



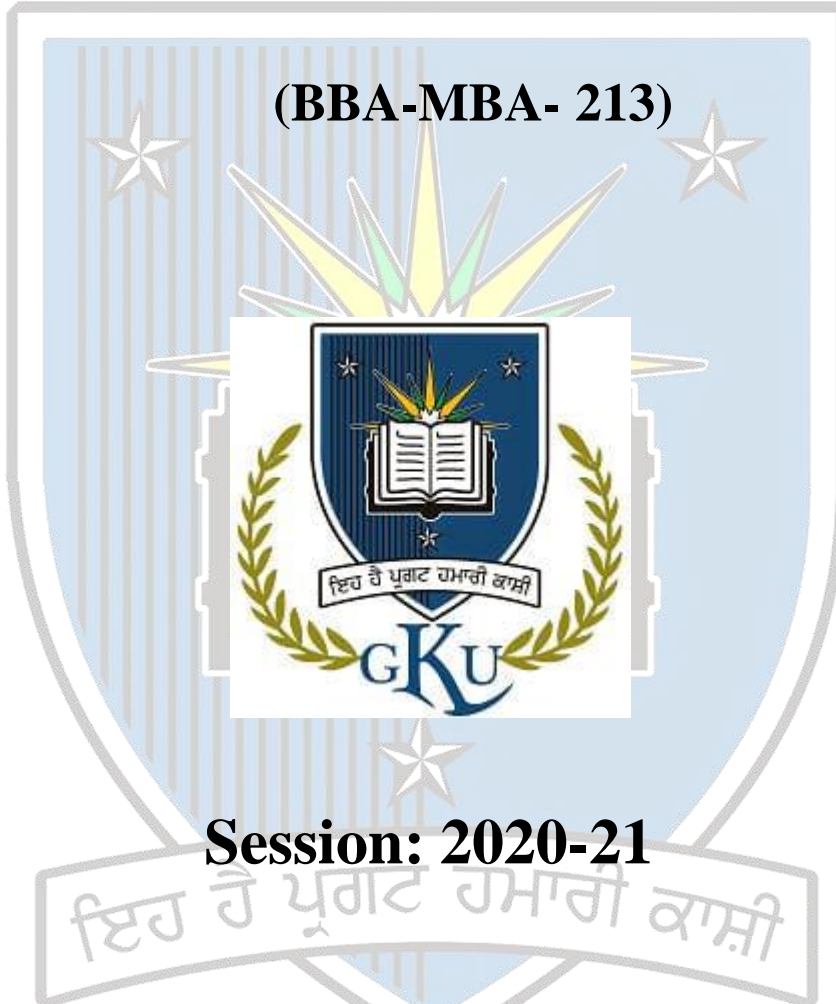
**GURU KASHI
UNIVERSITY**

PUNJAB - INDIA

Program Syllabus Booklet

BBA-MBA (INTEGRATED)

(BBA-MBA- 213)



Session: 2020-21

University College of Commerce and Management

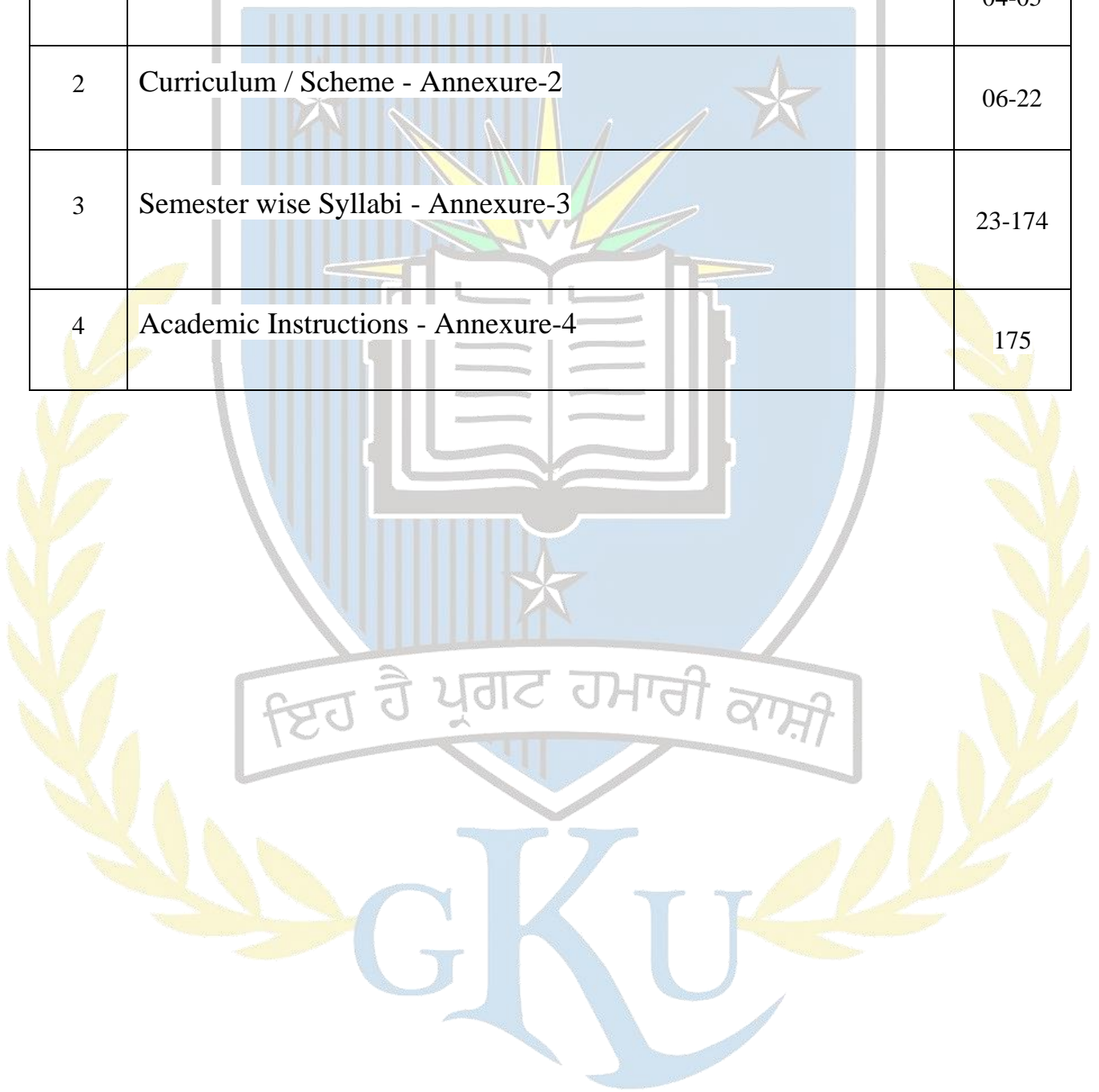
Guru Kashi University

Talwandi Sabo



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Program Name: BBA MBA (INTEGRATED)

Program Code: 213

The Program Outcomes (POs) for the Integrated Program of Business Administration (BBA MBA Integrated) are as follows:

PO	Statement
PO1	Conceptual Knowledge: - To acquire knowledge and skills in the field of management, accounting, marketing and human relations.
PO2	Problem Analysis: - Analyse complex business problems to make intellectual and creative decisions to solve research problems.
PO3	Solution Oriented Management: - Conceptualize solution for managerial problems after considering environmental factors at the national and international level.
PO4	Conduct Investigation of complex problems: - To Acquire updated knowledge of research methods, techniques and the process and to develop skills in the application of research methods for business problem solving.
PO5	Modern Tool Application: - To use the techniques, skills and modern management tools that are necessary for management practices.
PO6	The Management and Society: - Acquire managerial capabilities to assess the professional managerial practice.
PO7	Environment and Sustainability: - Understand management in multidisciplinary environment after considering the socio-economic and financial factors for sustainable development.
PO8	Ethics: - To build strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
PO9	Individual and Team Work: - Learn collaborative-multidisciplinary management practices for self-orientation, teamwork and decision-making.
PO10	Communication: - To communicate the activities with subordinates confidently and effectively.
PO11	Project Management and Finance: - Demonstrate the knowledge of managerial discipline to manage business projects and finance associated with it.
PO12	Life Long Learning: - Recognize the need to engage in life-long learning practices independently, with a high level of enthusiasm and commitment.



The Program Specific Outcomes (PSOs) for the Integrated Program of Business Administration (BBA MBA Integrated) are as follows:

PSO	Statement
PSO1	Equipped with quantitative and qualitative skills to design and create business opportunities in dynamic environment.
PSO2	Identify, evaluate, analyse, interpret and apply information to address problems and make decisions in a business context
PSO3	Conduct investigation of multidimensional business problems through research-based knowledge.





Semester: 1 st										
Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213101	Principles of Management	T	4	0	0	4	50	50	100
2	213102	Business Mathematics-I	T	4	0	0	4	50	50	100
3	213103	Business Accounting	T	3	1	0	4	50	50	100
4	213104	Micro Economics	T	4	0	0	4	50	50	100
5	213105	Business Communication	T	4	0	0	4	50	50	100
6	213106	Introduction to Computers I Lab	P	0	0	4	2	60	40	100
7	213107	Viva-Voce-I*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits							24			
* with respect to semester subjects										

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Semester: 2nd

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213201	Financial Management	T	3	1	0	4	50	50	100
2	213202	Macro Economics	T	4	0	0	4	50	50	100
3	213203	Organizational Behaviour	T	4	0	0	4	50	50	100
4	213204	Business Mathematics	T	3	1	0	4	50	50	100
5	213205	Professional Skills Development	T	3	1	0	4	50	50	100
6	213206	Introduction to Computers Lab – II	P	0	0	4	2	60	40	100
7	213207	Viva-Voce-II*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits							24			
* with respect to semester subjects										
Note: After completion of second semester , students will undergo 10 days workshop on Personality Development										

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Semester: 3rd

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213301	Cost and Management Accounting	T	3	1	0	4	50	50	100
2	213302	Business Statistics	T	3	1	0	4	50	50	100
3	213303	Human Resource Management	T	4	0	0	4	50	50	100
4	213304	Marketing Management	T	4	0	0	4	50	50	100
5	213305	Production & Operations Management	T	4	0	0	4	50	50	100
6	213306	Institutional Training (4 Weeks) **	P	N A	N A	N A	2	60	40	100
7	213307	Viva-Voce-III*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits							24			
* With respect to Semester Subjects										
** Institutional Training will be imparted in the Institute at the end of 2nd semester for 4-Weeks										

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Semester: 4th

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213401	Research Methodology	T	4	0	0	4	50	50	100
2	213402	Operations Research	T	3	1	0	4	50	50	100
3	213403	Business Laws – I	T	4	0	0	4	50	50	100
4	213404	Quality Management	T	4	0	0	4	50	50	100
5	213405	Foundations of International Business	T	4	0	0	4	50	50	100
6	213406	Management Information System	T	4	0	0	4	50	50	100
7	213407	Viva-Voce -IV*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits							26			
* with respect to semester subjects										
Note: Students will be given practical exposure on Industrial visit after completion of 4th semester										

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Semester: 5th

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213501	Business Environment	T	3	1	0	4	50	50	100
2	213502	Project Management	T	4	0	0	4	50	50	100
3	213503	Advertising and Sales Management	T	4	0	0	4	50	50	100
4	213504	Marketing Research	T	4	0	0	4	50	50	100
5	213505	Introduction to Database Management System	T	4	0	0	4	50	50	100
6	213507	Industrial Training (4 Weeks)	P	N A	N A	N A	2	60	40	100
7	213508	Viva-Voce -V*	P	N A	N A	N A	2	NA	100	100
8	213509	Introduction to Database Management System (Lab)	P	0	0	4	2	60	40	100
Total No. of Credits							26			
* With respect to Semester Subjects										

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Semester: 6 th										
Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213601	Company Accounts	T	3	1	0	4	50	50	100
2	213602	E-Commerce	T	4	0	0	4	50	50	100
3	213603	Services Marketing	T	4	0	0	4	50	50	100
4	213604	Business Laws – II	T	3	1	0	4	50	50	100
5	213605	Project	P	0	0	8	4	60	40	100
6	213606	Viva-Voce -VI*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits							22			
* With respect to Semester Subjects										
Note: 15 days' workshop on Research Methodology & Statistical tools, after completion of 6th semester.										

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Semester: 7th

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213701	Operations Research	T	4	0	0	4	50	50	100
2	213702	Corporate Governance & Business Ethics	T	3	1	0	4	50	50	100
3	213703	Minor Project	P	N A	N A	N A	2	100	NA	100
4		Major-I	T	3	1	0	4	50	50	100
5		Major-II	T	3	1	0	4	50	50	100
6		Minor-I	T	3	1	0	4	50	50	100
7	213704	Viva-Voce -VII*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits							24			
* With respect to Semester Subjects										





Semester: 8th

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213801	Strategic Management	T	4	0	0	4	50	50	100
2	213802	Entrepreneurship	T	4	0	0	4	50	50	100
3	213803	Major Project (Field Project)	P	N A	N A	N A	2	100	100	200
4		Major-III	T	4	0	0	4	50	50	100
5		Major-IV	T	4	0	0	4	50	50	100
6		Minor-II	T	4	0	0	4	50	50	100
7	213804	Viva-Voce -VIII*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits							24			
* With respect to Semester Subjects										





Specialization Course Structure (Elective Courses)

MARKETING										
Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213705	Consumer Behavior	T	4	0	0	4	50	50	100
2	213706	Marketing Research	T	3	1	0	4	50	50	100
3	213707	Product & Brand Management	T	4	0	0	4	50	50	100
4	213805	Marketing of Services	T	4	0	0	4	50	50	100
5	213806	Sales & Distribution Management	T	4	0	0	4	50	50	100
6	213807	Rural Marketing	T	4	0	0	4	50	50	100

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HUMAN RESOURCE MANAGEMENT										
Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213708	Social Security & Labour Welfare	T	4	0	0	4	50	50	100
2	213709	Organization Change &	T	4	0	0	4	50	50	100
3	213710	Compensation Management	T	4	0	0	4	50	50	100
4	213808	Training & Development	T	4	0	0	4	50	50	100
5	213809	Advanced Industrial Psychology	T	4	0	0	4	50	50	100
6	213810	Industrial Relation & Labour Legislations	T	4	0	0	4	50	50	100

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FINANCE

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213711	Security Analysis & Portfolio Management	T	4	0	0	4	50	50	100
2	213712	Management of Financial Institutions	T	4	0	0	4	50	50	100
3	213713	Taxation Laws & Planning	T	3	1	0	4	50	50	100
4	213811	Financial Services	T	3	1	0	4	50	50	100
5	213812	Working Capital Management	T	4	0	0	4	50	50	100
6	213813	Management Control System	T	4	0	0	4	50	50	100

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INFORMATION TECHNOLOGY

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	Hours Per Week			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213714	Programming in C/C++	T	3	1	0	4	50	50	100
2	213715	Database Management System	T	3	1	0	4	50	50	100
3	213716	Enterprise Resource Planning (ERP)	T	3	1	0	4	50	50	100
4	213814	E-Commerce & IT Enabled Services	T	3	1	0	4	50	50	100
5	213815	Data Warehousing and Data Mining	T	4	0	0	4	50	50	100
6	213816	Introduction to Computer Networks	T	4	0	0	4	50	50	100

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HOSPITAL ADMINISTRATION

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213717	Health System Management	T	4	0	0	4	50	50	100
2	213718	Hospital Services Marketing	T	4	0	0	4	50	50	100
3	213719	Medical Audit And Quality Management	T	4	0	0	4	50	50	100
4	213817	Hospital Waste Management	T	4	0	0	4	50	50	100
5	213818	Risk And Disaster Management	T	4	0	0	4	50	50	100
6	213819	Legal And Ethical Issues For Hospital	T	4	0	0	4	50	50	100

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ESTATE AND INFRASTRUCTURE MANAGEMENT

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	Hours Per Week			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213720	Environmental Issues in Real Estate	T	4	0	0	4	50	50	100
2	213721	Land Economics	T	4	0	0	4	50	50	100
3	213722	Infrastructure Valuation	T	4	0	0	4	50	50	100
4	213820	Introduction to Urban Planning	T	4	0	0	4	50	50	100
5	213821	Total Quality Management	T	4	0	0	4	50	50	100
6	213822	Legal Framework for Real Estate	T	4	0	0	4	50	50	100

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AGRICULTURE BUSINESS MANAGEMENT

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213723	Introduction to Agri-Business Management	T	4	0	0	4	50	50	100
2	213724	Advance Food Processing	T	4	0	0	4	50	50	100
3	213725	Commodity Trading	T	4	0	0	4	50	50	100
4	213823	Seed Production & Certification	T	4	0	0	4	50	50	100
5	213824	Supply Chain Management	T	4	0	0	4	50	50	100
6	213825	Plantation Management	T	4	0	0	4	50	50	100

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INTERNATIONAL BUSINESS

Sr. No.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	213726	International Business & Regional Blocks	T	4	0	0	4	50	50	100
2	213727	International Marketing	T	4	0	0	4	50	50	100
3	213728	Multinational Financial Management	T	4	0	0	4	50	50	100
4	213826	Export-Import Procedures, Documentation	T	4	0	0	4	50	50	100
5	213827	International Economic Organisation	T	4	0	0	4	50	50	100
6	213828	Global Human Resource Management	T	4	0	0	4	50	50	100

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Instructions for selection of elective subjects in various semesters:

Student opting for a specialization either as Major or as a Minor must study these subjects irrespective Semester:

To be opted in

Marketing

Consumer Behaviour	MBA 7th Semester
Marketing of Services	MBA 8th Semester

Human Resource Management

Social Security & Labour Welfare	MBA 7th Semester
Training & Development	MBA 8th Semester

Finance

Security Analysis & Portfolio Management	MBA 7th Semester
Financial Services	MBA 8th Semester

Information Technology

Database Management System	MBA 7th Semester
Data Warehousing and Data Mining	MBA 8th Semester

Hospital Administration

Health System Management	MBA 7th Semester
Hospital Waste Management	MBA 8th Semester

Estate and Infrastructure Management

Environmental Issues in Real Estate	MBA 7th Semester
Legal Framework for Real Estate	MBA 8th Semester

Agriculture Business Management

Introduction to Agri-Business Management	MBA 7th Semester
Seed Production & Certification	MBA 8th Semester

International Business

International Business & Regional Blocks	MBA 7th Semester
Export-Import Procedures, Documentation	MBA 8th Semester

** Student May be Awarded Graduation Degree (BBA) In case he wants to opt out from the Integrated Course only after completion of initial 3years of the course.*



Course Name: Principal of Management

Course Code: 213101

Semester- 1st

Total Credits – 4

L T P

4 0 0

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Evaluate the global context for taking managerial actions such as planning, organizing and controlling for effective results.
CO2	Assess global situation including opportunities and threats that impact management of an organization
CO3	Integrate management principles into management practices.
CO4	Assess managerial practices and choices related to ethical principles and standards.
CO5	Determine the most effective action to take in specific situations

Course Content

UNIT-I

Management and its various functions, Definition of management: nature and scope, organizational objectives, management by objective. Planning: nature, purpose and functions, types, steps in planning, Decision making and its process

UNIT-II

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: definition, Departmentation by function. Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination

UNIT-III

Decentralization vs. Centralization, Determinants of effective decentralization. Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, and Performance appraisal: need and process



UNIT- IV

Communication: importance, process, barriers. Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices. Social responsibility and business ethics

References

- Koontz, Harold & Weihrich, Heinz (2008). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M., 2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi
- Robbins, S. P., & DeCenzo, A. D. (2011). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2005). *Great Ideas in Management*. Orient Paperbacks, India

Websites links

- http://14.139.242.244/extra/library/library/_14022020061808 Principles of Management.pdf
- <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>.
- https://www.academia.edu/17630831/Principles_of_management_notes

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	3	3	2	3	1	2	2	1	3	1	2	2
CO2	1	3	2	3	1	1	2	3	3	3	-	1	2	3	3
CO3	3	3	2	1	-	3	1	2	2	3	3	3	3	2	2
CO4	2	2	-	3	3	2	2	1	3	2	2	3	2	3	3
CO5	1	3	1	2	3	3	1	3	-	2	1	1	-	3	2
Average	1.8	2.6	1.5	2.4	2.5	2.2	1.8	2	2.5	2.4	1.75	2.2	2	2.6	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Mathematics-1

Course Code: 213102

Semester: 1st

Credits: 04

L T P

4 0 0

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



CO	Statement
CO1	Acquire knowledge about Algebra linear and quadratic equation
CO2	Recognize use of simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts and taxes
CO3	Analyze mathematical skills required in mathematically intensive areas of economics and business
CO4	Explain the use of equations, formulae and mathematical expressions in various business contexts.

Course Content

UNIT-I

Set theory, Complex numbers and algebra of complex numbers, linear and quadratic equations. Permutations and combinations.

UNIT-II

Differential calculus (including maxima and minima; excluding trigonometric functions). – Real number system, function, graphical representation of function, first principle of differential calculus, derivation of simple algebraic function. Matrices & Determinants: definition of matrix, types of matrices, operation on matrices, transpose of matrices, symmetric and skew symmetric of matrix.

UNIT-III

Determinant- Minors, cofactors, Ad-joint of matrix, inverse of matrix, application of matrices in solving system of linear equation using Cramer's rule, matrix inversion, Gauss elimination method. Logarithms: Law of operation, compound interest and depreciation.

References

- Sancheti, D.C & Kapoor, V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Namboodiri, Krishan (1984). *Matrix Algebra: An Introduction (Quantitative Application)*. Sage Publishing Inc.
- Branson Richard (2011). *Schaun's outline of Theory and Problems of Matrix Operations*. McGraw Hill Education
- Don, Eugene & Lerne, Joel (2009). *Schaum's Outline of Basic Business Mathematics*. McGraw-Hill Education
- Clendenen, Gary, Salzman A. Stanley & Miller D. Charles (2011). *Business Mathematics*. Ed, Pearson Education.

Websites Links

- <https://www.geektonight.com/business-mathematics-notes/>



- <http://www.mysmu.edu/faculty/christophert/QF101/businessMaths.pdf>
- https://www.researchgate.net/publication/281838644_An_Introduction_to_Business_Mathematics

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	3	2	2	2	3	-	3	3	1	3	2	3	2
CO2	2	1	-	2	2	3	3	3	1	2	2	2	2	3	-
CO3	3	2	3	1	3	2	1	2	-	2	3	-	3	2	3
CO4	2	-	1	2	2	3	3	2	3	1	3	2	2	3	2
Average	2.25	2	2.3	1.75	2.25	2.5	2.5	2.3	2.3	2	2.25	2.3	2.25	2.75	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Accounting

Course Code: 213103

Semester: 1st

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Know about the concepts of financial accounting, cost accounting and management accounting
CO2	Inculcate financial accounting and managerial accounting skills including quantitative and qualitative knowledge of the business.
CO3	Make use of various tools of accounting for analyzing business situation and take decision
CO4	Demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and ethical framework
CO5	Apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

Course Content

UNIT-I

Basic Accounting Concepts: Background of Accounting, concepts – matching, Entity Concept, Cost Concept, Basis of Accounting – Objectives and necessity; Accounts – Types and classification; basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems, Accounting Standards.

UNIT-II



Journal and Ledger: Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts. Trial Balance: Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation; Rectification of errors. Depreciation Accounting: Needs and objectives; concept and application of Fixed and Reducing Installment method; Application of above methods with purchase and sale of assets with alteration (excluding retrospective methods).

UNIT-III

Final Accounts: Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems. Bank Reconciliation Statement: Bank transactions, Preparation of simple bank reconciliation statement.

References

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House
- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi
- Bragg, M. Steven (2006). *Accounting control best practices*. John Wiley & Sons Publishing
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2	1	2	2	3	1	2	1	-	3	1	3	2
CO2	2	2	1	3	2	2	2	2	3	2	2	2	3	2	2
CO3	3	-	2	3	3	3	-	1	2	3	3	1	3	1	2
CO4	3	3	1	1	3	2	1	2	3	3	2	2	3	2	1
CO5	2	3	2	3	2	2	2	-	2	2	3	2	-	-	2
Average	2.6	2.75	1.6	2.2	2.4	2.2	2	1.5	2.4	2.2	2.5	2	2.5	2	1.8



The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Micro Economics

Course Code: 213104

Semester: 1st

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Design competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and structure of the markets.
CO2	Get knowledge about the costs of production and its effect on short term and long run decisions
CO3	Differentiate market models of perfect competition, monopoly, monopolistic competition and oligopoly with respect to price determination.
CO4	Derive the equilibrium conditions for cost minimization and profit maximization and analyze the demand and supply conditions

Course Content

UNIT-I

Microeconomics: meaning nature and scope, limitations. Basic concepts of economics, Wants, Need, Demand, Utility, Satisfaction, Value, Price, Wealth, and Income. Theory of Demand, Determinants, Types, Laws of demand, Extension & contraction, Increase and decrease in demand, Elasticity's of Demand: Price, Income, Cross & their Measurement.

UNIT-II

Utility:- Cardinal Utility Approach, diminishing marginal utility, law of equi- marginal utility, ordinal utility approach, Indifference Curves, Marginal rate of Substitution, budget line and Consumer Equilibrium. The Concept of Production Function, Law of Variable proportion: total, average and marginal, Iso-quant Curves, Marginal Rate of Technical Substitution. Theory of Cost, Classification of Costs.

UNIT-III

Theory of firm and market organization: Perfect competition, Monopoly, Monopolistic competition; perfect competition: - assumptions, properties, price determination; monopoly: - features, sources, price determination; Monopolistic: -- assumptions, price under Monopolistic competition; Oligopoly.

References

- Jain, T R & Grover, M.L (2014). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (1979). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018) *Managerial Economics*. Sultan Chand & Sons, New Delhi



- Mote, Victor L, Paul, Samuel & Gupta, G (2017). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2008). *Managerial Economics*. VK Publications Jain T R: ManagerialEconomics.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	1	3	3	2	2	2	2	1	3	-	2	2
CO2	2	3	-	2	3	-	1	2	3	3	2	2	3	2	-
CO3	2	1	2	-	3	2	2	3	2	2	3	1	1	2	3
CO4	2	3	2	1	2	3	2	1	-	3	2	2	-	2	2
Average	2.25	2	2.3	1.3	2.75	2.6	1.75	2	2.3	2.5	2	2	2	2	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Communication – I

Course Code: 213105

Semester: 1st

Credits: 05

L T P
4 1 0

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

CO	Statement
CO1	Describe fundamentals of communication and use concepts in day-to-day world
CO2	Develop importance of communication skills in personal/professional life
CO3	Identify the appropriate written format and usage of informative business messages
CO4	Acquire Competence skills in oral, written and nonverbal communication.
CO5	Achieve the opportunities in the field of communication/ employment through good communication

Course Content

UNIT-I

Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication, Essentials of effective business communication, Correct word usage – Homonyms, Antonyms and Synonyms.



UNIT-II

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction, Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

UNIT-III

Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); job application, leave application, Press Reports, Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct

References

- Hewings, M. (2019). *Advanced English Grammar*. Cambridge University Press.
- Murphy, Herta A & Peck, Charles E (1976). *Effective Business communication*. 2nd Ed, Tata McGraw Hill, New Delhi.
- Pearce, C Glenn (1988). *Business Communication: Principles and Application*. 2nd Ed, John Wiley, New York.
- Treece, Maira (1987). *Successful Business Communication*. 3rd Ed, Allyn and Bacon, Boston.
- Guffey, M. E., & Loewy, D. (2012). *Essentials of business communication*. Cengage Learning.

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- https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf
- <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
- <https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	2	3	3	1	2	2	2	3	2	2	2	1
CO2	2	3	3	2	3	-	2	2	3	1	2	1	2	-	1
CO3	2	-	2	2	1	3	1	1	3	3	1	2	3	3	2
CO4	3	3	1	1	2	1	2	2	3	1	1	3	1	2	3
CO5	3	-	2	-	3	1	2	2	3	2	2	1	2	3	2
Average	2.6	2.33	2	1.75	2.4	2	1.6	1.8	2.8	1.8	1.8	1.8	2	2.5	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Computers– I Lab



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

CO	Statement
CO1	Develop skills regarding technology, fundamental hardware components and their role
CO2	Describe the difference between the usage of an operating system and an application program
CO3	Acquire knowledge about various computer networks, technologies behind networks and application protocols, e-mail and communication protocols
CO4	Identify the principal components of a given computer system.

Course Content

UNIT-I

Computer Fundamentals: Concept of Computer, Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices. DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

UNIT-II

Windows: Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files.

Introduction to MS-Office: MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document. Mail merge: creating main document and data source. Adding and removing fields from data source.

UNIT-III

Power Point (Presentation software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization



chart. Use of auto content wizard.

References

- Saxena, Sanjay (2010). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2000). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (1997). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (1991). *The Computer Book*. AddisonWesley.

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- <https://slideplayer.com/slide/5051028/>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	3	2	2	1	2	1	3	1	-	2	2
CO2	2	-	2	1	2	2	3	2	3	2	2	2	2	3	1
CO3	2	3	1	-	2	2	2	3	2	-	2	2	2	2	2
CO4	2	1	1	2	2	-	2	1	3	2	2	2	1	2	-
Average	2.25	1.67	1.5	1.3	2.25	2	2.25	1.75	2.5	1.6	2.25	1.75	1.6	2.25	1.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-I

Course Code: 213107

Semester: 1st

Credits: 02

L T P
NA

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.



The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	3	1	2	-	3	2	2	2	3	2	3	2	2
CO2	2	2	2	3	2	2	2	2	2	2	3	2	-	2	2
CO3	2	-	3	3	2	3	3	-	3	1	2	1	2	2	2
CO4	1	2	2	2	3	2	2	2	1	1	3	2	2	-	1
Average	1.5	1.6	2.5	2.25	2.25	2.3	2.5	2	2	1.5	2.75	1.75	2.3	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Financial Management

Course Code: 213201

Semester: 2nd

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability and market value.
CO2	Identify legal issues that impact financial position and other risks associated with business.
CO3	Interpret statutory laws for risk avoidance and control mechanisms
CO4	Evaluate corporate projects using scenario of sensitivity and simulation analysis
CO5	Describe cost of capital and financial leverage to form long-term financial policies for business.

Course Content

Unit I

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization., Ratio Analysis; meaning, types, nature and limitations.

UNIT-II

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Payback period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method (Numerical questions may be set out of pay-back method and Post pay-back method only).

UNIT-III

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates



(Fundamentals only). Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

References

- Pandey, IM. (2016). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2007). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (1989). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M.Y& Jain, PK (2015) .*Financial Management and Policy*. Tata McGraw-Hill CompanyLtd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2011). *Financial Management and Policy*. PearsonEducation India.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	1	3	-	3	2	1	2	2	3	2	-	2	3
CO2	2	3	3	2	3	2	2	2	2	1	3	1	3	2	3
CO3	3	-	2	1	2	3	3	1	2	-	2	2	2	-	2
CO4	3	2	2	3	3	2	2	3	1	1	2	2	1	3	2
CO5	2	3	1	-	3	3	3	1	3	3	1	-	1	3	-
Average	2.6	2.66	1.8	2.25	2.75	2.6	2.4	1.6	2	1.75	2.2	1.75	1.75	2.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Macro Economics

Course Code: 213202

Semester: 2nd

Credits: 05

L T P

4 1 0

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



CO	Statement
CO1	Implement economic inferences in a market including government policies and economic regulations.
CO2	Get knowledge about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth and foreign trade.
CO3	Evaluate the causes and consequences of business cycle and economic cycle.
CO4	Demonstrate roles of fiscal and monetary policy in fighting recessions and inflation
CO5	Apply the principle of microeconomics in explaining the behavior of macroeconomic variables at national and global level

Course Content

UNIT-I

Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure. National income; Concepts and measurement through Income, output and expenditure approaches. Problems in measurement of National Income. Say's law of markets.

UNIT-II

Classical theory of output and employment, Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium. Consumption: Meaning determinants and importance. Saving and investment function.

UNIT-III

Business Cycles and their main Features. Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies. Money its function and role: Quantity theory of money, Fisher and Cambridge equations.

References

- Sparks R. Gordon, Dornbusch, Rudi & Fischer Stanley. (1982). *Macroeconomics*. McGraw Hill Education
- Branson, WH. (2005). *Macroeconomic Theory*. Affiliated East-west Press Pvt Ltd.
- Shapiro, Shapiro. (2013). *Macroeconomics Analysis*. Galgotia Publications
- Dwivedi, D.N. (2003). *Macroeconomics*. McGraw Hill Publication
- Ackley, Gardner. (1978). *Macroeconomic Theory and Policy*. Surjeet Publications

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	2	1	2	3	2	2	2	1	3	2	1	2	2
CO2	3	-	1	1	2	2	2	1	3	2	2	3	1	-	2
CO3	-	2	2	1	3	3	-	2	-	2	1	2	2	-	2
CO4	2	1	1	1	2	3	1	2	3	-	2	1	1	2	2
CO5	3	-	2	2	3	3	2	3	2	3	2	2	2	3	2
Average	2.75	1.67	1.6	1.2	2.4	2.8	1.75	2	2.5	2	2	2	1.4	2.3	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Organizational Behaviour
Course Code: 213203
Semester: 2nd

Credits: 04

L T P
4 0 0

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

CO	Statement
CO1	Identify different forms of organizations, their features and relevance in a business context
CO2	Develop the professional skills to handle the business effectively and efficiently
CO3	Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.
CO4	Develop the leadership skills and motivational spirit for teamwork.
CO5	Analyze the complexities associated with management of individual behavior in the organization

Course Content UNIT-I

Introduction: meaning of organizational behavior and its relevance in today’s business environment. Individual behaviour in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

UNIT-II

Learning and its theories, behavior modification, attitudes, personality; meaning, self-concept, self-esteem, major determinants of personality. Motivation; types of motivation, theories - Maslow, Herzberg, McGregor,



Vroom and Porter – Lawler. Group behaviour in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

UNIT-III

Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid. Inter- personal behaviour in organization: Transactional analysis, Management conflict, Stress management.

References

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organizational Behaviour*. Himalaya Publishing House

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	1	3	3	-	3	2	2	2	3	3	2	2
CO2	3	3	3	2	3	2	2	2	2	3	3	2	3	3	3
CO3	2	-	-	3	2	3	2	2	3	2	3	1	-	2	2
CO4	2	1	2	2	3	3	1	2	2	-	2	1	1	2	-
CO5	-	2	3	1	2	2	-	3	2	3	3	3	3	3	2
Average	2.5	1.75	2.75	1.8	2.6	2.6	1.6	2.4	2.2	2.5	2.6	2	2.5	2.4	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Mathematics – II

Course Code: 213204

Semester: 2nd

Credits: 05

L T P

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

CO	Statement
CO1	Define business calculus and financial mathematics.
CO2	Explain methods, types and application of mathematical operations useful in business.
CO3	Solve problems of simple and compound interest, loans and consumer credit.
CO4	Demonstrate marketing mathematics by solving relevant problems including trade discounts, cash discounting, and markup and markdown calculations.

Course Content

UNIT-I

Binomial theorem, arithmetic and geometric progressions, harmonic progressions, functions, limitations and continuity. Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts, indefinite integral and definite integral and its application in business.

UNIT-II

Derivative – definition, derivative from first principle, derivative of sum, difference product, chain rule, derivative of parametric equation, differentiation of one function with w.r.t another function, implicit function, derivative of second order.

UNIT-III

Interest- simple interest, compound interest (reducing balance and flat rate of interest), equated monthly installments (EMI).

References

- Sancheti D.C & Kapoor V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Namboodiri Krishan (1984). *Matrix Algebra: An Introduction (Quantitative Application)*. Sage Publishing Inc.
- Branson Richard (2011). *Schaun's outline of Theory and Problems of Matrix Operations*. McGraw Hill Education
- Don Eugene & Lerne Joel (2009). *Schaum's Outline of Basic Business Mathematics*. McGraw-Hill Education
- Clendenen Gary, Salzman A. Stanley & Miller D. Charles (2011). *Business Mathematics*. Ed, Pearson Education.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	3	3	2	2	-	2	1	3	1	2	2	2
CO2	2	3	3	2	1	-	2	1	3	2	2	3	2	-	2
CO3	1	2	2	-	2	1	3	1	2	2	3	2	2	3	-
CO4	-	2	2	-	3	2	2	2	3	3	2	-	2	1	2
Average	1.6	2.25	2.25	2.5	2.25	1.6	2.25	1.3	2.5	2	2.5	2	2	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Professional Skills Development

Course Code: (213205)

Semester: 2nd

Total Credits – 4

L T P

4 0 0

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Deal with nerves and think more positively about public speaking
CO2	Grab the listener's attention, holding their interest
CO3	Use body language and modulation of voice to enhance their presentations
CO4	Implement slides and visual aids effectively in presentations

Course Content

UNIT-I

Business Communication – Nature and process, forms of communication, role of communicationskills in business, communication networks, and barriers to communication

UNIT-II



Communication Skills: Listening skills – Cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language

UNIT-III

Written Communication – Types, structures and layout of business letters; presentation letters –sales letters, claim letters, employment letters, writing memo, notice and circular

UNIT-IV

Business Reports- Purpose and types, framework of business reports, presentation of reports, brochures, notice and agenda of meeting and recording of minutes of meetings

References

- Treece, Maira. (1987). *Successful Business Communication*. 3rd Ed. Allyn and Bacon, Boston.
- Koneru, Arun. (2008). *Professional Communication*. Tata McGraw Hill, New Delhi
- Monippally, M.M. (2001). *Business Communication Strategies*. Tata McGraw Hill, New Delhi
- Das, Baswajit & Satpathy Ipseeta. (2007). *Business Communication and Personality Development*, Excel Books, New Delhi
- McGrath, E.H. (2011). *Basic Managerial Skills for All*. Prentice Hall of India, New Delhi
- Rai, Urmila & S.M Rai. (2011). *Business Communication*. Himalaya Publishing House, Mumbai

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- https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf
- <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
- <https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	2	3	2	1	1	2	2	1	1	3	-	2	2
CO2	2	2	2	-	3	2	2	3	3	2	2	2	2	3	-
CO3	2	1	3	2	3	3	1	1	-	2	2	1	3	2	3
CO4	-	2	3	2	3	1	2	2	3	-	2	2	3	2	3
CO5	3	-	1	3	2	2	2	1	3	3	2	2	2	-	2
Average	2.5	1.66	2.2	2.5	2.6	1.8	1.6	1.8	2.75	2	1.8	2	2.5	2.25	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Computers Lab – II

Course Code: 213206

Semester: 2nd



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

CO	Statement
CO1	Enhance the skills regarding technology, understand the fundamental hardware components and the role of these components
CO2	Understand the difference between an operating system and an application program and their use in a computer
CO3	Describe some examples of computer and state the effect of use of computer technology on some common products
CO4	Identify the main components of a computer system

Course Content

UNIT-I

Concept of spreadsheet and its use in business management. Excel as a part of MS-Office, and its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae.

UNIT-II

Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Use of Excel as a database, data filters and forms. Excel Functions: max, min, SQRT, sum, sum if, mean, mode, median, and using statistical functions, date, count, count if.

UNIT-III

MS Access: Creating database, adding, deleting and moving records; Querying: creating, saving and editing; creating and using forms, creating and printing reports. Internet: A brief history of origin of internet. Various applications of Internet such as email, information gathering, retailing etc. Use of Microsoft Internet Explorer, Use of search engines and e-mail messages

References

- Saxena, Sanjay (2010). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2000). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (1997). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (1991). *The Computer Book*. Addison Wesley.

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- <http://cse.mait.ac.in/pdf/LAB%20MANUAL/FOC.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	3	2	2	1	1	2	3	-	2	3	2
CO2	-	2	1	2	2	1	3	1	3	3	2	2	3	2	-
CO3	2	2	-	1	3	2	2	-	2	3	3	-	3	2	-
CO4	2	-	3	1	2	-	2	1	2	2	2	2	2	3	2
Average	2.33	1.66	2	1.25	2.5	1.66	2.25	1	2	2.5	2.5	2	2.5	2.5	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-II

Course Code: 213207

Semester: 2nd

Credits: 02

L T P
NA

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as jobs.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	3	1	2	2	3	2	2	1	3	1	3	2	-
CO2	2	-	2	3	2	2	2	2	3	2	2	2	-	2	-
CO3	2	3	3	3	2	3	-	2	2	3	1	2	2	2	2
CO4	1	2	2	2	-	2	2	-	1	3	-	3	2	-	1
Average	1.5	2	2.5	2.25	2	2.25	2.33	2	2	2.25	2	2	2.3	2	1.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Cost and management accounting

Course Code: 213301

Semester: 3rd

Credits: 05

L T P
4 1 0



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

CO	Statement
CO1	Improve the operations of organizations through management accounting techniques
CO2	Demonstrate costing systems, cost management systems, budgeting systems and performance measurement systems
CO3	Develop balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
CO4	Evaluate the costs and benefits of different conventional and contemporary costing systems.
CO5	Demonstrate high level personal autonomy and accountability

Course Content

UNIT-I

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system. Material Control, Labour control, Overhead control, Fixed and Variable, direct and indirect.

UNIT-II

Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation.

Marginal Costing: Marginal cost vs. marginal costing; contribution, P/V ratio; Break even analysis, margin of safety.

UNIT-III

Standard Costing and Variance Analysis: material variances, labour variances. Ratio Analysis, Funds Flow Statement, Cash Flow Statement Budgetary Control: Meaning, Classification of budget (fundamentals only).

References

- Jain, SP & Narang K.L. (2012). *Cost Accounting*. Kalyani Publisher
- Khan M.Y & Jain PK. (2017). *Managements & Cost Accounting*. McGraw Hill Education
- Kedia, Sangeet. (2015). *Cost and Management Accounting*. Pooja Law Publishing Co.
- Datar M. Srikant & Rajan V. Madhav. (2017). *Cost Accounting- A Managerial Emphasis*. Pearson Education
- Drury, C. M. (2013). *Management and cost accounting*. Springer.

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- <https://www.freebookcentre.net/business-books-download/Cost-Accounting-Course-Material.html>
- https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjuuNa4jM7yAhWp73MBHX0ZAXEQFnoECDQQAQ&url=https%3A%2F%2Fwww.icaai.org%2Fpost.html%3Fpost_id%3D14464&usg=AOvVaw2QmFEo5P0oZjHcFJxj_o3G

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	3	2	3	3	1	1	3	2	2	2
CO2	1	3	1	1	-	3	1	3	2	2	-	2	2	2	2
CO3	2	-	2	-	1	-	2	1	1	2	1	2	3	3	2
CO4	-	3	1	1	2	3	-	3	2	2	3	-	3	2	3
CO5	2	3	3	3	2	3	2	-	2	-	2	2	2	-	3
Average	1.75	3	1.8	1.5	1.75	3	1.75	2.5	2	1.75	1.75	2.25	2.4	2.25	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Statistics

Course Code: 213302

Semester: 3rd

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Identify simple and multiple regression models to analyze the underlying relationships between the variables
CO2	Analyze the different types of statistical tests.
CO3	Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.
CO4	Enhance skill of statistics to analyze financial statements.

Course Content

UNIT-I

Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph:



types of graphs and their merits and demerits. Classification of data, presentation of data: graphic and tabulation.

UNIT-II

Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation.

UNIT-III

Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis. Index numbers, Time series analysis, components of time series, moving averages.

Theory of probability: Classical approach, relative frequency approach, subjective approach. Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and Poisson.

References

- Siegel, Andrew F. (2001). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2008). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. (1995). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2017). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House

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- https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj54JvLjM7yAhX1ILcAHT13CpMQFnoECAUQAQ&url=http%3A%2F%2Fwww.ddegjust.ac.in%2Fstudymaterial%2Fmcom%2Fmc-106.pdf&usg=AOvVaw0oI_9-OD7egFd4P8yQqPSw

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	1	1	3	1	-	2	3	1	3	2	2	2
CO2	2	2	-	2	2	-	2	2	1	-	2	2	2	3	2
CO3	1	3	-	1	2	3	2	1	-	3	2	3	2	-	3



CO4	1	-	2	2	-	2	-	3	3	3	3	2	-	2	2
Average	1.5	2.6	2	1.5	1.6	2.6	1.6	2	2	3	2	2.5	2	2.3	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Human Resource Management

Course Code: 213303

Semester: 3rd

Credits: 04

**L T P
4 0 0**

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

CO	Statement
CO1	Demonstrate human resource management process and its importance to organizationaleffectiveness.
CO2	Understand the processes and tools used to attract, develop and retain a high-performance workforce.
CO3	Demonstrate research and analytical skills by using both human and technological resources.
CO4	Communicate effectively in business context
CO5	Identify the significance of the ethical issues in HR

Course Content

UNIT-I

Nature, scope, role and importance of HRM. New trends in HRM due to globalizationderegulation and technological advancements. HRM in India

UNIT-II

Job analysis: steps in analyzing job and introduction to methods of collecting jobanalysis information. Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.
Recruitment: sources of recruitment, policies and procedure of recruitment, selectionprocess. Placement and induction, transfer and promotion

UNIT-III

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning. Wage and salary administration, Performance appraisal, methods and problems of performance appraisal



References

- Rao V.S.P. (2010). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (1997). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2017). *Human Resource Management*. Pearson Education
- K. Aswathappa (2007). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

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- https://www.researchgate.net/publication/305954894_Human_Resource_Management_Theory_and_Practice
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- <https://www.inc.com/encyclopedia/human-resource-management.html>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	3	3	3	2	3	2	1	3	2	2	2	3
CO2	1	3	2	3	2	1	2	-	3	-	2	3	-	3	2
CO3	1	-	2	-	2	1	-	3	3	3	-	2	2	-	1
CO4	3	3	-	2	1	2	1	2	-	2	2	2	3	2	-
CO5	2	3	2	-	2	-	1	1	3	2	3	-	2	1	2
Average	1.8	2.75	1.75	2.66	2	1.75	1.5	2.25	2.75	2	2.5	2.25	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Marketing Management

Course Code: 213304

Semester: 3rd

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Critically evaluate the analytical frameworks and tools used in marketing



CO2	Utilize information of a firm's external and internal marketing environment to formulate marketing strategies
CO3	Exercise critical judgment through engagement and reflection with existing marketing literature and new developments in the marketing environment
CO4	Act upon the ethical and environmental concerns linked to marketing activities
CO5	Apply key marketing theories, frameworks and tools to solve marketing problems

Course Content

UNIT-I

Marketing: Nature & Scope of Marketing, Concepts - production, product, selling, marketing & societal marketing, marketing environment –marketing management and its environment. Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour.

UNIT-II

Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

UNIT-III

Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging & labeling decisions Pricing decisions: importance, objectives & strategies Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components.

References

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

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- <http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf>
- <https://marketing.wharton.upenn.edu/mba-program/marketing-management-major/>

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	2	1	3	1	1	2	3	1	3	2	2	2
CO2	2	-	2	3	2	2	-	2	1	-	2	2	-	2	-
CO3	2	1	2	-	3	3	2	3	2	1	-	2	2	3	3
CO4	3	1	1	2	-	3	2	2	-	2	1	3	3	-	3
CO5	1	2	1	2	2	-	2	2	2	1	2	2	2	3	-
Average	2	1.25	1.4	2.25	2	2.75	1.75	2	1.75	1.75	1.5	2.4	2.25	2.5	2.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Production & Operations Management

Course Code: 213305

Semester: 3rd

Credits: 04

**L T P
4 0 0**

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

CO	Statement
CO1	Understand the Materials Management functions starting from Demand Management through Inventory Management
CO2	Acquire the skills to eliminate wastage of time, labour and money.
CO3	Develop the operations having strategic importance and provide a competitive advantage at the workplace.
CO4	Acquire competence in handling inventory
CO5	Understand the relationship between operations and business functions

Course Content

UNIT-I

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout. Capacity planning.

UNIT-II

Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification. Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management.



UNIT-III

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling. Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems.

References

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (1998). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2015). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (1992). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2015). *Operation Management*. McGraw Hill Education
- Chary, S. N. (2017). *Production and operations management*. McGraw Hill Education.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	2	3	2	1	3	3	2	3	-
CO2	2	1	-	2	2	3	1	2	3	3	2	2	3	3	2
CO3	3	-	3	2	3	1	1	-	-	2	1	1	3	-	2
CO4	1	2	1	2	-	1	2	-	2	3	1	2	2	1	-
CO5	3	2	1	2	3	2	3	1	2	2	1	-	2	2	3
Average	2.4	2	2	2	2.75	1.8	1.8	2	2.25	2.2	1.6	2	2.4	2.25	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Institutional Training (4 Weeks)

Course Code: 213306



Credits: 04

L T P

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

CO	Statement
CO1	Develop skills for employment and become an entrepreneur
CO2	Work as an individual and in a group with the capacity to be a leader or manager as well as an effective team member.
CO3	Expose the actual working environment including rules, regulations and safety practices.
CO4	Relate the theoretical knowledge with the practical experience

Course Content

The seminar is intended to be an internal paper focused on developing the communication and presentation skills of the students.

The institution should allocate specific topics of general and topical interest and require the students to make a presentation to the entire group. This will encourage the students in improving their breadth of knowledge

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2	3	-	3	1	3	2	1	3	1	3	1	-
CO2	-	2	2	3	2	-	2	3	-	2	2	2	2	-	2
CO3	2	3	3	3	2	3	3	2	-	1	-	3	-	2	3
CO4	-	2	2	2	-	2	2	-	3	2	2	-	2	1	2
Average	2.5	2.5	2.25	2.75	2	2.6	2	2.6	2.5	1.5	2.33	2	2.3	1.3	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-III

Course Code: 213307

Semester: 3rd

Credits: 02

L T P

NA

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

CO	Statement
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CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	3	2	2	3	2	2	3	2	1	3	3	2
CO2	2	-	2	3	2	-	2	2	-	2	3	1	1	2	2
CO3	2	3	3	-	2	3	3	2	2	1	-	3	2	-	2
CO4	1	2	2	2	3	-	2	-	3	-	3	-	2	2	1
Average	2	2	2.25	2.6	2.25	2.5	2.5	2	2.3	2	2.6	1.6	2	2.33	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Research Methodology

Course Code: 213401

Semester: 4th

Credits: 05

L T P
4 1 0

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

CO	Statement
CO1	Identify complex issues inherent in selecting a research problem, research design, and research project.
CO2	Write research papers for seminars, conferences, research journals
CO3	Use the tools and techniques for exploratory, conclusive and causal research.
CO4	Develop data analytical skills and meaningful interpretation of data to solve the business problems.
CO5	Identify data analysis and hypothesis testing procedures through business research methods

Course Content

UNIT-I

Research methodology: Meaning, objectives and process of research, Types of Research, Research methods in social sciences, Exploratory, Descriptive and Experimental research; their applications and limitations.

Sampling Design: concepts, types and their applicability Hypothesis, Null and Alternative hypothesis, level of significance, Type I and Type II errors.



UNIT-II

Techniques for Data collection; primary and secondary sources, Primary sources-consumers and trade survey, including consumer panels and retail auditing. Questionnaire designing, Schedule, Interview and Observational methods.

UNIT-III

Qualitative Techniques of data-collection; depth interviews, Focus group interview, Projective techniques and applications. Questionnaire designing and protesting. The measurement process: Difficulties in measurement and concepts of validity and reliability. Analysis and Processing of data, editing, coding tabulation and content analysis. Scaling techniques: Thurston, Likert, and semantic differentials. Report writing and presentation.

References

- Kothari, C.R. (2013). *Research Methodology*. New Age International Publisher
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- Gupta, S.C and Kapoor, V.K (2004). *Fundamental of Mathematical Statistics*. Sultan Chand & Sons
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	1	2	1	1	2	2	1	3	2	1	1
CO2	3	2	3	-	2	1	2	2	3	3	2	2	1	-	3
CO3	2	2	-	1	2	2	-	3	2	-	3	1	2	-	2
CO4	-	2	3	2	1	-	2	1	1	3	2	-	1	2	-
CO5	2	3	2	2	1	2	1	2	3	3	3	1	-	3	1
Average	2.5	2	2.5	1.5	1.4	1.75	1.5	1.8	2.2	2.75	2.2	1.75	1.5	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High



Correlation and “-” indicates there is no correlation.

Course Name: Operations Research

Course Code: 213402

Semester: 4th

Credits:05

L T P

4 1 0

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

CO	Statement
CO1	Relate the key role of operations in bringing about the growth and profitability of organizations.
CO2	Rephrase ideas, concepts and principles in operations strategy.
CO3	Explain use of quantitative tools in solving typical Operations Domain Problems
CO4	Improve the productivity of the organization by using operation research techniques.

Course Content

UNIT-I

Introduction: Nature, Meaning and Management Application of Operations research. Modeling, Principal, General Methods of solving models, Scientific Methods, Scope, Rule on Decision Making and development of Operation Research in India

UNIT-II

Linear Programming: Formulation, Graphical solution, Simplex method, Duality. Assignment Problems: - Minimization & Maximization case, traveling sales man. Transportation Problems: - Initial Solution, Optimal Solution

UNIT-III

Decision Theory: Under Risk, under certainty, under uncertainty. PERT and CPM: Basic steps in PERT and CPM, Forward and Backward computation, Representation in Tabular form, Slack and Critical path, Difference between CPM and PERT, Float.

References

- Gupta P.K., Hira and D.S. (1994). *Operation Research*. Sultan Chand & Sons, New Delhi
- Swarup, Kanti, Gupta, P.K. & Mohan, Man. (1990). *Operation Research*. Sultan Chand & sons, NewDelhi
- Mittal, K.V. (1992). *Optimization Methods in Operations Research and System Analysis*. New Age International (P) Ltd., New Delhi
- Sharma, S.D. *Operations Research*. Kedar Nath and Ram Nath, Meerut. 1996.



- Yadav, S.R. 2014. *Operation Research*. Oxford University Press.

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- https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjmpczujc7yAhWzzjgGHdhhBGUQgQN6BAGBEAE&url=https%3A%2F%2Fscholar.google.co.in%2Fscholar%3Fq%3DOperations%2BResearch%26hl%3Den%26as_sdt%3D0%26as_vis%3D1%26oi%3Dscholar&usg=AOvVaw1lqmEJ5vgw3tuhr296pPp
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjmpczujc7yAhWzzjgGHdhhBGUQFnoECA0QAQ&url=https%3A%2F%2Fwww.springer.com%2Fjournal%2F10479&usg=AOvVaw3lK-bCq55HgbFX4Ui nk7>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	3	1	1	2	3	1	2	2	1	3	2	3	2
CO2	2	3	2	2	2	3	2	2	-	1	3	2	3	2	-
CO3	3	2	1	-	2	3	1	2	2	2	2	-	2	3	2
CO4	2	-	-	1	3	-	2	1	2	2	2	2	2	-	2
Average	2	2.5	2	1.33	2	2.66	2	1.5	2	1.75	2	2.3	2.25	2.67	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Laws – I

Course Code: 213403

Semester: 4th

Credits: 04

L T P
4 0 0

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

Course Content

CO	Statement
CO1	Understand the legal environment of business.
CO2	Acquire knowledge about the regulatory framework of various business laws
CO3	Apply the business laws to ensure smooth functioning of the organizations.
CO4	Explore cases and identify legal and ethical issues associated
CO5	Apply the global business laws to current business environment

UNIT-I

Law of Contract: Definition and nature of a contract. Offer and Acceptance. Consideration, free consent, and capacity of parties. Legality of Object. Performance and discharge of contract. Remedies for breach of contract.



Concept of Agency and various types of mercantile agents.

UNIT-II

Law of Partnership: Definition and nature of partnership, rights and duties of a partner. Dissolution of a partnership.

UNIT-III

Law of Sale of Goods: Definition of Sales, essentials for contract of sale. Meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership. Rights of Unpaid seller and other remedial measures.

References

- Kapoor, N.D. (2019). *Business Law*. Sultan Chand & Sons, New Delhi
- Kapoor, N.D., (2018). *Elements of Business Law*. Sultan Chand & Sons (P) Ltd.
- Sharma, Mukesh. Chawla, K.C. & Sareen, V.K. (2014). *Mercantile Law*. Kalyani Publishers
- Kuchhal, M.C. & Kuchhal Vivek. (2018). *Business Law*. Sultan Chand & Sons (P) Ltd. India.
- Bulchandani, K.R. (2017). *Business Law*. Himalaya Publishing House, India.

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- http://164.100.133.129:81/econtent/Uploads/Business_Law.pdf
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- http://www.icsi.in/study%20material%20foundation/elements_of_business_laws_and_management.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	-	3	2	-	3	1	3	2	3	-	2
CO2	2	3	3	1	2	3	2	3	2	2	2	1	2	3	3
CO3	2	2	-	3	2	2	1	2	3	2	-	1	3	1	3
CO4	1	-	3	-	1	3	2	1	2	1	3	2	2	-	2
CO5	-	2	2	2	2	3	2	1	3	-	2	-	2	3	2
Average	2	2.25	2.75	2	1.75	2.8	1.8	1.75	2.6	1.5	2.5	1.5	2.4	2.3	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Quality Management

Course Code: 213404

Semester: 4th

Credits: 04

L T P

4 0 0



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

CO	Statement
CO1	Improve the business operations and productivity.
CO2	Identify ways to reduce cost and use the scarce resources.
CO3	Achieve stability and reliability regarding the techniques, equipment's, and resources being used in a project.
CO4	Acquire knowledge related to innovation, improvement and change in quality of offer of bundling.
CO5	Demonstrate concepts related to management in field of quality and production management

Course Content

UNIT-I

Definition of quality, Quality as a means to success in a competitive and global environment. Quality issues, the customer focus. Need for customer care and relationship marketing.

Quality leads to profits. Cost of poor quality, Total Employees Involvement (TEI): Empowering employees: team building; quality circles: Reward and Recognition; education and training, Suggestion schemes: Benchmarking and the concept of Kaizen.

UNIT-II

Quality Gurus: Deming, Juran, Ishikawa, Crosby and their contribution. Tools of Quality Management. Benchmarking definition, concept, process and types of benchmarking. Quality and Total Quality Management. Quality of after sale services: Introduction, Quality of performance, Quality of ASS.

UNIT-III

Quality Systems – ISO 9000 series standards. Steps required to implement quality management systems. Documentation, elements of ISO 9000 internal audits and registration. ISO 22000- Introduction, four key elements of ISO 22000.

References

- Charantimath, M. Poornima. (2017). *Total Quality management*. Pearson Education
- Dale, H. Besterfield & Carol Besterfield. (2018). *Total Quality Management*. Pearson Education.
- Vijayan, V. & Ramakrishan, H. (2014). *Total quality Management*. S. Chand Publishing
- Sethi, Puneet. (2012). *Total Quality Management*. Gullybaba Publishing House (P) Ltd
- Naagarazan, R.S. (2015). *Total Quality Management*. New Age International Pvt Ltd



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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	1	2	3	-	2	2	2	3	2	3	2	1	2
CO2	2	3	2	1	2	3	3	-	3	-	3	2	2	1	2
CO3	3	1	1	-	2	1	2	1	3	2	-	1	3	-	2
CO4	-	2	2	1	-	3	-	-	2	3	3	-	-	-	1
CO5	2	2	1	3	3	1	1	2	3	2	1	2	2	3	2
Average	2.25	2.2	1.4	1.75	2.5	2	2	1.6	2.6	2.5	2.25	2	2.25	1.67	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Foundations of International Business
Course Code: 213405
Semester: 4th

Credits: 04

L T P
4 0 0

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

CO	Statement
CO1	Identify the complexities of international business and globalization for home country, host-country, regional and cultural perspectives.
CO2	Analyze the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.
CO3	Evaluate current conditions in developing emerging markets and evaluate present and future opportunities and risks for international business activities.



CO4	Develop framework to support successful decision-making in all relevant international functions.
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Course Content

UNIT-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business.

UNIT-II

Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business. Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions.

UNIT-III

Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business.

References

- Hill, C. W., & Hernández-Requejo, W. (2008). *Global business today* (p. 576). New York: McGraw-Hill Irwin.
- Horaguchi, H. H. (2014). *Collective knowledge management: foundations of international business in the age of intellectual capitalism*. Edward Elgar Publishing.
- Daniels, J. R., & Radebaugh, L. E. L., Sullivan, D. (2007). *International Business: Environment and Operations. 11th edition. Prentice Hall.*
- Sharan, V. (2008). *International Business 2/e, Concepts, Environment And Strategy*. Pearson Education India.
- Cavusgil, S. T. (2009). *International business: Strategy, management, and the new realities*. Pearson Education India.

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- <https://www.scribd.com/doc/87949428/Foundations-of-International-Business>
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	2	1	3	3	1	3	3	2	1	3	2	2	2
CO2	-	3	-	2	3	-	2	2	-	2	2	2	3	-	-
CO3	3	2	1	2	1	3	2	3	3	3	-	3	2	2	2
CO4	-	1	-	3	2	2	-	2	-	2	1	2	3	2	2
Average	2.5	1.75	1.5	2	2.25	2.66	1.66	2.5	3	2.25	1.3	2.5	2.5	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Management Information System

Course Code: 213406

Semester: 4th

Credits: 04

L T P

4 0 0

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

CO	Statement
CO1	Record the current issues of information technology and relate those issues to the firm.
CO2	Analyze impact of information technology on firms
CO3	Depict the role of information technology and information system in business.
CO4	Reproduce a working knowledge of concepts and terminology related to information technology

Course Content

UNIT-I

Introduction: Definition, characteristics & significance of MIS, Structure and classification of MIS; Information Concepts: Data Vs Information, Quality of information, quality of information. Introduction to Systems, basic concepts, types and elements of system.

UNIT-II

Decision Making: Simon’s model of decision making, structured & unstructured decisions, Formal Vs. Informal systems. DSS- characteristics, role of DSS, objectives.

Design Methodology & Techniques: System development life cycle. System Analysis – SRS, DFD, DD & Decision tables



UNIT-III

System Design – design methods, design documentation. System Implementation & testing. Implementation & Evaluation: Planning & organizing, testing & changeover.

References

- Goyal, D. P. (2014). *Management Information Systems: Managerial Perspectives*. Vikas Publishing House.
- Davis, G. B., & Olson, M. H. (1984). *Management information systems: Conceptual foundations, structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2006). *Management information systems* (Vol. 6). McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (1978). *Managing management information systems*. Toronto: Lexington Book.
- Laudon, K. C. (2007). *Management information systems: Managing the digital firm*. Pearson Education India.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	2	1	2	3	1	3	2	2	2	-	2	2	2
CO2	-	2	2	2	2	2	2	3	5	2	2	3	-	2	3
CO3	2	1	-	2	1	2	-	3	3	-	2	-	2	3	3
CO4	1	-	2	1	3	-	1	2	2	2	-	3	2	3	2
Average	1.6	1.3	2	1.5	2	2.3	1.3	2.75	3	2	2	3	2	2.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



Credits: 02

L T P

NA

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	3	2	2	3	2	2	2	3	2	-	3	2
CO2	2	2	2	3	2	2	2	2	1	2	3	1	1	2	2
CO3	2	3	3	3	2	3	3	2	3	1	3	2	2	2	2
CO4	1	2	2	2	3	2	-	2	2	2	2	1	2	2	1
Average	2	2	2.25	2.75	2.25	2.25	2.6	2	2	1.75	2.75	1.5	1.6	2.25	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Environment

Course Code: 213501

Semester: 5th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Identify the main features of the international business environment and its main institutions
CO2	Analyze the political, social, economic, technological and other configurations that support cross-border trade
CO3	Understand the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment which help create entrepreneurs in the state/country
CO4	Analyze the key decisions that multinational firms make concerning the choice of markets and entry strategies

Course Content



UNIT-I

Definition, components and overview of Business Environment, Micro and Macro Environment, Concept of Business Cycle, need to scan the business environment and techniques of scanning the business environment.

UNIT-II

Political Environment: Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention. Economic Environment: Concept and Salient features of various economic system, New Industrial policy and industrial licensing, New economic policies, Aspects of economic reforms and its effects on business, Emerging Economies.

UNIT-III

Legal Environment: Company Regulatory Legislations in India, Intellectual Property Rights, FEMA, Latest. EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005. International environment: Balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European union (EU)

References

- Craig, T., & Campbell, D. (2012). Organizations and the business environment. Routledge.
- Aswathappa, K. (2009). Essentials of business environment. Himalaya Publishing House.
- Palmer, A., & Hartley, B. (2008). The business environment. McGraw-Hill.
- Kaplan, R. S., Robert, N. P. D. K. S., Kaplan, R. S., & Norton, D. P. (2001). The strategy-focused organization: How balanced scorecard companies thrive in the new business environment. Harvard Business Press.
- Schiffer, M., & Weder, B. (2001). Firm size and the business environment: Worldwide survey results (Vol. 43). World Bank Publications.

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- <https://www.scribd.com/presentation/348654340/Business-Environment-BBA-4th-Sem- all-UNITs-notes>
- <https://www.slideshare.net/ramusakha/business-environment-15605874>
- <https://www.youtube.com/watch?v=thdikskYUcw>
- <https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/business-environment/lecture-notes/bba112-lecture-notes-15/3528333/view>



- <http://ssbnc.in/files/bcommaterial/BE.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	1	3	2	2	2	1	-	3	3	2
CO2	2	1	2	3	3	3	1	3	1	3	2	2	3	1	3
CO3	3	2	3	-	3	2	3	3	3	2	-	1	1	2	2
CO4	1	1	2	3	3	2	2	2	3	-	3	1	3	2	2
Average	2.25	1.75	2.5	2.6	3	2	2.25	2.5	2.25	2.3	2	1.3	2.5	2	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Project Management

Course Code: 213502

Semester: 5TH

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Conduct project planning to accurately forecast project costs, timelines & quality.
CO2	Develop a strong working knowledge of ethics & professional responsibility
CO3	Demonstrate effective organizational leadership & skills for managing projects, teams & stakeholders.
CO4	Recognize & seize diverse opportunities for financial gains.
CO5	Enhance entrepreneurship skills to form new personal business/es.

Course Content

UNIT-I

The concept of a project, characteristics of a project, phases in the life cycle of a project. Time Scheduling a Project: Gantt Charts and LOB

UNIT-II

Network Techniques: concept of project network, construction of project network, critical path method, slack and free float, PERT and its advantage over CPM. Probability of completing a project on time. Crashing a

network and concept of PERT cost.

UNIT-III

Forms of project organization, project planning and control, human aspects of project management. Performance reviews on the basis of planned project cost and time. Major reasons for cost & time over runs and remedial measures.

References

- Walker, A. (2015). *Project management in construction*. John Wiley & Sons.
- Heagney, J. (2016). *Fundamentals of project management*. Amacom.
- Clough, R. H., Sears, G. A., & Sears, S. K. (2000). *Construction project management*. John Wiley & Sons.
- Gido, J., & Clements, J. (2014). *Successful project management*. Cengage Learning.
- Burke, R. (2013). *Project management: planning and control techniques*. John Wiley & Sons.

Website Link

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	2	1	2	1	1	3	1	3	2	1	2
CO2	2	1	2	3	1	2	3	1	3	2	2	2	1	2	-
CO3	3	2	3	1	2	3	3	1	2	3	3	1	2	3	2
CO4	1	3	1	1	-	3	1	2	2	2	2	1	1	2	1
CO5	2	1	3	1	3	2	2	2	3	2	2	1	2	1	2
Average	2.2	1.6	2.2	1.4	2	2.2	2.2	1.4	2.2	2.4	2	1.6	1.6	1.8	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Advertising and Sales Management



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

CO	Statement
CO1	Analyze the expanding environment of media and communication techniques.
CO2	Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns
CO3	Examine the importance of market segmentation, position and action objectives for the development of an advertising and promotion program.
CO4	Develop creative strategies for advertising.
CO5	Plan media strategy, scheduling and vehicle selection.

Course content

UNIT-I

Advertising: Marketing communication models. Advertising definition and objectives, advertising copy. Advertising its place in marketing – different kinds of advertising: Advertising art & layout, advertising effectiveness: Brand strategy & campaign planning: TV & radio commercials: Creative copy strategies: Media planning & scheduling.

UNIT-II

Sales Management: Concept and objectives: Management of sales promotion at the consumer, trade & sales force levels: Sales displays & merchandising: Introduction to types of sale quotas: Legal & ethical aspects of advertising.

UNIT-III

Measurement: Measuring Advertising Effectiveness, Deceptive advertising, advertising Ethics and Unethical Practices, Role of Advertising Agencies, Legal framework of Advertising

References

- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.
- Kazmi, S. H. H., & Batra, S. K. (2009). *Advertising and sales Promotion*. Excel Books India.
- Hoyt, C. W. (1929). *Scientific sales management today*. A&C Black.
- Chunawalla, S. A. (2021). *Sales Management*. Himalaya Publishing House Pvt. Ltd.
- Tyagi, C. L., & Kumar, A. (2004). *Advertising management*. Atlantic Publishers & Dist.

Website Links



- <https://www.youtube.com/watch?v=Jxe8Tgnz2SA>
- <https://www.slideshare.net/PratikshaDekate/advertising-sales-management-12075831>
- https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi44KPDj87yAhXo4zgGHaytC8YQFnoECCwQAQ&url=http%3A%2F%2Fwww.kanpuruniversity.org%2Fpdf%2FAdvertising-Sales-Promotion-Sales-Management_030621.pdf&usg=AOvVaw1rdQIn_PLQJC9JB8QXH29I

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	2	3	3	2	1	1	3	2	1	2
CO2	1	2	3	3	2	2	1	1	3	2	3	2	3	3	1
CO3	3	1	1	2	3	1	-	2	2	1	3	1	3	2	2
CO4	1	2	1	2	2	2	2	2	3	1	2	2	-	1	3
CO5	2	1	2	1	1	3	1	3	2	-	3	2	2	2	1
Average	1.8	1.8	1.8	1.8	2	2	1.75	2.2	2.4	1.25	2.4	2	2.5	1.8	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Marketing Research

Course Code: 213504

Semester: 5th

Credits: 04

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

CO	Statement
CO1	Determine customer attitudes and preferences
CO2	Acquire knowledge about test marketing of products
CO3	Enhance the understanding of the marketing research for industry.
CO4	Exploit marketing research data for management decision making
CO5	Understand different applications of Marketing Research

Course Content

UNIT-I

Basic concepts: scope, limitations, objectives. Research process. Research design and its types: exploratory,



descriptive and experimental. Data collection: primary and secondary.

UNIT-II

Scaling: meaning of scaling, classification, important scaling techniques: rating scales and ranking scales. Scale construction techniques, multidimensional scaling. Questionnaire: questionnaire construction, tabulation, coding, editing of data.

UNIT-III

Sampling: concepts, types and techniques, estimation of sample size. Data analysis: tests of significance based on t, f and z distribution and chi-square test; cross tabulation. Marketing research applications.

References

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

Website Links

- <https://www.youtube.com/watch?v=ABLHV5Ce6TI>
- <https://www.slideshare.net/sriprasadvulla/market-research-notes>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK
Ewjbgjtjhj87yAhXRzDgGHczkBxMQFnoECEcQAQ&url=https%3A%2F%2Flapaas.com%
2Fmarketing-research%2F&usg=AOvVaw1HtnlGuc6HDD7iLqa6eyjp](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjbgjtjhj87yAhXRzDgGHczkBxMQFnoECEcQAQ&url=https%3A%2F%2Flapaas.com%2Fmarketing-research%2F&usg=AOvVaw1HtnlGuc6HDD7iLqa6eyjp)

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	2	1	2	2	2	2	2	3	1	3	2	3	-
CO2	3	2	3	2	3	3	3	3	3	2	2	2	3	3	3
CO3	3	3	3	3	2	2	2	3	2	-	3	-	2	1	2
CO4	2	2	1	1	3	3	3	2	3	2	2	1	3	3	2
CO5	2	2	3	2	2	2	2	2	3	3	2	1	2	2	2



Average	2.6	2.2	2.4	1.8	2.4	2.4	2.4	2.4	2.6	2.5	2	1.75	2.4	2.4	2.25
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The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Data Base Management System

Course Code: 213505

Semester: 5th

Credits: 04

**L T P
4 0 0**

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

CO	Statement
CO1	Understand, appreciate and effectively explain the underlying concepts of database Technologies
CO2	Design and implement a database scheme for a given problem-domain
CO3	Describe the fundamental elements of relational database management systems
CO4	Familiarize with basic database storage structures and access techniques
CO5	Convert the ER-model to relational tables, populate relational database and formulate SQL queries on data

Course Content

UNIT-I

Introduction: definition of data, uses & need of data in organizations. Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

UNIT-II

Data Models: The hierarchical model, the network model & the relational model.

Relational Databases: Relations, tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF

UNIT-III

SQL: SQL Database creation & manipulation views & queries. Data Protection: Recovery, concurrency, security & integrity.

References

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers



- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

Website Links:

- <http://www.ddegjust.ac.in/studymaterial/mca-3/ms-11.pdf>
- <https://www.youtube.com/watch?v=wjfeGxqAQOY>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK EwiKjaTyj87yAhWk4zgGHV61BEoQwqsBegQIExAB&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DFZDgSMg0Zxo&usg=AOvVaw0qDEbnNb4IibbCs97BapyD>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	1	2	1	1	1	2	1	2	3	2	1	1
CO2	2	1	2	2	1	-	2	2	3	2	1	2	3	2	1
CO3	1	3	1	1	2	3	1	1	2	3	1	2	2	1	2
CO4	2	1	2	2	1	2	2	2	2	2	1	1	1	2	1
CO5	2	1	3	2	1	1	2	1	3	1	2	1	2	1	1
Average	1.6	1.6	1.8	1.6	1.4	1.75	1.6	1.4	2.4	1.8	1.4	1.8	2	1.4	1.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Industrial Training (4 Weeks)

Course Code: 213506

Semester: 5th

Credits: 02

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0 0 4

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

CO	Statement
CO1	Develop skills for employment and become an entrepreneur
CO2	Work as an individual and in a group with the capacity to be a leader or manager as well as an effective team member.
CO3	Expose the actual working environment including rules, regulations and safety practices.
CO4	Relate the theoretical knowledge with their practical experience

Course Contents

Between the fourth and the fifth semester the students of BBA are required to undergo summer training in any organization. The training is aimed at exposing the students to the practical aspects of



management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.

This training report is required to be presented to the class and evaluated by a teacher/teacher of the college.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	1	2	1	1	1	1	-	2	3	1	1	1
CO2	2	2	2	3	2	2	2	1	3	3	1	2	2	2	2
CO3	2	3	3	-	2	3	3	2	3	2	1	1	2	2	2
CO4	1	2	2	2	3	2	2	2	2	3	2	2	2	-	2
Average	1.5	2	2.25	2	2.25	2	2	1.5	2.25	2.67	1.5	2	1.75	1.66	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce -V*

Course Code: 213507

Semester: 5th

Credits: 02

L T P

0 0 4

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2	2	3	2	3	2	2	1	3	2	2	3	1
CO2	1	2	3	2	3	2	3	2	3	2	2	3	3	2	3
CO3	2	-	2	2	3	1	-	3	2	3	1	2	1	1	2
CO4	3	2	2	1	2	2	1	2	3	2	2	3	3	1	2
Average	2.25	2.3	2.25	1.75	2.75	1.75	2.3	2.25	2.5	2	2	2.5	2.25	1.75	2



The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Database Management System (Lab)

Course Code: 213508

Semester: 5th

Credits: 02

**L T P
0 0 4**

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

CO	Statement
CO1	Understand, appreciate and effectively explain the underlying concepts of database technologies
CO2	Design and implement a database scheme for a given problem-domain
CO3	Describe the fundamental elements of relational database management systems
CO4	Familiarize with basic database storage structures and access techniques
CO5	Convert the ER-model to relational tables, populate relational database and formulate SQLqueries on data

Course Content

UNIT-I

Introduction: definition of data, uses & need of data in organizations.

Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

UNIT-II

Data Models: The hierarchical model, the network model & the relational model. Relational

Databases: Relations, tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF

UNIT-III

SQL: SQL Database creation & manipulation views & queries. Data Protection: Recovery, concurrency, security & integrity.

References

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers
- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

Website Links

- <http://www.ddegjust.ac.in/studymaterial/mca-3/ms-11.pdf>



- <https://www.youtube.com/watch?v=wjfeGxqAQOY>
- https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjutNn_j87yAhVTxzgGHRC5AbMQFnoECAUQAQ&url=https%3A%2F%2Fwww.slideshare.net%2FUtamSinghChaudhary%2Fdatabase-management-system-lab-file&usg=AOvVaw2ORWBhEYa7KcktVhYo8jZF

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	3	2	1	1	3	2	2	2	1	-
CO2	1	3	1	2	2	3	3	2	2	2	3	3	1	2	2
CO3	2	2	3	1	2	1	1	3	1	1	2	2	2	1	2
CO4	1	2	3	3	1	2	1	2	3	2	1	3	3	2	1
CO5	2	-	2	1	3	1	2	1	3	3	3	2	3	3	1
Average	1.8	2	2.4	1.8	2	2	1.8	1.8	2	2.2	2.2	2.4	2.2	1.8	1.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Company Accounting

Course Code: 213601

Semester: 6th

Total Credits – 4

L T P

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Course Outcomes: On successful completion of this course, the students will able to:

CO	Statements
CO1	Inculcate the concepts about company, shares and debentures.
CO2	Record issue and redemption of shares and debentures.
CO3	Evaluate the financial position of a company for effective decision making.
CO4	Apprehend the instructions to be considered in preparing banking and insurance company accounts

Course Content

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

Banking company accounts: Meaning of banking, types of banking, capital adequacy works for banks, financial statement of banks Insurance company accounts: Meaning of insurance, types of insurance, financial statement of insurance companies

References

- Jain, R., & Narang, K. L. (2009). *Corporate Accounting*. Tata McGraw Hill, New Delhi
- Maheshwari, S. N., & Maheshwari, S. K. (1995). *Corporate Accounting*. Vikas Publishing House.
- Gupta, R. L., & Radhaswamy, M. (2021). *Corporate Accounting*. Sultan Chand & Sons.
- Bullard, E. M. (1953). *Corporate Accounting and the Law*. Wash. ULQ, 32.
- Maheshwari, S. N., & Maheshwari, S. K. (2001). *Advanced Accountancy Volume-I*. Vikas Publishing House.

Website Links

- <http://www.ddegjust.ac.in/studymaterial/mca-3/ms-11.pdf>
- <https://www.youtube.com/watch?v=wjfeGxqAQOY>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	-	3	2	3	2	3	3	2	3	2	3	1	3
CO2	2	2	1	2	3	2	1	2	1	2	3	1	-	2	2
CO3	2	3	3	1	2	3	3	-	2	1	1	3	2	2	3
CO4	1	2	3	2	3	2	1	2	2	-	3	2	1	1	2
Average	2	2	2.3	2	2.5	2.5	1.75	2.3	2	1.67	2.5	2	2	1.5	2.5

The correlation levels are: "1" – Low Correlation, "2" – Medium Correlation, "3" – High Correlation and "-" indicates there is no correlation.

Course Name: E-Commerce



Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Analyze the impact of E-commerce on business models and strategy
CO2	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
CO3	Identify the key features of Internet, Intranets and Extranets
CO4	Demonstrate legal issues and privacy in E-Commerce
CO5	Assess electronic payment systems

Course Content

UNIT-I

Introduction to E-commerce: Definition of E-commerce, Advantages and disadvantages of E-commerce, Factors affecting E –Commerce, E-commerce versus traditional commerce.

UNIT-II

Internet and World Wide Web, Electronic commerce framework, electronic commerce and media convergence, Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Architectural framework for E-commerce.

UNIT-III

Advertising and Marketing on the Internet: The new age information-based marketing, Advertising on the Internet – Active or push-based advertising models, Passive or pull-based advertising models. Guidelines for Internet advertising.

UNIT-IV

Types of Electronic Payment Systems, Smart cards, Debit Cards, Credit card-based electronic payment systems, Risk and electronic payment systems. Applications in E-commerce: E- commerce Applications in Manufacturing, Wholesale, Retail and Service Sector.

References



- Laudon, K. C., & Traver, C. G. (2013). *E-commerce*. Boston, MA: Pearson.
- Rayport, J. F., & Jaworski, B. J. (2004). *Introduction to e-commerce*. McGraw-Hill
- King, D. N., & King, D. N. (2004). *Introduction to e-commerce*. Prentice Hall.
- Bajaj, K. K., Nag, D., & Bajaj, K. K. (2005). *E-commerce*. Tata McGraw-Hill Education.
- Mohapatra, S. (2013). E-commerce Strategy. In *E-Commerce Strategy* (pp. 155-171). Springer, Boston, MA.

Website Links

- <https://www.youtube.com/watch?v=Jxe8Tgnz2SA>
- <https://www.slideshare.net/PratikshaDekate/advertising-sales-management-12075831>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	2	3	-	3	2	3	3	2	2	2	2
CO2	1	2	3	2	1	3	2	3	1	2	2	1	2	3	3
CO3	3	1	2	3	1	2	3	2	-	2	3	2	3	-	3
CO4	3	2	-	2	3	1	3	2	1	1	-	3	3	2	2
CO5	2	3	2	3	2	3	2	3	2	3	2	1	3	2	1
Average	2	2.2	2.25	2.6	1.8	2.4	2.5	2.6	1.5	2.2	2.5	1.8	2.6	2.25	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Service Marketing

Course Code: 213603

Semester: 6th

Total Credits: 4

L T P

4 0 0

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing.



CO2	Explain the nature and scope of services marketing and present about this in a professional and engaging manner
CO3	Understand the expectations of customers and know how to translate this knowledge into genuine value for customers
CO4	Know about the synergy of marketing helpful to create productive services.
CO5	Demonstrate current research trends in services marketing and management

Course Contents

UNIT-I

Concept of services: introduction, growth and role of services, differentiation of goods and services, service characteristics and classifications. Service quality: quality and productivity, quality gaps and their closing

UNIT-II

Concept of services marketing: role of marketing in services, service marketing mix, service marketing triangle, managing effective service delivery: managing demand and capacity, importance of employees, intermediaries and customer participation in effective delivery, channel selection

UNIT-III

Knowledge of buyer's behavior: decision making roles, consumer decision making, consumer evaluation of services, marketing strategies for service marketing: segmentation, targeting and positioning, differentiation, life cycle, pricing and market communication

UNIT-IV

Quality Issues and Quality Models; Managing Productivity and Differentiation in Services Organizations; Demand-Supply Management; Advertising, Branding and Packaging of Services, Service Recovery Management; Applications of Services Marketing (Case Studies)

References

- Shanker, R. (2002). *Services marketing*. Excel Books India.
- Onkvisit, S., & Shaw, J. J. (1989). *Service marketing: Image, branding, and competition*. Business Horizons
- Bhattacharya, C. (2009). *Services marketing*. Excel Books India.
- P.K. Sinha & S.C. Sahoo. (2011). *Services Marketing – Text & Readings*. Himalaya PublishingHouse
- Rao, K. (2011). *Service marketing*. Pearson Education India

Website Links



- <https://bbamantra.com/enotes/marketing-of-services-notes/>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	3	3	2	3	1	3	2	-	2	3
CO2	2	1	-	1	2	3	-	3	2	2	1	3	1	3	1
CO3	3	2	3	3	1	1	2	2	3	-	2	2	2	2	3
CO4	2	1	2	-	2	3	3	3	1	3	1	1	3	1	3
CO5	3	2	3	2	3	3	2	-	2	3	2	3	-	2	3
Average	2.6	1.6	2.75	2	2	2.6	2.5	2.5	2.2	2.25	1.8	2.2	2	2	2.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Laws – II

Course Code: 213604

Semester: 6th

Total Credits: 4

L T P

4 0 0

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Acquire and exhibit an understanding of bankruptcy law and debt responsibilities for firms and individuals.
CO2	Understand about agency, employment and labor laws.
CO3	Identify laws that govern and regulate different forms of businesses such as sole proprietorships, partnerships and corporations.
CO4	Acquire and exhibit an understanding of property law including personal and real property.
CO5	Demonstrate knowledge of various trends occurring within the area of business law.

Course Content

UNIT-I

Negotiable Instruments Act: Definition of negotiable instrument. Promissory note, Bill of Exchange and cheques. Parties to negotiable instrument. Discharge of parties from liability.

UNIT-II



Dishonor of a negotiable Instrument – Liabilities of Banker and drawer for dishonor of a cheque. Hundies. The Consumer Protection Act 1986: Definition of consumer, Features, Grievance redressal machinery.

UNIT-III

Company Law: Definition and nature of a company, characteristics of a company. Difference between partnership and company. Formation of Company– Memorandum and articles of association.

UNIT-IV

Company Management: Appointment and removal of directors. Rights and liabilities of directors Meetings: Statutory meetings, Basic knowledge of various types of resolutions. Winding up by court and voluntary winding up.

References

- Chawla, Garg, and Sareen. (2014). *Mercantile Law*.7th Ed. Kalyani Publisher
- Bagriyal, A. K. (2009). *Company law*. Vikas Publishing House.
- Kapoor, N. D. (2009). *Mercantile Law*. *Sultan Chand & Sons*.
- Hannigan, B. (2018). *Company law*. Oxford University Press, USA.
- Dine, J., & Koutsias, M. (2009). *Company law*. Macmillan International Higher Education.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	1	1	2	2	3	3	1	3	2	3
CO2	2	2	1	-	2	2	3	2	2	1	2	2	-	3	1
CO3	3	1	3	2	3	1	2	3	3	-	3	2	3	1	2
CO4	3	-	2	3	2	2	-	1	3	2	2	2	1	3	3
CO5	2	2	1	3	3	2	3	2	1	3	3	2	2	-	2
Average	2.6	1.75	2	2.5	2.6	1.6	2.25	2	2.2	2.25	2.6	1.8	2.25	2.25	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Project

Course Code: 213605

Semester: 6th



Credits: 02

L T P

0 0 8

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Apply fundamental and disciplinary concepts in appropriate areas
CO2	Demonstrate skill and knowledge of current information and technological tools and techniques specific to the professional field of study.
CO3	Expose the entrepreneurial cultural and industrial growth
CO4	Relate the theoretical knowledge with their practical experience

Course Content

The students are required to carry out a project on any management Course and submit a report to beevaluated by the teachers of the institute and a presentation made to the entire group.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2	3	-	2	1	3	2	3	1	3	2	3	2
CO2	2	-	3	2	2	3	3	1	2	2	-	2	1	3	2
CO3	3	2	2	3	3	2	-	2	1	2	3	2	2	1	3
CO4	-	3	3	1	3	1	3	1	3	-	2	3	3	2	1
Average	2.67	2.67	2.5	2.25	2.67	2	2.3	1.75	2	2.3	2	2.5	2	2.25	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce -VI*

Course Code: 213606

Semester: 6th

LT P

Credits: 02

NA

Course Outcomes: On successful completion of this course, the students will able to:



CO	Statement
CO1	Assess the understanding of various subjects studied during last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subject studied throughout the course.
CO4	Face industrial internship program as well as job interview.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	-	3	2	3	2	3	3	2	3	2	3	1	3
CO2	2	2	1	2	3	2	1	2	1	2	3	1	-	2	2
CO3	2	3	3	1	2	3	3	-	2	1	1	3	2	2	3
CO4	1	2	3	2	3	2	1	2	2	-	3	2	1	1	2
Average	2	2	2.3	2	2.5	2.5	1.75	2.3	2	1.67	2.5	2	2	1.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Operations Research

Course Code: 213701

Semester: 7th

L T P

Credits: 04

4 0 0

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

CO	Statement
CO1	Relate the key role of operations in bringing about the growth and profitability of organizations.
CO2	Rephrase ideas, concepts and principles in operations strategy.
CO3	Explain use of quantitative tools in solving typical operations domain problems
CO4	Improve the productivity of the organization by using operation research techniques.
CO5	Understand concepts and tools necessary to effectively manage field operations



COURSE CONTENT

Unit-I

Operations Research: Evolution, methodology and role in managerial decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations; Formulation of problem and its solution by graphical and simplex methods; special cases in simplex method: infeasibility, degeneracy, unboundedness and multiple optimal solutions; duality. Transportation problems including transshipment problems; Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman’s problem. Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Unit-II

PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time-cost trade-off. Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees. Game theory, pure and mixed strategy games; principle of dominance; two-person zero sum game; Replacement Models: Group Replacement, Individual Replacement; Sequencing: Concepts, Solutions of processing ‘n’ jobs through – ‘1’, ‘2’, ‘3’ and ‘m’ machines, Processing ‘2’ jobs through ‘m’ machines; Dynamic Programming Problems.

References

- Gupta P.K., Hira and D.S. (1994). Operation Research. Sultan Chand & Sons, New Delhi
- Swarup, Kanti, Gupta, P.K. & Mohan, Man. (1990). Operation Research. Sultan Chand & sons, New Delhi
- Mittal, K.V. (1992). Optimization Methods in Operations Research and System Analysis. New Age International (P) Ltd., New Delhi
- Sharma, S.D., “Operations Research”, Kedar Nath and Ram Nath, Meerut, 1996.
- Yadav, S.R. (2014). Operation Research. Oxford University Press.

Website links

- https://www.researchgate.net/publication/308163830_Quantitative_techniques_in_Management_-_Unit_1_-_Operations_Research_-Part_1
- <https://www.freebookcentre.net/business-books-download/Quantitative-Techniques-For-Business.html>
- https://www.academia.edu/31170753/QUANTITATIVE_TECHNIQUES_IN_BUSINESS

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3



CO1	3	2	-	2	3	2	2	3	2	3	1	3	3	2	2
CO2	2	1	3	2	2	1	2	3	-	1	2	2	2	3	3
CO3	3	2	2	3	3	2	1	2	2	2	1	1	3	2	2
CO4	1	2	-	2	1	1	3	3	2	3	2	1	2	2	3
CO5	3	2	1	3	2	2	-	2	1	2	2	3	3	-	3
Average	2.4	1.8	2	2.4	2.2	1.6	2	2.6	1.75	2.2	1.6	2	2.6	2.25	2.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Corporate Governance & Business Ethics

Course Code: 213702

Semester: 7th

Total Credits: 4

**L T P
4 0 0**

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Implement the business ethics to provide best practices of business ethics
CO2	Meet various corporate social responsibilities and practices in their professional life
CO3	Analyze various ethical codes in corporate governance
CO4	Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

Course Contents

UNIT-I

Corporate governance: Meaning, Issues, Is governance more than just board process and procedures. Corporate Governance Systems, Indian model of Governance, what is good corporate Governance.

UNIT-II

Rights and Privileges of Shareholders: Introduction, rights of shareholders, Poor track record of Shareholders, protection and Grievance redressed process, Relationship between investor’s protection and corporate governance.

UNIT-III

Board of Directors as a powerful instrument in governance: Role of board, Governance issues related to board, Role of directors. Corporate social responsibility: Definition, Justification and scope.



Role of public policies in governing business: Introduction, framing, Involvement of business in public policy decision making. SEBI: Role in promoting corporate governance.

UNIT-IV

Business ethics and corporate governance: importance and need for business ethics Ethical principles in business– codes and innovations, need for values in global change: Indian perspective values for manager’s corporate governance in developing and transition economies: introduction, problems & challenges.

References

- Keasey, K., Thompson, S., & Wright, M. (Eds.). (2005). *corporate governance: accountability, enterprise and international comparisons*. John Wiley & Sons.
- Fernando, A. C. (2011). *Corporate Governance: Principles, Polices and Practices, 2/E*. Pearson Education India.
- Iyer, S. S. (2009). *Managing for Value*. New Age International.
- Bhatia, S. K. (2004). *Business ethics and corporate governance*. Deep and Deep Publications.
- Velasquez, M. G., & Velazquez, M. (2002). *Business ethics: Concepts and cases* (Vol. 111). Upper Saddle River, NJ: Prentice Hall.

Website links

- <https://www.bbvaopenmind.com/en/articles/ethics-values-and-corporate-governance/>
- https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1751657

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	3	2	3	3	1	1	2	-	3	3	2	2	3	3
CO2	2	2	3	2	2	3	2	3	2	-	2	1	3	2	1
CO3	3	1	2	3	-	2	2	2	2	2	3	3	-	3	3
CO4	3	2	3	1	3	3	-	3	1	3	2	1	2	2	-
CO5	2	3	2	-	3	1	2	1	2	3	3	2	3	-	3
Average	2.5	2.2	2.4	2.25	2.75	2	1.75	2.2	1.75	2.75	2.6	1.8	2.5	2.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Minor Project

Course Code: 213703



Credits: 02

NA

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Identify complex issues inherent in selecting a research problem, research design, and research project.
CO2	Write research papers for seminars, conferences, research journals.
CO3	Use the tools and techniques for exploratory, conclusive and causal research.
CO4	Develop data analytics skills and meaningful interpretation of data to solve the business problems.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	2	3	1	2	2	1	3	3	2	3	-
CO2	2	-	2	3	1	2	2	1	1	2	2	-	2	2	3
CO3	2	3	3	-	2	3	3	2	2	2	3	1	3	1	3
CO4	1	2	1	2	3	2	2	3	2	1	2	3	2	2	1
Average	2	2.3	2.25	2	2	2.5	2	2	1.75	1.5	2.5	2.3	2.25	2	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-III

Course Code: 213704

Semester: 7th

Credits: 02

NA

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
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CO1	Assess the understanding of various subjects studied during last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subject studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	2	3	1	3	2	3	2	1	3	-	3
CO2	2	1	2	3	2	-	2	2	1	1	3	2	2	2	1
CO3	2	3	-	3	2	3	3	1	2	2	-	2	3	2	3
CO4	1	3	2	2	3	2	2	-	2	2	3	1	2	1	2
Average	2	2.25	2.3	2.25	2.25	2.67	2	2	1.75	2	2.67	1.5	2.5	1.67	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Consumer Behaviour

Course Code: 213705

Semester: 7th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Define the conception of consumer behavior and reveal its importance in the context of marketing.
CO2	Identify the factors that influence consumer behavior
CO3	Examine the consumer decision-making process.
CO4	Describe the target market and determine the positioning strategy according to consumer characteristics and behavior.

COURSE CONTENT

Unit-I



Introduction to Consumer Behavior: Consumer Behavior: Scope, importance and interdisciplinary nature
Consumer Research Process: Qualitative and Quantitative research
Market Segmentation: Uses and bases of segmentation
Evolution of Consumer Behavior: Introduction to Consumer Decision Making Models: Howard-Sheth, Engell Kollat-Blackwell and Nicosia Models of consumer decision-making
Individual Determinants of Consumer Behavior: Motivation: Nature and Types of Motives, Process of motivation, Types of Needs
Personality: Theories, Product Personality, Self-Concept, Vanity
Consumer Perception: Concept and Elements of Perception, Consumer Imagery, Perceived Risk
Consumer Learning: Behavioral and Cognitive Learning Theories

Unit II

External Influences on Consumer Behavior
Culture: Values and Norms, Characteristics and effect on Consumer Behavior, Types of sub culture, Cross cultural consumer behavior
Group Dynamics and Reference Groups: Consumer relevant groups, Types of Family: Functions of family, Family decision making, Family Life Cycle
Social Class: Categories, Measurement and Applications of Social Class, Consumer Decision Making Process
Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership and Firm's Promotional Strategy, Diffusion of innovations: Diffusion Process, Adoption Process, Profile of Consumer Innovator.

References

- SOLOMON, M., RUSSELL-BENNETT, R., & PREVITE, J. (2012). *CONSUMER BEHAVIOUR*. PEARSON HIGHER EDUCATION AU.
- Szmigin, I., & Piacentini, M. (2018). *Consumer behaviour*. Oxford University Press.
- Tyagi, C. L., & Kumar, A. (2004). *Consumer behaviour*. Atlantic Publishers & Dist.
- Quester, P. G., Neal, C. M., Pettigrew, S., Grimmer, M., Davis, T., & Hawkins, D. (2007). *Consumer behaviour: Implications for marketing strategy*. Sydney: McGraw- Hill.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behaviour, Mason Ohio: South Western Thomson Learning*.

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- <HTTPS://YOUTU.BE/60ERK7AWGWM>
- <https://www.wisdomjobs.com/e-university/consumer-behaviour-tutorial-94/introduction-to-customer-behavior-definition-10446.html>
- <HTTPS://WWW.STUDOCU.COM/EN-CA/DOCUMENT/ATHABASCA-UNIVERSITY/CONSUMER-BEHAVIOUR/LECTURE-NOTES/LECTURE-NOTES-CONSUMER-BEHAVIOUR-CHAPTER-1->



The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	2	3	2	3	2	2	3	-	2	2
CO2	2	2	3	2	2	3	1	3	2	-	2	3	2	3	1
CO3	3	1	2	3	1	2	3	2	1	2	3	-	2	1	3
CO4	3	2	3	-	3	3	2	3	2	3	1	2	3	2	2
Average	2.75	1.75	2.75	2.3	2.25	2.5	2.25	2.5	2	2.3	2	2.67	2.3	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Marketing Research

Course Code: 213706

Semester: 7th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Determine customer attitudes and preferences
CO2	Acquire knowledge about test marketing of products
CO3	Enhance the understanding of the marketing research for industry.
CO4	Exploit marketing research data for management decision making
CO5	Understand different applications of Marketing Research

COURSE CONTENT

Unit-I

Marketing Research: Definition, Nature, Scope, Marketing Research Process, Types of Research– Descriptive research, Exploratory Research and Causal Research., Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis and Identification of MR Objectives, Sources of Information: Primary and Secondary Data. Research Process, Research Designs, and their applications: Exploratory, Descriptive and Causal Research. Sampling Decisions: Basics,



Methods/Techniques and Determination of Sample Size. Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes, and their Measurement

Unit-II

Scaling: Scales of Measurement – Nominal, Ordinal, Interval and Ratio. Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi-Dimensional Scale (MDS) and Their Applications, Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis. Report Writing and Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research, Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

References

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

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- <https://www.yourarticlelibrary.com/marketing/marketing-research-concept-objective-advantages-and-limitations/22286>
- <https://www.slideshare.net/sriprasadnavulla/market-research-notes>
- <https://www.studocu.com/en-au/document/university-of-new-south-wales/marketing-research/lecture-notes/market-research-notes-lecture-notes-lectures-1-12-lecture-slides-textbook-exam-tips/332423/view>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	1	2	-	2	1	2	1	3	3	2	3	3
CO2	2	-	1	2	2	3	2	1	2	3	3	2	3	2	2
CO3	3	2	-	3	3	1	2	-	2	3	2	1	3	-	3
CO4	1	3	2	2	1	2	3	1	2	-	3	2	3	2	2



CO5	2	1	2	3	-	3	3	2	1	3	2	3	1	-	1
Average	2	2	2	2.2	2	2.25	2.4	1.25	1.8	2.5	2.6	2.2	2.4	2.3	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Product & Brand Management

Course Code: 213707

Semester: 7th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Acquire knowledge about different approaches to measuring brand equity
CO2	Know about conceptual framework for managing brands strategically.
CO3	Depict the role of brands, the concept of brand equity and the advantages of creating strong brands.
CO4	Create profitable brand strategies by building, measuring and managing brand equity

COURSE CONTENT

UNIT-I

Product Concepts: Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential, and forecasting. Product Market Strategies. Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation. Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation. New Products: New Product Categories, Organization for Product Management.

UNIT-II

New Product Development Process: Concept Generation, Concept Screening, Concept Testing, Marketing Strategy Development, Product Development, Product Use Testing, Test Marketing & Product Launching. Designing the Offer: Perceptual Mapping, Conjoint Analysis, Pricing the Offer: Price Elasticity of Demand, Costs, Pricing Strategies. Concept of Product Testing. Test Marketing. Product Launch. Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions. Brand Image, Brand Identity, Brand Personality. Brand Positioning and Repositioning,



References

- Kapferer, J. N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publishers.
- Kapferer, J. N. (1994). *Strategic brand management: new approaches to creating and evaluating brand equity*. Simon and Schuster.
- Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). *Brand Management: Mastering Research, Theory and Practice*. Routledge.
- Varley, R. (2014). *Retail product management: buying and merchandising*. Routledge.
- Majumdar, R. (2007). *Product management in India*. PHI Learning Pvt. Ltd.

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- https://www.youtube.com/watch?v=MeLimVJom_0
- https://www.youtube.com/watch?v=nwc68CNaxTM&list=PLP1K_8RwG01-eTBzOSDvpQOjiCZ3Z8Hn08
- <https://www.scribd.com/doc/17045977/Product-and-Brand-Management-A-Concise-Note-on-everything-about-Product-and-Brand-Management> The mapping of PO/PSO/CO attainment is as follows:

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	3	2	3	1	3	2	-	1	3	2	3	1	1
CO2	-	2	3	2	2	3	-	3	2	2	2	1	2	3	3
CO3	3	2	1	-	3	2	1	2	2	1	3	2	2	3	3
CO4	1	2	3	2	3	2	3	1	3	3	2	1	3	-	2
Average	2	1.75	2.5	2	2.75	2	2.3	2	2.3	1.75	2.5	1.5	2.5	2.3	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Social Security & Labour Welfare

Course Code: 213708

Semester: 7th



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

CO	Statement
CO1	Get familiar with rationale behind labour laws
CO2	Know about vulnerable groups of workers and legal provisions related to them
CO3	Evaluate working conditions of workers and legal provisions related to the accidents and hazards
CO4	Utilize provisions of various labour laws in their corporate life
CO5	Establish & maintain a sound relationship between the worker & the employer

COURSE CONTENT

UNIT-I

The concept and scope of social security. Social assistance and social insurance, Evolution of social security. Law relating to social security, Payment of wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Workman's Compensation Act, 1923, Maternity Benefit Act 1961, Employees State Insurance Act, 1948, Provident Fund & Miscellaneous Provisions Act, 1951, Gratuity Act, 1972.

Unit-II

I.L.O and social security the concept of labor welfare: definition, scope and objectives, welfare work and social work. Evolution of labor welfare, classification of welfare work, agencies for welfare work. Welfare activities of govt. of India; welfare work by trade unions Labor Welfare work by voluntary social organizations. Labor administration: agencies for administering labor welfare laws in India

References

- Gupta, M. (2007). *Labour welfare and social security in unorganized sector*. Deepand Deep Publications.
- Walker, R. (2004). *Social Security and Welfare: Concepts and Comparisons: Concepts and Comparisons*. McGraw-Hill Education (UK).



- Sivarethinamohan, R. (2010). *Industrial relations and labour welfare: Text and cases*. PHI Learning Pvt. Ltd.
- Rawat, B. D. (1988). *Labour Welfarism in India: Problems & Prospects*. RBSA Publishers.
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- [HTTPS://WWW.ACADEMIA.EDU/8098638/A_STUDY_ABOUT_THE_LABOR_WELFARE_AND_SOCIAL_SECURITY_MEASURES_IN_INDIA](https://www.academia.edu/8098638/A_STUDY_ABOUT_THE_LABOR_WELFARE_AND_SOCIAL_SECURITY_MEASURES_IN_INDIA)
- [HTTPS://WWW.PRSINDIA.ORG/BILLTRACK/CODE-SOCIAL-SECURITY-2019](https://www.prsindia.org/billtrack/code-social-security-2019)
- <https://youtu.be/clguxofnmnw>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	1	3	2	-	1	3	2	1	2	3	3
CO2	1	2	-	1	2	3	2	3	2	2	2	-	2	1	2
CO3	-	2	2	3	1	2	1	2	3	2	-	2	1	3	3
CO4	3	2	2	1	2	2	3	1	2	3	2	3	2	2	3
CO5	2	2	3	1	3	2	3	2	3	-	2	2	3	-	3
Average	2	2.2	2.25	1.8	1.8	2.4	2.2	2	2.2	2.5	2	2	2	2.25	2.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Organization Change & Development

Course Code: 213709

Semester: 7th

L T P

Credits: 05 4 10

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

CO	Statement
CO1	Explore the conceptual, theoretical and practical perspectives of organizational change management



CO2	Analyze different approaches to managing organizational change and utilization of competencies required for effective change management at organization, group and individual level.
CO3	Devise effective intervention strategies for function of HR of an organization in transition.
CO4	Know about dynamics and difficulties of change in organizational culture and human behavior.
CO5	Acquire knowledge about technology changes and their impact on an organization.

COURSE CONTENT

UNIT-I

Organizational Change – meaning, nature, types; theories of planned change; Organizational Development – nature and characteristics; process of organizational development, Human Process Interventions – T-group, process consultation, third party interventions, team building; organizational confrontation meeting, coaching and mentoring, role focused interventions. Techno structural Interventions – restructuring organization, reengineering, employee involvement, work design.

Unit-II

Strategic Interventions – Organization and environment relationships, organization transformation, Contemporary issues, and applications – Organizational development in global context, organizational development in service sector, OD Practitioners – role, competencies requirement, professional ethics and values and experiences; future trends in OD.

References

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge. & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organizational Behaviour*. Himalaya Publishing House

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	-	2	3	2	1	3	3	2	2	3	3
CO2	2	-	1	1	2	2	1	3	2	2	-	2	3	1	1
CO3	3	2	2	3	3	1	2	-	3	2	1	3	3	2	2
CO4	3	1	2	3	1	3	2	3	2	3	1	-	1	3	3
CO5	2	2	3	1	3	2	3	2	3	-	3	2	3	2	3
Average	2.4	2	2	2.2	2.25	2	2.2	2.5	2.2	2.5	2	2.25	2.4	2.2	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Compensation Management

Course Code: 213710

Semester: 7th

Credits: 05

L T P
4 1 0

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

CO	Statement
CO1	Recognize pay decisions that help the organization to achieve a competitive advantage
CO2	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
CO3	Design rational and contemporary compensation systems in modern organizations.
CO4	Apply the concepts related to human resource accounting & compensation management.

Course Content

UNIT-I

Introduction to Compensation Management, Compensation Philosophies, Process of Compensation Management. Role of compensation in organization: economic and behavioral theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy, Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra- industry compensation differentials, designing pay structure and administering compensation package; understanding different components of compensation package like fringe benefits, incentives and retirement plans; pay for performance plans.



Unit-II

Compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package; compensation of professionals and knowledge workers, R&D staff, sales compensation plan, international compensation, Statutory provisions governing different components of reward systems; working of different institutions related to reward system like wage boards, pay commissions, role of trade unions in compensation management; tax planning.

References

- GEORGE T. MILKOVICH & J.M. NEWMAN. 1999. *COMPENSATION*. TATA MCGRAW HILL
- Henderson, R.O.2013. *Compensation Management*. Pearson Education
- Martocchio, J.J. 2015. *Strategic Compensation*. Pearson Education
- Armstrong, M and Murlis H. 2012. *Reward Management*. Kogan Page. UK
- Singh, B.D. 2002. *Compensation Reward Management, Excel Books*. New Delhi

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- <https://www.iedunote.com/compensation-management>
- <https://study.com/academy/lesson/what-is-compensation-management-definition-components.html>
- <https://www.zenefits.com/workest/what-is-compensation-management/>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	1	2	2	1	2	-	3	3	2	3	1	1
CO2	2	-	3	2	1	3	2	3	3	2	2	1	2	-	2
CO3	3	1	2	3	-	2	3	2	1	2	3	-	3	1	3
CO4	2	3	1	3	1	3	1	3	-	3	1	2	2	3	1
Average	2.25	2	2.25	2.25	1.3	2.5	1.75	2.5	2	2.5	2.25	1.67	2.5	1.67	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Security Analysis & Portfolio Management

Course Code: 213711



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

CO	Statement
CO1	Know about financial assets such as money market instruments, bonds, and stocks.
CO2	Select and employ tools for financial analysis using time value of money, cost of capital and interest rates.
CO3	Develop the skills to analyze companies for investment purposes.
CO4	Evaluate securities and stocks through valuation models and also use derivative securities to manage risks.
CO5	Understand the benefit of diversification of holding a portfolio and its importance.

COURSE CONTENT

UNIT-I

Investment-Meaning, nature, process, and alternatives; return and risk; Concept and components of total risk; Measuring historical and expected return and risk; systematic and unsystematic risk. Measurement of systematic risk, Objectives and benefits of investment analysis and security valuation; theories of fixed and variable income securities; Efficient Market Theory; Fundamental Analysis - Economic, Industry and Company Analysis; Technical Analysis

Unit-II

Portfolio – Meaning, advantages and selection; Selection Problems: Markowitz portfolio theory; expected return and standard deviation for portfolios; the efficient frontier; the efficient frontier and investor utility; the selection of the optimal portfolio; Sharpe single-index model; Capital Asset Pricing Model; Arbitrage Pricing Theory. Bond portfolio management strategies – passive portfolio strategies, active management strategies; Portfolio revision – meaning, need, constraints and strategies; formula plans - constant-dollar-value plan, constant ratio plan, variable ratio plan; Portfolio performance evaluation: risk adjusted measures of performance.

References

- Reiley & Brown. 2015. *Investment Analysis & Portfolio Management*. ThomsonLearning. Bombay.
- Pandian.2012. *Security Analysis and Portfolio Management*. Vikas Publishing House. New



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- Sharpe, Alexander & Wiley. 2013. *Investment*. Prentice Hall of India, New Delhi.
- Alexander, Gordon J. and Bailey, Jeffery V.1999. *Investment analysis and Portfolio Management*. Dryden Press, Thomson Learning, Bombay.
- Bodie ZVI, Alex Kane, Marcus, Alan J & Mohanty Pitabas. 2006. *Investments*. TMH, New Delhi,

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- <https://nptel.ac.in/courses/110/105/110105035/>
- <https://www.studocu.com/en-gb/document/university-of-strathclyde/portfolio-management-and-security-analysis/lecture-notes/notes-on-portfolio-management-and-security-analysis/1466679/view>
- <https://ocw.mit.edu/courses/mathematics/18-s096-topics-in-mathematics-with->

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	3	2	3	2	-	2	3	2	1	3	3	2	3
CO2	3	2	-	1	2	1	3	1	2	1	2	2	-	3	3
CO3	-	2	2	3	1	2	2	-	1	2	3	2	2	2	2
CO4	3	2	3	2	3	2	3	2	3	2	3	-	3	1	1
CO5	2	3	1	3	-	3	2	1	2	3	2	2	3	2	3
Average	2.25	2.2	2.25	2.2	2.25	2	2.5	1.5	2.2	2	2.2	2.25	2.75	2	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Management of Financial Institutions

Course Code: 213712

Semester: 7th

L T P

Credits: 05

4 1 0

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

CO	Statement
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CO1	Identify accounting concepts to interpret financial data and use it to make informed decisions about the operating performance and financial position of a company
CO2	Obtain knowledge about financial and investment concepts that provide advice on investments, insurance, and estate planning
CO3	Describe financial and investment concepts to provide advice on investment, insurance, and estate planning
CO4	Know concepts & practical dynamics of the Indian financial system, markets, institutions and financial services.

COURSE CONTENT

UNIT-I

Financial Institutions in India: An overview, types and their role in economic development, Banking system in India: An overview, structure of Indian banks: public, private and foreign banks, their role and performance, Reserve Bank of India: Its functions and role as a central bank. Development Banking in India: concept, evolution, types, function, structure, and promotional role. Micro-Financing: concept, models, and its role in poverty alleviation, banking sector reforms in India.

Unit –II

Mutual Funds: Evaluation, SEBI regulations, & different types of schemes. On-Banking Finance Companies (NBFCs): Introduction, evolution, progress and growth, regulatory framework, problems and prospects, Insurance Industry in India: evolution, growth, insurance sector reforms. An overview of risks faced by FIs, types of risks: credit risk, liquidity risk, interest rate risk, market risk, foreign exchange risk, technology, and operational risk.

References

- Saunders Anthony & Cornett Marcia Million. 2009. *Financial Markets and Institution 3rd Edition* s. Tata McGraw-Hill Education Private Limited.
- Bhole L.M... 2009. *Financial Institutions and Markets. 5th Edition*. Tata McGraw-Hill Publishing Company Limited.
- Srivastava R.M. 2008. *Management of Indian Financial Institutions*. Himalaya Publishing House. Mumbai.
- Khan M.Y. 2007. *Indian Financial System. 5th Edition*. Tata McGraw-Hill Publishing Company Limited, New Delhi.

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- <https://www.scribd.com/doc/26804098/Management-of-Financial-Institutions>.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	3	-	2	3	2	3	2	3	1	3	3	3
CO2	2	2	3	2	2	1	3	2	3	1	2	2	-	2	2
CO3	3	2	1	3	2	2	1	1	-	2	3	1	3	3	3
CO4	3	1	-	2	2	3	2	3	3	2	2	2	3	2	-
Average	2.25	1.75	2	2.5	2	2	2.25	2	3	1.75	2.5	1.5	3	2.5	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Taxation Laws & Planning

Course Code: 213713

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Know about provisions of corporate tax laws for tax planning.
CO2	Explain different types of incomes and their taxability and expenses and their deductibility.
CO3	Familiarize with various instruments available for investment to achieve financial goals.
CO4	State the use of various deductions to reduce the taxable income.

COURSE CONTENT

UNIT-I

Tax Management: Introduction to tax management, features and scope of tax management. Basic concepts of income tax, residential status and its incidence on tax liability, incomes exempt from tax; income from the had salary; income from house property, Profits and gains of business and profession including depreciation; capital gains; income from other sources. Clubbing of incomes, setting off



and carrying forward of losses; general deductions from gross total income, assessment of individuals and companies, computation of tax liability.

Unit-II

Tax planning/avoidance/evasion; tax planning with reference to managerial decisions – own or lease, make or buy, export or local, close or continue etc.; tax planning in reference to employees’ remuneration; returns of income and assessment of income; deduction and collection of tax at source; income tax authorities and their powers.

References

- Singhania, V. S. (2013). *Students ‘guide to Income Tax*. Taxmann Publications Pvt.
- Lal, B. B. (2010). *Income Tax*. Pearson Education India.
- Livingston, M. A., & Gamage, D. S. (2010). *Taxation: Law, Planning, and Policy*. LexisNexis.
- Gamage, D., & Livingston, M. A. (2018). *Taxation: Law, Planning*. Carolina Academic Press
- Ahuja, G., & Gupta, R. (2019). *Systematic Approach to Income Tax*. Wolters kluwer India Pvt Ltd.
- Singhania, Vinod K. and Kapil Singhania. (2006). *Direct Taxation*. Taxmann Publication Pvt Ltd, New Delhi. Mehrotra, H.C. (2015). *Income Tax Law*. Sahitya Bhawan, Agra.

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- <http://incometaxmanagement.com/Pages/Tax-Management-Procedure/5-4-Difference- Between-Tax-Planning-And-Tax-Management.html>
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	3	2	3	2	1	3	1	2	2	1	3	3	3
CO2	2	3	-	2	1	3	1	2	2	-	2	3	3	1	2
CO3	1	2	2	3	2	-	2	3	2	2	1	2	1	2	2
CO4	3	1	3	2	3	2	3	-	2	3	2	1	3	-	3
Average	2	2	2.67	2.25	2.25	2.3	1.75	2.67	1.75	2.3	1.75	1.75	2.5	2	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



Course Name: Programming in C/C++

Course Code: 213714

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Understand the concept of data abstraction and encapsulation.
CO2	Learn about overload functions and operators in C++.
CO3	Explain containment and inheritances promote code reuse in C++.
CO4	Design and implement generic classes with C++ templates.

COURSE CONTENT

UNIT-I

Defining the problem, designing the program, coding the program, testing, and debugging the program, and implementing the program. Introduction to Algorithm and flowchart. Overview of C: Brief history of C, comparison of C with other programming languages, general structure of a C program. Data Types, Operators & Expressions: Constants and variables, data types, declaring variables, storage classes, different types of expressions and their evaluation, conditional expression, assignment statement, enumerated data type, defining/creating data types, library functions, type casting. Console Input/output: Standard input/output devices, unformatted input/output functions (character I/O functions and string I/O functions), formatted input/output functions (*scan if*) fun

Unit-II

Control Statements: Decision making using *if*, *if, else*, *else if* and *switch* statements, Looping using *for*, *while* and *do, while* statements, transferring program control using *break* and *continue* statements, programming examples to illustrate the use of these control statements. Pointers: What is pointer? Why pointers? Declaring pointers, pointer to pointer, array of pointers, pointer to array. Functions: Defining a function, local variables, *return* statement, invoking a function, specifying, and passing arguments to a function, function prototyping and use of header files, recursion. Arrays & Strings:



Introduction to arrays, declaring arrays, Types of Arrays, initializing arrays, processing of arrays, passing arrays as arguments to a function. Structure and Union: Defining and processing a structure, user defined data types, structure, and pointers, passing structure to function, self-referential structure, and union. C programming applications: Sorting (Bubble sort, Selection sort), Searching (Binary search, Linear Search). action and *print if ()* function).

References

- Liberty, J. (2003). *Programming C*. O'Reilly Media, Inc.
- Petzold, C. (1992). *Programming Windows 3.1*. Microsoft Press.
- Cheng, J., Grossman, M., & McKercher, T. (2014). *Professional CUDA c programming*. John Wiley & Sons.
- Ritchie, D. M., Kernighan, B. W., & Lesk, M. E. (1988). *The C programming language*. Englewood Cliffs: Prentice Hall.
- Boutell, T. (1996). *CGI Programming in C & perl*. Addison-Wesley Professional.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	3	2	3	2	2	-	3	2	2	2
CO2	2	1	2	2	-	3	2	2	3	3	2	1	2	1	1
CO3	3	1	2	3	2	-	1	1	2	2	3	2	3	2	2
CO4	3	2	3	1	3	2	3	2	3	2	2	-	2	3	3
Average	2.75	1.5	2.25	2.25	2.3	2.67	2	2	2.5	2.25	2.33	2	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Database Management System

Course Code: 213715

Semester: 7th



CO	Statement
CO1	Understand, appreciate and effectively explain the underlying concepts of database technologies
CO2	Design and implement a database scheme for a given problem-domain
CO3	Describe the fundamental elements of relational database management systems
CO4	Familiar with basic database storage structures and access techniques
CO5	Convert the ER-model to relational tables, populate relational database and formulate SQL queries on data

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

COURSE CONTENT

UNIT-I

Introduction: definition of data, uses & need of data in organizations. Basic concepts: entities & their attributes, advantages & disadvantages of DBMS. Data models: the hierarchical model, the network model & the relational model.

Unit-II

Relational databases: relations, tuples, domains & keys, normalization – 1nf, 2nf, 3nf, BCNF, SQL: SQL database creation & manipulation views & queries. Data protection: recovery, concurrency, security & integrity.

References

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F. Korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers
- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

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- <https://www.javatpoint.com/dbms-tutorial>
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	-	2	3	2	3	3	1	2	3	3
CO2	1	1	-	2	3	2	1	1	2	2	-	2	2	3	1
CO3	3	2	2	3	3	2	-	2	3	2	3	-	3	2	2
CO4	3	-	3	2	2	1	3	2	3	1	2	2	3	1	2
CO5	1	3	2	3	2	3	2	3	-	1	3	2	2	3	-
Average	2	2.25	2.25	2.2	2.4	2	2	2.2	2.5	1.8	2.75	1.75	2.4	2.4	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Enterprise Resource Planning (ERP)

Course Code: 213716

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Know about business works and information systems that fit into business operations.
CO2	Recognize business processes using process mapping techniques.
CO3	Emphasize the cross functional integration aspects of a business.
CO4	Enable better managerial decision making through real time data integration and sharing.

COURSE CONTENT

UNIT-I

Enterprise Resources Planning: Evolution of ERP-MRP and MRP II - problems of system islands need for system integration and interface-early ERP Packages-ERP products and Markets - opportunities and problems in ERP selection and implementation; ERP implementation identifying RP benefits team formation- Consultant Intervention-Selection ERP-Process of ERP



implementation. Managing changes in IT organization -Preparing IT infrastructure-Measuring benefits of ERP- Integrating with other systems: The emergence of reengineering concept- concept of business process rethinking of processes identification of re-engineering need-preparing for re-engineering -implementing change-change management-BPR & ERP.

UNIT-II

Supply Chain Management: The concept of value chain differentiation between ERP and SCM- SCM for customer focus-need and specificity of SCM. SCM scenario in India- products and markets of Shell-issue in selection and implementation of SCM solution - CRM solutions. E- Business: Introduction to 1-Net Technologies-Evolution of E- Commerce, EDI, and E-Business - business opportunities basic and advanced business models on internet- internet banking and related technologies- security and privacy issues- technologies for E-Business. Future and Growth of E-Business's.

References

- Lange alter, A. Gary. (2000). *Enterprise Resources Planning and Beyond*. St. Lucie Press, USA
- Alexis, Leon. (2000). *ERP Demystified*. Tata McGraw Hill, 1st Ed.,
- Mary, Sumner (2010). *Enterprise Resource Planning*. Pearson Education
- Jaiswal, Mahadeo & Vanapalli, Ganesh (2005). *Textbook of Enterprise Resource Planning*. Macmillan Publishers India
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	1	2	2	1	1	2	3	2	2	1	2	3	-
CO2	2	2	3	2	2	3	2	3	2	-	2	2	3	1	1
CO3	3	-	2	2	3	2	3	2	2	3	3	1	3	2	2
CO4	3	2	1	3	3	2	-	2	3	3	2	1	2	3	3
Average	2.75	2	1.75	2.25	2.5	2	2	2.25	2.5	2.67	2.25	1.25	2.5	2.25	2



The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Health System Management

Course Code: 213717

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Evaluate complex policy and organizational challenges at micro and macro levels within healthcare systems
CO2	Differentiate between the functions, roles, and responsibilities of healthcare managers.
CO3	Apply key quality concepts in health care organizations.
CO4	Manage organizational processes, including redesigning organizations.
CO5	Efficiently foster innovation within care settings.

COURSE CONTENT

Unit-I

Introduction – Health Care Management – Evolution of Health Care Systems in India & Abroad – Evolution of Present Health Care Services in India. Health Care Management: Success in Teamwork – In-service Training & Education. Law Related to Medical & Health Care – Consumer Protection Act, 1986, Right to Information Act, 2002.

Unit II

Development of Attitude & Motivation among Hospital Service Providers – Awareness of Health Insurance – Role of Hospital Administrator. Legal Medicine vis-à-vis Law Ethics

References

- Goal, S. L. (2009). *Health Care System and Hospital Administration: Organizational structure (Vol. 1)*. Deep and Deep Publications.
- Goal, S. L., & Kumar, R. (Eds.). (2004). *Hospital Preventive and Promotive Services: Hospital Administration in the 21st Century (Vol. 3)*. Deep and Deep Publications.
- Goel, S. L. *Hospital administration and management: Theory and practice*. Deep and Deep Publications, 2007.



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- <https://www.fanshawec.ca/programs/hsy2-health-systems-management/next>
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- http://www.powershow.com/view/845a5-NWMzZ/Health_Management_Systems_powerpoint_ppt_presentation

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2	2	1	3	2	-	2	3	3	2	3	2	2
CO2	-	2	3	2	2	1	3	2	2	1	3	1	1	1	1
CO3	2	3	2	3	3	2	-	2	1	2	2	3	2	3	3
CO4	3	2	3	1	2	3	2	3	2	3	3	2	2	-	2
CO5	2	-	2	3	3	1	2	2	1	3	2	3	1	3	3
Average	2.5	2.5	2.4	2.2	2.2	2	2.25	2.25	1.6	2.4	2.6	2.2	1.8	2.25	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Hospital Services Marketing

Course Code: 213718

Semester: 7th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing in hospitals.
CO2	Demonstrate the nature and scope of services management in hospital profession
CO3	Translate the knowledge into genuine value for hospital environment
CO4	Obtain the knowledge about the synergy of marketing to create service productivity.



CO5 | Develop the professional skills to become hospital service manager.

Course Contents

Unit-I

Core concepts of Marketing – Marketing Environment Analysis – Competition Analysis-The scope of Hospital Services Marketing. Service Characteristics and their strategic implications, Service Consumer Behavior – Service Marketing strategy – Market segmentation – targeting and positioning – Service Marketing Mix – Service Triangle. Designing health care service products – New Service Development process – PLC – Physical evidence – Pricing Strategies, Channel management in Hospitals, Franchisee management.

Unit II

Internal marketing – Importance and Objectives – Roles of a service employee – Internal marketing strategies; External marketing – Promotional mix – Promotional campaign design; Interactive marketing. Service distribution; Service Demand and Capacity Management; Service Quality Management – GAP model, SERVQUAL model – Service recovery strategies.

References

- Kotler, Philip. (2006). *Marketing Management* (Millennium Edition). PH1. New Delhi.
- Zeithaml, bitner, Yalarie A. (2007). *Service Marketing – Cases in Marketing Management*. MC Graw Hill, New York
- Srinivasan, R. (2006). *Services Marketing (The Indian Context)*, Prentice Hall India, New Delhi
- Bhattacharya. C. (2006). *Services Marketing*. Excel Books, New Delhi
- Shankar, Ravi (2004). *Services Marketing (Indian Perspective)*. Excel Books New Delhi

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- <https://www.linkedin.com/pulse/hospital-marketing-management-basics-ravi-singh>
- https://shodhganga.inflibnet.ac.in/bitstream/10603/58500/11/11_chapter%202.pdf
- <https://www.slideshare.net/Mrutyu-anu/service-marketing-in-healthcare-industry>

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	-	3	2	3	2	2	1	3	3	2	3	1	2
CO2	3	2	1	3	1	3	3	-	3	2	1	3	2	3	1
CO3	3	-	2	2	3	1	2	2	3	2	2	1	3	2	2
CO4	2	3	2	3	1	3	-	3	2	3	2	-	2	3	1
CO5	2	3	3	2	-	3	2	2	2	3	3	1	2	2	3
Average	2.4	2.75	2	2.6	1.75	2.6	2.25	2.25	2.2	2.6	2.2	1.75	2.4	2.2	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Medical Audit and Quality Management

Course Code: 213719

Semester: 7th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Formulate and evaluate medical audit policy to bring effectiveness and efficiency in medical industry.
CO2	Analyses the need for health care services having a reliability of auditing.
CO3	Make analysis of efficiency and quality of health care organizations
CO4	Achieve stability and reliability regarding the techniques, equipment, and resources being used in a project.
CO5	Acquire knowledge related to innovation, improvement and change in quality of offer of bundling.

COURSE CONTENT

Unit-I

Introduction – Definition – Origins & Development in Medical Audit – Medical Audit Policy – Concept of Medical Audit – Medical Record, Medical Audit Relationship – Medical Audit related to Diagnosis, Investigations, and therapy. Use of Computers in Audit Process – Medical Audit – Global



Perspective – Types of Medical Audit – Appraisal of Medical Audit – Methods of Medical Audit. Introduction – Concept – Definition – Origin & Growth of Quality Management – Importance and Significance of TQM for Hospitals – Prerequisites of Quality Management in Hospitals – Role of Medical Record in Quality Management – Quality Circles – Quality Assurance.

Unit II

Quality Management in Hospital: Front Office – OPD – Casualty – Labs – OT – CSSD – IP – Dietary, HK, ICU – Nursing – Laundry – Canteen – TQM team work – Employee involvement – Key result areas – leadership – TQM Tools – Quality function deployment – Concurrent engineering – FEMA – Deming’s – P.C.D.A. Cycle – JIT (Just in Time) – Kaizen – ‘O’ defect program – Statistical Tools in TQM – flow diagram – Pareto Analysis – Cause and effect diagram – Control Charts – Bench Marking – Business Process Reengineering – TQM practices in Indian Hospitals. Accreditation – Introduction – Concept of Hospital Accreditation – Accreditation Scenario in India and abroad – Organizations, authorities for accreditations in India – Accreditation process – Role of the government in developing an accreditation system.

References

- Joshi, D.C., & Joshi, Mamta. (2011). *Hospital Administration*. JaypeeBrothers, Medical Publishers, New Delhi
- PRAKASH, ANJAN. (2011). *MEDICAL AUDIT. JAYPEE BROTHERS, MEDICAL PUBLISHERS (P) LTD., NEW DELHI*
- Sakharkar, B.M. (2010). *Principles of Hospital Administration and Planning*. Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi
- Oakland, J. S. (2014). *Total quality management and operationalexcellence: text with cases*. Routledge.

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- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=CV15OSWDBAQ](https://www.youtube.com/watch?v=CV15OSWDBAQ)

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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CO1	2	1	3	2	3	2	3	2	3	2	3	-	3	2	2
CO2	-	2	3	1	2	3	2	3	1	2	-	2	2	1	1
CO3	3	2	1	3	3	2	1	3	2	1	3	2	3	2	2
CO4	1	1	3	-	2	2	3	2	3	1	2	-	2	2	3
CO5	2	3	2	3	3	-	2	3	2	3	3	2	3	2	2
Average	2	1.8	2.4	2.25	2.6	2.25	2.2	2.6	2.2	1.8	2.75	2	2.6	1.8	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Environmental Issues in Real Estate

Course Code: 213720

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Get familiar with Federal Real Estate Laws.
CO2	Obtain knowledge of current Real Estate issues.
CO3	Develop proficiency in current Colorado Real Estate legal forms.
CO4	Acquire knowledge of Colorado Statutory relationships.
CO5	Attain familiarity with Colorado Record-keeping for Trusts and Closings.

COURSE CONTENT

Unit-I

Sustainability in Real Estate Development; Applicability of Environmental Impact Assessment in Real Estate Development and Management; Methodologies, Environmental Assessment of Sites for Real Estate Development, Eia of Large-Scale Development I.E. Residential Complexes, Townships, Malls, Roads Etc.; Appropriate Technologies in Real Estate. Environmental Standards & Certification in Real Estate Development – Ashrae (Standard of the American Society of Heating, Refrigerating & Air-



Conditioning Engineers), Leadership in Energy and Environmental Design (led) Green Building Rating System,

Unit II

Integrated Management Systems (IMS) Comprising of Iso 9001, Iso 14001 Certification in Environmental Management System, Ohsas 18001 Certification in Occupational Health and Safety Management System (Ohsas). Environmental Laws Applicable to Real Estate Development; Environmental Audit in Real Estate; Carbon Trading in Real Estate Development; Energy; Issues in Real Estate Development; Green Buildings.

References

- *GOETERS, J.E.2009. ENVIRONMENTAL ISSUES IN REAL ESTATE. AMAZON BOOKS*
- *WITKIN. J.B.2016. ENVIRONMENTAL ASPECTS OF REAL ESTATE TRANSACTIONS. AMAZON BOOKS*

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- [HTTPS://WWW.360TRAINING.COM/BLOG/ENVIRONMENTAL-CONCERNS-REAL-ESTATE/](https://www.360training.com/blog/environmental-concerns-real-estate/)

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	-	2	1	3	2	2	3	3
CO2	2	1	1	3	2	-	1	1	2	3	2	1	2	1	1
CO3	3	2	-	3	1	2	2	2	3	2	3	2	3	2	2
CO4	3	1	3	2	3	1	3	1	3	-	2	1	2	2	-
CO5	-	2	2	3	2	3	2	1	2	3	3	2	3	1	1
Average	2.5	1.8	2	2.8	2	2.25	2	1.25	2.4	2.25	2.6	1.6	2.4	1.8	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Land Economics

Course Code: 213721



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

CO	Statement
CO1	Trace the evolution of cities and urban areas with economic incentives available for industrial development
CO2	Use economic theories to explain factors determining the location of urban centers.
CO3	Recognize the impact of city ordinances on urban economic development.
CO4	Know about development of regional metropolitan economies.
CO5	Assess the market for housing business including federal, state, and local policies that Influence price, quality, and quantity of housing business.

COURSE CONTENT

Unit-I

Economic Concepts of land, theories of property rights and its meaning, institutional aspects of land economics, economics principles of land use and factors influencing them, Imperfections in land markets and its effect, Land Markets- Definition, types, and its variation from other markets, Land Policy, Housing Policy, and its impact on land market, Economic Reforms and urban land reforms – symmetries and asymmetries. Economic Development and Land Development,

Unit II

Land Development- location, cost and other parameters including finance. Land and Property Market- variations and their functioning. Actors, agents and their role in land and property markets. Concepts of Fringe, semi-urban and urban land and the role of actors, agents, and other institutions in these markets. Institutional arrangements for land delivery, legal tools financial tools, planning tools etc. Modern tools of land management- experiences from India and abroad. Access to land by various income groups and land management in India.

References

- *E. JOWSEY & J. HARVEY. 2015. URBAN LAND ECONOMICS. AMAZON BOOKS*
- *BALCHIN, P.N. ISAAC D. AND CHEN J. 2012. URBAN ECONOMICS: A GLOBAL*



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- [HTTPS://WWW.SCRIBD.COM/PRESENTATION/152682150/LAND-ECONOMICS-LECTURE-1A](https://www.scribd.com/presentation/152682150/Land-Economics-Lecture-1A)
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	3	1	2	2	3	2	3	2	3	2	3	1	1
CO2	2	-	2	1	2	2	-	3	1	2	3	1	-	3	3
CO3	3	1	2	2	3	1	2	1	2	2	2	1	2	2	-
CO4	2	3	3	3	2	3	2	3	2	-	2	2	2	3	3
CO5	2	3	1	3	3	3	1	2	2	3	3	2	3	1	1
Average	2	2	2.2	2	2.4	2.2	2	2.2	2	2.25	2.6	1.6	2.5	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Infrastructures Valuation

Course Code: 213722

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Understand property investment opportunities
CO2	Prepare and adapt spreadsheet for valuation and analysis of infrastructures.
CO3	Identify lease terms and their influence upon valuation
CO4	Acquire knowledge about lease renewals on surrender and re-grant valuation and premiums calculations



COURSE CONTENT

Unit-I

The valuer- his functions and responsibilities; the principal factors affecting the supply and demand for land and building; Principal types of landed property; the interest there in and the outgoings there on. Principles governing the rates of interest for different types of property; calculation of rental values-net income-virtual rent; valuation for sale and purchase of freehold & leasehold properties.

Unit II

Rental method of valuation, valuation on land & building basis, valuation for mortgage, valuation for acquisition, valuation for taxation of properties contemporary trends of valuation of property, compensation & betterment levy, dilapidation & depreciation; Easement rights and natural rights, the nature of arbitration and awards.

References

- *KAHR J. & THOMSETT, M.C. 2005. R.E. MARKET VALUATION AND ANALYSIS. WILEY PUBLISHERS*
- *GELBTUCH, H.C. MACKMIN, D. AND MILGRIM, M.R. 2008. REAL ESTATE VALUATION IN GLOBAL MARKETS. AMAZON BOOKS.*

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- BDO.CO.UK/EN-GB/INSIGHTS/ADVISORY/BUSINESS-VALUATIONS/RENEWABLE-ENERGY-INFRASTRUCTURE-VALUATIONS-INTRODUCTION-TO-VALUING-INFRASTRUCTURE-ASSETS
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=QEZCZPP7S54](https://www.youtube.com/watch?v=QEZCZPP7S54)
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	3	1	2	2	-	2	3	2	3	2	3	1	1
CO2	-	2	2	1	1	2	2	3	1	2	3	1	2	3	3
CO3	3	1	2	2	3	1	2	1	2	-	2	1	2	-	2
CO4	2	2	3	-	2	3	1	3	2	3	2	3	2	3	3
CO5	2	3	1	3	2	3	2	3	2	3	3	2	-	1	1
Average	2	1.8	2.2	1.75	2	2.2	1.75	2.4	2	2.5	2.6	1.8	2.25	2	2



The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Code: Introduction to Agri-Business Management

Course Code: 213723

Semester: 7th

Credits: 4

L T P

4 0 0

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Expose environment to conduct Agro business.
CO2	Relate micro and macro environmental forces and their impact on agribusiness.
CO3	Analyze marketing environment and consumer behavior towards agro input industry.
CO4	Differentiate concepts and working system of industry in context of agricultural inputs.
CO5	Evaluate the environment of export & import implications for agricultural inputs

Course Content

UNIT-I

Production and Consumption Efficacy, Marketing channels, Storage, Handling,

UNIT-II

Hazard Symptoms, Recovery measures, Legislation,

UNIT-III

FCO Dealers Rules, Quality appraisal, Application principles,

UNIT-IV

Export & Import, Terminology used in Trade.

References

- Roy, T. N. (2015). Supply chain management of horticultural crops. In *Value Addition of Horticultural Crops: Recent Trends and Future Directions*. Springer, New Delhi.
- Vorley, B., Fearne, A., & Ray, D. (Eds.). (2016). *Regoverning markets: A place for small-scale producers in modern agrifood chains*. CRC Press.
- Van Fleet, D., Van Fleet, E., & Seperich, G. J. (2013). *Agribusiness: principles of management*.



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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	-	3	1	1	3	1	2	-	2	1	2	3	2
CO2	2	1	3	1	2	3	-	1	2	3	3	2	2	3	2
CO3	3	2	2	1	2	3	2	2	3	2	2	1	3	1	3
CO4	1	-	3	3	1	1	3	1	-	2	3	2	-	3	2
CO5	2	1	3	1	-	3	1	1	2	3	2	1	2	3	2
Average	1.8	1.75	2.75	1.8	1.5	2.2	2.25	1.2	2.25	2.5	2.4	1.4	2.25	2.6	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Advance Food Processing

Course Code: 213724

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Differentiate concepts and working system of industry in context of agricultural inputs.
CO2	Evaluate the environment of export & import implications for agricultural inputs
CO3	Differentiate concepts and working system of industry in context of agricultural inputs.



CO4	Identify the areas of concern in the processing of meat products, in relation to process control, undesirable microbes and export.
CO5	Understand the processing techniques used to produce a variety of milk products.

COURSE CONTENT

Unit-I

Production and Consumption Efficacy, Marketing channels, Storage, Handling, Hazard Symptoms, Recovery measures, Legislation,

Unit II

FCO Dealers Rules, Quality appraisal, Application principles, Export & Import, Terminology used in Trade.

References

- *JOHN, DAVID N. & RAY. 2011. CONCEPT OF AGRIBUSINESS MANAGEMENT. WESTERN PUBLICATION*
- *D. DULL KENNETH. 2013. PRINCIPLES OF MANAGEMENT IN AGRI-BUSINESS. WESTERN PUBLICATION*
- *NATIONAL ACADEMIES OF SCIENCES, ENGINEERING, AND MEDICINE. (2019). SCIENCE BREAKTHROUGHS TO ADVANCE FOOD AND AGRICULTURAL RESEARCH BY 2030. NATIONAL ACADEMIES PRESS.*
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	3	2	2	3	2	1	1	3	1	3	2	2
CO2	1	2	1	2	2	1	3	-	3	2	3	2	1	3	3
CO3	3	2	2	3	1	2	2	3	2	2	-	1	3	2	2
CO4	1	2	1	3	-	3	2	3	2	3	3	3	3	1	3



CO5	2	2	1	2	3	3	-	3	3	1	2	3	2	1	3
Average	1.6	2	1.2	2.6	2	2.2	2.5	2.75	2.2	1.8	2.75	2	2.4	1.8	2.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Commodity Trading

Course Code: 213725

Semester: 7th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Get knowledge about history of commodity markets and role of stock exchange.
CO2	Trace rural economic development and infrastructure growth with associated risk.
CO3	Know about the importance of risk analysis before investing in commodity market.
CO4	Demonstrate the movements and trends of commodity market.

COURSE CONTENT

Unit-I

History and evolution of commodity markets, Commodities Future Market, Trading, Sourcing Procurement, Economic Functions of commodity exchanges, ForeignExchange, Role of Exchanges (MCX, NCDEX), Hedging and Speculation, Arbitrage

Unit II

Future trading and Future contract, Role of commodity trading in rural economic development and infrastructure growth, Risk Factors in Commodity Trading, Importance and need for risk management measures, Managing Commodities.

References

- KAUFMAN PJ. 1986. *THE CONCISE HANDBOOK OF FUTURES MARKETS*. JOHN WILEY & SONS.
- LEUTHOLD RM, JUNKUS JC & CORDIER JE. 1989. *THE THEORY AND PRACTICE OF*



- LOFTON T. 1993. *GETTING STARTED IN FUTURES. 3RD ED. JOHN WILEY & SONS.*
- PURCELL WD. 1991. *AGRICULTURAL FUTURES AND OPTIONS: PRINCIPLES AND STRATEGIES. MACMILLAN PUBL. WASENDORF RR & MCCAFFERTY.*

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	2	-	2	3	2	3	2	3	2	3	3
CO2	2	2	3	2	1	3	1	3	3	2	3	1	2	-	2
CO3	3	2	2	3	3	2	2	-	2	3	2	3	3	2	2
CO4	1	2	-	2	3	2	3	2	3	2	2	1	2	3	3
Average	1.5	1.75	2.25	2.3	2.5	2.25	2.3	2	2.67	2.5	2.5	2.25	2	2.25	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: International Business and Regional Blocks

Course Code: 213726

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Explain the concept of the various constituents of international environment and their impact on business.



CO2	Apply the trade theories, investment theories, exchange rate theories and regional trading block theories and their impact on economic welfare.
CO3	Analyze the principle and impact of different exchange rate regimes on businesses.
CO4	Integrate the concept and open economies of developing countries like India through RTB and multilateral route (WTO).
CO5	Assess the effects of current regional trade agreements and economic integration on developing countries.

COURSE CONTENT

Unit-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business. Theory of international trade, gains from international trade, changing pattern of world trade, Gravity model, Ricardian model of comparative advantage, Heckscher-Ohlin theory of trade, Leontief paradox, International economic integration gains from economic integration, stages of economic integration, factors driving economic integration

UNIT-II

Economic integration and endogenous growth, emergence of regional blocks, globalization vs regional blocks, resource allocation, environment problem, and technology transfer. Emergence of EU and its benefits, Euro zone and its benefits, NAFTA, ASEAN, WTO vs RTO, RRTAs as exception in WTO, polarization of trade.

References

- Jackson, J. 2002. *The World Trading System*. 2nd Edition. Cambridge, Mass: MIT Press.
- Krugman, Paul R. & Obstfeld, M. 2008. *International Economics: Theory and Policy*. 8th Edition. Pearson Education
- Bhalla, V.K. 1990 *World Economy in 90s: A Portfolio Approach*. Delhi, Anmol Pub. Pvt.Ltd.
- Dreze, Jean and Sen, Aamrtya. 1997. *Indian Development: Selected Regional Perspectives*, Delhi. Oxford University Press.
- Dana-Nicoletta Lascu. 2007. *International Marketing*. Biztantra press. New Delhi.



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- <https://www.wisdomjobs.com/e-university/international-business-management-tutorial-2652/regional-trading-blocs-26887.html>
- <https://www.youtube.com/watch?v=qdeA1eA1d9A>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	1	3	2	2	3	3	-	3	2	2
CO2	1	2	3	1	2	2	2	3	2	1	1	2	2	1	1
CO3	3	1	2	3	-	2	3	2	3	2	3	2	-	3	3
CO4	-	3	1	3	2	3	2	3	2	3	2	2	2	1	1
Average	2	2.25	2	2.5	2	2	2.5	2.5	2.25	2.25	2.25	2	2.3	1.75	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: International Marketing

Course Code: 213727

Semester: 7th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Understand the peculiarities of international marketing.
CO2	Develop marketing mix for international market.
CO3	Familiarize with the cross –cultural behavior and its management for successful operations of international firms
CO4	Assess an organization’s ability to enter and compete in international markets.



CO5	Develop the skills in researching and analyzing trends in global markets and in modern marketing practice
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COURSE CONTENT

Unit-I

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E. U. and steps/stages involved in their formation (Customs union to common currency). Constraints in International marketing i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy. Direction and Quantum of India's Exports.

Unit-II

Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc., Registration, Production, and clearance of goods for exports, Shipping and Transportation, Documentation for Exports, International Marketing mix- identification of markets, International Product Lifecycle, Promotion and Pricing in International marketing, Various forms of international business- Joint-ventures, Turnkey projects.

References

- Onkvisit & Shaw. 2004. *International Marketing-Analysis and Strategy. 4th Edition*. Prentice-Hall of India. New Delhi.
- Subash C. Jain. 2008. *International Marketing, 6th Edition*. Thomson Learning, Mumbai.
- Philip R. Cateora and John L. Graham, 2004. *International Marketing. 12th Edition*. McGraw Hill Company.

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- <https://www.youtube.com/watch?v=sR-qL7QdVZQ>
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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CO1	2	3	3	3	-	3	3	1	3	2	2	3	1	3	3
CO2	2	-	2	3	2	3	1	-	2	2	3	2	3	2	2
CO3	3	2	1	3	3	2	2	1	2	3	2	1	2	3	3
CO4	1	2	3	2	3	2	1	3	3	2	2	-	3	1	1
CO5	3	2	2	-	2	3	3	3	2	2	3	2	2	3	3
Average	2.25	2	2.25	2.25	2.6	2.75	2.6	2	1.75	2.4	2.4	2.2	2	2.4	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: **Multinational Financial Management**

Course Code: **213728**

Semester: **7th**

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Evaluate operations of multinational corporation as well as the international market environment and the political and economic environment in host country
CO2	Demonstrate principles and theories and different ways of tax-planning, investment and financing
CO3	Foster the knowledge of multinational financing cost and financing structure.
CO4	Master the skills to measure and manage the exchange rate risk for multinational Organization

COURSE CONTENT

Unit-I

International Finance: Major dimensions and recent trends in the globalized financial markets. Foreign Exchange Market: Organization, Spot market and Forward market, Currency Quotes, Spread, Spot rates, Forward rates, Cross rates. Forward Contracts and their significant features, Premium and Discounts. International Parity Relationships and Forecasting Foreign Exchange Rates: Exchange



UNIT-II

Foreign Exchange Exposure and Management, Types of Exposure: Transaction Exposure, Translation Exposure and Economic Exposure. Measurement of Exposure, Strategies for Exposure Management, Exposure Management Techniques, Parameters and Constraints on Exposure Management, Cost of Capital for Foreign Investments, Capital Budgeting for MNCs. Financing Foreign Trade, Multinational Cash Management, International Taxation Environment

References

- Michael S. Eon and Bruce G. Resnick, 2004. *International Financial Management. 3rd Edition*. Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
- Levi M. 2015. *International Finance: Financial Management and International Economy, 4th Edition*. McGraw-Hill. New York.
- Shapiro A. 2008. *Multinational Financial Management*. John Wiley & Sons Inc. 7th Edition.
- Julian Walmsley. 2000. *The Foreign Exchange and Money Markets Guide. 2nd Edition*. John Wiley & Sons. New York.

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- <https://www.freebookcentre.net/business-books-download/Multinational-Financial-Management.html>
- <https://www.youtube.com/watch?v=YOrM56lwJf0>
- https://www.youtube.com/watch?v=R_rgDNtIpRM

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	1	3	2	2	3	3	3	2	3	3
CO2	1	1	2	-	2	3	2	3	1	2	3	2	1	2	2
CO3	1	2	3	3	3	2	1	2	-	2	1	1	2	3	2
CO4	3	2	3	2	3	2	3	3	2	3	3	2	3	-	3
Average	2	1.75	2.75	2.3	2.75	2	2.25	2.5	1.67	2.5	2.5	2	2	2.67	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Explore various perspectives and concepts in the field of strategic management
CO2	Enhance skills for applying these concepts to the solution of business problems
CO3	Demonstrate research and analytical skills by using both human and technological resources
CO4	Create mastery in analytical tools of strategic management.
CO5	Acquire expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.

COURSE CONTENT

Unit I

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, environment – concept, components – and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances. Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

Unit II

Role of Creativity and Innovation in Business: Introduction, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture, Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity and Innovation. Strategy implementation: aspects, structures, design and change;



behavioral implementation – leadership, culture, value and ethics. Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans and policies; strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control. Business Ethics and Corporate Social Responsibility: Introduction, Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance

References

- Freeman, R. E. & Gilbert D.R. (1988). *Corporate strategy and the search for ethics (Vol. 1)*. Englewood Cliffs, NJ: Prentice Hall.
- Jouch & Gluick. 1988.*Strategic Management & Business Policy 3/e*. Tata McGraw-Hill
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). *Strategic management and business policy (Vol. 55)*. Boston, MA: pearson.
- Rao, C. A., Rao, B. P., & Sivaramakrishna, K. (2009). *Strategic management and business policy*. Excel Books India.
- Kazmi, A. (1992). *Business policy*. Tata McGraw-Hill.

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- http://www.crectirupati.com/sites/default/files/lecture_notes/Strategic%20Management%20Notes-CREC.pdf
- Strategic Management: Definition, Purpose and Example | Indeed.com

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	3	2	3	2	3	2	3	1	3	3	3	2	2
CO2	1	2	3	3	2	3	2	-	1	2	2	3	2	-	3
CO3	2	2	1	2	3	1	3	2	2	-	3	2	1	3	3
CO4	3	3	1	-	1	2	3	3	1	3	1	-	1	2	-
CO5	2	2	3	2	3	1	1	2	1	2	1	2	3	2	2
Average	2.2	2.25	2.2	2.25	2.4	1.8	2.4	2.25	1.6	2	2	2.5	2	2.25	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Entrepreneurship



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

CO	Statement
CO1	Acquire the knowledge to conduct project planning activities that accurately forecast project costs, timelines & quality
CO2	Develop a strong working knowledge of ethics & professional responsibility
CO3	Demonstrate effective organizational leadership & change for managing projects, teams & stakeholders
CO4	Recognize & seize diverse opportunities for financial gain
CO5	Develop entrepreneurship skills to form their own business

Course Content

UNIT I

Concept of entrepreneurship: meaning & characteristics of entrepreneurship, entrepreneurial culture, Socio-economic origin of entrepreneurship, factors affecting entrepreneurship, conceptual model of entrepreneurship, traits of a good entrepreneur, intrapreneur and manager

UNIT II

Entrepreneurial motivation: motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory and Kakinada experiment. Establishment of entrepreneurial systems: search, processing and selection of idea, Input requirements.

UNIT III

SSI: meaning, importance, characteristics, advantages and problems of SSIs. Steps for starting a small industry, guidelines for project report, registration as SSI.

UNIT IV

Assistance to SSIs: need for incentives & subsidies, need for institutional support, role of government and other institutions. Sources of funds. Innovation & Entrepreneurship, Entrepreneurial

Development programs.

References

- Desai, V. (2020). *Project management and Entrepreneurship*. Himalaya Publishing House.
- Levy, S. M. (2018). *Project management in construction*. McGraw-Hill Education.
- Burke, R. (2013). *Project management: planning and control techniques*. John Wiley & Sons.
- Shtub, A., Bard, J. F., & Globerson, S. (1994). *Project management: engineering, technology, and implementation*. Prentice-Hall, Inc.
- Meredith, J. R., Shafer, S. M., & Mantel Jr, S. J. (2017). *Project management: a strategic managerial approach*. John Wiley & Sons.
- https://www.slideshare.net/chumantrakali/entrepreneurship-and-project-management?tid=91ab99eb-c337-4629-bc5e-62df302418f4&v=&b=&from_search=3
- <http://nime.com.np/files/download/Enterpreneurship.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	2	3	-	3	2	3	3	2	2	2	2
CO2	1	2	3	2	1	3	2	3	1	2	2	1	2	3	3
CO3	3	1	2	3	1	2	3	2	-	2	3	2	3	-	3
CO4	3	2	-	2	3	1	3	2	1	1	-	3	3	2	2
CO5	2	3	2	3	2	3	2	3	2	3	2	1	3	2	1
Average	2	2.2	2.25	2.6	1.8	2.4	2.5	2.6	1.5	2.2	2.5	1.8	2.6	2.25	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Major Project (Field Project)

Course Code: 213803

Semester: 8th

L T P

Credits: 002

0 0 4

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement



CO1	Develop skills for employment and become an entrepreneur
CO2	Work as an individual and in group with the capacity to be a leader or manager as well as an effective team member.
CO3	Expose the actual working environment including rules, regulations and safety practices.
CO4	Relate the theoretical knowledge with their practical experience

PO/PSO/C O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PS 3
CO1	3	2	3	1	2	3	1	2	2	1	3	3	2	3	-
CO2	2	-	2	3	1	2	2	1	1	2	2	-	2	2	3
CO3	2	3	3	-	2	3	3	2	2	2	3	1	3	1	3
CO4	1	2	1	2	3	2	2	3	2	1	2	3	2	2	1
Average	2	2.3	2.25	2	2	2.5	2	2	1.75	1.5	2.5	2.3	2.25	2	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-IV

Course Code: 213804

Semester: 8th

L T P

Credits: 02

NA

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

CO	Statement
CO1	Assess the understanding of various subjects studied during last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subject studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/C O	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	2	3	1	3	2	3	2	1	3	-	3
CO2	2	1	2	3	2	-	2	2	1	1	3	2	2	2	1
CO3	2	3	-	3	2	3	3	1	2	2	-	2	3	2	3
CO4	1	3	2	2	3	2	2	-	2	2	3	1	2	1	2
Average	2	2.25	2.3	2.25	2.25	2.67	2	2	1.75	2	2.67	1.5	2.5	1.67	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Marketing of Services

Course Code: 213805

Semester: 8th

L T P

4 1 0

Credits: 05

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

CO	Statement
CO1	Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing.
CO2	Know the nature and scope of services marketing in professional manners
CO3	Interpret the service leadership and culture.
CO4	Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.
CO5	Get knowledge about current research trends in services marketing and management

COURSE CONTENT

Unit-I

Introduction to services marketing: role of services marketing; consumer behaviour in service encounters: customer interaction, purchase process, needs and expectations of customers; positioning services in competitive markets: search for competitive advantage; market segmentation, positioning vis-à-vis competitors. Creating the service product: identifying and classifying supplementary



services, planning and branding service products, new service development; designing communication mix: branding and communication; effective pricing, objectives and foundations for setting prices; distributing services: options for service delivery, place and time decisions, delivery in cyberspace, role of intermediaries

Unit-II

Designing and managing service processes: service process redesign, customer misbehavior; balancing demand and capacity: fluctuations in demand, capacity constrain, planning the service environment: consumer responses to and dimensions of service environment; managing people for service advantage: service leadership and culture managing relationship and building loyalty: customer-firm relationship, analyzing and managing customer base; customer management relationship system in services marketing; customer feedback and service recovery: customer complaining behaviour, principles and responses to effective service recovery, service quality and the gap model, measuring and improving service quality, defining, measuring and improving service productivity; organizing for service leadership: search for synergy in service management, creating a leading service organization.

References

- Rao, K. R. M. (2011). *Services marketing*. Pearson Education India.
- Ravi, S. (2002). *Services Marketing: The Indian Perspective.* Shanker, R. (Ed.). (1993). *Services Marketing, the Indian Experience*. Manas Publications.
- Fisk, R. P., Grove, S. J., & John, J. (2012). *Services marketing self-portraits: introspections, reflections, and glimpses from the experts*. Marketing Classics Press.
- Wirtz, J. (2012). *Essentials of services marketing*. FT Press.

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- https://www.slideshare.net/mssridhar/marketing-of-services-presentation?qid=a24406d0-8a77-4ac3-b9b0-efab650fa746&v=&b=&from_search=3
- http://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETING.pdfv

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	3	2	3	2	3	2	3	-	3	2	1	1
CO2	2	2	3	2	-	3	2	-	2	2	1	2	2	3	3
CO3	3	1	1	2	1	2	2	3	2	1	3	1	2	1	3
CO4	3	2	2	3	3	2	3	2	3	-	2	3	3	2	2



CO5	2	-	2	3	3	3	2	1	2	3	3	2	3	1	1
Average	2.2	1.5	2	2.6	2.25	2.6	2.2	2.25	2.2	2.25	2.25	2.2	2.4	1.6	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Sales & Distribution Management

Course Code: 213806

Semester: 8th

Credits: 05

**L T P
4 1 0**

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

CO	Statement
CO1	Distinguish importance of sales and distribution management in the global economy
CO2	Evaluate, classify, imagine and plan the successful distribution strategy.
CO3	Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans
CO4	Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management

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COURSE CONTENT

Unit-I

Objective of sales management; Personal selling objectives; theories of selling; personal selling process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force. Prospecting, Sales Resistance, Closing Sales, Types of Personal-Selling Objectives, Analyzing Market Potential, And Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs and profitability.

Unit-II

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of



Sales Organization Structure, Centralization Versus Decentralization in Sales Force Management. Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system. Channel management; channel information system; market logistics and supply chain management; international sales management. Channels of Distribution and Strategy Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel.

References

- Havaldar, Krishna K. & Cavale, Vasant M. (2007). *Sales and Distribution Management*. Tata McGraw Hill, New Delhi.
- Venugopal, P. (2008). *Sales and distribution management: an Indian perspective*. SAGE Publications India.
- Gupta, S. L. (2009). *Sales and distribution management*. Excel Books India.
- Cavale, K. K. H. V. M. (2006). *Sales and distribution management: text and cases*. Tata McGraw-Hill Education.
- Still, R. R. (2007). *Sales Management: Decision Strategy and Cases, 5/E*. Pearson Education India.

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- https://www.slideshare.net/NishantAgrawal14/chapter-1-introduction-to-sales-and-distribution-management?qid=a12a3c64-9d59-4aeb-a98f-7cc617920685&v=&b=&from_search=5
- <http://164.100.133.129:81/econtent/Uploads/Sales & Distribution Management.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	3	1	3	2	-	3	2	3	1	3	1	1
CO2	2	-	3	2	2	3	3	1	3	2	2	2	3	2	2
CO3	3	1	2	2	3	1	2	1	1	3	3	-	1	3	3
CO4	1	1	2	2	3	2	-	2	3	3	2	1	2	2	2
Average	2	1.3	2	2.25	2.25	2.25	2.3	1.3	2.5	2.5	2.5	1.3	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



CO	Statement
CO1	Explore the various facets of rural marketing and develop an insight into different concepts and practices in rural marketing.
CO2	Identify the challenges and opportunities in the field of rural marketing for the budding managers and study environment with emerging challenges in the globalization of the Economies
CO3	Acquaint with the appropriate concepts and techniques in the areas of rural marketing.
CO4	Apply adaptations to the rural marketing mix to meet the needs of rural consumers and the concept and methodology for conducting the research in rural market.

Course Code: 213807

Semester: 8th

Credits: 05

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

L T P

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COURSE CONTENT

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Unit-I

Rural Marketing: nature, definition, scope & importance in India. Size & structure of rural markets. Rural Socio-Economic environment and impact of urbanization, industrialization and globalization on rural communities. Rural Market Environment. Rural Demand and Rural Market Index. Rural Marketing and Problems in Rural Marketing. Rural Marketing Strategies with special reference to: Rural Market segmentation. Product Strategies. Pricing Strategies. Distribution Strategies. Promotion Strategies. Marketing Communication in Rural Markets. Marketing Research.

Unit-II

Product marketing & service marketing in rural India: product planning, communication media & message, distribution channels, market research (with special reference to seeds, fertilizers, farm equipment, new techniques, agricultural output & other services.) Marketing of consumables & durables marketing of agricultural produce: regulated markets, cooperative marketing & processing



societies. Rural Industry: Marketing of rural industry, cottage industry, and artisan products. Problems in rural marketing. Consumer education & consumer movement in rural India. Role of government & NGOs in rural marketing Economic of selling in rural markets. Formulation of rural marketing policies. Case studies relating to rural marketing of successful companies.

References

- Dogra Balram.2013. *Rural Marketing: Concepts and Practices*. Tata Mc-Graw Hill. New Delhi
- Krishnamacharyulu & Ramakrishnan Lalitha. 2006. *Cases in Rural Marketing*. Dorling Kindersley (India) Pvt Ltd.
- Ramakrishnan Ruchika. 2006. *Rural Marketing in India: Strategies and Challenges*. New Century Publications.

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- https://www.slideshare.net/adityamaheshwari52012/rural-marketing-ppt-64550344?qid=f09a9e91-d9d8-4a3c-beb7-f15c59ddf550&v=&b=&from_search=9
- http://www.pondiuni.edu.in/storage/dde/downloads/markiv_rm.pdf.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	3	2	2	-	3	2	3	2	3	2	3	2	2
CO2	2	1	3	-	2	3	1	3	2	1	2	1	1	3	3
CO3	3	2	2	3	3	2	2	3	2	-	3	2	1	2	2
CO4	1	1	2	1	2	3	-	2	1	2	2	1	2	2	1
Average	1.75	1.5	2.5	2	2.25	2.67	2	2.5	2	1.67	2.5	1.5	1.75	2.25	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Training & Development

Course Code: 213808

Semester: 8th

L T P

Credits: 05

4 1 0

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



CO	Statement
CO1	Know about benefits of training to work in the corporate world.
CO2	Identify and describe learning styles
CO3	Acquaint with various activities and tasks associated with work specialization
CO4	Get familiar with technicalities related to training contexts
CO5	Inculcate level of experience, issues and challenges in delivering training

COURSE CONTENT

Unit-I

Training – concept, and rationale; training process: role of stakeholders in training program; Organization and Management of training function; Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping. Designing the training program: process of learning in training program – attributes and factors influencing; learning process; learning styles; training climate and pedagogy; developing training modules; Training aids. Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; inspirational techniques – brainstorming, mind mapping, creative problem solving.

Unit-II

Need for development – differences between training and development – management development program – career development program – counseling evaluation of programs – job evaluation – methods and techniques. Evaluation of training – need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, knowledge management.

References

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- Rao, P. L. (2009). *Enriching human capital through training and development*. Excel Books India

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	2	3	2	2	3	2	3	3	-	2	3	3
CO2	1	2	-	2	2	3	3	3	2	1	2	2	3	2	2
CO3	3	2	3	3	1	1	2	1	-	2	3	1	2	3	3
CO4	3	2	2	1	2	2	3	2	3	3	1	2	-	3	3
CO5	2	3	1	3	3	3	1	2	2	3	2	3	3	1	1
Average	2	2.4	2	2.2	2.2	2.2	2.2	2.2	2.25	2.4	2.2	2	2.5	2.4	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Advanced Industrial Psychology

Course Code: 213809

Semester: 8th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Integrate theory, research, and domain-specific knowledge to interpret industrial Importance
CO2	Apply critique and synthesize theoretical and empirical articles from peer-reviewed scholarly journals in terms of theory, methods, data analyses, and conclusions in order to compose novel perspectives and ideas



CO3	Conduct quality research and analytical strategies to interpret the findings to general extent.
CO4	Discuss the ethical issues associated with research for IRB approval of research projects, and apply these ethical practices in research.
CO5	Exhibit effective communication skills for presenting at professional conferences and publishing in professional journals

COURSE CONTENT

Unit I

Psychology: Nature and Scope, Psychology and Management, Industrial Psychology-nature and scope, Industrial Psychology and its relation with Sociology, Social Psychology, General Psychology and Management, with special reference to Personnel Management, Advertising and Marketing, Individual differences and behaviour, Human needs and their implications for a work organization, Psychology applied to advertising, Marketing and Consumer Behaviour. Personnel Selection and importance of testing techniques, Psychological and Projective tests, Employees and Training Development, Performance Appraisal-Techniques and Problems, Job Satisfaction and its measurement, Creativity a work-element of creativity in leadership and decision making.

Unit II

Organizational role Stress-managing stress, Burnout-causes, effect and coping, Gender biasness in Indian organizations, Women as a minority, Work Stress and women, Women as successful manager, Monotony, Boredom and Fatigue at work places, The Physical surroundings of work place-quality of work life. Attitudes: Meaning, Characteristics, Factors that Influence Development of Attitudes, Implication for organization, Industrial Morale: Meaning, Characteristics, Factors that Influence Morale, Measures of Improving Morale. Monotony: Fatigue and Stress: Meaning, Impact, Causative Factors. Motivation: Meaning, Types, Applications in industry - MBO, Job design. Work Environment: The Arousal Hypothesis - Noise, Illumination, Color, Vibration, Miscellaneous Factors.

References

- Blum, M. L., Naylor, J. C., & Naylor, J. C. (1968). *Industrial psychology; its theoretical and social foundations*. Harper & Row.



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- Hodson, C. (2014). *Psychology and work*. Routledge.
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- http://www.maorhan.com/wp-content/uploads/2014/11/Handbook_of_Industrial_Work_and_Organizational_Psychology_Vol_2_2005.pdf.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	3	3	2	3	-	3	1	3	3	2
CO2	2	2	3	1	2	1	2	3	2	1	2	2	2	3	3
CO3	3	2	2	3	-	3	2	1	3	2	3	-	3	2	2
CO4	3	2	3	1	3	2	3	1	3	2	2	2	1	2	2
CO5	2	3	1	3	2	3	-	2	2	3	3	1	3	3	3
Average	2.4	2	2.6	1.8	2.5	2.2	2.4	2	2.6	2	2.6	1.67	2.2	2.6	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Industrial Relation & Labour Legislations

Course Code: 213810

Semester: 8th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Illustrate the role of trade unions in the industrial setup.
CO2	Outline the important causes & impact of industrial disputes.
CO3	Elaborate industrial dispute settlement procedures.
CO4	Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations



Unit-I

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno- economic profile; Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations. Worker participation in Management- forms and level. ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Role and objectives of ILO. Prevention and settlement of disputes. Trade union finances and funds. Privileges of registered trade union.

Unit-II

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management. The Trade unions Act, 1926 {with amendments}, The Industrial Disputes Act, 1947 {with amendments}, Factories Act {with amendments}. Objective and scope of Acts: Mines Act 1952, Plantation labour Act 1951, Workmen Compensation Act 1923, Payment of Wages Act 1936 and Payment of Bonus Act 1956.

References

- Sharma, R. C. (2016). *Industrial relations and labour legislation*. PHI Learning Pvt. Ltd.
- Suri, R. K., & Chhabra, T. N. (2009). *Managing Human Resource: Techniques and Practices*. Pentagon Press.
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- Venkataratnam, C.S. *Industrial Relations*. Oxford University Press, New Delhi
- Dutta, S.K. *Guide to Disciplinary Action*. Tata McGraw Hill, New Delhi

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- <http://elearning.nokomis.in/uploaddocuments/Industrial%20Relations.%20%20Labour%20laws/Chp%2016%20Labour%20Laws%20An%20Overview/PPT/Chapter%2016.pdf>



The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	1	2	-	3	3	2	2
CO2	2	1	3	1	1	3	2	2	3	3	2	2	3	2	2
CO3	3	2	2	3	3	2	2	-	2	2	3	1	3	3	-
CO4	1	2	3	2	-	2	1	1	3	1	2	2	1	2	3
Average	2	2	2.5	2.25	2	2.5	1.75	2	2.25	2	2.3	2	2.5	2.25	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Financial Services

Course Code: 213811

Semester: 8th

Credits: 05

L T P
4 1 0

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

CO	Statement
CO1	Illustrate the role of trade unions in the industrial setup.
CO2	Outline the important causes & impact of industrial disputes.
CO3	Elaborate industrial dispute settlement procedures.
CO4	Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations

COURSE CONTENT

Unit-I

Financial Services: salient features, scope and problems; mutual funds; venture capital financing;



regulatory and theoretical framework of leasing. Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms. Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover; debt securitization, Leasing-concept and development of leasing, business difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Factoring - development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

Unit-II

Plastic Money — Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India. Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects. Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital. Call money market: introduction, meaning, participation, location, volume of call loans, call rates, recent developments. Treasury bill market-introduction, 91 days, 182 days treasury bill market, Commercial Bill market - introduction, bills of exchange, size of market, schemes, rates, factors Behind inter development Market for CPs and CDs : introduction, interest rate determination, Discount market and market for financial guarantees. Depository: Introduction, Concept, depository participants, functioning of depository systems, Demat, Remat, process of switching over to depository systems, benefits, depository systems in India.

References

- Mishkin, F. S., & Eakins, S. G. (2006). *Financial markets and institutions*. Pearson Education India.
- Khan, M. Y. (2004). *Financial services*. Tata McGraw-Hill Education.
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- Mishkin, F. S., & Eakins, S. G. (2019). *Financial markets*. Pearson Italia.
- Atack, J., & Neal, L. (Eds.). (2009). *The origins and development of financial markets and institutions: From the seventeenth century to the present*. Cambridge University Press.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	3	2	2	3	2	3	-	3	2	3	3
CO2	2	2	3	2	2	3	2	-	2	1	2	2	2	3	1
CO3	3	-	1	3	2	2	3	2	2	1	3	1	3	2	2
CO4	1	3	2	3	2	1	3	1	3	2	-	2	3	2	2
CO5	2	3	2	3	1	3	2	1	2	3	2	3	1	-	3
Average	2.2	2.5	2.2	2.4	2	2.2	2.4	1.75	2.2	2	2.3	2.2	2.2	2.5	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Working Capital Management

Course Code: 213812

Semester: 8th

L T P

4 1 0

Credits: 05

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

CO	Statement
CO1	Acquire skills and knowledge that how-to success in their business by using day by day resources.
CO2	Ensure liquidity in the business so with this to meet the short-term obligations.
CO3	Decide the efficient procurement and utilization of finance in profitable manner.
CO4	Know how many current liabilities in the enterprise.
CO5	Acquire skills and knowledge that how-to success in their business by using day to day resources.

COURSE CONTENT

Unit-I

Working Capital Management: Introduction, Concept of working Capital; importance of working capital, factors influencing W.C. requirements, operating cycle and cash cycle, levels of working



capital investment, optimal level of W.C. investments, Overall W.C. policy. Planning of working capital investment: introduction, need, determinants, computation of working capital. Financing and control of working capital- introduction, sources of finance including accruals, trade credit, W.C. Advance by commercial banks, regulation of bank finance, public deposits, ICDs, short term loans from FI's, right debentures for W.C., commercial papers and factoring. W.C. & banking policy (Tandon, Chore, Marathe committee reports). Forecasting cash flows: introduction, methods of financial forecasting, forecasting daily cash flows, sources of uncertainty in cash forecasting, hedging cash balance uncertainties, hedging via interest rate, futures & options on futures.

Unit-II

Cash management system: introduction, motive for holding cash and marketable securities; factors determining the cash balance, the cash system; managing the cashflow; types of collection systems, mailed payment collection system, other collection systems, Cash concentration strategies; disbursement tools, investment in marketable securities; types of marketable securities. Window dressing, Certainty model by Baumol, Uncertainty model by Miller & Orr, Cash flow forecasting, Cash collection system. Receivable management: introduction, objectives, costs, benefits, credit policies, evaluation of the credit applicant, credit terms, collections from accounts receivable. Inventory management: introduction type of control required, cost of holding inventories, inventory control models, inventory control responsibility, other control devices, inventory management & evaluation.

References

- Mathur, S. B. (2007). *Working Capital Management and Control: Principles and Practice*. New Age International.
- Bhattacharya, H. (2021). *Working capital management: Strategies and techniques*. PHI Learning Pvt. Ltd.
- Sagner, J. (2010). *Essentials of working capital management* (Vol. 55). John Wiley & Sons.
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	1	3	3	2	3	2	3	-	2	3	2	2
CO2	2	1	3	2	-	2	2	1	1	2	2	1	2	3	3
CO3	3	2	1	3	3	1	2	3	2	1	3	3	-	2	2
CO4	3	-	3	2	3	2	3	2	3	1	2	3	2	1	1
CO5	2	3	2	3	3	2	2	-	2	3	3	2	1	3	3
Average	2.4	2	2.4	2.2	3	2	2.2	2.25	2	2	2.5	2.2	2	2.2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Management Control System

Course Code: 213813

Semester: 8th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Manage the components of management control systems and various designs.
CO2	Effectively implement the uses of a management control system to study range of relevant situational factors.
CO3	Appreciate management control systems to evolve and change responsibility centers.
CO4	Critically reflect on and evaluate the effectiveness of a management control system.

COURSE CONTENT

Unit-I

Management Control System: Basic concepts, nature and scope. Designing the Control process and Managerial controls. Control environment Concept of goals and strategies. Behavioral considerations. Organizational Context of Management controls: formal and Informal control systems. Management Control and Operational Control - Goal Congruence - Cybernetic Paradigm of Gris singer - Functions



of the Controller. Responsibility Centers: Revenue and expense centers, Profit centers, Investment centers.

Unit-II

Transfer Pricing: Objectives and methods. Structure of Analysis, Measures of assets employed, EVA vs. ROI, Budgeting: Budget preparation, Types of budgets. Behavioral aspects of budgets. Variance analysis and reporting. Performance analysis and measurement. Impact on management compensation. Management Control of Multinational Companies. Modern control methods: JIT, TQM and DSS. Control inservice organizations.

References

- Anthony, R. N., Govindarajan, V., & Dearden, J. (2007). *Management control systems* (Vol. 12). Boston: McGraw-Hill.
- Camillus, J. C. (1986). *Strategic planning and management control: Systems for survival And success*. Lexington Books.
- Houck, L. D. (1979). *A Practical Guide to Budgetary and Management Control Systems: A Functional and Performance Evaluation Approach*. Lexington Books.

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- http://ebooks.lpude.in/management/mba/term_4/DMGT514_MANAGEMENT_CONTROL_SYSTEMS.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	3	1	2	-	3	2	3	2	3	3	1	3	3
CO2	1	2	3	1	2	3	2	3	2	3	1	2	-	2	2
CO3	3	3	2	-	3	1	1	3	2	-	2	3	3	2	3
CO4	3	1	3	2	2	3	3	2	1	3	2	1	2	2	-
Average	2	2	2.75	1.3	2.25	2.3	2.25	2.5	2	2.67	2	2.25	2	2.25	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: E-Commerce & IT Enabled Services

Course Code: 213814



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

CO	Statement
CO1	Analyze the impact of E-commerce on business models and strategy.
CO2	Analyze effective implementation of IT enabled services in relevant situational factors.
CO3	Enable the business by improving the quality of service in the form of Customer relationship management, improved database, improved look and feel.
CO4	Critically reflect on and evaluate the effectiveness of E-Business systems.

COURSE CONTENT

Unit-I

Internet Basics: What is internet? What Special about Internet? Dial Up Connection/Direct Connection; Slip or PPP; WWW: The Client Site, Server Site, Web Pages in HTML, Environment Variables, Difference between HTML and DHTML, ECOM and Portals. Internet Internals: Transmission Control Protocol/ Internet Protocol (TCP/IP), FTP, HTTP, WAIS (Wide Area Information Service), TELNET, Internet Addressing, IP Address, Electronic Mail Address, URL, E-Mail Basic. Domain Name System: Name for Machine, Flat Name Space, Hierarchical Names Internet Domain names, Domain Name Revolution.HTML (hypertext marking language) Basic HTML and tags, Language description, usability, static creation of HTML web pages. Creating tables, forms and their advantages.

Unit-II

ASP (Active Server Pages) Introduction to ASP technology. How to create dynamic web pages. Understanding ASP objects model, processing data using session variables. What is the purpose of global as file? Data base connectivity through ADO's. E- Business models, BPO, Electronic Business system, E-Business security, Introduction to CMM Note: A team of two examiners will evaluate the Final Research Project. Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the



Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E- Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

References

- May, P., & May, P. R. (2000). *The business of ecommerce: From corporate strategy to technology (Vol. 1)*. Cambridge University Press.
- Bhasker, B. (2013). *Electronic commerce: framework, technologies and applications*. Tata McGraw-Hill Education.
- Korper, S., & Ellis, J. (2000). *The E-commerce Book: Building the E-empire*. Elsevier.
- Chan, H., Lee, R., Dillon, T., & Chang, E. (2007). *E-commerce, fundamentals and applications*. John Wiley & Sons.
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- http://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	1	2	1	2	3	2	3	3	1	-	2	2
CO2	1	3	3	2	3	-	1	2	2	1	2	1	2	3	3
CO3	-	2	1	3	2	2	1	3	2	2	3	2	3	2	1
CO4	3	2	3	2	3	1	3	2	3	3	2	2	3	1	-
Average	1.67	2.5	2.25	2	2.5	1.3	1.75	2.5	2.25	2.25	2.5	1.5	2.67	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Data Warehousing and Data Mining

Course Code: 213815

Semester: 8th

L T P



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

CO	Statement
CO1	Know about data preprocessing and data quality.
CO2	Present modeling and design of data warehouses.
CO3	Apply acquired knowledge of Algorithms for data mining.
CO4	Demonstrate knowledge of mining multidimensional association rules from relational databases and data warehouses.

COURSE CONTENT

Unit I

Introduction – Data Mining – Functionalities – Classification of data mining systems – Major issues in data mining. Business Context of Data Mining Data Mining for process improvement, Data Mining as a research tool. Data mining for marketing, Data Mining for customer relationship management; Data warehouse and OLAP technology for data mining: What is a data warehouse – A Multi-dimensional model – Data Warehouse Architecture – Data Warehouse Implementation – Future development of Data cube technology? Data preprocessing: Data cleaning – Data integration and Transformation – Data reduction – Discretization and concept hierarchy generation. Data Mining Primitives: What defines a data mining tasks? Data Mining Tools: - Decision Trees; Neural Networks; Genetic Algorithms; Rough Sets and Fuzzy Logic

Unit II

Mining Association Rules in Large Databases: Association rule mining – Mining single dimensional Boolean association rule from transactional databases Mining Multidimensional association rules from relational databases and data warehouses. MBA Information Systems- 2011-12 & onwards - SDE, Classification and Prediction: What is classification – Issues regarding classification- Classification by decision tree induction – Bayesian classification; Cluster Analysis: Types of data in cluster analysis, Categorization of major clustering methods– Portioning methods – Hierarchical Methods.

References

- Berson, A., & Smith, S. J. (1997). *Data warehousing, data mining, and OLAP*. McGraw- Hill, Inc.



- Chen, Z. (2001). *Intelligent Data Warehousing: From data preparation to data mining*. CRC press.
- Bhatia, P. (2019). *Data mining and data warehousing: principles and practical techniques*. Cambridge University Press.
- Gupta, G. K. (2014). *Introduction to data mining with case studies*. PHI Learning Pvt. Ltd.
- Taniar, D. (Ed.). (2008). *Data mining and knowledge discovery technologies*. IGI Global

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- https://www.youtube.com/watch?v=cLI_bllq-oU&list=PL-JvKqQx2AteuF5RnKVD0ZuW1_Tuk8H60
- https://cdn.ttgtmedia.com/searchDataManagement/downloads/Data_Warehouse_Desiggn.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	2	-	2	1	2	3	2	3	2	1	3	3
CO2	2	3	1	3	1	2	3	3	1	2	2	1	2	-	3
CO3	3	1	2	3	3	1	1	-	2	1	3	2	3	1	1
CO4	1	2	3	3	1	2	2	2	3	2	2	1	2	1	2
Average	2	2	2.25	2.75	1.67	1.75	1.75	2.3	2.25	1.75	2.5	1.5	2	1.67	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Computer Networks

Course Code: 213816

Semester: 8th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Analyze the hardware, software, components of a network and the interrelations.
CO2	Explain networking protocols and their hierarchical relationship to compare protocol models and select appropriate protocols for a particular design.



CO3	Manage multiple operating systems, systems software, network services and security to evaluate and compare system software and emerging technologies
CO4	Develop solutions for networking and security problems, balancing business concerns, technical issues and security
CO5	Explain concepts and theories of networking and apply them to various situations, classifying networks, analyzing performance and implementing new technologies

COURSE CONTENT

Unit-I

Network and Networking: Basic & overview; Network protocols and standards – OSI, TCP, IP, FTP, TELNET, AIM, WAP etc. Satellite Based Information Network. Network Services: Electronic Mail, File Transfer, Teleconferencing, Computer-Mediated Conferencing, Facsimile Transmission, Tele Text, videotext, etc. ISDN and Intelligent Network Security. Introduction to data communication, analog Vs Digital Communication, Band Width limitation, data rate of a channel, Error detection and correction; nature of errors, parity check, CRC, hamming code, Modulation; Multiplexing: SDM, FDM, TDM, STDM.

Unit-II

Introduction to computer networks and application; network hardware, network software, OSI reference model, TCP/IP model, network standardization, physical layer: circuit switching, packet switching, message switching, terminal handling, telephone system, modems, connections, transmission media. Internet working, Network layer in Internet IP Protocol, IP Address, TCP/ IP Service Model, TCP Connection management.

References

- Davies, D. W., & Price, W. L. (1984). *Security for computer networks: an introduction to data security in teleprocessing and electronic funds transfer*. John Wiley & Sons Inc.
- Hammond, J. L., & O'Reilly, P. P. (Eds.). (1986). *Performance analysis of local computer networks*. Addison-Wesley Longman Publishing Co. Inc.
- Sloman, M., & Kramer, J. (1987). *Distributed systems and computer networks*. Prentice Hall International (UK) Ltd.
- Stallings, W. (1996). *Local and metropolitan area networks*. Prentice-Hall, Inc.



- Halsall, F. (1995). *Data communications, computer networks and open systems*. Addison Wesley Longman Publishing Co., Inc.

Website/Links/Online Portal/ICT

- https://www.slideshare.net/maamirfarooq/lec-1introduction-to-computer-networks-internet?qid=faab59f5-a43f-4f34-963b-e08c27312ab5&v=&b=&from_search=9
- <http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	1	3	2	3	-	2	3	2	3	3
CO2	2	2	1	1	2	3	3	2	2	3	1	2	3	1	-
CO3	3	3	2	3	-	3	2	1	3	2	2	3	3	-	1
CO4	1	2	2	3	2	2	1	-	3	3	1	2	1	2	2
CO5	2	3	2	3	2	3	2	2	2	3	2	3	3	2	2
Average	1.8	2.4	1.8	2.6	2	2.4	2.2	1.75	2.6	2.75	1.6	2.6	2.4	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Hospital Waste Management

Course Code: 213817

Semester: 8th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Handle any medical waste, hospital waste or infectious waste, it includes hazardous and non-hazardous waste.
CO2	Acquire knowledge about health hazards from pathogens which are the major concern in waste from Health Posts.
CO3	Understanding of Waste minimization is the first and most important step in healthcare wastemanagement.



CO4	Identify methods to segregate healthcare waste into different categories and color-coded containers used for storage.
CO5	Build a knowledge about Safety boxes which are important devices for safe collection of sharps. A sharps pit is also required for final disposal.

COURSE CONTENT

UNIT I

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures. Hospital Hazards Management: Meaning – Need Principles – Purpose. Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control or Cross-Infection– Staff Health.

Unit II

Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage. Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier– Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

References

- Sharma .2006. *Holistic approach to Hospital Waste Management*. Hospital Administration AIIMS, New Delhi,
- Kumar, S. (Ed.). (2010). *Waste management*. BoD–Books on Demand.
- LaGrega, M. D., Buckingham, P. L., & Evans, J. C. (2010). *Hazardous waste management*. Waveland Press.

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- https://www.slideshare.net/sharrygajuryalnepal/hospital-waste-management-30528327?qid=e5823bf6-5427-48e6-b884-82a614659095&v=&b=&from_search=1
- https://applications.emro.who.int/imemrf/Professional_Med_J_Q/Professional_Med_J_Q_2013_20_6_988_994.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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CO1	1	3	2	3	2	-	2	3	2	3	3	1	2	3	3
CO2	1	1	3	2	2	2	3	3	2	2	-	2	2	1	1
CO3	3	2	2	2	3	2	-	2	1	1	3	1	1	2	2
CO4	3	2	3	1	3	2	3	1	3	2	2	2	-	2	2
CO5	1	2	2	3	2	3	2	2	-	3	3	2	2	3	3
Average	1.8	2	2.4	2.2	2.4	2.25	2.5	2.2	2	2.2	2.75	1.6	1.75	2.2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Risk and Disaster Management

Course Code: 213818

Semester: 8th

L T P

4 1 0

Credits: 05

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

CO	Statement
CO1	Integrate, analyze, evaluate and manage the different public health aspects of disaster events at local and global levels, even when limited information is available.
CO2	Describe, analyze and evaluate the environmental, social, cultural, economic, legal and organizational aspects influencing vulnerabilities and capacities to face disasters.
CO3	Develop a caliber to work theoretically and practically in the processes of disaster management and relate their interconnections.
CO4	Manage the Public health aspects of the disasters.

COURSE CONTENT

Unit I

Security Organization and Management: Security Sensitive Areas –Functions of Hospital Security Department – Security Organization and Physical Security Measures - Need for Security Technology



–Contract Security Agency –Effective Security Management in Hospitals – Security Committee – Periodic Security Audit, Hospital Acquired Infection (HAI): Objectives – Control and Prevention – Housekeeping – Central Sterile Supply Department (CSSD) – Nursing Care – Waste Disposal – Antibiotic Policy, – Hospital Infection Control committee – Composition – Role and Functions – Surveillance – High Risk Procedures – Training and Education – Universal Precautions for Health Care Workers. Fire Hazards: Elements of Fire – Fire Hazard Triangle – Causes of Hospital Fires – Fire Protection – Structure Planning and Design Considerations – Buildings: Electric Installations – Water Supply – Fire Points and Escape Routes – Fuel Store – Manual Call Points – Means of Escape and Evacuation – Risk Evaluation.

Unit II

Radiation – Biological Effects of Radiation – Radiation Protection and Safety – Principles in the Layout of a Diagnostic X-ray Room – Contrast Media – Magnetic Resonance Imaging – Planning Constraints – Preventive Measures Against Magnetic Field Hazards – Nuclear Medicine Department – Radiation Protection Aspects – Radioactive Waste Collection and Disposal – Procedure for Obtaining Clearance. Disaster Management – Basic Concepts – Disaster Classification – Disaster Process – Special Characteristics – Principles of Disaster Planning – Disaster and Health Problems – Organization for Medical Relief – Principles of Mass Casualty Management – Objectives of and Need for Hospital Disaster Plan – Disaster Committee – Organization – Role and Responsibilities – Organizing Disaster Facilities – Disaster Response – Alert and Recall – Deployment – Disaster Administration – Disaster Manual – Disaster Drill. TRIAGE.

References

- Coppola, D. P. (2006). *Introduction to international disaster management*. Elsevier.
- Paton, D. & Johnston D. (2017). *Disaster resilience: an integrated approach*. Charles C Thomas Publisher.

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- https://www.slideshare.net/aminvalley/ppt-on-disaster-risk-management-and-j-k-floods-2014-41959556?qid=23408262-08e3-4f99-8696-b65898faaafa&v=&b=&from_search=2
- <https://www.education.gov.pg/TISER/documents/pastep/ssd-ci-4-3-disaster-management-lecturer.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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CO1	1	2	3	2	3	2	3	-	3	2	3	3	2	3	3
CO2	2	1	2	-	2	3	1	3	2	3	2	1	2	-	2
CO3	2	2	3	3	2	2	1	3	1	1	3	3	-	2	2
CO4	3	2	3	2	3	2	3	2	3	2	-	2	3	3	3
Average	2	1.75	2.75	2.3	2.5	2.25	2	2.67	2.25	2	2.67	2.25	2.3	2.67	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Legal and Ethical Issues for Hospital

Course Code: 213819

Semester: 8th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Analyze legal relationship between patient and provider.
CO2	Apply civil and criminal concepts to healthcare providers and consumers.
CO3	Analyze employment laws and their importance to the healthcare workplace.
CO4	Examine the concept of ethics and its application to healthcare Organizations.

COURSE CONTENT

Unit I

Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act. Hospitals and Labour Enactments: Hospital as an Industry – Unrest in Hospitals – Dispute Settlement Mechanism, Arbitration, Conciliations and Adjudication of Disputes; Role of Trade Unions, Unfair Labour Practices and Victimization – Disciplinary Actions – Requisitions of a valid disciplinary enquiry – Service Conditions – Retrial benefits – Social Security and Insurance.



Unit II

Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a ‘Bailee’ – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS. Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment services – Anesthesia, Surgery and sale of drugs. Liability of Hospitals: contractual liability – Award of damages and principles relating thereto, criminal liability and defenses available to hospitals and medical staff. Tortious liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, tort, criminal law and consumer protection act. CP Act, RTI.

References

- S.L. Goel. (2010). *Healthcare Management and Administration*. Deep & Deep Publications Pvt. Ltd. New Delhi.
- Srinivasan A.V. 2009. *Managing a Modern Hospital*. Chapter 12. Response Books. New Delhi.
- Gunn, J. Taylor P. & Hutcheon I. D. (2014). *Forensic psychiatry: clinical, legal and ethical issues*. CRC Press.

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- <https://www.youtube.com/watch?v=i5Ncv80X9KY>
- <https://www.urmc.rochester.edu/MediaLibraries/URMCMedia/center-experiential-learning/Legal-implications-Document-A-Schneider.pdf>.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	1	3	2	3	2	3	2	3	2	3	1	2	3	2
CO2	2	1	3	-	2	1	2	3	2	1	2	2	3	2	2
CO3	3	2	2	3	2	3	2	1	1	3	-	3	2	3	3
CO4	3	1	3	2	3	-	3	2	2	3	1	2	3	-	3
Average	2.67	1.25	2.75	2.3	2.5	2	2.5	2	2	2.25	2	2	2.5	2.67	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Urban Planning



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

CO	Statement
CO1	Gather information from a range of sources relating to an urban place and meaningfully collate, interpret and analyze it.
CO2	Spatially represent and analyze an urban place, and conveying this analysis to others in meaningful ways.
CO3	Develop strategies and designs for the ongoing spatial management of an urban place.
CO4	Reflect upon the implications of their plans and designs in terms of social, economic, ecological and cultural concerns.
CO5	Deliver information about their plans and designs using appropriate representation, written, oral and other relevant means.

COURSE CONTENT

UNIT I

Introduction to Urban Planning Need for Urban Planning and Environmental Management, Evolution of settlements and Planning process; origin and growth of cities, planning process- goals, objectives, methodologies; types of plans. Planning Theory and Techniques: theories of developments, techniques of preparing base maps, land use classification regulation and optimization, techniques of research and surveys-social, physical and economic, techniques of presenting and analyzing data, spatial standards, development controls, statutory codes and regulations

UNIT II

Legislative Provisions; land Acquisition Act, Urban Land Ceiling Act, Land Economics and Feasibility Studies, Understanding Planning Process for a real estate development, Site analysis, site selection, project formulation, Design construction and completion. Housing, Urban Renewal and Community Development, Community and Economic Development, Planning Public Participation in Planning



References

- Braken Ian. 2013. *Urban Planning Methods*. Routledge Publishers
- Kruekeberg D. A. & Silvers A. A. 2015. *Urban Planning Analysis*. John Willey and Sons Inc. Publications

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- https://www.slideshare.net/Waleedliaqat/Introduction-To-Town-And-Urban-Planning?Qid=0c68752b-0310-4eb4-B637-B45a4b55f215&V=&B=&From_Search=4
- <https://Caribbeansocieties.files.wordpress.com/2012/01/Lecture-1.Pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	2	3	-	3	2	3	2	3	1	1	3	3
CO2	2	2	-	3	2	3	3	2	2	3	2	3	3	1	1
CO3	2	1	2	3	3	2	2	1	2	1	3	2	-	2	2
CO4	3	1	3	2	3	2	3	-	3	3	2	3	3	3	3
CO5	3	3	2	3	-	1	2	1	2	3	1	3	2	1	1
Average	2.2	2	2.25	2.6	2.75	2	2.6	1.5	2.4	2.4	2.2	2.4	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Total Quality Management

Course Code: 213821

Semester: 8th

Credits: 05

L T P
4 1 0

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

CO	Statement
CO1	Explain the different meanings of the quality concept and its influence.
CO2	Describe, distinguish and use the several techniques of quality management.
CO3	Elucidate and distinguish the normalization, homologation and certification activities.
CO4	Identify the elements that are part of the quality measuring process in the industry.



COURSE CONTENT

UNIT I

Quality concepts and stakeholder concerns for building and construction; Evolution of modern concept of Quality management process approach; Quality assurance & control; Quality management system and ISO 9000:2000 requirements; Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors and ISO 22000. Quality system standards for construction elements; Inspections & tests; Quality management tools; Environmental Management System Standards and their application in construction; EMS-QMS relationships; Concept and philosophy of TQM; Quality circle, Quality cost; Practical aspects of quality control of building projects. Good practices and managerial responsibilities.

UNIT II

New quality management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types. Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating. TQM Framework – Contributions of Deming, Juran and Crosby, Barriers to TQM

References

- Charantimath, M. Poornima. (2017). *Total Quality management*. Pearson Education
- Dale, H. Besterfield & Carol Besterfield. (2018). *Total Quality Management*. Pearson Education.
- Vijayan, V. & Ramakrishan, H. (2014). *Total quality Management*. S. Chand Publishing
- Sethi, Puneet. (2012). *Total Quality Management*. Gullybaba Publishing House (P) Ltd
- Naagarazan, R.S. (2015). *Total Quality Management*. New Age International Pvt Ltd

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- https://www.slideshare.net/oeconsulting/total-quality-management-by-operational-excellence-consulting? Qid=d139776a-6ef2-4393-83785858ebe8fe78&v=&b=&from_search=2
- <http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf>



The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	-	3	1	3	1	3	2	3	3	2	3	3
CO2	1	2	3	2	2	3	3	2	2	-	2	2	1	2	2
CO3	3	2	1	2	2	-	2	3	2	2	3	1	3	2	2
CO4	3	2	-	2	3	2	3	2	3	2	1	2	1	3	3
CO5	2	3	2	3	2	3	3	2	1	3	1	1	3	1	-
Average	2.2	2	2.4	2	2.25	2.4	2.25	2.8	2	2.2	2.25	2	1.8	2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Legal Framework for Real Estate

Course Code: 213822

Semester: 8th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Familiar with the legal framework about real-estate and property dealings concepts.
CO2	Ascertain whether a lease or a license has been created.
CO3	Measure the effect of easement and covenant on successors in title.
CO4	Enlighten the basis of land use planning and control and interpret the concept plan, master plan and special & detailed control plans

COURSE CONTENT

UNIT-I

Urban Economy and Property Market, Real Estate Marketing: Communication and Etiquettes, Real Estate Marketing – I Internship/project work Basics of Construction I: Legal Framework for Real



Estate I and Entrepreneurship. Contract laws, agreements, dispute resolution, arbitration laws, contract documents and international contracting.

UNIT-II

Labour laws as applicable to real estate development, Land regulations and transfer of property
Taxation laws as applicable to real-estate development, Real Estate Management and Sustainability,
Real Estate Appraisal and Valuation, Leasing, Land and property ownership structures.

References

- Joshi, Piyush (2003). *Law Relating to Infrastructure Projects*. 2nd Edn. New Delhi: Butterworths
- Sunder, S. & Sarkar S. K. (2000). *Framework for Infrastructure Regulation*. New Delhi: TERI Press.
- Willis, D. J. (2013). *Real Estate Law & Asset Protection for Texas Real Estate Investors*. First Edition Design Pub.

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- https://www.slideshare.net/devinder14/legal-framework-of-real-estate?qid=afaf55d6-8fde-4a95-9642-ee2fffdcb206&v=&b=&from_search=2
- <https://taxguru.in/wp-content/uploads/2012/08/new-hd-on-real-estate.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	3	2	3	2	3	2	2	3	2	3	2	2
CO2	2	3	3	2	1	3	-	3	3	2	1	1	1	3	3
CO3	3	2	1	3	1	2	1	1	2	1	3	2	3	2	-
CO4	1	3	2	3	2	3	2	-	2	2	1	3	2	1	2
Average	1.75	2.67	2	2.75	1.5	2.75	1.67	2.3	2.25	1.75	2	2	2.25	2	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Seed Production and Certification

Course Code: 213823

Semester: 8th

L T P

Credits: 05

4 1 0

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



CO	Statement
CO1	Develop an understanding of seed development, germination, vigor, deterioration and the relationship between laboratory tests and field performance
CO2	Acquaint with the principles of seed production for agronomic and horticultural crops within and outside of the region of adaptation and the techniques used in seed conditioning
CO3	Know about seed increase systems, seed testing and the laws and regulations related to marketing high quality seed.
CO4	Incorporate diversity and multicultural perspectives when making business decisions

COURSE CONTENT

Unit I

Significance of seed in crop Production, Classification and characteristics of seed, Tests of purity, Seed health and viability, Dormancy type, causes and treatment of breaking dormancy, Production of cereals, oil seeds & pulses seed.

Unit II

Certification, packaging & storage of seeds, viability & tests, Seed Legislation / patents / WTO Seed marketing, Field inspection

References

- Zentes, J., Morschett, D., & Schramm-Klein, H. (2007). *Strategic retail management*. Verlag Dr. Th. Gabler GWV Fachverlage GmbH, Wiesbaden (GWV).
- Fernie, J., & Sparks, L. (Eds.). (2018). *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. Kogan page publishers.
- Bhatia, S. C. (2008). *Retail management*. Atlantic Publishers & Dist.
- Mathur, U. C. (2010). *Retail management: text and cases*. IK International Pvt Ltd.
- Berman & Evans. (2008). *Retail Management: A Strategic Approach. 10th Ed*. Prentice Hall of India.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	1	1	3	1	3	2	3	-	3	2	3	3
CO2	2	1	2	3	2	3	2	3	1	1	2	1	1	2	2



CO3	3	2	-	3	3	2	1	2	1	-	2	2	3	3	-
CO4	2	3	1	-	2	1	1	2	3	1	2	1	1	2	2
Average	2	2.25	1.67	2.3	2	2.25	1.25	2.5	1.75	1.67	2	1.75	1.75	2.5	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Supply Chain Management

Course Code: 213824

Semester: 8th

Credits: 05

**L T P
4 1 0**

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

CO	Statement
CO1	Introduce the concepts and processes of agricultural supply chain management.
CO2	Develop an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.
CO3	Provide a framework for structuring supply chain drivers; network designs.
CO4	Communicate effectively in a variety of formats

COURSE CONTENT

Unit I

Understanding the Supply Chain, Supply Chain Management (SCM) - Present need, conceptual model of SCM, Evolution of SCM, Concept and significance of physical logistics and distribution system as applicable in agribusiness, marketing and physical distribution process. Planning Supply & Demand, Managing Economics of Scale, Managing Uncertainty. Determining Optimal Level of Product Availability, Elements of physical distribution system, transportation and its relation to plant location, warehousing and inventory.

Unit II

Elements of physical distribution system, transportation and its relation to plant location, warehousing and inventory, Transportation, Facility Decision, Various models of supply chain



management as followed by developed countries, Information Technology, Coordination, E-Business & the Supply Chain, Financial Evolution, Performance measurement and controls in agro supply chain management.

References

- Basu, R., & Wright, J. N. (2010). Total supply chain management. Routledge.
- Mangan, J., & Lalwani, C. (2016). Global logistics and supply chain management. John Wiley & Sons.
- Pagano, A. M., & Liotine, M. (2019). Technology in Supply Chain Management and Logistics: Current Practice and Future Applications. Elsevier.
- Christopher, M. (1992). Logistics and supply chain management (p. 12). Financial Times/Irwin Professional Pub.

Website/Links/Online Portal/ICT

- https://www.slideshare.net/ialwaysthinkprettythings/scm-module-1?qid=e81da7eb-eb34-48ba-8d95-21b0f57e6db4&v=&b=&from_search=3
- http://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	2	3	2	3	2	3	2	3	2	2	3	3
CO2	1	-	3	1	2	2	3	1	2	1	2	1	3	-	3
CO3	3	2	2	3	-	3	2	1	2	2	3	2	3	2	2
CO4	3	3	2	3	1	3	2	-	2	1	2	1	1	2	1
Average	2	2.67	2.25	2.25	2	2.5	2.5	1.3	2.25	1.5	2.5	1.5	2.25	2.3	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Plantation Management

Course Code: 213825

Semester: 8th

L T P

Credits: 05

4 1 0

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



CO	Statement
CO1	Identify plant vegetative and reproductive structures.
CO2	Understand basic principles, processes and functions of plant growth and reproduction, including photosynthesis, respiration, transpiration, vegetative growth and reproductive growth, fertilization and fruit formation
CO3	Impart knowledge and skills in production, processing, marketing and finance management in the plantation sector
CO4	Apply their knowledge to solve problems related to plant growth, crop production and natural resource management

COURSE CONTENT

Unit I

Current scenario of major plantation industries in India, plantation field operations in estates of Tea, Coffee, Rubber, Spices, etc., (cultivation, harvest management, post-harvest management), manufacturing/processing operations in estates, quality control aspects, estate management and labour relations, legal aspects of plantation business, sustainable management in terms of environmental, social and economic aspects, managing technological innovation in terms of cultivation and processing in Tea, Coffee, Rubber, Spices and other relevant plantation crops.

Unit II

Marketing of plantation crops marketing channels, product development, branding, pricing and promotion, export environment for plantation crops, logistics management- purchase, stores and transport, financial management in plantations, cost-volume-profit analysis, relevant promotional agencies and cooperatives, problems and prospects of the major plantation sectors

References

- Tiffen, M., & Mortimore, M. (1990). *Theory and Practice in Plantation Agriculture*. Boulder: Westview Press.
- Banerjee, G., & Banerjee, S. (2008). *Sustainable tea plantation management*. International Book Distributing Co., Pub. Division.
- Kumari, P. S. (2004). *Advances in the Diseases of Plantation Crops and Spices*

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- <https://www.youtube.com/watch?v=mDZ67duB6h0>
- <https://newgenerationplantations.org/multimedia/file/5211b52c-c4f9-11e4-9137-005056986313>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	3	2	3	1	3	2	3	2	3	2	3	1	3	3
CO2	2	1	3	2	2	-	2	3	1	2	3	2	3	-	2
CO3	3	2	2	1	3	3	2	1	2	1	-	3	3	2	1
CO4	3	-	3	2	3	2	3	-	3	2	2	1	1	2	2
Average	2.67	2	2.5	2	2.25	2.67	2.25	2.3	2	2	2.3	2.25	2	2.3	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Export-Import Procedures, Documentation

Course Code: 213826

Semester: 8th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Familiarize with policy, procedures and documentation relating to foreign trade operations.
CO2	Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
CO3	Integrate concept in custom clearance concepts with functioning of global trade.
CO4	Incorporate diversity and multicultural perspectives when making business decisions

COURSE CONTENT

UNIT-I

Documentation Framework, Exim Documentation, International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement; Instruments and methods of Financing



Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities. Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures; Role of Clearing and Forward Agents; Excise Clearance of cargo; Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

UNIT-II

Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives; Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System; Freight, and Structure. Containerization and other developments, International Agreements and Conferences on Sea Transport; Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation; Air Transport: International set up, Freight structure

References

- Johnson, T. E., & Bade, D. (2010). *Export/import procedures and documentation*. Amacom.
- Bade, D. (2015). *Export/import procedures and documentation*. Amacom.
- Weiss, K. D. (2007). *Building an import/export business*. John Wiley & Sons.

Website/Links/Online Portal/ICT

- <http://www.pasc.edu.in/Econtent/CommerceNotes/EXIMPROCEDURES.pdf>
- <https://www.youtube.com/watch?v=GITFICog2h8>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	-	2	2	3	2	3	2	3	1	3	3
CO2	2	1	3	3	2	3	1	3	2	3	3	2	-	2	2
CO3	2	2	1	2	3	2	1	2	3	2	2	1	3	1	1
CO4	1	2	1	1	2	1	2	3	-	2	1	2	1	2	1
Average	1.5	2	1.75	2.25	2.3	2	1.5	2.75	2.3	2.5	2	2	1.67	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



Course Name: International Economic Organization

Course Code: 213827

Semester: 8th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Explore the relevance of various trade theories/models.
CO2	Acquaint with current issues in International Trade.
CO3	Use economic tools to analyze diversity of issues in the international economy.
CO4	Integrate knowledge of and demonstrate ability to perform as management professionals.

COURSE CONTENT

UNIT-I

Distinction between International Trade and International Macroeconomics. Emergence of International Economic Organizations and Development Diplomacy, Historical Developments, Bretton woods and international monetary set-up, World Bank and its affiliates, International Bank for Reconstruction and Development (IBRD). International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA). Political Economy of Trade - Pros and Cons of government intervention - Strategic trade policy - Median voter theorem - Theory of collective action - Politicians for sale.

UNIT-II

World Bank and Developing countries, General Agreement on Tariffs and Trade (GATT), World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD), International Labour Organisation (ILO). Money, Interest Rates, and Exchange Rates - Aggregate money demand - Equilibrium interest rate - Money and exchange rate in the short run. Dornbusch overshooting model - Money, price level and exchange rate in the long run, international capital



markets and emerging markets - The efficiency of international capital markets: theory and evidence
 - Problems in international banking - Problems of international finance for developing countries.
 Financial and economic crisis of 2008-09 - Recent financial crises: Mexico 1994, Asia 1997-98, Russia 1998.
 - What was the same, and what was different in 2008-09. - European crisis in 2010- 15, Russian crisis in 2014-15, Covid 19 crisis 2020

References

- Simai, M. (1994). *The future of global governance: Managing risk and change in the international system*. US Institute of Peace Press.
- Cornelius, P., Schwab, K., & Porter, M. E. (Eds.). (2003). *The global competitiveness report 2002- 2003*. Oxford University Press
- Keohane, R. O. (2019). *The theory of hegemonic stability and changes in international economic regimes, 1967–1977 (pp. 131-162)*. Routledge

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- https://www.slideshare.net/AnjuAnnGeorge/international-economic-institution?qid=848f8255-a51f-41cc-899d-4f6733e54f08&v=&b=&from_search=1
- <https://www.csus.edu/indiv/d/dubess/ia216/Chapter2.pdf>.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	-	3	3	1	3	3	2	3	3	2	1	2	2
CO2	1	2	2	3	2	2	3	2	1	2	2	3	2	-	2
CO3	3	-	2	2	3	2	1	2	-	2	3	2	3	3	3
CO4	1	2	3	1	2	1	3	2	1	3	2	3	1	1	2
Average	1.75	2.3	2.3	2.25	2.5	1.5	2.5	2.25	1.3	2.5	2.5	2.5	1.75	2	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Global Human Resource Management

Course Code: 213828

Semester: 8th

Credits: 05

L T P

4 1 0



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

CO	Statement
CO1	Depict HR implications of organizational strategies.
CO2	Adapt the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
CO3	Explore and get familiar with international HR.
CO4	Positive attitude and skills that create productive managerial leaders.

COURSE CONTENT

UNIT-I

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations. Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

UNIT-II

Cross Cultural communication and negotiation; Cross Cultural leadership and decision making. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context. Compensation: Objectives of International compensation, Key components of an international compensation program, Approaches to International compensation, Patterns in complexity. Expatriation and Repatriation, Convergence or divergence in personnel management in developed and developing economies

References

- Sparrow, P., Brewster, C., & Harris, H. (2004). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2012). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Rao, P. L. (2008). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2010). *International human resource management*. Sage.



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- https://www.slideshare.net/Nenemane/managing-global-human-resource-management?qid=dd25054d-1a08-49ee-97a1-34357a7337c5&v=&b=&from_search=1
- http://www.crectirupati.com/sites/default/files/lecture_notes/GHRM-notes.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	-	2	3	3	1	3	-	3	2	2	-	3
CO2	1	2	1	2	3	3	2	2	-	2	2	3	2	1	2
CO3	2	-	2	3	-	2	2	1	2	1	1	2	3	2	2
CO4	1	2	3	-	3	2	1	2	1	2	-	3	2	1	1
Average	1.25	2.3	2	2.5	2.67	2.5	2	1.5	2	1.67	2	2.5	2.25	1.3	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Total Number of Course	98
Number of Theory Course	82
Number of Practical Course	16
Total Number of Credits	362



Academic Instructions

Attendance Requirements

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise, he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

Assessment of a course

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

Components	Internal (50)						External (50)	Total
	Attendance	Assignment	Surprise Test	Presentation	MST1	MST2	ETE	
Weightage	10	10	10	10	30	30	50	
Average Weightage	10	10			30		50	100

Passing Criteria

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.

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GKU