

P.K.R. ARTS COLLEGE FOR WOMEN (AUTONOMOUS)

(Re-Accredited with 'A' grade by NAAC - Affiliated to Bharathiar University, Coimbatore)

GOBICHETTIPALAYAM – 638 476



SYLLABUS

**SCHOLASTIC COURSES
AND
CO-SCHOLASTIC COURSES**

***For the candidates admitted from the Academic Year
2026-2027 and onwards
Under CBCS PATTERN***

Prepared By

1. Curriculum Development Cell
2. OBE Monitoring Council

Approved By

1. Boards of Studies
2. Standing Committee on Academic Affairs
3. Academic Council

P.K.R ARTS COLLEGE FOR WOMEN (AUTONOMOUS),
GOBICHETTIPALAYAM

PG PROGRAMME STRUCTURE
(For students admitted in 2026-27 & onwards)



P.K.R ARTS COLLEGE FOR WOMEN
(Autonomous Institution, Re-Accredited by NAAC with 'A' Grade)
Gobichettipalayam-638476

DEPARTMENT OF MANAGEMENT
M.B.A - PROGRAMME STRUCTURE
CBCS: 2026 – 2027 and onwards

Scholastic Courses:

Category	Components	No. of Courses	Credit(s) / Course	Total Credits	Proposed Semester
Part - III	Core : A). Core and Elective: (Theory/ Practical/ Open Elective/ Open Source Exam/)	19	2/3/4	71	I – III
	B). Projects:	1	2	10	II – IV
	i. Community Engagement Initiative				
	ii. Research Engagement Initiative	1	8		
Part – III	C). Internship	1	2	2	IV
Part - IV	A).Skill Enhancement: i. Soft Skills I-Computing Skills- Practical	1	2	4	I
	ii. Soft Skills II- Data Analytics And Visualization with SPSS– Practical	1			II
	B). Ability Enhancement: Cyber Security (UGC prescribed syllabi)	1	2	2	II
Part – V	A. Proficiency Enhancement: Women and Leadership (Self Study)	1	2	2	III
	B. Competency Enhancement: i.) C,C++/ Python (Certificate Course) ii.) Student Start-Up Venture / Capstone Project (Live Project)	2	2	4	I – IV

Total: 2800 Marks & 95 credits

P.K.R ARTS COLLEGE FOR WOMEN (AUTONOMOUS),
GOBICHETTIPALAYAM

PG SCHEME OF EXAMINATIONS 2026-27



P.K.R ARTS COLLEGE FOR WOMEN
(Autonomous Institution, Re-Accredited by NAAC with 'A' Grade)
Gobichettipalayam-638476

MASTER OF BUSINESS ADMINISTRATION

Programme Scheme and Scheme of Examinations

(For students admitted from 2026-27 & onwards)

Scholastic Courses:

Category	Component	Course Code	Course Title	Contact Hrs/ week	Exam Duration hrs.	Max.Marks			Credits
						CIA	ESE	Total	
SEMESTER - I									
Part III	Core: I	26BAP01	Management Process and Communication	5	3	25	75	100	4
Part III	Core :II	26BAP02	Behavioral Science	5	3	25	75	100	4
Part III	Core : III	26BAP03	Economics for Executives	5	3	25	75	100	4
Part III	Core : IV	26BAP04	Accounting for Managers	6	3	25	75	100	4
Part III	Core : V	26BAP05	Decision Models for Business	6	3	25	75	100	4
Part IV	Skill Enhancement-I	26SEBAP01	Soft Skills I- Computing Skills-Practical	3	3	40	60	100	2
			TOTAL	30				600	22
SEMESTER - II									
Part III	Core :VI	26BAP06	Operations Management	4	3	25	75	100	4
Part III	Core : VII	26BAP07	Financial Management	5	3	25	75	100	4
Part III	Core : VIII	26BAP08	Marketing Management	4	3	25	75	100	4
Part III	Core :IX	26BAP09	Human Resource Management	4	3	25	75	100	4
Part III	Core : X	26BAP10	Business Research Methods	5	3	25	75	100	4
Part III	Core :XI	26BAP11	Strategic Management (Open Source Exam)	3	3	100	-	100	3
Part III	Core :XII Community Engagement Initiative	26BAP12	Social Immersion Project & Viva-voce (Group Project)	-	3	100	-	100	2
Part IV	Skill Enhancement-II	26SEBAP02	Soft Skills II- Data Analytics And Visualization with SPSS– Practical	3	3	40	60	100	2
Part IV	Ability Enhancement	26AEP01	Cyber Security	2	3	100	-	100	2

P.K.R. Arts College for Women (AUTONOMOUS), Gobichettipalayam
M.B.A – 2026 - 2027 and onwards (CBCS)

			TOTAL	30				900	29
SEMESTER – III									
Part III	Core : XIII	26BAP13	Workplace Counselling	3	3	25	75	100	2
Part III	Core :XIV	***	*Elective -1	4	3	25	75	100	4
Part III	Core : XV	***	*Elective -2	4	3	25	75	100	4
Part III	Core : XVI	***	*Elective -3	4	3	25	75	100	4
Part III	Core : XVII	***	*Elective -4	4	3	25	75	100	4
Part III	Core : XVIII	***	*Elective -5	4	3	25	75	100	4
Part III	Core : XXIX	***	*Elective -6	4	3	25	75	100	4
Part III	Core :XX Open Elective	****	Offered for students of other programmes / departments	3	3	25	75	100	2
Part V	Proficiency Enhancement	26PEBAP01	Holistic Management (Self Study)	-	3	-	100	100	2
			TOTAL	30				900	30
SEMESTER – IV									
Part III	Core :XXI	26BAP14	**Internship	-	3	100	-	100	2
Part III	Core XXII Research Engagement Initiative	26BAP15	RESEARCH IMMERSION PROJECT & VIVA-VOCE (Individual Project)	-	3	100	200	300	8
			TOTAL					400	10
Part V	Competency Enhancement	C, C++ or Python (Certificate Course)		SEMSTER I – IV					2
		Student Start-up Venture/ Capstone Project (Live Project)		SEMESTER I - IV					2
Total Credits									95

***Credit Transfer for all courses from UGC SWAYAM / MOOC Courses.**

Total Marks: 2800

Total credits: 95

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

****Internship will be carried out started from the vacation after the III Semester. Its Viva-Voce Examination will be conducted end of the semester.**

LIST OF ELECTIVES

SEMESTER: III - STUDENTS CAN CHOOSE ANY FOUR OF THE FOLLOWING:

S.No..	Course Code	Specialisation	Courses
1.	26BAPH1	Human Resource Management	Managerial Behaviour and Effectiveness
	26BAPH2		Strategic Human Resource Management
	26BAPH3		Career Management
	26BAPH4		Employee Training and Development
2.	26BAPF1	Finance	Security Analysis and Portfolio Management
	26BAPF2		Merchant Banking and Financial Services
	26BAPF3		Modern Banking
	26BAPF4		International Financial Reporting Standards
3.	26BAPM1	Marketing	Integrated Digital Communication
	26BAPM2		Brand Management
	26BAPM3		Retail Marketing
	26BAPM4		Social Marketing
4.	26BAPA1	Analytics	Fundamentals of Business Analytics
	26BAPA2		Analytics for Fintech
	26BAPA3		Data Analytics with R Programming
	26BAPA4		Business Analytics Using Python
5.	26BAPP1	Production	Supply Chain Management
	26BAPP2		Total Quality Management
	26BAPP3		Management of Intellectual Property Rights
	26BAPP4		Managing Service Operations
6.	26BAPE1	Entrepreneurship	Entrepreneurship Development
	26BAPE2		Project Management
	26BAPE3		Innovation Management
	26BAPE4		Startup Launch Pad

NOTE: No. of Hours and Credits for each course - 4 Hours and 4 Credits

a) Courses for Skill Enhancement:

Course Code	Semester	Course	Hours/Week	Credits
26SEBAP01	I	Soft Skills I –Computing Skills-Practical	3	2
26SEBAP02	II	Soft Skills II –Data Analytics and Visualization with SPSS -Practical	3	2

b) Courses for Ability Enhancement:

Course Code	Semester	Course	Hours/Week	Credits
26AEP01	II	Cyber Security	2	2

c) Course for Proficiency Enhancement:

Course Code	Semester	Course	Hours/Week	Credits
26PEBAP01	III	Holistic Management (Self Study)	No Instructional Hours	2

d) Courses for Competency Enhancement:

Semester	Course	Hours/Week	Credits
I-IV	C, C++ or Python (Certificate Course)	Self –Paced with Faculty Mentoring and Support	2
	Student Start-up Venture/ Capstone Project (Live Project)		2

Total Marks: 2700

Total Credits: 95 credits

Chair Person
Dr.V.Kavitha
Head of the Department
P.K.R. Arts College for Women
Gobichettipalayam

SYLLABUS
SEMESTER - I

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART - III	CORE: I	26BAP01	MANAGEMENT PROCESS AND COMMUNICATION	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
I	I	25	75	100

PREAMBLE :

To familiarize the students with the basic concepts and underlying principles of management science in order to aid in understanding an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Enumerate various managerial competencies and approaches to management	K1
CO2	Explain the role and need of planning, organizing, decision making and controlling and the need for communication.	K2
CO3	Make use of the principles of goal setting and planning for simple as well as complex tasks and small projects.	K3
CO4	Compare and contrast various organizational structures of variety of business and not-for-profit entities in a real world context.	K4
CO5	Build a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations	K5
CO6	Formulate and discuss a basic communication skills and controlling model in a real life business, start-up and not-for-profit organizational context.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	1	0
CO2	9	9	9	9	3	1	1
CO3	9	9	3	3	3	1	1
CO4	9	3	3	3	1	3	1
CO5	3	3	1	3	1	9	3
CO6	3	3	1	3	9	9	9
Total Contribution of COs to POs	42	36	26	30	20	24	15
Weighted Percentage of COs contribution to POs	3.5	3.4	2.7	3.7	4.0	4.7	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Evolution of Management (12 Hours)

Management – Meaning- Functions-Importance-Management: Science or Art-Administration Vs Management- Managerial Roles, Functions and skills- Evolution of management thought– Management and Society – Social responsibility of managers.

UNIT II: Planning and Organisation (12 Hours)

Planning- Meaning, Nature, Types, Process and Planning Premises. Decision Making -Types, Approaches and process of decision making - Organisation- Meaning - Functions - Importance- Principles- Kinds of Organisation, Authority and Responsibility – Centralization and Decentralization – Delegation of authority

UNIT III: Directing & Controlling (12 Hours)

Directing-Meaning & Principles of Direction-Techniques of direction-Motivation-Types-Theories of Motivation- Controlling – Nature, Importance of Control – Control Techniques and Methods- Characteristics of Effective Control

UNITIV: Communication & Business Correspondence (12 Hours)

Business Communication – Principles, Components, Directions, Barriers- Types of Communication and Ethics in communication. Business Correspondence – Norms for Business Letters-Letters for Different Situations- Digital Communication.

UNIT V: Employee Communication (12 Hours) Employee

Communication – Principles, Elements and Channels of communication. Writing for Media and Media Relations - Managing Government Relations. Financial Communication – Objectives, Tools.

Reference Books:

S.No.	Authors	Title	Publisher	Year of Publication
1	Koontz & Weihrich	Essentials of Management	Tata McGraw Hill	2013
2	Rao VSP, Hari Krishna V	Management: Text and Cases	Excel Books	2012
3	Hellireger	Management	Thomson Learning	2013
4	Robbins.S.P	Fundamentals of Management	Pearson	2013
5	Bhattacharyya, Dipak Kumar	Principles of Management	Pearson Education	2013
6	Lesiker & Flat lay	Basic Business Communication	Tata Mc Graw Hill	2008

Web References:

1. <https://www.iedunote.com/14-management-principles-henri-fayol>
2. <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>
3. https://onlinecourses.nptel.ac.in/noc20_mg58/preview
4. https://onlinecourses.nptel.ac.in/noc21_mg88/preview
5. <https://nptel.ac.in/courses/110/105/110105069/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE:II	26BAP02	BEHAVIOURAL SCIENCE	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
I	I	25	75	100

PREAMBLE :

To understand the individual and group behaviour of employees and mould them for conducive environment which leads to mutual growth and prosperity.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Recall the conceptual framework of OB and communication and its practical applications in the organizational setup.	K1
CO2	Explain the important issues pertaining to individual and group communication behavior aspects in an organization.	K2
CO3	Apply the rudiments of various forms of business and corporate communication in varied settings.	K3
CO4	Outline the applications of organizational challenges, sources, change, power and conflict.	K4
CO5	Evaluate the OB framework to real life management situations through case analysis	K5
CO6	Design the latest developments and cultivate an understanding about OB in business context.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 - Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	3	9
CO2	9	9	9	9	9	3	3
CO3	9	9	9	9	9	3	1
CO4	9	9	9	3	1	3	3
CO5	3	3	9	3	0	9	3
CO6	1	0	0	1	0	3	9
Total Contribution of COs to POs	40	39	45	34	20	24	28
Weighted Percentage of COs contribution to POs	3.3	3.7	4.7	4.2	4.0	4.7	6.3

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to OB

(12 Hours)

Organizational behavior: Nature and scope of OB, Challenges and opportunities, contributing disciplines, management functions and relevance to organization behavior.

UNIT II: Individual Behaviour

(12 Hours)

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management.

UNIT III: Group Behaviour & Organisational Change

(12 Hours)

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Organizational change-managing planned change. Resistance to change- approaches to managing organizational change

UNIT IV: Leadership and Politics

(12 Hours)

Leadership Fundamentals, Leadership Styles and Ethics, Leadership Theory and Application, Leaders versus Managers, Organizational Politics and Behavior, Understanding Organizational Culture, Ethical Challenges in Organizations, Cultivating Sustainable Organizational Culture

UNIT V: Corporate Communication

(12 Hours)

Understanding Corporate Communication - Work-Team Communication – Business Meetings, Procedure, Preparing agenda, Minutes and resolutions.

Reference Books:

S.No.	Authors	Title	Publisher	Year of Publication
1	Robbins.S	Organisational Behaviour	Prentice-Hall, India	2014
2	Aswathappa.K	Organizational Behavior	Himalaya Publishing House	2014
3	Uma Sekaran	Organisational Behaviour	Tata McGraw Hill	2004
4	Udai Pareek	Understanding Organisational Behaviour	Oxford University Press	2012
5	Jaishri Jethwaney	Corporate Communication: Principles & Practices	Oxford University Press	2013

Web References:

1. <https://byjus.com/commerce/henri-fayol-14-principles-of-management/>
2. <https://www.sciencedirect.com/science/article/abs/pii/S0092656605000498>
3. <https://courses.lumenlearning.com/wmopen-psychology/chapter/conformity-compliance-and-obedience/>
4. https://onlinecourses.nptel.ac.in/noc20_mg58/preview
5. <https://www.youtube.com/watch?v=HO5J62RwFVw>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE:III	26BAP03	ECONOMICS FOR EXECUTIVES	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
I	I	25	75	100

PREAMBLE :

To facilitate students to learn the application of economic principles and policies for managerial decision making.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Recollect the economic concepts and strategies and their contribution to business decisions	K1
CO2	Determine a cost efficient method of production, the relationship between demand and supply and the managerial implications	K2
CO3	Develop an insight into the different kinds of competition at the market place and the techniques adopted thereon	K3
CO4	Analyze the key skills on profit and investment analysis in economics.	K4
CO5	Design competitive strategies including pricing and product differentiation in accordance with the nature of market	K5
CO6	Determine the implications of government policy on industry and industrial business	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	3	9
CO2	9	9	9	9	3	3	1
CO3	9	9	9	9	9	1	1
CO4	9	3	9	3	1	3	3
CO5	9	3	9	3	9	3	3
CO6	1	3	0	1	3	9	9
Total Contribution of COs to POs	46	36	45	34	26	22	26
Weighted Percentage of COs contribution to POs	3.8	3.4	4.7	4.2	5.3	4.3	5.9

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Managerial Economics and Demand Analysis (12 Hours)

Managerial Economics- nature and scope- managerial economics and business decision making- Role of managerial Economist- Fundamental concepts of Managerial Economics, Managerial Economics in managerial perspectives. Demand analysis-meaning, determinants and types of demand-Elasticity of demand.

UNIT II: Supply and Cost Concepts (12 Hours)

Supply –meaning and determinants –production functions, Production decisions-Iso-quants, and Expansion path- Cobb Douglas function. Cost Function-Cost concepts, Cost- output relationship, Economies and Diseconomies of scale.

UNIT III: Market Structure and Pricing (12 Hours)

Market structure – characteristics – Pricing and Output decisions – Perfect Competition, Monopoly - Monopolistic Competition, Oligopoly - methods of pricing – differential pricing- government interventions and pricing.

UNIT IV: Profit and Profit Policies (12 Hours)

Profit- Meaning and nature- Theories of profit: Risk Theory, Uncertainty theory, Dynamic Theory and Innovation Theory- Profit policies- profit planning and forecasting- cost volume profit analysis- Investment analysis.

UNIT V: National Income (12 Hours)

National Income- Business Cycle- inflation and deflation – balance of payments- Monetary and Fiscal Policies, Indian Government policy and current issues.

Reference Books:

S.No.	Authors	Title	Publisher	Year of Publication
1	Mehta P.L.	Managerial Economics – Analysis & Cases	Sultan Chand & Sons	2014
2	Varshney R and Maheswari.K.L	Managerial Economics	Sultan Chand & Sons	2014
3	Atmanand	Managerial Economics	Excel Books	2012
4	P.L.Mehta	Managerial Economics- Analysis, Problems and Cases	Sultan Chand & Sons	2010
5	Mankar.V.G	Business Economics	Macmillan	2010

Web References:

1. <https://www.yourarticlelibrary.com/managerial-economics/demand-analysis-in-economics-managerial-economics/28366>
2. <https://www.vedantu.com/commerce/cost-concepts>
3. https://www.tutorialspoint.com/managerial_economics/market_structure_pricing_decisions.htm
4. <https://www.yourarticlelibrary.com/economics/profit-concept-policies-measurement-planning-and-controlling/29040>
5. <https://www.investopedia.com/terms/g/gross-national-income-gni.asp>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE:IV	26BAP04	ACCOUNTING FOR MANAGERS	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
I	I	25	75	100

PREAMBLE :

To enable the student understand the concepts of accounting and its application for Managerial decision making.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the fundamental principles of accounting	K1
CO2	Explain the concepts used in financial, management and cost accounting to assist in management.	K2
CO3	Select the various tools of management and cost accounting necessary for effective decision making.	K3
CO4	Analyse the skills needed to apply the knowledge on the tools of financial, management and cost accounting	K4
CO5	Evaluate the Final Accounts, financial statement, budget and marginal costing.	K5
CO6	Construct the reports of a company based on its funds flow, cash flow and marginal costing.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 - Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	3	3	1	3	0
CO3	9	9	9	9	3	3	0
CO4	9	3	9	9	3	3	3
CO5	9	3	3	3	3	1	3
CO6	3	9	3	1	1	9	9
Total Contribution of COs to POs	48	42	36	34	12	19	15
Weighted Percentage of COs contribution to POs	4.0	4.0	3.7	4.2	2.4	3.7	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Financial Accounting

(15 Hours)

Financial Accounting – Meaning-Definition-Importance-Accounting Principles and ethics– Types of Accounting – Journal Entries- Ledger Accounts-Trial Balance (Simple Problems) Final Accounts with adjustments (problems). Depreciation –Meaning-Types- Straight line and Diminishing Balance Method (Problems).

UNIT II: Financial Statement Analysis

(15 Hours)

Financial Statements Analysis – Meaning and Concept of financial statement analysis, Types, Techniques-Comparative Statement- Common-size statement - Trend Analysis, (Simple Problems).Ratio Analysis-Meaning, Classifications – Construction of Balance sheet using ratios(Problems).

UNIT III: Fund Flow and Cash Flow Statement

(15 Hours)

Fund Flow Statement – Meaning-Statement of Changes in Working Capital - Computation of Fund from Operations-Preparation of Funds Flow Statement (Problems).Cash Flow Statement Analysis-Computation of Cash from Operations-Preparation of Cash Flow Statement (Problems) - Distinction between Fund Flow and Cash Flow Statements. Advantages of Fund flow statement and Cash flow statement.

UNIT IV: Cost Terminology and Budgeting

(15Hours)

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting and Management Accounting– Cost Terminologies - Elements of Cost - Cost Sheet (Problems) Budget and Budgeting Control - Types of Budgets - Preparation of Purchase Budget, Sales Budget, Flexible and, Cash Budget(Problems).

UNIT V: Marginal Costing

(12 Hours)

Marginal Costing - Definition - distinction between marginal costing and absorption costing – CVP Analysis- Break-even point Analysis - Contribution, P/V Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision(Problems).

Questions: 60% of the questions shall be basic problems

40% of the questions shall be theory based.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	Reddy.T.S.& Murthy.A	Financial Accounting	Margham Publications	2016
2	Sharma K Sasigupta	Cost and Management Accounting	Sultan Chand and Sons	2012
3	Jain, S.P., and K.L. Narang	Cost Accounting	Kalyani Publications	2014
4	S.N.Maheswari	Management Accounting	Sultan Chand and sons	2013
5	Khan, M.Y., and P.K. Jain	Management Accounting: Text, Problems and Cases	Tata McGraw-Hill	2013

WEB REFERENCES:

1. <https://www.investopedia.com/terms/f/financialaccounting.asp>
2. <https://corporatefinanceinstitute.com/resources/knowledge/finance/analysis-of-financial-statements/>
3. <https://byjus.com/commerce/difference-between-cash-flow-and-fund-flow/>
4. <https://onlinelibrary.wiley.com/doi/pdf/10.1002/9781118387023.gloss>
5. <https://www.investopedia.com/ask/answers/041315/how-marginal-revenue-related-marginal-cost-production.asp>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: V	26BAP05	DECISION MODELS FOR BUSINESS	72	4

Contact hours per week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
I	I	25	75	100

PREAMBLE :

To familiarize the students with techniques in statistics and operations research and their applications in managerial decision making.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Reproduce all basic formulae covered in the syllabus.	K1
CO2	Explain in detail all the theoretical concepts.	K2
CO3	Apply the acquired knowledge and skills to the practical problems in business.	K3
CO4	Examine the use of mathematical and statistical techniques in business decision making process.	K4
CO5	Interpret the results of mathematical and statistical techniques for business decision making.	K5
CO6	Create and find the solution for the business situations using mathematical and statistical technique.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	3
CO2	9	9	3	9	0	1	0
CO3	9	9	9	3	1	1	3
CO4	3	3	1	3	1	1	3
CO5	3	3	3	3	9	3	3
CO6	3	0	1	3	9	9	9
Total Contribution of COs to POs	36	33	26	30	20	15	21
Weighted Percentage of COs contribution to POs	4.0	4.0	3.7	4.2	2.4	3.7	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT-I: Introduction (12 Hours)

Measures of central tendency: Mean, median, mode, Harmonic mean, quartiles, and deciles percentiles. Measures of dispersion- Range, quartile deviation, Mean deviation, standard deviation, and coefficient of variation (No Derivation & proof, Simple problems only).

UNIT-II: Index Numbers and Time Series (15 Hours)

Basic concept of index numbers – Simple and Weighted index numbers – Concept of weights – Types of index numbers – Business index numbers. Time series – Variations in time series for business forecasting – Trend analysis.

UNIT-III: Correlation and Probability (15Hours)

Correlation-Concepts of Correlation-Types of correlation-Karl Pearson's coefficient of correlation. Regression- Types of regression-Regression coefficients-Method of least squares.

Probability – Introduction – Basic concepts in Probability, Bayes's theorem; - Theory of distributions – Binomial, Poisson, and Normal – Simple problems applied in business.

UNIT-IV: Operations Research (15 Hours)

Operation Research –Introduction – Linear programming – Graphical and Simplex Method – simple problems- Transportation and Assignment problems -simple problems.

UNIT-V: Network Model and Decision Theory (15 Hours)

Network Model – networking – CPM – critical path – Time estimates – critical path – crashing, Resource leveling, Resources planning. Simulation – Types of simulation (No problems). Decision Theory – Pay-off tables – decision criteria – decision trees.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	Gupta.S.P	Statistical Methods	Sultan Chand & sons, 43 rd Edition	2014
2	Gupta.S.P & Gupta.M.P	Business Statistics	Sultan Chand & sons, 17 th Edition	2013
3	Kanti Swarup, P.K.Gupta and Man Mohan	Operations Research	Sultan Chand & Sons, 16 th Edition	2012
4	Kapoor V.K. and Gupta S.C.	Fundamentals of Applied Statistics	Sultan Chand and Sons, 3 rd Edition	2008
5	R.Panneer Selvam	Operations Research	PHI Learning, 2 nd Edition	2006

WEB REFERENCES:

1. <https://egyankosh.ac.in/bitstream/123456789/7507/1/Unit-7.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/12281/1/Unit-12.pdf>
3. <https://egyankosh.ac.in/bitstream/123456789/12283/1/Unit-11.pdf>
4. <http://moirabaricollegeonline.co.in/attendance/classnotes/files/1608735484.pdf>
5. <http://abyss.uoregon.edu/~js/glossary/correlation.html>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - IV	SKILL ENHANCEMENT -I	26SEBAP01	SOFT SKILLS I- COMPUTING SKILLS- Practical	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
I	I	40	60	100

PREAMBLE :

This course provides a solid foundation in computing principles and practical skills and engage in hands-on learning experiences, gaining practical proficiency through interactive exercises, ensuring they are equipped to apply their newfound skills effectively in diverse professional settings.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Have awareness and understanding on the basic functions of MS Excel	K1
CO2	Know the advanced functions of MS Excel	K2
CO3	Possess knowledge on MS Access and its application in database management	K3
CO4	Understand and possess knowledge on the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs	K4
CO5	Understand and be aware of the functions and usage of Cloud based apps like Google Forms, Google Slides and Google Cloud Printing.	K5
CO6	Integrate various software and cloud-based applications to streamline their workflows, enhance	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	3	3	3	0	0	0
CO3	9	9	3	3	1	3	0
CO4	9	3	9	9	1	3	3
CO5	3	3	1	3	9	9	3
CO6	3	9	1	3	9	9	9
Total Contribution of COs to POs	42	36	26	30	20	24	15
Weighted Percentage of COs contribution to POs	3.5	3.4	2.7	3.7	4.0	4.7	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: MS Word and PowerPoint

(6 Hours)

Text Basics Text Formatting and saving file, Working with Objects, Header & Footers, Working with bullets and numbered lists Tables Styles and Content, Merging Documents Printing.

Setting Up PowerPoint Environment, Creating slides and applying themes, Working with bullets and numbering, Working with Objects, Hyperlinks and Action Buttons, Using SmartArt and Tables, Animation and Slide Transition, Slide show option.

UNIT II: MS-Excel Basics

(6 Hours)

Introduction to MS Excel Interface, Data Entry and Formatting, Cell Referencing, Basic Formulas, AutoFill and Auto Complete, Cell Formatting, Sorting and Filtering Data, Basic Charts and Graphs, Printing and Page Setup, Data Validation.

UNIT III: Advanced Excel

(8 Hours)

Advanced Formulas (IF, AND, OR), **Lookup and Reference Functions** (VLOOKUP, HLOOKUP, INDEX, MATCH, and OFFSET), **Statistical Functions** (AVERAGEIF, COUNTIF, SUMIF), **Date and Time Functions** (DATE, TODAY, NOW, DATEDIF, and EOMONTH), **Text Functions** (CONCATENATE, LEFT, RIGHT, MID, LEN, and TEXT), **Logical Functions** (IFERROR, CHOOSE, and SWITCH), **Financial Functions** (PMT, PV, FV, NPV, and IRR)

UNIT IV: MS Access

(8 Hours)

MS Access-Components, creating a database and project, import and exporting, customizing; Tables – creating and setting fields; Queries – types, creating, wizards – Reports – creating and layout.

UNIT V: Cloud Based Applications

(8 Hours)

Google Drive, Google Sheets, Google Docs, Google Forms, Google Slides ,Google Cloud Print, Microsoft One Drive, Slack, Zoom, Zoho Mail, Canva

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1.	Joan Lambert & Curtis Frye	Microsoft Office 2019 Step by Step	Microsoft Press	2019
2.	Michael Alexander and Richard Kusleika	"Excel 2019 Bible"	Wiley	2018
3.	Ken Bluttman and Peter Aitken	"Excel Formulas and Functions for Dummies"	John Wiley & Sons	2010
4.	Michael Alexander and Dick Kusleika	"Access 2019 Bible"	Wiley	2018
5.	DSR Prasad	Basic Computer Skills	Sapna Book House	2009

SEMESTER II

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE:VI	26BAP06	OPERATIONS MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	25	75	100

PREAMBLE :

This course is designed to prepare the learners in addressing the key operations issues in service and manufacturing organizations that has strategic as well as tactical implications.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the key concepts and issues of OM in both manufacturing and service organizations.	K1
CO2	Explain the elements of operations management with the transformation processes to enhance productivity and competitiveness.	K2
CO3	Apply analytical skills and problem-solving tools to resolve the organisation's operational issues.	K3
CO4	Audit plans and analyze various facility alternatives for capacity decisions to ensure a balanced line of production and effective utilization of resources.	K4
CO5	Assess aggregate capacity plans and MPS in operation environments with respect to their operational issues in the value addition processes for quality assurance in an organisation.	K5
CO6	Plan and implement appropriate principles and contemporary practices in the firm's operations to compete in the dynamic business environment.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	0	1
CO3	9	9	9	3	3	1	1
CO4	9	3	1	0	3	3	3
CO5	3	1	1	3	3	3	3
CO6	1	1	0	1	9	3	9
Total Contribution of COs to POs	40	32	29	25	24	10	17
Weighted Percentage of COs contribution to POs	3.3	3.1	3.0	3.1	4.8	2.0	3.8

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to Production and Operations Management

(8 Hours)

Operations Management: nature, importance, functions, historical development - Differences between services and goods -Functions and Challenges of an operations manager - Ethical issues in Operations Management - System view of OM - Types of production systems: Continuous Flow and Intermittent systems.

UNIT II: Product Design and Process Layout (10 Hours)

Product design and process selection-Evaluation and Selection of appropriate Production and Operations technology - Operations layout: factors affecting the choice of layout, types, process, product, fixed Position and combined layout - Assembly line balancing (problems).

UNIT III: Production Planning and Control (10 Hours)

Production Planning and Control: meaning, functions – Aggregate Planning – Master Production Schedule (MPS) – Material Requirement Planning (MRP) – Capacity Requirement Planning (CRP) (Problems) – Bill of Materials - Overview of MRP II and ERP- Siemens Industry 4.0.

UNIT IV: Purchase and Inventory Management (10 Hours)

Purchase functions and procedure – Value analysis-Inventory: objectives, cost, types - inventory control, P & Q Inventory system, Inventory control systems: perpetual, periodic – Overview of JIT and KANBAN systems.

UNIT V: Quality Control and Assurance (10 Hours)

Total Quality Management: Concept, statistical quality control for acceptance sampling and process control, control charts (Variables, Attributes), Quality circle - ISO Quality Certifications :meaning, importance and few types – Quality assurance – Six Sigma concept - Practices in Indian organisations - Overview of: Lean, Agile, Digital manufacturing solutions – Enabling industry 4.0 at DELL, Wipro, HP and TCS.

Questions: 20% of the questions shall be simple problems.

80% of the questions shall be theory based.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Paneer Selvam. R	Production and Operations Management	Prentice Hall India Learning Private Limited	2012
2.	Krajewski, J. Lee, Ritzman, P. Larry and Malhotra K. Manoj	Operations Management: Processes and Value Chains	Pearson Education	2016
3.	Mahadevan B.	Operations Management, Theory and Practice	Pearson Education	2015
4.	Chary S.N.	Productions and Operations Management	Tata McGraw- Hill Education Pvt. Ltd	2012
5.	Aswathappa K and Shridhara Bhat K	Production and Operations Management	Himalaya Publishing House	2010

WEB REFERENCES:

1. <https://www.coursera.org/learn/wharton-operations>
2. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
3. <https://www.slideshare.net/somashekar50/operations-management-notes>
4. <https://ocw.mit.edu/courses/sloan-school-of-management/15-760a-operations-management-spring-2002/lecture-notes/>
5. <https://www.youtube.com/watch?v=DEuzzLled6k>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE:VII	26BAP07	FINANCIAL MANAGEMENT	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	25	75	100

PREAMBLE :

To familiarize students with the skills related to basic principles, tools and techniques of financial management.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the fundamental concepts used in financial management.	K1
CO2	Estimate an overview of the impact of cost of capital, capital structure, investment projects, working capital management and capital budgeting.	K2
CO3	Demonstrate the tools and techniques in financial management to handle real-time business situations	K3
CO4	Analyse the Cost of Capital, leverages, Capital structure, and Working capital of an organisation.	K4
CO5	Evaluate the projects using Cost of Capital, Capital structure, working capital and capital budgeting techniques.	K5
CO6	Construct the applications of financial management in real time business situations.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	3	3	1	3	0
CO3	9	9	9	9	3	3	0
CO4	9	3	9	9	3	3	3
CO5	9	3	3	3	3	1	3
CO6	3	9	3	1	1	9	9
Total Contribution of COs to POs	48	42	36	34	12	19	15
Weighted Percentage of COs contribution to POs	4.0	4.0	3.7	4.2	2.4	3.7	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Financial Management-Overview

(12 Hours)

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Ethics in Finance- Risk-Return relationship-Time value of money concepts - Indian Financial system- Role of SEBI in Capital Issues.

UNIT II: Cost of Capital and Leverage

(12 Hours)

Cost of Capital: Meaning, importance, computation for each source of finance, equity shares, preference shares, debentures and weighted average cost of capital- Leverage: Meaning, types, operating leverage, financial leverage, problems.

UNIT III: Capital Structure and Dividend Policy

(12 Hours)

Capital Structure: Meaning, factors affecting capital structure, capital structure theory: Net income approach, Net operating income approach, MM theories – Dividend: meaning, types -Dividend Policy: meaning, types of dividend policy, determinants of dividend policy-CAPM.

UNIT IV: Working Capital Management

(12 Hours)

Working Capital Management: definition and objectives, working capital policies, factors affecting working capital requirements, sources of working capital, computation for working capital requirements (Basic problems) - Cash Management : meaning, motives for holding cash- objectives-Receiveables Management: meaning, importance, steps, implications of various committee reports.

UNITV: Capital Budgeting

(12 Hours)

Capital Budgeting: methods of appraisal, conflict in criteria for evaluation – Capital Rationing: problems - Risk analysis in Capital Budgeting – Finance 4.0: Socio-Ecological Finance System -Cases.

Questions: 20% of the questions shall be simple problems.

80% of the questions shall be theory based.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Dr.S.N.Maheswari	Financial Management	Sultan Chand	2012
2.	Shashi.K.Gupta & Sharma K.Gupta	Financial Management	Kalyani Publisher	2015
3.	M.Y.Khan & P.K.Jain	Financial Management	Tata McGraw Hill	2010
4.	James C.Van Horne	Financial Management & Policy	Prentice Hall of India (P) Ltd	2002
5.	Pandey I.M	Financial Manag	Vikash Publishing	2011

WEB REFERENCES:

1. https://firstglobalacademy.online/?gclid=Cj0KCQiAkZKNBhDiARIsAPsk0WjesnlKiNwlUGo1vvcSCnW2 N5jHRxfKNesACVpp2rOw5mYih15oLKkaArTQEALw_wcB
2. <https://www.investopedia.com/articles/investing/111813/optimal-use-financial-leverage-corporate-capital-structure.asp>
3. <https://www.cambridge.org/core/books/abs/finance/capital-structure-and-dividends/0723E0278BD023013D7EBB5FD8CF038D>
4. <https://www.accaglobal.com/an/en/student/exam-support-resources/fundamentals-exams-study-resources/f9/technical-articles/wcm.html>
5. https://en.m.wikipedia.org/wiki/Capital_budgeting

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: VIII	26BAP08	MARKETING MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	25	75	100

PREAMBLE :

To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the concepts of marketing management	K1
CO2	Explain strong conceptual knowledge in the functional areas of marketing management	K2
CO3	Demonstrate the relevant functional areas of marketing management and its application	K3
CO4	Outline the analytical skills in identification and resolution of problems pertaining to marketing management	K4
CO5	Evaluate the emerging trends in marketing in a global perspective	K5
CO6	Design and apply newer concepts of marketing for business development	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	9	3	3	1	3	0
CO3	9	9	9	9	3	3	0
CO4	9	3	9	9	3	3	3
CO5	9	3	3	3	3	1	3
CO6	3	9	3	1	1	9	9
Total Contribution of COs to POs	48	42	36	34	12	19	15
Weighted Percentage of COs contribution to POs	4.0	4.0	3.7	4.2	2.4	3.7	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Marketing and Marketing Environment

(09 Hours)

Introduction to marketing: nature and scope, perspectives, marketing Vs selling, - Marketing Process - Roles and responsibilities of a marketing manager - Marketing environment: micro and macro environment.

UNIT II: Market Segmentation and Buying Behaviour

(10 Hours)

Market segmentation: Meaning, benefits, targeting and positioning - Buying Behaviour: definition, buying population, buying motives, buying decision, buying process.

UNIT III: Products, Pricing and Branding

(10 Hours)

Managing Products: Classification of products, product levels, product life cycle, avoiding product failure, product line and product mix - Pricing Strategy: Objectives-methods - factors - New product development

UNIT IV: Marketing Channels and Sales Promotion

(09 Hours)

Marketing channels: levels, functions, channel flows, - Distribution Management: objectives, functional areas, Value chain – Sales promotion: purpose, types, effectiveness, limitations - duties types of salesman.

UNIT V: Marketing of Non- Business Organization

(10 Hours)

Marketing of Non- business organization –Issues in Marketing: social, ethical and legal aspects of marketing –Marketing 4.0 in the digital Economy: Meaning, Objectives and Importance of International marketing, Green marketing, Cyber Marketing, Relationship Marketing, Rural Marketing– Cases.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Kotler, Keller, Koshy, Jha	Marketing Management: A South Asian Perspective	Pearson	2013
2.	Ramaswamy, Namakumari	Marketing Management: Global Perspective in India	Macmillan	2013
3.	Willam, Ferrell	Marketing	South Western Educational publishing	2016
4.	Philip Kotler	Marketing 4.0: Moving from Traditional to Digital	Wiley	2016
5.	Rajan Saxena	Marketing Management	Tata McGraw Hill	2012

WEB REFERENCES:

1. <https://www.slideshare.net/BabasabPatil/marketing-management-full-notes-mba-11624923>
2. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
3. https://www.google.com/url?sa=t&source=web&rct=j&url=http://eprints.stiperdharmawacana.ac.id/24/1/%255BPhillip_Kotler%255D_Marketing_Management_14th_Edition%2528BookFi%2529.pdf&ved=2ahUKEwjyiOC4lbfiAhXljeYKHYpKBh4QFnoECAMQAQ&usg=AOvVaw2-2R404hoIi9ILqHCro155&cshid=1629172955806
4. <https://alison.com/course/diploma-in-modern-marketing-management>
5. https://www.icmrindia.org/casestudies/Case_Studies.asp?cat=Marketing

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE:IX	26BAP09	HUMAN RESOURCE MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	25	75	100

PREAMBLE :

To provide students with an understanding of analytical skills in utilizing human resources metrics and technological applications to enhance the effectiveness of recruitment, training, development and retention of human resources.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Memorize the key terms, concepts in the field of Planning, Recruitment, Selection and Compensation.	K1
CO2	Enumerate the emerging trends and practices in HRM.	K2
CO3	Apply the uses of job analysis, job description, job specification, ergonomics in industry and the methods of job evaluation.	K3
CO4	Analyze the role of trade unions, Grievance Handling Procedures, Industrial Disputes Resolution Mechanisms and stress management at work place.	K4
CO5	Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining	K5
CO6	Interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	3	3	3	0	0	0
CO3	9	9	9	9	3	3	0
CO4	9	9	9	9	3	1	3
CO5	9	3	3	3	3	3	3
CO6	3	9	3	3	9	9	9
Total Contribution of COs to POs	48	42	36	36	19	16	15
Weighted Percentage of COs contribution to POs	4.0	4.0	3.7	4.5	3.8	3.1	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Human Resource Management: Overview

(9 Hours)

Human Resource Management (HRM): Concept, Nature, Scope and Importance; Personnel Management vs. HRM, Functions of the HRM, Role and responsibilities of HR managers, HRM in a dynamic environment.

UNIT II: Acquiring and Developing Human Resources (9 Hours)

Manpower Planning: Job design and Job analysis, Recruitment and Selection Processes, Induction and Placement, Promotions and Transfers, Coaching and Mentoring, Work stress and Counselling, Training and Development: Training need analysis, methods of training, Career Development

UNIT III: Managing Performance and Compensation (10 Hours)

Performance appraisal: process and techniques, Compensation Management: rewards, incentives and other benefits, Promotion: Purpose, Types Basis and benefits- Transfers: Meaning, Purpose, Types and benefits – Difference between Promotion and Transfer, Wage and Salary Administration: Components of Compensation, Objectives, Methods, Essentials and factors affecting Compensation

UNIT IV: Maintaining Human Resources and Industrial Disputes (10 Hours)

Employee Health, Safety and Welfare: Objectives, Issues and Statutory Provisions related to Health, Safety and Welfare – Industrial Disputes: Meaning, Causes, Prevention and Settlement of Disputes - Collective Bargaining: Meaning and Conditions for Successful Collective Bargaining.

UNIT V: Recent Trends In HR (10 Hours)

HR Audit: Meaning, Characteristics, Scope, Types and Process- Worker's participation and empowerment, Work life balance and Quality of Work Life, Human Resource Information System (HRIS).

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Rita Bissola & Barbara Imperatori	HRM 4.0 for Human Centered Organisations	Emerald Publishing Limited	2019
2.	Dessler, Gary and Biju Varkkey	Human Resource Management	Pearson Education	2016
3.	Aswathappa, K	Human Resource Management: Text and Cases	McGraw-Hill	2013
4.	Rao VSP	Human Resource Management: Text and cases	Excel Books	2010
5.	David A.De Cenzo & Stephen P. Robbins	Personnel/Human Resource Management	PHI/Pearson	2010

WEB REFERENCES:

1. <https://searchHoursoftware.techtarget.com/definition/human-resource-management-HRM>
2. <https://www.whatishumanresource.com/human-resource-management>
3. <https://hbr.org/topic/human-resource-management>
4. https://www.youtube.com/watch?v=c8_avX9miag
5. <https://nptel.ac.in/courses/110/105/110105069/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: X	26BAP10	BUSINESS RESEARCH METHODS	60	4

Contact hours per week: 5

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	25	75	100

PREAMBLE :

To familiarize students with the methodology of research and its application in managerial decision making.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Outline the basic framework of research process in business context & understand the basic practice of statistics by using SPSS	K1
CO2	Infer the significance of research types of hypothesis and data concepts of parametric tests and interpretation.	K2
CO3	Demonstrate the types of research, procedure for testing hypothesis, methods used for data collection , data preparation process and perform descriptive analyses with SPSS	K3
CO4	Select the research problem, sample design, tools for data collection, statistical testing and types of reports and Formulate hypothesis and applying test of hypothesis in various Test of level of significance	K4
CO5	Evaluate the problems in research, types of sample design data preparation process, tools for analysis & report preparation.	K5
CO6	Design effective solutions for research problems in business context using concept of Non-Parametric tests and its application to test the level of significance in different form of Non-parametric tests.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 - Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	3	9	9	0	0	0
CO3	9	9	3	9	3	3	0
CO4	9	9	9	3	3	1	3
CO5	9	3	9	0	3	3	3
CO6	3	9	3	0	9	9	9
Total Contribution of COs to POs	48	42	42	30	19	16	15
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.7	3.8	3.1	3.4

Level of Correlation: 0-No Correlation; 1-Low Correlation; 3-Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNITI: Introduction to Research

(12 Hours)

Research – meaning, scope and significance, Characteristics, Types, ethics - Research Process, - research objectives –Identification of Research- Problem research hypotheses - research in an evolutionary perspective - role of theory in research.

UNIT II: Research Design and Scaling Techniques (12Hours)

Research design – Features and Types – Validity of findings – internal and external validity Variables in research – measurement and scaling - scaling techniques - meaning - Types of scales - construction of instrument – validity and reliability of instrument.

UNIT III: Sampling Design, Data Collection and Processing (12 Hours)

Sampling design – meaning, steps, criteria for a good sample design, Sampling Types - Probability and non-probability samples. Data collection - Types of data - Sources of data - Tools for data collection - Pilot study - Data processing – coding, editing and tabulation of data - Data validation.

UNIT IV: Testing and Hypothesis (12 Hours)

Test of Significance - Assumptions about parametric and non-parametric tests. Parametric Test – chi-square, T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test (Simple Problems). Overview of Multivariate analysis - factor, cluster, Multi - dimensional scaling, Discriminant analysis. (No Problems). Overview about the application of statistical software for data analysis.

UNIT V: Interpretation and Report Writing (12 Hours)

Interpretation – meaning and techniques - Report writing – Significance, Steps, Types, Layout of report, Precautions - Norms for using Tables, charts and diagrams – Appendix- Ethics in Research – Subjectivity and objectivity in research –Research in the age of Automation - Cases.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Donald R.Cooper and Pamela S.Schindler	Business Research Methods	Tata McGraw Hill	2010
2.	Naresh K Malhotra	Marketing Research: An Applied Orientation	Pearson Education	2010
3.	Uma Sekaran	Research Methods for Business	Wiley Publications	2011
4.	Kothari C.R	Research methodology	Wishwa Prakashan	2013
5.	T.N.Srivastava & Shailaja Rego	Business Research Methodology	Tata McGraw Hill	2013
6.	Jeremy J. Foster	Data analysis using SPSS for windows	Sage publications	2001
7.	Sl Gupta, Hitesh Gupta,	SPSS 17.0 for Researchers	International Book House Pvt.Ltd.	2014

WEB REFERENCES:

1. <https://www.questionpro.com/blog/business-research/>
2. https://www.researchgate.net/publication/319998001_Measurement_and_Scaling_Techniques_in_Research_Methodology_Survey_Questionnaire_Development
3. <https://research-methodology.net/sampling-in-primary-data-collection/>
4. https://www.benchmarksixsigma.com/forum/topic/34883-hypothesis-testing/?gclid=Cj0KCQiAkZKNBhDiARIsAPsk0WgMFWW5PRvbiABfpIT369uQHZ8K2FzmP_Xw579ZARoCH-jQT4KmBOcaAkDhEALw_wcB
5. <https://www.slideshare.net/priyansakthi/interpretation-and-report-writing>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XI	26BAP11	STRATEGIC MANAGEMENT (Open Source Exam)	36	3

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	100	--	100

PREAMBLE :

To integrate the knowledge gained in various functional areas for making business decisions, from the executive's point of view in the global and Indian context.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the basics of strategy and its implications in an organization and community	K1
CO2	Explain the structure, environment, strategy process and models for effective strategic management	K2
CO3	Demonstrate the effective application of concepts, tools and techniques for solving organisational problems	K3
CO4	Show their capability of making their own decisions in dynamic business landscape	K4
CO5	Interpret the organisations ability to implement chosen strategies and identify the areas requiring change	K5
CO6	Categorize the strategies to adopt the current trends and face new challenges in the environment	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	0	0
CO3	9	9	9	3	3	3	3
CO4	9	3	9	1	1	3	1
CO5	9	1	3	0	1	1	3
CO6	3	1	3	0	9	3	9
Total Contribution of COs to POs	48	32	42	22	20	10	16
Weighted percentage of COs contribution to POs	4.0	3.1	4.3	2.7	4.0	2.0	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to Strategy

(7 Hours)

Concept of Strategy -Levels of strategy- Strategic Management- Characteristics – Process – Stakeholders in business and their roles in Strategic Management - Meaning of Strategic Intent, Vision, Mission, Objectives, Goals and its characteristics - Hierarchal levels of planning - Strategic planning process.

UNITII: Environment Analysis

(7 Hours)

Analyzing Company's Internal Environment: Evaluating company's Resources, Capabilities, Core Competencies, Distinctive Competencies, Competitive advantage and its sources, Building Blocks of Competitive advantage.

Analyzing Company's External Environment: Analyzing Macro environment – Porters Five Force Model-ETOP. Value Chain:- Primary and Secondary activities - Portfolio analysis :- Business Portfolio analysis – BCG Matrix – GE 9 Cell Model.

UNIT III: Strategy Formulation

(7 Hours)

Functional Strategies:- Efficiency, Quality, Innovation and Customer Responsiveness - Business Strategies: - Low cost, Differentiation, Focus. Corporate Strategies:- Stability, Growth Strategies – Diversification – Joint Venture – Merger- Acquisition – Takeover – Vertical and Horizontal Integration - Strategic alliances- Exit Strategies – Retrenchment Strategy - Turnaround Strategy

UNIT-IV: Strategy Implementation

(7 Hours)

Strategy Implementation: – Process – Barriers, 7S Framework – Organizational Structure and Control System:- Functional, Divisional, SBU, Matrix, Network – Levels of control system - Matching Structure and Control to Strategy:- Functional level, Business level, Global level and Corporate level - Strategy Evaluation:- Use of Balance Scorecard approach for evaluation.

UNIT V: Strategic Business Models

(8 Hours)

Business Models:-Meaning and Components of business models, New business model and Strategies for Internet economy - Non-Profit-Organization:- Various forms of Non- profit-organization- Popular Strategies- TCS Business 4.0..

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Charles W.L.Hill & Gareth R.Jones	Strategic Management Theory An Integrated approach	Biztantra	2015
2.	John A Pearce II and Richard B Robinson	Strategic Management: Formulation, Implementation and Control	Tata MC Graw Hill	2010
3.	John A.Parnell	Strategic Management, Theory and practice	Biztantra	2012
4.	Azar Kazmi	Strategic Management & Business policy	Tata Mcgraw Hill	2009
5.	John Pearce & Richard Robinson	Strategic Management	Tata Mc Graw Hill	2012

WEB REFERENCES:

1. https://www.researchgate.net/publication/298791895_Strategic_Management_An_Integrated_Approach_12e
2. <https://www.slideshare.net/djsexxx/strategic-management-case-studies-mg>
3. <https://www.managementstudyguide.com/strategy-implementation.htm>
4. <https://youtu.be/CtP2FJXTjCc>
5. <https://youtu.be/gJonGbyC-Aw>
6. <https://nptel.ac.in/courses/110/105/110105142/>

Course Code	Course	Evaluation
26BAP11	STRATEGIC MANAGEMENT (Open Source Exam)	100% CIA

NOTE: Refer to the Guidelines, distribution of marks and CIA question paper pattern.

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XII Community Engagement Initiative	26BAP12	SOCIAL IMMERSION PROJECT & VIVA-VOCE (Group Project)	-	2

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	100	--	100

PREAMBLE :

This course is intended to promote participation of students in socio-friendly extension activities thereby developing their Emotional Quotient through their interaction with people in the nearby community and encourages volunteers to develop a multifaceted view of life.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Remember the managerial skills for building a better community	K1
CO2	Understanding and find sustainable solutions for pressing community needs.	K2
CO3	Apply the course content to community-based activities	K3
CO4	Analyse the real world contexts and develop skills of community engagement.	K4
CO5	Measure the interpersonal development, particularly the ability to work with others and build leadership and communication skills	K5
CO6	Develop positive impact on academic outcomes such as problem analysis, problem solving, critical thinking and cognitive development	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	1
CO2	9	9	3	3	1	0	1
CO3	9	9	9	9	3	1	1
CO4	9	3	9	9	3	3	3
CO5	9	3	1	9	3	3	3
CO6	3	9	1	3	9	9	9
Total Contribution of COs to POs	48	42	32	42	20	16	18
Weighted Percentage of COs contribution to POs	4.0	4.0	3.3	5.2	4.0	3.1	4.1

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

Course Objectives	On completion of this course, a student will be able : 1. To empathise with a common man's problem in the locality on certain civic and community issues. 2. To attempt capacity building as a remedy for the issue identified. 3. To consolidate on the problem at hand and learn to work in teams.		
Guidelines	Duration and nature of study: Engage in sensitizing themselves about some civic problems and issues in the local community for a minimum of 40 hours to learn the problem at hand. Activity: Attempt to generate strategies to handle the problem at hand with an idea to empower the people concerned, on aspects like health, environment, education and economy. Report : Preparation of report to be done in compliance with the rubrics for assessment		
Criteria for assessment and weightage	CIA	Significance of the Attempt (Problem identification, Need for the study) (K2)	10
		Sensitisation of the issue (Creating awareness about the problem) (K3)	20
		Plan of Action (Schedule) (K4)	10
		Sustainability of outcome and future plans (Suggestions for improvement) (K5)	10
		Team work (Peer assessment) (K5)	10
		Report Preparation and presentation of Visuals (K6)	20
		Presentation & Viva-Voce (K6)	20
	Total		100

NOTE: to be done as a GROUP PROJECT at the beginning of the SECOND semester for a period of one week (40 Hours) and the assessment is to be done by the INTERNAL EXAMINER.

WEB REFERENCES:

1. <http://www.journalet.in/index.php/jeet/article/view/150114>
2. <https://www.linkedin.com/pulse/social-immersion-program-sharikha-syed/>
3. <https://www.igi-global.com/dictionary/social-immersion-program/65317>
4. <https://www.siprogram.org/>
5. <https://www.iimu.ac.in/values-based-education-through-rural-Immersion>

Course Code	Course	Evaluation
26BAP12	SOCIAL IMMERSION PROJECT & VIVA-VOCE	100% CIA

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART - IV	SKILL ENHANCEMENT - II	26SEBAP02	SOFT SKILLS II – DATA ANALYTICS AND VISUALIZATION WITH SPSS– PRACTICAL	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	40	60	100

PREAMBLE

The goal of the course is to increase knowledge and requisite skills of participants on the use of SPSS and to enable them make the most of this powerful software package while allowing them to work independently with SPSS on their own data and provide a solid foundation for advanced data analysis work.

COURSE OUTCOME

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

COs	CO Statement	Knowledge Level
CO1	Recall the key menus of SPSS and describe their functionality.	K1
CO2	Explain the main features of SPSS	K2
CO3	Make use of various tools to manage data, describe data and display graphical output using SPSS	K3
CO4	Analyse data using various statistical tests of SPSS	K4
CO5	Interpret and explain the outputs from SPSS	K5
CO6	Design, develop and test advanced multivariate models using SPSS	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	0	0
CO2	9	9	9	9	3	0	0
CO3	9	9	9	3	3	1	1
CO4	9	3	3	0	1	3	3
CO5	9	1	1	0	1	3	3
CO6	3	1	1	0	9	9	9
Total Contribution of Cos to POs	48	32	32	21	20	16	16
Weighted Percentage of COs contribution to POs	4.0	3.1	3.3	2.6	4.0	3.1	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to SPSS

(7 Hours)

Getting to Know SPSS: Starting SPSS, Working with data file, Menus, Dialogue boxes. **Preparing the Data file:** Creating data file and entering data, Defining the variables, Entering data, modifying data file, import file, Screening and cleaning data, Manipulation of data.

UNIT II: Diagrammatic Representation

(7 Hours)

Simple Bar diagram – Multiple bar diagram – Sub-divided Bar diagram - Percentage diagram - Pie Diagram – Frequency Table – Histogram – Scatter diagram – Box plot.

UNIT III: Descriptive Analysis of Data

(7 Hours)

Descriptive Statistics – Mean, Median, Mode and Standard Deviation Skewness- Kurtosis. Correlation – Karl Pearson's and Spearman's Rank Correlation. Regression analysis: Simple and Multiple Regression Analysis

UNIT IV: Testing of Hypothesis I

(8 Hours)

Parametric: t-test- One sample, Two sample Independent & Paired t-test – Z test- ANOVA- Chi-square test

UNIT V: Testing of Hypothesis II

(7 Hours)

Non – parametric: Mann-Whitney U test – Wilcoxon Signed Rank test - Kruskal Wallis test – Friedman test.

Reference Books:

S.No.	Authors	Title	Publisher	Year of Publication
1	Vijay Gupta	SPSS for Beginners	VJ Books Inc.,	1999
2	Julie Pallant	SPSS, Survival Manual: A step by step guide to Data Analysis Using SPSS	McGraw Hill	2010
3	Vohra, N.D.	Business Statistics	McGraw Hill	2013
4	Jeremy J. Foster	Data analysis using SPSS for windows	Sage publications	2001
5	SI Gupta, Hitesh Gupta,	SPSS 17.0 for Researchers	International Book House Pvt.Ltd.	2014

Web References:

1. https://students.shu.ac.uk/lits/it/documents/pdf/analysing_data_using_spss.pdf
2. https://www.westga.edu/academics/research/vrc/assets/docs/spss_basics.pdf
3. <https://www.lboro.ac.uk/media/media/schoolanddepartments/mlsc/downloads/spss-and-statistics-guide.pdf>
4. https://www.researchgate.net/publication/319998001_Measurement_and_Scaling_Techniques_in_Research_Methodology_Survey_Questionnaire_Development
5. <https://research-methodology.net/sampling-in-primary-data-collection/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - IV	ABILITY ENHANCEMENT	26AEP01	CYBER SECURITY	24	2

Contact hours per week: 2

Year	Semester	Internal Marks	External Marks	Total Marks
I	II	100	--	100

PREAMBLE :

To understand the basics of cyber security and the security threats in day-to-day activities.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the basic concepts of information security and its types	K1
CO2	Gain knowledge on cyber space issues and cyber security measures	K2
CO3	Identify various risks and threats in cyber space	K3
CO4	Apply security measures to prevent ourselves from threats in social media	K4
CO5	Compare various social media, security issues and measures	K5
CO6	Propose a secured cyber platform for people to connect each other for their social and professional concerns	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	9	3
CO2	9	9	9	9	9	9	3
CO3	9	9	9	9	9	9	9
CO4	9	9	9	9	3	9	9
CO5	9	9	3	3	3	9	9
CO6	9	9	3	3	3	3	9
Total Contribution of COs to POs	54	54	42	42	36	36	18
Weighted Percentage of COs contribution to POs	4.5	5.2	4.3	5.2	7.3	7.1	4.1

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to Cyber Security (5 Hours)

Cyber security Means Different Things to Different Folks- Cyber security Is a Constantly Moving Target- Looking at the Risks That Cyber security Mitigates.

UNIT II: Getting to Know Common Cyber Attacks (5 Hours)

Attacks That Damage- Impersonation- Interception- Data Theft- Malware- Poisoned Web Service Attacks- Malvertising.

UNIT III: Evaluating Cyber Security Posture (5 Hours)

Identifying Risks- Protecting against Risks- Evaluating Your Current Security Measures- Privacy 101- Banking Online Safely- Safely Using Smart Devices. .

UNIT IV: Securing Small Business (5 Hours)

Making Sure Someone Is in charge- Watching Out for Employees. Ten Ways You can improve Your cyber security without spending a fortune- Ten Ways to safely use public Wi-Fi.

UNIT V: Cyber Security Career Paths (4 Hours)

Professional Roles in Cyber Security- Exploring Career Paths- Starting Out in Information Security- Overcoming a Criminal Record- Looking at other Professions with a Cybersecurity Focus.

Reference Book:

1. “Cyber security-for dummies A Wiley Brand”, Joseph Steinberg, John Wiley & Sons, Inc., 2020.

Chapters and Page numbers : Unit I : Chapter 1 – 7 -18, Unit II : Chapter 2- 21-36, 38-39, Unit III : Chapter 4 – 70-83, Unit IV : Chapter 9 – 155-163, Chapter 18-315-320, Chapter 20 – 327-330, Unit V : Chapter 16 – 287-295, 299-300

WEB REFERENCES

1. <https://m.youtube.com/watch?v=o6pgd8gLFHg>
 2. <https://m.youtube.com/watch?v=3rl4ZjZpcHU>
 3. <https://blog.barkly.com/10-fundamental-cybersecurity-lessons-for-beginners>
 4. <https://5social media security risk and how to avoid them.html>
 5. <https://10 cyber security twitter profiles to watch.html>
 6. <https://cyber security in banking 4 trends to watch in 2017.html>
 7. <https://gmail hacking security tips-indian cyber security solutions.html>
 8. <https://why social media sites are the new cyber weapons of.html>
- EBook: A complete guide to Staying Ahead in the Cyber Security Game

Course Code	Course	Evaluation
26AEP01	Cyber Security	100% CIA

SEMESTER III

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE XIII	26BAP13	WORKPLACE COUNSELLING	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course outlines a comprehensive framework for understanding and implementing workplace counseling. It encompasses foundational principles, practical methodologies, and ethical considerations necessary for fostering a supportive and productive work environment.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Understand the foundational principles and processes of counseling, including building relationships and facilitating initial disorder resolution.	K1
CO2	Demonstrate knowledge of various types of counseling and their applications, particularly in the workplace context.	K2
CO3	Develop essential counselor qualities such as confidentiality, empathy, and active listening skills.	K3
CO4	Acquire the skills to set up and assess the need for workplace counseling, including training counselors and implementing different counseling models.	K4
CO5	Identify and address specific work-related problems such as absenteeism, work stress, and ethical issues, utilizing appropriate counseling techniques.	K5
CO6	Demonstrate an understanding of ethical considerations and responsibilities in decision-making, training, and counseling within the workplace, while adhering to ethical codes of conduct and promoting a supportive organizational culture.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	0
CO2	9	3	3	3	0	0	0
CO3	9	9	9	9	3	3	0
CO4	9	9	9	9	3	1	3
CO5	9	3	3	3	3	3	3
CO6	3	9	3	3	9	9	9
Total Contribution of COs to POs	48	42	36	36	19	16	15
Weighted Percentage of COs contribution to POs	4.0	4.0	3.7	4.5	3.8	3.1	3.4

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: INTRODUCTION

(7 Hours)

Meaning and Definition of Counselling, Counselling process, types of Counselling, Building the counselling relationship and facilitating initial disorder, In depth exploration, Understanding Workplace Counselling, History, Purpose, Benefits and Scope.

Counsellor Qualities - Confidentiality, Unconditional Positive regard, Empathy, Active Listening, Six ways of responding.

UNIT II: SETTING UP COUNSELING IN THE WORKPLACE

(7 Hours)

Assessing need for workplace counselling, Training of Counsellor, Methods of training counselors, Models - Counselling Orientation - Brief Therapy - Problem Focused - Work Oriented - Manager Based - Internal, External based – Welfare -Organizational Change.

UNIT III: DEALING WITH SPECIFIC WORK PROBLEMS

(7 Hours)

Employee problem counseling : Problems of Absenteeism, Turnover, Work Stress, BOSS, ROSS, Depression, Substance Abuse. Sexual Harassment, Work-life balance, Unethical behavior in work place, Travel stress, Relationship concerns in the Family and Workplace, Psychosomatic Disorders, Internet Addiction Disorder, Eating Disorders.

UNIT IV: EVALUATIONS

(7 Hours)

Enhancing Self Awareness: Needs Theory, Johari window, learning to use free associations - Setting boundaries in Counselling - Strategies for the client to explore, understand and resolve the problem - Formative and Summative Evaluation, Analyzing, Recording and escalation procedures. Resolving client issues - Field force analysis.

UNIT V: ETHICS

(8 Hours)

Ethical issues in decision making, training, and counselling - Ethical responsibilities for Employers, employees and stakeholders - Ethics governing counselling.

Understanding undue influences - Setting guidelines for workplace relations, Ethical code of conduct: whistle blowing mechanisms, EEO, transparent support system within Organization.

BOOKS FOR REFERENCE:

S.No	Authors	Title	Publishers	Year of Publication
1.	S Narayana Rao, Prem Sahajpal	Counselling and Guidance	Counselling and Guidance	2017
2.	Thomas M. Skovholt, Michelle Trotter-Mathison	The Resilient Practitioner: Burnout and Compassion Fatigue Prevention and Self-Care Strategies for the Helping Professions	Routledge	2016
3.	Jan Sutton, William Stewart	Learning to Counsel, Develop the Skills, Insight and Knowledge to Counsel Others	Robinson Publishing.	2017
4.	Amy Cooper Hakim	Working with Difficult People, Second Revised Edition: Handling the Ten Types of Problem People Without Losing Your Mind	Tarcher Perigee	2017
5.	John Ballard	Decoding the Workplace	Gildan Media	20185

I. ELECTIVE COURSES - HUMAN RESOURCE MANAGEMENT

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credits
PART - III	CORE: XIV ELECTIVE-H	26BAPH1	MANAGERIAL BEHAVIOR AND EFFECTIVENESS	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To examine managerial styles of students in assessing different systems of management and relate systems to organizational characteristics.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Remember the different attitudes and assumptions of managers about human nature and behaviour at work	K1
CO2	Understand different systems of management and relate systems to organisational characteristics	K2
CO3	Describe the basic and underlying philosophies for successful management of people	K3
CO4	Explain the criteria for evaluating the effectiveness of managers	K4
CO5	Compare the models and methods for designing the managerial Job	K5
CO6	Acclaim the importance of organisational and managerial efforts in fostering innovation and creativity	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Defining The Managerial Job

(8 Hours)

Managerial job: Definition-Descriptive Dimensions of Managerial Jobs. Methods: Heuristic methods, androgynous methods. Model: Henry Mintzberg model, Role dimensions. Time Dimensions in Managerial Jobs: principles of time management, time wasters, process.

UNIT II: Designing The Managerial Job

(10 Hours)

Effective and Ineffective Job behaviour: Characteristics, difference between effective and ineffective job behaviour. Functional and level differences in Managerial Job behaviour: top, middle and first levels, Managerial Skills 4.0

UNIT III: Managerial Effectiveness

(10 Hours)

Managerial effectiveness: Definition, methods- the person, process, product approaches, bridging the gap – Global measures for managerial effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

UNIT IV: Environmental Issues In Managerial Effectiveness

(10 Hours)

Organisational Processes: Organisational Development, OD values, OD intervention techniques, results. Job Challenge: meaning, experiencing a job transition, creating change, dealing with diversity. Competition: meaning, strategies adopted by organisations to overcome competition– Managerial Styles.

UNIT V: Developing The Managerial Skills

(10 Hours)

Self-Development: meaning, stages, SWOT analysis, Activities focusing on teamwork, leadership, relationship building– Negotiation Skills. Development of the Competitive Spirit: models. Knowledge Management: definition, five stages of KM. Fostering Creativity and innovation: steps to improve creativity and innovation.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	Peter Drucker	Management	Harper Row	2005
2	Milkovich and Newman	Compensation	McGraw-Hill	2005
3	Blanchard and Thacker	Effective Training Systems, Strategies and Practices	Pearson	2006
4	Dubrin	Leadership, Research Findings, Practices & Skills	Biztantra	2008
5	Joe Tidd , John Bessant, Keith Pavitt	Managing Innovation	Wiley	2006
6	R.M.Omkar	Personality Development and Career Management	S.Chand	2008

WEB REFERENCES:

1. <https://hbr.org/1990/03/the-managers-job-folklore-and-fact>
2. <https://www.goconstruct.org/construction-careers/what-jobs-are-right-for-me/design-manager/>
3. <https://www.slideshare.net/Dr.Rajesh/management-effectiveness-presentation>
4. <https://www.youtube.com/watch?v=V1PQNpXFq5I>
5. https://onlinecourses.nptel.ac.in/noc21_mg36/preview

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XIV ELECTIVE-H	26BAPH2	STRATEGIC HUMAN RESOURCE MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To understand the transformation of HR functions from being a support function to strategic function.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge level
CO1	Recall the basic concepts, strategies, environmental issues and models in SHRM	K1
CO2	explain the key areas of human behaviour in sustained organisation performance	K2
CO3	Make use of the HR Programs and its implications in current business world	K3
CO4	Demonstrate the ability to explain the importance of strategic options in the achievement of strategic change	K4
CO5	Compare and analyse human resource management problems in organisations and develop strategic solutions to these problems	K5
CO6	Ascertain the impact of Strategic International HRM in promoting the development of an organisation in global scenario	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Strategic Human Resource Management (10 Hours)

SHRM: Definition of HRM and SHRM, importance of SHRM, shift from traditional HRM to SHRM, steps, models-strategic role of HR during business cycle.

UNIT II: Functional Human Resource Strategies (10 Hours)

Recruitment strategies: meaning, online recruitments, outsourcing, headhunting, assessment centres, work life balance, autonomous work teams. Training & Development strategies: competencies, cross cultural training, multi-skilling, succession planning, creating a learning organization.

UNIT III : Environmental Influences and Evaluation of HR Programs (10 Hours)

Environmental influences: meaning, environmental scanning sources and methods, techniques of scanning, challenges, environmental factors. Evaluation of HR programs: Introduction, importance, scorecard, 5C model of HRM impact, approaches for measuring HR practices, challenges in measuring the impact of HRM.

UNIT IV: Strategic Options AnD HR Decisions (10 Hours)

Downsizing and Restructuring: Meaning, need for downsizing, workforce reduction and restructuring methods, financial performance and downsizing, consequences, effective downsizing strategies.

UNIT V: Strategic International HR (8 Hours)

Strategic International HRM: Definition-Corporate International business strategies- Linking HR strategy with business - SHRM issues in business -Strategic IHRM fits with corporate international business strategies-Comparative analysis between role of HR manager in Indian and International Companies -Strategic IHRM flexibility- Recent trends in SHRM-Case studies.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	Paul Boselie	Strategic Human Resource Management	Tata McGraw Hill	2011
2	Monica Belcourt, & Kenneth J.Mcbay	Strategic Human Resource Planning	Pearson	2009
3	Monir Tayeb	International Human Resource Management	Oxford	2007
4	Robert L. Mathis and John H. Jackson	Human Resource Management	Cengage Learning	2007
5	Jeffrey A Mello	Strategic Human Resource Management	Cengage Learning	2007

WEB REFERENCES:

1. <https://medium.com/@blogposting.7consultancy/what-is-strategic-human-resource-management-shrm-31127406383a>
2. <https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/practicingstrategichumanresources.aspx>
3. <https://study.com/academy/lesson/strategic-human-resource-management-definition-importance.html>
4. https://onlinecourses.nptel.ac.in/noc21_mg01/preview
5. <https://www.iedunote.com/strategic-human-resource-management>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XIV ELECTIVE-H	26BAPH3	CAREER MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

The objective of career management will enable the students to learn and process an understanding of oneself and encompasses occupational awareness.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Remember the managerial knowledge in enhancing career options within the organization for sustaining employees	K1
CO2	Explain the various approaches for career development.	K2
CO3	Apply various models in Career development in the organizations context	K3
CO4	Analyse the factors related to quality of work life , family support and the cope up strategies.	K4
CO5	Evaluate and create a human resource support system in organizations.	K5
CO6	Design Career management models and strategies suitable for the organisation	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/ POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to Career Concepts

(8 Hours)

Definitions of Career Concepts – Changing landscape of work – Scope of Career management. Role of Employees, Managers, Human resource Managers, and company in Career Management.

UNIT II: Career Development

(10 Hours)

Career Development An overview – Approaches, Stages, occupational choice, preparation for work, Theories of organizational choice for career development.

UNIT III: Models of Career Management

(10 Hours)

Theory and research on the Career management process – Application of career management Models: Goals, Appraisal and strategies.

Unit-IV: Contemporary Issues In Career Development

(10 Hours)

Job Stress, Quality of Work life – Managing Diversity- Two career family - Quality of life in two career families - Organisational responses to work family issues.

UNIT V: Career Development In Work Organisations

(10 Hours)

Human resource support system – Organisational Career management system – Succession Planning – Closing thoughts on Career Development- New Career Profile for Industry 4.0.

Books for References:

S.No.	Authors	Title	Publisher	Year of Publication
1	Jeffrey.H Greenhaus, Gerard a.Callnan, Veronica M. Godshalh	Career Management	Thomson South Western	2010
2	R.M.Onkar	Personality Development and Career Management	S.Chand & Sons	2008
3.	Gideon Arulmani, Anuradha J.Bakshi	Handbook of Career Development	Springer	2014
4.	Stephen D.Brown,Robert W.Lent	Career Development and Counselling	Wiley Sons	2004

Web References:

1. <https://hr.ucmerced.edu/training/careermanagement>
2. <https://www.managementstudyguide.com/career-management.htm>
3. <https://www.marketing91.com/career-management/>
4. <https://www.whatishumanresource.com/career-management-introduction>
5. <https://www.mbaknol.com/human-resource-management/career-management-definition-and-meaning/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XIV ELECTIVE-H	26BAPH4	EMPLOYEE TRAINING AND DEVELOPMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course is designed to enable students to apply theoretical perspectives in training and development to conduct their job effectively and smoothly.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Remember the concept of training and development need in different strategies, methods, evaluation and ethics in training	K1
CO2	Explain the needs and process of training evaluation and its outcomes.	K2
CO3	Apply modern, traditional training after learning the training methods.	K3
CO4	Analyse the need for employee development and issues related to that.	K4
CO5	Compare the training methodologies in this modern business environment and also the training ethics	K5
CO6	Develop critical thinking skills that help to recognize potential ethical dilemmas.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction

(8 Hours)

Introduction to Employee Training and Development- Need- Scope – Designing Effective Training– Needs Assessment –Training Process – Conceptual Models.

UNIT II: Training Methods

(10 Hours)

Training Methods- Traditional, Modern, Choosing a training method-e-learning and use of technology in training; Technology and multimedia-Computer-based training- Mobile technologies –Technologies for training support.

UNIT III: Training Evaluation

(10 Hours)

Training Evaluation- reasons for evaluating training- overview of the evaluation process –Evaluation Practices- Valuation Designs- Outcomes used evaluation of training Programme.

UNIT IV: Employee Development

(10 Hours)

Approaches to employee development- Development planning process- Company strategies for providing development- Training issues resulting from external environment, internal needs of the company.

UNIT V: Ethics In Training and Development

(10 Hours)

Workplace Ethics in Training and development activities –Approaches to Management Development- Management Development implications – Impact of Training and development. Case Studies.

BOOKS FOR REFERENCES:

S.No.	Authors	Title	Publisher	Year of Publication
1	Noe. N.R	Employee Training and Development	McGraw Hill	2007
2	Janakiram B	Training and Development	Indian text Edition – Biztantra Publication	2009
3.	Donald L.Kirkpatrick and James D.Krikpatrick	Evaluating Training Programs	Berrett-Koehler Publishers	2006
4.	Pandu G.Naik	Training and Development: Text, Research and Cases	Excel Books	2008
5	P.L.Rao	Training and Development	Excel Books	2008

WEB REFERENCES:

1. <https://www.startuphrtoolkit.com/employee-training-and-development/>
2. <https://www.getsmarter.com/blog/employee-development/employee-training-and-development-the-benefits-and-why-its-important/>
3. <https://helpjuice.com/blog/employee-training-development>
4. <https://online.maryville.edu/blog/importance-of-training-and-development/>
5. <https://www.youtube.com/watch?v=Q5CsAB0qpsY>

II. ELECTIVE COURSES - FINANCE

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XV ELECTIVE-F	26BAPF1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To familiarize the students on the modes of selecting investment opportunities, and analyzing the securities for investment.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recognise the basic Investment alternatives and fundamental analysis of investment	K1
CO2	Illustrate the trading system and techniques of portfolio management	K2
CO3	Apply various tools for security analysis	K3
CO4	Analyze the share prices using fundamental and technical analysis	K4
CO5	Evaluate the portfolio performance using company analysis and charting methods.	K5
CO6	Construct the applications of investment decisions in the selection of Portfolio.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Investment

(10 Hours)

Investments: Concept and objectives – Nature – Scope-Process – Stages-Types of Investment and Investors-Sources of investment information –Investment Alternatives- Risks of investment.

UNIT II: Securities Market

(10 Hours)

Securities Market: Types - Participants – Regulatory Environment, Stock exchanges in India - Regulations of stock exchanges – Trading system in stock exchanges. Debt instruments valuation model: Constant, Two stage and three stage growth model- Asset pricing theories: APT, Option pricing theory.

UNIT III: Fundamental Analysis

(10 Hours)

Economic Analysis: Economic forecasting and stock Investment Decisions – Forecasting Techniques. Industry Analysis: Industry classification, Industry life cycle. Company Analysis: Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodd's investor ratios.

UNIT IV: Technical Analysis

(10 Hours)

Technical Analysis: Fundamental Analysis Vs Technical Analysis - Charting methods - Market Indicators - Trend - Trend reversals - Patterns - Moving Average - Oscillators – Testing of Efficient Market theory.

UNIT-V: Portfolio Management

(8 Hours)

Portfolio – Objectives – Construction- Selection – Revision - Portfolio Evaluation: Sharpe's, Treynor's and Jensen's Performance Index- Practical applications in selection of securities. Capital Asset Pricing Model: SML, CML - Case Analysis

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Preeti Singh	Security Analysis and Portfolio Management	Himalaya Publisher	2012
2.	V.K.Bhalla	Investment Management	S.Chand & Company Ltd.	2012
3.	Prasanna Chandra	Investment Analysis and Portfolio Management	Tata McGraw Hill	2010
4.	S.Kevin	Security Analysis and Portfolio Management	PHI Learning	2012
5.	Donald E.Fischer & Ronald J.Jordan	Security Analysis & Portfolio Management	PHI Learning	2011

WEB REFERENCES:

1. <https://www.investopedia.com/terms/i/investment.asp>
2. <https://www.investopedia.com/terms/s/security.asp>
3. https://en.m.wikipedia.org/wiki/Fundamental_analysis
4. <https://www.winvesta.in/blog/fundamental-analysis-a-complete-guide/>
5. <https://www.investopedia.com/terms/p/portfoliomanagement.asp>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XV ELECTIVE-F	26BAPF2	MERCHANT BANKING AND FINANCIAL SERVICES	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To make the students understand the various financial services and its usage and applications in business and industry

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recollect the functions of merchant banking and other Financial Services.	K1
CO2	illustrate the leasing, hire purchase activities and the significance of various types of Financial services	K2
CO3	Analyze the concept of mutual funds and various types of MFs and credit ratings	K3
CO4	Construct broad picture of mergers and acquisitions related activities	K4
CO5	Evaluate the Mutual Funds, Venture capital, Credit Rating and depositories	K5
CO6	Relate the applications of Financial services in real time business situations.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 - Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Merchant Banking

(10 Hours)

Merchant Banking - Functions – Categories of merchant bankers-Modes of raising capital from Domestic and foreign markets - Raising short term funds - SEBI guidelines on Obligations & responsibilities of Merchant bankers-Issue management: Pre & Post issue activities, E-IPO, Private Placement – Bought out Deals – Off - Shore Issues

UNIT II: Hire Purchasing and Leasing

(10 Hours)

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing: Overview - tax aspects - Lease Accounting - Types of leases – Benefits of leasing - Rights & Obligations of Lessor & Lessee-Evaluation of leasing proposals.

UNIT III: Mutual Funds

(10 Hours)

Mutual Funds: Types - Operations-Mutual fund Calculations -Regulations – SEBI Guidelines for mutual funds.

UNIT-IV: Mergers and Acquisitions

(10 Hours)

Mergers and Acquisitions: Types, Process- SEBI code on Take-over's - Business Failures and reorganizations: Causes, Types, and Symptoms.

UNIT V: Other Services

(8 Hours)

Venture Capital: Objectives, Forms, Process, Methods - Bill Discounting: Types, Working of bill discounting - Credit rating: Objectives, Types, Process, - Asset securitization – Securitisation in India.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	M.Y.Khan	Financial Services	Tata McGraw-Hill	2015
2.	Shanmugam, R.	Financial Services	Wiley India	2014
3.	Punivathy Pandian	Management of Financial Services	Vikas Publishing House	2010
4.	Gurusamy	Financial Services	Tata McGraw-Hill	2010
5.	Tripathy	Financial Services	PHI Learning	2010

WEB REFERENCES:

1. <https://www.investopedia.com/terms/m/merchantbank.asp>
2. <https://keydifferences.com/difference-between-hire-purchasing-and-leasing>.
3. <https://www.googleadservices.com/pagead/aclk>
4. <https://www.investopedia.com/ask/answers/021815/what-difference-between-merger-and-acquisition.asp>
5. <https://corporatefinanceinstitute.com/resources/careers/companies/merchant-bank/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XV ELECTIVE-F	26BAPF3	MODERN BANKING	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To familiarize the students with advanced banking concepts and enable them to work with modern banking systems.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recollect the basic functions of banking operation and its regulation	K1
CO2	Explain the various products offered by the bank for its customers	K2
CO3	Apply various technologies for banking transactions and settlement system.	K3
CO4	Analyze the impact of technology in banking industry	K4
CO5	Evaluate the bank payment and settlement system from the customer view.	K5
CO6	Create the applications for the issues in the banking system.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 - Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to Banking

(10 Hours)

Introduction-Scheduled and Non-scheduled banks, Evolution of banks in India - Pre & Post Nationalization of banks - Functions of Banks –Types of Banking– RBI Functions – Banking Regulation act.

UNIT II: Banking Transactions

(10 Hours)

Types of customers-KYC guidelines – Different Deposit products – Principles of Lending – Various Credit products – Fund Based loans :- Cash Credit, Overdraft, Demand loan , Term Loan – Non Fund Based Loans:- Letter of Credit.

UNIT III: Banking Technology

(10 Hours)

Indian banking transformation –Impact of Industry4.O– Electronic Banking – Core banking – Back office processing – Branch computerization – Online banking – Internet and mobile banking - Electronic Distribution channels – Onsite ATMs , Offsite ATMs, Stand alone ATMs, Networked ATMs - Core banking solutions – POS terminals – Home Banking.

UNIT IV: Bank Payment & Settlement System

(10 Hours)

Evolution of Payment system in India – IFSC code - Payment Methods - Cheque – MICR – Cheque Truncation – ECS Debit & Credit – RECS – EFT – NEFT – SWIFT – CFMS – RTGS – Electro Magnetic Cards.

UNIT V: Recent Trends

(8 Hours)

Financial Inclusion – Cross Selling – Private Banking – Personal Finance– CRM in Banking –Amazon way of banking.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Indian Institute of Banking & Finance	Principles Practices of Banking	Macmillan Publishers India Limited	2012
2.	Vijayaragavan Iyengar	Introduction to Banking	Excel Books	2011
3.	Clifford Gomez	Banking & Finance Theory, Law and Practice	PHI Learning	2011
4.	K.P.M. Sundaram & Varshney	Banking Theory Law & Practice	Sultan Chand & sons	2014
5.	Kanhaiya Singh, Vinay Dutta	Commercial Bank Management	Tata McGraw Hill Education	2010

WEB REFERENCES:

1. https://www.researchgate.net/publication/344995202_Introduction_to_Modern_Banking_Technology_and_Management
2. <https://www.sc.com/en/banking/banking-for-companies/transaction-banking/>
3. <https://www.accenture.com/us-en/insights/banking/technology-vision-banking-2021>
4. <https://www.bis.org/cpmi/paysysinfo.htm>
5. <https://www.publicissapient.com/insights/emerging-trends-in-banking>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XV ELECTIVE-F	26BAPF4	INTERNATIONAL FINANCIAL REPORTING STANDARDS	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To enhance the ability of the students to integrate and solve problems in practical scenarios on Indian Accounting Standards for deciding the appropriate accounting treatment.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the basic concepts of the financial statements for understanding of stakeholders	K1
CO2	Explain the necessary requirements specified in Indian Accounting Standards while preparing and presenting the financial statements.	K2
CO3	Interpret and apply the ongoing developments for financial reporting	K3
CO4	Analyze the impact of GAAP,GASAB and its application for reporting and compliance	K4
CO5	Evaluate the financial statements for strategic decision-making	K5
CO6	Construct the reports of a company based on its Financial statements and other reporting standards.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT-I: GAAP and Accounting Standards

(10 Hours)

Accounting Standards - Overview - International Financial Reporting Standards - Overview of Indian Accounting System - Generally Accepted Accounting Principles in India.

UNIT-II: Accounting of Business Combinations & Restructuring (10 Hours)

Merger – Types, methods of accounting, treatment of Goodwill arising on merger, Purchase consideration and settlement - Accounting for investment in subsidiaries - Accounting for Mergers / Acquisitions (including chain holdings, cross holdings, multiple holdings) - Corporate Financial restructuring, Reconstruction Schemes.

UNIT-III: Consolidated Financial Statements (10 Hours)

Concept of a group, Purposes of consolidated financial statements, Consolidation procedures, Treatment of Pre-acquisition profit and Post acquisition profit- Consolidation with foreign subsidiary- Consolidated Income Statement, balance Sheet and Cash Flow Statements for Group of companies.

UNIT-IV : Developments In Financial Reporting and Other Item of Reporting (10 Hours)

Sustainability Reporting - Triple Bottom Line Reporting - Corporate Social Responsibility Reporting (CSR Reporting)- Integrated Reporting (IR)- Business Responsibility Reporting- Recognition & Valuation Financial Instruments (Ind AS).

UNIT-V : Government Accounting In India (8 Hours)

General Principles and comparison with commercial accounting- Role of Auditor- Role of Public Accounts Committee, Review of Accounts - Government Accounting Standards issued by Government Accounting Standards Advisory Board (GASAB) - Government Accounting and Reporting.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	Jagadish R.Raiyani & Gaurav Lodha	International Financial Reporting Standards and Indian Accounting Practices	New Century	2012
2	CA Kamal Garg	Practical Guide to Ind AS & IFRS	Bharat Law House Pvt Ltd	2019
3	Dr.D.S.Rawat	Students' Guide to Ind ASs (Converged IFRSs)	Taxmann	2019
4	Dr.D.S.Rawat	Students' Guide to Financial Reporting with Applicable Ind ASs	Taxmann	2019
5	S.David Young and Jacob Cohen	Corporate Financial Reporting and Analysis	Wiley	2013

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1. <https://www.cfainstitute.org/en/advocacy/issues/gaap#sort=%40pubbrowsedate%20descending>
2. <https://www.accaglobal.com/hk/en/student/exam-support-resources/professional-exams-study-resources/strategic-business-reporting/technical-articles/business-combinations.html>
3. <https://www.accountingtools.com/articles/what-are-consolidated-financial-statements.html>
4. <https://www.datapine.com/blog/financial-reporting-and-analysis/>
5. <https://dea.gov.in/budgetdivision/indian-government-accounting-standards>

III ELECTIVE COURSES - MARKETING

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XVI ELECTIVE-M	26BAPM1	INTEGRATED DIGITAL COMMUNICATION	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course introduces students to the basic concepts of advertising and digital marketing which helps firms to promote products in the market directly and virtually.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Memorize the marketing communication concepts and provide students with the essential philosophies and practices of marketing and digital marketing technologies.	K1
CO2	Explain the methodologies, tools and technologies involved in digital marketing applying communication methods for marketing.	K2
CO3	Compare the marketing communication methods marketers used by companies as part of their integrated digital communication strategy	K3
CO4	Analyse the advertisement media and tactics at corporate and marketing level.	K4
CO5	Interpret how marketers use integrated digital communication in their campaigns in order to execute marketing strategy	K5
CO6	Create advertisements with the application of digital marketing tools	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16

Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6
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Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to Integrated Marketing Communication (10 Hours)

Introduction to Integrated Marketing Communication: Definition– Characteristics – Elements of Integrated Marketing Communication – Developmental view – Approaches to planning Integrated Marketing Communication.

UNIT II: Advertisement (10 Hours)

Concept – Definition – Scope and objectives – Functions – Principles of Advertisement – Social, Economic and legal Implications of Advertisements – Setting Advertisement Objectives – Advertisement Agencies – Selection and Remuneration – Advertisement Campaign.

UNIT III: Advertisement Media (10 Hours)

Introduction – Media Planning and scheduling – Types of Advertisement – Layout – Design appeal – Print media – Broadcast media – out-of-home media – Radio, T.V and Web advertisements – Media Research – Testing validity and Reliability of ads - Measuring impact of advertisements.

UNIT IV: Introduction to Digital Marketing (10 Hours)

Introduction to Digital Marketing-Evolution of Digital Marketing from traditional to modern era- Role of Internet- Emergence of digital marketing as a tool-Drivers of the new marketing environment- Digital marketing strategy- P.O.E.M. framework-Digital landscape- Digital marketing plan-Digital marketing models

UNIT V: Social Media Marketing (8 Hours)

Social media Marketing: Overview and pros & Cons: Facebook Marketing - LinkedIn Marketing- Twitter Marketing - Instagram and Snapchat - Mobile Marketing.

BOOKS FOR REFERENCES:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Sirgy, Rahitz	Integrated Marketing Communications, A Strategic Approach.	Cengage Learning	2016
2.	Kenneth Clow, Donald Back	Integrated Advertisements, Promotion and Marketing Communication	Prentice Hall of India	2013
3.	Dr.Ragavendra K. and Shruthi P.	Digital Marketing	Himalaya Publishing House Pvt. Ltd	2017
4.	Prof. Nitin C. Kamat, Chinmay Nitin Kamat	Digital Social Media Marketing	Himalaya Publishing House Pvt. Ltd.	2015

WEB REFERENCES:

1. <https://www.viewsdigitalmarketing.com/digital-marketing-services/integrated-digital-marketing-strategies/>
2. <https://hurrrdatmarketing.com/digital-marketing-news/integrated-digital-marketing/>
3. <https://www.managementstudyguide.com/integrated-marketing-communications.htm>
4. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_IMC_Lecture_Notes_E3.pdf
5. https://onlinecourses.nptel.ac.in/noc22_mg38/preview

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XVI ELECTIVE-M	26BAPM2	BRAND MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course acquaints students with brand management methods and strategies tailored for success in the digital landscape of Industry 4.0, fostering their ability to formulate and implement effective business strategies in evolving market dynamics.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Understand the fundamentals of brand management and career prospects in the evolving field, particularly in the context of Industry 4.0.	K1
CO2	Analyze how marketers leverage branding strategies to gain strategic advantages in the digital landscape.	K2
CO3	Describe brand marketing strategies tailored for leaders, challengers, followers, and niche markets, with real-life consumer applications.	K3
CO4	Evaluate key brand concepts within the context of service-oriented markets operating in diverse industries.	K4
CO5	Develop effective branding strategies and assess the performance of prominent brands, considering their adaptation to Industry 4.0	K5
CO6	Utilize appropriate tools to conduct brand audits, and propose strategic recommendations for rejuvenating underperforming brands amidst digital transformations.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0

CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs

COURSE CONTENT

UNIT I: Introduction to Brand

(10 Hours)

Understanding the Concept of a Brand: Evolution and Types of Brand Names - Differentiating Brands Vs Products - Exploring Brand Elements: Components and Strategies for Choosing Brand Elements - Navigating Branding Challenges and Opportunities in the Digital Age

UNIT II: Brand Strategies

(10 Hours)

Brand Positioning: Concepts, Alternatives, and Risks - Brands and Consumers: Strategies for Competitive Advantage - Points of Parity and Points of Difference - Understanding Consumer Behavior in Buying Decisions - Building a Strong Brand: Methods and Implications

UNIT III: Brand Communications

(10 Hours)

Managing Brand Image: Dimensions and Associations - Brand Identity: Perspectives, Levels, and Prisms - Exploring Brand Equity: Sources and Models - Conducting Brand Audits and Fostering Brand Loyalty - Cult Brands and Brand Affinity in the Digital Landscape

UNIT IV: Brand Extension

(10 Hours)

Strategies for Brand Extension and Line Extensions - Co-branding, Licensing, and Reinforcing Brands - Revitalizing Brands: Methods and Importance - Brand Architecture and Portfolio Management - Engagement Marketing for Building Brand Affinity

UNIT V: Brand Performance in Industry 4.0

(8 Hours)

Evaluating Brand Valuation: Methods and Implications - Branding in the Digital Era: Industrial Products, Services, and Retailers - Building Brands Online: Creating Blogs, Online Promotion, and Appraisal Processes

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	David A. Aaker	Building Strong Brands	Simon & Schuster	2019
2.	Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre	Brand Management: Research, Theory, and Practice	Routledge	2019

3.	Kevin Lane Keller	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Pearson	2021
4.	David A. Aaker	Brand Relevance: Making Competitors Irrelevant	Jossey-Bass	2010
5.	Al Ries and Laura Ries	The 22 Immutable Laws of Branding	HarperBusiness	2002

WEB REFERENCES:

1. <https://www.ama.org/>
2. <https://hbr.org/>
3. <https://forbes.org/>
4. <https://marketing week.com/>
5. <https://mckinsey.com/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XVI ELECTIVE-M	26BAPM3	RETAIL MARKETING	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

The course is designed to inculcate the retail ability skills among the students along with industry 4.0 concepts.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Remember the concept, evolution, functions and economic importance of retailing and the rise of retail power.	K1
CO2	Explain the complexity of retail channels used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.	K2
CO3	Describe the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.	K3
CO4	Analyse the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.	K4

CO5	Compare and evaluate the concepts of e-tailing in current scenario using Industry 4.0 concepts	K5
CO6	Formulate the guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction to Retailing (10 Hours) Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

UNIT II: Retail Marketing Environment (10 Hours) Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues, Segmentation in Retail, Targeted Marketing Efforts, Positioning Decisions, Limitations of Market Segmentation.

UNIT III: Retail Merchandising (10 Hours) Introduction, Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process.

UNIT IV: Private Branding In Retail (10 Hours) Introduction, Difference between a Store/Private Brand and a National Brand, Growth Drivers of Private Label, Global Scenario of Private Labels, Indian Market Scenario, Advantages of Private Label, Disadvantages of Private Label

UNIT V: Electronic Retailing (8 Hours) Understanding E-tailing: Using Technology for Market Demand - Technology's Role in Retail Marketing - E-tailing Evolution and Structure - Driving Factors and Pros/Cons - Future Trends in E-Retailing.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Jesko perrey, Sir Hubert Douglas Henderson	Retail marketing and Branding	John Wiley and sons	2013
2.	Gilbert	Retail marketing management	Pearson Education, ltd.	2006
3.	Peter Mc Goldrick	Retail marketing	Mc Graw Hill	2002
4.	Peter Mc Goldrick, Helon Goworek	Retail marketing management: Principles and Practices	Pearson Education, ltd.	2015
5.	Malcolm Sullivan, Dennis Adcock	Retail marketing	Thomson	2002

WEB REFERENCES:

1. <https://endearhq.com/blog/retail-marketing>
2. <https://www.open.edu/openlearn/money-business/business-strategy-studies/retail-marketing/content-section-0>
3. https://onlinecourses.swayam2.ac.in/imb19_mg02/preview
4. <https://www.classcentral.com/course/swayam-retail-management-14274>
5. <https://www.youtube.com/watch?v=5iRDd-f1nmg>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XVI ELECTIVE-M	26BAPM4	SOCIAL MARKETING	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To make the students know the various aspects of Competitiveness in Social Marketing by ethical values and social media in Marketing.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses	K1
CO2	Explain the process and planning in social marketing	K2
CO3	Identify the major social media marketing portals that can be used to promote a company, brand, product, Service or person.	K3
CO4	Analyze the recent social market condition and apply the ethical codes to conduct fair business practices	K4
CO5	Assess the role of branding, social advertising and other communications in achieving behavioural change.	K5
CO6	Construct new strategies to sustain in the recent competitive market	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

UNIT I: Introduction to Social Marketing

(10 Hours)

Social marketing - Definition - Scope and concept - Evolution- Need - A comparative study between Commercial and Social marketing - Use of market research - social change tools - Factors influencing Social marketing - Challenges and opportunities.

UNITII: Social Marketing Process and Planning

(10 Hours)

Introduction - Environment Monitoring - Social Class and self-efficacy - social capital – Social ecology - Advocacy - A global phenomenon - Social marketing Process - Stages – Ethical considerations. Planning - Formative Research, analysis in Social marketing.

UNIT III: Social Marketing Mix

(10 Hours)

Social marketing mix - policy - product - place - price - promotion - people - partnership. Rating & Reviews

- Virtual world - Using media in social marketing - Importance - effectiveness of mass media in social marketing - Practical model for media use in social marketing – Role of media in social marketing campaigns - planning and developing Social media campaigning.

UNIT IV: Ethical Issues

(10 Hours)

Ethical principles - Codes of behaviour - Critics of social marketing - Critic of power imbalance in social marketing - Criticism of unintended consequences - Competition in social marketing.

UNIT V: Trends In Social Marketing

(8 Hours)

Exploring the Future of Social Marketing: Prioritizing Strategies and Repositioning Tactics - Evolving Roles in Public, NGO, and Private Sectors - Leveraging Social Network Sites, Blogging, Microblogging, and Podcasting with Podomatic.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Rob Donovan & Nadine Henley	Principles and Practice of Social Marketing-An international perspective	Cambridge University Press	2011
2.	Kotler, P., Roberto, N., & Lee, N.	Social Marketing – Influencing Behaviors for Good.	Thousand Oaks, CA: Sage Publications	2016
3.	French J, Blair-Stevens C. McVey D & Merritt. R	Social Marketing and Public Health.	Oxford, UK: University Press 2010	2010
4.	Hastings. G	Social Marketing: Why should the Devil Have All the Best Tunes	Oxford University Press	2007
5.	Alan R. andreasen	Social marketing in the 21st Century	Sage Publication	2012

WEB REFERENCES:

1. https://www.youtube.com/watch?v=q5ASe_sxRYI
2. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2167-social-marketing.html>
3. <https://www.enotesmba.com/2013/02/social-marketing-concept.html>
4. https://www.stdhivtraining.org/YSMT_socmarketing.html
5. <https://ctb.ku.edu/en/sustain/social-marketing/overview/main>

IV ELECTIVE COURSES – ANALYTICS

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XVII ELECTIVE-A	26BAPA1	FUNDAMENTALS OF BUSINESS ANALYTICS	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course offers a robust introduction to the fundamentals of business analytics. Participants will learn how to collect, manage, and analyze data, as well as gain insights into data mining and machine learning. By the end of the course, they will be well-prepared to apply these skills effectively in various contexts.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Enable the students to understand the basics of Business Analytics, key principles and techniques of business analytics	K1
CO2	Create awareness and understanding on visualizing data through collecting, managing and analyzing data.	K2
CO3	Educate the students on data mining and multi-dimensional data analysis	K3
CO4	Educate the students on machine learning and AI.	K4
CO5	Elucidate the students on the analysis of various areas of business	K5
CO6	Manage the entire data science project life cycle, from business requirement gathering and data acquisition to preparation, hypothesis modeling, evaluation, and deployment.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction of Business Analytics

(9 Hours)

Introduction to Business Analytics: Meaning - Historical overview of data analysis – Data Scientist Vs Data Engineer Vs Business Analyst – Career in Business Analytics – Introduction to data science – Applications for data science – Roles and Responsibilities of data scientists

UNIT II: Data Visualization

(10 Hours)

Data Collection - Data Management - Big Data Management - Organization/sources of data - Importance of data quality - Dealing with missing or incomplete data - Data Visualization - Data Classification Data Science Project Life Cycle: Business Requirement - Data Acquisition – Data Preparation - Hypothesis and Modeling - Evaluation and Interpretation, Deployment, Operations, Optimization.

UNIT III: Data Mining

(9 Hours)

Introduction to Data Mining - The origins of Data Mining - Data Mining Tasks - OLAP and Multidimensional data analysis - Basic concept of Association Analysis and Cluster Analysis.

UNIT IV: Machine Learning

(10 Hours)

Introduction to Machine Learning - History and Evolution - AI Evolution - Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science - Supervised Learning, Unsupervised Learning, Reinforcement Learning – Frame works for building Machine Learning Systems.

UNIT V: Application of Business Analysis

(10 Hours)

Retail Analytics - Marketing Analytics - Financial Analytics - Healthcare Analytics - Supply Chain Analytics.

BOOKS FOR REFERENCE:

S.No	Authors	Title	Publishers	Year of Publication
1.	Majid Nabavi, David L.Olson	Introduction to Business Analytics	Business Expert Press	2018
2.	Umesh R Hodeghatta and Umesha Nayak	Business Analytics Using R	PracticalApproach A press	2017
3.	Jeffery D.Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R.Anderson	Business Analytics: Applications To Consumer Marketing	McGrawHill	2015
4.	Bernard Marr	Big Data: Using Smart Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance	Wiley	2015

WEB REFERENCE:

1. <https://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf>.
2. http://www.gerkooole.com/IBA/downloads/IBA_Koole_first_chapters.pdf

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credits
PART - III	CORE: XVII ELECTIVE - A	26BAPA2	ANALYTICS FOR FINTECH	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE:

It helps students to analyse and understand financial institutions and banks to monitor and manage customer attrition and retention trends.

COURSE OUTCOME:

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

COs	Co statement	Knowledge Level
CO1	Recall the basics of FinTech Analytics and its Evolution	K1
CO2	Explain the concept of crypto currencies, financial Innovation, FinTech and data regulations.	K2
CO3	Apply the transformation of FinTech analytics in global scenario for solving complex financial issues	K3
CO4	Identify the role of FinTech in economics, blockchain, digital finance and Artificial Intelligence	K4
CO5	Evaluate FinTech Typology, ABCDs of Alternative Finance, FinTech funds, RegTech Startups and digital identity	K5
CO6	Summarize the future prospects and challenges that relates to FinTech Analytics	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT: I FINTech

(10 Hours)

Definition - Transformation and Evolution 1.0 - Infrastructure Evolution 2.0: Banks - Evolution 3.0 & 3.5: Startups and Emerging Markets - Collaboration between Financial Institutions and Startups - FinTech Typology - Emerging Economics: Opportunities and Challenges.

UNIT: II Cryptocurrency and Block Chain

(10 Hours)

Payments: Individual Payments - Developing Countries and DFS: The Story of Mobile Money - Developing Countries and DFS: Regulation of Mobile Money - RTGS Systems - The ABCDs of Alternative Finance - Building a New stack. Cryptocurrencies. Legal and Regulatory Implications of Cryptocurrencies - What is Block chain? - Benefits from New Payment Stacks (Applications of Ripple).

UNIT: III Digital Finance

(10 Hours)

Digital Finance: A Brief History of Financial Innovation - Digitization of Financial Services - FinTech & Funds.

UNIT: IV FINTECH Regulation and REGTech

(10Hours)

FinTech Regulations - Evolution of RegTech - RegTech Ecosystem: Financial Institutions - RegTech Ecosystem: Startups - RegTech Startups: Challenges - RegTech Ecosystem: Regulators.

UNIT: V: Data & TECHFIN

(8 Hours)

History of Data Regulation - Data in Financial Services - Application of Data Analytics in Finance - European Big-Bang: PSD2 / GDPR / Mifid2 - PSD2: Open Banking API Will Help Startups - Methods of Data Protection: GDPR Compliance and Personal Privacy - Digital Identity - Change in mindset: Regulation 1.0 to 2.0 (KYC to KYD) - AI & Governance - New Challenges of AI and Machine Learning.

REFERENCE BOOKS:

S.No.	Authors	Title	Publishers	Year of Publication
1	Sanjay Phadke	Fintech Future : The Digital DNA of Finance	SAGE Publications India Pvt Ltd 1st edition	2020
2	Brett King	Bank 4.0: Banking everywhere, never at a bank	Embassy Books	2020
3	Tony Craddock, Robert Courtneidge, Markos Zachariadis	The PAYTECH Book: The Payment Technology Handbook for Investors, Entrepreneurs, and FinTech Visionaries	Wiley	2019

WEB REFERENCES:

1. <https://www.coursera.org/specializations/fintech>
2. <https://www.edx.org/course/introduction-to-fintech>

3. www.udemy.com/course/the-complete-cryptocurrency-course-more-than-5-courses-in-1/
4. <https://www.pwc.in/consulting/financial-services/fintech/fintech-insights/regtech-a-new-disruption-in-the-financial-services-space.html>
5. <https://www.harnham.com/us/the-future-of-banking-from-fintech-to-techfin>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XVII ELECTIVE-A	26BAPA3	DATA ANALYTICS WITH R PROGRAMMING	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This syllabus is designed to provide participants with a comprehensive understanding of R programming and its application in business analytics. Through a combination of theoretical knowledge and hands-on practical exercises, participants will develop the skills necessary to collect, manage, analyze, and visualize data effectively using R. This course is suitable for professionals seeking to enhance their data analysis skills and apply them across various domains and industries.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Gain a solid understanding of R programming fundamentals and its application in business analytics.	K1
CO2	Gain knowledge of advanced analytics techniques for predictive modeling and statistical analysis.	K2
CO3	Develop proficiency in data manipulation, including reading, writing, and managing data in R.	K3
CO4	Acquire skills in data visualization using various chart types and graphs in R	K4
CO5	Apply learned concepts effectively in real-world scenarios through hands-on exercises and projects.	K5
CO6	Apply advanced analytics techniques such as parametric and non-parametric tests, correlation, linear and logistic regression, dimensionality reduction, and ANOVA.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0

CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction of R Programming (10 Hours)

Overview of R Language, Installation of R and RStudio, Scripts, Data Types in R, Data Structure in R, Loading Packages, Operators and functions in R, Data Extraction and Wrangling, Exporting Data from R. Pre-processing of data, Exploratory Data Analysis.

UNIT II: Working with R (10 Hours)

Working with R - Reading and writing data - R libraries - Functions and R programming – the If statement - looping: for, repeat, while - writing functions - function arguments and options – Basic R commands

UNIT III: Data Handling and visualization (9 Hours)

Reading and getting data into R (External Data): Using CSV files, XML files, Web Data, JSON files, Databases, Excel files. Working with R Charts and Graphs: Histograms, Boxplots, Bar Charts, Line Graphs, Scatterplots, and Pie Charts.

UNIT IV: Analytics Techniques (10 Hours)

Testing assumptions, Parametric and non-parametric tests, Correlation, Regression: Linear & Logistic - Dimensionality Reduction techniques: EFA & PCA, Multidimensional Scaling and ANOVA.

UNIT V: Advanced Analytics Techniques (9 Hours)

Time Series Analysis: Stationary, AR, MA, ARMA and ARIMA, Forecasting.

BOOKS FOR REFERENCE:

S.No	Authors	Title	Publishers	Year of Publication
1.	Raghav Bali, Dipanjan Sarkar and Tushar Sharma	Learning Social Media Analytics with R	Packt Publishing Ltd	2017
2.	Nina Zumel and John Mount	Practical Data Science with R	Manning Publications Company	2014
3.	Peter Dalgaard	Introductory Statistics with	1st Edition Springer-	2019

		R (Paperback)	VerlagNew York, Inc. (ISBN 0-387-95475-9)	
4.	W. N. Venables and B. D. Ripley	Modern Applied Statistics with S.	4th Edition.Springer. (ISBN 0-387-95457-0)]	2005
5.	Andreas Krause, Melvin Olson	The Basics of S-PLUS	4th edition, Springer- Verlag, New York (ISBN 0-387-26109-5)	2005

WEB REFERENCE:

1. <https://www.cs.upc.edu/~robert/teaching/estadistica/rprogramming.pdf>
2. <https://diytranscriptomics.com/Reading/files/The%20Art%20of%20R%20Programming.pdf>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XVII ELECTIVE-A	26BAPA4	BUSINESS ANALYTICS USING PYTHON	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course offers a robust introduction to the fundamentals of business analytics. Participants will learn how to collect, manage, and analyze data, as well as gain insights into data mining and machine learning. By the end of the course, they will be well-prepared to apply these skills effectively in various contexts.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Understand and explain key principles, concepts and terms associated with marketing analytics including the Marketing Metrics, web analytics, big data analytics, social media analytics and analytics trends	K1
CO2	Construct a metric identifying the areas to be measured for the individual or corporate and how it makes sense to the business managers.	K2
CO3	Demonstrate marketing situations using appropriate instruments to formulate marketing strategies and plans, and to evaluate their impact	K3
CO4	Compare marketing situations using appropriate instruments to formulate marketing strategies and plans, and to evaluate their impact	K4
CO5	Prepare marketing Instruments and quantitative methods providing students with an image of the complexity and pitfalls of typical	K5

	marketing situations and problems	
CO6	Design and develop innovative data-driven marketing strategies by integrating business analytics techniques	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

UNIT I: Introduction

(9 Hours)

Introduction to Business Analytics - Evolution of Business Data and Analytics timeline - Types of Analytics - Marketing Analytics Applications - Summarizing & Reporting Marketing Data using Excel

UNIT II: Visualizing Business Data using Tableau

(10 Hours)

Visualizations Using Python & R - Understanding the Metrics across domains -Developing Metrics - Flowchart for Metric Creation.

UNIT III: Business Models & Strategies

(9 Hours)

Business Models - Marketing Engineering – Segmentation Analytics – Clustering Algorithms - Positioning Analysis - Data Mining applications.

UNIT IV: Marketing Mix Analytics

(10 Hours)

New Product development decisions - Pricing the Product - Forecasting the Sales – Allocating the Retail space & Sales Resource – Consumer Attribution Modeling Methods

UNIT V: Marketing Mix Analytics Applications

(10 Hours)

Customer Churn Modeling – Purchase Behaviour Prediction Models- social media Listening and Sentimental Analysis – Market Basket Analysis – RFM Analysis – Recommender Systems development.

BOOKS FOR REFERENCE:

S.No	Authors	Title	Publishers	Year of Publication
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1	Chris Chapman	R for Marketing Research and Analytics	Springe Publications, 1st Edition	2015
2	Dinesh Kumar	Business Analytics	U Wiley India, 1st Edition	2017
3	Paul W Farris	Marketing Metrics: The Definitive Guide to Measuring Marketing Performance	Pearson Education, 2nd Edition.	2010
4	Tanushri Banerjee & Arindham Banerjee	“Business Analytics- Texts and Cases”,	BanerjeeSage Publications, 1st Edition	2019
5	Wayne L Winston.	“Marketing Analytics – Data Driven Techniques with Microsoft Excel”,	Wiley Publications, 1st Edition	2015

WEB REFERENCE:

1. <https://bedford-computing.co.uk/learning/wp-content/uploads/2015/10/Python-for-Data-Analysis.pdf>
2. https://cfm.ehu.es/ricardo/docs/python/Learning_Python.pdf
3. Van Rossum G, others (2016). Python Programming Language. URL <http://www.python.org/>.
4. Jesus Rogel-Salazar, Data Science and Analytics with Python, 2017

V. ELECTIVE COURSES-PRODUCTION

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XVIII ELECTIVE – P	26BAPP1	SUPPLY CHAIN MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course is designed to recognize the elements of supply chain and its impact on overall performance of the organization and also to impart the metrics for assessing the supply chain performance integrated with Industry 4.0 concepts.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recollect the basic concepts of supply chain management and the role of each functionary in the process of managing supplies in the link	K1

CO2	Describe the planning skills in designing and managing the supply chain	K2
CO3	Transcribe planning and demand activities to manage the cross functional drivers of supply chain for revenue management	K3
CO4	Audit the supply chain practices and benchmarking standards of the industry with competent skills necessary to upgrade the competency of the organization	K4
CO5	Review and apply contemporary developments that also includes IT & ITES practices, for effective supply chain management	K5
CO6	Prepare the organization for the future in SCM with required expertise sharing for risk management and prosperity with industry 4.0 concepts	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

UNIT I : Building a Strategic Framework to Analyse Supply Chain (10 Hours)

Understanding the Supply Chain – Supply Chain Performance – Supply Chain Drivers and Metrics – Designing the Supply Chain Network – Network Design in Supply Chain.

UNIT II: Planning Demand and Supply in Supply Chain (10 Hours)

Demand Forecasting in a Supply Chain – Aggregate Planning - Sales and Operations Planning – Planning and Managing Inventories – Managing Uncertainty in a Supply Chain.

UNIT III: Designing and Planning Transportation Networks (10 Hours)

Transportation in a Supply Chain - Managing Cross Functional Drivers in a Supply Chain- Pricing and Revenue Management in Supply Chain.

Unit-IV: Benchmarking in SCM (10 Hours)

Benchmarking in SCM-forms of benchmarking–significance of benchmarking -Setting Benchmarking Priorities in SCM.

UNIT V: Industry 4.0 IT in Supply Chain

(8 Hours)

Role of IT in Modern Supply Chains – Implementing Industry 4.0 IT Framework – Future Trends in Supply Chain IT – Managing IT Risks – Practical Applications of Industry 4.0 Supply Chain IT – Enhanced Coordination in Industry 4.0 Supply Chains.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Chopra, Sunil, Meindl, Peter, Kalra, D.V	Supply chain Management: Strategy, planning and operation	Pearson Education	2015
2.	G.Raghuram and N. Rangaraj	Logistics and Supply Chain Management (Cases and Concepts)	Macmillan Publishers	2010
3.	Shah, Janat	Supply Chain Management - Text and cases	Pearson Education	2009
4.	Sahay, B.S.	Supply Chain Management for Global Competitiveness	Macmillan Publishers	2012
5.	Tsan-Ming Choi, T.C. Edwin Cheng, and Jian Wang	Supply Chain Management in the Era of Industry 4.0	Springer	2020

WEB REFERENCES:

- <https://silo.tips/download/strategic-framework-to-analyze-supply-chains>
- http://www2.unb.ca/~ddu/4690/Lecture_notes/Lec6.pdf
- <https://www.slideshare.net/mubarak2009/supplychainplanning>
- <https://nptel.ac.in/courses/110/106/110106045/>
- https://nptel.ac.in/content/storage2/courses/downloads_new/110106045/noc19_mg22_Assignment12.pdf

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XVIII ELECTIVE-P	26BAPP2	TOTAL QUALITY MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

This course equips students with essential skills to enhance organizational quality amidst digital transformation. Through theory and application, students learn to optimize processes and drive excellence in today's technology-driven landscape.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Understand quality management principles for Industry 4.0, including TQM basics.	K1
CO2	Apply methods to measure and identify quality improvements or issues in Industry 4.0.	K2
CO3	Use tools to analyze and control quality in Industry 4.0 processes.	K3
CO4	Assess teamwork and communication needs for effective quality management in Industry 4.0	K4
CO5	Identify customer and technical requirements and use quality deployment methods.	K5
CO6	Develop and maintain processes and documentation for recognized quality standards.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 - Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

UNIT I: Quality Management Introduction in Industry 4.0

(8 Hours)

Understanding Quality in Industry 4.0: Definitions, Importance, and Changes - Total Quality Management (TQM) Basics: Concepts, Principles, and Scope - Benefits and Elements of TQM in the Digital Era.

UNIT II: Principles and Philosophy for the Digital Age

(10 Hours)

Deming Philosophy in Industry 4.0: Relevance and 14 Points for Management - Quality Circles: Characteristics, Impact, and Adaptation in the Digital Landscape - Japanese 5 S Methodology in the Digital Era.

UNIT III: Tools and Techniques for Digital Transformation (10 Hours)

Business Process Reengineering in Industry 4.0: Principles and Application - Designing and Implementing Processes with Industry 4.0 Tools - Process Improvement Techniques in the Digital Age.

UNIT IV: Statistical Process Control & Maintenance in the Digital Landscape(10 Hours)

Statistical Process Control (SPC) Essentials: Applications and Techniques - Control Charts, Process Capability, and Maintenance in Industry 4.0 - Total Productive Maintenance and Tero Technology Integration.

UNIT V: Quality Management Certifications for the Digital Future (10 Hours)

ISO 9000 and ISO 9001-2008 Quality System in the Digital Context - QS 9000 and ISO 14000: Standards and Benefits in Industry 4.0.

Distribution of Marks: Theory 90% and Problems 10%

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Dale H.Besterfield et al	Total Quality Management	Pearson Education	2004
2.	ShridharaBhat K	Total Quality Management – Text and Cases	Himalaya Publishing House	2002
3.	W. Edwards Deming	Out of the Crisis	The MIT Press	2000
4.	David Hoyle	ISO 9000 Quality Systems Handbook	Butterworth-Heinemann	2015

WEB REFERENCES:

1. <http://www.velhightech.com/Documents/GE-6757-TOTAL-QUALITY-MANAGEMENTMT-IV-YEAR-VII-SEM-NOTES.pdf><https://asq.org/quality-resources/total-quality-management/deming-points>
2. <https://scholarworks.wmich.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=2900&context=dissertations>
3. http://bmepedia.weebly.com/uploads/2/6/6/8/26683759/unit_4_quality_control.pdf
4. <https://asq.org/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
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PART - III	CORE: XVIII ELECTIVE - P	26BAPP3	MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS	48	4
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Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To give an idea about intellectual property rights and its valuation to enhance firm value.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recall the fundamental aspects of Intellectual property, Patent, Trade Marks, Industrial Design, Copyright and Geographical Indication	K1
CO2	Explain the procedure of filing IPR in India and abroad	K2
CO3	Demonstrate the different forms for filing IPRs	K3
CO4	Analyse India's New National IP Policy, 2016 and Govt. of India step towards promoting IPR	K4
CO5	Compare the registry process of IPR in India and other boards abroad.	K5
CO6	Develop novel ideas, designs and Industrial Marks	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 - Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
9-High Correlation between COs and POs.

COURSE CONTENT

Unit-I: Overview of Intellectual Property Rights

(8 Hours)

Introduction, Objectives, Nature & Kinds of Intellectual Property Rights- Emerging Issues of IPR- History of IPR – Administration & Legislations on IPR in India- Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994.

Unit-II: Patents

(10 Hours)

Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties – Patent office and Appellate Board in India.

Unit-III: Copyright

(10 Hours)

Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright - Infringement, Remedies & Penalties – Related Rights - Copyright registry and appellate board in India.

Unit-IV: Trademarks

(10 Hours)

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, certification marks and service marks) – Non-registerable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board in India.

Unit V: Other Forms of IP & Current Scenario In IPR

(10 Hours)

Design: Meaning and concept of novel and original - Procedure for registration, effect of registration and term of protection. **Geographical Indication (GI):** Meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection. **Current Scenario:** India's New National IP Policy, 2016 – Govt. of India step towards promoting IPR- Case studies.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Nithyananda K V.	Intellectual Property Rights: Protection and Management.	Cengage Learning India Private Limited	2019
2.	Ahuja, V K	Law relating to Intellectual Property Rights. India	Lexis Nexis	2017
3.	Neeraj, P., & Khusdeep, D	Intellectual Property Rights. India	PHI learning Private Limited	2014

WEB REFERENCES:

1. <https://www.youtube.com/watch?v=WvduZOWoft0>
2. <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>
3. https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf
4. <http://nopr.niscair.res.in/handle/123456789/45>
5. <https://nptel.ac.in/courses/110/105/110105139/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XVIII ELECTIVE-P	26BAPP4	MANAGING SERVICE OPERATIONS	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

It helps to understand the role of service operations and methods of managing the operation.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Portray an understanding of key concepts, tools and techniques pertaining to the management of service operations of a firm	K1
CO2	Estimate the key operational levers that can be applied to the management of service operations and the proactive management of customer experience	K2
CO3	Determine the parameters that necessitate deployment of scientific methods for managing service enterprises for quality assurance and render appreciation of approaches to improving business performance through operations	K3
CO4	Apply strategic and value based approaches to decision making during times of change and modernized competition	K4
CO5	Diagnose the alignment of service operations with that of organisational strategy and the synergy created for managerial impact	K5
CO6	Facilitate the transformation of customer experience, enterprise efficiency and effectiveness through operational excellence	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3

CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

UNIT I: Understanding Services

(8 Hours)

Services – Importance, role in economy, service sector – growth - Nature of services, Service Classification, Service Package, Distinctive characteristics, Open-systems view. Service Strategy – Strategic service vision, competitive environment, Generic strategies, winning customers.

UNIT II: Designing The Service Enterprise

(10 Hours)

New Service Development – Design elements – Service Blue-printing - process structure – –Value to customer - Retail design strategies – store size – Network configuration - Managing Service Experience – Experience economy, Key dimensions - Vehicle Routing and Scheduling - Front-office Back-office Interface – Service decoupling.

UNIT III: Service Quality

(10 Hours)

Service Quality- Dimensions Service Quality Gap Model - Measuring Service Quality –SERVQUAL - Walk-through Audit - Quality service by design - Service Recovery - Service Guarantees - Service Encounter – creating service orientation, Service profit chain. Six sigma for service process improvement.

UNIT IV: Managing Service Operations

(10 Hours)

Forecasting demand for service- Methods of forecasting –Managing capacity and demand- Strategies for managing demand.

UNIT V: Globalization of Services

(10 Hours)

Generic -International Strategies -Global service strategies - Role of information technology - Inventory Management in Services.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	James A. Fitzsimmons	Service Management – Operations, Strategy, Information Technology	Tata McGraw-Hill	2006
2.	Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton	Successful Service Operations Management	Cengage Learning	2010
3.	Cengiz Haksever, Barry Render, Roberta S. Russell, Robert G.Murdick	Service Management and Operations	Pearson Education	2007

4.	Bill Hollins and Sadie Shinkins	Managing Service Operations	Sage	2006
5.	J.Nevan Wright and Peter Race	The management of service operations	Thomson	2004

WEB REFERENCES:

1. <https://www.civilserviceindia.com/subject/Management/notes/management-of-service-operations.html#:~:text=Services%20operations%20management%20is%20related,constant%20improvement%20of%20the%20services.>
2. <https://www.ddegjust.ac.in/studymaterial/mba/mm-411.pdf>
3. <http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/1041/1/Managing%20Service%20Operations.pdf>
4. https://ebooks.lpude.in/management/mba/term_3/DMGT522_SERVICES_MANAGEMENT.pdf
5. <https://www.oliverwyman.com/our-expertise/insights/2013/dec/globalization-of-services-.html#:~:text=Driven%20by%20the%20digital%20revolution,structured%20around%20global%20service%20networks.>

VI. ELECTIVE COURSES-ENTREPRENEURSHIP

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XIX ELECTIVE - E	26BAPE1	ENTREPRENEURSHIP DEVELOPMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Remember the underlying ideology of Intrapreneur, Entrepreneur and Entrepreneurship and translate information about support systems, skill sets, financial and risk covering institutions for the good of the society	K1
CO2	Identify the entrepreneurial process of creating new businesses, role of creativity and innovation in entrepreneurial start-ups, manage family-owned companies and the context of women entrepreneurship in a rural context.	K2
CO3	Systematically apply an entrepreneurial way of thinking to identify and create business opportunities that may be commercialized successfully	K3
CO4	Illustrate entrepreneurial attitude with basic fundamentals of decision making towards establishing enterprises	K4
CO5	Measure the performance indicators of entrepreneurial activities in and around the locality to learn about the nuances	K5

CO6	Run a small enterprise with small capital for a short period and experience the science and art of doing business.	K6
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K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;
CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

UNIT I: The Entrepreneurial Development Perspective (10 Hours)

Entrepreneur: Meaning, Definition, Characteristics, Classification of Entrepreneurs, factors affecting Entrepreneurial growth- Entrepreneurship: Meaning, Definition, Functions, Factors influencing Entrepreneurship, Types, Role of Entrepreneurship in the economic development-Intrapreneur: Meaning, Definition, Characteristics, Classification, Role of Intrapreneurs, Entrepreneurs Vs Intrapreneurs.

UNIT II: Entrepreneurship Development and Government (10Hours)

EDP: Concept, Need for EDP, Role of EDP, Course Content and Curriculum, Phases, Evaluation of EDPs. Institutional Support to Entrepreneurs: Central and State Level Institutions- Entrepreneurial Motivation: Introduction, Factors, model for Entrepreneurial Motivation, Motivation Theories: Maslow's Need Theory and McClelland's Needs Theory of Motivation.

UNIT III: Women Entrepreneurship (10 Hours)

Women Entrepreneurs: Reasons for Low / No Women Entrepreneurs, Role, Problems and Prospects of Entrepreneurship in Informal Sector, Schemes for the Promotion of Women Entrepreneurship in India, Organisations Promoting Women Entrepreneurs in India, Women Entrepreneurs around the World, Future of Women Entrepreneurs.

UNIT IV: Rural Entrepreneurship (10Hours)

Rural Entrepreneurship: Meaning, Need, Problems, Development of Rural Entrepreneurship, NGOs and Rural Entrepreneurship - Tourism Entrepreneurship: Meaning, Perspective, Policy Measures for Tourism in India, Eco-Tourism / Nature Tourism / Rural Tourism, Tourism in Indian Economy - Agri-preneurship: Introduction, Need for developing Agri-preneurship in India, Opportunities for Developing Agri-preneurship, Challenges, Suggestions for Developing Agri-preneurship.

UNIT V: New Venture Creation (8 Hours)

Identifying Opportunities for New Venture Creation: Environment Scanning – Generation of New Ideas for Products and Services. Creating, Shaping, Recognition, Seizing and Screening of Opportunities. Feasibility

Analysis: Technical Feasibility of Products and Services – Marketing Feasibility: Marketing Methods – Pricing Policy and Distribution Channels.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Roy.R	Entrepreneurship	Oxford University Press	2010
2.	Hisrich, D. Robert, Peters, P. Michael, and Shepherd, A. Dean	Entrepreneurship	McGraw Hill Education	2017
3.	Kuratko, F. Donald, Rao, T. V	Entrepreneurship	Cengage Learning	2015
4.	Holt, H. David	Entrepreneurship	Pearson Education	2016
5	Bruce R. Barringer, Texas A & M University, R. Duane Ireland	Entrepreneurship: Successfully Launching New Ventures	Pearson Education	2018

WEB REFERENCES:

1. https://www.researchgate.net/publication/305328732_Entrepreneurship_theory_process_practice
2. http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/ENTREPRENEURSHIP%20The%20rise%20of%20women%20entrepreneurs%20%20people,%20processes,%20and%20global%20trends.pdf
3. https://ccsuniversity.ac.in/bridge-library/pdf/DHA-MHA-403_Unit3.pdf
4. <https://businessjargons.com/rural-entrepreneurship.html>
5. agritech.tnau.ac.in

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE : XIX ELECTIVE-E	26BAPE2	PROJECT MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

Graduates are prepared to serve as project leaders and team members who add value through innovation, customer focus, prudence, and professional responsibility, consistent with the objectives of the projects in which they are involved and the organizations they support.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
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CO1	Remember the concept of project and identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials	K1
CO2	Explain the techniques of project planning and project control to provide internal stakeholders with rudimental information regarding time needed to successfully complete a project, project costs and projected performance.	K2
CO3	Predict and manage the scope, cost, timing, and quality of the project focused on project success as defined by project stakeholders.	K3
CO4	Recognize, trace and resolve project related crises for optimum utilization of resources	K4
CO5	Estimate, plan and adjust project variables for efficacy of the organisation	K5
CO6	Design contemporary technical solutions for project risk management	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

UNIT I: Basics of Project Management

(10 Hours)

Project: Meaning, Concepts, Categories, Project Lifecycle Phases, Characteristics of a Project- Project Manager: Qualities, Role and responsibilities- Project Management: Meaning, Definition, Functions, Process of Project Management- Challenges of Managing a Project, the relationship between project Management and line management, system approach to project management.

UNIT II: Project Identification and Selection

(10 Hours)

Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Feasibility Studies, Project Break-even point - Project Planning: Introduction, Project Planning, Need of Project Planning, Project Planning Process, Work Breakdown Structure (WBS).

UNIT III: PERT and CPM

(8 Hours)

Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System - Project Management Information System: Introduction, Project Management Information System (PMIS), Planning of PMIS, Design of PMIS.

UNIT IV: Resource Considerations In Projects

(10 Hours)

Introduction, Resource Allocation, Scheduling, Project Cost Estimate and Budgets, Cost Forecasts- Project Risk Management: Introduction, Role of Risk Management in Overall Project Management, Steps in Risk Management, Risk Identification, Risk Analysis, Reducing Risks- Project Quality Management and Value Engineering: Introduction, Quality Concepts, Value Engineering.

UNIT V: Project Performance Measurement and Evaluation

(10 Hours)

Introduction, Project Performance Evaluation Techniques, Benefits and Challenges of Performance Measurement and Evaluation - Project Execution and Control: Introduction, Project Control Process, Purpose of Project Execution and Control - Introduction to Project Close-out, Steps for Closing the Project, Project Termination, Project Follow-up.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1.	Clements, James P & Gido Jack	Effective project Management	Cengage Learning, NewDelhi	2006
2.	Newton, Richard	The practice and theory of project management creating value through change	Hampshire, Palgrave Pub	2009
3.	Meredith, Jack.R& Mantel Samuel.J,	Project Management: A managerial approach	New Delhi, John Wiley & Sons	2006
4.	Nicholas, John.M & Steynl	Project Management for business, engineering & technology: principles & practice	Hermann	2009

WEB REFERENCES:

- <http://index-of.co.uk/Project%20Management/Effective%20Project%20Management%20Traditional,%20Agile,%20Extreme%20by%20Robert%20K.%20Wysocki%207th%20Edition.pdf>
- <https://www.entrepreneurindia.co/Document/Download/pdfanddoc-218415-.pdf>
- <https://www.srividyaaengg.ac.in/coursematerial/CSE/104745.pdf>
- <https://opentextbc.ca/projectmanagement/chapter/chapter-11-resource-planning-project-management/>
- <http://atimysore.gov.in/wp-content/uploads/chapter-8-project-evaluation.pdf>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XIX ELECTIVE-E	26BAPE3	INNOVATION MANAGEMENT	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To acquaint the concepts of innovation networks, idea brokering and open innovation that enables the students to develop innovation processes and structures which aids them to face challenges in large and small firms.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recollect the need for innovation in business and develop the model of innovation for entrepreneurs	K1
CO2	Enroot critical and analytical reasoning about firms innovation management	K2
CO3	Assimilate the strategies most effective for exploiting innovations	K3
CO4	Apply the concepts of innovation directly to real world situations	K4
CO5	Recommend and administer strategic approaches to build innovative winning business models	K5
CO6	Debug and resolve a variety of issues relating to poor innovative performances in large firms as well as in small/medium entrepreneurial firms	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

COURSE CONTENT

UNIT I: RECONNOITRE INNOVATIONS

(10 Hours)

Innovation: Definition- Need for innovation-Innovation as a core business process-Steps in innovation process-Building the innovation organisation-Developing an innovation strategy-Sources of innovation-New models of innovation for entrepreneurs-Life span of an innovation: breakthrough, disruptive, game changer and incremental innovations

UNIT II: BRINGING INNOVATIONS TO FRUITION

(10 Hours)

Drucker's seven sources of innovation opportunity-Role of innovation at market place - Innovation in the value chain-Recognizing a winning innovation idea-Three framed view of innovation process-Creative roles in innovation.

UNIT II: ADMINISTERING INNOVATIONS

(10 Hours)

Strategic alliances with various organisations-Open innovation-Blue ocean strategy -Benchmarking-Lead user research-Elements of an innovation portfolio-Frugal innovation -Innovation for the bottom of the pyramid

UNIT IV: RENEWING INNOVATIONS

(10 Hours)

Developing products and services to fit the market-Key metrics to develop winning business models - Organizing innovation-Management of Research and Development

UNIT V: RECENT TRENDS

(8 Hours)

How to make innovations in business -Current trends and challenges relevant to innovation-Obstacles faced by entrepreneurs to implement innovation in their business, Remote Collaboration and Virtual Innovation, Digital Transformation.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	Tim Jones	Innovation at the Edge: How organisations evolve and embed innovation capability	Butterworth – Heinemann	2002
2	M.S.Krishnan& C.K..Prahalad	The new age of innovation: Driving co-created value through global networks	MC-Graw hill	2008
3	Vinay dabholkar & Rishiksha T.Krishnan	8 steps to innovation	Collins India	2013

WEB REFERENCES:

- 1.<https://gateway.edu.in/gsb/pdf/MOI.pdf>
- 2.<https://ocw.mit.edu/courses/sloan-school-of-management/15-351-managing-innovation-and-entrepreneurship-spring-2008/lecture-notes/>

3. https://www.researchgate.net/publication/292127499_Innovation_management
4. http://mba.tuck.dartmouth.edu/pages/faculty/andrew.king/docs/Innovation_Module_Note_For_Instructors_Complete%5B1%5D.pdf
5. <https://www.studeersnel.nl/nl/document/erasmus-universiteit-rotterdam/innovation-management/im-lecture-notes/1007165>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE: XIX ELECTIVE-E	26BAPE4	START UP LAUNCH PAD	48	4

Contact hours per week: 4

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To provide an experiential learning opportunity for students to establish a new venture.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
CO1	Recollect key resources necessary for the successful establishment of a new venture and validate at every stage of modeling the business plan	K1
CO2	Explain the tools and tips for evaluating existing product and service options and learn how the most innovative companies innovate	K2
CO3	Find a structured way to validate an innovative idea with real-life customers in a corporate environment and get it pitch ready	K3
CO4	Practice evidence-based entrepreneurship and learn how to use a business model to brainstorm the value chain to empathize with the customer and understand their needs better	K4
CO5	Design revenue models and resources for establishing a suitable business model	K5
CO6	Debug a real-world problem and design a solution for the market needs to turn an idea into a validated startup and present in front of potential investors	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16

Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6
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Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

UNIT I: Start-up opportunities

(10 Hours)

Introduction to Innovation and Entrepreneurial Idea Generation and Identifying Business Opportunities, The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of The start-up Economy - The Six Forces of Change- The Start-up Equation – The Entrepreneurial Ecosystem – Entrepreneurship in India, Government Initiatives.

UNIT II: Start-up Capital Requirements and Legal Environment

(10 Hours)

Identifying Start-up capital Resource requirements - Estimating start-up cash requirements - Develop financial assumptions, constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Start-up financing metrics - The Legal Environment- Approval for New Ventures, Taxes or duties payable for new ventures.

UNIT III: Start-up Capital Requirements and Legal Environment

(10 Hours)

Identifying Start-up capital Resource requirements - Estimating start-up cash requirements - Develop financial assumptions, constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Start-up financing metrics - The Legal Environment- Approval for New Ventures, Taxes or duties payable for new ventures.

UNIT IV: Revenue Models and Resources For Start – Ups

(10 Hours)

Revenue streams and price- Direct and ancillary models- Common start-up mistakes-market types and pricing- Single and multiple side markets-Revenue SECOND companies-market size and market share of companies. Four critical resources: An overview of financial resources, Human resources, qualified employees and culture, Intellectual property

UNIT V: Starting up Financial Issues

(8 Hours)

Feasibility Analysis - The cost and process of raising capital – Unique funding issues of a high-tech ventures - Funding with Equity – Financing with Debt- Funding start-ups with bootstrapping- crowd funding- strategic alliances.

REFERENCE BOOKS:

S.No.	Authors	Title	Publisher	Year of Publication
1	Kathleen R Allen	Launching New Ventures, An Entrepreneurial Approach	Cengage Learning	2016
2	Anjan Rai chaudhuri	Managing New Ventures Concepts and Cases	Prentice Hall International	2010
3	S. R. Bhowmik & M. Bhowmik	Entrepreneurship	New Age International	2007

4	Steven Fisher, Ja-nae' Duane	The Startup Equation -A Visual Guidebook for Building Your Startup	Indian Edition, Mc Graw Hill Education India Pvt. Ltd	2016
5	Donald F Kuratko, Jeffrey S. Hornsby	New Venture Management: The Entrepreneur's Road Map	2e, Routledge, 2017.	2017

WEB REFERENCES:

1. https://www.grantthornton.in/globalassets/1.-member-firms/india/assets/pdfs/grant_thornton-startups_report.pdf
2. <https://www.s-ge.com/sites/default/files/publication/free/startup-ecosystem-india-incubators-accelerators-23-01-2019.pdf>
3. <https://www.amazon.in/Launch-Pad-Combinator-Exclusive-Startups/dp/0670923494>
4. <https://www.adb.org/sites/default/files/publication/612516/adbi-wp1145.pdf>
5. https://www.researchgate.net/publication/329694190_Startup_Revenue_Model_Failures

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART – III	CORE : XX OPEN ELECTIVE	26TAPOE1	NjHT Nehf;fpy; jkpo; ,yf;fpa tuyhW	36	2

**Open Elective offered for students of other PG Programmes /Departments*

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	50	50	100

Kfg;Giu :

jkpo; ,yf;fpaq;fspd; tuyhw;wpid>rpwg;GfisNju;TNeht;fpy; fw;gu;.

COURSE OUTCOME :

NjHTNehf;fpy; jkpo; ,yf;fpak;fw;gjd; top fPo;f;fhZk; mwptpidg; ngWtu;.

COs	CO Statement	Knowledge Level
CO1	jkpo; ,yf;fpak;> ,yf;fzk;> tuyhW>gz;ghL rhu;e;j mbg;gilepiyfis mwptu;.	K1
CO2	nrhy; cUthf;fk;> thf;fpa mikg;G Kiwfisf; fw;gu;.	K2
CO3	jkpo; ,yf;fpatuyhw;wpid mwptjd; %yk; Nghl;bj; Nju;Tfis mZFtu;.	K3
CO4	gz;ila ,yf;fpak; kw;Wk; etPd ,yf;fpaq;fSf;fhd njhlu;ig NtWgLj;jp ghu;g;gu;.	K4
CO5	,yf;fpa tifkfis kjpg;gpLtu;	K5

K1 :	CO6	nkhopngau;g;G> Gj;jfk; kw;Wk; gj;jpupif gpioj;jpUj;jk; nra;jy; cUthf;fk; Nghd;wNtiythg;;g;pidg; ngWtu	K6
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Remember; K2 : Understand; K3 : Apply; K4 : Analyze; K5 : Evaluate; K6: Create.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

Level	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	of
	CO1	9	9	9	9	9	9	9	
	CO2	9	9	9	3	3	9	9	
	CO3	9	9	9	3	3	9	9	
	CO4	3	9	9	3	3	9	9	
	CO5	9	9	9	9	9	9	9	
	CO6	9	9	9	3	9	9	3	
	Total contribution of COs to POs	48	54	54	30	36	54	48	
	Weighted Percentage of COs contribution to POs	3.3	6.0	3.3	2.8	4.0	7.8	7.0	

correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation;
9- High correlation between COs and POs

COURSE CONTENT

myF 1 **7kzpNeuk;**
jkpo; ,yf;fpak; xUghHit –rq;f ,yf;fpak; Kjy; ,f;fhy ,yf;fpak; tiu.

myF 2 **8kzpNeuk;**
gpiojpUj;jk;>re;jpg;gpiofisePf;Fjy;. xUik>gd;ikj; njhIHfismwpjy;>Mq;fpyj;
njhIUf;Fepfuhdjko;r; nrhy;iyf; fz;lwpjy;.xypNtWghLfisf; fz;lwpjy;. NtHr;nrhy;iy ,dk;
fhzy;. XnuOj;JxUnkhop.

myF 3 **7kzpNeuk;**
nghUj;Jjy; - nghUj;jkhdnghUisj; NjHTnra;jy;.Gfo; ngw;w E}y;fs; -
E}yhrpupaHfs; t.Nt.R. IaHKjy; jw;NghJtiuapyhdgilg;Gf;fs;.

myF 4 **7kzpNeuk;**
tpidnar;rk;>tpidahyizAk; ngaH>thf;fpamikg;Gf;fs;>mfutupirg;gbnrhw;fisvOJjy;.
vJif>Nkhid> ,iaG>

myF 5

7kzpNeuk;

ftpij>GjpdK;>ehlFk;>rpWfij>rhfpj;jpamfhjkptpUJngw;wvOj;jhsHfs;.

ghh;it E}y;fs;

1) gue;jhkdHm.fp.ey;yjko; vOjNtz;Lkh? ghupepiyak;>nrd;id -108.

2) jkpo;ehL muR gZpahSH NjHthiza (TNPSC) NjHT khjpuptpdhj;jhs;fs;.

3) jkpo; ,yf;fpa tuyhw;W E}y;fs;.

4) GJf;ftpijapd; Njhw;wKk; tsHr;rpAk; - ty;ypf;fz;zd;

,izaf;Fwpg;G

1.<http://amudhavan.blogspot.com/2010/12/%E0%AE%A4%E0%AE%B1%E0%AE%95%E0%AE%B2%E0%AE%A4-%E0%AE%A4%E0%AE%AE%E0%AE%B4-%E0%AE%87%E0%AE%B2%E0%AE%95%E0%AE%95%E0%AE%AF%E0%AE%AE-%E0%AE%A4%E0%AE%B5-%E0%AE%AA%E0%AE%A4%E0%AE%AF-%E0%AE%AA%E0%AE%B0%E0%AE%B5.html>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART – III	CORE : XX OPEN ELECTIVE	26ENPOE1	ENGLISH FOR CAREER DEVELOPMENT	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE:

To make the students competent in their job-seeking, job-getting and job- holding needs.

COURSE OUTCOME:

On the successful completion of the course, Students will be able to

COs	CO Statement	Knowledge Level
CO1	Relate the vocabulary that is specific to the context.	KI
CO2	Illustrate the ideas clearly in the given situations.	K2
CO3	Experiment with vowels and consonants for better pronunciation	K3

CO4	Examine the effective communication with public relations and telephonic skill	K4
CO5	Select the spoken and written skills in the professional setting.	K5
CO6	Adapt the soft skills for team building.	K6

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	9	9
CO2	9	9	9	9	9	9	3
CO3	9	9	9	9	3	3	3
CO4	9	9	9	3	1	1	1
CO5	9	3	3	1	1	1	1
CO6	3	3	1	0	1	1	1
Total contribution of COs to POs	48	42	40	31	24	24	18
Weighted Percentage of Cos contribution to POs	2.8	2.9	3.2	2.8	4.2	5.3	6.5

**Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation;
9- High correlation between COs and POs.**

COURSE CONTENT

UNIT I: CORRECTNESS OF LANGUAGE USAGE

8 Hours

Functional Vocabulary

Grammar for Grown-ups

Common errors in communication

Asking questions and responses using be forms and Do forms, Information Questions

UNIT -II BASICS OF PHONETICS

7 Hours

The Vowels of English

The Consonants of English

UNIT III ORAL SKILLS FOR JOBS

7 Hours

Presentations

Effective communication

Public Relations and Telephone skills

Group Discussion

UNIT IV WRITTEN SKILLS FOR JOBS

7 Hours

Applying for jobs
Preparing Résumé
Writing cover letter

UNIT V INTERVIEW SKILLS & KEEPING THE JOBS

7 Hours

Interview Skills
Relationships in the Professional world
Soft skills for Team Building

TEXT BOOK:

English for Careers – Pearson

REFERENCE BOOKS:

Modern English, A Book of Grammar, Usage and Composition by N.Krishnaswamy
A Textbook of English Phonetics for Indian students by T.Balasubramanian
Oxford Guide to Effective Writing & Speaking by John Seely.3rd edition, OUP.

WEB REFERENCES:

1.<https://archive.org/details/ABCOCommonGrammaticalError50p>.

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART - III	CORE :XX (OPEN ELECTIVE)	26MAPOE1	MATHEMATICAL APTITUDE FOR COMPETITIVE EXAMINATIONS	36	2

Contact Hours per Week: 6

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE:

To enable the students to learn and gain knowledge about the basic concepts of Number System, Time, Speed, Distance, Boats and Streams, Reasoning, Profit and loss, etc.

COURSE OUTCOME:

On the successful completion of the course students will be able to

COs	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Recall the basic concepts of Number system, Time, Boats and Streams, Reasoning, Profit and loss.	K1

CO2	Express different types of Number, Distance, Percentage, Coding and Decoding, Boats and Streams.	K2
CO3	Apply the strategies and methods for solving problems.	K3
CO4	Analyze percentage, profit, loss, speed ,time and distance.	K4
CO5	Evaluate the problems based on number system, percentage, profit, loss, speed, time and distance.	K5
CO6	Construct examples based on number system.	K6

K_1 - Remember; K_2 – Understand; K_3 - Apply; K_4 - Analyze; K_5 – Evaluate; K_6 – Create.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	9	9	9	3	3	3
CO3	9	3	9	3	3	3	3
CO4	9	9	3	3	1	0	0
CO5	3	3	9	1	0	0	0
CO6	0	0	0	0	0	0	0
Total Contribution of Cos to POs	39	33	39	25	10	9	9
Weighted Percentage of Cos contribution to POs	2.97	2.53	3.04	2.06	1.47	1.35	1.88

Level of Correlation: 0-No Correlation; 1-Low; 3-Medium; 9-High between CO's and PO's.

COURSE CONTENT

UNIT -I TEST OF DIVISIBILITY

(7 Hours)

Number System-Classification of Numbers-Test of Divisibility-Units Place-Remainders-LCM and HCF - HCF of Fractions-LCM of Fractions-Factorial.

UNIT- II TIME, SPEED AND DISTANCE

(8 Hours)

Time, Speed and Distance –Relative Speed-Simple Problems on Speed-Average Speed-Different Distance-Same Distance-Solved Examples.

UNIT -III TRAINS, BOATS AND STREAMS

(8 Hours)

Problems on Trains – Same Distance-Opposite Direction- Boats and Streams –Upstream-Downstream Related Problems- Related Examples and Solved Problems.

UNIT- IV PERCENTAGE, PROFIT AND LOSS

(7 Hours)

Percentage – important facts and formulae-Problems on Percentage-Profit and loss-Basic concepts-Formulas-Tricks and Related Examples.

UNIT -V REASONING

(6 Hours)

Reasoning- Arrangement: Linear and Circular-Directions-Blood Relations-Coding and Decoding-Solved Examples.

TEXT BOOK:

1. Aggarwal R.S. (2012 Edition), Quantitative Aptitude for Competitive Examinations, S.Chand & Company Ltd, New Delhi.

REFERENCE BOOK:

1. Sijwali B. S.(2007), Quantitative Aptitude, Arihand Publications (India) PVT LTD.
2. Abhijit Guha(2006), Quantitative Aptitude for Competitive Examinations, McGraw Hill Companies.

BOOKS FOR REFERENCE:

1. https://www.tutorialspoint.com/quantitative_apptitude/apptitude_number_system.htm
2. <https://testbook.com/learn/maths-speed-time-and-distance/>
3. <https://www.handakafunda.com/tricks-to-solve-blood-relations-problems-in-logical-reasoning>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credits
PART-III	CORE : XX	26PHPOE1	ENVIRONMENTAL PHYSICS	45	2
Contact hours per week: 3					
Year	Semester		Internal Marks	External Marks	Total Marks
II	III		25	75	100
PREAMBLE: he aim is to provide the students to gain knowledge and understanding the Environmental Pollution and Control Techniques.					
COURSE OUTCOME: After completion of the course, the learners will be able to					
Cos	COURSE OUTCOME			Knowledge Level	
CO1	recall the basic terms involved in Environmental Pollution and Pollution Control Techniques			K1	
CO2	outline the basic Principles involved in Pollution Control Techniques & Conservation of renewable &non renewable energy resources			K2	
CO3	apply Pollution Control Techniques to reduce pollution			K3	
CO4	Analyze the different types of Pollution			K4	

CO5	evaluate control measures for different types of pollution					K5	
CO6	create new techniques to control Pollution					K6	
K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create							
CO-PO MAPPING (COURSE ARTICULATION MATRIX)							
CO – PO Mapping							
COS - POS Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	9	9	9
CO2	9	9	9	9	3	3	3
CO3	9	9	3	3	3	1	3
CO4	9	9	3	3	3	1	3
CO5	9	3	3	1	3	1	1
CO6	9	3	3	1	1	1	1
Total Contribution of COs to COS - POS	54	42	30	26	22	16	20
Weighted Percentage of COs Contribution to COS - POS	6.3	5.5	5.1	5.3	5.0	4.2	7.6
Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation; 9- High correlation between COs and COS – POS							
SYLLABUS							
UNIT I (9 hours)							
Introduction - Environmental pollution – Sources of pollution – types of pollutants – Carbon Monoxide, Nitrogen Oxides, Sulphurdioxide – Particulates – Toxic Chemicals in the Environment - Effects of pollution – Preventive Measures of pollution.							
UNIT II (9 hours)							
Types of pollution – Air Pollution ,Causes and its effects – Water pollution ,Causes and its Effects -Soil Pollution , Causes and its Effects , Thermal pollution ,Causes and its effects ,Noise pollution - Causes and its Effects.							
UNIT III (9 hours)							
Pollution Control Techniques - Solid Waste Management - Solid Waste DisCOS - POSal – Solid Waste Ocean Dumping – Solid Waste Management by Bio Technology – Organic Waste Management by							

comCOS - POSTing process.

UNIT IV

(9 hours)

Waste Water Treatment – Water quality Parameters – Sludge Treatment – Reverse Osmosis – Water Reuse and Recycling – Domestic Water Treatment- Disinfection methods- UV Treatment and Ozonolysis.

UNIT V

(9 hours)

Natural Energy Sources – Renewable Energy Sources – Solar Energy , Natural gases ,Wind Energy and Tidal Energy – Non Renewable Energy Sources – Coal , Minerals and Petroleum products.

Text Books :

1. **Environmental Chemistry** (7th Edition by A.K. DE) New Age International Publishers.
2. **Environmental Studies** Published by Bharathiar University.

Web Reference:

1. http://pdf.wri.org/environmentalpollution_bw.pdf
2. https://www.researchgate.net/publication/323944189_Environmental_Pollution_Causes_and_Consequences_A_Study
3. <https://www.slideshare.net/VivekJain68/waste-management-70027829>
4. <http://www.tezu.ernet.in/denvsc/IDC/Waste%20Management.ppt>
5. https://cfpub.epa.gov/si/si_public_file_download.cfm?p_download_id=522265&Lab=NRMRL
6. <https://www.slideshare.net/pallabipriyadarsini25/solid-waste-management-ppt>

Category	Component	Course Code	Course Title	Contact Hours/ Semester	Credit
PART – III	CORE : XX OPEN ELECTIVE	26CAPOE1	GREEN COMPUTING	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE :

To acquire knowledge to adopt green computing practices to minimize negative impacts on the environment, skill in energy saving practices in their use of hardware, examine technology tools that can reduce paper waste and carbon footprint by user.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Label the problems concerning with e-waste and its consequences on environment	K1
CO2	Describe the components involved and how effectively we can achieve cost saving without harming environment	K2
CO3	Inspect the procedural aspects towards going green.	K3
CO4	Categorize the means of green compliance	K4
CO5	Specify the certifications necessary for hardware devices	K5
CO6	Assess the green metrics adopt for the entire organization	K6

K1 – Remember; K2 – Understand; K3 – Apply;
K4 – Analyze; K5 – Evaluate; K6 – Create.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	9	3
CO2	9	9	3	9	3	9	3
CO3	9	9	9	9	3	9	3
CO4	9	6	9	6	3	6	3
CO5	9	6	3	3	3	3	3
CO6	3	3	3	6	3	6	3
Total contribution of COs to POs	48	42	36	42	18	42	18
Weighted Percentage COs Contribution to POs	3.7	3.2	2.8	3.3	3.0	3.6	4.5

Level of correlation: 0–No correlation; 1–Low correlation; 3–Medium correlation;
9-High correlation between COs and POs.

COURSE CONTENT

UNIT- I Green Computing Essentials (6 Hours)

Overview and Issues: Introduction - green Computing - Problems – Your Company’s Carbon Footprint – Cost Savings. **Initiatives and Standards:** Global Initiatives.

UNIT- II Green Computing Tribulations and Optimizations (8 Hours)

Minimizing Power Usage: Power problems - Monitoring power Usage – Reducing Power Usage – Low power Computers – Components. **Cooling:** Cooling Costs – Reducing Cooling Costs – Adding Cooling – Datacenter Design.

UNIT -III Green Enterprise Transforming (7 Hours)

Changing the Way of Work: Old Behaviour – Steps – Teleworkers and Outsourcing. **Going Paperless:** Paper Problems – Paper and Office – Going Paperless – Intranets – Electronic Data Interchange (EDI).

UNIT- IV **Green Compliance** **(7 Hours)** **Recycling:**
Problems – Means of Disposal – Life Cycle – Hard Drive Recycling. **Hardware Considerations:**
Certification Programs – Energy Star.

UNIT- V **Green Accomplishment** **(8 Hours)**
Greening Your Information Systems: Initial Improvement Calculations – Change Business Process – Improve Technology Infrastructure. **Staying Green:** Organizational Check-ups – Equipment Check-ups – Certifications – Helpful Organizations.

TEXT BOOK:

1. Tushar Sambare , Sonali Sambare: Green Computing, Himalaya Publishing House, First Edition 2008.

REFERENCE BOOKS:

1. Carl Speshocky, Empowering Green Initiatives with IT, John Wiley & Sons, 2010.
2. Jason Harris, Green Computing and Green IT- Best Practices on regulations & Industry, Lulu.com, 2008.

WEB REFERENCE:

- 1.<https://www.himpub.com/documents/Chapter1765.pdf>
- 2.<https://studymaterialspdf.com/cs8078-green-computing-cse/>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART – III	CORE :XX OPEN ELECTIVE	26CGPOE1	APPLIED E-COMMERCE	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE:

To enable the students to learn the basics of electronic commerce and application knowledge on electronic commerce

COURSE OUTCOME:

After completion of the course, the learners will be able to:

COs	CO Statement	Knowledge Level
CO1	To provide an analytical framework to understand the emerging world of e-commerce	K1
CO2	To make the learners familiar with current challenges and issues in e-commerce	K2
CO3	To develop the understanding of the learners towards various business models	K3
CO4	To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business	K4
CO5	To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce	K5
CO6	Analyze the impact of E-commerce on business models and strategy.	K6

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create.

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	3	3	3
CO2	9	9	9	9	3	3	3
CO3	9	9	9	9	3	3	3
CO4	9	9	3	3	3	1	1
CO5	9	9	3	3	3	1	1
CO6	9	9	3	3	3	1	3
Total Contribution of COs to POs	54	54	36	36	18	15	16
Weighted Percentage of COs contribution to POs	3.88	4.32	3.25	3.56	3.44	2.42	3.50

Level of correlation: 0 – No correlation; 1 – Low correlation; 3 – Medium correlation;
9- High correlation between COs and POs.

COURSE CONTENT

UNIT I :

Introduction to e-Commerce:

(7 Hrs)

Electronic Commerce and its Benefits– Impact of Electronic Commerce – Classification of Electronic Commerce – Applications of Electronic Commerce Technologies – Business Models – Architectural Framework.

UNIT II : (7 Hrs)

Network Infrastructure: Network Infrastructure – Local Area Networks – Wide Area Network – Intranet, Extranet and Internet – TCP/IP Reference Model – Domain Name Systems – Internet Industry Structure. Information Distribution and Messaging: File Transfer Protocol Applications – Electronic Mail – World Wide Web Server – HTTP – Web servers Implementations.

UNIT III : (8 Hrs)

Consumer Oriented Applications: Consumer Oriented Application, Mercantile Models from the Consumer's perspective – Types of Electronic Payment System, Digital Token based Electronic Payment Systems, Smart Cards Electronic Payments, and Designing Electronic Payment system.

UNIT IV : (7 Hrs)

Securing the Business on Internet: Security Policy, Procedures and Practices – Site Security – Protecting the Network – Firewalls – Securing the Web Service - Security Network Transaction – Transaction Security – Cryptology – Cryptology Algorithms –Public Key Algorithm – Authentication Protocols – Digital Signatures – Electronic Mail Security – Security Protocols for Web Commerce.

UNIT V : (7 Hrs)

Search Engines and Directory Services: Search Engines and Directory Services – Information Directories – Internet Advertising – Electronic commerce Applications - Cyber Law – Introduction – Concept of Cyberspace – Cyber Law in electronic commerce contract Aspects – Electronic Governance – Drupal.

BOOKS FOR REFERENCE:

S. No	Authors	Course Title	Publishers	Year of Publication
1	Bhasker, B.	Electronic Commerce Framework, Technologies and Applications	McGraw Hill Educations, New Delhi	2017
2	Jaiswal.S.	E-Commerce(Electronic Communication for	Galgotia Publications Pvt. Ltd. New Delhi	2000

		Business)		
3	Kalakota, R., & Whinston, A. B.	Frontiers of Electronic Commerce	Pearson Education India, New Delhi	2002
4	Rayudu, C	E-Commerce and E-Business	Himalaya Publishing House, Mumbai	2010
5	Rayport, & Jaworeski, B. J.	Introduction to E-Commerce	McGraw Hill Publishing Company Limited, Noida, UP.	2009

WEB REFERENCES:

1. <https://rccmindore.com/wp-content/uploads/2015/06/E-CommerceHonsAll-MS1.pdf>
2. <https://mu.ac.in/wp-content/uploads/2021/11/E-COMMERCE-English-Version.pdf>
3. https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf
4. https://oms.bdu.ac.in/ec/admin/contents/387_P16MCE4A_2020051801071611.pdf
5. [https://mrcet.com/pdf/Lab%20Manuals/IT/E-COMMERCE%20\(R17A1212\).pdf](https://mrcet.com/pdf/Lab%20Manuals/IT/E-COMMERCE%20(R17A1212).pdf)

CATEGORY	COURSE TYPE	COURSE CODE	COURSE TITLE	CONTACT HOURS	Credit
PART - III	CORE :XX OPEN ELECTIVE	26BAPOE1	AGRI- PRENEURSHIP	36	2

Contact hours per week: 3

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	25	75	100

PREAMBLE

This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable ventures.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO 1	Remember the concepts of Entrepreneurship.	K1
CO 2	Explain the agri-preneurship concepts and the ways to develop successful agri-entrepreneurs.	K2

CO3	Apply the skills in adding value agricultural inputs and pricing strategies in agri-preneurship.	K3
CO4	Analyse the role of agriculture in price commission and the equipments used for agriculture	K4
CO5	Interpret and explain the outputs in value additional product development in fruits and milk.	K5
CO6	Formulate new recipes for value added products from Millets, Pulses, Milk and Fruits	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	0	3	3
CO3	9	9	9	9	3	0	1
CO4	9	9	9	3	3	3	3
CO5	9	3	3	1	9	9	3
CO6	3	3	1	0	9	9	9
Total Contribution of COs to POs	43	42	40	31	24	24	18
Weighted Percentage of COs contribution to POs	3.9	3.9	4.0	3.8	4.7	4.9	4.1

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation; 9-High Correlation between COs and POs.

COURSE CONTENT:

UNIT I: INTRODUCTION

(6 Hours)

Entrepreneurship: Meaning - Concept of Entrepreneur- Characteristics of successful Entrepreneurs – Charms of becoming an Entrepreneur- Functions of Entrepreneurs- Types of Entrepreneurs – Entrepreneurship—Women Entrepreneurship- Concept- Functions.

UNIT II: AGRI – PRENEURSHIP

(6 Hours)

Agri-Preneurship - Need for developing Agri-Preneurship in India- Opportunities for developing Agri-Preneurship - Suggestions for developing Agri-Preneurship.

UNIT III: PRICING STRATEGIES AND AGRICULTURAL INPUTS

(12 Hours)

Agricultural price terminology – Factors influencing pricing decisions – Pricing strategies - Role of agriculture in price commission. Agricultural inputs: Meaning - Agricultural inputs with special reference to fertilizers – seeds – pesticides and other agricultural inputs (farm machinery, irrigation system equipment)

UNIT IV: MILLETS AND PULSES

(12 Hours)

Practical session – Value addition - Scope – Value addition in cereals, pulses and millets

UNIT V: FRUITS AND MILK

(12 Hours)

Practical session – Value added products in fruits – Value added products in vegetables – Value added products in milk.

Note: Refer Guidelines

Books for References:

S.No.	Authors	Title	Publisher	Year of Publication
1.	S.S.Khanka	Entrepreneurial Development	S.Chand Publishing	1999

WebReferences:

1. <https://agritech.tnau.ac.in/>
2. <https://byjus.com/free-ias-prep/agricultural-costs-and-prices-commission/>
3. <https://cacp.dacnet.nic.in/>
4. <https://www.manage.gov.in/RKVY/AboutAOP.aspx>
5. <https://www.nestle.com/csv/global-initiatives/global-youth-initiative/agripreneurship>

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - V	PROFICIENCY ENHANCEMENT	26PEBAP01	Holistic Management (Self Study)	-	2

Contact hours per week: - (Self Study)

Year	Semester	Internal Marks	External Marks	Total Marks
II	III	-	100	100

PREAMBLE :

To equip students with concepts and techniques to develop effective leadership qualities and empowerment skills in them.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
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CO1	Recall the fundamental concepts, principles, and evolution of holistic management including Indian ethos and traditions	K1
CO2	Understand the elements of emotional intelligence, sustainable practices, ethical decision-making, and their relevance in modern business management.	K2
CO3	Apply holistic principles such as self-awareness, mindfulness, and balanced scorecard approaches in leadership and organizational settings.	K3
CO4	Analyze the difference between traditional and holistic management, and evaluate organizational culture through the lens of values, purpose, and well-being.	K4
CO5	Evaluate the impact of CSR, ESG goals, stakeholder engagement, and green business models on long-term sustainability and inclusive growth.	K5
CO6	Create holistic strategies and decision-making models integrating emotional intelligence, ethical frameworks, wellness tools, and Indian wisdom in real-world business scenarios.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	0	0	0
CO2	9	9	9	9	1	0	0
CO3	9	9	9	3	3	3	1
CO4	9	3	3	1	3	1	3
CO5	9	3	9	3	1	9	3
CO6	3	9	3	1	9	9	9
Total Contribution of COs to POs	48	42	42	26	17	22	16
Weighted Percentage of COs contribution to POs	4.0	4.0	4.3	3.2	3.4	4.3	3.6

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

COURSE CONTENT

Unit I: Concept of Holistic Management

Meaning and Concept of Holistic Management - Evolution of Holistic Management -Principles of Systems Thinking – Holistic Development of the Individual: Integration of Mind, Body, Spirit in Management - Difference between Traditional and Holistic Management - Role of Consciousness and Self-awareness in Leadership - Indian Ethos and Wisdom Traditions in Management

Unit II: Emotional Intelligence & Self-Management

Introduction to Emotional Intelligence (EI) - Components of EI: Self-awareness, Self-regulation, Motivation, Empathy, Social Skills - Mindfulness Practices for Leaders - Managing Stress and Enhancing Resilience - Building a Growth Mindset - Work-Life Integration and Personal Mastery.

Unit III: Sustainable and Ethical Management

Sustainability: Triple Bottom Line (People, Planet, Profit) - Corporate Social Responsibility (CSR) and ESG Goals – Introduction of Ethics, character and conduct – Development of Morality - Ethical Decision Making in Business - Circular Economy and Green Business Practices - Stakeholder Theory and Inclusive Growth - Global Challenges: Climate Change, Resource Scarcity, Social Inequality.

Unit IV: Holistic Leadership and Organizational Culture

Transformational and Servant Leadership - Creating Purpose-Driven Organizations - Organizational Culture: Values, Vision, and Mission - Collaborative Leadership and Team Harmony - Employee Well-being and Happiness Index - Building Learning Organizations.

Unit V: Tools, Techniques and Applications

Holistic Decision-Making Models - Balance Scorecard with Holistic Indicators - Appreciative Inquiry - SWOT with a Holistic Perspective - Meditation, Yoga, and Wellness in Corporate Settings - Case Studies: Holistic Management in Practice (e.g., Tata Group, Infosys, Patagonia)

Suggested Readings:

1. "Holistic Management: A New Framework for Decision Making" – Allan Savory
2. "The Fifth Discipline" – Peter Senge
3. "Emotional Intelligence" – Daniel Goleman
4. "Conscious Business" – Fred Kofman
5. Articles from *Harvard Business Review* on Sustainable and Purpose-Driven Leadership

Course Code	Course	Evaluation
26PEBAP01	Holistic Management (Self Study)	100% ESE

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	Core XXI	26BAP14	INTERNSHIP	-	2

Contact hours per week: - Nil

Year	Semester	Internal Marks	Extenal Marks	Total Marks
II	IV	100	-	100

PREAMBLE :

Internships are designed to provide students and young professionals with hands-on experience in their field of study or career interest.

COURSE OUTCOME:

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

COs	CO Statement	Knowledge Level
CO1	Identify and list key concepts, terms, and procedures relevant to their field of internship	K1
CO2	Understand the basic principles and theories related to their assigned tasks by explaining them in their own words	K2
CO3	Apply learned concepts and techniques to complete assigned projects and tasks, demonstrating practical use of theoretical knowledge	K3
CO4	Analyze data, processes, or case studies to identify patterns, relationships, and key issues, providing insightful recommendations or solutions.	K4
CO5	Integrate knowledge from various sources to design, develop, or propose new projects, workflows, or improvements within the organization.	K5
CO6	Evaluate their own work and that of their peers, providing constructive feedback and assessing the effectiveness and impact of their contributions to the organization.	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	1
CO2	9	9	3	3	1	0	1
CO3	9	9	9	9	3	1	1
CO4	9	3	9	9	3	3	3
CO5	9	3	1	9	3	3	3
CO6	3	9	1	3	9	9	9

Total Contribution of COs to POs	48	42	32	42	20	16	18
Weighted Percentage of COs contribution to POs	4.0	4.0	3.3	5.2	4.0	3.1	4.1

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

ASSESSMENT OF INTERNSHIP

INTERNSHIP		
EVALUATION MARKS (100)		
REPORT	PRESENTATION	VIVA VOCE
40	30	30

The Internship shall carry 100 marks. At the end of internship, the student shall submit a brief report on the training undergone and a certificate of successful completion of the internship from the organization concerned is to be submitted along with the report duly signed by the student, internship supervisor and the Head of Department.

The evaluation will be made based on this report and a Viva-Voce Examination, conducted internally by a two- member Departmental Evaluation Committee constituted by the Head of the Department.

Category	Component	Course Code	Course Title	Contact Hours / Semester	Credit
PART - III	CORE:XXII RESEARCH ENGAGEMENT INITIATIVE	26BAP15	RESEARCH IMMERSION PROJECT & VIVA-VOCE (Individual Project)	-	8

Contact hours per week: NIL

Year	Semester	Internal Marks	External Marks	Total Marks
II	IV	100	200	300

PREAMBLE :

This course is designed to inculcate research acumen in the learner and familiarise her with the nuts and bolts of business research.

COURSE OUTCOME :

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

COs	CO Statement	Knowledge Level
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CO1	Remember the research concepts and principles	K1
CO2	Understand and find sustainable solutions for research problems	K2
CO3	Apply and evaluate methodology throughout the project	K3
CO4	Collect, interpret the data to resolve a research question	K4
CO5	Report research findings in written and verbal forms	K5
CO6	Develop a research proposal to address or resolve a specific research question or problem	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

CO-PO MAPPING (COURSE ARTICULATION MATRIX)

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	9	9	9	1	0	1
CO2	9	9	3	3	1	0	1
CO3	9	9	9	9	3	1	1
CO4	9	3	9	9	3	3	3
CO5	9	3	1	9	3	3	3
CO6	3	9	1	3	9	9	9
Total Contribution of COs to POs	48	42	32	42	20	16	18
Weighted Percentage of COs contribution to POs	4.0	4.0	3.3	5.2	4.0	3.1	4.1

Level of Correlation: 0 - No Correlation; 1 - Low Correlation; 3 - Medium Correlation;
High Correlation between COs and POs.

9-

Research Immersion Project & Viva-voce *			
Course Objectives	On completion of this course, a student will be able : 1. to approach real time business problems with research perspective 2. to express familiarity with various approaches and forms of research 3. to apply analytical tools and draw inferences for decision making 4. to present the results of the investigation for further implication		
Guidelines	Nature of study and duration : A student shall undertake a research project to address a problem in a sector/ industry / corporate with an aim to find a solution to the problem identified. Report : Preparation of report to be done in compliance with the criteria for assessment		
Criteria for assessment and weightage	CIA	Review I: Identification of the problem and Review of literature	20
		Review II: Design of the instrument and research methodology	20
		Review III: Data Analysis and Inferences	30
		Review IV: Consolidation of report	30

	ESE	Presentation & Viva-Voce	
		Knowledge about the organisation / theme of study	50
		Nature of Work / Logic behind the study	50
		Learning Outcome	50
		Viva – Voce	50
		Total	300

Web References:

1. <https://icssr.org/research-projects>
2. <https://shodhganga.inflibnet.ac.in/handle/10603/11192>
3. <https://shodhganga.inflibnet.ac.in/handle/10603/4830>
4. <https://daninstitute.com/blog/best-digital-marketing-topics-for-an-mba-project/>
5. <https://pressbooks.bccampus.ca/jibcresearchmethods/chapter/14-3-components-of-a-research-proposal/>

Value Added Courses (Except Tamil)

Courses offered in the Academic Year 2024-2025

DEPARTMENT	COURSE CODE	COURSE TITLE
All I PG	26VAP1	CAMPUS TO CORPORATE READINESS
All II PG (Except II MBA)	26VAP2	APTITUDE, PLACEMENT SKILLS & CAREER READINESS
II MBA	26VAP2	PLACEMENT & CORPORATE PERFORMANCE

Class	Category	Course Code	Course Title	Contact Hours/ Semester
ALL IPG	Value Added	26VAP1	CAMPUS TO CORPORATE READINESS	72

COURSE CONTENT

Focus: Foundation + Corporate Exposure (Campus to Corporate Transition)

Unit I: Corporate Communication & Workplace Basics (14 Hours)

Business Communication (formal & informal) - Verbal & Non-verbal communication in corporate - Listening skills in workplace - Barriers in professional communication - Introduction to Corporate Communication

Unit II: Professional English & Verbal Ability (14 Hours)

Parts of Speech (applied usage) - Tenses in business communication - Articles & Prepositions (practical usage) - Sentence correction (corporate context) - Business vocabulary

Unit III: Self Introduction & Resume Writing (16 Hours)

Structured self-introduction (spoken & written) - Resume writing (MBA-focused) - Introduction to LinkedIn profile - Basic personal branding - Communication on general/business topics

Unit IV: Professional Etiquette & Work Ethics (14 Hours)

Body language in workplace - Corporate etiquette & professionalism - Time management & productivity - Work ethics & contemporary ethics - Adaptability in corporate environment

Unit V: Team Skills & Campus to Corporate (14 Hours)

Team building & team roles - Team split and growth - Leadership basics - Conflict management -

Campus to corporate transition skills

RULES AND REGULATION

Value added course is a non-semester pattern. Assessment will be at the end of the year for 100 marks by the Training and Placement cell. 70% attendance is mandatory to appear for exam. Evaluation criteria for the course are as follows:

Assessment Scheme & Evaluation Criteria (100 Marks)

Component	Marks
Written Assessment (Business Communication + Email writing + Grammar - basic)	25
Self Introduction & Professional Profile (Resume + LinkedIn + Self Intro - oral)	25
Group Discussion (Business topics + Participation + Communication)	25
Interview / Team-based Assessment (Interview performance + Team Activity + Etiquette & behavior)	25

PERIOD DISTRIBUTION (72 Hours)

Semester 1 = Foundation, Semester 2 = Application

SEMESTER 1 (36 Periods)

(Focus: Corporate Communication + Grammar + Profile Building)

Unit	Topic	Periods
1	Corporate Communication & Workplace Basics	14
2	Professional English & Verbal Ability	14
3	Self Introduction & Resume Writing (Part 1)	8
Total		36

SEMESTER 2 (36 Periods)

(Focus: Profile Application + Workplace Skills + Corporate Readiness)

Unit	Topic	Periods
1	Self Introduction & Resume Writing (Part 2)	8
2	Professional Etiquette & Work Ethics	14
3	Team Skills & Campus to Corporate	14
Total		36

(Self Introduction & Resume Writing is split across both semesters to ensure continuous development of personal and professional profile.)

DAY PLAN

UNIT I: Corporate Communication & Workplace Basics (14 Days)

Goal: Develop professional communication skills for workplace

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
1	Introduction & Expectations	Overview of course objectives and importance of communication in MBA and placements	Students share career goals	Google Forms
2	What is Business Communication	Meaning of business communication with examples such as emails, meetings, and interviews	Real-life examples discussion	Padlet
3	Formal vs Informal Communication	Difference between formal and informal communication with examples (Hi vs Dear Sir, casual vs professional language)	Identify formal/informal sentences	Kahoot
4	Verbal Communication in Workplace	Clarity in speaking, avoiding slang, and maintaining polite communication in workplace situations	Role play (office conversation)	Voice Recorder (Android default)
5	Non-Verbal Communication	Importance of posture, eye contact, and facial expressions in interviews and meetings	Identify good/bad gestures	YouTube
6	Listening Skills	Active listening skills including attentive listening, understanding, and appropriate response	Listen & summarize activity	British Council LearnEnglish

7	Workplace Communication Scenarios	Communication in workplace scenarios such as meetings, calls, and group tasks	Situation-based responses	Google Meet
8	Barriers in Communication	Common barriers in workplace communication such as fear, language issues, and misunderstanding	Case discussion	Padlet
9	Overcoming Barriers	Techniques for overcoming communication barriers through practice, clarity, and confidence building	Group problem-solving	MindMeister
10	Corporate Communication Basics	Difference between communication in corporate and academic environments	Video/example analysis	YouTube
11	Speaking in Meetings	Techniques for introducing ideas and expressing agreement or disagreement politely in meetings	Mock meeting	Microsoft Teams
12	Professional Tone	Use of polite and professional language (please, kindly) and avoiding inappropriate expressions	Sentence correction	Grammarly Keyboard
13	Practice Session	Application of communication skills in group discussion	Group communication task	Flip (Flipgrid)
14	Revision	Reinforcement of all communication concepts covered	Communication activity	Kahoot

UNIT II: Professional English & Verbal Ability (14 Days)

Goal: Improve accuracy and clarity in professional communication

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
1	Importance of Professional English	Importance of correct language usage in workplace communication	Group discussion	Google Forms
2	Parts of Speech	Basic understanding of parts of speech in sentence formation	Identify parts activity	LearnEnglish Grammar (British Council)
3	Noun & Pronoun	Use of nouns and pronouns in professional communication	Sentence creation	LearnEnglish Grammar (British Council)

4	Verb & Tenses	Use of correct verb forms and tenses in workplace context	Fill in the blanks	English Tenses Practice
5	Adjective & Adverb	Use of descriptive words for clarity in communication	Error identification	English Grammar Test
6	Articles	Use of articles (a, an, the) in sentences	Sentence correction	English Grammar App
7	Prepositions	Use of common prepositions in workplace communication	Preposition matching	Preposition Master
8	Sentence Formation	Structure of simple and clear sentences	Sentence rearrangement	Sentence Builder
9	Error Correction	Identification and correction of common grammatical errors	Error correction worksheet	Grammarly
10	Business Vocabulary	Common terms used in corporate communication	Vocabulary quiz	Vocabulary Builder
11	Email Writing Basics	Structure and format of professional emails	Email drafting	Gmail
12	Professional Expressions	Use of common workplace phrases and expressions	Expression practice	ELSA Speak
13	Practice Session	Application of grammar and vocabulary in communication	Group practice activity	Quizizz
14	Revision	Reinforcement of all grammar and language concepts	Practice test	Google Forms

UNITIII: Self Introduction & Resume Writing (16 Days)

Goal: Develop strong personal and professional presentation skills

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
1	Importance of Self Introduction	Importance of first impression in professional settings	Group discussion	YouTube
2	Structure of Self Introduction	Basic structure including name, education, background, and interests	Identify components activity	Canva
3	Drafting Self Introduction	Organizing ideas in a clear and structured format	Write self-introduction	Google Docs
4	Speaking Self Introduction	Delivering self-introduction with clarity and confidence	Self-introduction practice	Voice Recorder

5	Improving Self Introduction	Refining content and delivery for better impact	Peer feedback session	Flip (Flipgrid)
6	Introduction to Resume	Purpose and importance of resume in placements	Resume analysis activity	Resume Builder CV Maker App
7	Resume Structure	Key sections such as education, skills, and achievements	Resume outline creation	Canva
8	Resume Writing	Developing content for each section of resume	Resume drafting	Microsoft Word
9	Resume Improvement	Identifying and correcting errors in resume	Resume review activity	Grammarly
10	LinkedIn Basics	Importance of online professional profile	Profile exploration activity	LinkedIn
11	Creating LinkedIn Profile	Key sections of LinkedIn profile	LinkedIn profile drafting	LinkedIn
12	Personal Branding	Presenting strengths, skills, and achievements effectively	Elevator pitch practice	Canva
13	Communication Practice	Speaking on general and business-related topics	1-minute speaking activity	Topics Generator (or random topic apps)
14	Advanced Practice	Improving fluency and confidence in introduction	Mock self-introduction	ELSA Speak
15	Integrated Practice	Combining resume and self-introduction skills	Resume + intro presentation	Google Docs
16	Revision	Final refinement of profile and presentation	Final presentation	Flip (Flipgrid)

UNIT IV: Professional Etiquette & Work Ethics (14 Days)

Goal: Develop professional behavior and workplace discipline

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
1	Introduction to Etiquette	Meaning and importance of professional behavior in workplace	Group discussion	YouTube
2	Body Language	Importance of posture, eye contact, and gestures in workplace	Body language role play	YouTube
3	Workplace Behavior	Maintaining respect, discipline and responsibility	Workplace scenario discussion	Padlet

4	Corporate Etiquette	Professional manners in office environment	Identify correct behavior activity	LinkedIn Learning (free content)
5	Professionalism	Attitude, responsibility and commitment in work	Case discussion	TED
6	Time Management	Planning and prioritizing tasks effectively	Daily schedule planning	Google Calendar
7	Work Ethics	Importance of honesty, accountability, and integrity	Ethics discussion	YouTube (ethics case videos)
8	Contemporary Ethics	Handling ethical issues in modern workplace	Group debate	Kialo (debate platform)
9	Adaptability	Adjusting to changes in work environment	Situation response activity	MindTools
10	Workplace Challenges	Common issues faced in corporate environment	Workplace problem discussion	Padlet
11	Decision Making	Basic approach to making workplace decisions	Case-based decision activity	MindTools
12	Professional Communication Behavior	Maintaining etiquette in communication	Communication role play	Voice Recorder
13	Practice Session	Application of etiquette and ethics in scenarios	Group practice task	Trello
14	Revision	Reinforcement of all professional behavior concepts	Revision activity	Kahoot

UNIT 5: Team Skills & Campus to Corporate (14 Days)

Goal: Prepare students for teamwork and corporate transition

Day	Topic	Teaching Focus (Hint)	Activity	App / Tool
1	Team Building	Importance of working in teams	Team icebreaker activity	Kahoot

2	Team Roles	Understanding individual roles in a team	Role identification activity	Trello
3	Team Development	Stages of team growth and collaboration	Group collaboration task	Miro
4	Leadership Basics	Basic qualities of an effective leader	Leadership role activity	YouTube (leadership talks)
5	Team Communication	Importance of communication within teams	Group communication discussion	Slack
6	Conflict Management	Handling disagreements in teams	Conflict case study	YouTube (case studies)
7	Problem Solving	Approaches to solving problems in teams	Problem-solving activity	Miro
8	Decision Making	Group decision-making process	Group decision-making activity	MindTools
9	Workplace Collaboration	Working effectively with others in workplace	Team collaboration task	Microsoft Teams
10	Campus vs Corporate	Difference between college and corporate environment	Comparison discussion	YouTube
11	Corporate Expectations	Skills expected by employers	Brainstorming activity	LinkedIn
12	Professional Mindset	Developing responsibility and work attitude	Workplace role play	Habitica (habit tracker)
13	Transition Skills	Preparing for shift from campus to corporate	Scenario-based activity	YouTube (scenario videos)
14	Final Practice	Application of all team and transition skills	Final group presentation	Canva

Class	Category	Course Code	Course Title	Contact Hours/ Semester
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ALL II PG (Except II MBA)	Value Added	26VAP2	CAMPUS TO CORPORATE READINESS	72
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COURSE CONTENT

Focus: Aptitude Development + Placement Skills + Career Readiness

UNIT I: Data Arrangements & Images Problems (18 Hours)

Linear Arrangements - Circular Arrangements - DOT Situation - Mirror Image - Water Image - Rule Detection - Embedded Image - Grouping of Image - Image Analysis - Pattern Completion - Paper Cutting - Paper Folding

UNIT II: Problems on Ages & Syllogism (18 Hours)

Problems On Ages Basic Introduction - Problems on Ages - Syllogism Basics - Some/All Problem - No Conclusion Problem - Possibility Problem - Some Not Problem - Only A Few Problem - Being Possibility Problem

Unit III: Group Interaction & Professional Skills (12 Hours)

Group discussion basics (rules, structure, participation) - Expressing ideas clearly in group situations - Listening and responding effectively - Leadership and teamwork in group activities - Time management and decision-making in groups - Confidence building and stress handling

Unit IV: Advanced Communication & Presentation Skills (12 Hours)

Presentation skills (structure, clarity, delivery) - Speaking in formal situations (seminars, discussions) - Persuasive communication (expressing ideas effectively) - Email writing (formal communication) - Report writing (basic structured format) - Topic-based discussion and communication practice

Unit V: Interview Skills & Career Readiness (12 Hours)

Interview process and common questions - Self-introduction in interview situations - Answering clearly and confidently - Behavioral/situation-based responses (basic STAR method) - Stress interview basics and handling pressure - Career planning, goal setting, and workplace readiness

RULES AND REGULATION

Value added course is a non-semester pattern. Assessment will be at the end of the year for 100 marks by the Training and Placement cell. 70% attendance is mandatory to appear for exam.

Evaluation criteria for the course are as follows:

Assessment Scheme & Evaluation Criteria (100 Marks)

Component	Marks
Aptitude (Quantitative + Logical Reasoning)	30
Communication & Writing Skills (Email + report writing + clarity)	20
Group Discussion & Interaction Skills (Participation + clarity + teamwork)	25
Interview & Career Readiness (Interview performance + confidence + professional behavior)	25
Total	100

PERIOD DISTRIBUTION (72 Hours)

Focus: Placement Readiness + Performance Skills

UNIT-WISE DISTRIBUTION

Unit	Topic	Periods
1	Data Arrangements & Images Problems	18
2	Problems on Ages & Syllogism	18
3	Group Interaction & Professional Skills	12
4	Advanced Communication & Presentation Skills	12
5	Interview Skills & Career Readiness	12
Total		72

Emphasis is given to practical training through group discussions, presentations, interview practice, and career-oriented activities to enhance placement readiness and performance skills.

DAY PLAN

UNIT 3: Group Interaction & Professional Skills (12 Periods)

Goal: Build confidence in group interaction and develop teamwork skills

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
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1	Introduction to Group Discussion	Purpose and importance of group discussion in academic and placement settings	Discuss purpose and importance of group discussion	YouTube
2	GD Structure	Basic structure including introduction, discussion, and conclusion	Identify stages of group discussion	YouTube
3	Expressing Ideas	Speaking clearly and presenting ideas effectively in group	Speak on given topic in group setting	ELSA Speak
4	Listening in Groups	Listening actively and responding appropriately in discussion	Listen and respond to peer ideas	Microsoft Teams
5	Participation Skills	Maintaining participation without dominating or staying silent	Participate in guided group discussion	Microsoft Teams
6	Team Interaction	Working effectively with group members	Perform group activity with assigned roles	Trello
7	Leadership in Groups	Taking initiative and guiding group discussion	Lead small group discussion activity	Trello
8	Decision Making	Making decisions collectively in group situations	Solve group decision making task	Miro
9	Time Management in GD	Managing time effectively during group discussion	Conduct timed group discussion activity	Stopwatch
10	Confidence Building	Improving confidence while speaking in groups	Speak in group with peer feedback	Flip
11	Mock Group Discussion	Applying all GD skills in full discussion	Participate in full mock group discussion	Microsoft Teams

12	Feedback & Revision	Identifying strengths and areas for improvement	Give and receive feedback on GD performance	Padlet
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UNIT 4: Advanced Communication & Presentation Skills (12 Days)

Goal: Develop effective communication and presentation skills

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
13	Presentation Skills	Importance of presentation in academic and professional settings	Discuss features of effective presentation	YouTube
14	Structure of Presentation	Organizing presentation with introduction, content, and conclusion	Create presentation outline	Google Slides
15	Slide Design	Designing clear and simple presentation slides	Prepare slides on given topic	Canva
16	Presentation Delivery	Speaking confidently while presenting	Deliver short presentation	Flip
17	Speaking in Formal Situations	Communicating effectively in seminars and discussions	Speak on formal topic	Microsoft Teams
18	Persuasive Communication	Expressing ideas clearly to influence audience	Speak to convince on simple topic	ELSA Speak
19	Email Writing	Structure of formal email communication	Write formal email for given situation	Gmail
20	Email Practice	Identifying and correcting email mistakes	Correct errors in given email	Grammarly
21	Report Writing	Structure of simple report writing	Prepare report outline	Google Docs
22	Report Practice	Writing short report based on situation	Write report on given topic	Google Docs

23	Communication Practice	Applying communication skills in discussion	Participate in topic based discussion	Microsoft Teams
24	Practice & Revision	Improving communication and presentation skills	Deliver presentation with feedback	Canva

UNIT 5: Interview Skills & Career Readiness (12 Days)

Goal: Prepare students for interviews and career readiness

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
25	Introduction to Interview	Purpose and types of interviews in placement process	Discuss interview expectations	YouTube
26	Self Introduction in Interview	Presenting self clearly and confidently in interview	Practice interview self introduction	Flip
27	Common Interview Questions	Answering frequently asked interview questions	Practice answering common questions	ELSA Speak
28	Behavioral Questions	Answering situation-based questions with examples	Respond to scenario based questions	Flip
29	Communication in Interview	Speaking clearly and confidently during interview	Practice interview responses	Microsoft Teams
30	Stress Interview	Understanding pressure based interview situations	Observe stress interview examples	YouTube
31	Handling Stress	Techniques to remain calm and confident	Role play stress interview situation	Headspace
32	Mock Interview 1	Practicing basic interview session	Attend mock interview session	Microsoft Teams

33	Mock Interview 2	Improving performance through advanced practice	Attend advanced mock interview	Microsoft Teams
34	Feedback Session	Identifying mistakes and improving answers	Receive and apply feedback	Padlet
35	Career Planning	Setting career goals and future plans	Prepare short-term and long-term goals	Google Docs
36	Final Practice & Revision	Applying all interview and career skills	Perform final mock interview	Microsoft Teams

Class	Category	Course Code	Course Title	Contact Hours/ Semester
II MBA	Value Added	26VAP2	PLACEMENT & CORPORATE PERFORMANCE	36

COURSE CONTENT

Focus: Placement Readiness + Corporate Performance

Unit I: Advanced Corporate Communicatio (6 Hours)

Business presentations - Persuasive communication - Professional speaking in meetings -
Negotiation basics

Unit II: Advanced Writing & Presentation Skills (6 Hours)

Email writing (formal & professional) - Report writing - Presentation skills (advanced) - Role
plays (business scenarios)

Unit III: Group Discussion & Business Communication (8 Hours)

GD basics (quick revision) - Case-based GD (MBA level) - Abstract & current affairs topics -
Business discussions

Unit IV: Interview Skills & Stress Interview (10 Hours)

HR interview questions - Behavioral questions (real scenarios) - Stress interview handling -
Personal interview mock sessions

Unit V: Workplace Readiness & Career Skills (6 Hours)

Corporate ethics & Professionalism - Adaptability & Growth mindset - Decision-making &
Problem-solving - Career planning & Goal setting

RULES AND REGULATION

Value added course is a non-semester pattern. Assessment will be at the end of the year for 100 marks by the Training and Placement cell. 70% attendance is mandatory to appear for exam.

Evaluation criteria for the course are as follows:

Assessment Scheme & Evaluation Criteria (100 Marks)

Component	Marks
Written / Presentation Assessment (Email, Report, Presentation)	20
Group Discussion (Advanced / Case-based)	25
Interview & Stress Interview (Placement focus)	30
Professional Skills & Workplace Readiness (Etiquette + Adaptability + Teamwork + Participation + Behavior)	25

PERIOD DISTRIBUTION (36 Hours)

Focus: Placement Readiness + Corporate Performance

UNIT-WISE DISTRIBUTION

Unit	Topic	Periods
1	Advanced Corporate Communication	6
2	Advanced Writing & Presentation Skills	6
3	Group Discussion & Business Communication	8
4	Interview Skills & Stress Interview	10
5	Workplace Readiness & Career Skills	6
Total		36

(Emphasis is given to practical training through group discussions, mock interviews, presentations and real-time business communication activities to enhance placement readiness.)

DAY PLAN

UNIT 1: Advanced Corporate Communication (6 Days) Goal: **Develop effective communication skills in corporate settings**

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
1	Communication in Corporate	Role of communication in workplace performance, meetings, and leadership	Discuss real workplace communication situations	YouTube
2	Business Presentations	Structuring presentations with clear introduction, content, and conclusion	Deliver short structured presentation (2–3 minutes)	Canva
3	Persuasive Communication	Techniques to convince others using logic, tone, and clarity	Speak to convince on simple business topic	ELSA Speak
4	Professional Speaking	Speaking clearly and confidently in meetings and formal discussions	Participate in mock business meeting discussion	Microsoft Teams
5	Negotiation Basics	Basic negotiation techniques such as agreement and compromise	Perform negotiation role play in pairs	YouTube
6	Practice & Feedback	Applying communication skills with clarity and confidence	Present topic and receive peer feedback	Flip (Flipgrid)

UNIT 2: Advanced Writing & Presentation (6 Days) Goal: Strengthen professional writing and presentation skills

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
7	Email Writing	Structure of formal emails including subject, greeting, body, and closing	Write formal email for given scenario	Gmail
8	Email Practice	Identifying and correcting mistakes in email tone and format	Identify and correct errors in emails	Grammarly
9	Report Writing	Structure of business reports including introduction, analysis, and conclusion	Prepare report outline for business case	Google Docs
10	Report Practice	Writing a simple report based on given situation	Write short report based on situation	Google Docs
11	Presentation Skills	Designing effective slides and delivering presentations confidently	Design slides and present key points	Canva
12	Practice & Review	Improving writing and presentation through feedback	Deliver presentation and receive feedback	Microsoft PowerPoint

UNIT 3: Group Discussion & Business Communication (8 Days) Goal: Build confidence and performance in group discussions

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
13	GD Basics	Purpose, structure, and rules of group discussion	Observe and analyze sample group discussion	YouTube
14	GD Techniques	Entry strategies, maintaining flow, and concluding effectively	Participate in guided group discussion activity	Microsoft Teams
15	Case-based GD	Discussing business situations logically and clearly	Discuss business case in group setting	Padlet
16	Abstract GD	Thinking and speaking on abstract topics	Speak on abstract topic in group	Flip
17	Current Affairs GD	Discussing recent business and economic topics	Discuss recent business/current affairs topic	Google News

18	Communication in GD	Maintaining clarity, listening, and teamwork in GD	Perform group task focusing on communication	Microsoft Teams
19	Feedback Session	Identifying strengths and areas for improvement in GD	Give and receive feedback on GD performance	Padlet
20	Mock GD	Complete GD simulation with evaluation	Participate in full mock group discussion	Microsoft Teams

UNIT 4: Interview & Stress Interview (10 Days) Goal: Prepare students for interviews and handling pressure situations

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
21	Interview Basics	Types of interviews and expectations in placement process	Discuss interview process and expectations	YouTube
22	HR Questions	Answering common HR questions clearly and confidently	Practice answering common HR interview questions	ELSA Speak
23	Behavioral Questions	Answering using real-life examples (situation-based responses)	Answer situation-based behavioral questions	Flip
24	Domain Questions	Answering role-specific questions with clarity	Participate in mock domain Q&A session	Google Search
25	Resume-based Questions	Answering questions based on resume content	Answer questions based on own resume	LinkedIn
26	Stress Interview	Understanding pressure-based questioning techniques	Observe and analyze stress interview example	YouTube
27	Handling Stress	Techniques to stay calm and respond confidently	Perform role play under pressure situation	Headspace
28	Mock Interview 1	Practicing interview in simulated environment	Attend basic mock interview session	Microsoft Teams

29	Mock Interview 2	Advanced interview practice with improvement focus	Attend advanced mock interview session	Microsoft Teams
30	Feedback & Improvement	Identifying mistakes and improving responses	Receive feedback and improve responses	Padlet

UNIT 5: Workplace Readiness & Career Skills (6 Days) Goal: Prepare students for corporate environment and career growth

Day	Topic	Teaching Focus (Hint)	Activity	App/Tool
31	Corporate Ethics	Importance of ethical behavior and professionalism in workplace	Discuss real-life workplace ethical situations	YouTube
32	Adaptability	Adjusting to changes and challenges in workplace	Respond to workplace change scenarios	MindTools
33	Decision Making	Making effective decisions using logical thinking	Solve decision-making case in groups	Miro
34	Problem Solving	Identifying and solving workplace problems	Analyze and solve workplace problem case	Miro
35	Career Planning	Setting short-term and long-term career goals	Prepare short-term and long-term career plan	Google Docs
36	Final Practice	Applying all skills in integrated scenario	Present integrated task covering all skills	Canva

Advanced Learners Courses

26BAALP1	ICT FOR AGRICULTURE MANAGEMENT	CATEGORY	L	P	CREDIT
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Preamble

The course helps students to explore the usage of ICT tools and techniques to acquire specific knowledge and skills that can be applied to find out possible practical solutions for agriculture related issues.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic terminologies related to ICT	K1
CO2	Understand the use of ICT with different aspects & various issues & challenges for ICT information services	K2
CO3	Apply the GIS Applications in micro resource mapping	K3
CO4	Analyse the different tools and techniques used under ICT in Agriculture Management	K4
CO5	Evaluate the common ICT platforms for information services	K5
CO6	Choose the right ICT as per the requirement of agriculture activity	K6

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

Unit -1: Introduction to ICT for Agriculture Management (10 Hours)

Introduction : Basic terminology- Recent history of adoption of ICT in developing countries -Leapfrogging technology - Introduction to various ICT enabled services related to land, education, health, insurance, micro-credit, marketing -Village Resource Centre (VRC)- Common resource Centre (CRC), Tele- education, community radio.

Unit-2: ICT for Production Management (10 Hours)

Types of ICT information service-short-term productivity information services - long-term productivity information services - Common ICT platforms for information services - Collection and analysis - Delivery –Issues and challenges for ICT information services - Advantages of and opportunities for ICT information services.

Unit-3: ICT for Market Access (10 Hours)

Types of market access -ICT service- Pricing services - Virtual trading floors -Downstream (and upstream) administration -Issues and challenges for market access ICT services - Advantages of and opportunities for market access ICT services.

Unit-4: ICT for financial inclusion

(8 Hours)

Types of financial inclusion-ICT services -Transfers and payments- Agricultural credit - Savings for agricultural needs- Common ICT platforms for financial inclusion services - Issues and challenges for ICT financial inclusion services -Advantages of and opportunities for ICT financial inclusion services.

Unit-5: Overview of Geographical Information Systems (GIS)

(10 Hours)

The GIS Approach-Planning and Implementing a GIS -GIS and Precision farming- GIS Applications in micro resource mapping- principles in micro planning- modelling in resource mapping- GIS Technology trend and next generation Systems -Case studies on GIS.

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1	A. Bandyopadhyay, Bhoovigyan	Sustainable Agriculture	Vikas	2015
2	Lo C.P. and Yeung, A.K.W.	Concepts and Techniques of Geographic Information Systems	Prentice Hall	2012
3	C.S.R Prabhu	E- Governance Concepts and case Studies	Prentice Hall	2011
4	Rebecca Nthogo Lekoko, Ladislaus M. Semali	Cases on Developing Countries and ICT Integration: Rural Community Development	IGI Publishers	2012
5	DeMers, M.N.	Fundamentals of Geographic Information System	Wiley Press 2 nd edition	2006

26BAALP2	INDUSTRY 4.0	CATEGORY	L	P	CREDIT
			-		

Preamble

The main objectives of this course are to: Align the theory and concepts with Industrial application of computers, introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data and Internet of Things and learn the applications and tools of Industry 4.0.

Expected Course Outcomes:

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts of Industry 4.0 K2	K1
CO2	Outline the features of Artificial Intelligence K2	K2
CO3	Summarize the Big data domain stack and Internet of Things	K3
CO4	Identify the applications and Tools of Industry 4.0 K3	K4
CO5	Analyze the skills required for future K4	K5
CO6	Develop applications that are required by the Industry	K6

Unit: I INDUSTRY 4.0

Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality.

Unit: II ARTIFICIAL INTELLIGENCE

Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.

Unit: III BIG DATA

Big Data: Evolution - Data Evolution - Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components: Big Data Characteristics- Big Data Applications - Big Data Tools

Unit: IV APPLICATIONS AND TOOLS OF INDUSTRY 4.0

Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People.

Unit: V JOB OPPORTUNITY -2030

Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0.

Books for Reference:

S.No	Authors	Title	Publisher	Year of Publication
1	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0	Auerbach Publications	2021
2	Alasdair Gilchrist	Industry 4.0: The Industrial Internet of Things	Apress Publications	2020

26BAALP3	RURAL BANKING & MICRO FINANCING	CATEGORY	L	P	CREDIT
			-		

PREAMBLE

To provide an in-depth knowledge and familiarize them about the challenges in rural banking and microfinance.

COURSE OUTCOME:

After completion of the course, the learners will be able to:

COs	Course Outcome	Knowledge Level (RBT)
CO1	Describe different approaches related with rural banking, Micro finance Services and Products	K1
CO2	Demonstrate clarity about Institutional Mechanism for Microfinance Services and rural banking.	K2
CO3	Examine the implementation of micro financing in rural banking	K3
CO4	Analyze effectiveness of finance services towards poor people.	K4
CO5	Measuring the different types of approach towards rural banking and micro financing.	K5
CO6	Build the challenges and issues of rural banking and micro financing	

K1- Remember; K2 – Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate, K6 – Create;

UNIT: I INTRODUCTION OF RURAL BANKING:

Demographic features-characteristics of rural banking -economic features-infrastructure agricultural economy and agricultural banking. Rural development policies and rural issues. Role of RBI in rural financing, NABARD-Functions, role, refinance support, lead bank approach, state and district level credit committees.

UNIT: II: FINANCING RURAL DEVELOPMENT:

Regulation of rural financial services-rural credit institutions regulatory authorities. Financing agricultural /allied activities-financing rural non-farm sector-SME finance government initiatives: -Financial Inclusions-Rural housing and education loans. Role of rural banking-emerging trends in rural banking-transaction cost and risk cost financing poor as bankable opportunities.

UNIT: III OVERVIEW OF MICROFINANCE AND ITS EVOLUTION:

Meaning, Importance and functions of Microfinance. Introduction to the financial sector - Difference between conventional finance and microfinance, Principles of microfinance- institutional structures and delivery mechanisms, Enforcement and savings, individual lending, group lending with joint liability. Microcredit Programs Effectiveness - Fashionable Fallacies and Workable Realities.

UNIT: IV CHALLENGES AND INNOVATIONS IN MICROFINANCE

Support for Microenterprise as Asset Building: Concepts, Good Practices, and Measurement Concept of trust - Existing business models- Grameen model, groups and their linkages with banks, Commercial Microfinance in Developing Countries, Microfinance and social interventions. Models of Microfinance - Issues in transformation and policy, providing safety nets and preventing slippages. The role of the government, upcoming models and products in microfinance.

UNIT: V SELF HELP GROUP APPROACH & BANK LINKAGE

Self Help Groups –Concept & Objectives, Promotion, Group-Dynamics in Growth of SHGs: Issues to be addressed – General Functioning Norms, Books & Records kept by a SHG, Stepwise process of Operating of SHG; Credit Rating and Bank Linkage, Grading of Self Help Groups; Best Practices in Microfinance, Empowerment Strategy, Networking of Self Help Groups; Institutionalization of Self Help Movement; Objectives and Functions of Networking.

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1	Dutt, Ruddar. & Sundharam, K. P. M.	Indian Economy	S. Chand & Company	2013
2	Srinivasan, N.	Microfinance India	Sage Publication	2011
3	Indian Institute of Banking and Finance	Rural Banking,	MacMillan Publication	2012
4	Indian Institute of Banking and Finance	Micro Finance	MacMillan Publication	2012
5	Dr. Rais Ahmad	Agriculture, Rural Banking & Micro Finance in India	MacMillan Publication	2012

26BAALP4	ENTREPRENEURSHIP AND CAPSTONE COURSE	CATEGORY	L	P	CREDIT
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Preamble

This course aims to equip students with the knowledge and skills to identify business opportunities, create business plans, and apply entrepreneurial strategies. It emphasizes real-world applications and culminates in a capstone project where students launch a business or provide strategic recommendations to existing ventures.

Course Outcome:

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

CO Number	CO Statement	Knowledge Level
CO1	Recall basic concepts of entrepreneurship, including types of entrepreneurs, innovation, and opportunity evaluation.	K1
CO2	Explain the structure of a business model and key components of a business plan.	K2
CO3	Apply financial forecasting and break-even analysis to create startup financials and assess funding options.	K3
CO4	Analyze market conditions and customer segments to develop marketing strategies for startups.	K4
CO5	Design and implement a business plan using the Business Model Canvas to address entrepreneurial challenges.	K5
CO6	Evaluate the success of a business project by assessing risks, execution, and presenting outcomes.	K6

Unit 1: Introduction to Entrepreneurship

Definition and Importance of Entrepreneurship, Entrepreneurial Mindset: Traits and Characteristics, Types of Entrepreneurs: Serial, Social, Corporate, and Lifestyle Entrepreneurs, Innovation and Idea Generation, Opportunity Identification and Evaluation

Unit 2: Business Planning and Development

Business Model Canvas, Components of a Business Plan (Executive Summary, Product/Service, Market Analysis, Operations, Marketing, and Financial Plan), Feasibility Study and Market Research, Value Proposition and Customer Segmentation

Unit 3: Funding and Financial Management

Sources of Funding: Bootstrapping, Angel Investors, Venture Capital, Crowdfunding, Basics of Financial Statements: Income Statement, Balance Sheet, Cash Flow Statement, Financial Forecasting and Break-Even Analysis, Valuation of Startups and Investment Pitching.

Unit 4: Marketing and Scaling Up

Marketing Strategies for Startups, Digital Marketing: SEO, Social Media, Content Marketing, Customer Acquisition and Retention Strategies, Growth Hacking and Scaling Up, Business Ethics and Sustainability

Unit 5: Capstone Project and Presentation

Execution of Business Plan, Testing and Validation of Business Idea, Risk Management and Contingency Planning, Final Presentation and Reflection on Learnings

Reference books:

S.No	Authors	Title	Publisher	Year of Publication
1	Eric Ries	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Crown Business	2020
2	Steve Blank, Bob Dorf	The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company	Wiley	2021
3	Alexander Osterwalder, Yves Pigneur	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Wiley	2020
4	John Mullins, Randy Komisar	Getting to Plan B: Breaking Through to a Better Business Model	Harvard Business Review Press	2021
5	Noam Wasserman	The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup	Princeton University Press	2022