital consumer

Unit-B: Effective Website & Search

- Building an effective website
- Choosing domain name
- Hosting website

- Arranging information & effective web content



- Search engines & SEO

Unit-C: Analytics

- Measuring digital marketing success
- How information is measured
- Measuring what is important
- Testing, investing, tweaking & reinvesting
- Action stations

Unit-D: Art of email marketing, social media & online customer engagement

- What is email marketing
- Planning your campaign
- Forms of social media
- Rules of engagement
- Online PR & reputation management

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

Rajan Gupta, Supriya Madan- Digital Marketing



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Course Objectives:

The Customer Relationship Management (CRM) course is designed to educate students on the strategic significance of CRM in businesses, focusing on consumer acquisition, retention, and growth. It covers CRM systems and software, data analysis, customer lifecycle management, and customer-centric strategies useful in the digital marketing landscape.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the role of CRM in building and maintaining customer relationships.
CO 2	Implement CRM strategies to improve customer experience and business performance.
CO 3	Utilize CRM systems and technologies to gather, store, and analyze customer data.
CO 4	Apply data-driven insights to segment, target, and personalize customer interactions.
CO 5	Evaluate the effectiveness of CRM initiatives and adjust strategies for optimization.

Course Contents:

Unit-A: Introduction to CRM

- Concepts and principles of CRM
- The strategic role of CRM within an organization
- Understanding customer behavior and needs
- Customer lifecycle stages: acquisition, retention, and extension

Unit-B: CRM Strategies and Technologies

- Development and implementation of CRM strategies
- CRM software and databases
- Aligning CRM with marketing, sales, and service functions
- Multi-channel management and customer touchpoints

Unit-C: Data Management and Analytics in CRM

- Data collection and integration in CRM systems
- Segmenting and profiling customers for targeted marketing
- Customer analytics: predicting and understanding customer behavior
- Privacy, security, and ethical considerations with customer data



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Unit-D: CRM Implementation and Evaluation

- Best practices and challenges in CRM implementation
- Measuring and analyzing CRM results (KPIs and metrics)
- Customer feedback and continuous improvement loops
- CRM in the context of digital transformation and e-commerce

Teaching / Assessment Methodology:

- Synchronous lectures integrating real-world case studies
- Hands-on practice with CRM software and tools
- Asynchronous modules covering data analytics techniques
- Role-playing simulations of customer service and sales scenarios
- Regular assessments through quizzes, group projects, and a capstone project

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Peelen, E., & Beltman, R. (2013). Customer Relationship Management.
- Greenberg, P. (2010). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Kumar, V., & Reinartz, W. (2018). Customer Relationship Management: Concept, Strategy, and Tools.
- Bose, R. (2002). Customer Relationship Management: Key Components for IT Success.
- Chen, I. J., & Popovich, K. (2003). Understanding Customer Relationship Management (CRM): People, Process and Technology.



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Course Objectives:

The Search Engine Optimization (SEO) course in the Digital Marketing specialization aims to provide students with advanced knowledge and skills in optimizing websites for search engines, enhancing online visibility, and driving organic traffic.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Search Engine Optimization (SEO)
CO 2	Analyze the role of SEO in digital marketing strategies
CO 3	Implement on-page and off-page SEO techniques
CO 4	Optimize website content for search engines
CO 5	Analyze SEO metrics and key performance indicators
CO 6	Understand ethical considerations in SEO practices
CO 7	Stay updated on emerging trends and innovations in SEO
CO 8	Demonstrate proficiency in SEO audits and analysis
CO 9	Apply data-driven decision-making in SEO strategies
CO 10	Develop and implement effective local SEO strategies

Course Content:

Unit-A: Fundamentals of Search Engine Optimization (SEO)

- Definition and scope of SEO
- Importance of SEO in digital marketing
- Key components of an SEO strategy
- Legal and ethical considerations in SEO

Unit-B: On-Page and Off-Page SEO Techniques

- On-page optimization techniques (meta tags, keyword optimization)
- Off-page optimization strategies (link building, social signals)
- Local SEO and its significance
- International perspectives on SEO



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Unit-C: Content Optimization and SEO Metrics

- Creating SEO-friendly content
- Keyword research and content optimization
- SEO metrics and key performance indicators (KPIs)
- Implementing Google Search Console and other SEO tools

Unit-D: Emerging Trends and Ethical Considerations in SEO

- Emerging trends in SEO (voice search, mobile-first indexing)
- Ethical considerations in SEO practices
- Case studies of successful SEO strategies
- Practical SEO audit and analysis exercises

Teaching / Assessment Methodology:

- Synchronous lectures
- Hands-on SEO exercises
- Case studies and real-world scenarios
- Assignments
- SEO strategy development project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- SEO strategy development project - 50%

Further Readings:

- Enge, E., Spencer, S., & Stricchiola, J. (2015). The Art of SEO: Mastering Search Engine Optimization.
- Fishkin, R., & Moz Team. (2015). The Art of SEO: Mastering Search Engine Optimization.
- Sullivan, D., & Mill, A. (2012). Search Engine Optimization: An Hour a Day.
- King, M. (2014). SEO: Search Engine Optimization Bible.



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Course Objectives:

The Social Media Marketing course in the Digital Marketing specialization aims to equip students with the knowledge and skills to effectively leverage social media platforms for marketing, engagement, and brand building.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Social Media Marketing (SMM)
CO 2	Analyze the role of social media in digital marketing strategies
CO 3	Develop and implement comprehensive social media marketing plans
CO 4	Apply data-driven decision-making in social media marketing
CO 5	Optimize social media content for engagement
CO 6	Demonstrate proficiency in social media advertising
CO 7	Understand the legal and ethical considerations in social media marketing
CO 8	Stay updated on emerging trends and innovations in social media
CO 9	Analyze social media metrics and key performance indicators
CO 10	Develop and implement effective influencer marketing strategies

Course Content:

Unit-A: Fundamentals of Social Media Marketing (SMM)

- Definition and scope of Social Media Marketing
- Key components of a social media marketing strategy
- The strategic role of social media in organizations
- Legal and ethical considerations in social media marketing

Unit-B: Social Media Marketing Plans and Engagement Strategies

- Developing effective social media marketing plans
- Content creation and curation for social media
- Community building and engagement strategies
- Case studies of successful social media campaigns



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Unit-C: Social Media Advertising and Influencer Marketing

- Social media advertising strategies (Facebook Ads, Instagram Ads)
- Influencer marketing and collaborations
- Budgeting and resource allocation for social media advertising
- Metrics and key performance indicators (KPIs) in social media marketing

Unit-D: Metrics Analysis and Emerging Trends

- Analyzing social media metrics (engagement rate, reach, conversions)
- Emerging trends in social media marketing
- Integrating social media with other digital marketing channels
- Case studies of innovative social media marketing practices

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Group discussions and presentations
- Assignments
- Social media marketing campaign project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Social media marketing campaign project - 50%

Further Readings:

- Smith, A. N., & Zook, M. (2018). Marketing the City: The Role of Flagship Developments in Urban Regeneration.
- Barker, M., & Barker, D. I. (2016). Social Media Marketing: A Strategic Approach.
- Scott, D. M. (2019). The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly.
- Solis, B. (2019). Lifescale: How to Live a More Creative, Productive, and Happy Life.



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Computer Science (Semester V)

Course Name : Database Management System



Credits: 4

Course Objectives:

The Database Management System course in the Computer Science specialization aims to provide students with a comprehensive understanding of database concepts, design, and management.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Database Management Systems (DBMS)
CO 2	Design and implement relational databases
CO 3	Apply SQL for data retrieval and manipulation
CO 4	Demonstrate proficiency in database normalization
CO 5	Understand transaction management and concurrency control
CO 6	Design and implement security measures in databases
CO 7	Optimize database performance
CO 8	Stay updated on emerging trends and innovations in database management
CO 9	Analyze and interpret results from database queries
CO 10	Design and implement basic database projects

Course Content:

Unit-A: Fundamentals of Database Management Systems (DBMS)

- Definition and scope of DBMS
- Components and architecture of DBMS
- Types of databases (relational, NoSQL, etc.)
- Legal and ethical considerations in database management

Unit-B: Database Design and Normalization

- Entity-Relationship (ER) modeling
- Database design principles
- Normalization and denormalization techniques
- Case studies of database design

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Unit-C: SQL and Data Retrieval

- Structured Query Language (SQL) fundamentals
- Advanced SQL queries and joins
- Data manipulation using SQL
- Optimization of SQL queries

Unit-D: Transaction Management, Security, and Performance Optimization

- Transaction management and concurrency control
- Database security measures (authentication, authorization)
- Database performance optimization techniques
- Emerging trends in database management

Teaching / Assessment Methodology:

- Synchronous lectures
- Hands-on database exercises
- Case studies and real-world scenarios
- Assignments
- Database project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Database project - 50%

Further Readings:

- Elmasri, R., & Navathe, S. B. (2015). Fundamentals of Database Systems.
- Garcia-Molina, H., Ullman, J. D., & Widom, J. (2008). Database Systems: The Complete Book.
- Date, C. J. (2003). An Introduction to Database Systems.
- Silberschatz, A., Korth, H. F., & Sudarshan, S. (2019). Database System Concepts.



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Computer Science (Semester VI)



Course Name: Introduction to AI & Machine Learning

Credits: 4

Course Objectives:

The course on Introduction to AI & Machine Learning is designed to provide students with a foundational understanding of artificial intelligence and machine learning. It covers the basics of AI, machine learning techniques, applications, and ethical considerations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and principles of artificial intelligence and machine learning.
CO 2	Apply basic machine learning algorithms for data analysis and prediction.
CO 3	Identify real-world applications of AI and machine learning.
CO 4	Discuss ethical and societal implications of AI and machine learning.

Course Contents:

Unit-A: Introduction to Artificial Intelligence

- Understanding artificial intelligence and its history
- Types of artificial intelligence: Narrow vs. General AI
- AI applications in various industries
- Ethical considerations in AI development
- The impact of AI on the job market

Unit-B: Machine Learning Fundamentals

- Basics of machine learning and its role in AI
- Supervised, unsupervised, and reinforcement learning
- Data preprocessing and feature engineering
- Model training and evaluation
- Overfitting and underfitting in machine learning

Unit-C: Machine Learning Algorithms

- Linear regression and logistic regression
- Decision trees and random forests
- Clustering algorithms (k-means, hierarchical)

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- Introduction to neural networks and deep learning
- Model selection and hyperparameter tuning

Unit-D: Real-World Applications and Future Trends

- AI and machine learning in healthcare, finance, and marketing
- Natural language processing and computer vision
- Challenges and opportunities in AI and machine learning
- The future of AI and its societal impact
- Case studies on AI and machine learning applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Goodfellow, I., Bengio, Y., Courville, A., & Bengio, Y. (2016). Deep Learning.
- Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.
- Russell, S. J., & Norvig, P. (2016). Artificial Intelligence: A Modern Approach.
- Chollet, F. (2017). Deep Learning with Python.



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Course Objectives:

The Software Project Management course in the Computer Science specialization aims to equip students with the knowledge and skills necessary to effectively plan, execute, and manage software development projects.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of software project management
CO 2	Apply project management methodologies for software development
CO 3	Develop and implement project plans
CO 4	Demonstrate proficiency in project scheduling and resource allocation
CO 5	Understand risk management in software projects
CO 6	Apply quality assurance measures in software development
CO 7	Optimize project communication and collaboration
CO 8	Stay updated on emerging trends and innovations in software project management
CO 9	Analyze and interpret project performance metrics
CO 10	Manage software development projects ethically and efficiently

Course Content:

Unit-A: Fundamentals of Software Project Management

- Definition and scope of software project management
- Key components of software projects
- The role of project management in software development
- Legal and ethical considerations in project management

Unit-B: Project Planning and Scheduling

- Project planning techniques
- Work breakdown structure (WBS)
- Gantt charts and project scheduling
- Resource allocation and management

Unit-C: Risk Management and Quality Assurance

- Identifying and analyzing project risks



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- Risk mitigation strategies
- Quality assurance in software development
- Testing and debugging practices

Unit-D: Communication and Collaboration in Project Management

- Effective project communication
- Collaboration tools for project teams
- Agile project management methodologies
- Case studies of successful software project management

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Group discussions and presentations
- Assignments
- Software project management plan development project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Project plan development project - 50%

Further Readings:

- Schwalbe, K. (2018). Information Technology Project Management.
- Pressman, R. S. (2014). Software Engineering: A Practitioner's Approach.
- Boehm, B. W. (1988). A Spiral Model of Software Development and Enhancement.
- Sommerville, I. (2011). Software Engineering.



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Course Objectives:

The Data Communication & Computer Networks course in the Computer Science specialization aims to provide students with a comprehensive understanding of the principles, protocols, and technologies used in data communication and computer networks.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of data communication
CO 2	Analyze the principles and protocols of computer networks
CO 3	Design and implement computer network architectures
CO 4	Demonstrate proficiency in network security
CO 5	Understand the role of the Internet and its components
CO 6	Apply data communication and network concepts in real-world scenarios
CO 7	Optimize network performance and troubleshoot issues
CO 8	Stay updated on emerging trends and innovations in computer networks
CO 9	Analyze and interpret network performance metrics
CO 10	Apply ethical considerations in the design and management of computer networks

Course Content:

Unit-A: Fundamentals of Data Communication

- Definition and scope of data communication
- Communication models and types
- Signal encoding and modulation
- Legal and ethical considerations in data communication

Unit-B: Principles and Protocols of Computer Networks

- Introduction to computer networks
- Network topologies and architectures
- OSI and TCP/IP models
- Routing and switching

Unit-C: Network Security

- Overview of network security



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- Cryptography and encryption
- Firewalls and intrusion detection systems
- Security protocols (SSL, TLS)

Unit-D: Internet and Emerging Trends

- The role of the Internet in data communication
- Internet protocols (HTTP, FTP, DNS)
- Emerging trends in computer networks (IoT, 5G)
- Case studies of successful network implementations

Teaching / Assessment Methodology:

- Synchronous lectures
- Hands-on networking exercises
- Case studies and real-world scenarios
- Assignments
- Computer network design and implementation project

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Network design and implementation project - 50%

Further Readings:

- Forouzan, B. A. (2012). Data Communications and Networking.
- Kurose, J. F., & Ross, K. W. (2017). Computer Networking: A Top-Down Approach.
- Tanenbaum, A. S., & Wetherall, D. J. (2018). Computer Networks.
- Stallings, W. (2013). Data and Computer Communications.



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Marketing Management (Semester V)

Course Name: Service Marketing



Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organisations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer Orientation

- Understanding Service Phenomenon and Role in Economy
- Service Characteristics and Housing & Financial Intermediation
- Marketing Mix for Services: Traditional 4Ps and Extended Mix
- Planning for Service Marketing
- Customer Behavior in Service Marketing

Unit-B: Service Design, Strategy, and Standards

- Service Design and Delivery Process

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- Customer Relationship Management (CRM) in Service Marketing
- Customer Defined Service Standards
- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity
- Service Innovation and Technology

Unit-D: Managing Service Promises and Closing the Gaps

- Regulatory Landscape in Indian Service Industries
- Service Branding and Positioning
- Service Recovery Strategies
- Social Media Marketing for Services
- Internationalization of Indian Services
- Emerging Trends in Indian Service Marketing

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Jochen Wirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing


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Marketing Management (Semester VI)

Course Name : Retail Marketing



Credits: 4

Course Objectives:

The Retail Marketing course in the Marketing Management specialization aims to provide students with a comprehensive understanding of retail strategies, consumer behavior in the retail environment, store management, and e-commerce in the retail sector.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of retail marketing and its role in marketing strategies
CO 2	Analyze consumer behavior in the retail environment
CO 3	Develop and implement effective retail strategies
CO 4	Apply merchandising and store management techniques
CO 5	Evaluate the role of technology and e-commerce in retail
CO 6	Understand the legal and ethical considerations in retail marketing
CO 7	Develop and implement an integrated retail marketing plan
CO 8	Demonstrate proficiency in retail branding and positioning
CO 9	Apply data-driven decision-making in retail marketing
CO 10	Stay updated on emerging trends and innovations in retail marketing

Course Content:

Unit-A: Fundamentals of Retail Marketing

- Definition and scope of retail marketing
- Evolution of retail marketing
- Retail marketing vs traditional marketing
- Role of retail marketing in the marketing mix

Unit-B: Consumer Behavior in Retail

- Understanding consumer motivations in retail
- In-store and online consumer behavior
- Impulse buying and decision-making processes
- Customer loyalty and relationship building

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Unit-C: Retail Strategies and Store Management

- Retail format and strategy selection
- Merchandising techniques and product placement
- Store layout and design principles
- Inventory management and supply chain in retail

Unit-D: E-commerce in Retail and Retail Marketing Plan

- E-commerce trends and technologies in retail
- Integration of online and offline retail strategies
- Legal and ethical considerations in e-commerce
- Developing and implementing an integrated retail marketing plan

Teaching / Assessment Methodology:


- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a retail marketing campaign

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

Further Readings:

- Levy, M., Weitz, B. A., & Grewal, D. (2019). Retailing Management.
- Berman, B., & Evans, J. R. (2012). Retail Management: A Strategic Approach.
- Diamond, M. A., Pintel, G., & Thompson, B. (2018). Retail Marketing Management: Principles and Practice.
- Neslin, S. A., & Shankar, V. (2009). Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions.



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Course Objectives:

The course in Supply Chain Management aims to develop a comprehensive understanding of the principles and practices necessary to manage the flow of goods, information, and finances across the supply chain. Students will learn to make informed decisions for optimizing supply chain performance and achieving business objectives.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Describe the fundamental concepts of supply chain management.
CO 2	Understand the key components and functions of a supply chain.
CO 3	Analyze supply chain strategies and network design.
CO 4	Implement supply chain optimization techniques.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management
- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations



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Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- Case studies on supply chain optimization

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a supply chain optimization plan

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

Further Readings:

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and managing the Supply Chain: Concepts, Strategies, and Case Studies



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Course Objectives:

The Customer Relationship Management (CRM) course in the Marketing Management specialization aims to provide students with a comprehensive understanding of customer-centric strategies, CRM technologies, customer segmentation, and personalized marketing.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Customer Relationship Management and its role in marketing strategies
CO 2	Analyze customer segmentation and profiling
CO 3	Develop and implement effective CRM strategies
CO 4	Apply CRM technologies and data analytics for customer insights
CO 5	Evaluate the role of personalization in marketing
CO 6	Understand ethical considerations in CRM
CO 7	Develop and implement an integrated CRM plan
CO 8	Demonstrate proficiency in customer journey mapping
CO 9	Apply data-driven decision-making in CRM
CO 10	Stay updated on emerging trends and innovations in CRM

Course Content:

Unit-A: Fundamentals of Customer Relationship Management

- Definition and scope of Customer Relationship Management
- Importance of customer-centric strategies
- CRM in the marketing mix
- Key components of a CRM framework

Unit-B: Customer Segmentation and Profiling

- Techniques for customer segmentation
- Developing customer profiles and personas
- Targeting and positioning in CRM
- Predictive modeling and analytics



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Unit-C: CRM Strategies and Technologies

- Designing and implementing effective CRM strategies
- CRM technologies and tools
- Integration of CRM with other marketing functions
- Customer loyalty programs

Unit-D: Personalization in Marketing and Ethical Considerations

- Role of personalization in marketing
- Personalized marketing strategies
- Ethical considerations in CRM practices
- Privacy and data protection in CRM

Teaching / Assessment Methodology:

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on an integrated CRM plan

Grading:

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

Further Readings:

- Payne, A., & Frow, P. (2013). Strategic Customer Management: Integrating Relationship Marketing and CRM.
- Buttle, F. (2012). Customer Relationship Management: Concepts and Technologies.
- Greenberg, P. (2014). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Rigby, D. K., Reichheld, F. F., & Scheffer, P. (2002). Avoid the Four Perils of CRM. Harvard Business Review.



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Syllabus
BA in Journalism and Mass
Communication
ODL/OL

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and Online Education (SCDOE)**

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PO, PSO and PEO, for BAJMC

PROGRAM OBJECTIVES (PO's)

POs:

PO1. Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

PO2. Critical Thinking: Act in a well-thought-out way by first recognizing the assumptions that form the basis of our thoughts and actions, then checking the extent to which these assumptions are correct and valid, and then evaluating our ideas, organizational choices, and individual actions from a variety of angles.

PO3. Effective Communication: Learn to speak, read, write, and listen clearly in English and Hindi, both in person and through electronic media, and connect people, ideas, books, media, and technology to make sense of the world.

PO4. Social Interaction: Elicit views of others, to mediate arguments, and to provide assistance in coming to a decision.

PO5. Effective Citizenship: Show social concern and a focus on equity in national development, as well as the ability to act on issues with knowledge and to take part in civic life by volunteering.

PO6. Ethics: Recognize different value systems, including your own, understand the moral implications of your choices, and take responsibility for them.

PO7. Environment and Sustainability: Gain an understanding of the environmental conditions and concerns surrounding sustainable development.

PO8. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

PO9. Modern tool usage: Demonstrate skilled usage of modern tools and techniques to effectively communicate with masses.

PO10. Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1. Understand the nature and basic concepts of communication, journalism, advertising, corporate communication, electronic media, film making, new media and communication research.

PSO2. Understand the applications of communication theories, research in the fields of advertising, corporate communication, electronic media, print and new media.

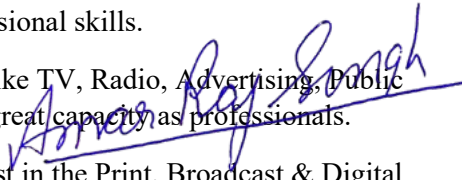
PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The Journalism Graduate after 3-5 years will

PEO1. Seek higher education and/ or engage in enhancing their professional skills.

PEO2. Gain relevant and essential skills regarding related industries like TV, Radio, Advertising, Public Relations, and Corporate Communications in order to perform in the great capacity as professionals.

PEO3. Prove themselves as competent, trained, and qualified journalist in the Print, Broadcast & Digital Media Industry.


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Program Structure/Syllabus Credit Scheme of BAJMC

SEMESTER-I

Sr No.	Course Name	Credits
1	Creativity Decoded	4
2	Functional English-1	4
3	Introduction to Reporting	4
4	Fundamentals of Journalism	4
5	Open Elective (To be chosen from the list given below)	

Open Elective:

Sr No.	Course Name	Credits
1	Principles of Management	4
2	Digital and Technological Solutions	4

SEMESTER-II

Sr No	Course Name	Credits
1	Journalism in India- Historical Perspective	4
2	Introduction to Editing	4
3	Functional English -2	4
4	Entrepreneurship	4
5	Open Elective (To be chosen from the list given below)	

Open Elective:

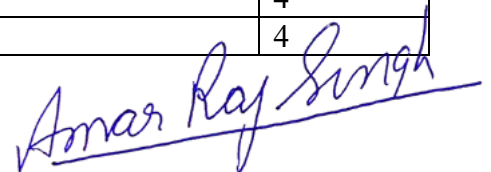
Sr No.	Course Name	Credits
1	Saying it with presentations	4
2	Human Resource Management	4

SEMESTER-III

Sr No	Course Name	Credits
1	Radio Journalism	4
2	Drafting the Scripts and News Stories	4
3	New Media	4
4	Acing the Interviews through AI	4
5	Open Elective (To be chosen from the list given below)	

Open Elective:

Sr No.	Course Name	Credits
1	Principles of Economics	4
2	Critical Thinking and Problem solving	4



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SEMESTER IV

Sr No	Course Name	Credits
1	Media Ethics and Laws	4
2	Advertising and Public Relations	4
3	Development Communication	4
4	Radio Production	4
5	Open Elective (To be chosen from the list given below)	

Open Elective:

Sr No.	Course Name	Credits
1	Effective Negotiations	4
2	Research methodology	4

SEMESTER V

Sr No	Course Name	Credits
1	Cultural Communication	4
2	Film Studies	4
3	Brand Management	4
4	Media Research	4
6	Open Elective (To be chosen from the list given below)	

Open Elective:

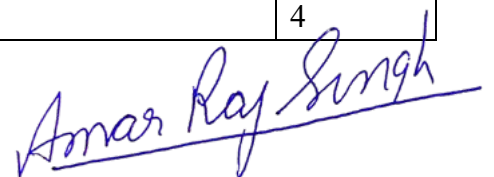
Sr No.	Course Name	Credits
1	Effective negotiation	4
2	Sales Management	4

SEMESTER VI

Sr No	Course Name	Credits
1	Photojournalism	4
2	Television Journalism	4
3	Television Production	4
4	Corporate Communication	4
5	Open Elective (To be chosen from the list given below)	

Open Elective:

Sr No.	Course Name	Credits
1	Insurance products and purposes	4
2	Introduction to Financial management	4



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SEMESTER-I

Course Name:

Creativity Decoded



Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students with specific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Define creativity
CO2	Enumerate the steps in the creative process and understand that it is non linear
CO3	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO4	Understand the role of concepts like mindfulness, use of right brain, empathy and curiosity in creativity
CO5	Explain the importance of deliberate practice for achieving excellence
CO6	Understand how adding constraints improves the quality of creativity
CO7	Understand the various ways of combining things to create something new
CO8	Examine the breaking and enhancing of patterns as a source of creativity
CO9	Discriminate between “the good and bad” of copying as a technique to make something new
CO10	Describe some simple ways to overcome creative blocks
CO11	Understand how collaboration and building upon the works of others has led to innovation in science
CO12	Use the reframe tool for scenario analysis
CO13	Use the combining and recombining technique to generate new product and service ideas
CO14	Construct a “wow factor” for a product or service offering through the “twist in the tale” technique

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CO15	Be able to create Analog drawings for emotions, personality and problems
CO16	Be able to create personas using empathy
CO17	Use the stream of consciousness for story boarding

Course Content:

Unit- I: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learn creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit- II: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit- III: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit- IV: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- Synchronous Lectures
- Asynchronous Videos / Lectures on LMS
- Assignment
- Quizzes
- Project Work

Grading:

Internal Assessment	30%
End Term Exam	70%



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Books and Materials:

Text Books:

- Ashoo Khosla, “Off the corporate bus and into the creativity boat, Jaico Publishing House (October 2017)

Reference Books:

1. Dr Mihaly Csikszentmihalyi PhD, “Flow: The Psychology of Optimal Experience”, Harper Collins, (1990)
2. Karim Benammar, “Reframing. The art of thinking differently” Boom; (June, 2012)



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Course Objectives:

- To enhance the skills needed to work in a formal English-speaking global environment.
- To equip the learners with required linguistic skills, guiding them to excel in the academic field.
- To emphasize the need for fluency in the English language and refining language proficiency.
- To enable students to communicate better through writing and oral expression.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
CO2	To enable students to improve their ability to communicate and their linguistic competence in English.
CO3	Acquire and hone communication skills
CO4	Lifelong: Ability to acquire knowledge and skills, including ‘learning how to learn’, that are necessary for participating in learning activities throughout life.

Course Contents:

Unit - A

- Listening and Reading
- Unseen Passage
- Comprehension

Unit - B

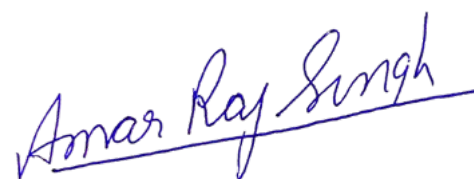
- Functional English
- Specific fixed expressions
- Practice

Unit - C

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit - D

- Phrasal Verbs
- Idioms
- Collocations
- Grammatical rules
- Exercises that have to do with grammar



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Course Outcome:

1 Knowledge Outcomes:

- To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
- To enable students to improve their ability to communicate and their linguistic competence in English.

2 Skill Outcomes:

- Acquire and hone communication skills
- Lifelong: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Suggested Reading:

- *Collins Cobuild, Dictionary of Phrasal Verbs*, Indus
- *Oxford Collocation Dictionary*, Oxford University Press
- Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.
- Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India
- Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press
- Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.
- Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer
- Colins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrat Publishing
- O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

- www.Englishclub.com
- www.writingcentre.uottawa.ca
- <http://grammar.about.com>
- <http://learnenglish.britishcouncil.org>
- <http://www.bbc.co.uk/worldservice/learningenglish/>



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Course Objectives:

This course is designed to be a conceptual work based on the application of the principles of reporting for the print and electronic media. The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, specialized reporting, reporting for print media and electronic media.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Understand the process of writing for print, radio & TV
CO2	Explain the principles of reporting
CO3	Report & write news for Investigative, Cultural, Political, Seminar & civic issues
CO4	Write stories covering various beats, writing follow-up stories
CO5	Write interview-based news stories, studying and analyzing investigative stories etc.
CO6	Exercise in news layout
CO7	Write letters to the editor
CO1	Write news for TV

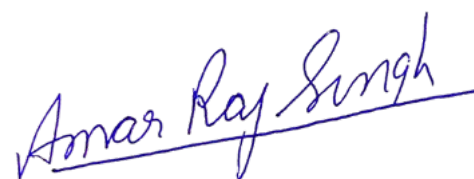
Course Content:

UNIT A

- Concept and definition of news
- News values
- News sources, Basic tools of information gathering, research and references,
- Maintaining a diary, use of computer, internet, mobile and other gadgets
- Cultivating the sources
- Structure of news- 5Ws and 1H
- Organizing a news story
- Importance of Intro and types of intros
- Inverted pyramid pattern needs and usefulness
- Alternate formats of news writing
- Developing a news story
- Organization of reporting staff in a daily newspaper
- Ethics and fairness in reporting

UNIT B

- Interview
- Types of interviews
- Conducting interview
- Reporting press conference



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- On the spot coverage
- Advance stories
- Follow up stories
- Post event descriptive coverage

UNIT C

Reporting

- Crime
- Court
- Education
- Sports
- Weather and Disaster
- Politics
- Health

UNIT D

Specialized Reporting

- Business
- Parliament
- Life style and entertainment
- Investigative

Teaching / Assessment Methodology:

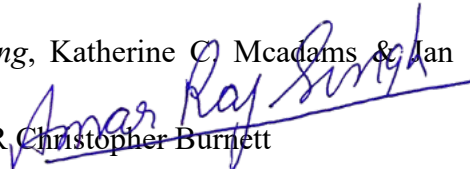
- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
- George A. Hough, News Writing, Kanishka Publishers, Delhi, 2006
- Suhas Chakravarty, News Reporting & Editing: An Overview, Kanishka Publishers, Delhi,
- Wynford Hicks., Writing for Journalist, Routledge, London, 2000
- Robert Mc. Lesh Radio Production, Focal Press
- Rogers Reaching Audiences: *A Guide to Media Writing*, Katherine C Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
- News Writers' Handbook: M L Stein, Susan F Paterno, R. Christopher Burnett
- Reporting for Journalists, Chris Frost, Routledge, London, 2001
- Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.


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- Feature Writing for Journalists, Sharon Wheeler, Routledge, New York, 2009
- Charnley V. Mitchell. *Reporting* (4th Ed.). Holt, Rinehart and Winston.
- Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
- Parthasarthy Rangaswami. *Basic Journalism*. McMillan India Ltd.
- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- William Strunk & E. B. White – *Elements of Style*.
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.
- Various style guides and handbooks (in print and online): UNI and PTI; Statesman (Calcutta); The Economist, Reuters, The Times, Guardian (London); Associated Press, UPI (New York).



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Course objective:

The objective of this course is designed to be a conceptual work based on the application of the principles of journalism. The course will equip the students in understanding the concepts of news, different forms of journalism and the role of media in a democracy.

Sl. No.	Course Outcome
CO1	Explain the process of writing for print
CO2	Explain the principles of writing for the print
CO3	Understand the different forms of journalism
CO4	Understand the role of media in a democracy
CO5	Report & write news for print.
CO6	Perform exercise of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, Revise, Cross checking, headlines writing and making intros.
CO7	Write stories covering various beats, writing follow-up stories.

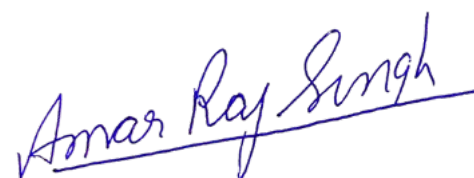
Course Content:

Unit - A: Concept of News

- Basics of News
- Components of News: Ingredients and elements of news
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline and printline.
- Structure of a Newspaper: masthead, ear panel, editorials, features, letters to editor, Columns.

Unit - B: Language of news-

- Principles of clear writing
- essential skills to write news
- 5 w and 1 H
- structure of News
- inverted pyramid Sociology of news: Factors affecting news treatment
- Paid news



- Politics of news
- Neutrality and bias in news

Unit - C: News Gathering Techniques:

- Criteria for news worthiness
- Principles of news selection
- Writing Headlines for News Stories
- Writing Intro
- Gatekeeping
- Sources of news gathering: Speeches, Meetings, News Conferences, Use of Internet

Unit - D: Different forms of Journalism

- Traditional Media
- Print
- Electronic
- Broadcast
- Digital Journalism

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

1. Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
2. M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
3. George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
4. Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
5. Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006 T.J.S.
6. George: *Editing – A Handbook for Journalists*.



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Course Objectives:

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- To prepare them to face emerging challenges of managing resources and business processes.

Course Outcome:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Define Business and its objectives.
CO2	Explore the various forms of Business and outline the pros & cons associated with each of them.
CO3	Develop an understanding of Globalization, Liberalization & Privatization and their Indian perspective.
CO4	Explain the basic concepts of the various functional aspects of the Business viz.- Marketing, Operations, HR, Finance and IT.
CO5	Define Entrepreneurship and explore the various entrepreneurial business models and opportunities available in contemporary India.
CO6	Enumerate and explain the various theories and concepts related with Leadership & Motivation.
CO7	Outline the development of management thought – from the Classical Theory till the most recent contemporary management concepts.

Course Content:

Unit- I: Understanding Business and Its Forms

A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co- operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India’s experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

Unit- II: Functional Aspects of Business

- Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- Operations: business size and location decisions. Lay out: production and mass customization, productivity, quality and logistics.

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- c) Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- d) Finance: Money and banking, Financial management and securities markets, risk management and insurance
- e) Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- f) Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

Unit-III: Process of Management

- a) Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- b) Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

Unit- IV: Development of Management Thought

Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker’s MBO, Porter’s 5- Force Model, Prahalad’s Core Competency, Peter Senge’s Learning Organization and Tom Peters’ Excellence approach

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books And Materials: Text Book:

1. Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.

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References:

2. Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.
3. Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.
4. Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.



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Course Objectives:

- To aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc. This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- To aid the PC penetration program. This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

After completing this course, you will be able to:

Sl. No.	Course Outcome
CO1	Write efficient algorithms to solve various problems.
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

Course Content:

Unit- I: Knowing computer:

Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- II: Number System and Computer Codes:

Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software:

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Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- III: Introduction to the C Language

C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associativity, Expression Evaluation, Type conversions. Statements- Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- IV: Functions, Arrays and Pointers

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

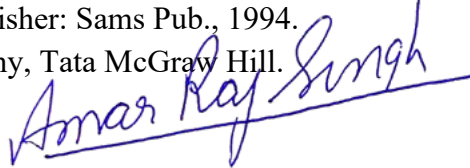
Internal assessment	-	30%
End Term Exam	-	70%

TEXTBOOKS:

- Computer Science: A Structured Programming Approach Using C, B.A.Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
- The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

REFERENCE BOOKS:

- Let Us C Yashavant kanetkar BPB.
- Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
- Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.


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SEMESTER-II



Course Name: Journalism in India- Historical Perspective

Credits: 4

Course Description:

- To acquaint students with the glorious journey of journalism.
- To enhance understanding of the origin of the traditional print, electronic and web media.
- To inculcate the knowledge of growth of print, electronic and cinema.
- To acquaint learners with technological advancements in print, electronic and web media.
- To throw light on the present status of various mass media.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Students would be able to acquaint themselves with the glorious journey of journalism
CO2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.
CO3	Students would be able to inculcate the knowledge of growth of print, electronic and web media
CO4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
CO5	Students would be able to throw light on the present status of various mass media

Course Content:

Unit - A:

- Earliest Communication Methods
- Folk Media
- Mass Media
- New Media

Unit - B:

- Origin of Press
- Birth of Indian News Agencies
- English Press in India

Unit - C:

- Press Before Independence
- Hindi and Vernacular Press before Independence
- Role of Press in Freedom Struggle
- Mahatma Gandhi as a Journalist

Unit - D:

- Press after Independence Origin of regulatory bodies PCI, PIB etc
- Advent of Radio and TV in India


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- Eminent personalities of India Journalism after Independence

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Reference Books:

- Kumar KevalJ., MassCommunicationinIndia.Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.



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Course Objectives:

This course is designed to be a conceptual work based on the application of the principles of covering news, interviews, writing for print and the organization of newspaper newsroom. The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, reporting and editing for print media, sociology of news, trends in sectional news and the organization of newspaper newsroom.

Course Outcomes:

At the end of the course, the students will be able to:

Sr. No.	Course Outcome
CO1	Understand the process of writing for print
CO2	Explain the principles of covering news, interviews, and the organization of newspaper newsroom
CO3	Report & write news for print
CO4	Perform exercise of Cross checking, headlines writing and making intros
CO5	Write stories covering various beats, writing follow-up stories
CO6	Write interview-based news stories, studying and analyzing investigative stories etc
CO7	Write letters to the editor
CO8	Write articles and features

Course Content:

Unit - A:

Covering news, Reporter- role, functions and qualities, General assignment reporting/working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MC, hospitals, health, education, sports.

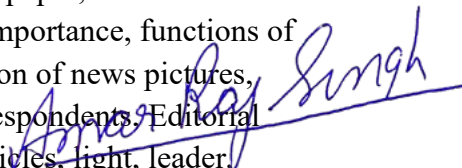
Unit - B:

Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification, Articles, features, types of features and human-interest stories, leads for features, difference, between articles and features.

Unit - C:

The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, language, types of headlines, importance of pictures, selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light, leader, Opinion pieces, op. Ed page

Unit - D:


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Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists

Understanding media and news, Sociology of news: factors affecting news treatment, Paid news, agenda setting, Pressures in, the newsroom, Trial by media, gatekeepers., Objectivity and politics of news, Neutrality, and bias in news.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
- Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
- News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
- Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
- Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
- The Newspaper's Handbook, Richard Keeble, Routledge Publication Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
- Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
- News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
- Reporting for the Print media (2nd ed);Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979



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Course Description

The objective of this course is to help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more. The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset. Students will be ace the IELTS test through many informative pointers which will be discussed throughout the course.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Strengthen their communicative abilities.
CO2	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO3	Prepare for the IELTS test by coming up with test-taking tactics.
CO4	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO5	Develop full fluency in the language.
CO6	Acquire certain words and expressions that may be used in a variety of contexts, such as at work, when travelling, or while meeting new people.
CO7	Learn more about themselves as well as others by improving their ability to listen.
CO8	Make connections between the concepts on the page and what you already know through effective reading.
CO9	Write and express their thoughts mindfully and express fully.
CO10	Concentrate more effectively.
CO11	Know the importance of how one should concentrate to success.
CO12	Helps decide which level of education one should pursue.
CO13	Helps become aware of fresh opportunities.
CO14	Increase their results on the IELTS test in each of the four abilities.
CO15	Prepare for the IELTS test by coming up with test-taking tactics.
CO16	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO17	Develop full fluency in the language.

Course Content**Unit - A:**

- Introduction to the Level 2 of Functional English
- Overview of IELTS
- General Training
- Band Score
- Fluency



Unit - B:

- Lucidity and Concision
- Tips to develop good communication skills
- Grammar and Vocabulary
- Why is Functional Language important?

Unit - C:

- Difference between Hearing and Listening
- Role of Listening
- General Training Reading
- Important steps for Writing
- Writing Strategies
- Speaking Test

Unit - D:

- Factors that influence Concentration
- Inspiration
- Perspiration
- Tips for IELTS Preparation

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- L. Thimmesha- Functional English



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Course Description:

The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them. This course also provides practical proven tools for transforming an idea into a product or service that creates value for others. As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit. Above all, it would help them understand the magic of thinking BIG.

This Course will clarify the definition and meaning of Social Entrepreneurship and will focus on the need to learn about the source and root of a social problem. Students will be introduced to different perspectives about Social Entrepreneurship, and they will learn about complementary and opportunistic assets which will help detect an opportunity and develop an idea of how to create a business for social change. The course is for anyone who wants to make a difference. Whether you are already familiar with the field of social innovation or social entrepreneurship, working for an organization that wants to increase its social impact, or just starting, this course will take you on a journey of exploring the complex problems that surround us and how to start thinking about solutions.

Taking complete ownership and practising entrepreneurship within an existing organization with full accountability and a sense of responsibility is called Intrapreneurship or Corporate entrepreneurship. Innovation is not any more required for growth nowadays, rather it's a survival mandate. With maturing technologies and ageing product portfolios requiring established companies to create, develop, and sustain innovative new businesses, students of this course will develop an understanding of how to create new businesses and initiatives within the corporate environment. In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:

- Identifying and developing entrepreneurial opportunities.
- Building business models.
- Creating strategies for leading innovation; and
Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define Entrepreneurship and outline its essence.
CO2	Explore the various entrepreneurial business models and opportunities available in contemporary India.



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CO3	Clearly define the basics of the entrepreneurial spirit like one to 'Be a job creator rather than a job seeker'.
CO4	Develop an understanding of the benefits and risks associated with each of them.
CO5	Select and set a target market associated with each of the contemporary models.
CO6	Enumerate and explain the similarities and dissimilarities amongst them all.
CO7	Adapt and develop any of these entrepreneurial models at any stage of their life.
CO8	Make a comparison with the traditional business models and understand the need for change in the middlemen dominated system of distribution.
CO9	Formulate a strategic, tactical and operational modus operando of these business models.

Course Content:

Unit- A: Introduction to Entrepreneurship

Introduction to Entrepreneurship: A peep into an Entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Innovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cash-flow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit- B: Setting up of the small-scale business

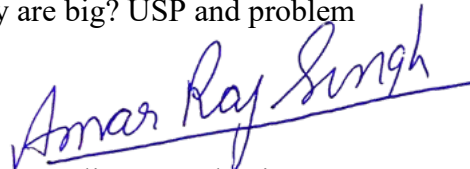
Small- Scale ventures, Types of small businesses, setting up a small-scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools Kill Creativity?


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Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit- C: Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, what are the types, Reason why there is a Problem - Root Cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a Business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit- D: Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing and products Grameen bank - Founders, History, Distribution channel, pricing and products

Rang de - Concept, Founders, History, Distribution channel, pricing and products

Ashoka - Founders, History, Distribution channel, pricing and products

Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies and examples

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Readings:

- \$100 Startup – Chris Guillebeau, Pan Macmillan, UK.
- Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.


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- Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
- Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
- The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
- Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC, USA.
- Complete E-Commerce book: Design, build & maintain a successful web based business- Janice Reynolds, Taylor & Francis Inc., London, UK.
- Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
- The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, GeoffreyRandall, Kogan Page Publishers, Philadelphia, USA.
- The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, USA



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Unit - D

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun



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Course Objectives:

HRM is the strategic and coherent approach to the management of an organization’s most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Understand the importance and aspects of human resource in an organization
CO2	Delineate process of job analysis and job design.
CO3	Elucidate the process of human resource planning.
CO4	Understand the concept of recruitment and selection.
CO5	Understand the significance of training, development and appraisal programs.
CO6	Designing job and preparation of job description and job specification.
CO7	Effectively handle human resource related issues.
CO8	Assessing the future requirements of human resource.
CO9	Constructing training and development programs for the employees.
CO10	Effectively run a recruitment and selection program.
CO11	Understand the importance and aspects of human resource in an organization
CO12	Delineate process of job analysis and job design.
CO13	Elucidate the process of human resource planning.
CO14	Understand the concept of recruitment and selection.
CO15	Understand the significance of training, development and appraisal programs.

Course Content:

Unit- I: Human resource planning

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps


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Unit- II: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- III: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- IV: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Required Books and Materials:

Text Book:

- Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill ,Sixth Edition

Reference Book:

- Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
- Human Resource Management, by C.B.gupta, Sultan Chand and Brothers, 13th Edition
- Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition



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SEMESTER-III

Course Name: **Radio Journalism**



Credits: 4

Course Objectives:

- This course is designed to be a conceptual work based on the application of radio as a tool of mass communication.
- It will help the students to comprehend the characteristics of radio as a medium of mass communication and its limitations.
- To understand the radio journalism, radio formats.
- To Understand different types of radio (AIR, Commercial Radio, Community Radio, Internet Radio and Podcast)

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Describe the characteristics of radio as a medium of mass communication and its limitations.
CO2	Identify different modes of broadcasting and types of radio stations.
CO3	Describe different formats of radio programmes.
CO4	Distinguish & describe the qualities of different types of microphones used in radio production.
CO5	Write a feature for radio, radio shows, radio News, radio talk.
CO6	List basic inputs and main elements of radio Production-Human Voice, Music, Sound effects and Silence.

Course Content:

Unit-A: Introduction to Radio

- Characteristics of Radio,
- Components of Radio Broadcasting
- Limitations of Radio
- The Evolution of Radio Broadcast
- Growth of Radio Broadcast in India
- Private Radio Broadcast.

Unit-B: WRITING FOR RADIO

- Scripting for Audio Medium
- Compilation of Radio Bulletin Audio Editing Skills

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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- Presenting Radio News
- Formats of Radio Shows (Radio Magazine, News Feature, Radio Talk, Discussion, Interview, Sound Bites, Voice Despatch, Radio Bridge)
- Newsgathering Process for Radio

Unit-C: RADIO PROGRAMMING AND PRODUCTION

- Radio Production (Pre-Production, Production, Post-Production)
- Presentation Technique (Announcer/Compere, News Reader, Narrator/Voiceover Artist, Radio Jockey, Commentator, Anchor/Host, Stock Characters)
- Voice Modulation.
- Types of Microphones
- Use and Mixing of Sound

Unit-D: Types of Radio

- AM Broadcasting
- FM Broadcasting,
- Internet Radio
- The Differences: Conventional Radio vs Internet Radio
- The Advantages of Internet Radio
- Community Radio
- Podcast

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment 30%

End Term Exams 70%

Required Books and Materials:

- Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
- Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
- Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
- Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
- Radio Programme Production: A Manual for Training, Richard Aspinal, UNESCO, Paris, 1971

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- Modern radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
- The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
- Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
- Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997



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Course Objectives:

This course is focused on the application of writing techniques for print, radio, and television. Students will get a grasp of news concepts, different forms of writing, interviews, news beats, reporting, and editing for print and electronic media through this course.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Understand the process of writing for print, radio & TV
CO2	Explain the principles of writing for the print, radio & TV
CO3	Report & write news for Investigative, Cultural, Political, Seminar & civic issues.
CO4	Perform exercises of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, revising, cross-checking, headline writing, and making intros
CO5	Write stories covering various beats, writing follow-up stories,
CO6	Write interview-based news stories, study and analyze investigative stories etc.
CO7	Exercise in news layout,
CO8	Write letters to the editor

Course Content:

Unit - A:

Introduction to News


- News: Meaning & definition
- Sources and elements of news
- Characteristics of news
- Mass Communication: Concept & Characteristics
- Different styles of news writing.
- Headline: Importance & types

Different Types of writing

- Writing for newspapers and magazines: Nature & Difference
- Feature writing: Meaning, definition & nature.
- Editorial: Importance & art of writing
- Writing columns, Reportage, analyses, etc.

Interview:

- Interviewing for news stories and features;
- on the spot interviews, profile interviews, common man and celebrities;



- Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview;
- Interview on the phone, through e-mail or chat, dos & don'ts.
- Analysis of some of the best news stories being published during the academic year from various newspapers

Unit – B:

News Beats:

- Crime,
- Education,
- Science and Technology,
- Health, etc.;
- Coordination among beat reporters; briefing & debriefing; planning & teamwork;

Unit - C:

Reporting for Print Media

- Definition, scope, concept & principles of news reporting
- Different Forms of Print Media
- Use of archives

Editing for Print Media

- Preparing good copies for Newspaper, Magazine & others
- Introduction to Copy desk
- Role, functions and responsibilities of Copy editor

Unit - D:

Writing for Electronic Media

- Basic principles of writing for electronic media: Radio & TV
- Elements and Importance of News writing for Radio & TV

Categorization of news coverage:

- On the spot coverage, advance write ups, follow up stories, rewrites, post event descriptive coverage, etc.;
- Types of stories: press conferences, briefs, speeches, community activities, grievances;
- events and functions, agriculture, sports, seasons and weather, disaster, natural calamities, human interest stories;
- Changing styles of News Reporting

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

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Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:**Textbooks:**

- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi
- Parthasarthy Rangaswami. *Basic Journalism*. McMillan India Ltd.

Reference Books:

- George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
- Wynford Hicks, Writing for Journalist, Routledge, London, 2000
- Robert Mc. Lesh Radio Production, Focal Press
- Rogers Reaching Audiences: *A Guide to Media Writing*, Katherine C. Mcadams & Jan Johnson Elliot, Allyn & Bacon, Boston, 1995
- News Writers' Handbook: M L Stein, Susan F Paterno, R Christopher Burnett
- Reporting for Journalists, Chris Frost, Routledge, London, 2001
- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.



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Course Objectives:

This course is designed to be a conceptual work based on the application of new media in various facets. This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication. The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for communication.
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

Course Content:**Unit - A: Introduction to New Media**


- Introduction to concepts of digitization and convergence.
- Introduction to Internet, World Wide Web (WWW), Search Engines.
- Multimedia elements and Interactivity.

Unit - B: Data Journalism

- Web Content Management System,
- News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data,
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C: Social media

- Social networking; Introduction to social profile management products- Facebook,
- Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube,
- Blogging: a brief history of blogs, blogs as narratives
- Digital Divide


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- Security issues in using digital technology

Unit - D: Writing for New Media

- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Digital marketing, Emails etc.
- Digital Story telling formats
- Content writing, editing, reporting and its management

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
- Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
- Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
- Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
- John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
- Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.

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Course Description:

The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process. The course will be largely concerned with life skills development and personality development. The course's goal is to familiarize students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again. The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	To understand the types of question they will be facing in future.
CO2	To critically analyze their personality and what are their strengths and weaknesses.
CO3	Apply a few of the types of interview questions they will encounter.
CO4	Mock interviews can be practiced using an AI platform like Siqandar.

Course Content:**Unit - A: Introduction**

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation

- Preparing yourself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit - D: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing
- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References



Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

- David Portney- The Secret of How to ace any job interview with Confidence!
- Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's



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Course Name: Principle of Economics

Credits: 4

Course Objectives:

This course is a basic course on micro economics designed to acquaint students of all the streams with basic economic concepts and principles that they must know and understand while dealing with problem solving in any organization/industry. Course provides an introduction to the basic concepts like demand, supply, production, cost, market structures and pricing decisions under different market types. Course will give an insight into the economic problems, behavior of consumer and the firm which provides a basis for decision making. The course will involve the use of videos and case studies to demonstrate how the basic micro economic principles are used in decision making under different market conditions.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Evaluate price change in markets applying working of market forces viz. supply and demand.
CO2	Understand the pricing strategy using concept of elasticity of demand and supply.
CO3	Know the production function and costs involved to determine the least cost combination of inputs to maximize profit.
CO4	Analyze impact of competition on working of a firm through the understanding of different market structures.
CO5	Describe the nature of economics in dealing with the issue of scarcity.
CO6	Draw demand and supply curves.
CO7	Perform supply and demand analysis to analyze the impact of economic events on markets.
CO8	Calculate and predict the change in demand due to change in price and income using elasticity of demand.
CO9	Analyze the behavior of consumers in terms of demand for various products.
CO10	Evaluate the relevant costs of business decisions.
CO11	Analyze the performance of firms under different market structures.

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Course Content:

Unit- I: Basic Economic Concepts and Overview

- General Overview
- Economics- Nature & Scope of Economics
- Demand and Supply
- Determinants of demand and supply
- Law of demand and law of supply
- Shift in demand and supply
- Market equilibrium
- Elasticity of Demand and Supply

Unit- II: Utility and Consumer Choices

- Utility Analysis
- Indifference Curve- Properties and Consumer Equilibrium
- PCC, ICC
- Revealed Preference Theory

Unit- III: Production and Costs

- Cost of Production- different cost concepts
- Relationship between cost and production concepts
- Production Function
- Scale of Production
- Iso-quant Curve- Producer's Equilibrium

Unit- IV: Market Structures

- Introduction
- Perfect competition
- Imperfect competition
- Pricing and output decisions under different market types

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%



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Required Books and Materials:

Text Book:

- Principles of Economics by T.R. Jain, V.K. Publications.

Reference Books:

- Economics by Paul A. Samuelson & William D. Nordhaus, Tata McGraw Hill.
- Principles of Economics by Robert H. Frank & Ben S. Bernanke, Tata McGraw Hill.



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Course Objectives:

- The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- The course will use in-house practicals to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

Course Outcomes:

At the end of the course, the student should be able to:

SR. No	Skill Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Write a research proposal


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Course Contents:

Unit I: Language of Reasoning

- Definition, Aspects, and Traits of Critical Thinking
- Elements and Universal Intellectual Standards of Critical Thinking
- Intellectual Traits, Model, and Process of Critical Thinking

Unit II: Identifying the Problem

- Types of Argument and Tests Used for Arguments
- Problems and Its Types
- Tools for Problem Identification

Unit III: Breaking up the Problem

- Root Cause Analysis
- Fishbone Diagram (Ishikawa Diagram)
- Reverse Cause & Effect Analysis (Reverse Fishbone Diagram)

Unit IV: Decision Making

- Business Research, Its Types, and Fields
- Problem Solving Cycle
- Concept of Logic Tree
- Mutually Exclusive, Collectively Exhaustive (MECE) Concept
- Decision Making in Critical Thinking

Teaching / Assessment Methodology:

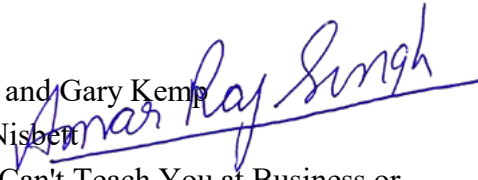
- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Reading:

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowell and Gary Kemp
- "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee.


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SEMESTER-IV



Course Name: Media Ethics and Laws

Credits: 4

Course Description:

This course is designed to be a conceptual work based on the framework of Media Ethics and Laws and will aid the students in the practical understanding of the same. The course will aid the students to understand the Indian media scenario of the media ethics and laws.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Define freedom of the press as enshrined in article 19 of the constitution
CO2	List the reasonable restrictions for freedom of the press
CO3	Comprehend the media ethics and laws
CO4	Cover judicial proceedings, parliament and state legislature without attracting penal action.
CO5	Identify and apply the necessary provisions of laws and acts applicable to publication and broadcast of news and programmes of a sensitive nature.

Course Content:

Unit – A:

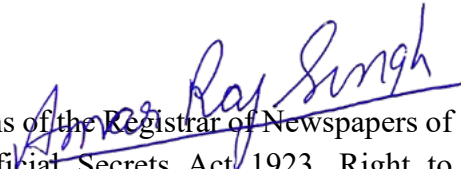
Laws, Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Press laws before and after Independence, Press Commissions after Independence, The Press Council Acts. National Emergency; Composition, role, powers, guidelines and functions of the Press Council; Freedom of the press and the Constitution, need for a free press in a democracy, Article 19(1)(a) of the Indian Constitution-Freedom of speech and expression, Article 19(1)(b) reasonable restrictions to freedom of the press. Idea of Fair Trial/Trial by Media, Attack on Freedom of artists and authors.

Unit – B:

Defamation, IPC (499, 500) civil and criminal defamation-libel, slander; Parliamentary privileges / Articles 105 (Parliament), Article 194 (State Legislation); Contempt of Court, Covering and reporting court proceedings (Article 361A); Sedition, Media coverage of violence and related laws - inflammatory writing (IPC 353), incitement to violence, hate Speech. Relevant Case Studies – Muzaffarpur Riots, Attack on civil liberties of individuals and social activists.

Unit – C:

Press & Registration of Books Act.1867/1955, Role and functions of the Registrar of Newspapers of India, Intellectual Property Rights, Copyright Act 1957, Official Secrets Act 1923, Right to Information Act 2005. Ethical issues in social media (IT Act 2000, Sec 66 A and the verdict of The supreme court). Discussion of Important cases-eg- Operation Westend


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Unit – D:

General Acts: Juvenile Justice Act, Domestic Violence Act, NDPS Act, Working Journalists Act, Electronic and New Media Laws: Emergence of electronic and new media law, The AIR Code, The Commercial Code of AIR & Doordarshan, Cable Television Act and Rules, Advertising Standards Council. Advertisement and Women, Pornography Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987, Protection of Women against Sexual Harassment Act, 2013, Sec 67 of IT Act 2000 and 292 IPC

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:**Textbooks:**

1. Juhi P.Pathak, Introduction to Media Laws and Ethics.
2. Jan R. Hakemulder, Fay AC De Jonge, P.P. Singh, Media Ethics and Laws.

Reference Books:

1. Relevant Units of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194), The Law Dictionary, Universal
3. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
5. R.K.Ravindrana Press in the Indian Constitution



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Course Objectives:

This course is designed to be a conceptual work based on the application of Public relations. This course will help the students to learn the meaning, importance, functions and scope of Public relations.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of Public Relations
CO2	Explain important theories of Public Relations
CO3	Explain various tools of PR and writing for PR
CO4	Write for PR internal publics and media
CO5	Write for press release, press briefs etc
CO6	Understand the concept of Advertising
CO7	Understand types of Advertising Agencies
CO8	Understand the working of Advertising Agencies

Course Content:**UNIT-I**

Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

UNIT II

Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication, Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

UNIT-III

Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function Code of ethics for PR professional organizations of PR – emerging trends in PR.

UNIT-IV

Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta



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Course Objectives:

This course is designed to be a conceptual work based on the application of development communication. This course will help the students to learn the meaning, importance, functions and scope of development communication.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of dev communication.
CO2	Explain important theories of development communication
CO3	Explain various models of development communication
CO4	Apply the knowledge of the theories and models of development communication practically.

Course Content:

Unit - A:

- Development: Concept, concerns, paradigms
- Concept of development
- Development versus growth
- Human development
- Development as freedom
- Models of development
- Basic needs model
- Nehruvian model
- Gandhian model
- Panchayati raj
- Developing countries versus developed countries

Unit - B:

- Development communication: Concept and approaches
- Paradigms of development: Dominant paradigm, dependency, alternative paradigm
- Dev comm. approaches – diffusion of innovation, empathy, magic multiplier
- Alternative Dev comm. Approaches
- Sustainable Development
- Participatory Development
- Development support comm. – definition, genesis

Unit - C:

- Role of media in development
- Mass Media as a tool for development
- Critical appraisal of dev comm. programmes and govt. schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA;


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Unit - D:

- Practicing development communication
- Community radio and development Television programmes for rural India (Krishi Darshan)
- Using new media technologies for development

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:**Text Books:**

- Srinivas R. Melkote & H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.

Reference Books:

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.
- D V R Murthy: Development Journalism, What Next? Kanishka Publication, New Delhi, 2007.



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Course Objectives:

1. The course will facilitate a fundamental understanding of Radio Production.
2. This course will equip you with the fundamentals of radio and audio production by giving you hands-on experience in the creation of a variety of different types of programming.
3. Understanding of Radio equipment's and software.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	To learn techniques and sources of Radio news reporting, interview skills, tools and techniques of Radio Show editing
CO2	Writing for the ear, time management, voice modulation, usage of sound effects and transitions.
CO3	Writing original scripts, recording and editing the radio spots.
CO4	Concept of radio studio layout theoretically and a visit practically to a radio station for a better understanding.
CO5	Understanding of different types of microphones and their use.

Course Content:**Unit-A: Being Familiar with the Studio**

- Studio layout
- Recording equipment
- Types of microphones
- Mixers and transmitters.

Unit-B: Scripting for audio and Voice modulation

- Introduction to various radio formats
- Elements of a radio news story
- Voice modulation and presentation skills

Unit-C: Radio Audio Production

- Phases of Production
- Pre-production planning and research
- The function of sound, silence and music on the radio
- Editing basics
- Technology and software used



Unit-D: Laws and ethics in Broadcast

- Codes and ethics in radio and internet broadcasting
- National policies on the radio broadcast and internet
- Evaluating programmes

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	-	30%
End Term Exams	-	70%

Required Books and Materials:

- Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press.
- Fleming, C. (2009) The radio handbook. Routledge.
- Ford, M. (2013). Radio production. digital broadcast art. Create Space.
- Gilmurray, B. (2010). The media student's guide to radio production. Mightier Pen Pub.
- Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth.
- Kaempfer, R. (2004). The radio producer's handbook. Allworth Press.
- Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press.
- Mc Leish, R & Link, J. (2016). Radio production. Focal Press.
- Pavarala, V. & Malik, K. K. (2007). Other voices: the struggles for community radio in India. Sage.
- Siegel, E.H. (1992). Creative radio production. Focal Press.
- Whitaker, J. (2002). Master handbook of audio production. McGraw-Hill/TAB Electronic



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Course Description:

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiations which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:

At the end of this course the students will be able to:

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.
CO11	Understand various different social styles and the ways to proceed towards negotiating each of them.
CO12	Functionally Negotiate under stress-like situations.
CO13	Learn the ways of Bluffing

Course content:**Unit - A:**

- Meaning of Negotiation
- Techniques of Negotitation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives



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Unit - B:

- Benefits of setting Affirmations
- Use of power of Negotitation
- Methods of Persuasion
- Negotitation resulting in a win-win situation

Unit - C:

- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high-stake decision

Unit - D:

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotitation around the world

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

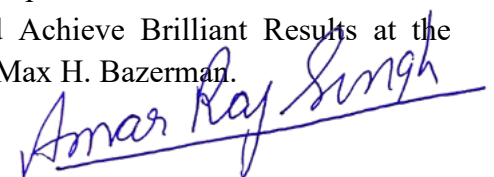
Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Further Readings

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.



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Course Objectives:

- Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics.
- Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation.
- Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.
- Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
CO2	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
CO3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries
CO5	Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
CO6	Students should be familiar with good practices in conducting a qualitative interview and observation

Course Content:

Unit-I: Introduction to Research

Research and its types, characteristics of good research, Process of research, introduction to different research designs.

Unit-II: The language of Research

Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables; Hypothesis; Null hypothesis, Research Hypothesis, criteria of good hypothesis, Essential constituents of Hypothesis

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Unit-III: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgment sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires and schedules.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-IV: Report Writing

Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment

- **30%**

End Term Exam

- **70%**

Suggested Readings:

- Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi.
- C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi
- Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi



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SEMESTER-V

Course Name : Cultural Communication



Credits: 4

Course Objectives:

In this course the student will be able to learn about

- Major terms and concepts related to cultural communication.
- Identify factors that can influence the cultural communication process.
- Understand how communication processes differ among cultures.
- Identify challenges that arise from cultural differences in intercultural interactions and learn ways to creatively address them.
- Discover the importance of the roles of context and power in studying cultural communication.

Course Outcomes:

At the end of the course, the student/learner will be able to:

Sl. No.	Course Outcome
CO1	Understand Cultural Communication emphasizes the influence of culture on the communication process, including differences in values, message systems, nonverbal communication and communication rules.
CO2	Student should be able to understand the awareness and appreciation for the complexity of intercultural communication skills in everyday situations.
CO3	By studying cultural communication students will develop a greater tolerance and understanding of cultural differences in personal and professional interactions.

Course Content:

Unit - A:

- Culture: Definition; Concept and Scope
- Culture of Punjab and various sub-cultures
- Relationship between Culture and Communication;
- Different approaches to the Study of Inter-cultural communication; Cultural patterns; values, norms and perceptions.
- Traditional and Modern Media as Vehicles of Inter-cultural communication

Unit - B:

- Inter-cultural Communication in Cyber Space;
- Globalization, Localization
- Cultural collisions, clashes, shocks and assimilations;
- Strategies for Managing Inter-cultural conflicts.

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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Unit - C:

- Definition and issues in International Communication: Political, economic and cultural dimensions of international communication
- International Media systems, Global Print Media, Global Broadcasting;
- Comparative Media systems, Control and Ownership of the Media

Unit - D:

- Impact of new communication technologies on media messages;
- Satellite communication
- Computerization and digitization of global media;
- Internet and International news flow
- International concerns about cyber news;
- Effects of globalization on media systems and their functions.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

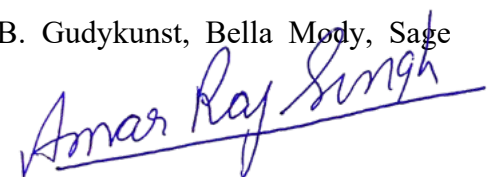
Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Reference Books:

- Global Media: The new missionaries of global capitalism, Herman, & Robert W. McChesney, A& C Black (2001).
- Global Media, Neoliberalism and Imperialism, Robert McChesney, Blackwell Publishing (2005).
- Transnational Media and Third World Development, William H. Meyer, Greenwood Press (1988).
- International Communication & Globalization, Ali Mohammadi, Sage Publication (1997).
- The Media and Globalization, Terhi Rantanen, Sage Publication (2005).
- International Communication: An introduction, Daya Kishan Thussu, Sage Publication (2012).
- Handbook of International Communication, William. B. Gudykunst, Bella Mody, Sage publications (2002)



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Course Objectives:

- The course will facilitate a fundamental understanding of cinema, its vast history and the role it plays in society.
- It will enable the students to develop the necessary skills to critically analyses and study films as artworks and social texts.
- The course will encourage critical thinking in the students while also developing a respect for cultural diversity as they become acquainted with it through the means of cinema.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Critically analyze the film's presentation of its themes, themes' development, and overall structure
CO2	Recognize and explain the film's formal and stylistic components
CO3	Learn the lingo of film and examine the ideological and meaning-making functions of film language.
CO4	Gain an understanding of the connection that exists between the film form and the historical and cultural settings in which it exists.
CO5	Describe the ways in which the structure and subject matter of a film combine to present a range of social, political, and cultural concepts and concerns
CO6	Show that you are knowledgeable about how to explore the manner in which film is influenced and shaped by persons, social movements, institutions, and technologies that have local, national, transnational, and global aspects.

Course Content:**Unit-A: Introduction to cinema**

- History of Cinema
- Introduction to Indian Motion Picture Industry
- The Talkie, Studio System
- Timeline of Indian Cinema

Unit-B: Social Context and Film Form

- German Expressionism
- Italian Neorealism
- French New Wave
- Third Cinema



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Unit-C: Alternative Visions

- Auteur Theory
- Feminist Film Theory
- Queer Theory
- Postmodernism

Unit-D: Hindi Cinema and Film Culture

- Indian New Wave, Parallel Cinema
- Parallel Cinema - Decline and Legacy
- Liberalisation and Indian Cinema
- Evolution of Censorship
- Film Criticism

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment 30%

End Term Exams 70%

Required Books and Materials:

- A History of the French New Wave Cinema - Richard John Neupert
- Bollywood: A Guidebook to Popular Hindi Cinema - Tejaswini Ganti
- Chick Flicks: Theories and Memories of the Feminist Film Movement - B. Ruby Rich
- Cinema Studies: The Key Concepts - Susan Hayward
- Film History: An Introduction - Kristin Thompson, David Bordwell
- 6. Film Studies: An Introduction - Ed Sikov



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Course Objectives:

This course is designed to provide students with a thorough understanding of brand building and management. Students will learn key concepts, strategies, and practices to develop, manage, and sustain brands in competitive environments.

The objectives are:

1. To understand the role of branding in creating customer value and loyalty.
2. To develop strategies for building and managing brand equity.
3. To learn techniques for measuring brand performance.
4. To explore the challenges in managing global brands.
5. To analyze the relationship between brand management and marketing strategies.

Course Outcomes:

By the end of this course, students will be able to:

Sr. No.	Course Outcome
CO1	Explain the concepts of branding and the importance of strong brands.
CO2	Understand and apply brand positioning and brand equity strategies.
CO3	Formulate strategies for brand extensions, brand architecture, and portfolio management.
CO4	Develop techniques for measuring and tracking brand performance.
CO5	Analyze challenges in managing and sustaining global and local brands.
CO6	Apply digital branding strategies in the current marketing landscape.

Course Content:**UNIT-I: Introduction to Brand Management**

- Definition of a brand
- The importance of branding
- Brand equity: Meaning and components
- Building strong brands
- Key branding challenges
- Brand loyalty and brand relationships

UNIT-II: Brand Strategy and Positioning

- Brand identity and brand image
- Brand positioning: Key concepts and frameworks
- Differentiation and value proposition
- Customer-based brand equity model



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- Strategies for brand positioning
- Brand personality

UNIT-III: Managing Brand Equity

- Brand equity measurement
- Brand audits and tracking
- Managing brand portfolios and brand architecture
- Brand extensions: Advantages and risks
- Rebranding and brand revitalization
- Brand communication and touchpoints

UNIT-IV: Global Branding and Digital Strategies

- Branding in global markets: Challenges and strategies
- Building global brands vs. local brands
- Managing brand consistency across markets
- Digital branding: Online presence and brand engagement
- Social media and brand management
- Measuring brand performance in digital platforms

Teaching / Assessment Methodology:

- Synchronous lectures
- Case study analysis
- Assignments and presentations
- Project report

Grading:

- Internal Assessment: 30%
- End Term Exams: 70%

Required Books and Materials:

1. Keller, Kevin Lane. *Strategic Brand Management*, Pearson Education.
2. Aaker, David A. *Managing Brand Equity*, Free Press.
3. Kapferer, Jean-Noel. *The New Strategic Brand Management*, Kogan Page.
4. Chattopadhyay, Amitava. *Building the Tiger*, McGraw Hill.
5. Ries, Al & Ries, Laura. *The 22 Immutable Laws of Branding*, Harper Business.
6. Holt, Douglas. *How Brands Become Icons*, Harvard Business Review Press.



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Course Objective:

The objective of this course is to help students understand the meaning and importance of Research in Media and how they can conduct research in the field of Journalism and Mass Communication and to become more creative in a professional setting by using different research techniques.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of media research.
CO2	Explain various types and methods of Media research
CO3	Explain different theories of mass media research
CO4	Understand the process of research in media
CO5	Understand the process of data collection for media research

Course Content:**Unit - A: What is Research**

- Definition of research
- Elements of research,
- Functions of research,
- Objectives research

Unit - B: Research design

- Research design components
- Types of research:
- Qualitative research,
- Quantitative research,
- Descriptive research,
- Historical research.

Unit - C Research Methods

- Methods of communication research
- Census method,
- Survey method,
- Observation method,
- Case studies,
- Surveys
- Content analysis.



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Unit - D: Sampling Techniques

- Tools of data collection:
- Sampling methods
- Probability
- Non- probability
- Report writing

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Reference Books:

- Mass Media Research An Introduction, Roger D. Wimmer & Joseph R. Dominick (1991).
- Men, Messages and Media, Wilbur Lang Schramm, Harper and Row (1973).
- Scientific Social Surveys and Research, P.V. Young Prentice Hall (1949).
- Methodology and Techniques of Research, Wilkinson and Bhandarkar, Himalaya Publishing (2010)
- Research Methodology, C.R. Kothari, New Age International (2010).
- Research Methodology, R. Cauvery & M. Girja Sudhanayak, S.Chand & Co. Ltd (2010).
- Media Research Methods, Barrie Gunter, Sage Publication (2000).
- Sanchar Khoj Vidhi, Sewa Singh Bajwa, Paradise Publishers (2004)



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Course Objectives:

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course Outcomes:

At the end of this course the students will be able to:

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.
CO11	Understand various different social styles and the ways to proceed towards negotiating each of them.
CO12	Functionally Negotiate under stress-like situations.
CO13	Learn the ways of Bluffing

Course content:

Unit- I

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit- II

- Benefits of setting Affirmations
- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation



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Unit- III

- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high stake decision

Unit- IV

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.



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Course Objectives:

The course in Sales Management aims to develop students' skills in planning, organizing, and leading sales teams to achieve organizational sales goals. It provides an understanding of sales strategies, customer relationship management, and the importance of effective sales leadership.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key principles of sales management.
CO2	Develop effective sales strategies and plans.
CO3	Understand customer relationship management and its role in sales.
CO4	Lead and motivate a sales team to achieve targets.

Course Content:**Unit-A: Introduction to Sales Management**

- Overview of sales management
- Role of sales in organizational success
- Sales management process
- Sales strategies and their importance
- Ethical considerations in sales

Unit-B: Sales Strategy and Planning

- Setting sales objectives and targets
- Developing a sales plan
- Sales forecasting and budgeting
- Sales territory management
- Sales force automation

Unit-C: Customer Relationship Management (CRM)

- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting

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- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management

- Leadership in sales
- Motivating and coaching sales teams
- Sales performance evaluation
- Compensation and incentive schemes
- Sales team development

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and role plays

Grading:

Internal assessment:	- 30%
End Term Exam:	- 70%

Further Readings:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making.
- Johnston, M. W., & Marshall, G. W. (2018). Sales Force Management: Leadership, Innovation, Technology.



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SEMESTER-VI



Course Name :

Photojournalism

Credits: 4

Course Objectives:

The objective of this course is to help students understand the meaning and importance and basic concepts of Photography and how they can become more creative and Prepares photo for Newspapers. Also, to encourage students for self-employment. The course will equip the students with specific strategies and standard tools to enhance their creative skills and Develop interest in photojournalism.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Students would learn the concepts and importance of photography.
CO2	Would be able to understand photo coverage and photo Journalism
CO3	Would be too ready to join any media organization as photo Journalist
CO4	Would know the importance of photo features
CO5	Would know different branches of photography and may be self-employed.

Course Content:

Unit - A: Introduction to Photography

- Introduction and Development of Photography
- Photo Journalism
- Role and importance in media
- Tools of Photography, types of cameras
- Traditional and digital camera,

Unit - B: Digital technology

- Digital Photography
- Emergence of Digital technology
- Selecting Images,
- Indoor and Outdoor Photography
- Part of Camera,

Unit - C: Concept of Lighting in Photography

- Lighting principles
- Role of lighting
- Different types of lighting and its uses
- Quality of photograph

A handwritten signature in blue ink that reads 'Amar Raj Singh'.

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Unit - D: Photograph Editing Techniques

- Photograph Editing Techniques
- Cropping, Enlarging & reducing
- Clubbing/Grouping
- Colour composition
- Filter, length, focus, Shots

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:

Further Reading:

- Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
- Digital Photography (Hindi) Hardcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur. 3. Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
- Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London).



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Course Objectives:

This course is designed to be a conceptual work based on the application of television as a tool of mass communication. This course will help the students to comprehend the characteristics of TV as a medium of mass communication and its limitations. The course will also involve the use of PPTs and visits to TV studios to demonstrate the working of TV channels, TV journalism, TV formats and TV production.

Course Outcomes:

At the end of the course, the students will be able to:

Sl. No.	Course Outcome
CO1	Describe the characteristics of TV as a medium of mass communication and its limitations
CO2	Describe different formats of TV programmes
CO3	List basic inputs and main elements of TV production
CO4	Understand the different camera shot
CO5	Describe the changing character of TV news
CO6	Understand the studio lighting
CO7	Preparation of TV news bulletin
CO8	Write news for TV

Course Content:**Unit-A: Writing and Editing Television News**

- Elements of a Television News Story: Gathering, Writing/Reporting.
- Elements of a Television News Bulletins
- Basics of Editing for TV- Basic Softwares and Techniques (for editing a news capsule).

Unit-B: Critical Issues and Debates

- Public Service Broadcasters – e.g. DD News - Voice of India? (Analysis of News on
- National Broadcasters
- Changing Character of Television News
- News as Event, Performance and Construction.

Unit-C: Writing for television

- News, interviews, documentaries, short talks.
- Television as a medium of mass communication – characteristics, ownership
- Organisational structure of Doordarshan, satellite television channels, cable television
- Educational television, commercial television, recent trends in television broadcasting.



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Unit-D: Development of Electronic Journalism

- Origin and Development of Electronic Journalism
- Debate on autonomy – from Chanda Committee and Verghese Group to Prasar Bharati,
- Important provisions of Prasar Bharati Act 1990 Present status of Prasar Bharati Corporation

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:

- Zettl Herbert, Television Production Handbook.
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.
- Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010 An introduction to writing for Electronic Media: Scripwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Globalization And television: A study of the Indian Experience, 1990-2010 by Sunetra Sen Narayan Oxford University Press, 2013
- Electronic Journalism: Principles and Practices, Aditya Sengupta, Authors Press, New Delhi, 2006
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010 India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008



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Course Description:

This course is designed to be a conceptual work based on the application of television as a tool of mass communication. This course will help the students to comprehend the characteristics of TV as a medium of mass communication and its limitations. The course will also involve the use of PPTs and visits to TV studios to demonstrate the working of TV channels, TV journalism, TV formats and TV production.

Course Outcomes:

At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Describe the characteristics of TV as a medium of mass communication and its limitations
CO2	Describe different formats of TV programmes
CO3	List basic inputs and main elements of TV production
CO4	Understand the different camera shots

Course Content:

Unit - A: Basics of Visual:

- What is an image,
- electronic image
- television image
- Digital image
- Visual Culture

Unit - B: Editing Television News:

- Basics of a Camera- (Lens & accessories)
- Electronic News Gathering
- Visual Grammar
- Camera Movement,
- Types of Shots, Focusing,

Unit - C: Broadcast News:

- Public Service Broadcasters
- DD News - Voice of India? (Analysis of News on National Broadcasters)
- Television News 24-hrs news format
- News as Event, Performance and Construction.


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Unit - D: Organizational structure:

- Television as a medium of mass communication
- characteristics, ownership
- Organizational structure of Door darshan,
- satellite television channels,
- cable television,
- educational television,
- commercial television

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:**Reference Books:**

- Zettl Herbert, Television Production Handbook.
- Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge.

Suggested Resources & Documentaries:

- News Bulletins in English and Hindi on National and Private channels (as teaching material).
Documentary- 'The future of Television News.'



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Course Objectives:

This course is designed to be a conceptual work based on the application of corporate communication (CC) in mass communication. This course will help the students to comprehend the characteristics of corporate communication. Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. The course will also involve the use of PPTs and visits to corporates to demonstrate the working of corporate houses and the communication patterns.

Course Outcomes:

At the end of the course, the student should be able to:

Sl. No.	Course Outcome
CO1	Describe the characteristics of corporate communication
CO2	Understand the role of CC in crisis communication and disaster management
CO3	Understand building a distinct corporate identity
CO4	Understand media relations
CO5	Organize press conferences, facility visits.
CO6	Prepare press briefs

Course Content:

Unit - A:

- Defining CC, Strategic CC and management: defining strategy and its relevance in public relations and corporate communication,
- campaign planning, management and execution.

Unit - B:


- Media relations: organizing press conferences, facility visits, press briefs
- proactive and reactive media relations
- ethical aspects in media relations.

Unit - C:

- Building a distinct corporate identity: concepts, variables and process
- role of technology in CC.

Unit - D:

- Role of CC/PR in crisis communication and disaster management,
- Defining stakeholders and media selection.


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Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Books and Materials:**Text Books:**

- Corporate Communication: Principles and Practice; Jaishri Jethwaney

Reference Books:

- Corporate Communication: A Guide to Theory and Practice; Joep P. Cornelissen



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Course Objectives:

The course on Insurance: Products & Purposes is designed to provide students with a comprehensive understanding of insurance products and their significance in the banking and insurance sector. It covers various types of insurance, their purposes, and how they contribute to risk management and financial planning.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of insurance products.
CO 2	Identify and evaluate different types of insurance policies.
CO 3	Explain the purposes of insurance in personal and business contexts.
CO 4	Analyze the role of insurance in financial planning and risk management.

Course Contents:

Unit-A: Introduction to Insurance

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage
- Annuities and retirement planning
- Insurance underwriting and premium determination
- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability
- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance


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Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and policy analysis
- Quizzes and assessments

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Further Readings:

- Rejda, G. E. (2019). Principles of Risk Management and Insurance.
- Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.
- Black, K. W. (2015). Business Risk and Insurance.



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Course Objectives:

This course of financial management will help in knowing the theories of modern finance and develop the familiarity with the analytical techniques helpful in financial decision making. This course will broadly deal in Dividend policies, Capital structure and working capital management. The course is designed to provide a foundation of financial concepts to students from varied backgrounds. Clarification of theoretical concepts and jargons marks the initial stages of the course. As financial decision-making involves usage of concrete mathematical operators and techniques, the module ascribes due weightage to these practical concepts.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Understand the nature and scope of financial management (Why do we need financial management; Wealth maximization Vs. Profit maximization)
CO2	Understand the ways in which a business is financed (Equity, debt, bonds etc.)
CO3	Understand the significance of the concept of time value of money
CO4	Understand the types and characteristics of major financial instruments (shares, debentures, bonds)
CO5	Assimilate the theory basics behind tools of financial decision making such as capital budgeting and cost of capital
CO6	Make out the advantages and disadvantages of financial techniques such as operating and financial leverages
CO7	Calculation involving financing a business. Finding out which sources of finance to prefer over the others (Estimation of cost of equity, debt, bonds & debentures)
CO8	Calculating the present and future values of cash flows using formulae for time value of money. Assists in realizing the underlying factors such as uncertainty, inflation, opportunity cost)


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CO9	Calculation of non-discounted and discounted techniques of capital budgeting: Pay-back method, Average rate of return method, NPV method, IRR method, Profitability index. (Assists in understanding project feasibilities)
CO10	Computation of specific elements of cost of capital: Cost of debt, Cost of equity plus the usage of CAPM & WACC models
CO11	Basic calculation of degrees of operating and financial leverages, EPS and EBIT levels

Course Content:

Unit I: Introduction and Financial Planning

- Introduction to Financial Management
- Objectives and Scope of Financial Management
- Role of Financial Manager

Unit II: Time Value of Money and Cost of Capital

- Time Value of Money Concepts
- Techniques for Evaluating Time Value of Money
- Cost of Capital Determination

Unit III: Capital Budgeting

- Capital Budgeting - I: Overview and Process
- Capital Budgeting Evaluation Techniques: NPV, IRR, Payback Period
- Modern Techniques in Capital Budgeting: Real Options, Monte Carlo Simulation

Unit IV: Financial Decisions and Management

- Risk and Return Analysis in Financial Management
- Capitalisation: Meaning and Types
- Sources of Short-Term Finance: Bank Loans, Commercial Paper, Trade Credit
- Sources of Long-Term Finance: Equity, Debt, Preference Shares
- Leverage Analysis: Operating, Financial, and Combined Leverage
- Capital Structure Decision: Factors and Theories
- Working Capital Management: Components and Strategies



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Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	-	30%
End Term Exam	-	70%

Text Book:

- Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, "Principles of Corporate Finance," Tata McGraw Hill, New Delhi

Further Readings:

- Prasanna Chandra, "Financial Management: Theory and Practice," Tata McGraw Hill, New Delhi
- Shashi K. Gupta and R.K. Sharma, "Financial Management," Kalyani Publications, New Delhi



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