



**Syllabus**  
**Bachelor of Business**  
**Administration**

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

**Program Structure/Syllabus Credit Scheme of BBA**

**SEMESTER- I**

<b>Sr no.</b>	<b>Course Name</b>	<b>Credits</b>
1	Functional English-1	4
2	Principles of Management	4
3	Entrepreneurship	4
4	Creativity Decoded	4
5	Open Elective (To be chosen from the elective list given below)	4
	<b><i>Total credit hours</i></b>	<b><i>20</i></b>

**Open Elective**

<b>Sr No.</b>	<b>Course Name</b>	<b>Credits</b>
1	Fundamentals of Journalism	4
2	Digital and Technological Solutions	4

**SEMESTER- II**

<b>Sr No.</b>	<b>Course Name</b>	<b>Credits</b>
1	Marketing Management	4
2	Functional English -2	4
3	Human Resource Management	4
4	Consumer Behavior	4
5	Open Elective (To be chosen from the elective list given below)	4
	<b><i>Total credit hours</i></b>	<b><i>20</i></b>

**Open Elective**

<b>Sr No.</b>	<b>Course Name</b>	<b>Credits</b>
1	Saying it with presentations	4
2	Journalism in India – Historical Perspective	4

### SEMESTER- III

Sr. No.	Course Name	Credits
1	Acing the interviews through AI	4
2	Financial Accounting	4
3	Marketing Research	4
4	Principles of Economics	4
5	Open Elective (To be chosen from the elective list given below)	4
	<b>Total credit hours</b>	<b>20</b>

#### Open Elective:

Sr No	Course Name	Credits
1	Critical Thinking and Problem Solving	4
2	New Media	4

### SEMESTER- IV

Sr. No.	Course Name	Credits
1	Business Statistics	4
2	Business Law	4
3	Financial Management	4
4	Organizational Behavior	4
5	Open Elective (To be chosen from the elective list given below)	4
	<b>Total credit hours</b>	<b>20</b>

#### Open Elective

Sr No	Course Name	Credits
1	Advertising	4
2	Effective Negotiations	4

### SEMESTER- V

Sr. No.	Course Name	Credits
1	Taxation	4
2	Sales Management	4
3	Cost accounting	4
4	Specialization Elective	4
5	Open Elective (To be chosen from the elective list given below)	4
	<b>Total credit hours</b>	<b>20</b>

#### Open Elective

Sr No	Course Name	Credits
1	Basics of Micro Finance	4
2	Public Relations	4

### SEMESTER- VI

Sr. No.	Course Name	Credits
1	Banking and Investment	4
2	Specialization Elective I	4
3	Specialization Elective II	4
4	Specialization Elective III	4
5	Open Elective (To be chosen from the elective list given below)	4
	<b>Total credit hours</b>	<b>20</b>

#### Open Elective

Sr No	Course Name	Credits
1	Advanced Micro Finance	4
2	Stock market and Investment	4

### **List of Specialization:**

#### **Financial Management:**

Semester V:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Corporate Accounting	SOMB(F)1001	4

Semester VI:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Management Accounting	SOMB(F)1002	4
2	Goods and Services Tax	SOMB(F)1003	4
3	Mergers and Acquisition	SOMB(F)1004	4

#### **Human Resource Management:**

Semester V:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Labour laws	SOMB(HRM)1001	4

Semester VI:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Conflict Management	SOMB(HRM)1002	4
2	Training and development	SOMB(HRM)1003	4
3	Global HR	SOMB(HRM)1004	4

#### **Digital Marketing:**

Semester V:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Digital Marketing Strategy	SOMB(DM)1001	4

Semester VI:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Web Design & Analytics	SOMB(DM)1002	4
2	Search Engine Optimisation	SOMB(DM)1003	4
3	Social Media Marketing	SOMB(DM)1004	4

#### **Computer Sciences:**

Semester V:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Foundations of Data Science	SOMB(IT)1001	4

Semester VI:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Data Base Management System	SOMB(IT)1002	4
2	Software Project Management	SOMB(IT)1003	4
3	Data Communication & Computer Networks	SOMB(IT)1004	4

### **Marketing Management:**

Semester V:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Digital Marketing	SOMB(M)1001	4

Semester VI:

<b>Sr no.</b>	<b>Course Name</b>	<b>Code</b>	<b>Credits</b>
1	Retail Marketing	SOMB(M)1002	4
2	Supply Chain Management	SOMB(M)1003	4
3	Customer Relationship Management	SOMB(M)1004	4

## SEMESTER-I

Course Name : Functional English I



Credits: 4

### Course Objectives:

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

### Course Outcomes:

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

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

### Course Content:

#### Unit- I

- Listening and Reading
- Unseen Passage
- Comprehension

#### Unit- II

- Functional English
- Specific fixed expressions
- Practice

#### Unit- III

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

## Unit- IV

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

### Teaching / Assessment Methodology:

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

### Grading:

<b>Internal assessment</b>	-	<b>30%</b>
<b>End Term Exam</b>	-	<b>70%</b>

### Further Reading:

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



**Course Objectives:**

- The purpose of this course is to impart to students an understanding of management and business concepts and practices being followed globally, with a focus on Indian perspective.
- To prepare them to face emerging challenges of managing resources and business processes.

**Course Outcome:**

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

Sr. No.	Course Outcome
CO1	Define Business and its objectives.
CO2	Explore the various forms of Business and outline the pros & cons associated with each of them.
CO3	Develop an understanding of Globalization, Liberalization & Privatization and their Indian perspective.
CO4	Explain the basic concepts of the various functional aspects of the Business viz.- Marketing, Operations, HR, Finance and IT.
CO5	Define Entrepreneurship and explore the various entrepreneurial business models and opportunities available in contemporary India.
CO6	Enumerate and explain the various theories and concepts related with Leadership & Motivation.
CO7	Outline the development of management thought – from the Classical Theory till the most recent contemporary management concepts.

**Course Content:**

**Unit- I: Understanding Business and Its Forms**

- A critical evaluation of Business Objectives, Business Promotions and forms of business enterprise: Sole Proprietorship, Partnership, Joint Stock Companies, Public Utilities, Co-operative, Business Combinations, Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience with globalization, liberalization, and privatization. Multinational, transnational corporations and their Indian perspective.

**Unit- II: Functional Aspects of Business**

- Administrative: Choice of a suitable form of business ownership. Starting and operating small venturing enterprises, Problems in starting a new business.
- Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics.

- Marketing: Marketing Mix, Segmentation, PLC and consumer behavior, Product and pricing decisions, Distribution and promotional decisions
- Finance: Money and banking, Financial management and securities markets, risk management and insurance
- Human resources: Objective, scope & functions of HRM, Sources of human capital, Strategies for attracting (staffing) and retaining (training and compensation) human resources
- Role of Information and Communication Technology (IT) in business: Computing, Storing & Networking. Decision Support System (DSS) and other Support Systems.

### **Unit-III: Process of Management**

- Entrepreneurship: Intrapreneurship and Innovation; Disintermediation; Contemporary Entrepreneurial Models: Franchising, Network Marketing, Freelancing, BPO, e-Commerce and M-Commerce
- Management in Action: Motivation – Concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Situational Leadership, Transactional and Transformational Leadership; Managerial Grid, Communication – Formal and Informal

### **Unit- IV: Development of Management Thought**

- Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Peter Drucker's MBO, Porter's 5- Force Model, Prahalad's Core Competency, Peter Senge's Learning Organization and Tom Peters' Excellence approach

### **Teaching / Assessment Methodology:**

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

### **Grading:**

<b>Internal assessment</b>	-	<b>30%</b>
<b>End Term Exam</b>	-	<b>70%</b>

### **Required Books And Materials: Text Book:**

- Gupta, R.N. “*Business Organization and Management*”, S. Chand & Company Ltd. New Delhi.

**Further Readings:**

- Talloo, J, Thelma, “*Business Organization and Management*”, Tata McGraw Hill Publishing Company, New Delhi.
- Sharma R.K. & Gupta S.K., “*Business Organization and Management*”, Kalyani Publishers, Ludhiana.
- Jim, Barry, John Chandler, Heather Clark, “*Organization and Management*”, Thomson Learning.

**Course Objectives:**

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

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

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

**Course Outcome:**

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

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

CO9	Formulate a strategic, tactical and operational modus operando of these business models.
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## **Course Content:**

### **Unit I: Introduction to Entrepreneurship**

- Understanding an Entrepreneur's mindset
- Exploring the Four Pillars of Entrepreneurship
- Viability Quartet and its significance
- Innovation and Entrepreneurship
- Indovation or Jugad

### **Unit II: Financial Literacy and Business Strategy**

- Grasping the Cash-flow Quadrant by Robert T. Kiyosaki
- Disintermediation and its necessity
- Conducting Feasibility Studies & Crafting Business Plans
- Unraveling the Laws of Success and identifying **viable business ventures**

### **Unit III: Strategic Business Models and Distribution Channels**

- Analyzing Traditional Distribution Systems
- Understanding the Role of Middlemen
- Embracing Disintermediation & its Significance
- Formulating Franchising Business Strategies
- Exploring the Pros and Cons of Franchising
- Setting up a Franchise and insights into Network Marketing

### **Unit IV: Innovation, Creativity, and Business Setup**

- Cracking the Creativity Code and its importance
- Balancing Discovery vs. Delivery
- Choosing Suitable Business Ownership
- Establishing Small-Scale Ventures
- Exploring the Magic of Thinking Big
- Understanding Unicorns and their key features

## **Teaching / Assessment Methodology:**

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

## **Grading:**

Internal assessment	30%
End Term Exam	70%

**Further Readings:**

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

**Course Objectives:**

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

**Course Outcomes:**

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

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Define creativity
CO2	Enumerate the steps in the creative process and understand that it is non linear
CO3	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO4	Understand the role of concepts like mindfulness, use of right brain, empathy and curiosity in creativity
CO5	Explain the importance of deliberate practice for achieving excellence <ul style="list-style-type: none"><li>• Comprehend the role of opposites (upside- down) in reframing</li></ul>
CO6	Understand how adding constraints improves the quality of creativity
CO7	Understand the various ways of combining things to create something new
CO8	Examine the breaking and enhancing of patterns as a source of creativity
CO9	Discriminate between “the good and bad” of copying as a technique to make something new
CO10	Describe some simple ways to overcome creative blocks
CO11	Understand how collaboration and building upon the works of others has led to innovation in science
CO12	Use the reframe tool for scenario analysis
CO13	Use the combining and recombining technique to generate new product and service ideas

CO14	Construct a “wow factor” for a product or service offering through the” twist in the tale”technique
CO15	Be able to create Analog drawings for emotions, personality and problems
CO16	Be able to create personas using empathy
CO17	Use the stream of consciousness for story boarding

## **Course Content:**

### **Unit- I: What is Creativity**

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

### **Unit- II: Seeking an Artist’s Mindset**

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

### **Unit- III: Strengthening Creative Skills**

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

### **Unit- IV: Shaping your Creation**

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

## **Teaching / Assessment Methodology:**

- Synchronous Lectures
- Asynchronous Videos / Lectures on LMS
- Assignment
- Quizzes
- Project Work



**Grading:**

Internal Assessment	30%
End Term Exam	70%

**Books and Materials:****Text Books:**

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

**Further Readings:**

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

## Open Elective



**Course Name : Fundamentals of Journalism**

**Credits: 4**

### Course objective:

The objective of this course is designed to be a conceptual work based on the application of the principles of journalism. The course will equip the students in understanding the concepts of news, different forms of journalism and the role of media in a democracy.

Sr. No.	Course Outcome
CO1	Explain the process of writing for print
CO2	Explain the principles of writing for the print
CO3	Understand the different forms of journalism
CO4	Understand the role of media in a democracy
CO5	Report & write news for print.
CO6	Perform exercise of Precision, formats, synonyms, omission and inclusion, highlighting, underlining, Revise, Cross checking, headlines writing and making intros.
CO7	Write stories covering various beats, writing follow-up stories.

### Course Content:

#### Unit - A: Concept of News

- Basics of News
- Components of News: Ingredients and elements of news
- The news process: from the event to the reader (how news is carried from event to reader)
- Hard news vs. Soft news
- Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline and printline.
- Structure of a Newspaper: masthead, ear panel, editorials, features, letters to editor, Columns.

#### Unit - B: Language of news-

- Principles of clear writing
- essential skills to write news
- 5 w and 1 H
- structure of News
- inverted pyramid Sociology of news: Factors affecting news treatment
- Paid news

- Politics of news
- Neutrality and bias in news

#### **Unit - C: News Gathering Techniques:**

- Criteria for news worthiness
- Principles of news selection
- Writing Headlines for News Stories
- Writing Intro
- Gatekeeping
- Sources of news gathering: Speeches, Meetings, News Conferences, Use of Internet

#### **Unit - D: Different forms of Journalism**

- Traditional Media
- Print
- Electronic
- Broadcast
- Digital Journalism

#### **Teaching / Assessment Methodology:**

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

#### **Grading:**

Internal Assessment	30%
End Term Exams	70%

#### **Further Readings:**

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.

**Course Objectives:**

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

**Course Outcomes:**

- After completing this course, you will be able to:

<b>Sr. No</b>	<b>Course Outcome</b>
CO1	Define creativity
CO2	Enumerate the steps in the creative process and understand that it is non linear
CO3	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO4	Understand the role of concepts like mindfulness, use of right brain, empathy and curiosity in creativity
CO5	Explain the importance of deliberate practice for achieving excellence
CO6	Comprehend the role of opposites (upside- down) in reframing
CO7	Understand the various ways of combining things to create something new
CO8	Understand how adding constraints improves the quality of creativity
CO9	Examine the breaking and enhancing of patterns as a source of creativity
CO10	Discriminate between “the good and bad” of copying as a technique to make something new

CO11	Describe some simple ways to overcome creative blocks
CO12	Understand how collaboration and building upon the works of others has led to innovation in science
CO13	Use the reframe tool for scenario analysis
CO14	Use the combining and recombining technique to generate new product and service ideas
CO15	Construct a “wow factor” for a product or service offering through the” twist in the tale” technique
CO16	Be able to create Analog drawings for emotions, personality and problems
CO17	Be able to create personas using empathy
CO18	Use the stream of consciousness for story boarding
CO19	Understand and use file handling in the C programming language.

## **Course Content:**

### **Unit- I: Knowing computer:**

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

### **Unit- II: Number System and Computer Codes:**

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

### **Unit- III: Introduction to the C Language**

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

### **Unit- IV: Functions, Arrays and Pointers**

Introduction to Structured Programming, Functions- basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Text Books:**

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

**Further Readings:**

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

## SEMESTER II



**Course Name : Marketing Management**

**Credits: 4**

### **Course Objectives:**

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

### **Course Outcome:**

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

<b>Sr. No</b>	<b>Course Outcome</b>
CO1	Use concepts of needs, wants & demand & chose appropriate marketing concept
CO2	Take decisions with reference to environment
CO3	Understand consumer behavior
CO4	Develop target markets & facilitate sales
CO5	Develop appropriate mix of product, pricing, place & promotion
CO6	Use concepts in brand management
CO7	Assist in development of independent marketing strategy.
CO8	Succeed in dynamic Market condition
CO9	Market effectively in Rural segment

### **Course Content:**

#### **Unit- I: Understanding the Marketing Process and Segmentation**

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

#### **Unit- II: Targeting, Positioning and Marketing Program**

- Targeting

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

### **Unit- III: Pricing Strategies, Promotion and communication**

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

### **Unit- IV: Branding, Current Scenario, dynamics and Rural Marketing**

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

### **Teaching / Assessment Methodology:**

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

### **Grading:**

Internal Assessment	30%
End Term Exams	70%

### **Required Books and Materials:**

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

### **Further Readings:**

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



**Course Objectives:**

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

**Course Outcomes:**

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

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

## **Course Content**

### **Unit- I:**

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

### **Unit- II:**

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

### **Unit- III:**

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

### **Unit -IV:**

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

### **Teaching / Assessment Methodology:**

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

### **Grading:**

Internal Assessment	30%
End Term Exams	70%

### **Further Readings:**

- L. Thimmesha- Functional English

**Course Objectives:**

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

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Out Come</b>
CO1	Understand the importance and aspects of human resource in an organization
CO2	Delineate process of job analysis and job design.
CO3	Elucidate the process of human resource planning.
CO4	Understand the concept of recruitment and selection.
CO5	Understand the significance of training, development and appraisal programs.
CO6	Designing job and preparation of job description and job specification.
CO7	Effectively handle human resource related issues.
CO8	Assessing the future requirements of human resource.
CO9	Constructing training and development programs for the employees.
CO10	Effectively run a recruitment and selection program.
CO11	Understand the importance and aspects of human resource in an organization
CO12	Delineate process of job analysis and job design.
CO13	Elucidate the process of human resource planning.
CO14	Understand the concept of recruitment and selection.
CO15	Understand the significance of training, development and appraisal programs.

**Course Content:****Unit- I: Human resource planning**

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

**Unit- II: Recruitment, Selection and Job Analysis**

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

**Unit- III: Training and development**

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

**Unit- IV: Performance Appraisal**

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

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Required Books and Materials:****Text Book:**

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

**Further Readings:**

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

**Course Objectives:**

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

**Course Outcome:**

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

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

**Course Content:****Unit- I: Introduction to consumer behavior and marketing Strategy**

- Introduction to consumer behavior
- Simple model of Consumer behavior
- Consumer behavior & marketing strategy

**Unit- II: Consumer Involvement and process in consumer behavior**

- Consumer involvement
- Information search
- Evaluative criteria & selection

**Unit- III: Process & output stage in CB**

- Motivation
- Consumer Attitude
- Personality & self-concept

**Unit- IV: Social & cultural settings**

- Social, cultural, political & economic influences

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Further Readings:**

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

## Open Elective



**Course Name: Saying It with Presentations**

**Credits: 4**

### Course Objectives:

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

### Course Outcomes:

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

Sr. No.	Course Out Come
CO1	Help in delivering a presentation
CO2	Understand the concept of the most important components of a presentation
CO3	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO4	Aid to establish priorities and goals while making and demonstrating a presentation
CO5	Identify, understand, and conduct our target audience while demonstration
CO6	Discuss the four stages of human memory and differentiate between primary and regency effects
CO7	Understand the importance of choosing an appropriate topic
CO8	Write and know the rules of scripting
CO9	Understand the role of eyes and voice while creating a presentation
CO10	Understand the role of lighting, stage, and seating during presentations
CO11	Know how to observe and influence the audience while giving a presentation
CO12	Know how to make a rehearsal checklist

## **Course Content:**

### **Unit- I**

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

### **Unit- II**

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

### **Unit- III**

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

### **Unit- IV**

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

## **Teaching / Assessment Methodology:**

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

## **Grading:**

Internal Assessment	30%
End Term Exams	70%

## **Further Reading:**

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova



- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele
- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

**Course Description:**

- To acquaint students with the glorious journey of journalism.
- To enhance understanding of the origin of the traditional print, electronic and web media.
- To inculcate the knowledge of growth of print, electronic and cinema.
- To acquaint learners with technological advancements in print, electronic and web media.
- To throw light on the present status of various mass media.

**Course Outcomes:**

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

Sr. No.	Course Outcome
CO1	Students would be able to acquaint themselves with the glorious journey of journalism
CO2	Students would be able to enhance understanding of the origin and of the print, electronic and web media. Electronic and web media.
CO3	Students would be able to inculcate the knowledge of growth of print, electronic and web media
CO4	Students would be able to acquaint themselves with technological advancements in print, electronic and web media.
CO5	Students would be able to throw light on the present status of various mass media

**Course Content:****Unit - A:**

- Earliest Communication Methods
- Folk Media
- Mass Media
- New Media

**Unit - B:**

- Origin of Press
- Birth of Indian News Agencies
- English Press in India

**Unit - C:**

- Press Before Independence
- Hindi and Vernacular Press before Independence
- Role of Press in Freedom Struggle
- Mahatma Gandhi as a Journalist

**Unit - D:**

- Press after Independence Origin of regulatory bodies PCI, PIB etc

- Advent of Radio and TV in India
- Eminent personalities of India Journalism after Independence

#### **Teaching / Assessment Methodology:**

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

#### **Grading:**

Internal Assessment	30%
End Term Exams	70%

#### **Further Readings:**

- Kumar KevalJ., MassCommunicationinIndia.Jaico, Mumbai.
- B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd, 1996.
- Erik Barnouw and S. Krishnaswamy: Indian Films, New Delhi, Oxford, 1986
- Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
- Baruah, U.L., This is All India Radio, Publication Division, New Delhi.
- M. Chalapathi Rau, The Press
- NadigKrishnamurthu, India Journalism (From Asoka to Nehru), University of Mysore.
- Chatterjee, P.C., Broadcasting in India, New Delhi
- Rangaswamy, Parthasarathi, Journalism in India, Sterling Publication, New Delhi.

## SEMESTER-III



**Course Name: Acing Interview through AI**

**Credits: 4**

### **Course Objectives:**

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

### **Course outcome:**

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

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

### **Course Content:**

#### **Unit- I: Introduction**

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

#### **Unit- II: Research before interview**

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

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

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

#### **Unit- IV: Types of Questions**

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

#### **Teaching / Assessment Methodology:**

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

#### **Grading:**

Internal Assessment	30%
End Term Exams	70%

#### **Further Readings:**

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

**Course Objectives:**

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

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Make and analyze accounts of a firm.
CO2	Journalize the entries and put them into different accounts.
CO3	Intelligently interpret and use the financial statements in managing and analyzing business operations
CO4	Use basic accounting terminology and the process by which transactions are analyzed and transformed into financial statements and
CO5	Differentiate between types of costs involved in a business and what impact it has on the firm's profit.
CO6	Prepare and analyze statement of affairs in the company.
CO7	Make cash book and find and rectify problems therein.
CO8	Prepare final accounts of the firms and adjust accordingly.
CO9	Answer and provide relevant information about accounting standards of India.
CO10	Differentiate between different types of cost and their uses
CO11	Prepare cost sheet.
CO12	Make and analyze accounts of a firm.
CO13	Journalize the entries and put them into different accounts.
CO14	Intelligently interpret and use the financial statements in managing and analyzing business operations

## **Course Content:**

### **Unit- I: Introduction**

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

### **Unit- II: Ledgers and Books**

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

### **Unit- III: Final Accounts**

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

### **Unit- IV: Ratio Analysis**

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

## **Teaching / Assessment Methodology:**

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

## **Grading:**

Internal Assessment	30%
End Term Exams	70%

## **Required Books and Materials:**

### **Text Book:**

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

### **Reference Book:**

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

**Course Objectives:**

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

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

**Course Outcomes:**

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

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

**Course Content:**

**Unit-I: Types and Methods of Research**

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



## **Unit-II: The language of Research**

- Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables.
- Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis. Essential constituents of Literature Review.

## **Unit-III: Sampling Techniques and Collection of Data**

- Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgement sampling, quota sampling.
- Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires.
- Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

## **Unit-IV: Report Writing**

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

## **Teaching / Assessment Methodology:**

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

## **Grading:**

Internal Assessment	30%
End Term Exams	70%

## **Suggested Readings:**

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

**Course Objectives:**

This course is a basic course on micro economics designed to acquaint students of all the streams with basic economic concepts and principles that they must know and understand while dealing with problem solving in any organization/industry. Course provides an introduction to the basic concepts like demand, supply, production, cost, market structures and pricing decisions under different market types. Course will give an insight into the economic problems, behavior of consumer and the firm which provides a basis for decision making. The course will involve the use of videos and case studies to demonstrate how the basic micro economic principles are used in decision making under different market conditions.

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Evaluate price change in markets applying working of market forces viz. supply and demand.
CO2	Understand the pricing strategy using concept of elasticity of demand and supply.
CO3	Know the production function and costs involved to determine the least cost combination of inputs to maximize profit.
CO4	Analyze impact of competition on working of a firm through the understanding of different market structures.
CO5	Describe the nature of economics in dealing with the issue of scarcity.
CO6	Draw demand and supply curves.
CO7	Perform supply and demand analysis to analyze the impact of economic events on markets.
CO8	Calculate and predict the change in demand due to change in price and income using elasticity of demand.
CO9	Analyze the behavior of consumers in terms of demand for various products.
CO10	Evaluate the relevant costs of business decisions.
CO11	Analyze the performance of firms under different market structures.

**Course Content:****Unit- I: Basic Economic Concepts and Overview**

- General Overview
- Economics- Nature & Scope of Economics
- Demand and Supply
- Determinants of demand and supply
- Law of demand and law of supply
- Shift in demand and supply
- Market equilibrium
- Elasticity of Demand and Supply

**Unit- II: Utility and Consumer Choices**

- Utility Analysis
- Indifference Curve- Properties and Consumer Equilibrium
- PCC, ICC
- Revealed Preference Theory

**Unit- III: Production and Costs**

- Cost of Production- different cost concepts
- Relationship between cost and production concepts
- Production Function
- Scale of Production
- Iso-quant Curve- Producer's Equilibrium

**Unit- IV: Market Structures**

- Introduction
- Perfect competition
- Imperfect competition
- Pricing and output decisions under different market types

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Required Books and Materials:****Text Book:**

- Principles of Economics by T.R. Jain, V.K. Publications.

**Reference Books:**

- Economics by Paul A. Samuelson & William D. Nordhaus, Tata McGraw Hill.
- Principles of Economics by Robert H. Frank & Ben S. Bernanke, Tata McGraw Hill.

## Open Elective



**Course Name : Critical Thinking and Problem Solving**

**Credits: 4**

### Course Objectives:

- The objective of this course is to help students understand how complex problems related to business or otherwise can be solved by applying critical reasoning skills in breaking them down to their smallest or fundamental elements by techniques such as why-why analysis, root cause technique, fishbone diagram, logic/issue trees and hypotheses of solutions etc.
- The course will provide an understanding of how to identify and formulate a problem at hand, design and conduct an investigation, and present the research findings as a report.
- The course will use in-house practicals to demonstrate the use of appropriate and applicable reasoning approaches, methods and techniques for different problems.

### Course Outcomes:

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

Sr. No	Course Outcome
CO1	Identify a critical thinker
CO2	Describe tools for identifying problems
CO3	Use the MECE (Mutually Exclusive and Collectively Exhaustive) approach
CO4	Understand issue tree approach to formulate a problem
CO5	Describe Fishbone analysis
CO6	Describe issue tree approach
CO7	Understand types of research and data
CO8	Critically examine claims encountered in daily life
CO9	Compose effective arguments
CO10	Describe tools for identifying problems
CO11	Use Issue Tree Approach for problem formulation
CO12	Use a Fishbone Diagram for cause-and-effect analysis
CO13	Write a research proposal

### Course Contents:

#### Unit- I: Language of Reasoning

- Arguments vs other language forms
- Criticality vs un-criticality

- Critical thinking and its indicators
- Elements, standard and traits of critical thinking
- Classical model of Critical Thinking
- Types of reasoning and its identification

## **Unit- II: Identifying the Problem**

- Defining the problem
- Classifying the problem
  - Simple Problem
  - Customary Problems
  - Introspective Problems
  - Complex Problems
- Tools for problem identification:
  - Why-why analysis
  - What if analysis
  - Root Cause Technique (RCT)
  - Cause and Effect diagram
  - Pareto Analysis, etc.
- Problem formulation principle

## **Unit- III: Breaking up of Problem**

- Identifying components of problem
  - Making logic trees
  - Constructing issue maps
  - Constructing mind maps
  - Priority matrix, etc.
  - Use of MECE concept

## **Unit- IV: Decision Making**

- Measuring the impact of problem
- Reverse cause and effect analysis
- Creating hypotheses
- Developing research instrument
- Introduction to researching
- Preparing a project report

## **Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Further Reading:**

- "Thinking, Fast and Slow" by Daniel Kahneman
- "Critical Thinking: A Concise Guide" by Tracy Bowlle and Gary Kemp
- "Mindware: Tools for Smart Thinking" by Richard E. Nisbett
- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee

**Course Objectives:**

This course is designed to be a conceptual work based on the application of new media in various facets. This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication. The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for communication.
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and Learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

**Course Content:****Unit - A: Introduction to New Media**

- Introduction to concepts of digitization and convergence.
- Introduction to Internet, World Wide Web (WWW), Search Engines.
- Multimedia elements and Interactivity.

**Unit - B: Data Journalism**

- Web Content Management System,
- News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data,
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

**Unit - C: social media**

- Social networking; Introduction to social profile management products- Facebook,
- Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube,
- Blogging: a brief history of blogs, blogs as narratives
- Digital Divide
- Security issues in using digital technology

**Unit - D: Writing for New Media**

- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Digital marketing, Emails etc.



- Digital Story telling formats
- Content writing, editing, reporting and its management

#### **Teaching / Assessment Methodology:**

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

#### **Grading:**

Internal Assessment	30%
End Term Exams	70%

#### **Required Books and Materials:**

##### **Reference Books:**

- The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
- Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
- Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
- Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
- John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
- Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.

## SEMESTER IV



**Course Name: Business Statistics**

**Credits: 4**

### **Course Objective:**

The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

### **Course Outcomes:**

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

<b>Sr.No.</b>	<b>Course Outcome</b>
CO1	A depth of knowledge in algebra, analysis, or statistics.
CO2	Students will formulate complete, concise, and correct mathematical proofs.
CO3	Students will frame problems using multiple mathematical and statistical representations of relevant structures and relationships and solve using standard techniques.

### **Course Content:**

#### **Unit- I: Data Organization & Central Tendency**

- Data Classification Tabulation and Presentation
  - Introduction, Classification and graphical presentation of Data.
- Measures of Central Tendency
  - Mathematical averages including arithmetic mean geometric mean and harmonic mean. Properties and applications.
  - Positional Averages Mode, Median (and other partition values including quartiles, deciles, and percentiles).
- Standard Deviation
  - Range, quartile deviation, mean deviation, standard deviation, and their co-efficient,
  - Properties of standard deviation/variance.

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

- Theory of Probability. Approaches to the calculation of probability
- Calculation of event probabilities. Addition and multiplication laws of probability.
- Probability distributions: Binomial, Poisson and Normal

#### **Unit- III: Decision Theory & Index Numbers**

- Decision Theory
  - The decision environment. Pay-off and regret matrices.

- Criteria of decision-making: Laplace, Maximin/Minimax, Maximax/Minimum Salvage; and Expectation. (Excluding Bayesian analysis)
- EVPI and its calculation.
- Decision Trees.
- Index Numbers
  - Meaning and uses of index numbers.
  - Construction of index numbers: fixed and chain base; univariate and composite. Aggregative and average of relatives – simple and weighted.

#### **Unit- IV: Correlation, Regression Analysis**

- Correlation Analysis.
  - Meaning of Correlation: simple, multiple and partial; linear and non-linear.
  - Causation and correlation.
  - Scatter diagram. Pearson's co-efficient of correlation: calculation and properties (proofs not required). Probable and standard errors. Rank Correlation.
- Regression Analysis.
  - Principle of least squares and regression lines.
  - Regression equations and estimation. Standard Error of Estimates.
- Hypothesis testing
  - Z & T test
  - Introduction to SPSS

#### **Teaching / Assessment Methodology:**

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

#### **Grading:**

Internal Assessment	30%
End Term Exams	70%

#### **Textbook:**

- J K Sharma, "Business Statistics," Pearson Education, New Delhi
- S. P. Gupta, "Statistical Methods," Sultan Chand & Sons

#### **Reference Book:**

- Richard Levin and S. Rubin, "Statistics for Management", Pearson Education, New Delhi

**Course Objectives:**

This course provides students with an overview of the Indian legal system. It explores the basic concepts of law in society including the different sources of law followed by specific lectures on various branches of law. This course gives an insight in our constitutional and contractual law and teaches the beginnings of legal analysis through case briefing, statutory construction and application of law to fact situations.

**Course Outcomes:**

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

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Describe the source of law
CO2	Acquire adequate knowledge of the basic concepts of laws
CO3	Properly define and discuss legal issues of general concern.
CO4	Implement basic legal principles and explain fundamental legal terms.
CO5	Use analytical skills when applying substantive law to fact situations.
CO6	Search legal information from different sources.
CO7	Identify the elements of a contract and legal issues
CO8	Identify the role of the Constitutional Law and the fundamental rights
CO9	Apply the fundamentals in their daily affairs of their life.

**Course Content:****Unit- I:**

- Definition of Law, Nature and scopes of Law, Kinds of Law, Purpose of Law, Source of Law- Custom, Precedent, Legislation, Some other source of law, Law & morals.

**Unit- II:**

- Sanctions, Types of legal Sanctions, Theories of punishment. Making of Indian Constitution, Nature and special features of the constitution, Preamble, Citizenship, Fundamental Rights.

**Unit- III:**

- Directive Principles of State Policy & Fundamental Duties, the President and the Vice President, the Union Judiciary, Parliament, Emergency.

**Unit- IV:**

- Contract, Agreement, Essential elements of a contract, offer and acceptance, capacity of parties, free consent, Valid contract, Void and voidable agreements Illegal contracts- there distinction, Consideration, legality of object and consideration.

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Further Readings:**

- Jurisprudence Legal Theory by Dr. B.N.ManiTripathi
- Constitutional Law of India by Narender Kumar
- Indian Contract Act by R.K.Bangia

**Course Objectives:**

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

**Course Outcome:**

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

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

CO10	Computation of specific elements of cost of capital: Cost of debt, Cost of equity plus the usage of CAPM & WACC models
CO11	Basic calculation of degrees of operating and financial leverages, EPS and EBIT levels

## **Course Content:**

### **Unit- I:**

- Nature and scope of financial management

### **Unit- II:**

- Financing a new business through Equity, Bonds and debt

### **Unit- III:**

- Time value of money (Understanding the use and application of the discounting factor)

### **Unit- IV:**

- Capital budgeting: Theoretical concepts plus the discounted and non-discounted techniques: Payback period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, Terminal Value Method

### **Unit- V:**

- Cost of capital

### **Unit- VI:**

- Financial & Operating leverages

## **Teaching / Assessment Methodology:**

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

## **Grading:**

Internal Assessment	30%
End Term Exams	70%

## **Text Book:**

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

## **Further Readings:**

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

**Course Objectives:**

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

**Course Outcomes:**

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

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

**Course Content:****Unit- I:**

- Definition & Meaning, why to study OB, An OB model, challenges for OB Manager.

**Unit- II:**

- Learning: Nature of learning, how learning occurs, Learning & Ob; Personality: Meaning & Definition, Determinants of Personality, Personality Traits; Perception: Meaning & Definition, Perceptual process, Importance of Perception in OB.

**Unit- III: Motivation:**

- Process of motivation; Theories of motivation - need hierarchy theory, theory X and theory Y, two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

**Unit- IV: Leadership:**

- Concept; Leadership styles; Theories -trait theory, behavioral theory, Fielder's contingency theory; Harsey and Blanchard's situational theory; Managerial grid; Likert's four systems of leadership, contemporary issues in leadership.



**Unit- V:**

- Group Dynamics and Team Development: Group dynamics -definition and importance, types of groups, group formation, group development, group composition, group performance factors; Principle-centred approach to team development. **Organizational Development:** Concept; Need for change, resistance to change; Theories of planned change; organization change and stress management.

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Further Readings:**

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

## Open Elective

Course Name : Advertising



Credits: 4

### Course Objectives:

This course is designed to be a conceptual work based on the application of Public relations. This course will help the students to learn the meaning, importance, functions and scope of Public relations.

### Course Outcomes:

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

Sr.No.	Course Outcome
CO1	Define and explain the meaning, importance, functions & scope of Public Relations
CO2	Explain important theories of Public Relations
CO3	Explain various tools of PR and writing for PR
CO4	Write for PR internal publics and media
CO5	Write for press release, press briefs etc
CO6	Understand the concept of Advertising
CO7	Understand types of Advertising Agencies
CO8	Understand the working of Advertising Agencies

### Course Content:

#### Unit-I

- Advertising – definition, historical development; social and economic benefits of advertising; mass media and advertising, types of advertising; classification of advertising – corporate – industrial – retail – national – trade – professional – social.

#### Unit-II

- Advertising strategies, appeals, advertising spiral, market and its segmentation, sales promotion. Mass Communication , Advertising agency – structure and functions, creativity – media selection – newspapers, magazines, radio, television, outdoor, strategy, planning,

#### Unit-III

- Public Relations – definition – PR as a communication function – history of PR – growth of PR in India, PR, publicity, propaganda and public opinion – PR as a management function  
Code of ethics for PR professional organisations of PR – emerging trends in PR.

#### **Unit-IV**

- Stages of PR – planning – implementation – research – evaluation – PR practitioners and media relations – press conference – press releases – other PR tools. PR research techniques – PR and law – PR and new technology in PR

#### **Teaching / Assessment Methodology:**

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

#### **Grading:**

Internal Assessment	30%
End Term Exams	70%

#### **Required Books and Materials:**

##### **Reference Books:**

- Jefkins Frank Butterworth, Public Relations Techniques, Heinmann Ltd.
- Heath Robert L, Handbook of Public Relations, Sage Publications,
- Dennis L. Wilcose & Glen T, Public Relations, Pearson
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
- Kaul J.M., Noya Prakash, Public Relations in India, Calcutta

**Course Objectives:**

This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

**Course Outcomes:**

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

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations
CO7	Signify sources and structures of Negotiation
CO8	Discuss in detail about central-route and Peripheral-route of Persuasion
CO9	Discuss Win-Win Negotiation – Preparation, Advice, Result & Consequences.
CO10	Discuss about meaningful Commitments and few of its potential angle on negotiation along with four basic precepts.
CO11	Understand various different social styles and the ways to proceed towards negotiating each of them.
CO12	Functionally Negotiate under stress-like situations.
CO13	Learn the ways of Bluffing

**Course content:****Unit- I**

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

**Unit- II**

- Benefits of setting Affirmations
- Use of power of Negotiation

- Methods of Persuasion
- Negotiation resulting in a win-win situation

### **Unit- III**

- Importance of Commitments
- Four basic precepts
- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high stake decision

### **Unit- IV**

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

### **Teaching / Assessment Methodology:**

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

### **Grading:**

Internal Assessment	30%
End Term Exams	70%

### **Further Readings:**

- Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.
- 3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.
- The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.
- Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.

## SEMESTER V



**Course Name : Taxation**

**Credits: 4**

**Course Objectives:**

This course will simplify the understanding of INCOME TAX and its practical understanding of the LAW and making it is to Save TAX.

**Course Outcome:**

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

Sr. No.	Course Outcome
CO1	Define different terms used in Income Tax.
CO2	Will be able to recognize the nature of a transaction and rules to treat the same under Income tax act.
CO3	Differentiate between types of income and sources of income for an individual.
CO4	Types of heads of income.
CO5	Deductions available for an individual under income tax act.
CO6	Rules laid down to calculate the sources of income under different heads.
CO7	Calculate income from Salaries, House property, capital gains, Business and Profession, and Income from other sources.
CO8	Powers and procedures laid down by the act and its applications.
CO9	Will be able to calculate the income of an Individual.
CO10	Will be able to apply rules laid down under income tax act to save tax.
CO11	Knowledge about deductions and exemptions available for an individual under income tax act.
CO12	Can define tax avoidance, tax evasion and tax management
CO13	File an ITR of an Individual.

**Course Content:**

**Unit- I:**

- Introduction of INCOME TAX, Basic Concepts, Difference between Revenue and Capital, Basis on which TAX is imposed and Exempted Income

**Unit- II:**

- Understanding types of INCOME, Income from Salaries, and Income from House property.

**Unit- III:**

- Profits and Gains of Business and Profession I and Understanding Depreciation, capital Gains, Income from other Sources. Aggregation of Income.

**Unit- IV:**

- Set Off and Carry Forwards, Deductions to be made in computing Income, Double Taxation relief

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Further Readings:**

- "Principles of Taxation for Business and Investment Planning" by Sally Jones, Shelley Rhoades-Catanach, Sandra Callaghan
- "Federal Income Taxation of Corporations and Stockholders" by Boris I. Bittker, James S. Eustice, Joel D. Kuntz
- "South-Western Federal Taxation: Corporations, Partnerships, Estates & Trusts" by William H. Hoffman, Jr., William A. Raabe, David M. Maloney, James C. Young
- "Taxation: Finance Act 2023" by Kevin Reed, Andrew White

**Course Objectives:**

To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Prepare cost sheet
CO2	Interpretation of cost sheet.
CO3	Material control, requisition, issuance and cost control of the same.
CO4	Preparation of budget and its importance for the company.
CO5	Unit price its meaning and calculation.
CO6	Job and cost control.
CO7	Reconciliation of cost and financial accounts.
CO8	Differentiate between cost and financial accounting.
CO9	Preparation of cost Sheet.
CO10	Issue of material, requisition and calculation of cost control.
CO11	Calculation of absorption of cost under different departments.
CO12	Job and process costing.

**Course Content:****Unit- I:**

- Introduction: meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications. Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

**Unit- II:**

- Materials: material/inventory control- concept and techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard. Treatment of material losses.
- Labour: accounting and control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

**Unit- III:**

- Overhead: classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, bad debts, research and development expenses. Activity – based cost allocation.

**Unit- IV:**

- Methods of Costing: Unit costing. Job costing. Contract Costing. Process costing (process losses, valuation of work in progress, joint and byproducts.) Service costing (only transport). Reconciliation of Cost and Financial Accounts. Integral Accounting



**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Further Readings:**

- "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren
- "Cost Accounting: Foundations and Evolutions" by Michael R. Kinney and Cecily A. Raiborn
- "Management and Cost Accounting" by Colin Drury
- "Cost Accounting: Principles and Applications" by Horace R. Brock and Linda M. Tullis

## Open Elective



**Course Name : Basics of Microfinance**

**Credits: 4**

### Course Objectives:

The course on Basics of Micro Finance is designed to provide students with foundational knowledge and skills in the field of microfinance. The course will cover fundamental concepts, principles, and practices of microfinance, including the role of microfinance institutions, financial inclusion, microcredit, and the impact of microfinance on poverty alleviation.

### Course Outcome:

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

S. No.	Course Outcomes
CO 1	Define the concept of microfinance and its significance
CO 2	Explain the principles and functions of microfinance institutions
CO 3	Analyze the role of microfinance in promoting financial inclusion
CO 4	Understand the basics of microcredit and its application
CO 5	Evaluate the impact of microfinance on poverty alleviation
CO 6	Develop an understanding of microfinance regulations and challenges
CO 7	Discuss case studies illustrating successful microfinance initiatives
CO 8	Formulate a basic microfinance plan for a hypothetical scenario
CO 9	Identify ethical considerations in microfinance practices
CO 10	Critically assess the future trends and innovations in microfinance

### Course Content:

#### Unit-I: Introduction to Micro Finance

- Definition and evolution of microfinance
- Significance of microfinance in economic development
- Types of microfinance institutions
- Principles and functions of microfinance

#### Unit-II: Microcredit and Financial Inclusion

- Basics of microcredit
- Group lending vs. individual lending

- Financial inclusion and its role in poverty reduction
- Challenges and opportunities in microfinance

### **Unit-III: Impact Assessment and Case Studies**

- Evaluating the impact of microfinance programs
- Case studies of successful microfinance initiatives
- Lessons learned from failures in microfinance

### **Unit-IV: Regulatory Framework and Future Trends**

- Regulatory framework for microfinance institutions
- Ethical considerations in microfinance
- Future trends and innovations in microfinance

### **Teaching / Assessment Methodology:**

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

### **Grading:**

Internal assessment - 30%

End Term Exam - 70%

### **Further Readings:**

- Beatriz Armendariz and Jonathan Morduch (2005). The Economics of Microfinance.
- Joanna Ledgerwood (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- Thomas Dichter, Malcolm Harper (2007). What's Wrong with Microfinance?

**Course Objectives:**

The Public Relations course aims to equip students with the knowledge and skills required for effective public relations management. The course will cover key concepts, strategies, and tools used in the field of public relations, emphasizing the importance of building and maintaining positive relationships with various stakeholders.

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcomes</b>
CO 1	Define the principles and scope of public relations
CO 2	Analyze the role of public relations in organizational success
CO 3	Develop skills in strategic communication planning
CO 4	Demonstrate proficiency in crisis communication
CO 5	Understand the ethical considerations in public relations
CO 6	Apply media relations strategies effectively
CO 7	Evaluate the impact of public relations campaigns
CO 8	Develop and execute a basic public relations plan
CO 9	Demonstrate effective interpersonal communication skills
CO 10	Stay informed about current trends and innovations in public relations

**Course Content:****Unit-I: Introduction to Public Relations**

- Definition and scope of public relations
- Historical development of public relations
- The role of public relations in organizational communication
- Key principles and ethics in public relations

**Unit-II: Strategic Communication Planning**

- Understanding the target audience
- Developing communication objectives
- Selecting appropriate communication channels
- Creating and implementing a public relations strategy

### **Unit-III: Crisis Communication**

- Identifying and assessing potential crises
- Developing a crisis communication plan
- Managing communication during a crisis
- Post-crisis evaluation and reputation management

### **Unit-IV: Media Relations and Impact Assessment**

- Building and maintaining relationships with the media
- Writing effective press releases and media kits
- Monitoring and measuring the impact of public relations campaigns.
- Case studies of successful and unsuccessful public relations campaigns

### **Teaching / Assessment Methodology:**

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

### **Grading:**

Internal assessment - 30%

End Term Exam - 70%

### **Further Readings:**

- Scott M. Cutlip, Allen H. Center, Glen M. Broom (2000). Effective Public Relations.
- Wilcox, Glen T. Cameron, and Bryan H. Reber (2016). Public Relations: Strategies and Tactics.
- James E. Grunig and Todd Hunt (1984). Managing Public Relations.
- Fraser P. Seitel (2007). The Practice of Public Relations.
- Robert L. Heath, W. Timothy Coombs (2006). Today's Public Relations: An Introduction.

## SEMESTER VI

**Course Name: Banking and Investment**



**Credits: 4**

### **Course Objectives:**

The examination seeks to create a common minimum knowledge benchmark for all persons involved in selling and distributing mutual funds including Individual Mutual Fund Distributors, Employees of organizations engaged in sales and distribution of Mutual Funds and Employees of Asset Management Companies especially persons engaged in sales and distribution of Mutual Funds. The certification aims to enhance the quality of sales, distribution and related support services in the mutual fund industry

### **Course Outcomes:**

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

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Use offer documents to understand details of a mutual fund
CO2	Helping Investors with Financial Planning □ Describe tools for selecting a mutual fund
CO3	Selecting the Right investment Products for Investors
CO4	Write a detailed financial plan
CO5	Recommending Model Portfolios and Financial Plans
CO6	Use offer documents to understand details of a mutual fund

### **Course Content:**

#### **Unit- I: Mutual funds and their structure**

- Concept and Role of a Mutual Fund
- Fund Structure and Constituents
- Legal and Regulatory Environment

#### **Unit- II: Accounting terms and management practices**

- Offer Document
- Fund distribution and Channel Management Practices
- Accounting Valuation and Techniques
- Investor Services,

#### **Unit- III: Choose right fund based on parameters**

- Return, Risk & Performance of Funds
- Selecting the Right investment Products for Investors

#### **Unit- IV: Financial planning and plans**

- Helping Investors with Financial Planning

- Recommending Model Portfolios and Financial Plans

**Teaching / Assessment Methodology:**

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

**Grading:**

Internal Assessment	30%
End Term Exams	70%

**Further Readings:**

- "Principles of Banking and Finance" by Moorad Choudhry
- "Investment Banking: Valuation, Leveraged Buyouts, and Mergers & Acquisitions" by Joshua Rosenbaum and Joshua Pearl
- "Bank Management and Financial Services" by Peter S. Rose and Sylvia C. Hudgins
- "The Intelligent Investor" by Benjamin Graham

## Open Elective



**Course Name : Advanced Micro Finance**

**Credits: 4**

### Course Objectives:

The Advanced Microfinance course is designed to provide students with an in-depth understanding of advanced concepts and practices in microfinance. The course will delve into specialized areas such as impact investing, financial innovations, risk management, and the use of technology in microfinance.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Evaluate advanced models of microfinance institutions
CO 2	Analyze the role of impact investing in microfinance
CO 3	Examine financial innovations in microfinance
CO 4	Understand risk management strategies in microfinance
CO 5	Assess the use of technology in microfinance
CO 6	Critically analyze the ethical considerations in advanced microfinance
CO 7	Apply quantitative methods in microfinance research
CO 8	Formulate strategies for sustainable microfinance operations
CO 9	Discuss case studies of successful advanced microfinance initiatives
CO 10	Stay informed about current trends and innovations in advanced microfinance

### Course Content:

#### Unit-A: Advanced Microfinance Models

- Review of traditional microfinance models
- Evolution and trends in advanced microfinance models
- Critique of different organizational structures in microfinance institutions
- Regulatory challenges and opportunities



### **Unit-B: Impact Investing in Microfinance**

- Understanding impact investing
- Socially responsible investing in microfinance
- Case studies of successful impact investment projects
- Measurement and evaluation of social impact

### **Unit-C: Financial Innovations in Microfinance**

- Introduction to financial innovations
- Microinsurance and microsavings
- Fintech in microfinance
- Crowdfunding and peer-to-peer lending

### **Unit-D: Risk Management and Technology in Microfinance**

- Risk assessment and mitigation strategies
- Technology applications in microfinance
- Mobile banking and digital payments
- Cybersecurity considerations in microfinance

### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Research project

### **Grading:**

Internal assessment - 30%

End Term Exam - 70%

### **Further Readings:**

- Joanna Ledgerwood (2006). Microfinance Handbook: An Institutional and Financial Perspective.
- Morduch, J., & Haley, B. (2002). Analysis of the Effects of Microfinance on Poverty Reduction.
- Beatriz Armendáriz & Marc Labie (2011). The Handbook of Microfinance.
- Elisabeth Rhyne (2001). Mainstreaming Microfinance: How Lending to the Poor Began, Grew and Came of Age in Bolivia.

**Course Objectives:**

The Stock Market and Investment course aim to provide students with a comprehensive understanding of stock markets, investment strategies, and financial decision-making. The course will cover key concepts related to stock market operations, portfolio management, risk assessment, and the role of financial instruments.

**Course Outcome:**

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

Sr. No.	Course Outcomes
CO 1	Analyze the functioning of stock markets
CO 2	Evaluate different investment instruments
CO 3	Develop and manage an investment portfolio
CO 4	Understand risk and return in investment
CO 5	Apply fundamental and technical analysis in stock trading
CO 6	Analyze the impact of economic indicators on the stock market
CO 7	Demonstrate proficiency in financial decision-making
CO 8	Explore ethical considerations in stock market operations
CO 9	Discuss the impact of global events on financial markets
CO 10	Stay informed about current trends and innovations in investment strategies

**Course Content:**

**Unit-A: Fundamentals of Stock Markets**

- Introduction to stock markets and exchanges
- Stock market participants and their roles
- Trading mechanisms and settlement procedures
- Regulatory framework and market ethics

**Unit-B: Investment Instruments and Portfolio Management**

- Types of investment instruments (stocks, bonds, mutual funds)
- Modern portfolio theory
- Asset allocation and diversification
- Building and managing an investment portfolio

### **Unit-C: Risk and Analysis in Investment**

- Understanding risk and return
- Fundamental analysis of stocks
- Technical analysis and charting
- Evaluating economic indicators and their impact on investments

### **Unit-D: Global Perspective and Ethical Considerations**

- Globalization and its impact on financial markets
- Investing in international markets
- Ethical considerations in stock market operations
- Case studies of ethical and unethical practices in finance

### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Investment simulation project

### **Grading:**

Internal assessment - 30%

End Term Exam - 70%

### **Further Readings:**

- Zvi Bodie, Alex Kane, Alan J. Marcus, Pitabas Mohanty (2014). Investments.
- Burton Malkiel (2015). A Random Walk Down Wall Street.
- Benjamin Graham, Jason Zweig (2003). The Intelligent Investor.
- Lo, Andrew W.; Hasanhodzic, Jasmina (2011). The Heretics of Finance: Conversations with Leading Practitioners of Technical Analysis.

## Specialization (Electives)

### Financial Management (Semester V)



**Course Name : Corporate Accounting**

**Credits: 4**

#### Course Objectives:

The Corporate Accounting course in the Financial Management specialization aims to provide students with an in-depth understanding of accounting principles and practices specific to corporate entities. The course will cover topics such as financial statement preparation, consolidation, accounting for mergers and acquisitions, and international financial reporting standards.

#### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Prepare and analyze financial statements for corporations
CO 2	Understand the principles of consolidation accounting
CO 3	Apply accounting standards for mergers and acquisitions
CO 4	Analyze the impact of international financial reporting standards
CO 5	Evaluate accounting issues in complex financial transactions
CO 6	Demonstrate proficiency in accounting for income taxes
CO 7	Apply fair value accounting principles
CO 8	Interpret and analyze financial disclosures
CO 9	Utilize accounting information for decision-making
CO 10	Stay updated on emerging trends in corporate accounting

#### Course Content:

##### Unit-A: Financial Statement Preparation for Corporations

- Overview of corporate financial reporting
- Income statement, balance sheet, and cash flow statement preparation
- Accounting for revenue recognition and expenses
- Accounting for income taxes

##### Unit-B: Consolidation Accounting

- Principles of consolidation

- Intercompany transactions and balances
- Non-controlling interest and goodwill
- Consolidated financial statement preparation

#### **Unit-C: Accounting for Mergers and Acquisitions**

- Merger and acquisition strategies
- Purchase method and pooling of interest method
- Goodwill accounting and impairment
- Integration and consolidation post-merger

#### **Unit-D: International Financial Reporting Standards (IFRS)**

- Introduction to IFRS
- IFRS vs. Generally Accepted Accounting Principles (GAAP)
- IFRS adoption and convergence
- Accounting for foreign currency transactions

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a corporate accounting case

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

#### **Further Readings:**

- Warfield, T. D., Weygandt, J. J., & Kieso, D. E. (2015). Intermediate Accounting.
- Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2014). Advanced Accounting.
- Epstein, B. J., & Jermakowicz, E. K. (2010). Interpretation and Application of International Financial Reporting Standards.
- Palepu, K. G., Healy, P. M., & Bernard, V. L. (2012). Business Analysis and Valuation: Using Financial Statements.

## Financial Management (Semester VI)



**Course Name : Management Accounting**

**Credits: 4**

### Course Objectives:

The Management Accounting course in the Financial Management specialization aims to equip students with the knowledge and skills needed for effective managerial decision-making. The course will cover topics such as cost management, budgeting, performance measurement, and strategic management accounting.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the role and scope of management accounting
CO 2	Apply cost management techniques for decision-making
CO 3	Develop and analyze budgets for planning and control
CO 4	Implement performance measurement and variance analysis
CO 5	Apply activity-based costing for cost allocation
CO 6	Utilize management accounting in strategic decision-making
CO 7	Evaluate the impact of information technology on management accounting
CO 8	Demonstrate proficiency in capital budgeting
CO 9	Analyze and interpret financial statements for management decision-making
CO 10	Stay updated on emerging trends in management accounting

### Course Content:

#### Unit-A: Introduction to Management Accounting

- Definition and scope of management accounting
- Role of management accounting in decision-making
- Differences between financial accounting and management accounting
- Ethical considerations in management accounting

#### Unit-B: Cost Management Techniques

- Cost classification and behavior
- Cost-volume-profit analysis
- Job order costing and process costing
- Activity-based costing (ABC)

### **Unit-C: Budgeting and Performance Measurement**

- Budgeting fundamentals
- Flexible budgets and variance analysis
- Standard costing and variance analysis
- Performance measurement frameworks

### **Unit-D: Strategic Management Accounting**

- Strategic decision-making and management accounting
- Capital budgeting and investment appraisal
- Cost of quality and sustainability accounting
- Impact of information technology on management accounting

### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a management accounting case

### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

### **Further Readings:**

- Horngren, C. T., Datar, S. M., & Rajan, M. V. (2018). Cost Accounting: A Managerial Emphasis.
- Hansen, D. R., & Mowen, M. M. (2015). Cost Management: Accounting and Control.
- Garrison, R. H., Noreen, E. W., & Brewer, P. C. (2018). Managerial Accounting.
- Atkinson, A. A., Kaplan, R. S., Matsumura, E. M., & Young, S. M. (2019). Management Accounting: Information for Decision-Making and Strategy Execution.

**Course Objectives:**

The Goods and Services Tax (GST) course in the Financial Management specialization aims to provide students with a comprehensive understanding of GST regulations, compliance, and its impact on financial management. The course will cover topics such as GST fundamentals, registration, filing, and implications for financial decision-making.

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcomes</b>
CO 1	Understand the principles and fundamentals of Goods and Services Tax (GST)
CO 2	Evaluate the impact of GST on financial transactions
CO 3	Apply GST registration and compliance procedures
CO 4	Analyze the financial implications of GST on businesses
CO 5	Demonstrate proficiency in GST filing and documentation
CO 6	Understand GST implications on supply chain and pricing
CO 7	Evaluate the role of GST in financial planning and budgeting
CO 8	Analyze GST in international trade and cross-border transactions
CO 9	Discuss ethical considerations in GST compliance
CO 10	Stay updated on emerging trends and changes in GST regulations

**Course Content:****Unit-A: Introduction to Goods and Services Tax (GST)**

- Overview of GST and its significance
- Principles and fundamentals of GST
- Comparison with previous taxation systems
- GST Council and regulatory framework

**Unit-B: GST Registration and Compliance**

- GST registration process and eligibility
- Input tax credit and reverse charge mechanism
- GST compliance and filing requirements
- GST audit and assessment



**Unit-C: Financial Implications of GST**

- Impact of GST on pricing and costing
- GST and financial statements
- GST and working capital management
- GST and financial decision-making

**Unit-D: GST in International Trade and Ethical Considerations**

- GST in import and export transactions
- GST implications on cross-border trade
- Ethical considerations in GST compliance
- Case studies on ethical dilemmas in GST

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a GST compliance case

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

**Further Readings:**

- Saini, M. (2019). GST: How to Meet Your Obligations.
- Jain, S. (2018). Goods and Services Tax: Law and Practice.
- Garg, M., & Arora, M. (2019). GST: Concepts and Road Ahead.

**Course Objectives:**

The Mergers and Acquisitions course in the Financial Management specialization aims to equip students with a comprehensive understanding of the processes, strategies, and financial implications of mergers and acquisitions. The course will cover topics such as valuation techniques, deal structuring, due diligence, and post-merger integration.

**Course Outcome:**

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

Sr. No.	Course Outcomes
CO 1	Understand the strategic and financial motives behind mergers and acquisitions
CO 2	Apply valuation techniques for assessing target companies
CO 3	Analyze the legal and regulatory aspects of mergers and acquisitions
CO 4	Evaluate deal structuring and financing options
CO 5	Conduct effective due diligence processes
CO 6	Understand the challenges and opportunities in post-merger integration
CO 7	Demonstrate proficiency in negotiating and closing deals
CO 8	Analyze case studies of successful and unsuccessful mergers
CO 9	Utilize financial models in M&A decision-making
CO 10	Stay informed on current trends and developments in the M&A landscape

**Course Content:**

**Unit-A: Introduction to Mergers and Acquisitions**

- Definition and types of mergers and acquisitions
- Motives behind M&A activities
- The role of M&A in corporate strategy
- Trends and patterns in the M&A landscape

**Unit-B: Valuation Techniques in Mergers and Acquisitions**

- Financial modeling and valuation methods
- Comparable company analysis (CCA) and precedent transactions analysis (PTA)
- Discounted Cash Flow (DCF) analysis

- Synergy assessment and adjustment in valuation

### **Unit-C: Legal and Regulatory Aspects of Mergers and Acquisitions**

- Legal framework for M&A transactions
- Regulatory approvals and compliance
- Anti-trust considerations
- Due diligence processes and legal documentation

### **Unit-D: Deal Structuring, Financing, and Integration**

- Deal structuring options (merger of equals, leveraged buyouts)
- Financing M&A transactions
- Post-merger integration strategies and challenges
- Case studies of successful and unsuccessful M&A transactions

### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on an M&A simulation

### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

### **Further Readings:**

- Weston, J. F., Mitchell, M. L., & Mulherin, J. H. (2004). Takeovers, Restructuring, and Corporate Governance.
- Reed, L. (2016). Mergers and Acquisitions For Dummies.
- Bruner, R. F. (2004). Applied Mergers and Acquisitions.
- Ross, T. (2011). Valuation: The Art and Science of Corporate Investment Decisions.
- Gaughan, P. A. (2010). Mergers, Acquisitions, and Corporate Restructurings.

## Human Resource Management (Semester V)



**Course Name : Labour Laws**

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**Credits: 4**

### **Course Objectives:**

The Labour Laws course in the Human Resource Management specialization aims to provide students with an understanding of key labor laws, regulations, and compliance requirements relevant to the management of human resources in organizations.

### **Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcomes</b>
CO 1	Understand the fundamentals of labor laws and their significance in HR management
CO 2	Analyze the legal framework governing employer-employee relationships
CO 3	Apply labor laws in the recruitment and selection process
CO 4	Evaluate the legal aspects of employment contracts and termination
CO 5	Understand collective bargaining and industrial relations
CO 6	Demonstrate proficiency in compliance with health and safety regulations
CO 7	Analyze the legal implications of workforce diversity
CO 8	Understand ethical considerations in labor management
CO 9	Apply data-driven decision-making in HR compliance
CO 10	Stay updated on emerging trends and changes in labor laws

### **Course Content:**

#### **Unit-A: Fundamentals of Labour Laws**

- Definition and scope of labor laws
- Historical development of labor laws
- The role of labor laws in protecting employee rights
- International perspectives on labor laws

#### **Unit-B: Legal Aspects of Employment**

- Employment contracts and their legal implications
- Discrimination and equal opportunity laws
- Employee benefits and leave policies

- Compliance with health and safety regulations

#### **Unit-C: Industrial Relations and Collective Bargaining**

- Industrial relations framework
- Collective bargaining processes and agreements
- Grievance handling and dispute resolution
- Trade unions and their legal status

#### **Unit-D: Contemporary Issues and Ethical Considerations**

- Legal implications of workforce diversity
- Emerging trends and changes in labor laws
- Ethical considerations in labor management
- Case studies of legal challenges in HR management

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Legal compliance project

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Legal compliance project - 50%

#### **Further Readings:**

- DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). Fundamentals of Human Resource Management.
- Twomey, D. P., & Jennings, M. M. (2015). Employment Law and Human Resource Practice.
- Befort, S. F., & Budd, J. W. (2009). Invisible Hands, Invisible Objectives: Bringing Workplace Law and Public Policy into Focus.

## Human Resource Management (Semester VI)



**Course Name : Conflict Management**

**Credits: 4**

### Course Objectives:

The Conflict Management course in the Human Resource Management specialization aims to provide students with the knowledge and skills to effectively identify, analyze, and manage conflicts within the organizational context.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of conflict management and its significance in HR management
CO 2	Analyze the sources and types of conflicts in the workplace
CO 3	Develop strategies for preventing and mitigating conflicts
CO 4	Apply effective communication and negotiation techniques in conflict resolution
CO 5	Understand the role of leadership in conflict management
CO 6	Demonstrate proficiency in mediation and alternative dispute resolution
CO 7	Analyze the impact of cultural diversity on conflict
CO 8	Understand ethical considerations in conflict resolution
CO 9	Apply data-driven decision-making in conflict management
CO 10	Stay updated on emerging trends and innovations in conflict management

### Course Content:

#### Unit-A: Fundamentals of Conflict Management

- Definition and scope of conflict management
- The psychology of conflict
- Role of conflict in organizational dynamics
- The impact of organizational culture on conflict

#### Unit-B: Sources and Types of Conflicts

- Identification of conflict sources
- Types of conflicts in the workplace

- Intrapersonal and interpersonal conflicts
- Group and organizational conflicts

#### **Unit-C: Conflict Prevention and Resolution Strategies**

- Strategies for preventing conflicts
- Collaborative problem-solving techniques
- Negotiation and communication in conflict resolution
- Leadership's role in conflict prevention and resolution

#### **Unit-D: Cultural Diversity and Ethical Considerations in Conflict Management**

- Managing conflicts in culturally diverse teams
- Cross-cultural communication in conflict resolution
- Ethical considerations in conflict management
- Case studies of ethical challenges in conflict resolution

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Role-play exercises
- Assignments
- Conflict resolution project

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Conflict resolution project - 50%

#### **Further Readings:**

- Folger, J. P., Poole, M. S., & Stutman, R. K. (2017). Working Through Conflict: Strategies for Relationships, Groups, and Organizations.
- Rahim, M. A. (2011). Managing Conflict in Organizations.
- Kilmann, R. H., Thomas, K. W., & Kilmann, C. (2016). Thomas-Kilmann Conflict Mode Instrument (TKI).
- De Bono, E. (2014). Six Thinking Hats.

**Course Objectives:**

The Conflict Management course in the Human Resource Management specialization aims to provide students with the knowledge and skills to effectively identify, analyze, and manage conflicts within the organizational context.

**Course Outcome:**

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of conflict management and its significance in HR management
CO 2	Analyze the sources and types of conflicts in the workplace
CO 3	Develop strategies for preventing and mitigating conflicts
CO 4	Apply effective communication and negotiation techniques in conflict resolution
CO 5	Understand the role of leadership in conflict management
CO 6	Demonstrate proficiency in mediation and alternative dispute resolution
CO 7	Analyze the impact of cultural diversity on conflict
CO 8	Understand ethical considerations in conflict resolution
CO 9	Apply data-driven decision-making in conflict management
CO 10	Stay updated on emerging trends and innovations in conflict management

**Course Content:****Unit-A: Fundamentals of Conflict Management**

- Definition and scope of conflict management
- The psychology of conflict
- Role of conflict in organizational dynamics
- The impact of organizational culture on conflict

**Unit-B: Sources and Types of Conflicts**

- Identification of conflict sources
- Types of conflicts in the workplace
- Intrapersonal and interpersonal conflicts
- Group and organizational conflicts



**Unit-C: Conflict Prevention and Resolution Strategies**

- Strategies for preventing conflicts
- Collaborative problem-solving techniques
- Negotiation and communication in conflict resolution
- Leadership's role in conflict prevention and resolution

**Unit-D: Cultural Diversity and Ethical Considerations in Conflict Management**

- Managing conflicts in culturally diverse teams
- Cross-cultural communication in conflict resolution
- Ethical considerations in conflict management
- Case studies of ethical challenges in conflict resolution

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Role-play exercises
- Assignments
- Conflict resolution project

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Conflict resolution project - 50%

**Further Readings:**

- Folger, J. P., Poole, M. S., & Stutman, R. K. (2017). Working Through Conflict: Strategies for Relationships, Groups, and Organizations.
- Rahim, M. A. (2011). Managing Conflict in Organizations.
- Kilmann, R. H., Thomas, K. W., & Kilmann, C. (2016). Thomas-Kilmann Conflict Mode Instrument (TKI).
- De Bono, E. (2014). Six Thinking Hats.

**Course Objectives:**

The Global HR course in the Human Resource Management specialization aims to provide students with the knowledge and skills to manage human resources in a global context, considering the challenges and opportunities associated with diverse cultural and legal environments.

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcomes</b>
CO 1	Understand the fundamentals of global HR management and its significance
CO 2	Analyze the impact of cultural diversity on HR practices
CO 3	Develop strategies for managing global talent
CO 4	Apply effective global performance management practices
CO 5	Understand the legal and ethical considerations in global HR
CO 6	Demonstrate proficiency in international recruitment and selection
CO 7	Analyze the role of technology in global HR
CO 8	Develop and implement global HR policies
CO 9	Apply data-driven decision-making in global HR
CO 10	Stay updated on emerging trends and innovations in global HR

**Course Content:****Unit-A: Fundamentals of Global HR Management**

- Definition and scope of global HR management
- Key differences between domestic and international HR
- The strategic role of global HR in organizations
- Legal and ethical considerations in global HR

**Unit-B: Cultural Diversity and Talent Management**

- Impact of cultural diversity on HR practices
- Strategies for managing a diverse global workforce
- Global talent acquisition and retention
- Cross-cultural communication in HR

**Unit-C: Global Performance Management and Recruitment**

- Designing and implementing global performance management systems

- International recruitment and selection processes
- Onboarding and integration of global employees
- Expatriate management and repatriation

#### **Unit-D: Technology in Global HR and Policy Development**

- Role of technology in global HR (HRIS, virtual teams)
- Developing global HR policies and procedures
- Managing employee relations in a global context
- Case studies of successful global HR initiatives

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Group discussions and presentations
- Assignments
- Global HR policy development project

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Global HR policy development project - 50%

#### **Further Readings:**

- Dowling, P. J., Festing, M., & Engle, A. D. (2017). International Human Resource Management.
- Stahl, G. K., Björkman, I., & Morris, S. (2012). Handbook of Research in International Human Resource Management.
- Scullion, H., & Collings, D. G. (Eds.). (2011). Global Talent Management.
- Sparrow, P., Brewster, C., & Harris, H. (Eds.). (2004). Globalizing Human Resource Management.

## Digital Marketing (Semester V)



**Course Name : Digital Marketing Strategy**

**Credits: 4**

### Course Objectives:

The Digital Marketing Strategy course in the Digital Marketing specialization aims to provide students with advanced knowledge and skills to develop and implement effective digital marketing strategies that align with organizational goals.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of digital marketing strategy and its significance
CO 2	Analyze the digital marketing landscape and emerging trends
CO 3	Develop and implement comprehensive digital marketing plans
CO 4	Apply data-driven decision-making in digital marketing strategy
CO 5	Evaluate the performance of digital marketing strategies
CO 6	Demonstrate proficiency in social media strategy
CO 7	Analyze the role of content marketing in digital strategy
CO 8	Develop effective search engine optimization (SEO) strategies
CO 9	Understand the legal and ethical considerations in digital marketing
CO 10	Stay updated on emerging trends and innovations in digital marketing

### Course Content:

#### Unit-A: Fundamentals of Digital Marketing Strategy

- Definition and scope of digital marketing strategy
- Key components of a digital marketing strategy
- The strategic role of digital marketing in organizations
- Legal and ethical considerations in digital marketing strategy

#### Unit-B: Digital Marketing Landscape and Emerging Trends

- Analysis of the digital marketing landscape
- Emerging trends in digital marketing
- Case studies of successful digital marketing strategies

- International perspectives on digital marketing

#### **Unit-C: Developing and Implementing Digital Marketing Plans**

- Steps in developing a digital marketing plan
- Aligning digital marketing with organizational goals
- Budgeting and resource allocation for digital marketing
- Metrics and key performance indicators in digital marketing

#### **Unit-D: Social Media Strategy and SEO**

- Developing effective social media strategies
- Social media advertising and influencer marketing
- Search engine optimization (SEO) techniques
- Integrating social media and SEO in digital strategies

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Group discussions and presentations
- Assignments
- Digital marketing plan development project

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Digital marketing plan development project - 50%

#### **Further Readings:**

- Smith, A. N., & Zook, M. (2018). Marketing the City: The Role of Flagship Developments in Urban Regeneration.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation, and Practice.
- Ryan, D., & Jones, C. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.
- Dave Chaffey, PR Smith. (2017). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing.

## Digital Marketing (Semester VI)



**Course Name : Web Design & Analytics**

**Credits: 4**

### Course Objectives:

The Web Design & Analytics course in the Digital Marketing specialization aims to equip students with the knowledge and skills required to create effective and user-friendly websites, and to analyze website performance using analytics tools.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of web design and analytics
CO 2	Develop user-friendly and visually appealing websites
CO 3	Implement web design best practices for digital marketing
CO 4	Analyze website performance using analytics tools
CO 5	Optimize websites for search engines
CO 6	Understand the role of mobile responsiveness in web design
CO 7	Apply data-driven decision-making in web design
CO 8	Demonstrate proficiency in usability testing
CO 9	Understand ethical considerations in web design and analytics
CO 10	Stay updated on emerging trends and innovations in web design

### Course Content:

#### Unit-A: Fundamentals of Web Design

- Definition and scope of web design
- Key components of a user-friendly website
- Web design best practices for digital marketing
- Legal and ethical considerations in web design

#### Unit-B: Visual Design and Usability

- Principles of visual design for the web
- User experience (UX) and usability testing
- Accessibility considerations in web design

- Case studies of successful website designs

#### **Unit-C: Web Analytics and SEO**

- Introduction to web analytics
- Key metrics and key performance indicators (KPIs)
- Implementing Google Analytics and other analytics tools
- Search engine optimization (SEO) techniques for websites

#### **Unit-D: Mobile Responsiveness and Emerging Trends**

- Importance of mobile responsiveness in web design
- Designing websites for mobile devices
- Emerging trends in web design and development
- Case studies of innovative web design practices

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Hands-on web design exercises
- Case studies and real-world scenarios
- Assignments
- Web design project with analytics integration

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Web design project - 50%

#### **Further Readings:**

- McFarland, D., & McFarland, J. (2018). JavaScript & jQuery: The Missing Manual.
- Krug, S. (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability.
- McFarland, D. (2011). HTML and CSS: Visual QuickStart Guide.
- Beasley, K. (2018). Starting an Online Business All-in-One For Dummies.

**Course Objectives:**

The Search Engine Optimization (SEO) course in the Digital Marketing specialization aims to provide students with advanced knowledge and skills in optimizing websites for search engines, enhancing online visibility, and driving organic traffic.

**Course Outcome:**

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Search Engine Optimization (SEO)
CO 2	Analyze the role of SEO in digital marketing strategies
CO 3	Implement on-page and off-page SEO techniques
CO 4	Optimize website content for search engines
CO 5	Analyze SEO metrics and key performance indicators
CO 6	Understand ethical considerations in SEO practices
CO 7	Stay updated on emerging trends and innovations in SEO
CO 8	Demonstrate proficiency in SEO audits and analysis
CO 9	Apply data-driven decision-making in SEO strategies
CO 10	Develop and implement effective local SEO strategies

**Course Content:**

**Unit-A: Fundamentals of Search Engine Optimization (SEO)**

- Definition and scope of SEO
- Importance of SEO in digital marketing
- Key components of an SEO strategy
- Legal and ethical considerations in SEO

**Unit-B: On-Page and Off-Page SEO Techniques**

- On-page optimization techniques (meta tags, keyword optimization)
- Off-page optimization strategies (link building, social signals)
- Local SEO and its significance
- International perspectives on SEO



**Unit-C: Content Optimization and SEO Metrics**

- Creating SEO-friendly content
- Keyword research and content optimization
- SEO metrics and key performance indicators (KPIs)
- Implementing Google Search Console and other SEO tools

**Unit-D: Emerging Trends and Ethical Considerations in SEO**

- Emerging trends in SEO (voice search, mobile-first indexing)
- Ethical considerations in SEO practices
- Case studies of successful SEO strategies
- Practical SEO audit and analysis exercises

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Hands-on SEO exercises
- Case studies and real-world scenarios
- Assignments
- SEO strategy development project

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- SEO strategy development project - 50%

**Further Readings:**

- Enge, E., Spencer, S., & Stricchiola, J. (2015). The Art of SEO: Mastering Search Engine Optimization.
- Fishkin, R., & Moz Team. (2015). The Art of SEO: Mastering Search Engine Optimization.
- Sullivan, D., & Mill, A. (2012). Search Engine Optimization: An Hour a Day.
- King, M. (2014). SEO: Search Engine Optimization Bible.

**Course Objectives:**

The Social Media Marketing course in the Digital Marketing specialization aims to equip students with the knowledge and skills to effectively leverage social media platforms for marketing, engagement, and brand building.

**Course Outcome:**

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Social Media Marketing (SMM)
CO 2	Analyze the role of social media in digital marketing strategies
CO 3	Develop and implement comprehensive social media marketing plans
CO 4	Apply data-driven decision-making in social media marketing
CO 5	Optimize social media content for engagement
CO 6	Demonstrate proficiency in social media advertising
CO 7	Understand the legal and ethical considerations in social media marketing
CO 8	Stay updated on emerging trends and innovations in social media
CO 9	Analyze social media metrics and key performance indicators
CO 10	Develop and implement effective influencer marketing strategies

**Course Content:**

**Unit-A: Fundamentals of Social Media Marketing (SMM)**

- Definition and scope of Social Media Marketing
- Key components of a social media marketing strategy
- The strategic role of social media in organizations
- Legal and ethical considerations in social media marketing

**Unit-B: Social Media Marketing Plans and Engagement Strategies**

- Developing effective social media marketing plans
- Content creation and curation for social media
- Community building and engagement strategies
- Case studies of successful social media campaigns

**Unit-C: Social Media Advertising and Influencer Marketing**

- Social media advertising strategies (Facebook Ads, Instagram Ads)
- Influencer marketing and collaborations
- Budgeting and resource allocation for social media advertising
- Metrics and key performance indicators (KPIs) in social media marketing

**Unit-D: Metrics Analysis and Emerging Trends**

- Analyzing social media metrics (engagement rate, reach, conversions)
- Emerging trends in social media marketing
- Integrating social media with other digital marketing channels
- Case studies of innovative social media marketing practices

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Group discussions and presentations
- Assignments
- Social media marketing campaign project

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Social media marketing campaign project - 50%

**Further Readings:**

- Smith, A. N., & Zook, M. (2018). Marketing the City: The Role of Flagship Developments in Urban Regeneration.
- Barker, M., & Barker, D. I. (2016). Social Media Marketing: A Strategic Approach.
- Scott, D. M. (2019). The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly.
- Solis, B. (2019). Lifescale: How to Live a More Creative, Productive, and Happy Life.

## Computer Science (Semester V)



**Course Name : Foundations of Data Science**

**Credits: 4**

### Course Objectives:

The Foundations of Data Science course in the Computer Science specialization aims to provide students with a solid understanding of the key principles, techniques, and tools in data science.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of data science and its applications
CO 2	Analyze and preprocess raw data for further analysis
CO 3	Apply statistical and machine learning techniques for data analysis
CO 4	Demonstrate proficiency in data visualization
CO 5	Understand ethical considerations in data science
CO 6	Apply data-driven decision-making in various domains
CO 7	Develop and implement basic data science projects
CO 8	Stay updated on emerging trends and innovations in data science
CO 9	Analyze and interpret results from data science experiments
CO 10	Communicate findings effectively through data storytelling

### Course Content:

#### Unit-A: Fundamentals of Data Science

- Definition and scope of data science
- Key components of a data science project
- The role of data science in problem-solving
- Legal and ethical considerations in data science

#### Unit-B: Data Preprocessing and Cleaning

- Importing and cleaning raw data
- Exploratory Data Analysis (EDA)
- Data preprocessing techniques
- Handling missing data and outliers

**Unit-C: Statistical and Machine Learning Techniques**

- Descriptive and inferential statistics
- Supervised and unsupervised learning algorithms
- Model evaluation and validation
- Introduction to deep learning

**Unit-D: Data Visualization and Ethical Considerations**

- Principles of data visualization
- Tools and libraries for data visualization (e.g., Matplotlib, Seaborn)
- Designing effective data visualizations
- Ethical considerations in data science projects

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Hands-on data science exercises
- Case studies and real-world scenarios
- Assignments
- Data science project

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Data science project - 50%

**Further Readings:**

- Golemund, H., & Wickham, H. (2017). R for Data Science.
- McKinney, W. (2018). Python for Data Analysis.
- James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). An Introduction to Statistical Learning.
- VanderPlas, J. (2016). Python Data Science Handbook

## Computer Science (Semester VI)



**Course Name : Database Management System**

**Credits: 4**

### Course Objectives:

The Database Management System course in the Computer Science specialization aims to provide students with a comprehensive understanding of database concepts, design, and management.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of Database Management Systems (DBMS)
CO 2	Design and implement relational databases
CO 3	Apply SQL for data retrieval and manipulation
CO 4	Demonstrate proficiency in database normalization
CO 5	Understand transaction management and concurrency control
CO 6	Design and implement security measures in databases
CO 7	Optimize database performance
CO 8	Stay updated on emerging trends and innovations in database management
CO 9	Analyze and interpret results from database queries
CO 10	Design and implement basic database projects

### Course Content:

#### Unit-A: Fundamentals of Database Management Systems (DBMS)

- Definition and scope of DBMS
- Components and architecture of DBMS
- Types of databases (relational, NoSQL, etc.)
- Legal and ethical considerations in database management

#### Unit-B: Database Design and Normalization

- Entity-Relationship (ER) modeling
- Database design principles
- Normalization and denormalization techniques
- Case studies of database design

**Unit-C: SQL and Data Retrieval**

- Structured Query Language (SQL) fundamentals
- Advanced SQL queries and joins
- Data manipulation using SQL
- Optimization of SQL queries

**Unit-D: Transaction Management, Security, and Performance Optimization**

- Transaction management and concurrency control
- Database security measures (authentication, authorization)
- Database performance optimization techniques
- Emerging trends in database management

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Hands-on database exercises
- Case studies and real-world scenarios
- Assignments
- Database project

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Database project - 50%

**Further Readings:**

- Elmasri, R., & Navathe, S. B. (2015). Fundamentals of Database Systems.
- Garcia-Molina, H., Ullman, J. D., & Widom, J. (2008). Database Systems: The Complete Book.
- Date, C. J. (2003). An Introduction to Database Systems.
- Silberschatz, A., Korth, H. F., & Sudarshan, S. (2019). Database System Concepts.

**Course Name : System Software Project Management****Credits: 4****Course Objectives:**

The Software Project Management course in the Computer Science specialization aims to equip students with the knowledge and skills necessary to effectively plan, execute, and manage software development projects.

**Course Outcome:**

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of software project management
CO 2	Apply project management methodologies for software development
CO 3	Develop and implement project plans
CO 4	Demonstrate proficiency in project scheduling and resource allocation
CO 5	Understand risk management in software projects
CO 6	Apply quality assurance measures in software development
CO 7	Optimize project communication and collaboration
CO 8	Stay updated on emerging trends and innovations in software project management
CO 9	Analyze and interpret project performance metrics
CO 10	Manage software development projects ethically and efficiently

**Course Content:****Unit-A: Fundamentals of Software Project Management**

- Definition and scope of software project management
- Key components of software projects
- The role of project management in software development
- Legal and ethical considerations in project management

**Unit-B: Project Planning and Scheduling**

- Project planning techniques
- Work breakdown structure (WBS)
- Gantt charts and project scheduling
- Resource allocation and management

**Unit-C: Risk Management and Quality Assurance**



- Identifying and analyzing project risks
- Risk mitigation strategies
- Quality assurance in software development
- Testing and debugging practices

#### **Unit-D: Communication and Collaboration in Project Management**

- Effective project communication
- Collaboration tools for project teams
- Agile project management methodologies
- Case studies of successful software project management

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Group discussions and presentations
- Assignments
- Software project management plan development project

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Project plan development project - 50%

#### **Further Readings:**

- Schwalbe, K. (2018). Information Technology Project Management.
- Pressman, R. S. (2014). Software Engineering: A Practitioner's Approach.
- Boehm, B. W. (1988). A Spiral Model of Software Development and Enhancement.
- Sommerville, I. (2011). Software Engineering.

**Course Objectives:**

The Data Communication & Computer Networks course in the Computer Science specialization aims to provide students with a comprehensive understanding of the principles, protocols, and technologies used in data communication and computer networks.

**Course Outcome:**

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of data communication
CO 2	Analyze the principles and protocols of computer networks
CO 3	Design and implement computer network architectures
CO 4	Demonstrate proficiency in network security
CO 5	Understand the role of the Internet and its components
CO 6	Apply data communication and network concepts in real-world scenarios
CO 7	Optimize network performance and troubleshoot issues
CO 8	Stay updated on emerging trends and innovations in computer networks
CO 9	Analyze and interpret network performance metrics
CO 10	Apply ethical considerations in the design and management of computer networks

**Course Content:****Unit-A: Fundamentals of Data Communication**

- Definition and scope of data communication
- Communication models and types
- Signal encoding and modulation
- Legal and ethical considerations in data communication

**Unit-B: Principles and Protocols of Computer Networks**

- Introduction to computer networks
- Network topologies and architectures
- OSI and TCP/IP models
- Routing and switching

**Unit-C: Network Security**

- Overview of network security

- Cryptography and encryption
- Firewalls and intrusion detection systems
- Security protocols (SSL, TLS)

#### **Unit-D: Internet and Emerging Trends**

- The role of the Internet in data communication
- Internet protocols (HTTP, FTP, DNS)
- Emerging trends in computer networks (IoT, 5G)
- Case studies of successful network implementations

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Hands-on networking exercises
- Case studies and real-world scenarios
- Assignments
- Computer network design and implementation project

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Network design and implementation project - 50%

#### **Further Readings:**

- Forouzan, B. A. (2012). Data Communications and Networking.
- Kurose, J. F., & Ross, K. W. (2017). Computer Networking: A Top-Down Approach.
- Tanenbaum, A. S., & Wetherall, D. J. (2018). Computer Networks.
- Stallings, W. (2013). Data and Computer Communications.

## Marketing Management (Semester V)



**Course Name : Digital Marketing**

**Credits: 4**

### Course Objectives:

The Digital Marketing course in the Marketing Management specialization aims to equip students with a comprehensive understanding of digital marketing strategies, tools, and techniques. The course will cover topics such as online advertising, social media marketing, content marketing, and analytics.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of digital marketing and its role in marketing strategies
CO 2	Apply various online advertising techniques
CO 3	Develop and implement effective social media marketing campaigns
CO 4	Utilize content marketing strategies for brand promotion
CO 5	Analyze digital marketing performance through analytics
CO 6	Understand the legal and ethical considerations in digital marketing
CO 7	Develop and implement an integrated digital marketing plan
CO 8	Demonstrate proficiency in search engine optimization (SEO)
CO 9	Apply email marketing and automation strategies
CO 10	Stay updated on emerging trends and innovations in digital marketing

### Course Content:

#### Unit-A: Fundamentals of Digital Marketing

- Definition and scope of digital marketing
- Evolution of digital marketing
- Digital marketing vs traditional marketing
- Role of digital marketing in the marketing mix

#### Unit-B: Online Advertising and Social Media Marketing

- Online advertising techniques (PPC, display advertising)
- Social media marketing strategies
- Influencer marketing and brand advocacy

- Viral marketing campaigns

#### **Unit-C: Content Marketing and SEO**

- Content marketing principles
- Content creation and distribution strategies
- Search engine optimization (SEO) techniques
- Local SEO and voice search optimization

#### **Unit-D: Analytics and Integrated Digital Marketing Plan**

- Digital marketing analytics tools and metrics
- Data-driven decision-making in digital marketing
- Legal and ethical considerations in digital marketing
- Developing and implementing an integrated digital marketing plan

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a digital marketing campaign

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

#### **Further Readings:**

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation, and Practice.
- Smith, A. N., & Zook, M. (2018). Marketing the City: The Role of Flagship Developments in Urban Regeneration.
- Kingsnorth, S. (2015). Digital Marketing Strategy: An Integrated Approach to Online Marketing.
- Ryan, D., & Jones, C. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.

## Marketing Management (Semester VI)



**Course Name : Retail Marketing**

**Credits: 4**

### Course Objectives:

The Retail Marketing course in the Marketing Management specialization aims to provide students with a comprehensive understanding of retail strategies, consumer behavior in the retail environment, store management, and e-commerce in the retail sector.

### Course Outcome:

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

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of retail marketing and its role in marketing strategies
CO 2	Analyze consumer behavior in the retail environment
CO 3	Develop and implement effective retail strategies
CO 4	Apply merchandising and store management techniques
CO 5	Evaluate the role of technology and e-commerce in retail
CO 6	Understand the legal and ethical considerations in retail marketing
CO 7	Develop and implement an integrated retail marketing plan
CO 8	Demonstrate proficiency in retail branding and positioning
CO 9	Apply data-driven decision-making in retail marketing
CO 10	Stay updated on emerging trends and innovations in retail marketing

### Course Content:

#### Unit-A: Fundamentals of Retail Marketing

- Definition and scope of retail marketing
- Evolution of retail marketing
- Retail marketing vs traditional marketing
- Role of retail marketing in the marketing mix

#### Unit-B: Consumer Behavior in Retail

- Understanding consumer motivations in retail
- In-store and online consumer behavior
- Impulse buying and decision-making processes

- Customer loyalty and relationship building

#### **Unit-C: Retail Strategies and Store Management**

- Retail format and strategy selection
- Merchandising techniques and product placement
- Store layout and design principles
- Inventory management and supply chain in retail

#### **Unit-D: E-commerce in Retail and Retail Marketing Plan**

- E-commerce trends and technologies in retail
- Integration of online and offline retail strategies
- Legal and ethical considerations in e-commerce
- Developing and implementing an integrated retail marketing plan

#### **Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a retail marketing campaign

#### **Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

#### **Further Readings:**

- Levy, M., Weitz, B. A., & Grewal, D. (2019). Retailing Management.
- Berman, B., & Evans, J. R. (2012). Retail Management: A Strategic Approach.
- Diamond, M. A., Pintel, G., & Thompson, B. (2018). Retail Marketing Management: Principles and Practice.
- Neslin, S. A., & Shankar, V. (2009). Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions.

**Course Objectives:**

The Supply Chain Management course in the Marketing Management specialization aims to provide students with a comprehensive understanding of supply chain strategies, logistics, demand forecasting, and sustainable supply chain practices.

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcomes</b>
CO 1	Understand the fundamentals of supply chain management and its role in marketing strategies
CO 2	Analyze demand forecasting and planning strategies
CO 3	Develop and implement effective logistics and distribution management
CO 4	Apply sustainable and ethical practices in supply chain management
CO 5	Evaluate the role of technology and data in supply chain optimization
CO 6	Understand global supply chain challenges and opportunities
CO 7	Develop and implement an integrated supply chain management plan
CO 8	Demonstrate proficiency in inventory management
CO 9	Apply data-driven decision-making in supply chain operations
CO 10	Stay updated on emerging trends and innovations in supply chain management

**Course Content:****Unit-A: Fundamentals of Supply Chain Management**

- Definition and scope of supply chain management
- Key components of the supply chain
- Supply chain integration and collaboration
- Role of supply chain management in the marketing mix

**Unit-B: Demand Forecasting and Planning**

- Demand forecasting techniques
- Inventory planning and optimization
- Sales and operations planning (S&OP)
- Supplier relationship management



**Unit-C: Logistics and Distribution Management**

- Transportation and distribution strategies
- Warehouse management and optimization
- Last-mile delivery and reverse logistics
- Technology applications in logistics

**Unit-D: Sustainable Supply Chain Practices and Global Challenges**

- Sustainable supply chain practices
- Ethical considerations in supply chain management
- Global supply chain challenges and opportunities
- Risk management in the supply chain

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on a supply chain optimization plan

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

**Further Readings:**

- Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2014). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.
- Bowersox, D. J., Closs, D. J., Cooper, M. B., & Bowersox, J. C. (2013). Supply Chain Logistics Management.
- Seuring, S., & Müller, M. (2008). From a Literature Review to a Conceptual Framework for Sustainable Supply Chain Management. Journal of Cleaner Production.

**Course Objectives:**

The Customer Relationship Management (CRM) course in the Marketing Management specialization aims to provide students with a comprehensive understanding of customer-centric strategies, CRM technologies, customer segmentation, and personalized marketing.

**Course Outcome:**

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

<b>Sr. No.</b>	<b>Course Outcomes</b>
CO 1	Understand the fundamentals of Customer Relationship Management and its role in marketing strategies
CO 2	Analyze customer segmentation and profiling
CO 3	Develop and implement effective CRM strategies
CO 4	Apply CRM technologies and data analytics for customer insights
CO 5	Evaluate the role of personalization in marketing
CO 6	Understand ethical considerations in CRM
CO 7	Develop and implement an integrated CRM plan
CO 8	Demonstrate proficiency in customer journey mapping
CO 9	Apply data-driven decision-making in CRM
CO 10	Stay updated on emerging trends and innovations in CRM

**Course Content:**

**Unit-A: Fundamentals of Customer Relationship Management**

- Definition and scope of Customer Relationship Management
- Importance of customer-centric strategies
- CRM in the marketing mix
- Key components of a CRM framework

**Unit-B: Customer Segmentation and Profiling**

- Techniques for customer segmentation
- Developing customer profiles and personas
- Targeting and positioning in CRM
- Predictive modeling and analytics

**Unit-C: CRM Strategies and Technologies**

- Designing and implementing effective CRM strategies
- CRM technologies and tools
- Integration of CRM with other marketing functions
- Customer loyalty programs

**Unit-D: Personalization in Marketing and Ethical Considerations**

- Role of personalization in marketing
- Personalized marketing strategies
- Ethical considerations in CRM practices
- Privacy and data protection in CRM

**Teaching / Assessment Methodology:**

- Synchronous lectures
- Case studies and real-world scenarios
- Assignments
- Midterm exams
- Group project on an integrated CRM plan

**Grading:**

- Midterm exams - 30%
- Assignments - 20%
- Group project - 50%

**Further Readings:**

- Payne, A., & Frow, P. (2013). Strategic Customer Management: Integrating Relationship Marketing and CRM.
- Buttle, F. (2012). Customer Relationship Management: Concepts and Technologies.
- Greenberg, P. (2014). CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers.
- Rigby, D. K., Reichheld, F. F., & Scheffer, P. (2002). Avoid the Four Perils of CRM. Harvard Business Review.