



STUDENT **handbook** **2023-2024**

Bachelor of Business Administration



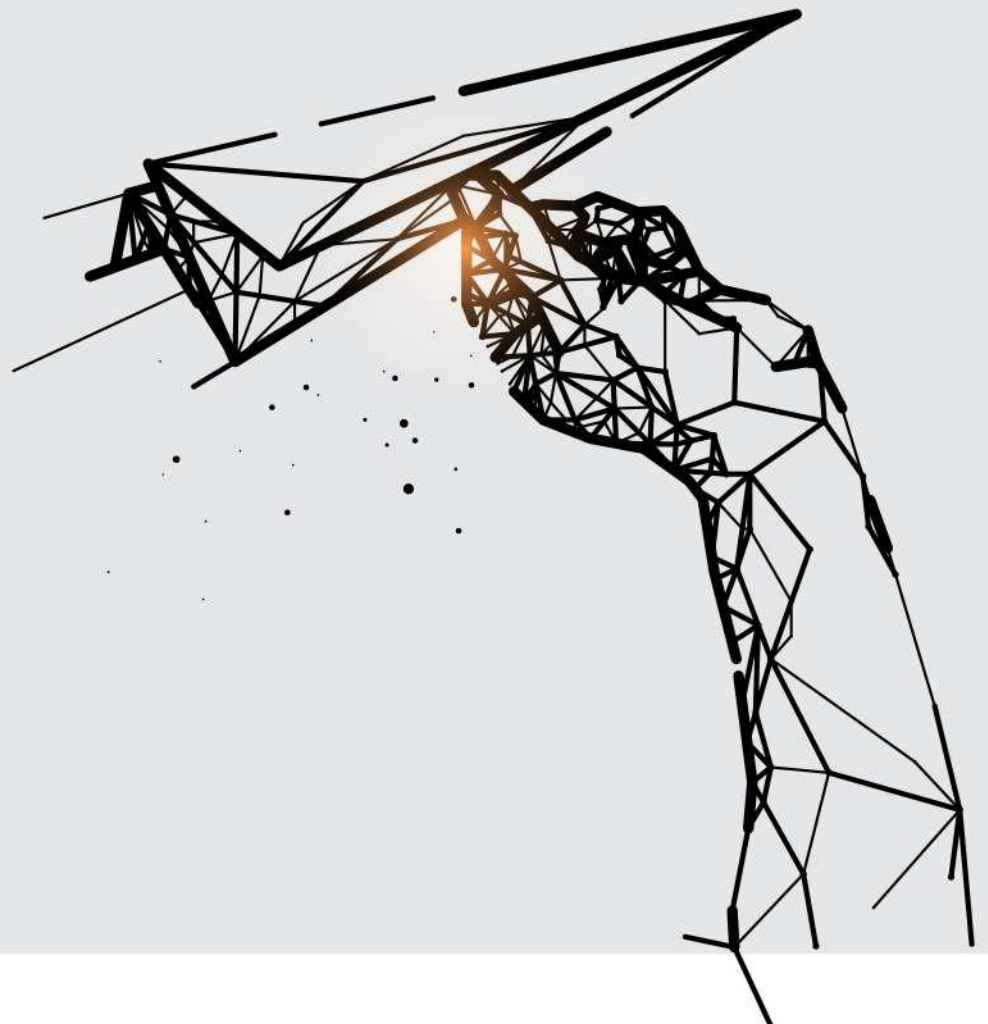
Business School

VISION

To be a globally renowned university.

MISSION

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.





Koneru Satyanarayana,
Chancellor

Sri Koneru Satyanarayana, BE, FIE, FIETE, MIEEE graduated in Electronics and Communication Engineering in the year 1977. Along with Sri Koneru Lakshmaiah, he is the co-founder of the Institute which was established in the year 1980. He is an educationist of eminence and also an industrialist of great repute. He runs a number of industries in and around Vijayawada.

Dr. K. S. Jagannatha Rao
Pro-Chancellor

Prof. K. S. Jagannatha Rao was one of the leading scientists in neuroscience research in globe. He was the Director on Institute for Scientific Research and Technological Advances (INDICASAT AIP), Republic Panama and contributed lot in building innovation in higher education and research in Panama since 2010. He played a key role in building PRISM (Panamanian Research Institutes of Science and Medicine) in Latin America. Dr. Rao has his research area on Brain Research and established Alzheimer's Centre and published 165 papers in leading Biochemistry and Neuroscience Journals, supervised 19 Ph.D students. He is also adjunct faculty of Biomedical Informatics of UTHS, Houston, and Advisory Board Member of UT- El Paso Minority Health NIH program, USA and Adjunct Faculty, Methodist Research Institute, Houston, USA. He was elected Member of Panamanian Association for the Advancement of Science (APANAC) - Considered as National Science Academy of Panama. He received his undergraduate and Ph.D degrees from Sri Venkateswara University, Tirupati. Later, joined in Central Food Technological Research Institute, Mysore. He received Sir C. V. Raman Award by Karnataka State Council of Science and Technology, 2003.



Prof. G P S Varma
Vice-Chancellor



Prof. G P S Varma, Vice-Chancellor, KLEF, is one of the most widely experienced leaders in Indian higher education, known for his commitment to expanding student opportunity, catalyzing academic innovation, and encouraging university's civic engagement and service to society. He adorned the position of Chairman, ISTE (Indian Society for Technical Education)- AP State, TSEM CET Test Committee Member-2021 nominated By Telangana State Govt, APEAMCET Admission Committee Member in 2016 by Andhra Pradesh State Council of Higher Education, Govt. of Andhra Pradesh. He has been a very farsighted Peer Team Visit Member for National Assessment and Accreditation Council (NAAC), Expert Committee Member for University Grants Commission (UGC) Autonomous Visits. He has been an Advisory Council Member for (CEGR) Centre for Education Growth, and Research India International Centre, New Delhi, and Board Member for Big-Data Analytics Forum.



Dr. A. V. S. Prasad
Pro-Vice Chancellor

Dr. A. V. S. Prasad, M.E and Ph.D from JNTU, Hyderabad is a professor in Civil Engineering. He has a rich experience of 33 years in academics which includes 26 years in administration at various cadres ranging from Head of Department, Dean, Principal, Director and Pro-Vice Chancellor. He has served as Director of Audisankara group of institutions and Narayana Group of Institutions for 18 years and was instrumental in getting these institutions accredited by NAAC, NBA, Autonomous and gained many laurels from the State Government, JNTU etc. He has served as Pro-Vice Chancellor of KL University for 3 years.

He has extensive knowledge of administrative system, maintaining statutory norms of bodies like AICTE, UGC etc and has a good understanding of NBA, NAAC procedures and norms. He served as Member, Chairman of Board of Studies at JNTU(A), KLCE(Autonomous) and KL University.

Dr. Venkatram Nidumolu
Pro-Vice Chancellor

Dr. Venkatram Nidumolu, Pro-Vice Chancellor is High performing, strategic thinking professional with more than 15years of administration experience and 20 years of teaching experience in KLEF and 30 years overall experience in the higher education sector. He graduated in B.Tech (ECE) from Acharya Nagarjuna University, pursued M.S degree from BITS, PILANI in software Systems. He received Ph.D award from Acharya Nagarjuna University. He held the positions like HOD, Joint Register, Principal, and Dean-Academics before becoming Pro-Vice Chancellor. He was core member of all NBA, NAAC, & other accreditations since 2004 and he has good experience in handling of quality issues and assessment related practices.



TABLE OF CONTENTS	Page Nos
ACRONYMS	7-8
CHAPTER 1: INTRODUCTION	9
CHAPTER 2: PROGRAM EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAM OUTCOMES (POs)	14
CHAPTER 3: PROGRAM LIST AND ELIGIBILITY CRITERIA	16
CHAPTER 4: ACADEMIC REGULATIONS	17
CHAPTER 5: PROGRAM CURRICULM	22
CHAPTR 6 : ACADEMIC FLEXIBILITIES	25
CHAPTER 7: REQUIREMENTS FOR THE AWARD OF DEGREE	27
CHAPTER 8 : ATTENDANCE RULES & DETENTION POLICY	30
CHAPTER9: ASSESSMENT AND EVALUATION PROCESS	32
CHAPTER 10: PROMOTION	38
CHAPTER 11: STUDENT COUNSELLING & FEEDBACK	41
CHAPTER 12: PROGRAMME STRCTURE	45
CHAPTER 13: ARTICULATION MATRIX	49
CHAPTER 14 : SYLLABUS	80

Acronyms

Sl No	Acronyms	Full Form
1	KLEF	Koneru Lakshmaiah Education Foundation
2	CET	Common Entrance Test
3	KLEEE	KLEF Engineering Entrance Examination
4	JEE	Joint Entrance Examination
5	BT	Biotechnology
6	CE	Civil Engineering
7	CS	Computer Science & Engineering
8	EC	Electronics & Communication Engineering
9	EE	Electrical & Electronics Engineering
10	CM	Computer Engineering
11	ME	Mechanical Engineering
12	AD	Artificial Intelligence & Data Science
13	CI	Computer Science & Information Technology
14	CGPA	Cumulative Grade Point Average
15	SGPA	Semester Grade Point Average
16	LTPS	Lecture, Tutorial Practical, Skill
17	SEE	Semester-End Examinations
18	SIE	Semester-In Examinations
19	OJET	On-the-job Engineering Training
20	IRP	Industrial Relations and Placements
21	PS	Practice-School
22	OPAC	Online Public Access Catalog
23	QCM	Quality Circle Meeting
24	MOOC	Massive Open Online Course
25	MOU	Memorandum of Understanding
26	OD	On Duty
27	(A,B]	Between A and B excluding value A and including value B
28	COE	Controller of Examinations
29	VLSI	Very Large-Scale Integration
30	MTech	Master of Technology
31	COA	Council of Architecture
32	JEE	Joint Entrance Examination
33	NATA	National Aptitude in Architecture

34	PC	Professional Core
35	BSAE	Building Science and Applied Engineering
36	PE	Professional Elective
37	PAECC	Professional Ability Enhancement Compulsory Courses
38	SEC	Skill Enhancement Course
39	OE	Open Elective
40	CTIS	Cloud Technology and Information Security
41	DS	Data Science
42	IoT	Internet of Things
43	IPA	Intelligent Process Automation
44	PCI	Pharmacy Council of India
45	PY	Pharmacy
46	B. Com (H)	Bachelor of Commerce with Honors
47	ACCA	Association of Chartered Certified Accountants
48	HM	Hotel Management
49	BTK	Basic Training Kitchen
50	QTK	Quantitative Training Kitchen
51	ATK	Advanced Training Kitchen
52	MBA	Master of Business Administration
53	BBA	Bachelor of Business Administration
54	MSc (F&C)	Master of Science (Finance & Control)
55	BA	Bachelor of Arts
56	M.Sc.	Master of Science

CHAPTER – I

Introduction

The President of Koneru Lakshmaiah Education foundation, Er. Koneru Satyanarayana, along with Late Sri. Koneru Lakshmaiah, founded the K L College of Engineering in the Academic year 1980-81. With the mighty vision and restless efforts of Er. Koneru Satyanarayana K L College of Engineering carved a niche for itself through excellence in engineering education, discipline and record numbers of placements and was the leading college in the state of AP. K L College of Engineering achieved NBA Accreditation for all its B.Tech. Programs in 2004 and later re-accredited in 2007. K L College of Engineering was transformed into an autonomous engineering college in the year 2006. In 2008 this college received a record grade of 3.76 on a 4 points scale with “A” Grade from NAAC; and in February 2009, the college, and Accredited by National Assessment and Accreditation Council (NAAC) of UGC as ‘A+++’ with highest Grade of 3.57 CGPA on 4-point scale in 2018, through its founding society “Koneru Lakshmaiah Education Foundation” was recognized as Deemed to be University by the MHRD-Govt. of India, Under Section 3 of UGC Act 1956. This Deemed to be University is named as “KLEF”.

Location

KLEF is situated in a spacious 100-acre campus on the banks of Buckingham Canal of river Krishna, eight kilometers from Vijayawada city. Built within a rural setting of lush green fields, the institute is a virtual paradise of pristine nature and idyllic beauty. The campus has been aptly named "Green Fields" and the splendid avenue of trees and gardens bear testimony to the importance of ecology and environment. The campus ambience is most befitting for scholastic pursuits. The University is situated in a built-up area of around 15, 00,000 S.Ft.

Facilities

Central Library: E-Resources

The Central Library is the largest and holds materials to serve the whole University community. It has materials relevant to the Engineering, Science & Humanities courses offered by the University. The library system contains more than one lakh and fifty thousand books and periodicals on all subjects related to the teaching and research interests of the University staff and students. The library has over 65926 electronic journal titles and 15,19,512 E- Books are available on campus.

The Data Centre

A State-of-the-Art Data center with advanced servers provides a highly interactive learning environment with full-fledged hardware and software training facilities.

Physical Education- Sports Facilities

KLEF encourages students to explore their latent talents by providing good games and sports facilities. The institute is equipped with the following.

Sport/Game	No.of Courts	Sport/Game	No.of Courts
Athletic track	1	Handball Court	1
Hockey Field	1	Netball Courts	2
Badminton Courts	4	Throw ball courts	2
Tennikoit Courts	2	Beach Volleyball Court	1
Cricket Field with Net practice	3	Football Field	1
Volleyball Courts	2	Basketball Courts	2
Tennis Courts	2	Kabaddi Courts	2
Kho Kho Court	1	Table Tennis	6
Soft Ball	1	Chess	20
Archery	1	Caroms	12

The University had a State-of- the - Art Indoor stadium of 30000 sq.ft with:

- 4 wooden Shuttle Courts/ Basketball Court
- Yoga and Meditation Centre
- Dramatics
- 8 Table Tennis Tables
- Hobby Centre
- Gymnasium for Girls
- Gymnasium for Boys
- Multipurpose room with Chess, Caroms etc.
- Power lifting/Weightlifting

Accommodation- Hostels

- KLEF has separate hostels for boys and girls with well furnished rooms and modern amenities.
- The overall atmosphere is very conducive for the students to concentrate on their studies.
- A state- of – the- art kitchen and spacious dining area has been provided for both the hostels.
- Generators have been provided as power backup. Emphasis has been laid on hygiene and cleanliness for healthy living. A customized menu caters to the student needs, it keeps changing according to their tastes.
- Teaching staff will have to address the academic and personal problems of the students. Round-the-clock security, communication, dispensary facilities are also available.

Facilities in the hostels

- Protected drinking water
- State of the art kitchen, dining hall

- Newspapers, telephones, toilets and bathrooms are well maintained.
- Every student in the hostel is provided with a cot, study table, chair and a rack.
- Fan and light are also provided in each room.
- Gas & Steam based hygienic food preparation.
- Palatable regional, national and international cuisines
- Cleanliness and Safety STD/ISD Facilities
- Medical Kits and First Aid Boxes Soft drinks, snacks, Fruits etc.
- Laundry Stationary shop

Hostel Rules and Regulations

- Students are hereby informed that while staying in the hostel, it is essential to be responsible for maintaining dignity by upholding discipline.
- They must be obedient to the hostel warden/floor in–charges. Valuable items like jewelry etc. should not be kept with students while staying in the hostel.
- It is student’s own responsibility to safeguard her/his Laptops, Money by locking suitcases and bags.
- If any loss is found, management will not take any responsibility. Students must intimate to the hostel authorities before giving police complaints against losses.
- Students are not allowed to indulge in smoking; consumption of Alcohol, Narcotic drugs etc., and defaulters will be strictly viewed upon.
- Students are directed that after locking their rooms they must hand over the keys to security and can collect them on returning to the hostel.
- Students must switch off Fans, Lights, Geysers, A/C’s etc., before leaving their rooms.
- Visitors are not allowed inside the hostel at any time; however, they are allowed into the visitor’s hall with the prior permission of the warden.
- Only family members listed by the parents are allowed to contact the student. Visiting hours are up to 7.30 pm only and after 7.30 pm visitors are required to leave the premises.
- Hostel students are not allowed to come into the hostel after 3.00 pm for morning shift students and 6.00pm for day shift students.
- Those students who are utilizing the computer lab, library etc., after the times specified must submit the permission slip to the security while entering the hostel.
- During public holiday outings, those who seek permission to leave the hostel will have to obtain written permission from the warden. Permission will be given only to those students who get permission from parents to leave the hostel during holidays/outings.
- Moving out of campus without permission is strictly prohibited. Strict study hours from 7.30 am to 10.30 pm shall be maintained in the hostel.
- The hostellers must be in their allotted rooms during study hours. The general complaints of any kind should be noted in the complaint register, which is available at the hostel office.
- Registered complaints will only be entertained. Any health problem should be brought to the notice of Warden/Floor In – charge for necessary treatment.

Transportation

The institution runs 80 buses covering all the important points in Vijayawada City, Mangalagiri, Guntur & Tenali towns with a total seating capacity of 4000 students in two shifts. Transport is available 24 hrs, In case of any emergency in the institute /hostels. Transportation is available for conducting industrial tours and visits etc. Regular transport facility available up to 10PM.

Healthcare

A full-fledged health center with all the facilities is established to cater the needs of the students, staff, Faculty and the public in the adopted villages. It consists of three doctors (Homoeopathy, Ayurvedic

&Allopathy).

Cafeteria

KLEF has a spacious canteen with the latest equipment and hygienic environment which provides quality food and prompts service and caters to the needs of all the students and staff. A central cafeteria of 1500 Sq.m. is available on the campus. Mini cafes and fast-food centers are available in various blocks. The canteen is open from 6:30 a.m. to 8:30 p.m. There is a wide variety of North- Indian and South-Indian cuisine and the students enjoy the pleasure of eating during the breaks. Cool aqua water for drinking is available.

Placements

KLEF has meticulously planned to make all its outgoing students employed. The University had installed the infrastructure, employed well experienced faculty, designed and delivered programs that help to enhance the communication and soft skills which are required for making the students employable. An excellent system is in place that considers all the issues that make a student employable. The University has been successful for the last 7 years in employing all the students who have registered and eligible for placement through its offices located across the country. About 50 trained personnel work extensively to make the students ready for recruitment by the industry.

Counselling & Career Guidance

A special Counseling Cell consisting of professional student counselors, psychologists, and Professors counsels/helps the students in preparing themselves to cope with studies, perform well in the tests & various competitions. This Cell provides its services to the students in getting the solutions for their personal problems and provides career guidance with the help of the Industrial Relations and Placements (IRP) department. A group of 20 students are allotted to each faculty member who counsels them regularly and acts as their mentor.

Social Service Wing

KLEF has a social service wing which is used to channelize the social service activities of the faculty, staff and students. It has adopted 5 nearby villages and conducts activities like medical camps, literacy camps and educates the villagers regarding hygiene and health care on a regular basis.

NSS/NCC wings

NCC/NSS is a credit course designed with an intent to transform NCC/NSS activities into curricular activities from an extracurricular thereby providing credits to students involved in NCC/NSS along with other attended advantages to the students in the university.

Hobby Clubs

Wholly and solely managed by the students, contributed much to the cultural life of the campus and to the cultural evolution of the students. Few student bodies and clubs operate in the campus like music society, dance club, drama society, literary and debating club, English press club, drawing club, painting club, mime club, computer club etc. Students manage entire activities and budget of the organization for the entire semester in advance. Around 4000 students are active members of the Hobby Clubs.

Life Skills and Inner Engineering

KLEF feels that it is its responsibility to mold the students as good human beings, contributing to the country and to society by producing responsible citizens. Along with the regular programs every student admitted into KLEF undergoes a one-week special life skills /orientation program. Through this program, KLEF is producing the students with clarity of thoughts and charity at heart. Strict regularity, implicit obedience, courtesy in speech and conduct, cleanliness in dress. Life skills and inner engineering teach a student his/her obligation towards GOD, himself /herself his/her country and fellow human beings. Every student is encouraged to practice his/her own religious faith and be

tolerant and respectful towards other religions.

Technical Festival

KLEF organizes various programs for the all-round development of the students. The technical festival and project exhibition is organized in the odd semester (October) every year to elicit the innovative ideas and technical skills of the students.

Cultural Festival

The cultural festival in the even semester (February) of every year is the best platform for the students to exhibit their talents and creativity. Through these festivals KLEF is imparting organizational skills, leadership skills, competitive spirit, and team behavior skills to our students. Along with the knowledge, KLEF festivals provide recreation to the student community.

Center for Innovation, Incubation and Entrepreneurship (CIIE)

KLEF being a pioneering institute supporting Academics and Research in Engineering, Science and Technology is endowed with the entire infrastructure and highly experienced faculty, has a Centre for Innovation, Incubation and Entrepreneurship (CIIE) that comprises of: Innovation Centre which aims to inculcate a spirit of innovation. Incubation Centre which aims to incubate innovations through prototype product development. Entrepreneurship Development Centre (EDC) which aims at fostering entrepreneurial skills among the students.

ABOUT BUSINESS SCHOOL

KL Business School has emerged as a leader in the Management education under the wide spread wings of the KLEF that of over 35 years of invincible history in developing outstanding individuals into leaders. MBA program offered by K L Business school course helps to deal with the challenges of today's global business with Managerial, Leadership, analytical and creative thinking skills. KLBS has created an unmatched scope and expanded learning scale with with more academic areas, courses, and interdisciplinary programs than any other business school. This helps students to choose from the variety of academic verticals, of their individual interest

Bachelor of Business Administration (BBA) is a three-year undergraduate program focusing on various business and management aspects. Our carefully crafted BBA programs provide students with a solid foundation in business principles, management practices, and leadership skills. The curriculum covers various subjects, including accounting, finance, marketing, human resources, operations, and entrepreneurship. Our BBA programs are designed to prepare students for business and management careers, often including internships and practical experience opportunities

Vision

To be a globally renowned university.

Mission

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of the students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.

Department Vision & Mission

To be a Centre of excellence for value-based management education.

M1: To attain leadership in management education

M2: To attain leadership in Research

M3: To attain leadership in Consultancy

M4: To nurture the students Industry ready

CHAPTER-2

PROGRAM EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAM OUTCOMES (POs)

PROGRAM EDUCATIONAL OBJECTIVES

1. To educate the business graduates to respond effectively in meeting the competitive business needs of the society.
2. To nurture the spirit of Entrepreneurship among the students that propagates the business world.
3. To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.
4. To train the students in emerging as efficient managers
5. To equip with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment

PROGRAM OUTCOMES (POs)

PO NUMBER	DESCRIPTION
1. Core Business Knowledge	Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to shape the organizations effectively.
2. Career Planning and Decision Making	Able to excel in their chosen career paths, by learning on how to live, adapt and manage business environmental change through decision making.
3. Critical Thinking and Leadership	Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments.
4. Team Building & Business Communication	Able to communicate effectively and to perform different roles efficiently as an individual or in a team in multi-disciplinary streams with entrepreneurial edge.
5. Application of Statistical and Analytical tools	Able to gain knowledge of contemporary issues and develops an art of using current techniques, skills and necessary analytical tools for managerial practice
6. Business perspective and Sustainability	Able to gain an understanding of professional, legal, financial, marketing, production & operational activities, logistics, ethical, social issues and responsibilities

7. Environment & Sustainability	Demonstrate the knowledge of solutions, related documents and their impacts on societal and environmental contexts, leading towards sustainable development
8. Ethical Awareness	Facilitate the students to understand the importance of ethical values and their application in professional life.
9. Manager & Society	Able to emerge as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the everchanging society.
10. Effective and Influencing communication	Effective and Influencing communication ability to share thoughts, ideas, and applied skills of communication in its various perspectives like written communication, speech communication, etc

PROGRAM SPECIFIC OUTCOMES

PO NUMBER	DESCRIPTION
1. Goal Oriented path awareness	Graduates will develop a goal-oriented sense of business purpose.
2. Career awareness on Experiential and critical thinking	Graduates will be able to excel in their chosen career by experiential learning, critical and analytical thinking.

CHAPTER – III

PROGRAMS LIST AND ELIGIBILITY CRITERIA

Program	Duration	Eligibility	Percentage of Marks in the Qualifying exam
BBA	3 years	10 + 2	50%

Admissions will be done on the basis of ranks obtained in KLBS and Marks/Grades obtained in the qualifying examination and personal interview.

Admissions shall be made either on the basis of merit rank obtained by the qualifying candidates at an Entrance Test (written or oral interview) conducted by the KL University subject to reservations prescribed by the University or Government policies from time to time.

For foreign students who wish to study at the University, please refer to the —Foreign Student Admission Procedures|| stated separately and comply with the study requirements recommended by the Ministry of Human Resource Development, Govt. of India.

CHAPTER – 4

ACADEMIC REGULATIONS

Terminology

- **Academic Council:** The Academic Council is the highest academic body of the University and is responsible for the maintenance of standards of instruction, education and examination within the University. The Academic Council is an authority as per UGC regulations and it has the right to take decisions on all academic matters including academic research.
- **Academic Year:** It is the period necessary to complete an actual course of study within a year. It comprises of two consecutive semesters i.e., Even and Odd semester.
- **Academic Pathways:** Students of all programs of study are given the opportunity to choose their career pathways viz. Employability, Innovation and Research. Each of these pathways prepares the students in a unique way, enabling them to achieve the heights of their career.
- **Acceleration:** Enables advanced learners to overload themselves to create free time to concentrate on the work aligned with their career track. Internship semester, semester abroad program or prototype semester are the options available for the students.
- **Academic Bank of Credits (ABC):** It helps the students to digitally store their academic credits from any higher education institute registered under ABC in order to award Certificate / Diploma / Degree / Honors based on the credits earned by the student. All the credits acquired by the students are stored digitally by registering into Academic Bank of Credits (ABC) portal. It also supports retaining the
 - credits for a shelf period and continue their program study with multiple breakovers.
- **Audited Course:** It is a course of study which has zero credits and has a “Satisfactory” or an “Unsatisfactory” grade.
- **Backlog Course:** A course is considered to be a backlog if the student has obtained a failure grade (F).
- **Betterment:** Betterment is a way that contributes towards improving the students’ grade in any course(s). It can be done by either (a) re-appearing or (b) re-registering for the course.
- **Board of Studies:** Board of Studies (BOS) is an authority as defined in UGC regulations, constituted by Vice Chancellor for each of the department separately. They are responsible for curriculum design and update in respect of all the programs offered by a department.
- **Branch of Study:** It is a branch of knowledge, an area of study or a specific program (like Civil Engineering, Mechanical Engineering, Electrical and Electronics Engineering etc.,)
- **Certificate course:** It is a course that makes a student gain hands-on expertise and skills required for holistic development. It is a mandatory, non-credited course for the award of degree.

- **Change of Branch:** Change of branch means transfer from one's branch of study to another.
- **Compulsory course:** Course required to be undertaken for the award of the degree as per the program.
- **Course:** A course is a subject offered by the University for learning in a particular semester.
- **Course Handout:** Course Handout is a document which gives a complete plan of the course. It contains the details of the course viz. Course title, Course code, Pre-requisite, Credit structure, team of instructors, Course objectives, Course rationale, Course Outcomes and the relevant syllabus, textbook(s) and reference books, Course delivery plan and session plan, evaluation method, chamber consultation hour, course notices and other course related aspects. In essence, course handout is an agreement between students (learners) and the instructor.
Course Outcomes: The essential skills that need to be acquired by every student through a course.
- **Credit:** A credit is a unit that gives weight to the value, level or time requirements of an academic course. The number of 'Contact Hours' in a week of a particular course determines its credit value. One credit is equivalent to one lecture hour per week or two hours per week of tutorials/ self-learning/ practical/ field work during a semester.
- **Credit Point:** It is the product of grade point and number of credits for a course.
- **Credit Transfer:** The procedure of granting credit(s) to a student for course(s) undertaken at another institution.
- **Choice Based Credit System:** The institute adopts Choice Based Credit System (CBCS) on all the programs offered by it which enables the students to choose their courses, teachers and timings during their registration. This enables the students to decide on the courses to be done by them in a specific semester according to their interests in other activities.
- **Cumulative Grade Point Average (CGPA):** It is a measure of cumulative performance of a student over all the completed semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed upto two decimal places.
- **Curriculum:** Curriculum is a standards-based sequence of planned experiences where students practice and achieve proficiency in content and applied learning skills. Curriculum is the central guide for all educators as to what is essential for teaching and learning, so that every student has access to rigorous academic experiences.
- **Course Withdrawal:** Withdrawing from a Course means that a student can drop from a course within the first week of the odd or even Semester (there is no withdrawal for summer semester). However, s/he can choose a substitute course in place of it by exercising the option within 5 working days from the date of withdrawal.
- **Degree:** A student who fulfils all the Program requirements is eligible to receive a degree.
- **Degree with Specialization:** A student who fulfills all the Program requirements of her/his discipline and successfully completes a specified set of Professional elective courses in a specialized area is eligible to receive a degree with specialization.
- **Deceleration:** Students may opt for a smaller number of courses in a semester or distribute the selection of courses across regular and summer semesters in order to cope

up with their learning pace or to take part in other activities like innovative projects, pursuing their startups or doing research work.

- **Double degree:** Students pursuing various programs in the university are given an opportunity to pursue two-degree programs in parallel. While B.Tech. program is pursued by physically attending classes on campus, the other program can be pursued on-campus (if timetable permits) or in the online mode provided either by KL Center for Distance & Online Education or any such external providers.
- **Department:** An academic entity that conducts relevant curricular and co-curricular activities, involving both teaching and non-teaching staff and other resources.
- **Detention in a course:** Student who does not obtain minimum prescribed attendance in a course shall be detained in that course. Refer to Attendance & Detention Policy
- **Dropping from the Semester:** A student who doesn't want to register for the semester should do so in writing in a prescribed format before commencement of the semester.
- **Elective Course:** A course that can be chosen from a set of courses. An elective can be Professional Elective, Open Elective, Management Elective and Humanities Elective.
Evaluation: Evaluation is the process of judging the academic work done by the student in her/his courses. It is done through a combination of continuous in-semester assessment and semester end examinations.
- **ERP:** ERP (Enterprise Resource Planning) system is a comprehensive software solution designed to streamline and automate various administrative, academic, and financial processes within the University. It manages student information, including admissions, registration, enrollment, attendance, grades, and academic records.
- **Grade:** It is an index of the performance of the students in a said course. Grades are denoted by alphabets.
- **Grade Point:** It is a numerical weight allotted to each letter grade on a 10 - point scale.
- **Honors Degree:** A student who fulfills all the Program requirements of her/his discipline and successfully completes a specified set of additional courses within the same program is eligible to receive an Honors degree.
- **Humanities Elective:** A course offered in the area of Liberal Arts.
- **Industrial Training:** Training program undergone by the student as per the academic requirement in any company/firm. It is a credited course.
- **Industrial Visit:** Visit to a company/firm as per the academic requirement.
- **In-Semester Evaluation:** Summative assessments used to evaluate student learning, acquired skills, and academic attainment during a course.
- **LMS:** LMS stands for Learning Management System. It is a platform used in the institution to manage and deliver courses. Students can access learning resources, participate in online discussions, submit assignments, take assessments, and communicate with their instructors and peers.
- **Make-up Test:** An additional test scheduled on a date other than the originally scheduled date.
- **Management elective:** A course that develops managerial skills and inculcates entrepreneurial skills.
- **Minor Degree:** A student who fulfills all the Program requirements of her/his discipline and successfully completes a specified set of courses from another discipline is eligible to receive a minor degree in that discipline.

- **Multi-Section Course:** Course taught for more than one section.
 - **Open Elective:** This is a course of interdisciplinary nature. It is offered across the University for All Programs.
 - **Overloading:** Registering for more number of credits than normally prescribed by the Program in a semester.
 - **Practice School:** It is a part of the total program and takes one full semester in a professional location, where the students and the faculty get involved in finding solutions to real-world problems. A student can choose Project/Practice School during his/her 7th or 8th semester of his/her Academic Year to meet the final requirements for the award of B.Tech degree.
 - **Pre-requisite:** A course, the knowledge of which is required for registration into higher level course.
 - **Professional Core:** The courses that are essential constituents of each engineering discipline are categorized as Professional Core courses for that discipline.
 - **Professional Elective:** A course that is discipline centric. An appropriate choice of minimum number of such electives as specified in the program will lead to a degree with specialization.
- Program:** A set of courses offered by the Department. A student can opt and complete the stipulated minimum credits to qualify for the award of a degree in that Program.
- **Program Outcomes:** Program outcomes are statements that describe what students are expected to know or be able to do at the end of a program of study. They are often seen as the knowledge and skills students will have obtained by the time they have received their intended degree.
 - **Program Educational Objectives:** The broad career, professional, personal goals that every student will achieve through a strategic and sequential action plan.
 - **Project:** Course that a student has to undergo during his/her final year which involves the student to undertake a research or design, which is carefully planned to achieve a particular aim. It is a credit based course.
 - **Supplementary:** A student can reappear only in the semester end examination for the Theory component of a course, subject to the regulations contained herein.
 - **Registration:** Process of enrolling into a set of courses in a semester/ term of the Program.
 - **Re-Registration:** Student who are detained in courses due to attendance or marks criteria as per their regulation are given a chance to re-register for the same and complete it during the summer term.
 - **Semester:** It is a period of study consisting of 16±1 weeks of academic work equivalent to normally 90 working days including examination and preparation holidays. The odd Semester starts normally in July and even semester in December.
 - **Semester End Examinations:** It is an examination conducted at the end of a course of study.
 - **Social Service:** An activity designed to promote social awareness and generate well-being; to improve the life and living conditions of the society.
 - **Student Outcomes:** The essential skill sets that need to be acquired by every student during her/his program of study. These skill sets are in the areas of employability, entrepreneurial, social and behavioral.

- **Substitution of Elective course:** Replacing an elective course with another elective course as opted by the student.
- **Summer term:** The term during which courses are offered from May to July. Summer term is not a student's right and will be offered at the discretion of the University.
- **Term Paper:** A 'term paper' is a research report written by students that evolves their course-based knowledge, accounting for a grade. Term paper is a written original research work discussing a topic in detail. It is a credit-based course.
- **Underloading:** Registering for lesser number of credits than normally prescribed for a semester in that Program.

CHAPTER 5

PROGRAM CURRICULUM.

Program Curriculum

For an academic program the curriculum is the basic framework that will stipulate the credits, category, course code, course title, course delivery (Lectures / Tutorials / Practice / Skill / Project/ Self Study / Capstone Design etc.), in the Choice Based Credit System. However, all such are essentially designed, implemented and assessed in Outcome Based Education Framework

Program Structure:

- An Academic Year is made of two semesters each is of, approximately 16±1 week duration and each semester is classified as:

Odd Semester (July– Dcember)
Even Semester (December –May).

- KLEF may offer summer term between May and June.
- Students have the flexibility to choose courses of their own choice prescribed by the institution.
- Student can register for a maximum of 26 credits, other than audited and certificate courses per semester. This is not applicable when student exercises the overloading option (while doing project work / practice school / Minor degree / Honors degree program / specialization).

Course Structure:

- Every course has a Lecture-Tutorial-Practice-Skill (L-T-P-S) component attached to it.
- Based upon the L-T-P-S structure the credits are allotted to a course using the following criteria.
 - ✦ Every 1 hour of Lecture / Tutorial session is equivalent to one credit.
 - ✦ Every 2 hours of Practical session is equivalent to one credit.
 - ✦ Every 4 hours of skill-based practice is equivalent to one credit.

Course Classification:

Any course offered under BBB program is classified as:

- **Induction Courses:** Student who gets admitted into B.Tech. program must complete a set of Induction courses for a minimum period of 3 weeks and obtain a “Satisfactory” result prior to registering into 1st Semester of the Program.
- **Bridge Courses:** Courses which are required to bridge the continuity among the Basic Sciences Courses / Engineering Sciences Courses / Professional Core Courses and are identified through gap analysis carried out using feedback obtained from various academic stakeholders are termed as Bridge Courses. These courses also do not yield any credits but require a “Satisfactory” result to register into the attached professional courses.
- **Humanities Arts & Social Science Courses (HAS):** Humanities, arts, and social sciences (HAS) courses are a broad field of study that encompasses the study of human culture and society. These courses focus on developing students' critical thinking, problemsolving, and communication skills. These skills are valuable in a variety of careers, and they can also help students become more engaged citizens.
- **Basic Science Courses (BSC):** Basic science courses are the foundation of all science education. They provide students with the knowledge and skills they need to understand the natural world. Basic science courses typically cover Mathematics, Physics, Chemistry, Biology etc., Basic science courses are essential for students who want to pursue careers in science, engineering, medicine, and other STEM fields.
- **Engineering Science Courses (ESC):** Engineering sciences courses are a subset of basic science courses that are specifically designed for engineering students. These courses provide students with the knowledge and skills they need to understand the physical principles that underlie engineering design and analysis.
- **Professional Core Courses (PCC):** Professional core courses are a set of courses that are essential for all engineering students. These courses provide students with the knowledge and skills they need to be successful in their chosen engineering discipline.
- **Professional Elective Courses (PEC):** Professional electives are a set of courses that are chosen by students to supplement their engineering education. Professional electives are a great way for students to customize their engineering education and prepare for their future careers. By choosing electives that are relevant to their interests and goals, students can gain the knowledge and skills they need to be successful in their chosen field.
- **Open Elective Courses (OEC):** Open electives are a set of courses that are not specifically related to engineering, but that can provide students with knowledge and skills that are valuable in a variety of fields. Open electives are a great way for students to broaden their horizons and explore their interests outside of engineering. By choosing electives that are relevant to their interests and goals, students can gain the knowledge and skills they need to be successful in a variety of fields.
- **Skill Development Courses (SDC):** Skill development courses can provide students with the knowledge and skills they need to use specific software or hardware. This can be especially important for students who are interested in pursuing a career in a particular field.
- **Project Research & Internships (PRI):** Project, Research and Internships can help students gain a better understanding of their chosen field by giving them the opportunity to apply

their knowledge and skills to real-world problems. These can help students explore their interests by giving them the opportunity to work on projects that they are passionate about.

- **Social Immersive Learning (SIL):** Social immersive learning is a type of experiential learning that allows students to learn by interacting with others in a simulated environment. This type of learning can be especially beneficial for B.Tech students because it can help them develop their soft skills, such as communication, teamwork, and problem-solving.
- **Audit Courses (AUC):** Any course offered in the University that has no assessment of student performance and no grading. Though “Satisfactory” completion of audit courses doesn’t acquire any credit but they are part of the graduation requirements.
- **Value-Added Courses (VAC):** Courses leading to certification and those which are conducted exclusively for employability are referred to as value added courses. Though “Satisfactory” completion of value-added courses doesn’t acquire any credit but they are part of the graduation requirements.

Course Precedence:

The following are the guidelines for registering into courses with pre-requisites.

- Every course may have one or more of its preceding course(s) as pre- requisite(s).
- To register for a course, the student must successfully be promoted in these course(s) earmarked as pre-requisite(s) for that course.

Summer Term Courses:

KLEF offers summer term courses during May and June. The following are the guidelines to register in to courses offered in Summer Semester.

- A student may register for course/s in each summer term by paying the stipulated fee.
- Students registering for more than one (1) summer course must ensure that there is no clash in the time table.
- A student can register into a detained course or a not-registered course (course offered in regular semester, but student failed to register due to the non- compliance of prerequisite condition but has paid the fee.) A student can also register for other than the above two mentioned categories of courses only if they are permitted for acceleration.
- In any case, a student can register only for a maximum of 12 credits during summer term.
- Attendance & Promotion policy for summer term is same as compared to the regular semester except for condonation policy. Condonation is not applicable for summer term courses.

Practice School:

The Practice School (PS) program forms an important component of education at KLEF. It is an attempt to bridge the gap between an academic institution and the industry. During Practice School, some of the students may be offered stipend and/or job offer as per the discretion of the concerned industry. Practice School is offered usually for a period of one year, however, student must put a request through the organization and the Head of the Department to the Dean Academics requesting for extension of the duration after completion of first semester.

CHAPTER – 6

Academic Flexibilities

KL Business School offers following Academic Flexibilities

Major Flexibilities:

Honors degree can be awarded if students complete additional courses from their core program and earn 20 extra credits or Students may acquire 20 credits extra by doing advanced courses.

Honors through Research degree offers students the chance to explore their chosen field of study in greater depth, cultivate valuable research skills, and make meaningful contributions to their specific area of interest. Students can be awarded this Degree upon fulfilling the requirement of earning an additional 20 credits through advanced coursework. The breakdown of these credits includes 10 credits from core courses, 4 credits from a skill development course, and 6 credits from project work.

Honors through Innovation emphasize the exploration of innovative ideas, problemsolving, and creative thinking within a particular field of study. It may provide opportunities for students to engage in innovative projects, research, or entrepreneurial activities. Students can be awarded their degree upon successful completion of additional courses from their core program and earning an extra 20 credits through advanced coursework. Specifically, this entails completing 10 credits from core courses, 6 credits from a skill development course, and 4 credits from project work.

Honors through Experiential Learning focuses on hands-on, practical experiences that complement and enhance traditional classroom learning. Students will be eligible for the degree upon the successful completion of additional courses from their core program and the attainment of 20 extra credits through advanced coursework. Specifically, this includes obtaining 10 credits from core courses, 6 credits from a skill development course, and 4 credits from project work.

For the above said categories, if a student fails to meet the CGPA and SGPA requirements, at any point after registration, s/he will be dropped from the list of students eligible for the specified Degree, then student will receive BBA Degree only. However, such students will receive a separate grade sheet mentioning the additional courses completed by them.

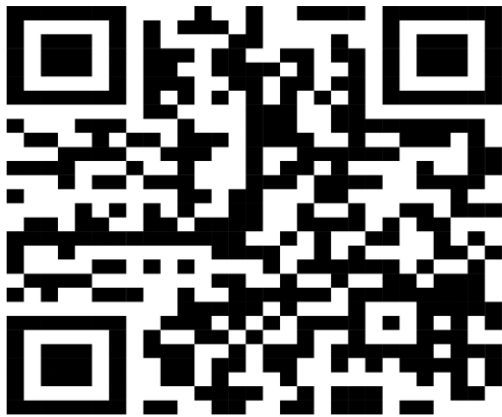
Program Add-ons:

Specialization: Specialization degree can be awarded if Student completes five professional electives and one skill development course in the same track and/or earns minimum of 18 credits from the Professional elective courses.

Minor: Minor degree can be awarded if student fulfills all the program requirements of their discipline and are successful in completing a specified set of courses from another discipline through which they earn an additional 20 credits are eligible to get minor degree in that discipline.

Double Major: Double Major degree can be awarded if student earns 38 additional credits to meet the requirements of both majors.

	No Major Flexibility	Major Flexibility Honors	Major Flexibility Honors through Research	Major Flexibility Honors through Innovation	Major Flexibility Honors through Experienced Learning
No Program Add -on	BBA	BBA and Honors	BBA and (Honors through Research)	BBA and Honors through Innovation)	BBA and (Honors through Experiential Learning)
Program Add-on Specialisation	BBA with Honors Specialization	BBA and Honors with Specialization	BBA and (Honors through Research) with Specialization	BBA and Honors through Innovation) with specialization	BBA and (Honors through Experiential Learning) with specialization
Program Add-on Minor	BBA with Minor	BBA and Honors with minor	BBA and (Honors through Research) with minor	BBA and Honors through Innovation) with minor	BBA and (Honors through Experiential Learning) with Minor
Program Add on Double Major	BBA with second Major	BBA and Honors with second Major	BBA and (Honors through Research) with second Major	BBA and Honors through Innovation) with second major	BBA and (Honors through Experiential Learning) with second major



(OR Code of Academic Flexibilities)



QR CODE ACADEMIC STRUCTURE

CHAPTER - 7

REQUIREMENTS FOR THE AWARD OF DEGREE

The candidates who are admitted to the undergraduate program BBA will be awarded the degree subject to the fulfilment of all the requirements as specified in the above table of academic flexibilities given above.

The student is awarded a BBA degree provided she/he

1. Must successfully earn a minimum of 123 credits, as stipulated in the program structure.
2. Must successfully undertake specific training in focused areas that enable students to be successful in their chosen career tracks.
3. The focused areas are: (a) Employment in MNCs, (b) Civil Services (c) Higher Studies (d) Research and (e) Entrepreneurship.
 - Must successfully complete Summer Internship.
 - Must have successfully obtained a minimum CGPA of 5.25 at the end of the program.
 - Must have finished all the above-mentioned requirements in less than twice the period mentioned in the Academic structure for each program, which includes deceleration period chosen by the student, deceleration imposed by KLEF or debarred from the KLEF.

Award of Degrees

A student having cleared all the courses and met all the requirements for the award of degree with:

- $5.25 \leq \text{CGPA} < 5.75$ will be awarded Pass Class.
- $5.75 \leq \text{CGPA} < 6.75$ will be awarded Second-Class.
- $6.75 \leq \text{CGPA} < 7.75$ will be awarded First Class
- $\text{CGPA} \geq 7.75$ will be awarded First class with Distinction, provided the student has cleared all the courses in first attempt, should not have any history of betterment and must have fulfilled all the program requirements within the specified minimum years duration.

Multiple Entry and Multiple Exit

Students have the flexibility to enrol in a degree program, and if they choose to exit the program at a certain point, they can still receive a formal qualification based on the completed coursework or credits. This enables students to have recognized certifications even if they are unable to complete the full program. It allows the students to gain formal qualifications at different stages while providing

opportunities for further educational advancement as per their personal circumstances and goals. This offers students multiple exit options, so that they can rejoin the course after a break. Students who opt to exit after completion of the first year and have secured 41 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. Students who opt to exit after completion of the second year and have secured 83 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 125 credits and satisfying the minimum credit requirement as per the regulation. A four-year UG Engineering degree in the major discipline will be awarded to those who complete a four-year degree programme with 165 credits and have satisfied the credit requirements as per the regulation. An additional 20 credits leading to a total of 185 credits leads to an Honors degree. Students have the choice to focus their Honors degree additionally on “Research” or “Innovation” or “Experiential Learning”. Exiting students will get a certificate upon completing one year, a diploma certificate after two years, a degree certificate after three years and an Engineering degree after four years.

CHAPTER – 8

ATTENDANCE RULES AND DETENTION POLICY

Attendance policy for promotion in a course:

The student must maintain minimum 85% of attendance to be promoted in a course and to appear for Sem End Examination. In case of medical exigencies, the student/parent should inform the principal within a week by submitting necessary proofs and in such cases the attendance can be condoned up to an extent of 10% by Principal on the recommendation of the committee established for condonation.

- a Attendance in a course shall be counted from the date of commencement of the classwork only and not from the date of his/her registration.
- b Attendance for the students who are transferred from other institutes and for new admissions, attendance must be considered from the date of his/her admission.
- c In case of attendance falling marginally below 75% due to severe medical reasons or any other valid reasons, the Principal / Program chair may bring such cases, along with valid and adequate evidence to the notice of the Dean Academics. The condonation board formed by Vice-Chancellor under the chairmanship of Dean Academics will consider any further relaxation in attendance from the minimum attendance percentage requirement condition after going through case by case.

Attendance based Marks: There are no specific marks attached to attendance as such, however, if the Course Coordinator of a course desires to award certain marks, for attendance in a course, She/he can do so based on following guidelines, which thereby must be clearly reflected in the respective course handouts which should duly be approved by the Dean Academics. For any course, not more than 5% marks can be allotted for attendance.

The distribution of marks for attendance is [85,88]=1 mark, [89,91]=2marks, [92,94]=3marks, [95,97]=4marks and [98,100]=5marks, below 85%, even in case of condonation, "0" marks. The marks, if allotted for attendance will have to be considered for all L-T-P-S components of a course cumulatively but not specifically for theory component for any course.

Attendance Waiver: Students maintaining a CGPA ≥ 9.00 and SGPA ≥ 9.00 in the latest completed semester get a waiver for attendance in the following semester. Students who thus utilize an attendance waiver will be awarded the marks allocated for attendance (if any) based on their performance in an advanced assignment specified by the course coordinator (emerging topics related to the course). S/he can appear in all assessments and evaluation components without being marked ineligible due to attendance-based regulations.

Attendance Condonation for Participation in KLEF / National / International Events: Only those students nominated / sponsored by the KLEF to represent in various forums like seminars / conferences / workshops / competitions or taking part in co-curricular / extra-curricular events will be given compensatory attendance provided the student applies in writing for such a leave in advance and obtain sanction from the Principal basing on the recommendations of the Head of the Department (HoD) for academic related requests; or from the Dean Student Affairs for extracurricular related requests. For participation in the KLEF's placement process the names of students will be forwarded by the placement cell incharge to the respective Heads of the Departments. Students participating in KLEF/National/International events like technical fests, workshops, conferences etc., will be condoned for 10% of total classes conducted for each course in the semester. This condonation is not applicable for summer term.

Course Based Detention Policy:

In any course, a student must maintain a minimum attendance as per the **attendance policy for promotion in a course**, to be eligible for appearing in the Sem-End examination. Failing to fulfill this condition, will deem such student to be detained in that course and become ineligible to take semester end exam.

Eligibility for appearing Sem – End Examination:

A Student registered for a course and maintained minimum attendance of 85% is eligible to write the Semester-End Examination for that course unless found ineligible due to one or more of the following reasons:

- Shortfall of attendance
- Detained
- Acts of indiscipline
- Withdrawal from a course

CHAPTER – 9

ASSESSMENT AND EVALUATION PROCESS

Assessment & Evaluation Process

The assessment is conducted in formative and summative modes with a weightage of 60% for Semester-In evaluation and 40% for Semester-End Evaluation. The distribution of weightage for various components of formative and summative modes are decided and notified by the course coordinator through the course handout after approval by the Dean Academics, prior to the beginning of the semester. Students are advised to refer the course handout to get more detailed information on assessment.

Sem-In tests and the Semester-End Examinations will be conducted as per the Academic Calendar. Students may have to take more than one examination in a day during SemIn exams, Semester-End Examinations /Supplementary examinations.

Examinations may be conducted on consecutive days, beyond working hours and during holidays.

Semester-In Evaluation

The following are the guidelines for the Semester-In evaluation.

- The process of evaluation is continuous throughout the semester.
- The distribution of marks for Semester-In evaluation is 60% of aggregate marks of the courses.
- To maintain transparency in evaluation, answer scripts are shown to the students for verification, within one week of conduct of exam. If there is any discrepancy in evaluation, the student can request the course-coordinator to re-evaluate.
- The solution key and scheme of evaluation for all examinations are displayed by the Course-Coordinator in the appropriate web portal of the course, on the day of the conduct of examination.
- In case the student is unable to appear for any evaluation component owing to hospitalization, participation in extra/ co-curricular activities representing KLEF/ state/ country; the Dean Academics can permit to conduct of re- examination for such students.
- In case a student has missed any of the two in-semester evaluations, She /he is eligible for and will be provided with an opportunity of appearing for re- examination.

Semester end Evaluation

- The pattern and duration of Sem End examination are decided and notified by the Course Coordinator through the Course handout, after approval from the Dean Academics.
- To maintain transparency in evaluation, answer scripts are shown to the students for verification. If there is any discrepancy in evaluation, the student can request the Controller of Examinations to re-evaluate.
- If a student earns 'F' grade in any of the courses of a semester, an instant supplementary exam (for only Semester End Exam component) will be provided within a fortnight of the declaration of the results.

Assessment of Project/Research-Based Subjects

All project or research-based subjects must have a defined time limit for completion. The specific time limits and schedule for monitoring and evaluating student performance will be announced each term. The final project report, after obtaining a plagiarism certificate, will be considered, and evaluated by the panel of examiners. Student project reports must follow the guidelines prescribed by the Dean of Academics.

Absence in Assessment & Examination

If a student fails to take any formative assessment component (due to ill-health or any valid reason), no second chance will be given, and zero marks will be awarded for the same. In cases of excused absence, the instructor may provide an opportunity to the student to reappear in quizzes or assignments or any other internal assessment criteria based on the approval from the principal & the concerned Head of the Department in written. If a student fails to write Sem-In Exam-I or obtained less than 50% marks in Sem-In Exam-I, he must attend remedial classes and maintain a minimum 85% of attendance in remedial classes to be eligible for Make-up test for Sem-In exam-I. Further, the number of remedial classes to be conducted shall be 50% of regular classes held till the Sem-In exam-I. However, there is no make-up test for Sem-In Exam-II or for the Laboratory exams.

A student's absence for Sem-In exams under the following circumstances are only considered for makeup test.

- Pre-approved participation in University/State/National/International co- curricular and extra-curricular activities
- Ill health and medical emergencies for the student leading to hospitalization with certification by the doctor stating inability of student to attend Sem-In exams clearly within the necessary dates.
- Death of immediate family member

Remedial Classes & Remedial Exam

The following categories of students are recommended to attend Remedial classes:

- Students who did not attend or obtain a minimum of 60% marks in the Sem-In examination-1
- Students for whom the learning objectives of CO1/CO2 are not attained in the SemIn examination-1
- Any other student may also be permitted to attend remedial classes as per the discretion of the Principal.

The following are the guidelines to conduct remedial classes:

- Remedial classes are scheduled to be conducted usually one- or two- weeks after the conclusion of Sem-In exam-1.
- The number of remedial classes to be conducted shall be 50% of regular classes held until the Sem-In exam-I.
- Remedial classes MUST NOT be scheduled during regular class work hours.

The following are the guidelines for remedial exams:

- Students attending remedial classes must maintain attendance of minimum 80% in classes conducted under remedial classes, without fail for being eligible for attending remedial exam.
- After conduction of remedial test, the Sem-in exam-1 marks will be updated by considering the weightage of 75% of marks obtained by student in remedial exam, and 25 % of marks obtained by student in regular exam; with a CAP of 75% in overall marks.

Grading Process

At the end of all evaluation components based on the performance of the student, each student is awarded grade based on absolute/relative grading system. Relative grading is only applicable to a section of a course in which the number of registered students is greater than or equal to 25. Choice of grading system is decided by the Course-Coordinator with due approval of Dean Academics and is specified in the course handout.

Absolute Grading

The list of absolute grades and its connotation are given below

Performance	Letter Grade	Grade Point	Percentage of marks
Outstanding	O	10	90-100
Excellent	A+	9	80-89
Very Good	A	8	70-79
Good	B+	7	60-69
Above Average	B	6	50-59
Average	C	5	46-49
Pass	P	4	40-45
Fail	F	0	0-39
Absent	AB	0	Absent

Relative Grading

The following table lists the grades and its connotation for relative grading:

Letter Grade	Grade Point	Grade Calculation
O	10	total marks \geq 90% and total marks \geq mean + 1.50 σ
A+	9	$\mu + 0.50\sigma \leq$ total marks $<$ $\mu + 1.50\sigma$
A	8	$\mu \leq$ total marks $<$ $\mu + 0.50\sigma$
B+	7	$\mu - 0.50\sigma \leq$ total marks $<$ μ

B	6	$\mu - 1.00\sigma \leq \text{total marks} < \mu - 0.50\sigma$
C	5	$\mu - 1.25\sigma \leq \text{total marks} < \mu - 1.00\sigma$
P	4	$\mu - 1.50\sigma \leq \text{total marks} < \mu - 1.25\sigma$ or ≥ 40
F	0	total marks $< \mu - 1.50\sigma$ or total marks ≤ 39
AB	0	Absent

μ is the mean mark of the class excluding the marks of those students who scored $\geq 90\%$ and $\leq 40\%$ after rounding the percentages to the next highest integer. σ is the standard deviation of the marks.

Betterment

Any student may reappear for semester end examination for betterment only in the theory part of the course for improving the grade. In the case of reappearing for a course, the best of the two grades will be considered. A student cannot reappear for semester end examination in courses like Industrial Training, courses with their L-T/ST-P-S Structure like 0-0-X-X, Project, Practice School and Term Paper.

Change of Branch

A student admitted to a particular Branch of the B.Tech. Program will normally continue studying in that branch until the completion of the program. However, in special cases the KLEF may permit a student to change from one branch to another after the second semester, provided s/he has fulfilled admission requirement for the branch into which the change is requested.

The rules governing change of branch are as listed below:

- Top 1% (based on CGPA until 2nd semester) students will be permitted to change to any branch of their choice within the program discipline.
- Apart from students mentioned in above clause, those who have successfully completed all the first and second semester courses and with CGPA ≥ 8 are also eligible to apply, but the change of Branch in such case is purely at the discretion of the KLEF.

- All changes of Branch will be effective from third semester. Change of branch shall not be permitted thereafter.
- Change of branch once made will be final and binding on the student. No student will be permitted, under any circumstances, to refuse the change of branch offered.
- Students in clause a and b may be permitted subject to the availability of seats in the desired branch.

CHAPTER –10

Promotion

Promotion policy:

To be eligible for provisional promotion for course registration in the next semester, a student must meet the following criterion: the student must promote in the course that serves as a prerequisite for the courses in the following semester.

Note: In case a student is unable to secure minimum P grade for a particular course even after three consecutive attempts, s/he must repeat the course by re-registration.

Credit transfer from KLEF to other institutions: Student studying in KLEF can take transfer to another institution under the following conditions:

- KLEF has signed MOU with the institution.
- However, a student, after seeking transfer from KLEF can return to KLEF after a semester or year. Based on courses done in the other institution, equivalent credits shall be awarded to such students.

Credit transfer from another institution to KLEF: A student studying in another institution can take transfer to KLEF under the following conditions:

- When a student seeks transfer, equivalent credits will be assigned to the student based on the courses studied by the student.
- The student, when transferred from other institutions, has to stick to the rules and regulations of KLEF.
- To graduate from KLEF, a student must study at least half of the minimum duration prescribed for a program at KLEF.

Credit Transfer Through MOOCs:

Undergraduate students can get credits for MOOCs courses recommended by KLEF up to a maximum of 20% of their minimum credits required for graduation. The discretion of allocation of MOOCs courses equivalent to the courses in the curriculum lies with the office of the Dean Academics.

A student may also be permitted to obtain 20 credits through MOOCs in addition to the minimum credits required for graduation. These 20 credits can also be utilized to acquire a Minor degree or an Honors degree if the courses are pronounced equivalent to those specified for the respective degrees by the office of the Dean Academics. These additional credits through MOOCs if to be considered for CGPA/Minor/Honors degree must be approved by Dean Academics prior to enrollment in the respective MOOCs.

Students acquiring additional credits for Honors / Minor degree must adhere to the rules governing the award of the respective degree, otherwise, a student applying for registering into additional credits through MOOCs must possess a minimum CGPA of 7.5 till that semester.

Rustication

A student may be rusticated from the KLEF on disciplinary grounds, based on the recommendations of any empowered committee, by the Vice Chancellor.

Award of Medals

KLEF awards Gold and Silver medals to the top two candidates in each program after successful completion of their study. The medals are awarded based on their CGPA during the Annual Convocation with the following constraints:

- a. The grade obtained through betterment/ supplementary will not be considered for this award.
- b. S/he must have obtained first class with distinction for the award of Gold or Silver-medal.

Academic Bank of Credits:

ABC helps the students to digitally store their academic credits from any higher education institute registered under ABC in order to award Certificate/Diploma/Degree/Honors based on the credits earned by the student. All the credits acquired by the students are stored digitally by registering into Academic Bank of Credits (ABC) portal. It also supports retaining the credits for a shelf period and continue their program study with multiple breakovers. Students may exit from their current program of study due to any unforeseen reasons or to focus on their chosen career path. In such cases, the student may break for a period of time (preferably not in the middle of an academic year) and may continue with the program of study at a later stage. Moreover, students must be able to complete their program by not exceeding the maximum duration of the program. If not, they may be issued with a Certificate, diploma, degree or honors based on the credits acquired over the period of time for all the programs approved by UGC.

CHAPTER –11

STUDENT COUNSELLING & FEEDBACK

Student counselling / mentoring service ensures that every student gets to know the academic structure of the University and utilize maximum opportunities that the institute offers to fulfill their career and personal life goals. The objective of “Student Counselling /Mentoring Service” is to provide friendly support to the students for their well-being during their stay in the campus and for their holistic development. Counsellors offer individual counselling to help students resolve personal or interpersonal problems. They may also offer small group counselling to help students enhance listening and social skills, learn to empathize with others, and find social support through healthy peer relationships. Counsellors also provide support to faculty by assisting with classroom management techniques and the development of programs to improve quality or safety. When necessary, counsellors may also intervene in a disrupted learning environment. However, the benefits of counsellor student relationships are as follows:

- Maintain academic standards and set goals for academic success.
- Develop skills to improve organization, study habits, and time management.
- Work through personal problems that may affect academics or relationships.
- Improve social skills.
- Cope with university or community-related violence, accidents. Identify interests, strengths, and aptitudes through assessment.

Academic Counselling Board (ACB)

Academic Counselling Board is constituted by the Dean Academics. This board shall comprise of the Chairman, Convener, Principal/Director, HOD and Professor/Associate Professor. A student will be put under Academic Counselling Board in the following circumstances:

Has CGPA of less than 6.00.

Has 'F' grade or 'Detained' in multiple courses.

The first level of Counselling such students will be done by the Mentor of the student and the HoD followed by the ACB and the list of students who have to undergo the ACB counselling be forwarded by the HoD to the Office of Dean Academics.

The students undergoing the Academic Counselling Board process may be allowed to register only for a few courses based on the recommendation of Academic Counselling Board.

Counselling Policy

Student counselling takes great place in K L University. Counselling is designed to facilitate student achievement, improve student behavior, subject analysis levels, attendance, and help students develop socially, professionals with bachelor's, master's degrees or beyond. Faculty counsellors provide counselling and serve an educational role in K L University. We have Mentors, Academic, Career, Physiological, Co-Curricular & Extra Curricular activities counsellors in order to support students who are experiencing personal or academic challenges, help students choose careers and plan for university and intervene when students face behavioral, physical, or mental health challenges.

Feedback System

At KLEF, monitoring of feedback is a continuous process. Feedback is obtained from students and parents on various aspects. Feedback is taken through personal interaction with students, interaction with parents in addition to mid-semester and end-semester feedback. The institution assesses the learning levels of the students, after admission and organizes special programs for advanced learners

and slow learners. Feedback Types: In first year SWEAR analysis is done for every student in such a way it identifies their interests, pre-existing knowledge, aspects to improve technical and logical skills based on their career choice.

Feedback Types

The following are the different types of feedback taken at regular intervals:

- (i). Student General Feedback (Twice in a Sem.)
- (ii). Student Satisfaction Survey (Once in a Sem.)
- (iii). Student Exit Feedback (Once in a Year)
- (iv). Academic Peers Feedback on Curriculum (Once in a Sem.)
- (v). Parents Feedback on Curriculum (Once in a Sem.)
- (vi). Alumni Feedback on Curriculum (Once in a Sem.)
- (vii). Industry Personnel Feedback on Curriculum (Once in a Sem.)
- (viii). Student Feedback on Curriculum (Once in a Sem.)
- (ix).** Faculty Satisfaction Survey (Once in a Sem.)
- (x). Parent Teacher Association (Once in a Sem.)

Feedback Procedure:

General Feedback to be taken from the students on the aspects like Course Contents, Teaching Learning Process, Outcomes, Resources and Evaluation twice in every semester (Mid semester and End Semester Feedback) in a structured format floated by dean academics office.

Student Satisfaction Survey (SSS) to all innovative methods and approaches should be recorded at appropriate intervals and the process should be refined based on that. Students should be sensitized on the process and methods and their understanding of the same should be assured.

Exit survey feedback to be taken from the final year students on the aspects like entrance test, admission process, Course Contents, Teaching Learning Process, Outcomes, Resources and Evaluation, placements etc.

Structured feedback for design and review of syllabus – semester wise / year wise is received from Students, Alumni, Peers, Parent, Industry Personnel. Satisfaction Survey to be taken from the existing faculty on Course Contents, Teaching Learning Process, Outcomes, Resources and Evaluation once in every semester in a structured format floated by dean academics office.

Parent Teacher Association (PTA) to develop the potential of parents and to strengthen their relationship with their children through planning and conducting a variety of developmental and recreational activities.

Online Feedback is collected from all the students once at the end of the semester using well designed questionnaire. Informal feedback will be collected in parallel from selected student representatives within 4-5 weeks of commencement of the semester by the Office of Dean Academics.

HODs have to submit monthly /semester / Academic Year Feedback reports with necessary comments and proofs to Dean Academics office duly signed by concerned Principal/Director.

Visit following link <https://www.kluniversity.in/site/feedsys.html>.

CHAPTER – 12

PROGRAM STRUCTURE

S L N O	COUR SE CODE	COURSE TITLE	NA ME	Cate gory	L	T	P	S	CR	CH	PRE - REQUI SIT ES
1	22UC1101	Integrated ProfessionalEnglish	IPE	HAS	0	0	4	0	2	4	NIL
2	22BS114	Business Mathematics	BM	BS	2	1	0	0	3	3	NIL
3	22BB1101	Business Environment	B.E n	PC	3	0	0	0	3	3	NIL
4	22BB1102	Business Economics	B.E c	PC	3	0	0	0	3	3	NIL
5	22BB1103	Perspectives of Management	PM	PC	3	0	0	0	3	3	NIL
6	22BB1104	IT for Business Managers	ITB M	SDC	2	0	0	4	3	6	NIL
7	22UC009	Ecology & Environment	EE	HAS	2	0	0	0	2	2	NIL
8	22UC1202	English Proficiency	EP	HAS	0	0	4	0	2	4	NIL
9	22BS115	Business Statistics	BS	BS	2	0	0	4	3	6	NIL
10	22BB1206	Financial Accounting	IFA	SDC	2	0	0	4	3	6	NIL
11	22BB12C2	Universal Human values &Professional Ethics	UH C	HAS	2	0	0	0	2	2	NIL
12	22BB1206	Organizational Behaviour	OB	PC	3	0	0	0	3	3	PM
13	22BB1205	Marketing Management	MM	PC	3	0	0	0	3	3	NIL
14	22BB12K1	Foreign Language	FL	HAS	2	0	0	0	2	2	NIL

15	22BB10P0	Summer Internship Program 1	SIP 1	PRI	0	0	0	8	2	8	NIL
16	22UC2103	Essential Skills for Employability	ESE	HAS	0	0	4	0	2	4	NIL
17	23BB21C1	Management & Cost Accountancy	MA C	SDC	2	0	0	4	3	6	IFA
18	22BB211C2	Human Resource Management	HR M	PC	3	0	0	0	3	3	NIL
19	22BB21C3	Business Research Methods	BR M	PC	3	0	0	0	3	3	BS
20	22BB21C4	Macro Economics	ME C	PC	3	0	0	0	3	3	B.Ec
21	22BB21C5	Fundamentals of LSCM	FLS CM	PC	3	0	0	0	3	3	MM
22	22UC1203	Design Thinking and Innovation	DTI	HAS	0	0	4	0	2	4	NIL
22	22BB22C0	Digital Marketing	FD M	SDC	2	0	0	4	3	6	MM
24	22BB22C1	Production and Operations Management	PO M	PC	2	2	0	0	4	4	PM
25	22BB22C2	Business Law	BL	PC	3	0	0	0	3	3	NIL
26	22BB22C3	Financial Management	FM	PC	2	2	0	0	4	4	IFA
27	22BB22C4	Business Model Generation	BM G	PC	2	0	0	0	2	2	DTI
28	22UC2204	Corporate Readiness Skills	CR S	HAS	0	0	4	0	2	4	NIL
25	22BB22C2	Business Law	BL	PC	3	0	0	0	3	3	NIL
26	22BB22C3	Financial Management	FM	PC	2	2	0	0	4	4	IFA
27	22BB22C4	Business Model Generation	BM G	PC	2	0	0	0	2	2	DTI
28	22UC2204	Corporate Readiness Skills	CR S	HAS	0	0	4	0	2	4	NIL
25	22BB22C2	Business Law	BL	PC	3	0	0	0	3	3	NIL
26	22BB22C3	Financial Management	FM	PC	2	2	0	0	4	4	IFA
27	22BB22C4	Business Model Generation	BM G	PC	2	0	0	0	2	2	DTI

28	22UC2204	Corporate Readiness Skills	CR S	HA S	0	0	4	0	2	4	NIL
29	22BB31C1	Management Information Systems	MIS	PC	3	0	0	0	3	3	ITB M
30	22BB20P1	Summer Internship Program 2	SIP 2	PRI	0	0	0	8	2	8	SIP1
31	22BB31C0	Dynamics of Capital Markets	DC M	PC	3	0	0	0	3	3	FM
32	22BB22C5	Experiential Entrepreneurship	EE	PC	0	0	2	4	2	6	NIL
33	22BB31C2	Research Paper	RP	PC	0	0	4	4	3	8	BRM, BS, BM
34		PE-1		PE	3	0	0	0	3	3	FM/ HR M/ MM
35		PE-2		PE	3	0	0	0	3	3	FM/ HR M/ MM
36		PE-3		PE	3	0	0	0	3	3	FM/ HR M/ MM
37	22BB32C0	Business Analytics	BA	SDC	2	0	0	4	3	6	BS
38	22BB32C1	Income Tax & GST	ITG	PC	2	1	0	0	3	3	IFA
39	22BB32C2	Strategic Management	SM	PC	3	0	0	0	3	3	PM
40		PE-4		PE	3	0	0	0	3	3	FM/ HR M/ MM
41		PE-5 (ONLINE)		PE	3	0	0	0	3	3	FM/ HR M/ MM
43		OE-1	SS	HSS	0	0	4	0	2	4	NIL
44		OE-2 (ONLINE)	ER P	PC	3	0	0	0	3	3	NIL
45	22BB30P2	Summer Internship Program 3	SIP 3	PRI	0	0	0	8	2	8	SIP3
46	22UC0021	Social Immersive Learning -1	SIL 1	SIL	0	0	0	4	1	0	

47	22UC0022	Social Immersive Learning -2	SIL 2	SIL	0	0	0	4	1	0	
48	22UC 0023	Social Immersive Learning -3	SIL 2	SIL	0	0	0	4	1	0	

CHAPTER – 13
ARTICULATION MATRIX

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os					
					1	2	3	4	5	6	7	8	9	10	1	2				
1	22UC1101	Integrated professional English	1	Apply the concepts of accurate English while writing	1															
			2	Apply and analyse the right kind of pronunciation with regards to speech sounds		2													2	
			3	Apply the concept of probability			3								2				1	
			4	Analyze the given conditions and finding out all the possible arrangements in linear & circular order					1											
2	22UC1202	English Proficiency	1	Apply the concepts of accurate English while writing	1															
			2	Understand the importance of pronunciation and apply the same day to day conversation.		2														
			3	Apply the concepts of Ratios, Percentages, Averages and Analysing the given information			3										3			
			4	Apply the basic functionality of Clocks and Calendars to find the solutions for the problems.				1												

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os					
					1	2	3	4	5	6	7	8	9	10	1	2				
3	22UC2103	Essential Skills for Employability	1	Able to spot the common grammatical errors related to Sentence Structure, Preposition, Concord, Relative and Conditional Clauses, and Parallel Structures.		1														
			2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.			2													
			3	Apply the concepts of Time and Distance and solve the problems related to average speed, relative speed,				3												
			4	Analyze the given data and representing the data					1											
4	22BB22C6	Campus to corporate	1	Helps you in adapting to the new corporate environment						2										
			2	To develop interpersonal skills required for working in the corporate world							3									
			3	Analyse the corporate communication skills							1									1
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.			1													1

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os	
					1	2	3	4	5	6	7	8	9	10	1	2

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os						
					1	2	3	4	5	6	7	8	9	10	1	2					
7	22BS115	Business Statistics	1	Apply and interpret basic descriptive statistics					1								1				
			2	Apply and construct cross tabulation, correlation, regression and their applications in management						1									1		
			3	Understand the probabilities for simple events							2										2
			4	Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests									3								1
8	22UC0009	Ecology & Environment	1	The students will understand the basic concepts of environment, environmental acts and natural resources.						1									2		
			2	The students will able to understand the various environmental pollution aspects and their effect on environment.			1													1	
			3	The students are equipped with knowledge regarding optimization procedures				2													2
			4	To apply the knowledge on waste management and the way to safeguard the environment.					3												2

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
9	22BB11C2	Business Environment	1	Outline various components of Business Environment.						1							3		
			2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.		2												2	
			3	Understand the role of regional economic integration and political integration.							1								1
			4	Apply Cognitive knowledge of global issues, to internationalize business.							2								1
10	22BB11C3	Business Economics	1	Understand the basic principles of business economics					2								2		
			2	Analyze the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income.							1						1		
			3	Understand the different costs of production and how they affect short and long run decisions		1													2
			4	Analyze the price and output decisions under different market structures.			2												

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os					
					1	2	3	4	5	6	7	8	9	10	1	2				
11	22BB11C4	Perspectives of Management	1	Apply the key management concepts along with an insight into skills and functions of managers				3												
			2	Implement various tools and processes used in planning					1											
			3	Develop hands on in-depth knowledge and insight into organization and staffing related Issues.							2									
			4	Analyze the link between planning and controlling, and the various means of directing, controlling thereby developing the ability to resolve managerial issues and problems.							1									
12	22BB11C5	IT for Business Managers	1	Understand the basic use of computer hardware and software, networks, and the Internet in the workplace and apply the acquired skills and concepts in the professional assignments.																
			2	Apply the knowledge of networks for effective business operations expansions.																
			3	Manage and analyze business communication with effective use of Word and PowerPoint																
			4	Create business databases and dashboards using MS-Excel																

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
13	22BB12C1	Introduction to Financial Accounting	1	Understand accounting concepts, conventions and assumptions in the business context				2											
			2	Prepare BRS, balancing of ledgers and preparation of trail balance.					3										
			3	Manage and analyze business communication with effective use of Word and PowerPoint															
			4	Create business databases and dashboards using MS-Excel															
14	22BB12C3	Organizational Behaviour	1	Ability to manage groups with an understanding of the Group behavior and leadership.				3											
			2	Ability to motivate and in competitive business environment.					1										
			3	Ability to perceive organizational culture and implement organization Change and development interventions.								2							
			4	Create business databases and dashboards using MS-Excel															

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
15	22BB22C2	Management Information System	1	Understand the information needs of an organization and a business function.			2												
			2	Evaluate effectiveness of decision making process and identify it's tools.			1												
			3	Apply DSS techniques for effective decisions.		1													
			4	Design parameters for MIS application, for data analysis uses.					3								2		
16	22BB21C2	Marketing Management	1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	1														
			2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing		2													
			3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution			3												
			4	Understand the need for ethics in marketing and the importance of social and green marketing				1											

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os					
					1	2	3	4	5	6	7	8	9	10	1	2				
17	22BB21C1	Management Accountancy	1	Understand the concept of management accounting and financial statement analysis.	1															
			2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.		2														
			3	Analyze the funds flow and cash flows and applying those techniques for the analysis of financial health of the organisation.			3													
			4	Analysing various tactical decisions with the help of Marginal costing techniques.				1												
18	22BB21C3	Human Resource Management	1	Integrated perspective on role of HRM in modern business		1												1		
			2	Ability to plan human resources and implement techniques of job design			2													
			3	Competency to recruit, train, and appraise the performance of employees				3												
			4	Rational design of compensation and salary administration and ability to handle employee issues					1											

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
19	22BB21C4	Business Research Methods	1	Understand and independently apply the research process to business problems.							2								
			2	Evaluate different statistical methods that are applicable to specific research problems.						1									
			3	Take data driven business decisions						2									
			4	Analyze organizational data using software packages							3								
20	21BB21C5	Macro Economics	1	Analyze the macro economy using national income and aggregate demand and aggregate supply analysis.							2								
			2	Understand the causes and effects of inflation and unemployment.						1									
			3	Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.							2								
			4	Understand how comparative advantage provides the basis for gains through trade								3							

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
21	22BB22CO	Cost Accountancy	1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet						1									
			2	To provide basic knowledge of important Methods & Techniques of costing		1													
			3	To understand the various methods of budgetary control and CVP analysis			2												
			4	To analyze the standard costing and variance analysis				3											
22	22BB22C1	Production And Operations Management	1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools					1										
			2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service							2								
			3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems							1							2	
			4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations							2								

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os							
					1	2	3	4	5	6	7	8	9	10	1	2						
23	220BB22C3	Business Law	1	Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.								3										
			2	Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.						1												
			3	Comprehend the use of negotiable instruments i.e., Promissory Notes, Bills of Exchange and Cheques.			1															
			4	Understand the nature of partnership and also appreciate the law governing relationship between the partners and working of partnership.				2														
24	22BB22C4	Financial Management	1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.					3													
			2	To evaluate the long term and short term investment decisions						1												
			3	To Evaluate the financing decisions by using different techniques of valuation.				2														
			4	To evaluate the dividend Decisions in relation to wealth maximization.								1										

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os						
					1	2	3	4	5	6	7	8	9	10	1	2					
25	22BB22C5	Business Model Generation	1	Understand and be able to explain the purpose, role and importance of business models including the key elements of a business model and the interactions and interdependencies among the elements.						3											
			2	Analyse existing business models utilizing the course frameworks, tools, and techniques, evaluate their strengths and limitations, and make recommendations for improvement.							1										
			3	Evaluate, design, and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments.				2													
			4	Apply the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models									1								1
26	22BB22C7	Dynamics of Capital Markets	1	Enable the students learn Securities & Securities Market					3												
			2	To learn the Listing of Securities on Stock Exchanges, General guidelines as per SC(R) 1956						1											
			3	To understand the Constituents of Sensex & sectors. NSE, Index				2													
			4	To understand the functioning of Foreign Stock Exchanges									1								

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os						
					1	2	3	4	5	6	7	8	9	10	1	2					
27	22BB31C0	Business Analytics	1	Apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques.								2									
			2	Apply ethical practices in everyday business activities and make wellreasoned ethical business and data management decisions.				1													
			3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.		2															
			4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.		1															
28	221BB31 C2	Fundamentals of Digital Marketing	1	Outline the key concepts of digital marketing			2														
			2	Apply the SEO to a website				3													
			3	Use the key PPC concepts to draw visitors to a business's websites					1										1		
			4	Use Campaign Management to manage the marketing concepts								2									

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
29	22BBHS15	Soft Skills	1	Able to face audience confidently while giving presentations and speaking in public.		2													
			2	Think logically and solve problems in professional life			3												
			3	Creating and crafting effective Resumes, attending, and conducting interviews		2													
			4	Getting familiar with the key players in the business world and acquiring knowledge about different aspects of the business			2												
30	22BB31 MO	Consumer Behavior	1	Understand concepts used in the study of consumer behavior.						1									
			2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision						2								2	
			3	Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behaviour								3							
			4	Create better marketing programs and strategies basing on the knowledge of consumer behavior.							1								

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
31	22BB31F0	Banking & Insurance Management	1	Understand nature of IFS and Banking Sector			1												
			2	Analyze banking operations				2											
			3	Ascertain Regulation and Innovations in Banking System					3										
			4	Understanding the concept of Insurance operation						1									
32	22BB32H0	Personal Effectiveness & Self Leadership	1	Understand the conceptual framework of personal effectiveness and self- leadership		2													
			2	Outline the thinking process of designing and perceptual process		2													
			3	Demonstrating one's own self-awareness and to understand others		1													
			4	Analyse the emerging perspectives on personal effectiveness and leadership			3												1

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os					
					1	2	3	4	5	6	7	8	9	10	1	2				
33	22BB3110	Fundamentals of LSCM	1	Students will be able to apply the Basic knowledge of Logistics in the real life situation			2													
			2	To enable them to elaborate their abilities and professional skills in Logistics				3												
			3	Students will be able to apply the Basic knowledge of Logistics in the real life situation					2											
			4	To enable them to elaborate their abilities and professional skills in Logistics						1										
34	22BB31B0	Business Intelligence & Data Mining	1	Outline different data mining technique for which can help organizations' decision making.		2					1									
			2	To enable them to elaborate their abilities and professional skills in Logistics				3												
			3	Students will be able to apply the Basic knowledge of Logistics in the real life situation					2											
			4	To enable them to elaborate their abilities and professional skills in Logistics						1										

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
35	221BB31 M1	Product And Brand Management	1	Explore to different avenues of investment.						1									
			2	Product Management Process						1									
			3	Students will be able to apply the Basic knowledge of Brand Management					2										
			4	To enable them to elaborate their abilities and professional skills in Brand Management						1									
36	22BB31F1	Investment Management	1	Explore to different avenues of investment.						1									
			2	Equipped with the knowledge of security analysis.	1														
			3	Apply the concept of portfolio management for the better investment.		2													
			4	Invest in less risk and more return securities.			3												

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os							
					1	2	3	4	5	6	7	8	9	10	1	2						
37	22BB31H1	Dynamics Of Industrial Relations	1	Analyze the dynamics of industrial relations climate and industrialrelations system from a national perspective.						1												
			2	Analyze the growth and ideological undercurrents of trade union movement in India. Analytically examine the industrial dispute resolution management practices from voluntary and statutorydimensions.	1																	
			3	Analyze the procedures involved in collective and productivity bargaining exercises including the machinery of bipartism,tripartism and social dialogue		2																
			4	To enable them to elaborate their abilities and professional skills in Labour Management			3															
38	221BB31 B1	Data Vizualization And Tabulation	1	Create different types of charts, tables, Dashboard				1														
			2	Identify the key techniques and theory used in visualization, including datamodels, graphical perceptionand techniques for visual encoding and interaction		1																
			3	Outline the Exposure to a number of common data domains and corresponding analysis tasks, including multivariate data, networks, text and cartography.			2															
			4	Summarize the basic Practical experience building and evaluating visualization systems.				3														
			5	Enable the students with Tableau software and Cross tabulation			2															

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os							
					1	2	3	4	5	6	7	8	9	10	1	2						
39	22BB31 M2	Advertising And Sales Promotion	1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.					1													
			2	Identify the key techniques and theory used in visualization, including datamodels, graphical perception and techniques for visual encoding and interaction		1																
			3	Outline the Exposure to a number of common data domains and corresponding analysis tasks, including multivariate data, networks, text and cartography.			2															
			4	Summarize the basic Practical experience building and evaluating visualization systems.				3														
40	22BB31F2	Financial Services	1	Understand the role and function of the financial system in reference to the macro economy.							3											
			2	Identify the key techniques and theory used in visualization, including datamodels, graphical perception and techniques for visual encoding and interaction		1																
			3	Outline the Exposure to a number of common data domains and corresponding analysis tasks, including multivariate data, networks, text and cartography.			2															
			4	Summarize the basic Practical experience building and evaluating visualization systems.				3														

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
41	22BB31H2	Human Resource Development	1	Understand the HRD function and its challenges				3											
			2	Applying the various need analysis techniques at various levels of organizations					1										
			3	Applying the training delivery methods in due consideration of HRD interventions								2							
			4	Analyze the role of various issues and challenges in implementation and assessment of HRD program		2													
42	22BB31B2	Business Analytics with R Programming	1	Identify and implement appropriate control structures to solve a particular programming problem			1												
			2	Demonstrate and recognize to make appropriate use of different types of data structures.				2											
			3	Familiarize with R syntax knowledge about R language.					3										
			4	Familiarize with industry and firms for their projects and business need, use data visualization through R Program.						1									
			5	Familiarize with industry and firms for their projects and business need, use data visualization through R Program.		2													

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os					
					1	2	3	4	5	6	7	8	9	10	1	2				
43	22BB32C0	Entrepreneurship	1	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development			1													
			2	Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas				2												
			3	Construct a well-structured business plan by including all the necessary elements of the business plan					3											
			4	Plan a start up by applying the knowledge of sources of finance and the supporting schemes offered by state and central governments and other entrepreneurial development organizations						1										
44	22BB32C1	Strategic Management	1	Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives					1											
			2	Formulate a strategic plan that operationalizes the goals and objectives of the firm;		1														
			3	Identify the resource endowments specific to the firm and those that are homogeneous to industry participants;			2													
			4	Evaluate and revise programs and procedures in order to achieve organizational goals;				3												

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
45	22bb32c2	Enterprise Resource Planning	1	Make basic use of Enterprise software, and its role in integrating business functions					1										
			2	Analyze the strategic options for ERP identification and adoption.		1													
			3	Design the ERP implementation strategies.			2												
			4	Create reengineered business processes for successful ERP implementation.				3											
46	220BB32 M3	Customer Relationship Management	1	Understand the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.					1										
			2	Analyze CRM practices for competitive advantage of organization		1													
			3	Implement data mining tools and techniques in the organization			2												
			4	Gets the ability to analyze customer relationship management strategies by understanding customers' Preferences for the longterm sustainability of the Organizations.				3											

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
47	22BB32F3	Financial Markets	1	Understand the role and function of the financial Markets in reference to the macro economy.					1										
			2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.		1													
			3	Understand the financial markets which are in India.			2												
			4	Understand the impact that financial markets and changes in regulations on the structure of the financial firms/industry.				3											
48	22BB31H3	Performance Management System	1	Students will be able to analyze nature, scope, importance, process of Performance Management					1										
			2	Student will be able to learn Performance appraisal, methods and approaches to performance appraisal		1													
			3	Student will be able to learn Performance Appraisal Interview			2												
			4	The student will be able to analyze Performance Management linked Reward Systems				3											

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
49	22BB31B3	DBMS	1	Understand Basic Data base Concepts					1										
			2	Performs Basic SQL Queries		1													
			3	Understand how to work with data base Transaction queries Concepts			2												
			4	Understand how to work with data base Transaction queries Concepts				3											
			5	Enable the students learn about running external projects															
50	22BB32 M4	Services Marketing	1	Implement the best practices of the Services Marketing					1										
			2	Apply the marketing mix elements of services for designing proper marketing strategy		1													
			3	Analyze the gaps between service provider and consumer and perform lifelong learning and professional development to enrich the services marketing strategies			2												
			4	Analyze, interpret and solve problems in service Recovery				3											

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os				
					1	2	3	4	5	6	7	8	9	10	1	2			
51	22BB32F4	Management of Personal Finance	1	Understand the need for effective financial planning					1										
			2	Understand various financial tax saving schemes to save money to get tax benefits		1													
			3	Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.			2												
			4	Understand savings and investment plans.				3											
52	22BB32C4	Labour Legislation	1	Students will be able to analyze Overview of Labour legislation in India					1										
			2	Student will be able to learn Legislations related to Wages		1													

			3	Student will be able to understand Legislations related to Social Security			2												
			4	The student will be able to learn the Compliances			3												

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os						
					1	2	3	4	5	6	7	8	9	10	1	2					
53	22BB32B4	Introduction To Python	1	Perform operations and function in Python					1												
			2	understanding of Python especially the object-oriented concept		1															
			3	Outline the built-in objects of Python			2														
			4	Be exposed to advanced applications such as multithreaded programming, Web applications, discrete-event simulations, etc				3													
			5	To understand the client server databases																	
54	22BB31E0	INTRODUCTION TO SOFTWARE ENGINEERING	1	Understand the concept of Software Engineering					1												

			2	Explore the concepts of Software Requirements		1												
			3	Examine the System models			2											
			4	Explore Risk management				3										

SL No	COURSE CODE	COURSE TITLE	CO.No	Course Outcome	POs										PS Os					
					1	2	3	4	5	6	7	8	9	10	1	2				
55	22BB31E 1	ERP SYSTEMS DESIGN IMPLEMENTATION	1	Understand the concept of ERP					1											
			2	Explore the Various Modules of ERP		1														
			3	Examine the Executive Information System			2													
			4	Examine the Issues in Implementing ERP Packages				3												
56	22BB31E 2	ERP SYSTEM ADMINISTRATION	1	Understand Issues to be consider in planning design and implementation of cross					1											

				functional integrated ERP systems															
			2	Explore Overview of ERP software solutions		1													
			3	Examine the Post Implementation of ERP			2												
			4	Examine the Emerging Trends on ERP				3											

SL No	COURSE CODE	COURSE TITLE	CO.No.	Course Outcome	POs										PS Os						
					1	2	3	4	5	6	7	8	9	10	1	2					
57	22BB31E3	CRM IN ERP ENVIRONMENT	1	Understand Definition and concepts of CRM,					1												
			2	Explore CRM PROCESS		1															
			3	Examine the Role of CRM in business strategy			2														
			4	Examine the Enterprise Marketing Automation				3													
58	22BB31E4	ERP IN MSMES	1	Understand Overview of enterprise systems ñ Evolution					1												
			2	Explore ERP Implementation		1															
			3	Examine the Role of Business in the modern Indian Economy SMEs in			2														

				India																	
			4	Discuss the Issues and challenges of MSMEs				3													
59	22BB31E5	INFORMATION SYSTEM	1	Understand the concept of Information Systems Computer Competency					1												
			2	Explore the Internet Applications and Service		1															
			3	Examine Operating System Functions & type			2														
			4	Discuss the Database Concepts				3													
60	22BB31D0	DIGITAL BRANDING AND PLANNING	1	Understand the core concepts of Digital Branding					1												
			2	Explore the concept of owned media and its importance		1															
			3	Examine the brand engagement and its importance			2														
			4	Explore strategies for shaping earned media				3													

SL No	COURSE CODE	COURSE TITLE	CO.No .	Course Outcome	POs										PS Os							
					1	2	3	4	5	6	7	8	9	10	1	2						
61	22BB31D1	DIGITAL MARKETING STRATEGY	1	Understand the significance of Digital Marketing and Innovation					1													
			2	Explore the Opportunities for Digital Innovation		1																
			3	Explore the Big data and contemporary developments			2															
			4	Examine the principles of agile marketing				3														
62	22BB31D2	ECOMMERCE AND STRATEGY	1	Understand the concept of E-Commerce					1													
			2	Explore Building an E-commerce Web Site		1																

			3	Understand the E-Commerce Marketing Concepts						2												
			4	Examine the Social Networks, auctions and portals							3											
63	22BB31D3	SEARCH ENGINE OPTIMIZATION	1	Understand the concept of Search Engine Optimization								1										
			2	Explore the concepts of Keyword Research					1													
			3	Examine the on Page Optimization							2											
			4	Explore off Page Optimization									3									
64	22BB31D4	SOCIAL MEDIA MANAGEMENT	1	Understand the concept of Social Media for Marketing									1									
			2	Explore the concepts of Setting up Social Media Profiles					1													
			3	Examine the Optimizing Social Media Platforms							2											
			4	Explore Developing a content strategy									3									
65	22BB31D5	WEB ANALYTICALS AND AFFILIATE MARKETING	1	Understand the concept of Web Analytic Fundamentals										1								
			2	Explore the concepts of Web Analytics 2.0						1												
			3	Examine the concept of Affiliate Marketing								2										
			4	Explore website syndicates										3								

Program Articulation Matrix (Mapping of Courses with POs/PSOs)

Sl No	Course Code	Course Name	Category	L	T	P	S	Cr	Po												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2		
1	22UC1101	INTEGRATED PROFESSIONAL ENGLISH	HSS	0	0	4	0	2	1	2	3		1							2				
2	22UC1202	ENGLISH PROFICIENCY	HSS	0	0	4	0	2	1	2	3	1							3					
3	22UC2103	ESSENTIAL SKILLS FOR EMPLOYABILITY	HSS	0	0	4	0	2		1	2	3	1											
4	22BB22C6	Campus to corporate	HSS	0	0	4	0	2			1		1.5	3							1			
5	22BB11K1	FOREIGN LANGUAGE	HSS	2	0	2	0	3	1					2	2.5									
6	22BS114	BUSINESS MATHEMATICS	BS	3	1	0	0	4		1	2	3	1											1

7	22BS115	BUSINESS STATISTICS	BS	3	1	0	0	4					1		1.5	3				1		
8	22UC009	ECOLOGY & ENVIRONMENT	HSS	2	0	0	0	2			1	2	3	1						1.5		2
9	22BB11C2	BUSINESS ENVIRONMENT	PC	3	0	0	0	3		2				1	1.5					1.5		2
10	22BB11C3	BUSINESS ECONOMICS	PC	3	0	0	0	3		1	2			2		1				1		2
11	22BB11C4	PERSPECTIVES OF MANAGEMENT	PC	3	0	0	0	3				3	1	1	2							
12	22BB11C5	IT FOR BUSINESS MANAGERS	PC	2	0	2	0	3														
13	22BB12C1	INTRODUCTION TO FINANCIAL ACCOUNTING	PC	3	1	0	0	4				2	3	1	1							
14	22BB12C3	ORGANIZATIONAL BEHAVIOUR	PC	3	0	0	0	3			2	3	1		2							
15	22BB22C2	MANAGEMENT INFORMATION SYSTEM	PC	3	0	0	0	3		1	1.5											
16	22BB22C2	MARKETING MANAGEMENT	PC	3	0	0	0	3	1	2	3	1										
17	22BB21C1	MANAGEMENT ACCOUNTANCY	PE1	3	1	0	0	4	1	2	3	1										
18	22BB21C3	HUMAN RESOURCE MANAGEMENT	PC	3	0	0	0	3		1	2	3	1									
19	22BB21C4	BUSINESS RESEARCH METHODS	PE2	3	0	0	0	3						1.5	3							
20	22BB21C5	MACRO ECONOMICS	PC	3	0	0	0	3						1.5	3							

Sl No	Course Code	Course Name	Category	L	T	P	S	Cr	Po												PSO			
									1	2	3	4	5	6	7	8	9	10	11	12	1	2		
21	22BB22C0	COST ACCOUNTANCY	PC	3	1	0	0	4			1	2	3		1									
22	22BB22C1	PRODUCTION AND OPERATIONS MANAGEMENT	PE1	3	1	0	0	4					1	2		1	2							
23	22BB22C3	BUSINESS LAW	PE2	3	0	0	0	3			1	2	1	3										
24	22BB22C4	FINANCIAL MANAGEMENT	PE3	3	1	0	0	4				2	3	1	1									
25	22BB22C5	BUSINESS MODEL GENERATION	PC	3	0	0	0	3				2	3	1	2									
26	22BB22C7	DYNAMICS OF CAPITAL MARKETS	PC	3	0	0	0	3				2	3	1	1									
27	22BB31C2	FUNDAMENTALS OF DIGITAL	PC	3	0	0	0	3			2	3	1	2						1				

47	22BB31M0	SERVICES MARKETING	PE	3	0	0	0	3			2	3	1	2						
48	22BB31F4	MANAGING PERSONAL FINANCE	PE	3	0	0	0	3			1	2	3	1						
49	22BB31H4	LABOUR LEGISLATION	PE	3	0	0	0	3		3	1	2								
50	22BB32B4	INTRODUCTION TO PYTHON	Pe	3	0	0	0	3		2		1.5	2.5							
51	22BB31E0	INTRODUCTION TO SOFTWARE ENGINEERING	PE	3	0	0	0	3		2	1		3							
52	22BB31E1	ERP SYSTEMS DESIGN AND IMPLEMENTATION	PE	3	0	0	0	3			1	1.5	2.5							
53	22BB31E2	ERP SYSTEM ADMINISTRATION	PE	3	0	0	0	3			2	1								
54	22BB31E3	CRM IN ERP ENVIRONMENT	PE	3	0	0	0	3		2	3	1	2							
55	22BB31E4	ERP IN MSMES	PE	3	0	0	0	3			1.5	3	1							
56	22BB31E5	TOTAL QUALITY MANAGEMENT	PE	3	0	0	0	3			1	2		3						
57	21BB31D0	E-COMMERCE AND STRATEGY	PE	3	0	0	0	3				1	2		2					
58	21BB31D1	SEARCH ENGINE OPTIMISATION	PE	3	0	0	0	3		2				3	1					
59	21BB31D2	SOCIAL MEDIA MANAGEMENT	PE	3	0	0	0	3		3	1		2					2		
60	21BB31D3	DIGITAL BRANDING AND PLANNING	PE	3	0	0	0	3												
61	21BB31D4	WEB ANALYTICS AND AFFILIATE MARKETING	PE	3	0	0	0	3				2	3	1						2

CHAPTER – 14

SYLLABUS

INTEGRATED PROFESSIONAL ENGLISH(IPE)

COURSE CODE	22UC1101	MODE	R	LTPS	0-0-4-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding the language Mechanics in Basic Grammar & Interactive Listening & Speaking	2	PO9 & PO10 PSO 1
CO2	Applying Integrated Reading skills & Techniques of Writing	3	PO9 & PO10 PSO 1

Syllabus

Module 1	A. Discuss people you admire (review of tenses, Character adjectives) Discuss a challenge questions) B. Discuss a challenge (Questions, Trying and succeeding) C. Explain what to do and check understanding (Rapid Speech) D. Give advice on avoiding danger (Future time clauses and conditionals) Breaking off a conversation, Explaining and checking understanding. E. Discuss dangerous situations (Narrative tenses, Expressions with 'get') F. Give and respond to compliments (Intonation in Question Tags, Agreeing using question tags; giving compliments and responding)
Module 2	Discuss ability and achievement (Multi-word verbs, Ability and achievement) Discuss sports activities and issues (present perfect and present perfect continuous, words connected with sports). C. Make careful suggestions (Keeping to the topic of the conversation; Making careful suggestions) D. Discuss events that changed your life (used to and would, cause and result)

Module 3	<p>A. Discuss choices, discuss changes (infinitives and ing forms, the passive)</p> <p>B. Introduce requests and say you are grateful (Consonant sounds)</p> <p>C. Discuss living in cities (too / enough; so / such, Describing life in cities)</p> <p>D. Discuss changes to a home (Causative have / get Film and TV; Houses)</p> <p>E. Imagine how things could be (Stress in compound nouns) F. Discuss personal finance (First and second conditionals)</p>
Module 4	<p>A. Discuss moral dilemmas and crime (Third conditional; should have + past participle), Stressed and unstressed words; Sound and spelling</p> <p>B. Discuss new inventions (Relative clauses), Discuss people's lives and achievements Reported speech; Reporting verbs, verbs describing thought and knowledge. C. Express uncertainty (Linking and intrusion, Clarifying a misunderstanding)</p> <p>D. Speculate about the past (Past modals of deduction Adjectives with prefixes)</p> <p>E. Discuss life achievements (Wishes and regrets, Verbsof effort)</p> <p>F. Describe how you felt (Consonant clusters, describing how you felt; Interrupting and announcing news)</p>

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	EMPOWER	Andrian Doff, Craig Thaine, Herbert Puchta, Jeff Stranks, Pete Lewis-Jones	Cambridge University Press	2022
2	PRACTICAL ENGLISH USAGE, 4TH EDN: Michael Swan's guide to problems in English (Practical English Usage, 4th edition)	Michael Swan	OXFORD	2022
3	Word Power Made Easy	Norman Lewis	OXFORD	2022

ESSENTIAL SKILLS FOR EMPLOYABILITY (ESE)

COURSE CODE	22UC2103	MODE	R	LTPS	0-0-2-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Developing basic grammar and Discovering and practicing functional grammar	2	PO9,10 PSO 1
CO2	Developing Intrapersonal skills and Developing Speaking, Writing Skills	3	PO9,10 PSO 1

Syllabus

Module 1	A.Introduction to Course Hand out and Tenses B.Tenses C.voice D.Reported Speech E. Spotting errors, sentence improvement
Module 2	A. Sentence improvement, sentence rearrangement B. Cloze Test, Passage Completion C. E-mail writing D.Paragraph Writing E.Essay Writing
Module 3	A. SWOC Analysis B. Self-Awareness, Attitude and Self-Confidence C. Grooming and Etiquette D.Interpersonal and Intrapersonal skills F. Speaking from script A.
Module 4	A.JAM and extempore B. Product & Process Description -JAM and extempore C. Product & Process Description -Extempore D. Transactional Analysis E. Persuasion

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Soft Skills S CHAND Publications	Dr. Alex	S CHAND	2009
2	Objective English	Showarick Thrope	Pearson	2013

ENGLISH PROFICIENCY (EP)

COURSE CODE	22UC1202	MODE	R	LTPS	0-0-4-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding Language Mechanics in advanced Grammar and advanced Communicative Listening & Speaking	2	PO9,10 PSO 1
CO2	Applying the advanced Reading techniques and Advanced Techniques of Writing	3	PO9,10 PSO 1

Syllabus

Module 1	<p>A. Talk about learning a second language (adverbs and adverbial language learning noun forms, word stress and noun forms with – <i>tion</i> and <i>-ity</i>)</p> <p>B. Describe extreme sensory experiences (Comparison, multi-word verbs,</p> <p>C. Talk about crime and punishment (relative clauses)</p> <p>D. Talk about using instinct and reason (noun phrases); Express yourself in an inexact way.</p> <p>E. Describe photos and hobbies (simple and continuous verbs and adjectives) F. Idioms: body parts, movement, landscapes, crime and feelings</p>
Module 2	<p>A. Talk about plans, intentions, and arrangements (intentions and arrangements, verbs of movement); Give advice (advising a friend about a problem)</p> <p>B. Emphasis positive and negative experiences by describing journeys and landscapes; architecture and buildings (future in the past, narrative tenses, ellipsis, and substitutions)</p> <p>C. Listen to Job Profiles. Talk about job requirements and fair pay (obligation, necessity, and permission)</p> <p>D. Listen to/Tell a descriptive narrative – a personal story (participle clauses) E. Emphasis opinions about the digital age- explain how you would overcome a hypothetical problem.</p> <p>F. Describe sleeping habits, routines, lifestyles and life expectancy (gerunds,</p>
Module 3	<p>A. Paraphrasing and summarising</p> <p>B. Read and talk about memories and remembering (structures with have and get)</p> <p>C. Speculate about inventions and technology (compound adjectives)</p> <p>D. City life and urban space (reflexive and reciprocal pronouns, verbs with re-)</p> <p>E. Superstitions and rituals (passive reporting verbs)</p> <p>F. Read a review, report, and recommendation of a committee.</p>
Module 4	<p>A. Write a web forum post (expressing opinions)</p> <p>B. Write a report and travel review.</p> <p>C. Write a profile article (read an Interview of a celebrity and write an article)</p> <p>D. Write an essay: opinion essay and discussion essay.</p> <p>E. Write an application e-mail.</p> <p>F. Write promotional material using persuasive language.</p>

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Empower 3rd Edition	Andrian Doff, Craig Thaine, Herbert Puchta, Jeff Stranks, Peter Lewis-Jones	Cambridge	2022
2	The Cambridge Guide to English Usage	Pam Peters	Cambridge	2020
3	Academic English	Letty Chan	Hong Kong :Hong Kong University Press ; London : Eurospan distributo	2021

CORPORATE READINESS PROGRAM (CRP)

COURSE CODE	22UC1202	MODE	R	LTPS	0-0-2-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding word power for developing effective speaking and writing skills and Interpret Interpersonal Skills	2	PO9,10 PSO 1
CO2	Applying general reading skills and Demonstrate necessary skills to be employable	3	PO9,10 PSO 1

Syllabus

Module 1	<ul style="list-style-type: none"> A. Synonyms and Antonyms B. Time management C. Sentence completion D. Idioms and phrases E. One-word substitutes F. Analogies and spellings G. Selecting words H. Sentence formation
Module 2	<ul style="list-style-type: none"> A. Goal setting B. Managing stress C. Team building D. Leadership skills
Module 3	<ul style="list-style-type: none"> A. Reading comprehension B. Reading comprehension and types of reading C. Reading comprehensions and questions D. Critical Reading (CAT) E. Critical Reading (GMAT methods)
Module 4	<ul style="list-style-type: none"> A. Portfolio management B. CV C. Impression management D. Assertiveness

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Soft Skills Dr. Alex S CHAND Publications	Dr. Alex	S CHAND	2022
2	Objective English Showarick Thrope, Pearson	Showarick Thrope	Pearson	2020

1. Ecology & Environment (EE)

COURSE CODE	22UC0009	MODE	General	LTPS	2-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the importance of Environmental education and conservation of natural resources. conservation of natural resources and Energy resources.	2	PO 7
CO2	Understand concepts of ecosystems and learn methods for conservation of habitats and biodiversity.	2	PO 7
CO3	Identify critically about individual roles in prevention of pollution. An Environmental Studies will be enabled to do independent research on human interactions with the environment.	2	PO 7
CO4	Recognize the knowledge on environmental legislation, disaster management and EIA process.	2	PO 6

Syllabus

Module 1	<p>The Multidisciplinary nature of Environmental Studies: Introduction to Environment: Definition – scope – importance –Multidisciplinary nature of Environmental Studies, Need for public awareness. Institutions and people in Environment. Natural Resources: Renewable and Non-Renewable Resources: Forest resources: Uses – Deforestation–causes, effects and impacts, Afforestation Programmes-Socio-forestry, Agro-forestry, Vanasam rakshana programmes, Mining its impact on environment: mining, dams and their effects on forests and tribal people. . Water resources: Distribution of surface and groundwater, Aquifers, – floods – drought – conflicts over water, dams - benefits and problems, Water conservation – rainwater harvesting – watershed management, Cloudseeding Mineral resources: Use – exploitation – environmental effects –. Food resources: Changes in agricultural methodologies, comparison between old and new methods of farming, Green Revolution, Environmental Impact Assessment of conversion of agricultural lands– effects of modern agriculture, Drip Irrigation – fertilizer-pesticide problems, Eutrophication, Vermicompost – waterlogging, Blue baby syndrome – Energy resources: Growing energy needs – renewable and non-renewable energy sources – Solar, wind, geothermal, tidal, bio energies . Land resources: Land as a resource – land degradation-. Soil erosion: Importance of soil, Types of soil erosion, Causes and effects of soil erosion. How to control soil erosion. Role of an individual in conservation of natural resources</p>
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Module 2	Ecosystems: Concept of an ecosystem: Structure and function of an ecosystem Producers – consumers – decomposers with examples, Energy flow in the ecosystem – Ecological succession– Food chains – food webs and ecological pyramids. Types of ecosystems. characteristic features, structure and function of the following ecosystem a Forest ecosystem b. Grassland ecosystem c. Desert ecosystem e. Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity and its Conservation: Introduction – Introduction — Definition: genetic, species and ecosystem diversity. • Biogeographical classification of India • Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Biodiversity at global, National, and local levels • India as a mega-diversity nation • Hotspots of biodiversity. • Threats to biodiversity: habitat loss, poaching of wildlife, man- wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
Module 3	Environmental Pollution: Definition •Causes, effects and control measures of - a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution. e. Noise pollution f. Thermal pollution g. Nuclear hazards • Solid waste Management Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution. Pollution case studies. • Diaster management floods, earthquake, cyclone and landslides. Social Issues and the Environment • From Unsustainable to Sustainable development • Urban problems related to energy • Water conservation. rainwater harvesting, watershed management Resettlement and rehabilitation of people its problems and concerns. Case studies.
Module 4	Environmental ethics issues and possiblesolutions. Climate change. global warm acid rain, ozone laver depiction. nuclear accidents and holocaust. Case studies. Wasteland reclamation. •Environmental Protection Act, Air (Prevention and Control of Pollution) Act Water (Prevention and control of Pollution) Act • Wildlife Protection Act• Forest Conservation Act • Issues involved in enforcement of environmental legislation. • Public awareness. : Human Population and the Environment• Population growth, • Population explosion Family Welfare Programme. • Environment and human health. • Human Rights. Value Education. • HIV /AIDS. • Case Studies.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Textbook of Environmental Studies	Erach Bharucha	Universities Press (India) Pvt Ltd	2010
2	Environmental Studies	Benny Joseph	Tata McGraw Hill	2009
3	Textbook of Environmental Studies	Deeksha Deve and S.S. Kateswa	Cengage learning India pvt ltd	2009
4	Environmental Studies	Anubha Kaushik, C.P. Kaushik	New Age International	2007

Universal Human Values and Professional Ethics (UHV&PE)

OURSE CODE	22UC0010	MODE	Offline	LTPS	2-0-0-0	PRE-REQUISITE	
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand and analyse the essentials of human values and skills, self exploration, happiness and prosperity.	2	PO1
CO2	Evaluate coexistence of the “I” with the body.	3	PO4
CO3	Identify and associate the holistic perception of harmony at all levels of existence.	4	PO5
CO4	Develop appropriate technologies and management patterns to create harmony in professional and personal lives.	4	PO10

Syllabus

Module 1	Introduction to Value Education: Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity - The Basic Human Aspirations, Right Understanding, Relationship and Physical Facilities, Happiness and Prosperity – Current Scenario, Method to fulfil the Basic Human Aspirations.
Module 2	Harmony in the Human Being: Understanding the Human Being as Co-existence of Self ('I') and Body, Discriminating between the Needs of the Self and the Body, The Body as an Instrument of 'I', Understand Harmony in the Self ('I'), Harmony of the Self ('I') with the Body, Program to Ensure Sanyam and Svasthya.
Module 3	Harmony in the Family and Society: Harmony in the Family - the Basic Unit of Human Interaction, Values in Human-to-Human Relationships, 'Trust' – the Foundational Value in Relationships, 'Respect' – as the Right Evaluation, Understand Harmony in the Society, Vision for the Universal Human Order.
Module 4	Harmony in the Nature (Existence): Understand Harmony in the Nature, Interconnectedness, Self-regulation and Mutual Fulfillment among the Four Orders of Nature, Realizing 'Existence is Co-existence' at All Levels, The Holistic Perception of Harmony in Existence.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	A FOUNDATION COURSE IN HUMAN VALUES & PROFESSIONAL ETHICS	R.R. Gaur, R. Sangal, G.P. Bagaria	Excel Books, New Delhi	1996
2	UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS	Dr. ARCHANA CHAUDHARY	Book Rivers	2001
3	UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS	Dr. Ritu Soryan	katson print	2001

COURSE CODE	22FL3054	MODE	R	LTPS	2-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Acquire a working knowledge of the basic elements of the French language viz. letters, vowels, accents, articles, useful expressions, etc.	2	PO10
CO2	Frame questions and respond in the affirmative or negative with être and avoir and form plurals	3	PO10
CO3	Understand and apply the adjectives and essential verbs.	3	PO10
CO4	Comprehend and use in speech, vocabulary, reading, questions and answers on passages pertaining to monuments of France	3	PO10

Syllabus

Module 1	L'Alphabet et les Voyelles, Les Accents, Les Noms, Le Pluriel, Les Articles Indéfinis, Les Articles Définis, Les Expressions Utiles, Les Nombres Cardinaux, Les Nombres Ordinaux, Les Jours de la Semaine, Les Mois de l'Année,
Module 2	Le temps (Quelle heure est-il ?) Les Pronoms Personnels (Sujets), L'Interrogatif, Le Négatif, Le Verbe Être – Form e Affirmati , Forme Interrogatif,
Module 3	Les Articles Contracts, Les Adjectives Qualificatifs, Les Adjectifs Possessifs, Les Adjectifs Démonstratifs, Les Verbes de Premier Groupe, Deuxième groupe, Troisième groupe Les Verbes Irréguliers.
Module 4	Les animaux Les pays et les nationalités Les parties du corps Le Futur proche. Le passe récent La famille Présentez-vous ?

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
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1	Le Nouvel Esprit, Méthode de Français,	Meenal Tiwari	Langers international private limited	2016
2	Cours de Langue et de Civilisation Françaises, Tome Un	G.Mauger Blue	publié par Hachette.	2011
3	Dondo Modern French Course écrit par Mathurin Dondo, Publié par OUP.	Mathurin marius Dondo	Oxford	1997
4	Grammaire progressive du Français	Maia Gregoire	CLE international	2020

GERMAN LANGUAGE (GLG)

COURSE CODE	22FL3055	MODE	R	LTPS	2-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the German language Basic Proficiency: Students will develop and apply a solid foundation in German, allowing them to introduce themselves, engage in basic conversations, and understand everyday expressions.	3	PO10
CO2	Determine the German Vocabulary and Grammar: Students will learn essential vocabulary and grasp German grammar rules, enabling them to construct simple sentences accurately.	3	PO10
CO3	Comprehensive Reading and Listening practices: Students will comprehend basic written and spoken German, understanding short texts, signs, and following straightforward conversations.	3	PO10
CO4	Examining and interpreting the German Cultural Awareness: Students will gain insights into German-speaking countries' culture, enhancing their ability to communicate respectfully and appreciate the customs and traditions.	3	PO10

Syllabus

Module 1	Begrüssing – Alfabet-die Zahlen- die Addition-die Subtraktion-die Division-die Multiplikation - Personal Pronomen - sein form - haben form - der Infinitiv konjugation im Präsens
Module 2	Die Artikel – bestimmter Artikel – unbestimmter Artikel – Verneinung – Konjugation im Perfekt.. Partizip II -Future
Module 3	Präpositionen – W-Frage - possessiv Pronomen - deutsche 4 Fälle – wohnen – die Familie
Module 4	Orientierung - Farben – Wochen, Monaten, Jahren, Jahreszeiten, - Einkaufen, Urlaub machen, sport, Gesundheit

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Studio d A1, Deutsch als Fremdsprache	Cornelsen/Goya I SaaB	Goyal Publishers and Distributors(P) Ltd. New Delhi 110007	2004
2	Netzwerk for A1,	Stefanie Dengler Paul Rusch	Goyal Publishers and Distributors(P) Ltd. New Delhi 110007	2018

JAPANESE LANGUAGE (JLG)

COURSE CODE	22FL3058	MODE	R	LTPS	2-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the Japanese language Basic Proficiency	2	PO10
CO2	Determine the Japanese Vocabulary and Grammar	3	PO10
CO3	Examine and interpret Japan Cultural Awareness	3	PO10
CO4	Comprehensive Reading and Listening practice and apply the language skills	3	PO10

Syllabus

odule 1	1.1 Introduce about Japanese and its alphabets writing system (hiragana, katakana, kanji). (日本語について) 1.2 Greeting あいさつ. 1.3 Vocabulary ごい 1.4 numbers 数字. 1.5 Weekdays, Months, dates. (平日、月、) 1.6 Time. (時間)
Module 2	2.1 Tenses- Past tense, Present, Future Tense. (過去形、現在形) 2.2 Verbs – first form, second form and third form. (同士) 2.3 daily based Conversation. (会話) 2.4 name of transportation (vehicles). (乗り物) 2.5 feelings. (気持ち) 2.6 Japanese culture. (日本文化)
Module 3	3.1 Family relationships (家族) 3.2 Healthcare Body parts. 3.3 countries name, and nationalities. 国の名前 3.4 National holidays. 国の休み 3.5 Foods and vegetables. 3.6 classroom instructions.

Module 4	4.1 Animals. 動物の名前. 4.2 Shopping. 買い物 4.3 Colours. 色の名前 4.4 Hobbies 趣味 4.5 listening practice skills. ちょうかい 4.6 Passage reading ability. どっかい 4.7 Self-Introduction. じこうしょじやい
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Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Minna No Nihongo- N5 Level	Japan Foundation	Goyal Publisher	2018

BASIC SCIENCES

BUSINESS MATHEMATICS (BM)

COURSE CODE	22BS114	MODE	R	LTPS	2-1-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO/PSO Mapping
CO1	Understand the concept of matrices and matrix operations and their applications.	2	1
CO2	Apply the concept variables, types of variables, Functions, and different types of functions.	2	2
CO3	Apply the limits, differentiation and Integration and their applications	3	3
CO4	Analyse the simple and compound interest using Arithmetic and Geometric Progressions	4	2

Syllabus

Module 1	Elements of Matrix Algebra: Introduction - Types of Matrices - Scalar Multiplication of a Matrix - Equality of Matrices - Matrix operations - Transpose of Matrix - Determinants of a Square Matrix - Inverse of Matrix
Module 2	Solutions of Simultaneous equations with the inverse of a Matrix - Rank of a Matrix – Eigen values. Introduction to Variables and Functions: Meaning of a variable, Types of variables - Dependent variable and Independent variable - Categorical, Discrete and Continuous variables
Module 3	Mediating and Moderating variables - Variables vs Attributes. Basic Concept of Functions - Types of Functions - Linear Function - Constant Function - Quadratic Functions - Exponential Functions - Homogeneous Functions – Logit function.
Module 4	Introduction to calculus: Calculus definition - Types of calculus - Limits - Differentiation - Derivatives of Functions - Rules of Derivatives - Second order Derivatives – Partial derivatives - Application of Derivatives - Integration - Definite integrals - Indefinite integrals - Application of integration. Introduction to Financial Mathematics: Progressions - Arithmetic Progressions - Geometric - - Simple Interest - Compound Interest - Problems with Business applications

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Business Mathematics	Alpha Chiang	Tata McGraw Hills	2009
2	Mathematics for Economists	Taro Yamane	Tata McGraw Hills	2008

BUSINESS STATISTICS (BS)

COURSE CODE	22BS115	MODE	R	LTPS	2-1-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO/PSO Mapping
CO1	understand and interpret basic descriptive statistics	2	1, 2, 5
CO2	Apply and construct cross tabulation, correlation, regression and their applications in management	3	1, 2, 5
CO3	Apply probabilities for simple events from a variety of random experiments or surveys and describe basic probability distributions	3	1, 2, 5
CO4	Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests	4	1, 2, 5

Syllabus

Module 1	Introduction to data and Its Analysis: Data, Type of Data: Primary, Secondary, timeseries data, cross-sectional data and panel data. Data processing: Editing, Coding, Classification and Tabulation of Data. Frequency Distribution of Categorical and continuous variables
Module 2	Univariate Statistics: Measures of Central Tendency, Measures of Dispersion, Measures of Shape – Graphical representation of frequency distribution for Continuous variable–Histogram, Frequency Polygon, Ogive, Line graphs, Density plot, Box and Whisker plot. Bar & pie chart. Bi-variate Statistics: Cross Tabulation, Covariance, Karl-Pearson’s Coefficient of Correlation, Spearman’s Rank Correlation, Regression analysis – Linear and Non-linear Regression – Lines of regression and its equations – Regression coefficients and its properties
Module 3	Applications of Correlation and Regression in Business Arena. Elementary Probability Theory: Concepts of Probability: Random Experiment – Sample Space – Events and their types, Classical definition of Probability, Addition and Multiplication Theorems (without proofs) – Independence of events –Bayes Theorem – Concept of Probability Distribution Function – Binomial, Poisson and Normal Distribution and Standard Normal Distribution – Simple Examples – Central limit theorem
Module 4	Sampling and Testing of Hypothesis: Sampling Design, Concept of Hypothesis, Null and Alternative Hypothesis, Hypothesis Testing Procedure, Tests of Hypothesis: Parametric tests and non-Parametric Tests: t-test, Z-test, Chi-square test.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	<i>Statistics for Business and Economics</i>	Anderson, Sweeney, Williams	Tata McGraw Hills	2009

PROFESSIONAL CORE

Business Environment, (BE)

COURSE CODE	22BB11C2	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand various components of Business Environment.	2	2
CO2	Understand and Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.	2	2
CO3	Apply the role of regional economic integration and political integration.	3	3
CO4	Apply Cognitive knowledge of global issues, to internationalize business.	3	3

Syllabus

Module 1	Business environment: Meaning, nature, types of business environment- Internal environment, External environment- macro, global environment, classification of business, stages of environmental analysis- scanning, forecasting, technics of environmental analysis, steps in environmental forecasting, Economic environment – Nature of the economy, structure of the economy, economic policies – industry, trade, Fiscal, monetary, FEMA
Module 2	Political and government environment: functions of the state, economic roles of government- regulatory, entrepreneurial (promotional role), planning role. Technological environment – innovation, technology and competitive advantage, sources of technological dynamics- IT revolution of business environment, ICT & Marketing.
Module 3	Socio cultural environment: Business and society, business and culture, nature of culture, level of culture, socio cultural factors and their impact on business, women and business opportunities, child labour, consumerism, Rural development, projects and people, social audit, Corporate social responsibility (CSR)
Module 4	Global environment: WTO, globalization of business, features of current globalization, essential conditions for globalization, foreign market entry strategies, Multi-National Corporations (MNC's) -Nature of MNC's, merits of MNC'S and demerits of MNC's, Global fortune 500 companies, fortune 500 Indian companies

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Business Environment	Shaik Saleem	Pearson	2010
2	Business Environment	Fernando	Pearson	2011
3	Economic Environment of Business	Misra S. K & Puri V. K	Himalaya publishing house	2010
4	International Business, 2005	Justin & Paul	Prentice Hall, New Delhi	2005

Business Economics > <(BECO)>

COURSE CODE	22BB11C3	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	--
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the basic principles of business economics	2	PO1,PO5
CO2	Apply the concepts of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income	3	PO5,PO1
CO3	Analyze the different costs of production and how they affect short and long run decisions	4	PO1,PO5
CO4	Analyze the price and output decisions under different market structures	4	PO1,PO5

Syllabus

Module 1	Nature and Scope of Business Economics: Meaning, characteristics, scope and subject matter, relationship with other disciplines, fundamental principles of business economics: opportunity cost principle, incremental principle, principle of time perspective, discounting principle, and equi-marginal principle, role and responsibilities of business economist.
Module 2	Demand Analysis: Meaning and definition of demand, determinants of demand, law of demand, exception to the law of demand, elasticity of demand, price elasticity of demand, income elasticity of demand, cross elasticity of demand, demand forecasting: meaning and definitions, methods of demand forecasting, criteria of good forecasting methods.
Module 3	Production & Cost Analysis: Concept of production function, short run production functions and long run production, Internal and external economies of scale, cost: meaning, money, real, opportunity, implicit and explicit, short-run costs, total cost, fixed cost economics of scale, revenue: meaning, total revenue, average revenue and marginal revenue, break even analysis, break even chart.
Module 4	Market Classification: Perfect competition: features, price-output determination in short run, price-output determination in long run, Monopoly: features, price-output determination in short run, price-output determination in long run, Monopolistic competition: features, price-output determination in short run, price-output determination in long run, oligopoly: features, price-output determination.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Managerial Economics	D. N. Dwivedi	Vikas Publications, New Delhi	2007
2	Managerial Economics	H. L. Ahuja	McGraw Hill	2008
3	Managerial Economics	P. L. Mehta	S. Chand & Sons, New Delhi	2007
4	Managerial Economics	Shankaran	Margam Publications, Chennai	2006

PERSPECTIVES OF MANAGEMENT _POM

COURSE CODE	22BB11C4	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	Nil
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the various fundamental concepts in management studies.	2	PO2
CO2	Understand interpret various aspects	2	PO3 & PO4
CO3	Apply various managerial concepts on real-time basis.	3	PO3 & PO4
CO4	analyze the relationships between various causes and outcomes at workplace.	4	PO2

Syllabus

Module 1	Management: Science, Theory and Practice: Introduction: Concept, Nature and Functions of Management, Levels of Management; An Overview of Functional Areas of Management; Types of Managers, Managerial Roles, Skills and Functions; Evolution of Management Theory: Scientific Management Approach, Behavioural Approach, Systems Approach to Organization, Contingency Approach and Operational Approach.
Module 2	Planning and Organizing: Types of Plans, Steps in Planning, Management Planning Process, Planning Objectives and Characteristics, Hierarchies of Planning, Business Planning, Concept and Techniques of Forecasting, Decision Making, Process, Management by Objectives (MBO), Organizing – Meaning, Nature and Purpose-Principles of Organization, Importance and Principles, Departmentalization, Span of Control, Types of Organizations, Organizational Structure and Design – Line, Staff and functional authority, Authority and power, Line and staff concepts, Nature of Line and Staff Relationships, Decentralization of Authority, Delegation of Authority; Styles of Management-American, Japanese and Indian Styles.
Module 3	Staffing & Directing: Staffing: Meaning, Systems Approach to Staffing, Sub Functions of Staffing, Importance of Staffing, Recruitment, Selection, Placement, Induction, Career Development and Career Anchors. Training and Development. Directing - Nature of Directing Function, Principles – Importance of Effective Direction –.
Module 4	Co-ordination & Controlling: Coordination- Need for Co-ordination – Types of Co-ordination -Techniques of Coordination - Cooperation. Supervision – Position of a Supervisor – Qualities of a Good Supervisor – Essential Requirements of Effective Supervision, Management Control, Process of Management Control, Requirements of Effective Control, Techniques of Management Control. Controlling - Concept, Nature and Importance - Essentials of Control - Requirements of an Effective Control System – Behavioural Implications of Control –Techniques of Managerial control; Learning Organization- Building Ethical and Sustainable Organization.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Essentials of Management	Koontz, H and Weirich, H.	Tata Mc GrawHill	2015
2	Principles and Practice of Management	L.M.Prasad	Sultan Chand &Co.	2002

INFORMATION TECHNOLOGY FOR BUSINESS MANAGERS

COURSE CODE	22BB11C5	MODE		LTPS	2-0-0-4	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the concepts of computers and their functional units, hardware, and software.	2	PO1
CO2	Understand the concepts of networks, the internet, and e-commerce for effective business operations and expansions.	2	PO1
CO3	Apply the concepts of MS Word and MS PowerPoint for effective business communication.	3	PO5
CO4	Examine the business data and dashboards using MS-Excel applications.	4	PO5
CO5	Examine the business operations using MS-Office application softwares	4	PO5

Syllabus

Module 1	INTRODUCTION TO COMPUTERS- Overview: Generations of Computer, Definition, characteristics, advantages and disadvantages of computer, Computers for Individual users, Computers for organizations, Computers in society; Components of a Computer- Hardware: Processing Devices, Memory Devices, Input/Output Devices, Storage Devices. Software: System software, Application Software.
Module 2	NETWORKS: Introduction to Networks- Concepts of Computer Networks, Types of Networks; Concepts of Internet- the Internet, Intranet, Applications of Internet, Services provided by Internet. E-Commerce- Definition, Goals of E-Business, Characteristics, Categories of E-Business, E-Business Security Issues, advantages, and disadvantages of EBusiness.
Module 3	MS-WORD - Introduction to Word Processing: Identifying the components of document window, Standard & Formatting Toolbars, Create, Open, save documents, Editing Text in Documents; Viewing & Formatting Documents, Mail Merge. MS-Power Point - Creating & Opening presentations, slide layout, animation schemes to slides. MS-EXCEL: Insert and delete columns or rows, adjust row height and column width, insert headers and footers, using range names: Creating,
Module 4	Sorting and filtering lists/tables of data, Change sort order. Number formatting: Creating custom formats, charts: Line chart, column chart, bar chart, pie chart, Smart art: List, Process, Cycle, Functions: Mathematical, Text, etc. Introduction to Date & Time Functions, Dates, and times: How date and time are stored, Useful date/time functions, Formatting dates and times. Create custom conditional formatting rules, create conditional formatting rules that use formulas, and manage conditional formatting rules.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Introduction to Computers, Tata	Peter Norton	Tata McGraw Hill	2017
2	Information Technology for Management	Ramesh Behl	Tata McGraw Hill Pvt Ltd	2010
3	Introduction to Computers with MS-Office 2000	Alexis Leon & Mathews Leon	Himalaya Publishing House	2006

Financial Accounting (FA)

COURSE CODE	22BB12C1	MODE:	REGULAR	LTPS	3-1-0-0	PRE-REQUISITE
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Remembering accounting concepts, conventions and assumptions in the business context	2	PO1, PO11
CO2	Applying the concepts of Journal, ledgers and Trial balance	3	PO1
CO3	Applying the learned concept in preparing subsidiary books and the ability to prepare BRS	3	P1, P11
CO4	Analysing the final statements of a company and knowing the latest computer software on accounting.	4	PO1,PO2,PO11

Syllabus

Module 1	Definition of accounting - Need for Accounting — Objectives of Accounting – Functions of Accounting – Bookkeeping vs. Accounting - Branches of Accounting – Users of accounting information –Advantages and limitations of Accounting. Accounting Principles – Concepts and Conventions — Accounting Equation — Double Entry Book keeping System –Advantages of double entry system.- Accounting Cycle.
Module 2	Classification of Accounts- – Rules of Debit and Credit- Significance of Debit and Credit in Accounts – Journals – Journal entries – Ledger – Ledger posting – Balancing the Account – difference between Journal and Ledger – Trial Balance – Preparation of Trial Balance.
Module 3	Types of subsidiary books — Cash book – Meaning of Cash book – Features of cash book - Types of Cashbook – Petty Cash book. Bank Reconciliation Statement – Meaning – Bank pass book – Causes of Difference between Cash book and Pass book -Importance of Bank Reconciliation Statement – Practical Problem on BRS.
Module 4	Meaning – Objectives of Preparing Final Accounts – Trading Account – Profit and Loss Account -Balance Sheet – Arrangement of Assets and Liabilities – Preparation of Final Accounts –Adjustments – Practical problems on Final Accounts . Role of computers in Accounting. (basic software's).

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Fundamentals of Accounting, Sultan Chand & Sons,2008	RL Gupta & V.K Gupta,	Sultan Chand & Sons,	2008
2	Introduction to Financial Accounting, ,	Jain & Narang	Kalyani Publishers	2010
3	An Introduction to Accountancy, Vikas Publishing House pvt.Ltd., 2008.	Dr.S.N.Maheswari andS.K.Maheswari	Vikas Publishing House pvt.Ltd.,	2018

ORGANIZATIONAL BEHAVIOR (OB)

COURSE CODE	22BB12C3	MODE	Classroom	LTPS	3-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the concepts of manage people with an understanding of Individual behaviour	2	2
CO2	Understand the concepts of manage groups with an understanding of the Group behavior and leadership.	3	3
CO3	Apply the concepts of Ability to motivate and in competitive business environment.	3	4
CO4	Apply the concepts of organizational culture and implement organization Change and development interventions.	3	4,5

syllabus

Module 1	Organizational Behavior – Nature and Significance, Contributing Disciplines to the OB field; Challenges and Opportunities for OB. Developing an OB Model, Personality-Determinants of personality, The Big Five Model, Major personality attributes influencing OB; Emotions & Moods, Emotional Labour, Emotional Intelligence, Values – Types of Values; Attitudes – Types of Attitudes, work related attitudes
Module 2	Learning – Theories of learning; Learning and OB, Perception – Perceptual process, Perceptual errors, Improving perception, Motivation – Hierarchy of Needs Theory, Two-Factor Theory, Expectancy theory, Applications of Motivation
Module 3	Foundations of Group Behavior: Groups – Types of groups; Stages of Group Development; Groups and Teams, Communication- Communication Process Directions of Communication, Barriers to Effective Communication, Leadership – Styles; Theories of Leadership- Trait, Behavioral and Contingency theories, Power & Politics- Bases of Power, Organizational politics, Conflict - The Conflict process; Managing conflict
Module 4	Organizational Culture: Functions, creating and sustaining organizational culture, Organizational Change, Forces for change; Resistance to change; Approaches to Managing Organizational Change, Organization Development – Techniques, Work Stress – Causes and Consequences of Stress, Stress Management Techniques

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Organizational Behavior	Robbins, Stephen, Timothy A Judge & Niharika Vohra	Pearson Education	2013
2	Organizational Behavior	Fred Luthans	Prentice Hall	2017
3	Management and Organizational Behavior	Laurie J. Mullins	Oxford	2007
4	Organizational Behavior	K. Aswathappa	Himalaya	2008

Marketing Management -MM

COURSE CODE	22BB21C2	MODE		LTPS	3-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	2	PO1
CO2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing	3	PO2
CO3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution	3	PO2
CO4	Analyse the need for ethics in marketing and the importance of social and green marketing	4	PO8
CO5	<CO for Practical – can be deleted otherwise>		
CO6	<CO for Skill – can be deleted otherwise>		

Syllabus

Module 1	Introduction- Need, Want and Demand -Marketing – Definition, Concepts Significance and functions of Marketing- Consumer Behaviour-Nature, Scope, Significance and Determinants Organizational Buying Behaviour. Marketing Environment-Internal and External forces ofMarketing Environment- Marketing Research- Marketing research process.
Module 2	Market Segmentation- Targeting and Positioning Strategies. Marketing Mix-4 Ps of Marketing Product – Concept of Product-Product Planning and New Product Development -Product life cycle- Branding-Packing and labelling
Module 3	Price-Meaning -Importance-Objectives-Factors affecting pricing – Pricing policies-Methods of pricing- Distribution channel and physical distribution-Distribution channels-concepts and typesof distribution channel-Channel conflict - Retailer and Wholesaler - Physical Distribution of goods- Transportation, Warehousing.
Module 4	Promotion-Methods of Promotion-Advertising-Media their merits and limitations-Personal selling and sales force management-Sales Promotion and publicity. Marketing organization – Marketing control - Ethics in Marketing – Social Marketing – Green marketing – Online Marketing

Reference Books:

SI No	Title	Author(s)	Publisher	Year
1	Marketing Management	Phillip Kotler and Kevin keller	Pearson Publication	2016
2	Marketing: Concepts and Cases	Etzel, walker, Stanton and Pandit,	TMH – New Delhi	2017
3	Marketing Management, Planning, Implementation and Control	Rama Swamy and Nama Kumari	McMillan	2013

Management and Cost Accounting (MAC)

COURSE CODE	22BB21C1	MODE:	REGUALR	LTPS	2-0-0-4	PRE-REQUISITE
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the concept of management accounting and financial statement analysis.	2	PO1
CO2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.	4	PO2
CO3	Analyze the funds flow and cash flows and applying those techniques for the analysis of financial health of the organisation.	4	PO3
CO4	Analysing various tactical decisions with the help of Marginal costing techniques.	4	PO3

Syllabus

Module 1	Management accounting: Definition – Objectives – Scope- Functions of management accounting. Advantages and limitations of management accounting. Distinction between Management accounting with Financial and cost accounting Financial Statement analysis- Meaning Objectives, Nature and limitations. – Tools for analysis-comparative financial statements – common size statement- trend analysis.
Module 2	Ratio analysis: Meaning -Classifications of Ratios. .Liquidity, Solvency, Activity and Profitability Ratios. Analysis and interpretation of financial statement through accounting ratios – uses and limitations of ratios.
Module 3	Fund flow and cash flow Analysis: Concept of funds – sources and uses of funds – concepts of flow – Schedule of changes in working capital. Fund from operation. Construction of Fund flow statement. Cash flow statement-Significance and uses of Fund flow statement. – Difference between fund flow and cash flow statement. Construction of cash flow statement.
Module 4	Marginal costing and Decision making: Meaning of Marginal costing features, merits and demerits of Marginal costing. – Marginal cost statement. Profit volume ratio Break even analysis –Margin of safety –decision making problems.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Management accounting – Tools and Technique	N. Vinayakam, I. B. Sinha	Himalaya Publishing House.	2019
2	Principles of management accounting	Man Mohan and S. N. Goyal	Sahitya Bhavan Agra.	2018

Human Resource Management (HRM)

COURSE CODE	22BB21C2	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	nil
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the Integrated perspective on role of HRM in modern business	3	PO1
CO2	Apply the concepts of human resources and implement techniques of job design	4	PO1,PO2
CO3	Apply the concepts of recruitment, training, and appraise the performance of employees	3	PO1,PO2
CO4	Analyse the Rational design of compensation and salary administration and ability to handle employee issues	4	PO1,PO8

Syllabus

Module 1	Meaning and Definition, Importance of HRM, Functions of HRM, Nature & Scope of HRM, Objectives of HRM, Challenges of Human Resource Management; Personnel management vs Human Resource Management
Module 2	Manpower planning: objectives, importance, process; Job Analysis: Job Description, Job specification, uses of job analysis; Job design: Techniques of Job design; Employee Recruitment: sources of recruitment, methods of recruitment; Selection: process of selection, Types of interviews, Interview Tests; Placement and Induction, Transfer, Promotion and Separation.
Module 3	Training and Development: Training vs Development, methods of training: on-the job and off-the job methods; Performance Appraisal: process of performance appraisal, methods of appraisal, Errors in appraisal, Job evaluation: Methods of job evaluation; Employee Compensation: Objectives of compensation, Components of compensation; Employee Benefits, Employee Welfare and Safety.
Module 4	Employee Grievances, Employee Discipline, Industrial Relations, Trade Unionism, Collective Bargaining, Managing Ethical issues in HRM, HR audit and Evaluation, International HRM, eHRM, HRIS, Recent trends in HRM :Managing Diversity, Downsizing, Contingent workforce, Tele commuting, Competency Mapping, Talent Management.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Human Resource Management	Gary Dessler	Pearson Education, New Delhi	Eleventh edition
2	Human Resource Management	Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M Wright	The McGraw Hill Publishers	Eighth edition

i. Business Research Methods (BRM)

COURSE CODE	22BB21C3	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	BS
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand and independently apply the research process to business problems.	1	PO1
CO2	Apply different statistical methods that are applicable to specific research problems.	3	PO1
CO3	Apply the data driven business decisions	2	PO5
CO4	Analyze organizational data using software packages	2	PO3, PO5

Syllabus

Module 1	Introduction: Definition and Objectives of Research-Types of Business Research-Research process-Defining research problem and Sources of Research Problem, review of literature. Hypothesis formulation, Research design-Types-Sampling designs: Concepts, types-random-simple random, Complex random-systematic, stratified, non-random sample- convenience, purposive, judgmental and quota sampling.
Module 2	Data Collection and Processing: Primary data and Secondary data; Methods of collection of Primary data: Questionnaire, Observation, Interviews etc., Characteristics of good questionnaire/schedule. Secondary data: Periodicals, Journals and newspapers, Scaling Methods and Scaling of techniques: Nominal, Ordinal. Ratio and Interval, Turnstone, Likert and semantic differentials. Data processing: Editing, Coding and Tabulation of data.
Module 3	Data analysis, interpretation and forecasting: Meaning of data analysis and its types-descriptive and inferential statistics (measures of central tendencies, measures of dispersions, test for means, test for association-chi square, ANOVA). Forecasting: Forecasting Methods: Simple Moving Average Method, Weighted Moving Average Method, Trend Analysis, Basic concepts of SPSS.
Module 4	Report Writing: Significance of report writing, Types of reports, Steps in report writing, Layout of research report, Mechanics of report writing, precautions in research reporting.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Business research methods	C.R.Kothari	New age international	
2	Business research methods	William K. Zikmund	Trinity Press, Second Edition	

ii. Macro Economics (ME)

COURSE CODE	22BB21C4	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	B Eco
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the macro economy using national income and aggregate demand and aggregate supply analysis.	2	PO1
CO2	Apply the causes and effects of inflation and unemployment.	3	PO2,PO3
CO3	Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.	3	PO2,PO3
CO4	analyse how comparative advantage provides the basis for gains through trade	4	PO2,PO3

Syllabus

Module 1	Introduction to Macro Economics and National Income: Nature and Scope of Macro Economics – Importance of Macro Economics – Limitations and Issues in Macro Economics– Definitions of National Income: Marshallian, Pigouvian, Fisher’s and Modern (Simon Kuzents)definition - Concepts of National Income-GDR-Nominal and Real GDP- GDP Deflator- GNPNNP- Relationship between National Income and NNP – Per Capita Income - Methods of measuring National Income
Module 2	Unemployment and Theoretical foundations of Employment: Unemployment - Types, cause and effects of unemployment – Classical theory of employment – Assumptions- Says law of markets-Determination of output and employment- labour market equilibrium-wage price flexibility- money market equilibrium-Keynes’s theory of Employment – Effective demand- Aggregate demand price- Aggregate supply price- Determination of effective demand - Consumption Function - Investment function - Concept of Multiplier.
Module 3	Money and Banking: Money - Meaning and functions – Classification of Money– Commercial Banks – Role and Functions – Reserve Bank of India – Role and Functions – Monetary Policy - Instruments of Monetary Policy - Bank Rate, CRR, Open Market Operations, Repo Rate, Reverse Repo Rate. Business Cycles and Inflation: Business Cycles – Meaning and definition Phases of Business cycles – Inflation – Definition – Types of Inflation – Causes and effects of Inflation - Measures to control Inflation.
Module 4	Balance of Payments and Foreign Exchange Rate : Government’s Budget – Meaning and Components - Types of Budgets, Balance of Payments – its meaning and components, Fiscal Policy - Objectives, Components and Importance. Foreign exchange rate- determination of equilibrium exchange rate.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Macro-Economic Theory	M.L Jhingan and B.K. Jhingan	Vrinda Publivations (P)ltd	16 th revised and enlarged edition.
2	Money, Banking and Public Finance	D.M.Mithani	Himalaya Publisher	1. Student Edition, Mumbai, 2008.

PRODUCTION AND OPERATIONS MANAGEMENT > <(POM)>

COURSE CODE	22BB22C1	MODE	Regular	LTPS	2-2-0-0	PRE-REQUISITE	POM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	understand the general concepts of overall plant and production management using appropriate analysis tools	2	PO1,PO4
CO2	Application of methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service	3	PO1
CO3	Analyse Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems	3	PO4
CO4	Analyse and Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations	4	PO1

Syllabus

Module 1	Introduction to Production and Operations Management, Features of Production and Operationmanagement , Decision making in production ,manufacturing operations versus service operations, Importance of production function, Operation Strategy: Framework, Recent Trends in POM.
Module 2	Production Planning: New Product Design, Factors influencing product design, Approaches to product design, Product Development Process, Aggregate Capacity Planning: Estimating Capacity Needs ,Strategies, Facilities Location ,Plant Layout :Types of Layouts.
Module 3	Process and project management : Major process decisions, Work Measurement Techniques : Work Study, Time Study, Project Planning and Scheduling : Project planning and control , Scheduling techniques : Gantt, PERT, CPM.
Module 4	Materials and Quality Management: - Purchase management ,Inventory : costs associated withinventory, Economic order quantity, ABC Analysis, Inventory control Techniques, TQM -TotalQuality management, Deming's 14principles, Six sigma, Quality Circles, statistical quality control: Types of control charts

Reference Books:

SI No	Title	Author(s)	Publisher	Year
1	Production and Operations Management	K.Aswathappa, .Sridhara Bhat	Himalaya Publishing House, Edition	2018
2	Operations Management	K. Sridhara Bhat	Himalaya Publishing House	2009
3	Production and Operations Management	S.N.Chary	Tata McGraw Hill Company	2000

BUSINESS LAW (BL)

COURSE CODE	22BB22C2	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO/PSO Mapping
CO1	Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.	2	4
CO2	Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.	4	4
CO3	Comprehend the use of negotiable instruments i.e., Promissory Notes, Bills of Exchange and Cheques.	4	3
CO4	Analyse the nature of partnership and also appreciate the law governing relationship between the partners and working of partnership.	4	8

Syllabus

Module 1	Indian Contract Act, 1872: Definition of Contract – Essential Elements of a Valid Contract – Classification of Contracts – Offer and Acceptance – Consideration – Capacity of Parties – Free Consent – Legality of Object – Performance of Contract – Remedies for Breach of Contract -Discharge of Contract
Module 2	Sale of Goods Act, 1930: Sale and Agreement to Sell – Conditions and Warranties – Rights of Unpaid Seller. Indian Partnership Act, 1932: Characteristics of Partnership – Formation of Partnerships - Registration of Firms – Types of Partners – Rights, Duties and Liabilities of Partners. Indian Negotiable Instrument Act, 1881: Types of Negotiable Instruments – Negotiation – Endorsement
Module 3	Consumer Protection Act, 1986: Object and Scope of the Act – Definition and Meaning of Consumer – Rights of Consumers. The Competition Act, 2002: Prohibition of Anti-competitive Agreements – Prohibition of Abuse of Dominant Position – Competition Commission of India. The Foreign Exchange Management Act, 1999: FERA vs. FEMA – Regulation and Management of Foreign Exchange.
Module 4	The Information Technology Act, 2000: Digital Signature – Digital Signature Certificates - Cyber Offences. The Patents Act, 1970: Scope and Commencement of the Act – Grant of Patents - Rights of Patentee. The Copyright Act, 1957: Scope of the Act – Copyright, Its Ownership and Term – Registration of Copyright

Financial Management-FM

COURSE CODE	22BB22C4	MODE- REGULAR	Regular	LTPS3-	2-2-0- 0	PRE- REQUISITE	IFA
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand and gain a knowledge on availability of various sources of finance and markets for raising of funds.	2	PO 1, PO4, PSO 2
CO2	Analyze the long term and short term investment decisions	3	PO 4, PO11, PSO 1
CO3	Analyze the financing decisions by using different techniques of valuation.	3	PO4, PO11& PSO 2
CO4	Analyze the dividend Decisions in relation to wealth maximization.	4	PO4, PSO 2

Syllabus

Module 1	Introduction to Financial Management: Financial Management, Definitions, Investment Decision, Finance Decision, Dividend Decision, Objective of Financial Management, Shareholders Wealth Maximisation. Types of Business, Proprietary company, Partnership Company, Company, Features, Merits and Demerits, Private Limited Company Vs. Public Limited Company, Classification of companies, Franchisee, Cooperative Society
Module 2	Capital Budgeting and Cost of Capital Meaning, Features, Techniques of Capital Budgeting, Traditional methods- Payback Period, ARR and Modern Methods- NPV, IRR & Profitability Index, Case studies on Capital Budgeting. Sources of Finance: Short term sources_ Cash credit limit, Overdraft, Bill Discounting, Short term loans, Long term sources: Equity, Preference, Bond/ Debenture, Term loans, Venture capital financing. Calculation of Weighted Average Cost of Capital and Specific Cost of Capital
Module 3	Working Capital Management Gross working capital, Net working Capital, operating cycle, Determinants of Working Capital, Computation of working capital Requirement, Case studies Cash Management, Receivables and Inventory Mgt
Module 4	Capital Structure and Dividend Operating Leverage, Financial Leverage, Combined Leverage, EBIT – EPS Analysis, Capital structure Theories, NI, NOI, Traditional Theory, MM Hypothesis. Dividends, Meaning, Types of Dividend, Dividend Policies in Practice, Walter, Gordon and MM Hypothesis, EBIT EPS case study.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Financial Management	Jonathan Berk, Peter Demarzo,	6TH	2015
2	Financial Management, texts & cases	Prasanna Chandra,	5TH	2020
3	Financial Management & Policy	Vanhorne,	13th	2022
4	Financial Management	Jonathan Berk, Peter Demarzo,	6TH	2021
5	Financial Management, texts & cases	Prasanna Chandra,	5TH	2022

iii. Business Model Generation (BMG)

Course code	22BB22C5	Mode	Regular	LTPS	2-0-0-0	Pre Requisites	Business Environment
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand and be able to explain the purpose, role and importance of business models including the key elements of a business model and the interactions and interdependencies among the elements.	2	PO 1
CO2	Apply existing business models utilizing the course frameworks, tools, and techniques, evaluate their strengths and limitations, and make recommendations for improvement.	4	PO 3
CO3	Apply, design, and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments.	4	PO 3
CO4	Apply the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models	4	PO 3

Syllabus

Module 1	Introduction, Importance, Advantages, types of business models, Business Model Design Process (Idea Generation, Feasibility Study, prototyping, Decision making), Drivers for Business Model Change (Market Factors, technological Factors, Government related Factors), Nine Building Blocks
Module 2	Apple Business Model, Amazon Business Model, Google Business Model, Zomato Business Model, Wow Momos Business Model, Case Study: Royal Enfield
Module 3	Uber Business Model, Facebook Business Model, Netflix Business Model, Spotify Business Model, Byju's Business Model, Case Study: Nykaa
Module 4	Microsoft Business Model, ITC Business Model, Whatsapp Business Model, Nike Business Model, OYO Business Model, Case Study: lenskart

Reference Books:

SI No	Title	Author(s)	Publisher	Year
1	Business Model Generation A Handbook efor Visionaries, Gam hangers, and Challengers	Alexander Osterwalder and Yves Pigneur	John Wiley & Sons, Inc	2005
2	The Invincible Company	Alex Osterwalde r, Yves Pigneur, Fred Etienne, Alan Smith, Wiley	John Wiley & Sons, Inc	2010
3	Business Model Management: Design –Instruments – Success Factors	Bernd W. Wirtz	Gabler publication, 2011	2011

Logistics Management (LSCM)

COURSE CODE	22BB21C5	MODE	REGUALR	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Analyze Importance of logistics, Logistics-A systems concept	2	PO1
CO2	Analyze the Supply Chain management	2	PO1,PO2
CO3	Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.	2	PO1,PO2
CO4	Understand how comparative advantage provides the basis for gainsthrough trade	3	PO1,PO8

syllabus

Module 1	INTRODUCTION TO LOGISTICS MANAGEMENT Definition of Logistics Management, Functions and Objectives, Importance of logistics, Logistics-A systems concept, Logistics and customer service: Elements of customer service, Phases in customer service, Customer retention-Extension to customer service. Introduction to Logistics Specialists and industry stakeholders:NVOCCs Freight Forwarders, Custom House Agents, Export Packers, 3PL & 4PL Companies, Trends, Issues and challenges in Logistics management. Logistics outsourcing
Module 2	LOGISTICS AS A PART OF SUPPLY CHAIN MANAGEMENT Introduction to Supply Chain management, Evolution and Concept, Logistics Versus Supply Chain Management, Drivers of Supply Chain – Logistical Drivers and Cross Functional Drivers, Role of Logistics in SCM, Concept of Value Chain; Role of inventory in logistics: Importance, Types of inventory,
Module 3	INTRODUCTION TO MODES OF TRANSPORTATION; INBOUND LOGISTICS and OUTBOUND LOGISTICS Transportation Mode and Mix Documentation and Processes, Rail, road, waterway, airways and pipelines, Transport mode Selection, Performance Characteristics,Policy Reforms and Govt. Initiatives, Multi Modal Transportation, Role of MTO Concept and definition of Inbound logistics; Decision making for inbound and outbound, improving inboundlogistics performance –
Module 4	INTRODUCTION TO WAREHOUSING ACTIVITY Ware house concept and Operations, Types of warehouses, Warehouse decisions, Benefits of warehousing, Site selection and methods of location, Design, Product mix analysis, Expansion, Role of CWC/FCI. Introduction To Material Handling Techniques: Introduction to material Handling and Types of MHEs, Criteria for selecting MHE, Inventory management and Classification techniques

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Supply Chain Logistics Management	Bowersox, D. J., Closs, D. J., & Cooper, M. B.	McGraw-Hill Education	Eleventh edition
2	Logistics Management	Sople, V. V.	New Delhi: Pearson Education.	Eighth edition

iv. <Design Thinking and Innovation> <(DTI)>

COURSE CODE	22UC1203	MODE		LTPS	0-0-4-0	PRE-REQUISITE	Nil
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Course Outcomes

CO#	CO Description	BTL	PO/PSO Mapping
CO1	Understand the importance of Design thinking mindset for identifying contextualized problems	2	PO2, PO6
CO2	Analyze the problem statement by empathizing with user	4	PO3, PO7
CO3	Develop ideation and test the prototypes made	3	PO5, PO7
CO4	Explore the fundamentals of entrepreneurship skills for transforming the challenge into an opportunity	2	PO5, PO8

Syllabus

Module 1	<p>Introduction to Design Thinking and Innovation</p> <ul style="list-style-type: none"> • Introduction to design thinking and its principles • Learning, listening, observation, dialogue, and reading in the context of design thinking • Design definitions and stories: desirability, feasibility, viability, mystery, heuristics, algorithm, requirements, patterns, connect, blind spots • Laws of Design Thinking: less is more, last 2% equals 200%, theory of prioritization • Design mind: definitions, 5 forces of growth (SEPIA), 5 frictional forces (DCAFE), 3 capacity levers (VAL)
Module 2	<p>Design Thinking Process</p> <ul style="list-style-type: none"> • Overview of the design thinking process • Design thinking for contextualized problem-solving • Incorporating sustainable development goals into design thinking • Design framework (L0) • Empathy research: understanding user needs and perspectives • Persona development: creating user profiles • Customer journey mapping: visualizing user experiences • Define phase: asking the right questions and problem statement formulation
Module 3	<p>Ideation and Prototyping</p> <ul style="list-style-type: none"> • Ideation techniques: brainstorming and generating creative ideas • Identifying patterns and anti-patterns in ideation • Evaluation of ideas using different criteria (10/100/1000 gm) • Prototyping and testing: translating ideas into tangible prototypes

Module 4	<p>Entrepreneurial Innovation</p> <ul style="list-style-type: none"> • Introduction to innovation management • Basics of business models and their role in innovation • Financial estimation for innovation projects • Pitch decks: creating persuasive presentations for innovation • Considerations for intellectual property rights (IPR) in innovation
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Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Design Thinking in Classroom	David Lee	Ulysses Press	2018
2	The Art of Innovation Lessons in Creativity from IDEO	Tom Kelley	IDEO	2001
3	The Design Thinking <i>Play Book</i>	Michael Lewrick, Patrick Link & Larry Leifer	Wiley Press	2018
4	Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation	Tim Brown	Harper Business	2009
5	Unmukt-Science and Art of Design Thinking	Arun Jain	Arun Jain and School of Design Thinking	2019

DIGITAL MARKETING (DM)

COURSE CODE	21BB31C2	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the key concepts of digital marketing	2	1
CO2	Understand the SEO to a website	3	1, 11
CO3	Analyse Use the key PPC concepts to draw visitors to a business's websites	3	1, 11
CO4	Analyse Campaign Management to manage the marketing concepts	4	1

Syllabus

Module 1	Key Concepts of Digital Marketing: Fundamental, Need, Scope of Digital marketing, Traditional v. Digital Marketing, the Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Digital marketing framework delivering enhanced customer value, market opportunity analysis and digital services development, ASCOR digital marketing framework, Application of digital marketing, critical success factor for digital marketing.
Module 2	Digital marketing communication and channel mix: Designing the communications mix, Marketing communications, steps to creating marketing communication strategy, developing communications messaging, communication mix across digital channels. Introduction to digital marketing channels- Search marketing, Display marketing, social media marketing, Partner, direct, content and platform based marketing channels
Module 3	Components of digital marketing- Website marketing, Search engine marketing, online marketing, email marketing, blog marketing, social media marketing, Audio video and interactive marketing, mobile marketing, public relations, multimedia marketing.
Module 4	Digital Business Present and future- Digital marketing – The Indian view, India digital spend overview , India digital advertising spend, key digital advertising trends in India, India Digital marketing/tools landscape, Digital marketing emerging trends and concepts, Big data and IoT, B2B and SMB, SoLoMo. Career in Digital Marketing- Emerging opportunities for digital marketing professionals, The changing role of CMO in Organisations, Building a career in Digital marketing, Top Digital marketing areas as career tracks, Approaching a career in digital marketing.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Digital Marketing: Strategy, Implementation, and Practice	Dave Chaffey and Fiona Ellis-Chadwick	Pearson Education Limited	2019
2	The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns	Ian Dodson	Wiley	2016
3	Digital Marketing: A Practical Approach	Alan Charlesworth	Routledge	2019
4	Digital Marketing: Integrating Strategy and Tactics with Values	Ira Kaufman and Chris Horton	Routledge	2019

MANAGEMENT INFORMATION SYSTEMS > <(MIS)>

COURSE CODE	22BB12C2	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	ITBM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the information needs of an organization and a businessfunction.	2	PO2
CO2	Identify the effectiveness of the decision-making process and apply thesame using various tools.	3	PO1
CO3	Apply DSS techniques for effective decisions.	3	PO1
CO4	Analyse various parameters for MIS application, for data analysis uses.	4	PO1

Syllabus

Module 1	Management Information System in a Digital Firm: MIS Concepts, MIS Definition, Role of MIS, Impact of the Management Information System, MIS and the user, MIS: A support to the management, Management Effectiveness and MIS, MIS for a Digital Firm; Information Securitychallenges in E-enterprises: Introduction, Security Threats and vulnerability, Managing Security Threat in E-Business.
Module 2	Information Technology: Impact on Society- Introduction, Impact of IT on privacy, Ethics, Technical Solutions for privacy protection, Intellectual property, Copyright and Patents, Impactof Information Technology on the workplace, Information system quality and Impact on qualityof life
Module 3	Decision making: Decision-making concepts, Decision-making process, Decision Analysis by Analytical Modelling, Behavioural concepts in Decision making, organizational Decisionmaking, MIS and Decision making. Information, Knowledge, Business Intelligence: Information concepts, Information- A quality product, classification of the Information, Methodsof data and information collection, Value of the information, General Model of a human as an Information processor, Summary of Information concepts and their Implications (Simons' Model) knowledge and knowledge Management Systems, Business Intelligence, MIS,and the Information and Knowledge. Development process of MIS: Development of Long-Rangeplans of the MIS, Ascertaining the class of Information, Determining the Information Recruitment, Development and Implementation of the MIS, Management of Information qualityin the MIS, Organization for Development of MIS, MIS: Development process Model.
Module 4	Decision support systems and knowledge Management: Decision support system concepts and philosophy, Group Decision Support System (GDSS), DSS Applications in E-enterprise, Knowledge Management Systems, Knowledge Based Expert System (KBES), MIS and the benefits of DSS.

v. Dynamics of Capital Markets (DCM)

COURSE CODE	22BB22C7	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the concepts of Securities & Securities Market	2	PO1
CO2	Apply the concepts of Listing of Securities on Stock Exchanges, General guidelines as per SC(R) 1956	2	PO1
CO3	Analyse the Constituents of Sensex & sectors. NSE, Index	3	PO5
CO4	Analyse the functioning of Foreign Stock Exchanges	3	PO3, PO5

Syllabus

Module 1	Securities & Securities Market - Introduction to Securities & Securities Market, Framework of the Indian Financial System, Regulatory Framework for Securities Market, SEBI – Roles & Functions. Investment Avenues, Precautions while investing in securities markets, Risk & Return, Pre-requisites to enter securities market. Investors – Retail, Institutional, Foreign, Angel, QIIs
Module 2	Investment Procedures - Investments through Primary Markets - IPO, FPO, Rights Issue, Bonus Issue, QIPs. Secondary Markets - Trading Days, Settlement days, Contract Note, Margin Money. Market Infrastructure Institutions - Stock Exchanges, Clearing Corporations, Depositories, Market Intermediaries, Stock Markets - Characteristics, Functions. Difference between Primary Vs Secondary Markets, Rights and Obligations of Investors, SEBI Complaint redressal mechanism
Module 3	Indian Stock Exchanges – Bombay Stock Exchange, Index, Constituents of Sensex & Sectors, Calculation of Sensex. National Stock Exchange, Index, Constituents of NIFTY & Sectors. Minimum requirements for listing companies in various stock exchanges. Screen Based Trading System (SBTS), Market Phases, Order Management, Trade Management. Segmentations of stocks
Module 4	Foreign Stock Exchanges – NASDAQ, NYSE, London Stock Exchange. Procedure for listing the securities in foreign stock markets. Financial Instruments for raising foreign capital – ADR, GDR, Euro Issue, FCCBs. Impact of stock exchanges on the economies of various other countries

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Indian Financial System and Markets	Siddhartha Sankar Saha	Tata McGraw Hill	
2	Investment Management & Security Analysis	Dhanesh Kumar Khatri	Trinity Press, Second Edition	
3	Indian Financial System	M Vohra	Anmol Publications Pvt Ltd	
4	Investment and Securities Market in India	VAAvadhani	Himalaya Publishing House	

- vi.
- vii.
- viii. **Experiential ENTREPRENEURSHIP (EE)**

COURSE CODE	22BB32C0	MODE	Regular	LTPS	0-0-2-4	PRE-REQUISITE	
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Explain the basic terms and identify the elements of success of entrepreneurial ventures	2	PO1
CO2	Apply the knowledge of environmental analysis to analyse the business environment in order to identify business opportunities	3	PO1, PO2
CO3	Apply the knowledge in analysing the various institutional supports and approaching the suitable one for starting the business	3	PO1, PO2
CO4	Understand the role of Entrepreneurial training institutions in developing successful entrepreneurs.	2	PO1

Syllabus

Module 1	Introduction to Entrepreneurship: Definition and concept of Entrepreneur, Evolution of Entrepreneurship, Entrepreneurial traits, characteristics and skills, Types of Entrepreneurs, Entrepreneurial Culture, Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur; Role of Entrepreneurship in Economic Development; Ethics and Social Responsibility of Entrepreneurs; Opportunities for Entrepreneurs in India and abroad.
Module 2	Creating and starting the venture: Environmental Analysis - Search and Scanning, Assessment of Opportunities; Business Idea, Sources of new Ideas, Techniques of generating ideas, Project identification, product planning and development process. The Business Plan: Nature and scope of business plan, Writing Business Plan, Evaluating Business plans, Using and implementing Business plans. Marketing plan, financial plan and the organizational plan; launching formalities. Institutional support to Entrepreneurs
Module 3	Sources of Capital, Government policies and schemes for entrepreneurial development; Role of MSME, NIMSME, Directorate of Industries, District Industries centers (DICs), Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs), Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI). Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, and Venture Capital.
Module 4	Entrepreneurial Development: Entrepreneurial Development Programme - Need, Objectives, importance, Entrepreneurial training, Entrepreneurship training institutions; MDI The national institute for Entrepreneurship and Small Business Development (NIESBUD), EDI of India, Science and Technology Entrepreneurship Parks (STEP), National Alliance of Young Entrepreneurs (NAYE), Specialized training institutes – NISIET, CITD, NSIC. Recent trends in Entrepreneurship (Women entrepreneurship, Social entrepreneurship, Edupreneurship, Technopreneurship, Agripreneurship, Family Entrepreneurship, Rural Entrepreneurship, Tourism Entrepreneurship).

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	The Dynamics of Entrepreneurial Development and Management	Vasant Desai	Himalaya Publishing House	2014
2	Entrepreneurial Development	S.S. Khanka	S Chand and Company Limited	2020
3	Entrepreneurship – Creating and leading an entrepreneurial organization	Arya Kumar	Pearson	2012
4	Entrepreneurship	Baringer and Ireland	Pearson	2018

RESEARCH PAPER -RP

COURSE CODE	22BB31C7	MODE	Regular	LTPS	0-0-4-4	PRE-REQUISITE	BRM, BS, BM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	The student should understand the structure of a Research Paper and able to choose a topic for the purpose of writing research Paper by applying knowledge acquired	3	PO1,PO3
CO2	The student should apply the concepts, tools and methods learned in research methodology and various functional specializations	3	PO4,PO3
CO3	The student should analyze the data collected and finalize the results and can discuss the results	4	PO5
CO4	The student can create his own Research Paper with original idea	6	PO6

Syllabus

Module 1	Research Paper-Meaning-Definition-Characteristics-Types of Research Papers-Significance of Research Paper-Research Paper Structure-Selection of Topic Finalizing Introduction of the study-Doing Review of literature
Module 2	Finalizing it with minimum 10 reviews-Finalizing the objectives of the Research Paper Finalizing Methodology- Preparing and Finalizing Tools for Data Collection/Identifying sources of secondary Data Data collection
Module 3	Data Analysis using appropriate tools/software- Finalizing Results and Discussion Finalizing Conclusion-Finalizing References
Module 4	Finalizing Abstract and Key words- Keeping the Paper in format with author names and affiliations- Preparation of Final Paper-Plagiarism Checkup-Rewriting if necessary-Sending for Publication

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Research Methodology	C.R KOTHARI	PEARSON EDUCATION	2011
2	Research Methodology - Methods & Techniques	VishwaPrakashan	PEARSON EDUCATION	2009
3	Statistics for Management	Levin, Richard and Rubin, David	PEARSON EDUCATION	2011

BUSINESS ANALYTICS (BA)

COURSE CODE	22BB31C0	MODE	REGULAR	LTPS	2-0-0-4	PRE-REQUISITE	BS
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Course Outcomes

CO#	CO Description	BTL	PO/PSO Mapping
CO1	Understand quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques.	2	3
CO2	Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions.	2	3
CO3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.	4	2
CO4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.	2	3

Syllabus

Module 1	Understanding Business Analytics, Types of Business Analytics – Descriptive, Diagnostic, Predictive, Prescriptive and Cognitive Analytics, Overview of R and R Studio – Data Structures, Functions, Statements and Looping in R. Choose your Test for Data Analysis.
Module 2	Descriptive Analytics: Introduction, Measures of Central Tendency, Measures of Dispersion, Measures of Skewness and Measures of Kurtosis Diagnostic Analytics: Parametric Vs Non-Parametric Tests, Nominal Tests – Chi-square test and its applications-Goodness-of-fit, Association, Homogeneity, Population variance.
Module 3	Ordinal Tests – Spearman Rank Correlation, Scale Tests – one Sample, Two Sample, Paired Sample, ANOVA – One way and Two Way with Post-hoc tests, Karl Pearson’s Coefficient of Correlation.
Module 4	Data Visualization: Types of Presentation of Data – Graphical Presentation – Scatter plot, Histogram; Diagrammatic Presentation – One Dimensional – Bar Charts – Simple, Sub-divided and Multiple, Two Dimensional – Pie charts 2D and 3D, Other Charts – Box plots, Line plots Using R Graphics and R Commander.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Business Analytics	James.R.Evans	Pearson ed.	
2	Business Intelligence: A Managerial Approach	. E. Turban, R. Sharda, J. Aronson, and D. King	Pearson Prentice Hall,	

INCOME TAX & GST (ITGST)

COURSE CODE	22BB32C1	MODE	Regular	LTPS	2-2-0-0	PRE-REQUISITE	
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding the basics of direct and indirect taxations.	2	PO2
CO2	Analyse the procedure of computing the total income and the taxliability for individuals & firms.	3	PO1
CO3	Analyse the need and significance of GST.	3	PO6
CO4	Evaluate the procedure of registration under GST and various typesof payments and returns.	4	PO12

Syllabus

Module 1	Basics of Taxation - Basics for Taxation - Direct Taxes and Indirect Taxes – Features of Indirect taxes, Difference, Advantages and Disadvantages. Sources and Authority of Taxes. Basic Conceptsof Income Tax - Meaning, Features and Contribution to Public Revenue. Acts regulating the Directand Indirect Taxes. Types and sources of Income.
Module 2	Income Tax - Determination and Tax Incidents of residential status, Exempted Income. Income from Salaries, Income from House Properties, Income from Capital Gains & Other Sources. Profitsand Gains of Business or Profession. Computation of Total Income and Tax Liability. Assessment of Individuals & Firms, Filing of Returns – Online and Offline.
Module 3	Goods and Services Tax – Introduction, Definition and Meaning of GST, Old Tax Structure vs GST in India, Benefits of GST, Conceptual Framework – CGST, IGST, SGST, UTGST, GST Council, Rates of GST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST.
Module 4	Registration – Rules & Procedure of Registration, Deemed Registration, Amendment, Cancellation, Revocation of Cancellation of Registration. Concept of Supply – Place, time, Value of Supply. Taxable events under GST. Payment of GST – Introduction, Time of Payment, ChallanGeneration, CPIN, TDS & TCS. Different types of GST Returns.
Module 5	Payments – Payments of Interest & Penalty. Refunds - Assessment and Audit – Demands, Recovery offences and Penalties – Appeals and Revision. Inspection, Seizure & Arrest under GST.Computation of GST under Inter state supplies and Intra state supplies. Case studies on GST

ix. Strategic Management <(SM)

COURSE CODE	22BB32C4	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	POM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the basic model and process of management and will Analyze and evaluate corporate mission statements	3	3,5,7
CO2	Understand types of strategies and will be able to analyse corporate, business and functional level strategies	3	2,6,8
CO3	Understand and identify the issues in strategy implementation, Analyze resource allocation	3	2,5,8
CO4	Understand the nature, characteristics, and importance of strategic evaluation and control and Recognize the limitations of strategic control	3	3,6,7

Syllabus

Module 1	Basic concepts of Strategic Management: Definition and Nature; Basic model and process of management; Benefits and limitations of Strategic Management; Business Vision, Mission and Objectives; Contents and characteristics of Corporate mission statements. Levels of strategic planning, Environment and Resource Analysis: Environmental Analysis, Industry and Competitive Analysis, Porter's Five forces Model, Internal Analysis, SWOT Analysis, Value Chain Analysis.
Module 2	Strategy Formulation and Strategic Choice: Developing Alternative strategies, Types of strategies, Corporate Strategy, Business strategy, Functional strategy, and Global strategy – Growth, Stability, Expansion, Retrenchment, Mergers, Acquisitions, Joint ventures, Ansoff's Product-Market Matrix; Portfolio analysis and its limitations: BCG matrix and GE nine-cell matrix; Competitive advantage; Core competencies; Michael Porter's Generic Business strategies
Module 3	Strategic implementation: Issues in implementation; Mc Kinsey's 7 – S Model, Formulation of short-term objectives; Resource allocation- Approaches, techniques, Criteria for allocation, Factors affecting and difficulties in Resource allocation; Organizational structure- Importance, Principles and types of organizational structure; Strategy supportive culture; Managing strategic change- nature, types of change, Triggers, Resistance to change; Strategic Leadership- role, leadership styles, approaches
Module 4	Strategic evaluation and control: Nature, characteristics and importance of strategic evaluation and control; Criteria for strategic control, Limitations; Guidelines for proper evaluation and control; Types of control; Corporate social responsibility – Need, Benefits and Areas of CSR; Social audit- Need, Approaches, Objectives and Types of social audit.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Strategic Management	Charles Hill & Gareth Jones/ Biztantra,	Eleventh edition	Wiley India, 2009

SERVICES MARKETING. (SM)

COURSE CODE	22BB31M0	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand consumer needs and behaviour related to services	3	PO1
CO2	Applying the 4Ps of marketing in developing effective marketing mix strategy for services	3	PO1,PO2
CO3	Applying the service process, crafting the service environment and manage people for service advantage	3	PO1,PO2
CO4	Analysing customer relationships through building loyalty and improving service quality and productivity	4	PO2,PO4

Syllabus

Module 1	Introduction to Services Marketing — What are Services, why study Service Marketing, Principal Industries of Services Sector; Characteristics of Services; Four broad categories of Services- A Process Perspective, 7 Ps of Services Marketing; Marketing challenges of Services; Understanding Service Consumers - Nature of Service Consumption, Three-Stage Model of Service Consumption - Prepurchase Stage.
Module 2	Managing Service Encounters-Moments of Truth, High Contact to Low Contact, Servuction System, Theatre as Metaphor, Role and Script, Perceived Control Theories; Post-Encounter Stage - Customer Satisfaction, Segmenting Service Markets; Principles of Positioning Services; Developing Service Products and Brands - Creating Service Products, The Flower of Service; New Service Development; Distributing Services - Distribution in a Services Context.
Module 3	Service Pricing - Pricing Strategy; Service Marketing Communications - Integrated Service Marketing Communications, The Services Marketing Communications mix; Designing Service Processes, Developing a Service Blueprint, Service Process Redesign; Customer Participation in Service Processes; Balancing Demand and Capacity - Managing Capacity - Managing Demand -through Waiting Lines and Queuing Systems, Reservations Systems; Service Environments –The Servicescape Model-An Integrative Frame work, Dimensions of the Service Environment; Developing Customer Relationships - Managing Relationships and Building Loyalty, The Wheel of Loyalty; CRM Customer Relationship Management
Module 4	Managing People for Service Advantage, Service Culture, Climate and Leadership; Complaint Handling and Service Recovery, Customer Complaining Behavior, Customer Responses to Effective Service Recovery, Service Guarantees; Service Quality – SERVQUAL, Identifying and Correcting Service Quality Problems, Measuring Service Quality, The Gaps Model of Service Quality, Defining and Measuring Productivity in a Service Context, Improving Service Productivity; Creating a World-Class Service Organization

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Services Marketing; People, Technology, Strategy.	Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee	Pearson 8 Edition	2018
2	Services Marketing; Integrating Customer Focus Across the Firm -	Valarie A. Zeithaml, Dwayne D. Gremler, Mary Jo Bitner	McGraw-Hill Education, 7th Edition	2016

3	Services Marketing (Text & Cases in Indian Context)	Dr. K. Karunakaran	Himalaya Publishing House, 1st Edition	2014
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Advertising & Sales Promotion (ASP)

COURSE CODE	22BB31M1	MODE	Regular	LTPS	3-0-0	PRE-REQUISITE	-MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.	2	PO 1
CO2	Develop the design and execution of advertising campaigns	4	PO2
CO3	Analyse the basic components of sales promotion and apply the sales promotion campaign related decisions	2	PO1
CO4	Analyze the emerging trends in sales promotion techniques	4	PO2

Syllabus

Module 1	Introduction to Advertisement – Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertising Approaches- DAGMAR, AIDA- Ad. Agencies – Selection and remuneration – Advertisement campaigns
Module 2	Advertisement Media - Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling. Advertising Appropriation- Factors influencing Advertising Budget- Methods of Advertising Budgeting Design and Execution of Advertisements
Module 3	Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and clickstream analysis, permission marketing and privacy, ethical concerns- Bait & Switch Advertising- Surrogate Advertising – Measuring impact of advertisements
Module 4	Introduction to Sales promotion - Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion tools & techniques – Trade oriented, consumer oriented and Sales force oriented– Financial Incentives, Product based offers, other consumer promotions. Sales Promotion Campaign - Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion – Sales Promotion Budget - Evaluating Sales promotion– Relationship between Sales promotion and advertising - Integrated promotion – Coordination within the various promotion techniques – Online sales promotions

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Advertising and Sales Promotion	Ken Kaser	Cengage Learning	2012
2	Advertising and Sales Promotion	S.H.H. Kazmi, Satish K Batra	Excel Books	2009
3	Advertising and Promotion	E.Betch and Michael	McGraw Hill	2003
4	Sales promotion	TonyYeshin	Cengage Learning	2006

x. CUSTOMER RELATIONSHIP MANAGEMENT-CRM

COURSE CODE	22BB31M2	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	understand the concept of CRM	2	PO1,PO3
CO2	Apply the process and various factors of CRM	2	PO3,PO1
CO3	Apply the consequences of technology with respect of CRM	2	PO1,PO3
CO4	apply the CRM for various industries	3	PO1,PO3

Syllabus

Module 1	Introduction to CRM – Definition, Scope, Types of CRM, Models of CRM. Evolution of customers, Customer value, Types of customer value, value co-creation, Lifetime Customer Value, Value chain analysis and Customer relationship styles
Module 2	Customer Defection, Customer Retention – Strategies for customer retention, Importance, stages, measurement, KPIs of customer retention programs, customer expectations – Managing and delivering, Managing Customer Relationships – Stages, Techniques to manage relations, and Customer experience management, Operational CRM Tools
Module 3	Creating a customer profile, knowing your customers, segmenting and targeting customers, tools used for segmenting and targeting customers, developing and deploying CRM strategy, and CRM program lifecycle, Customer portfolio management.
Module 4	CRM Metrics, Loyalty programs, Types of customer metrics, customer Indices: Composite and values, application of metrics, Customer privacy – Need, Importance and its various elements, emerging trends in CRM, CRM software applications influence customer experience.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Customer Relationship Management	Peelen, E	Pearson Education	2008
2	Managing Customer Relationships	Peppers, D. and Rogers, M	John Wiley and Sons	2011
3	The CRM Handbook	Jill Dyche	Pearson Education	2009

Consumer Behaviour<CB>

COURSE CODE	22BB32M3	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Apply the concepts of consumer behavior and relate the same to changing trends of consumers	3	PO7
CO2	Analyze the changing consumer perceptions, attitudes, values and lifestyles and overall behavior by applying the knowledge of consumer behavior	4	PO6
CO3	Analyze the influence and application of culture, subculture & cross-cultural influences, group dynamics, social class, and reference groups on consumer behavior	4	PO6
CO4	Analyze and design marketing programs and strategies based on the knowledge of consumer behavior and appraise the decision making process.	4	PO7

Syllabus

Module 1	Introduction to Consumer Behavior: Introduction – Need for understanding Consumer Behavior - Customer Value, Satisfaction and Retention – Nature and Characteristics of Indian Consumer and changing patterns – Technology driven consumer behavior, Segmenting, Targeting and Positioning
Module 2	Consumer as an Individual – Consumer motivation and Personality- Consumer Perception – Learning – Consumer attitude formation and Change. Communication and Consumer Behavior. Persuading consumers, Reference Groups and word of mouth Consumer, Co-Creation – Online Consumer Behavior
Module 3	Consumers in their Social and Cultural settings: Culture influence on consumer behavior Family and its social standing – Family Life Cycle, Parental styles and consumer socialization – Roles of family members –, Family and Social setting in the Indian context, Cross cultural Consumer Behavior – An international perspective.
Module 4	Models of Consumer Behavior – Nicosia Model, Howard and Sheth Model, Engel – Kollat – Blackwell Model, Sheth- Newman- Gross Model. Consumer Decision Making Process, Diffusion of Innovations, Marketing Ethics and Social Responsibility, Consumer Research.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Consumer Behavior; Concepts and Applications	Loudon and Bitta	TMH	2017
2	Consumer Behavior: Insights from Indian Market	Ramanuj Majundar	PHI	2010
3	Consumer Behavior Building Marketing Strategy	David L. Mothersbaugh, Del I. Hawkins, Susa nBardi Kleiser	McGraw Hill	2019

i. Product and Brand Management,(Course Short Name): PBM

COURSE CODE	22BB32M4	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand Product management concepts	2	PO1
CO2	Apply the Product Management Process; knowledge	3	PO2
CO3	Apply the Brand Management: Brand Management Process	3	PO3
CO4	Analyse the Brand Management Portfolio & Multi Brand Portfolio	4	PO4

Syllabus

Module 1	INTRODUCTION TO PRODUCT MANAGEMENT- Meaning of Product, Concept of Product Management, Role of Product Manager, Product Management Approaches, Product Management Decisions, Classification of Products, Layers of Product, Essential features of Products & Services, Product Plans, Product Mix Decisions, Product Positioning, Product Line Strategies, Concept of Product Life Cycle, Marketing Strategies and Product Life Cycle.
Module 2	MANAGEMENT OF NEW PRODUCT DEVELOPMENT- Meaning of New Product, Reasons for Launching New Products, New Product Development Process, Role of New Product development process in organizations, Product Prototype testing, Factors determining Scope of Product lines, Reasons for Product Addition, Need for Market Research for Product addition, Consumer Diffusion Process, Consumer Adoption Process, Failure of New Products.
Module 3	INTRODUCTION TO BRAND MANAGEMENT-Meaning & Significance of Branding, Brand Management Process, Different Types of Brands: Corporate Branding, Service Branding, Destination Branding, Family Brand, Personal Branding, Co-Branding, Co-Branding Strategies, Branding Decisions, Brand elements: Brand Identity, Brand Positioning, Brand Personality, Brand Image, Building Brand Loyalty, Brand Communication, Experiential Branding, Brand Architecture.
Module 4	BRAND PORTFOLIO MANAGEMENT-Significance of Brand Portfolio Management, Brand Portfolio Strategy, Characteristics of ideal Brand Portfolio, Brand Extensions, Concept of Brand Equity, Nature of Brand Equity, Methods of Brand Equity Valuation, Brand Audit Vs Brand Tracking, Brand Revitalization, Retail Branding, Employment Branding, Digital Branding, Challenges of Global Branding.

Reference Books:

I No	Title	Author(s)	Publisher	Year
1	Product & Brand Management	Tapan. K. Panda	Oxford Publications	2016
2	Product & Brand Management	Michel Baker	Pearson Publications	2011
3	Product and Brand Management	U.C. Mathur	Excel Books	2008
4	Product and Brand Management	Arijit Goswami, Dr. Bhavna Prajapati	Walnut Publication	2022

ii. Rural Marketing (RM)

COURSE CODE	22BB32M5	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Explain the key terms, definitions, and concepts used in the study of Rural Marketing and understand the buying decision process	2	PO1
CO2	Apply the knowledge of rural consumer behaviour and concepts to selection of market regarding product strategy	3	PO1,PO2
CO3	Apply the knowledge of rural product classification and innovative pricing methods for rural markets	3	PO1,PO2
CO4	Analyse the new approaches to reach out rural markets and technology in rural marketing.	2	PO1,PO8

Syllabus

Module 1	Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.
Module 2	Rural Consumer Behaviour and Market Segmentation –Rural Consumer Behaviour, Characteristics of Rural Consumer behaviour, Stages in rural Consumer Behaviour, Factors that influence consumer behaviour- Rural Market Segmentation: Important Characteristics, Bases of Rural Market Segmentation- Use of multiple attributes in market segmentation – Targeting – Positioning.
Module 3	Rural Product and Pricing strategy –The Product Concept , Rural Product Classification, Product Decisions and Strategies, Individual Product Decisions, Product Line and Mix Decisions, Product Life Cycle Strategies in Rural Markets, Product Branding in Rural Markets, pricing policies - innovative pricing methods for rural markets .
Module 4	Rural Distribution Systems & Technology in Rural Marketing – Concept and Nature of Distribution, Distribution Patterns for Consumer and Industrial Goods, Rural Communication and Distribution systems, Role of Agricultural Produce Marketing Committees, Role of Social Marketing in Marketing of Rural Goods, Information Technology and Communication in Rural Marketing, Tools for ICT: eNAM and AGMARKNET Recent Market scenario in India, Case studies

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Rural marketing Indian Perspective-	Awadhesh kumar singh, Satyaprakash Pandey	New age International Publishers	2005
2	Rural marketing –Concepts & Practices-	Balram Dogra, Karminder Ghuman,	Tata McGraw Hill publication	
3	Rural Marketing	R.V.Badi, N.V.Badi,	Himalaya Publishing house	2008

CONSUMER BEHAVIOUR

COURSE CODE	22BB32M4	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the concepts of consumer behavior and relate the same to changing trends of consumers	3	PO7
CO2	Analyze the changing consumer perceptions, attitudes, values and lifestyles and overall behavior by applying the knowledge of consumer behavior	4	PO6
CO3	Analyze the influence and application of culture, subculture & crosscultural influences, group dynamics, social class, and reference groups on consumer behavior	4	PO6
CO4	Analyze and design marketing programs and strategies based on the knowledge of consumer behavior and appraise the decision making process.	4	PO7

Syllabus

Module 1	Introduction to Consumer Behavior: Introduction – Need for understanding Consumer Behavior - Customer Value, Satisfaction and Retention – Nature and Characteristics of Indian Consumer and changing patterns – Technology driven consumer behavior, Segmenting, Targeting and Positioning
Module 2	Consumer as an Individual – Consumer motivation and Personality- Consumer Perception – Learning – Consumer attitude formation and Change. Communication and Consumer Behavior. Persuading consumers, Reference Groups and word of mouth Consumer, Co-Creation – Online Consumer Behavior
Module 3	Consumers in their Social and Cultural settings: Culture influence on consumer behavior Family and its social standing – Family Life Cycle, Parental styles and consumer socialization – Roles of family members –, Family and Social setting in the Indian context, Cross cultural Consumer Behavior – An international perspective.
Module 4	Models of Consumer Behavior – Nicosia Model, Howard and Sheth Model, Engel – Kollat – Blackwell Model, Sheth- Newman- Gross Model. Consumer Decision Making Process, Diffusion of Innovations, Marketing Ethics and Social Responsibility, Consumer Research.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Consumer Behavior; Concepts and Applications	Loudon and Bitta	TMH	2017
2	Consumer Behavior: Insights from Indian Market	Ramanuj Majundar	PHI	2010
3	Consumer Behavior Building Marketing Strategy	David L. Mothersbaugh, Del I. Hawkins, Susana Bardi Kleiser	McGraw Hill	2019

iii. Banking and Insurance Management (BIM)

COURSE CODE	22BB31F0	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand nature of IFS and Banking Sector	2	PO2
CO2	Analyze banking operations	3	PO1
CO3	Analyze Regulation and Innovations in Banking System	3	PO6
CO4	Analyze the concept of Insurance operation	3	PO1

Syllabus

Module 1	Introduction to Banks - Meaning of a Bank, Features and Functions of Banks, Evolution of the Indian Banking system, Various types of Banks – Commercial, RRBs, Developmental Banks, Cooperative Banks, Payments & Small Finance Banks. Types of Customers. Reserve Bank of India (RBI) & its instruments in its policy, Role of Commercial Banks in the Economic Development of the country.
Module 2	Deposits and Advances - Various Deposit services offered to the customers, Forms of Advances and Types of Credit, Letter of Credit, Deferred Payments, Guarantees. Modes and Creating Charges - Lien, Pledge, Mortgage, Assignment, Hypothecation. Foreign Exchange Transactions, SWIFT. Debit Cards, Credit Cards, GCC, KCC.
Module 3	Electronic Services and Products – Core Banking, Universal Banking, Virtual Banking, Retail Banking. E-Banking Services - Mobile Banking, Internet Banking, ATMs, Electronic Mobile Wallet, Truncated Cheque and Electronic Cheque. Interbank Mobile Payment Service (IMPS), NEFT, RTGS. Advantages, Constraints, Frauds in E-Banking services. Emerging Trends in Banking Sector.
Module 4	Insurance – Definition of Insurance, Types of Insurance, Life Insurance products – Traditional and Unit Linked Policies, Individual and Group Policies. Types of Life Insurance Policies – Term Insurance, Whole Life Insurance, Endowment Insurance, Health insurance and Settlement of the Claims. General Insurance Business – Fire Insurance, Marine Insurance, Motor Insurance, Personal Accident Insurance, Liability Insurance, Property Insurance, Miscellaneous Insurance, and settlement of these Claims.

Reference Books:

Sno	Title	Author(s)	Publisher	Year
1	Banking and Insurance	R.K.Sharma, Shashi and Jagwant	Kalyani Publishers	16 th Edition
2	Banking and Financial System	B Santhanam	Margham Publications	5 th Edition
3	Bank Management & Financial Services	Peter.S.Rose & Sylvia. C. Hudgins	Tata McGraw Hill	10 th Edition
4	Banks & Institutional Management	Vasant Desai	Himalaya Publishing House	10 th Edition

Investment Management - IM

COURSE CODE	22BB31F1	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Illustrate different avenues of investment.	2	PO1,PO6
CO2	Analyse the knowledge of security analysis.	2	PO1,PO6
CO3	Analyse the concept of portfolio management for the better investment.	3	PO1,PO6
CO4	Analyse Invest in less risk and more return securities.	4	PO1,PO6

Syllabus

Module 1	Financial and economic meaning of investment, characteristics and objectives of investment. Types of investment. Investment alternatives, Risk and return concepts. Financial market. Regulatory environment, Primary market, Methods of floating new issues. Book Building – Role of primary market. Regulation of primary market, stock exchanges in India (BSE, NSE) And regulations of stock exchanges. Trading system in stock exchanges - sebi
Module 2	Fundamental Analysis- economic analysis, Industry analysis, company analysis, Technical analysis, efficient market theory- Random walk theory, efficient market Hypothesis-. Challenges to efficient market hypothesis. Forms of market efficiency. share valuation – constant growth model, Multiple growth model- Multiplier approach to share valuation. Bond valuation- Bond risks- Bond returns- yield to maturity- Bond risks. Portfolio Analysis- expected return of a portfolio- Reduction of portfolio risk through diversification- Portfolio with more than two securities. Portfolio selection, selection of optimal portfolio- single index model
Module 3	Capital Asset pricing model- Assumptions of CAPM. Capital market line- security market line. Pricing of securities with CAPM. Arbitrage pricing theory -Return generating model. Fama French three factor model – conclusions on Fama French model. Portfolio revision, portfolio revision strategies- formula plans – constant rupee value plan- constant ratio plan- Dollar cost averaging- portfolio evaluation- meaning of portfolio evaluation – Differential return- Decomposition of performance
Module 4	Behavioural aspects of investing – prospect theory and mental accounting – evolution of finance theories- Traditional phase- modern phase- behavioural finance phase- meaning of behavioural finance- theories of behavioural finance. Heuristics and cognitive biases and errors. Emotional biases.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Security Analysis and portfolio management	Fischer Jordan	PHI	2016
2	Security analysis and portfolio management	s. Kevin	PHI	2022
3	Behavioral finance	Prasanna chandra	TMH	2016
4	Security Analysis and portfolio management	Prasanna chandra	TMH	2016

COURSE CODE	22BB31F2	MODE		LTPS	3-0-0-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the role and function of the financial Markets in reference to the macro economy.	2	7
CO2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.	4	6
CO3	Analyse the financial markets which are in India.	4	2
CO4	Analyse the impact that financial markets and changes in regulations on the structure of the financial firms/industry.	4	3

Syllabus

Module 1:	Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Framework of Financial Services – Investment nurturing -Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India . Role of Financial markets in Economic Development
Module 2:	. Mutual Funds: Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India.
Module 3:	Allied Financial Services: Venture Capital – Growth of Venture Capital in India, Leasing – types of Leases – Credit Rating – Meaning & Functions, Insurance Services,– Factoring – Forfeiting -.Discounting.
Module 4:	Recent trends in Financial Services: Block chain technology, Fintech companies, AI Robots , Shadow banking , Hedge funds.Case Studies

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Financial Markets, Institutions and Financial Services	Clifford Gomez	PHI	2017
2	Bank Management & Financial Services	Peter.S.Rose and Sylvia Hudgins	McGraw Hill	2017
3	Financial Services	M Y Khan	McGraw Hill	2019
4	Financial Markets & Institutions	Anthony Saunders & Marcia Millon Cornett	McGraw Hill	2014

iv. Financial Markets (FM)

COURSE CODE	22BB32F3	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the role and function of the financial Markets in reference to the macro economy.	2	PO1
CO2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.	2	PO1,PO2
CO3	Analyse the financial markets which are in India.	2	PO1,PO2
CO4	Analyse the impact that financial markets and changes in regulations on the structure of the financial firms/industry.	3	PO1,PO8

Syllabus

Module 1	Overview of Financial Markets: Introduction to Financial System - Meaning, Structure, Functions. New issue markets: Meaning, functions of new issue market, Methods of floating new issues, general guidelines for new issues, players in the new issue market, Instruments of issue, Anchor investors, and principle steps involved in Private placement and Offer for Sale (OFS), SEBI guidelines for IPO.
Module 2	Secondary market: Introduction, functions / services of stock exchanges, Recognition of stock exchanges – procedure, Organization of stock exchanges in India- BSE, NSE, MeX, Listing of securities – procedure, advantages, drawbacks, obligations and criteria for listing. Stock brokers - functions, registration, code of conduct, kinds of brokers. Methods of trading in a stock exchange, Settlement procedure of trading transactions, Online trading, Mobile trading and ALGO trading. Stock indices- SENSEX, NIFTY and others, Calculation of market indices.
Module 3	Money market: Definition, features and importance, Money market Vs capital market, composition, structure and players of Indian money market, deficiencies of Indian money market. Call money market- advantages and disadvantages, commercial bills market – definition, types, operations, importance and drawbacks, Treasury bill market – meaning and features, operations and participants, merits and demerits, commercial papers – features, advantages, RBI guidelines on issue of commercial papers, implications of commercial papers, certificate of deposit – features.
Module 4	Derivatives market: Meaning, types of derivatives – forwards, futures, options, swaps, warrant and convertibles, credit derivatives, Derivatives market in India. Foreign exchange market – definition, characteristics, structure, functions and players in the foreign exchange market in India, Currency derivatives (currency forwards, futures, options), Global Depository Receipts, American Depository Receipts.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Financial Markets and Services,	E.Gordon, K.	Himalaya	11th edition,
		Natarajan,	Publishing House.	2018

Managing personal finance

COURSE CODE	20BB32F4	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the need for effective financial planning	2	PO1,PO6
CO2	Demonstrate various financial tax saving schemes to save money to get tax benefits	2	PO1,PO6
CO3	Apply the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.	2	PO1,PO6
CO4	Apply savings and investment plans.	2	PO1,PO6

Syllabus

Module 1	Financial planning process: Introduction Importance of Financial Planning- Process of financial planning -The planning environment-Determinants of personal income- Financial statements and plans-Concept of Time value of money – Preparing a personal balance sheet – Preparing the income and expense statement-Using personal financial statements – Ratio Analysis 2) Managing Taxes: Introduction-Importance of tax planning-Basic concepts of income tax – Personal taxation -Income tax benefits on certain long-term investments -Tax Planning-Ethical consideration in tax planning
Module 2	Making decisions regarding houses and automobiles: - Meeting housing needs-The rental option – The home buying process – Financing the housing transaction – Housing finance institutions in India – Housing schemes in India-Automobile purchase planning. Planning for Investments: - Types of investment vehicles-Factors considered in the choice of investments-Developing the investment strategy-Investing in Equities- Investment Process- Investing in Fixed Income Securities Bond Market-Bond Investing Strategies-Types of Bonds-Bond Returns- Risks from Investing in Bonds.
Module 3	Insurance & Mutual Funds: -Insurance planning – Buying a life insurance – Life insurance products in India- Health Insurance-Need-Types and Sources of health care plans. Providers of Health Care-Long term care insurance-Disability income insurance-Health Insurance in India; Mutual funds – Types of mutual fund products – Objectives of investing in Mutual funds
Module 4	Retirement planning- Importance, process of retirement planning, types of pension or annuity plans, retirement plan review, pension reforms in India, estate planning, need for estate planning, process of estate planning, creation of will and administration, management of estate

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Personal financial planning (1993)	Lawrence J. Gitman and Michael D. Joehnk	The Dryden press, orlando	1993
2	Basics of personal financial planning	K.c. Mishra, steward doss	Cengage learning	2016
3	Behavioural finance	Prasanna Chandra	Mc graw hill	2017

v. FINANCIAL DERIVATIVES> FD

COURSE CODE	22BB32F5	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding the basic concepts of financial derivatives and their types of contracts and derivative market in India.	2	PO1
CO2	Acquainting with the fundamental concepts of options and learn about how options could be used to hedge the risks as well as payoffs using various trading strategies involved in options trading.	3	PO2
CO3	Analyse the price the options using binomial and Black-Scholes Merton Model.	3	PO2
CO4	Analyse the different kinds of swaps and illustrate how swaps are utilised in risk management.	3	PO2

Syllabus

Module 1	Financial Derivatives: An Introduction, Meaning and Definition of Derivatives - Evolution of Derivatives, Uses of Derivatives; Derivative Markets - Participants - Classification - Types of Derivatives - Underlying Asset - Forwards Futures, Options and Swaps. Trading Regulation of Derivatives in India.
Module 2	Options Market: Types of Options - American Options, European Options, Call Option, Put Option, and Others. Option Premium - Relationship between strike price of an option and market price of the underlying asset. Option Positions - Pay-offs - Trading Strategies: Covered Calls and Protective Puts - Option Spreads - Horizontal Spread, Vertical, Spreads - Butterfly Spreads; Combination Strategies Warrants and Convertibles.
Module 3	Options Pricing: Determinants of options pricing, the Binomial Model- Volatility in the Binomial Model - One-Period Model Two-Period Model; The Black Scholes Model for Options Pricing
Module 4	Swaps: Terminologies used in Swaps; Types of Swaps - Interest Rate Swaps - Caps and Floors, Equity Swaps, Commodity Swaps, Commodity Swaps and Credit Derivatives.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Options, Futures, and Other Derivatives	John C. Hull	10th	Pearson Education
2	Financial Derivatives: Theory, Concepts and Problems	S. L. Gupta & V. K. Bhalla	2nd	S. Chand & Company Ltd.
3	The Mathematics of Financial Derivatives: A Student Introduction	Paul Wilmott	2nd	Cambridge University Press
4	Derivatives and Risk Management	Rajiv Srivastava and Prachi Kaul	2nd	Oxford University Press
5	An Introduction to Derivatives and Risk Management	Don M. Chance and Robert Brooks	10th	Cengage Learning

Personal Effectiveness and Self Leadership (PESL)

COURSE CODE	22BB31H0	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	HRM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the conceptual framework of personal effectiveness and self-leadership	3	1
CO2	Analyze the thinking process of designing and perceptual process	3	2,4
CO3	Demonstrating one's own self-awareness and to understand others	3	4,8
CO4	Analyse the emerging perspectives on personal effectiveness and leadership	4	9,10

Syllabus

Module 1	Concept of Journey of self-discovery - Understanding self and others through Johari Window, Understanding your Thinking Process - Analysis of Strength and Weakness, Goal Settings to Overcome Weaknesses
Module 2	Stephen R Covey's 7 Habits of Highly Effective People Enriched Communication through Sensory Specific Language, Managing your Internal Dialogue, Powerful Persuasion Strategies, Emotional Intelligence, Effective life and time management,
Module 3	Assertiveness, Problem Solving, Critical Thinking, Creativity & Innovation, Conflict Management, Stress Management, Spiritual Foundations of Personal Effectiveness
Module 4	Principle Centered leadership, Participative leadership, Creative leadership, Personal characteristics for effective leadership, Leader and values

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Personal Effectiveness	Alexander Murdock	Routledge	2004
2	The 7 habits of highly effective people	Stephen R. Covey	Simon & Schuster	2013
3	Leadership: Theory and Practice	Peter G. Northouse	Sage	2018

DYNAMICS OF INDUSTRIAL RELATIONS (DIR)

Course code	21BB31H1	mode	Regular	LTPS	3-0-0-0	Pre requisites	HRM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	understand the dynamics of industrial relations climate and industrial relations system from a national perspective.	4	PO 1, PO7
CO2	Analyze the growth and ideological undercurrents of trade union movement in India. Analytically examine the industrial dispute resolution management practices from voluntary and statutory dimensions.	4	PO 1, PO7
CO3	Analyze the procedures involved in collective and productivity bargaining exercises including the machinery of bipartism, tripartism and social dialogue	4	PO 1, PO7
CO4	Analyze the concept and practices of workers participation in management from a practical perspective, more specifically from Indian Industrial Relations Scenario	4	PO 1, PO7

Syllabus

Module 1	Concept, Scope and Approaches to Industrial Relations- Unitary, Pluralistic, and Radical approach, Industrial Relations Systems (IRS).
Module 2	Trade Unionism: Concept, structure and function, Union Registration and Recognition- Trade Union Movement in India- Industrial Disputes: Causes, types, methods of settlement of disputes in India, Code of Discipline and Grievance Management.
Module 3	Collective Bargaining: Meaning, Concept and functions, Types of Bargaining, Process of Bargaining, Emerging Trends in Collective Bargaining, Levels of bargaining and agreements, negotiation , techniques and skills, Bipartism and Tripartism.
Module 4	Workers Participation in Management: Concept, Scope, Levels and functions, Forms of Workers' Participation in India

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Industrial Relations	A. M. Sharma	Himalaya Publishing House	2005
2	Industrial Relations	Arun Monappa	TataMcGrawhill Publications.	2010
3	Dynamics of Industrial Relations in India,	C.B. Mamoria and S. Mamoria	Himalaya Publishing House	2010
4	Industrial Relations	C.S. VENKATA RATNAM	Oxford University Press	2008
5	Performance Management	Herman Aguinis	Pearson India Education	2018

Human Resource Development (HRD)

Course code	22BB31H2	mode	Regular	LTPS	3-0-0-0	Pre requisites	HRM & OB
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the HRD function and its challenges	4	PO 1, PO7
CO2	Applying the various need analysis techniques at various levels of organizations	4	PO 1, PO7
CO3	Applying the training delivery methods in due consideration of HRD interventions	4	PO 1, PO7
CO4	Analyze the role of various issues and challenges in implementation and assessment of HRD program	4	PO 1, PO7

Syllabus

Module 1	Evolution & Concept of HRD: Concept, importance, objectives, evolution of HRD, Relationship between HRM and HRD, HRD functions,, HRD climate, HRD Process, Role of HRD Professionals, Role of line managers in HRD
Module 2	HRD Need Assessment & Designing of HRD Programs: Assessing HRD Needs: Concept and purpose of Needs Assessment, Techniques of training ,Need Assessment (TNA), Levels of Need Analysis- Task analysis, Person Analysis, Organizational analysis Implementing HRD Programmes
Module 3	: Implementation & Evaluation of HRD Programs: HRD Interventions – Strategy and Types, Training Delivery Methods, On the job (OJT) – JIT, Simulation, Job Rotation, Coaching and Mentoring Classroom Training Approaches – Lecture approach, Discussion Method, Experiential Methods, Computer based Training HRD Evaluation – Purpose of HRD Evaluation, Models and Framework of Evaluation – Kirkpatrick’s framework and other Models, Ethical Issues, Assessment of the Impact of HRD Program
Module 4	Career Management and Development: Introduction to Career management, meaning – Stages of life and Career Development – the process of career Development – Issues in career development., HRD & Diversity: Introduction – Organizational culture – cross cultural education and training programs-employee skills and technical training- Socialisation and orientation of employees-employee counselling

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	HUMAN RESOURCE DEVELOPMENT	Werner & Desimone	Cengage Learning	2006
2	HUMAN RESOURCE DEVELOPMENT	Uday Kumar Haldar	Oxford University Press	2009
3	STRATEGIC HUMAN RESOURCE DEVELOPMENT	Srinivas Kandula	, PHI Learning	2001

vi. PERFORMANCE MANAGEMENT & REWARD SYSTEM (PM&RS)

Course code	22BB31H3	mode	Regular	LTPS	3-0-0-0	Pre requisites	HRM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the nature, scope, importance, process of Performance Management	4	PO 2, PO9
CO2	understand Performance appraisal, methods and approaches to performance appraisal	4	PO 2, PO9
CO3	Develop the Performance Appraisal Interview	4	PO 2, PO9
CO4	analyze Performance Management linked Reward Systems	4	PO 2, PO9

Syllabus

Module 1	Introduction - Definition - Nature - Scope - Importance - Objectives -Performance Management Process --Performance Management and Strategic Planning - Link betweenPerformance Management and Performance Appraisal - Contribution of Performance Management to Enterprise - Characteristics of an Ideal Performance Management System - Dangers of Poorly Implemented Performance Management System
Module 2	Defining Performance - Determinants of Performance - Approaches to Measure Performance -Measurement of Results and Behaviors - Mechanisms to Gather Performance Data - DesigningAppraisal for Better Results - Key Performance Areas - Key Responsibility Areas - Activity Planning - Goal Setting - Performance Information Communication - Performance Appraisal Interview - Appeals - Strategies for Improving Performance
Module 3	Meaning - Methods of Performance Appraisal - Obstacles in Appraisal - Training of Raters forAccurate Ratings - Potential Appraisal - 360 ⁰ Feedback - Assessment Centers - Tools: Bench Marking for Excellence - Competency Mapping - HR Scorecard - Performance Gap Analysis -Performance Review Discussion - Counseling - Coaching - Performance Consulting - Need -Performance Relationship Map - Contracting for Performance Consulting Services - Organizing Performance Improvement Department
Module 4	Performance Management Linked Reward Systems: Reward Management - Objectives - Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems - Total Pay - Variable Pay - Individual and Team Level Incentives

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Performance Management and AppraisalSystems	Rao, T.V	Sage Publishers	2005
2	Performance Consulting: Moving BeyondTraining	Robinson, Dana Gaines, Robinso n,James C.	Sage Publishers	1996
3	Improving Employee Performance throughWorkplace Coaching - A Practical Guide	Earl M. A., Carter Frank, A. McMahon	Kogan Page India	2005

vii. Labour Legislation (LL)

COURSE CODE	22BB32H4	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	HRM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the Overview of Labour legislation in India	1	PO1,PO4
CO2	Illustrate the Legislations related to Wages	3	PO1,PO7
CO3	Apply the concepts of Legislations related to Social Security	2	PO1,PO7
CO4	Analyse the Compliances of legislations	2	PO1,PO7

Syllabus

Module 1	Introduction & Overview of Labour legislation in India: Evolution and Growth of Labour laws in India; The Industrial Disputes Act, 1947 –Industry-Industrial disputes-ID resolution management, The Factories Act, 1948; Health, safety and welfare provisions, The Industrial Employment (Standing Orders)Act, 1946.- Industrial discipline
Module 2	Legislations related to Wages: The workmen Compensation Act, 1922 –The Payment of Wages Act, 1936, Modes of payment, time frame of payment, Authorized deductions – The Minimum Wages Act, 1948, fixation of minimum wages, Maternity Benefit Act, 1961, criteria for eligibility and payment.
Module 3	Legislations related to Social Security: The Employees State Insurance Act, 1948, coverage of establishment, eligibility and benefits, – The Employee’s Provident Fund & Misc. provisions Act, 1952,-schemes, The Payment of Bonus Act, 1965, Percentage of bonus , set on and set off, The Payment of Gratuity Act, 1972. Eligibility criteria, calculation of gratuity
Module 4	Compliances: Returns and Forms for labour Legislations. Challenges and issues for HR in implementing Labour laws, recent advancements in labour codes (Wage, IR, Social security, Occupational safety)

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Industrial Relations	A. M. Sharma,	Himalaya Publishing House.	2008
2	Dynamics of Industrial Relations,	C. B. Mamoria	Himalaya Publishing House	2010

viii. Training and Development> T&D>

COURSE CODE	22BB32H5	MODE		LTPS	3-0-0-0	PRE-REQUISITE	HRM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand training needs, identification of training needs, training processes, training methods, and analysis of training needs	2	PO2
CO2	Understand basic concepts associated with learning process, learning theories design of training programme.	2	PO3
CO3	Analyse the concepts associated with learning process, learning theories design of training programme	2	PO2
CO4	Analyse and implementation of training programme, training methods and training evaluation.	3	PO3

Syllabus

Module 1	Introduction to Training – Meaning, Scope, Objectives, beneficiaries, stakeholders in training and development, role of trainee in transfer of training, problems and future trends in training. Training Process, Training Needs Assessment, Components of Training Needs Analysis, Sources of Data for Training Needs Analysis, Needs Assessment Process, Competency Models, Scope of Needs Assessment.
Module 2	Learning Theories – Principles of Learning, Learning Theories, Learning Process, Instructional Emphasis for Learning Outcomes, Considerations for Designing Effective Training Programs, Conditions for Effective Learning, Learning Cycle, Learning Curve. Design of Training Programme – Principles of Training Design, Training Design Process, Outlining Programmed Sequences and Themes, Approaches to Programmed Design. Implementation of Training Programme
Module 3	Training Delivery Competencies, Trainers and Training Styles, Trainers Role, Trainers Skills, Post training Support for Improved Performance at Work; Training Methods- On-the-job training (OJT), Off-the-job training, Training Methods Compared with Objectives; Training Aids. Training Evaluation – Stages of Evaluation, Different Evaluation Models, Donald Kirkpatrick's Evaluation Model, Determining Return on Investment, Measuring Human Capital and Training Activity;
Module 4	Development: Introduction, need and importance, techniques of management development- On the-job techniques, Off-the-job techniques. Key areas of organizational training- Orientation Training (Onboarding)- Diversity Training - Sexual Harassment Training - Team Training - Cross-Cultural Training. The Future of Training and Development: Use of new Technologies for Training Delivery.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Employee Training and Development	Noe. A. Raymond	Tata McGra wHill Publications.	2017

ix. SERVICES MARKETING. (SM)

COURSE CODE	22BB31D0	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding consumer needs and behaviour related to services	3	PO1
CO2	Applying the 4Ps of marketing in developing effective marketing mixstrategy for services	3	PO1,PO2
CO3	Designing the service process, crafting the service environment andmanage people for service advantage	3	PO1,PO2
CO4	Analysing customer relationships through building loyalty and improving service quality and productivity	4	PO2,PO4

Syllabus

Module 1	Introduction to Services Marketing — What are Services, why study Service Marketing, PrincipallIndustries of Services Sector; Characteristics of Services; Four broad categories of Services- A Process Perspective, 7 Ps of Services Marketing; Marketing challenges of Services;Understanding Service Consumers - Nature of Service Consumption, Three-Stage Model of Service Consumption - Prepurchase Stage.
Module 2	Managing Service Encounters-Moments of Truth, High Contact to Low Contact, Servuction System, Theatre as Metaphor, Role and Script, Perceived Control Theories; Post-Encounter Stage - Customer Satisfaction, Segmenting Service Markets; Principles of Positioning Services;Developing Service Products and Brands - Creating Service Products, The Flower of Service;New Service Development; Distributing Services - Distribution in a Services Context.
Module 3	Service Pricing - Pricing Strategy; Service Marketing Communications - Integrated Service Marketing Communications, The Services Marketing Communications mix; Designing ServiceProcesses, Developing a Service Blueprint, Service Process Redesign; Customer Participation inService Processes; Balancing Demand and Capacity -Managing Capacity - Managing Demand - through Waiting Lines and Queuing Systems, Reservations Systems; Service Environments –The Servicescape Model-An Integrative Frame work, Dimensions of the Service Environment; Developing Customer Relationships - Managing Relationships andBuilding Loyalty, The Wheel of Loyalty; CRM Customer Relationship Management
Module 4	Managing People for Service Advantage, Service Culture, Climate and Leadership; ComplaintHandling and Service Recovery, Customer Complaining Behavior, Customer Responses to Effective Service Recovery, Service Guarantees; Service Quality – SERVQUAL, Identifying andCorrecting Service Quality Problems, Measuring Service Quality, The Gaps Model of ServiceQuality, Defining and Measuring Productivity in a Service Context, Improving Service Productivity; Creating a World-Class Service Organization

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Services Marketing; People, Technology, Strategy.	Jochen Wirtz , Christopher Lovelock, Jayanta Chatterjee	Pearson 8 Edition	2018
2	Services Marketing; Integrating Customer Focus Across the Firm -	Valarie A. Zeithaml, Dwayne D. Gremler, Mary Jo Bitner	McGraw-Hill Education, 7th Edition	2016
3	Services Marketing (Text & Cases in Indian Context)	Dr. K. Karunakaran	Himalaya Publishing House, 1st Edition	2014

Advertising & Sales Promotion (ASP)

COURSE CODE	22BB31D1	MODE	Regular	LTPS	3-0-0	PRE-REQUISITE	-MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media	2	PO 1
CO2	Analyze the design and execution of advertising campaigns	4	PO2
CO3	Understand the basic components of sales promotion and apply the salespromotion campaign related decisions	2	PO1
CO4	Understand the basic components of sales promotion and apply the salespromotion campaign related decisions	4	PO2

Syllabus

Module 1	Introduction to Advertisement – Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Advertising Approaches- DAGMAR, AIDA- Ad. Agencies – Selection and remuneration – Advertisement campaigns
Module 2	Advertisement Media - Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - related to sales – Media strategy and scheduling. Advertising Appropriation- Factors influencing Advertising Budget- Methods of Advertising Budgeting Design and Execution of Advertisements
Module 3	Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – The Internet as an Advertising Medium: Tracking Website visits, page views, hits, and clickstream analysis, permission marketing and privacy, ethical concerns- Bait & Switch Advertising- Surrogate Advertising – Measuring impact of advertisements
Module 4	Introduction to Sales promotion - Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion tools & techniques – Trade oriented, consumer oriented and Sales force oriented– Financial Incentives, Product based offers, other consumer promotions. Sales Promotion Campaign - Sales promotion – Requirement identification – Designing of salespromotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion – Sales Promotion Budget - Evaluating Sales promotion– Relationship between Sales promotion and advertising - Integrated promotion – Coordination within the various promotion techniques – Online sales promotions

Reference Books:

I No	Title	Author(s)	Publisher	Year
1	Advertising and Sales Promotion	Ken Kaser	Cengage Learning	2012
2	Advertising and Sales Promotion	S.H.H. Kazmi, SatishK Batra	Excel Books	2009
3	Advertising and Promotion	E.Betch and Michael	McGraw Hill	2003
4	Sales promotion	TonyYeshin	Cengage Learning	2006

x. CUSTOMER RELATIONSHIP MANAGEMENT-CRM

COURSE CODE	22BB31D2	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	MM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Students has to understand the concept of CRM	2	PO1,PO3
CO2	Students has to know the process and various factors of CRM	2	PO3,PO1
CO3	Students need to understand the consequences of technology with respect of CRM	2	PO1,PO3
CO4	Students has to understand and apply the CRM for various in dustries	3	PO1,PO3

Syllabus

Module 1	Introduction to CRM – Definition, Scope, Types of CRM, Models of CRM. Evolution of customers, Customer value, Types of customer value, value co-creation, Lifetime Customer Value, Value chain analysis and Customer relationship styles
Module 2	Customer Defection, Customer Retention – Strategies for customer retention, Importance, stages, measurement, KPIs of customer retention programs, customer expectations – Managing and delivering, Managing Customer Relationships – Stages, Techniques to manage relations, and Customer experience management, Operational CRM Tools
Module 3	Creating a customer profile, knowing your customers, segmenting and targeting customers, tools used for segmenting and targeting customers, developing and deploying CRM strategy, and CRM program lifecycle, Customer portfolio management.
Module 4	CRM Metrics, Loyalty programs, Types of customer metrics, customer Indices: Composite and values, application of metrics, Customer privacy – Need, Importance and its various elements, emerging trends in CRM, CRM software applications influence customer experience.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Customer Relationship Management	Peelen, E	Pearson Education	2008
2	Managing Customer Relationships	Peppers, D. and Rogers, M	John Wiley and Sons	2011

SEARCH ENGINE OPTIMIZATION (SEO)

COURSE	22BB32D3	MODE	REGULAR	LTPS	3-0-0-0	PRE-	DIGITAL
CODE						REQUISITE	MARKETING

Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Outline the key concepts of search engine optimization	2	1
CO2	Apply the SEO to a website	3	1, 11
CO3	Use the key PPC concepts to draw visitors to a business's websites	3	1, 11
CO4	Use search engine optimization to manage the marketing concepts	4	1

Syllabus

Module 1	Introduction to SEO: Meaning, Difference between portal and search engines, search engine work mechanism, SEO Techniques (On Page and Off Page), Difference between white hat, blackhat and grey hat SEO, Need for SEO, Things to consider before starting SEO of any website, Ranking, Google ranking a website, Crawlers, Robots, Spiders, choosing the best search engine.
Module 2	Keyword Research: Introduction, how and why to choose the right keywords, types of keywords, keyword analysis, keyword density analysis, tools for keyword research, competition analysis, localized keywords research.
Module 3	On Page Optimization: Introduction, title, description and keyword tags, difference between primary, secondary and tertiary titles, length of titles, meta description and snippets, H1 to H6 tags and their importance, important keywords in title, meta descriptions and content, difference between internal and external links, anchor text, anchor links optimization, headers optimization, importance of Alt tags and Image tags, Image tag optimization, content optimization, SEO friendly content, Optimizing SEO content, Difference between HTTP/HTTPS, Different types of Sitemaps and their importance, Google SEO guidelines, Google Analytics and Webmaster integration.
Module 4	Off Page Optimization: Introduction, Social media optimization techniques, Introduction of link building and its types, Directory submission, Blog and article submission, Forum posting, Forum signatures and commenting, Free classifieds, Classifieds Posting, Press release submission, videosubmission, Social book marking, photo & Video sharing, Infographics sharing, Document sharing, content marketing and its importance.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs	John Jantsch and Phil Singleton	Greenleaf Book Group Press	2016
2	SEO 2019: Learn Search Engine Optimization with Smart Internet Marketing Strategies	Adam Clarke	Independently published	2018
3	Search Engine Optimization All-in-One for Dummies	Alan Charlesworth	Routledge	2019
4	The Art of SEO: Mastering Search Engine Optimization	Eric Enge, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin	O'Reilly Media	2015

WEB ANALYTICS AND AFFILIATE MARKETING - WAAM

COURSE CODE	22BB32D4	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	Digital Marketing
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding the concepts of Web Analytic, data, Innovation, Integration and Web metrics	2	PO4, PO5
CO2	Applying Web Analytics 2.0 for competitive intelligence analysis, Gooleanalytics	3	PO4, PO5
CO3	Analyzing Affiliate Marketing tools cookies, signing up as an affiliate, Integrating affiliate links into websites	4	PO4, PO5
CO4	Analyze Types of Affiliate Marketing, Email marketing and shopping directories, Registration or co-registration affiliates, File sharing affiliates.	4	PO4, PO5

Syllabus

Module 1	Web Analytic Fundamentals: Capturing data- web logs or JavaScripts tags, Separate data serving and data capture, type and size of data, Innovation, Integration, Selecting optimal web analytic tool, understanding clickstream data quality, Identifying unique page definition, using cookies, Link coding issues, Web metrics – Common metrics – Hits, Page views, visits, unique visitors, unique page views, bounce, bounce rate, page/visit, average time on site, new visits.
Module 2	Web Analytics 2.0: Web analytics 1.0, Limitations of web analytics 1.0, competitive intelligence analysis, CI Data sources, Toolbar data, Panel data, ISP data, Search engine data, Hybrid data, website traffic analysis, Google analytics – Introduction and working, Adwords, Benchmarking, Categories of traffic: Organic traffic, paid traffic, Google website optimizer, Implementation technology, Limitations, Performance concerns, Privacy issues.
Module 3	Introduction to Affiliate Marketing – History, basis of affiliate marketing, how affiliate marketing works, affiliate program payment methods, cookies and affiliates, affiliate marketing platforms, signing up as an affiliate, logging into affiliate account, Integrating affiliate links into websites, monitoring affiliate performance and tracking sales.
Module 4	Types of Affiliate Marketing – Search affiliates, price comparison service website, loyalty websites, cause-related and coupon websites, content and niche market websites, personal weblogs and website syndicates, Email marketing and shopping directories, Registration or coregistration affiliates, File sharing affiliates.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Web analytics Action Hero	Brent Dykes	Adobe press	2012
2	Affiliate Marketing: Secrets: How to Start a Profitable Affiliate Marketing Business and Generate Passive Income Online, Even as a Complete Beginner	Chandler Wright	Chandler Wright	2019
3	Affiliate Marketing For Dummies	Ted Sudol (Author), Paul Mladjenovic (Author)	Paperback –Illustrated	2019
4	Affiliate Marketing: Proven Step-by-Step Guide to Make Passive Income	Mark Smith (Author, Publisher), Mark Rossman (Narrator)	Mark Smith	2017
5	Affiliate Program Management: An Hour a Day	Evgenii Prussakov (Author), Bryan Eisenberg (Foreword)	Sybex	2019

SOCIAL MEDIA MANAGEMENT (SM)

COURSE CODE	22BB32D5	MODE	Regular	LTPS	3-0-0-0	PRE-REQUISITE	DM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Students has to understand the concept of Social media	2	PO1,PO3
CO2	Students has to know the process of social media profiles	2	PO3,PO1
CO3	Students need to understand the importance of media s and key platforminfluencers	2	PO1,PO3
CO4	Students has to understand the need and role of content strategy	3	PO1,PO3

Syllabus

Module 1	Introduction to Social Media for Marketing: Social media landscape-social media trends, top social platforms growth and numbers, importance of social platforms, Social Media Campaigns Understanding the steps to a successful social media campaign, types of social measurable, strategic use of social media platforms and styles of engagement, choosing the campaign – personalization, tailor the campaign, learning about the audience targeting, what to post, when and to which platform.
Module 2	Setting up Social Media Profiles: Knowing the way around social media- Basic etiquette, settingup each platform with instructional videos for all aspects of Twitter, Facebook, YouTube, Instagram, Pinterest and LinkedIn, optimizing each platform for specific objectives and audiences, social media advertising, Tome management tips and tools- Planning activity from dayto day and week to week, Tricks for setting up social media platforms for optimum efficiency.
Module 3	Optimizing Social Media Platforms: Understanding the campaign brand-Importance of knowingcampaign brand, creating campaign brand’s pie chart, segmenting audience importance, tools and tips on how to do it, Finding and engaging key influencers – Finding relevant, influential people to follow,
Module 4	Developing a content strategy: Understanding the basics of content-Importance of Content, understanding what content will work for target audiences, working with images, benefits of usergenerated content advertising, building a consistent brand online – importance of consistent brand.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Social Media Management	Amy Van Looy	Springer	2020
2	The Social media management handbook	Nick Smith, Robert Woollan	John Wiley and Sons	2010

Business Applications with Python (BAP)

COURSE CODE	22BB32B4	MODE	R	LTPS	2-0-2-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Apply Data Analysis Techniques Using Python	3	PO2,PO3
CO2	Analysing Descriptive Statistics using python	4	PO3
CO3	Apply number of Packages like Pandas, Scipy, Numpy	3	PO1,PO3
CO4	Analyse statistical tools using different libraries	4	PO5
CO5	Analyze different functions related to data science application.	4	PO5

Syllabus

Module 1	Understanding Python, variables, Python basic Operators, understanding python blocks, PythonData Types: Declaring and using Numeric data types: int, float, complex using string data type and string operations Defining list and list slicing Use of Tuple data type. How to import data setusing python in Jupyter notebook.
Module 2	Descriptive Statistics using python. Conditional blocks using if, if-else and else-if, Simple forloops in python for loop using ranges, string, list, and dictionaries Use of while loops in python.
Module 3	PACKAGES: introduction about different Packages like Pandas, Scipy, Numpy, Scatter plots using matplotlib, organizing python codes using functions like statistical tests – t test- one sampleand independent sample, ANOVA test, Correaltion.
Module 4	Two-way ANOVA and linear regression, multiple regression, Logistic regression – using pythonlibraries, Data science applications, utilizing of models, apply different functions related to datascience application.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Python for Data Analysis: Data Wranglingwith pandas, NumPy, and Jupyter 3rd Edition	Wes McKinney	O'Reilly Media	2022
2	Practical Software Testing – Manual TestingVersion 2.0	Chindam Damodar.	O'Reilly	2021
3	Think Python	Allen Downey	O'Reilly	2021
4	Practical Programming for Total Beginners2nd Edition	Al Sweigart	No Starch Press	2020

5	Python Programming for Beginners	AMZ Press	Independently published	2021
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[Business Analytics with R Programming\(R Programming\)](#)

COURSE CODE	20BB31B2	MODE		LTPS	2-0-2-0	PRE-REQUISITE	---
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the concepts of Data and R – Installation and getting help	2	PO1,PO3
CO2	perform Collection of data and utilizing data for analytics	2	PO3,PO1
CO3	Assess the implications of Diagnostic Analytics to Understand the Inferences – write a code using r Language and connect. with database	2	PO1,PO3
CO4	Analyse the data using Predictive Analytics – visualizing patterns and derivation of conclusions	2	PO1,PO3
CO5	Analyse the Analytics trends using R language	3	PO1,PO3

Syllabus

Module 1	Concept of R, Installing R, IDE of R, Getting help from R, Mathematical Operators and Vectors, Assigning variables, Special Numbers, Logical Vectors, Classes, Different types of numbers, Changing classes, Examining Variables, The workplace
Module 2	ELEMENTS IN R: Vectors – Sequences, Lengths, Names, Indexing Vectors, Vector Recycling and Repetition, Matrices and Arrays – Creating Arrays and Matrices, Rows, Columns, Dimensions, Indexing Arrays, Combining Matrices, Array Arithmetic, Lists – Creating lists, Automatic and recursive variables, List dimensions and arithmetic, indexing lists, Conversion between vectors and lists, Combining lists, NULL, Pair lists, Data Frames – Creating Data Frames, Indexing Data Frames, Basic Data Frame Manipulation
Module 3	FUNCTIONS, STRINGS AND FACTORS: Environments, Functions – Creating and Calling Functions, Passing functions, variable scope, Strings – Constructing and printing strings, Formatting numbers, Special characters, Changing case, Extracting Substrings, Splitting Strings, File paths, Factors – Creating, factor levels, ordered factors, conversion of variables, Flow Controls: Conditional – if and else, Vectorized if, Multiple Selection, Loops – repeat loops, while loops, for loops, Advanced looping – replication, looping over lists, looping over arrays, Multiple – Input Apply, Instant vectorization, Split-Apply-Combine
Module 4	PACKAGES AND VISUALIZATION: Loading packages, search path, libraries and installed packages, installing packages, maintaining packages, Visualization – The three plotting systems, scatter plots – base graphics, lattice graphics, gg plots, Line Plots, Histograms, Box Plots, Bar Charts, Other plotting packages and systems

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Learning R	Richard Cotton	O'Reilly Media	

2	R Cookbook	Paul Teetor	O'Reilly Media	
3	Beginning R	Mark Gardener	WileyS	

Business Intelligence and data mining

COURSE CODE	21BU32C0	MODE		LTPS	2-0-2-0	PRE-REQUISITE	---
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	understand the Business Intelligence and data ware house concepts	2	PO1,PO3_
CO2	Understand Latest trends in data warehousing and data Mining issues	2	PO3 -
CO3	Understand classification, Cleaning and description of Data Mining and know where they apply in Business	2	PO1,PO3_
CO4	To enlighten basic concepts, Market basket analysis and algorithm, generating rules	4	PO1,PO3

Syllabus

Module 1	OVERVIEW AND CONCEPTS OF BUSINESS INTELLIGENCE: Why reporting and Analyzing data, Raw data to valuable information. Lifecycle of Data. What is Business Intelligence? BI and DW in today's perspective. What is data warehousing? The building Blocks: Defining Features
Module 2	Data warehouses and data marts - Overview of the components - Metadata in the data warehouse - Need for data warehousing - Basic elements of data warehousing – trends in data warehousing. The Architecture of BI and DW: BI and DW architectures and its types - Relation between BI and DW INTRODUCTION TO DATA MINING (DM): Motivation for Data Mining - Data Mining-Definition and Functionalities – Classification of DM Systems - DM tasks primitives - Integration of a Data Mining system with a Database or a Data Warehouse - Issues in DM – KDD Process.
Module 3	Data Pre-processing: Why to pre-process data? - Data cleaning: Missing Values, Noisy Data. Data Integration and transformation, Data Reduction: Data cube aggregation, Dimensionality reduction, Data Compression, Data Mining Primitives, and Languages. Concept Description and Association Rule Mining using R language
Module 4	What is concept description? Data Generalization and summarization-based characterization, Attribute relevance, class comparisons Association Rule Mining: Market basket analysis, basic concepts, finding frequent item sets: A prior algorithm, generating rules, Incremental ARM Associative Classification – Rule Mining using R language

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Data mining Concepts and Techniques	J.Han and bler M	Morgan Elsevier India	2001

DATA VIZUALIZATION USING TABLEAU (DVT)

COURSE CODE	22BB31B1	MODE	R	LTPS	2-0-2-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Apply Data Visualization Techniques Using Tableau	3	PO2,PO3
CO2	Analysing Tableau, Tableau Software Ecosystem, Toolbar Icons	4	PO3
CO3	Apply number of common data domains and corresponding analysis tasks	3	PO1,PO3
CO4	Analyse visualization systems with Tableau software dashboards	4	PO5
CO5	Analyse Data Visualization Techniques, Tableau software dashboards	4	PO5

Syllabus

Module 1	Introduction to Data visualization Features of good data visualization, Functions of data visualization, table & graphical representation. Descriptive plots, Box plot, Distribution plot. Common display charts, when to use each type of charts. GRAPHS: Integration of various graphs, Extensions of Scatter plots, Parallel Coordinates, Radar figures.
Module 2	Introducing Tableau, Managing data sources and Visualization, Managing Tableau worksheet and workbook, Creating custom calculations and fields, Analysing Data, Sorting and filtering TableauData, Tableau Software Ecosystem, Toolbar Icons, Data Window and Aggregation, Connect to Data, Measure Names, Number of Records & Measures, Joining Database, Crosstabulation.
Module 3	Introduction to tableau prep, Connecting to data, Exploring data, Cleaning data, Combining data,Reshaping data, Sampling data, Previewing and sharing data, Defining groups and sets, Creating Basic visualization, Formatting tableau visualization, Annotating and Formatting Visualization,Mapping Geographic data. Using Tableau to Discover Powerful Business Insights, Building visualization, Sharing insights.
Module 4	Creating dashboards and actions, Elements of good dashboard, Dashboard structure, Dashboard Components, Dashboard design Elements, Interaction with dashboard actions, Using stories to make dashboard, One dataset-5 dashboards, Sales Dashboard, Customer preference dashboard.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Tableau: Your Data!,,	Daniel	EK Publishing	2021
2	Learning Tableau 2020	Joshua N. Milligan	Packt Publishing	2020
3	Implement advanced business intelligencetechniques and analytics with Tableau	Marlin meier	Kindle	2020
4	Tableau Strategies	Luke Stanke	Jackson publishing	2021

ADVANCED EXCEL(Excel)

COURSE CODE	20BB32B5	MODE		LTPS	2-0-2-0	PRE-REQUISITE	ITBM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Display and highlight formulas.	3	PO2,PO3
CO2	Explore the vlookup and hlookup functions	4	PO3
CO3	Tabulate data using a single criterion with countif	3	PO1,PO3
CO4	The aggregate function to bypass errors and hidden data	4	PO5
CO5	Auditing tools, entire row/column references	4	PO5

Syllabus

Module 1	The most powerful formulas and functions in excel: display and highlight formulas, auditing tools, entire row/column references, change formulas to values and update values without formulas, simplify debugging formulas with the f9 key, enhance readability with range names, create 3d formulas to tabulate data from multiple sheets, explore if logical tests and relational operators, create and expand the nested if statements, create compound logical tests with and, or, not, and if, ifs for multiple conditions.
Module 2	Explore the vlookup and hlookup functions, find table-like data within a function using choosethe switch function for formula-embedded selection, locate data with the match function. Retrieve information by location with the index function, the match and index functions together, document formulas with the formula text function, extract and count unique entries from a list with unique, the xlookup function
Module 3	Tabulate data using a single criterion with countif, sumif, and averageif, tabulate data using multiple criteria with countifs, sumifs, and averageifs, maxifs and minifs, the subtotal function to prevent double counting, find middle and most common values with median and mode, rankdata without sorting using rank and rank. eq, find the largest and smallest values with large andsmall, mod to find remainders and apply conditional formatting, explore practical s for rand, randarray, and randbetween, convert a value between measurement systems with convert
Module 4	The aggregate function to bypass errors and hidden data, the trim function to remove unwantedspaces in a cell, combine data with symbols (&) and concatenate, concept and text join to combine data from different cells, Adjustalphabetic case with upper, lower, and proper, adjust character content with replace and substitute, utility text functions: text, rept, value, and Len, pivot table concepts: introduction to pivot table, pivot table create the value field first, create row fields, create column fields, updating a pivot table

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Excel 2019 Bible	Michael Alexander	Wiley	2008

2	Excel 2019 All-in-One for Dummies	Greg Harvey	For Dummies	2012
3	Slaying Excel Dragons	Mike Girvin	Holy Macro! Books	2005
4	Ctrl+Shift+Enter Mastering Excel ArrayFormulas	Mike Girvin	Holy Macro! Books	2005
5	Excel for Beginners	M.L. Humphrey	Independently Published	1998

DBMS & SQL

COURSE CODE	20BB32B 3	MODE		LTPS	2-0-20-0	PRE-REQUISITE	---
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the basic principles of database management systems	2	PO2,PO3
CO2	understand the design at the conceptual, physical, and logical levels as it provides a clear picture of the data making it easier for developers to create a physical database	2	PO3
CO3	draw Entity-Relationship diagrams to represent simple database application scenarios	3	PO1,PO3 -
CO4	Analyze Design simple database systems for some application to interact with databases	3	PO1,PO3
CO-5	Apply concepts of Normalization, Steps in Normalization in real world	5	Po5

Syllabus

Module 1	Overview of Database Management System: Introduction, Data and Information, data base, database Management system. File-Based System, Drawbacks of File-Based System. Evolution of Database Management system, Objectives of DBMS, Classification of DBMS. DBMS Approach, Advantages of DBMS.
Module 2	Data Models, Database Languages, Components and Interfaces of Database Management System. Database System Architecture, Database users and Administrator, , DBMS Vendors and their Products
Module 3	Database design and ER model: Database Design-Introduction, Objectives of the Database Design, Redundancy and data anomaly, Functional Dependency, Normalization, Steps in Normalization, Unnormal form to 1NF, 1NF to 2NF, 2NF to 3NF, 4NF, 5NF, 6NF and BCNF . Overview of Design process, Entity relationship model, constraints, ER Diagrams, ER Design using ERD Plus
Module 4	SQL: Data Definition, datatypes, schema definition, Basic structure of SQL Queries, creating tables, DML operations, DDL commands for creating and altering, Set Operations, Aggregate Functions, NULL values. Using MYSQL workbench

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Database Management Systems	Paneerselvam:	PHI	2012
2	Database Management Systems	Raghu Ramakrishna n,	Mc Grawhill ,2002	2008
3	Fundamentals of Database Systems,	Elmasri Navrate	Pearson Education	2001

i. Complete Course Title>INLAND WATERWAYS & SURFACE
TRANSPORTATION<(IWST)>

COURSE CODE	22BB31L0	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	LSCM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Explain the basic concepts of inland water ways	2	3,6,7
CO2	Understand the importance of road transportation	2	2,5,8
CO3	Understand about the documentation in road transportation and about handling the different kinds of dangerous goods	2	3,4,8
CO4	Understand and analyze the emerging trends in transportation	2	5.6.9

Syllabus

Module 1	Introduction to water transport: Types, Advantages and disadvantages. Basics of shipping -Vessel types, Ship segments, Freight rates, supply and demand- Types of ship- sizes of ship – Basic terminology of ships - Sea transport and its importance, functions, features and facilities - Role of ports in sea transport, types of sea ports - Coastal shipping and its importance. Inland waterways: Introduction – Scope–Sources (lakes, Rivers, Canals, Backwater, creeks, water courses inlets and bays) Role and importance of inland waterways in transportation; - Inland waterways in India: locations. Upcoming inland waterways – Inland waterways authority – Government policies on inland waterways – National waterways Act.
Module 2	Introduction to surface transportation - Need for transportations - Role of transportations in logistics - Importance of transportations - Types of transportations metrics - functions of transportations - various land transport carriers and their Load capacities - pricing and availability - transit rules - traffic rules inside warehouse premises - Docking procedure and safety steps. Procedure to Confirm vehicle for loading of goods. Tracking of transport: Transportation Optimisation
Module 3	Documentation for transportation : GST – E Waybill Filing- Transportation Telematics - Vehicle tracking system - Communication with vehicle driver or transport company - Probable reasons for delay or any issues during transit - Solutions for corrective actions (such as talking to local authorities or break down service assistance) - Road signs, List good practices in driving. Types of Trucks and Load capacity/ Organisation structure in a Transport organization / Incident management
	systems & Processes - Explain types of temperature - controlled carriers - Discuss hazmat goods rules -Importance of safety data sheet and labels - Procedure for Consolidation of consignments for optimal loads, to verify count of material - Reporting discrepancies such as pilferages, loss or damage of goods in transit - Checking insurance and claims - steps to close deliveries and Coordinate with loading / unloading supervisor.

Module 4	Emerging trends in transportation: Benefits of efficient transportation systems / Study on emerging trends in transportation sector/ pricing in transportation sector / govt. regulations on transportation in India. Safety procedures during transit and emergency response steps - keeping track of news on traffic and communicate with drivers to identify delays and suggest re-routing - Explain tracking systems - Importance of consignment number - GPS systems and tracking devices - Procedure for downloading and reading tracking data from devices Customer Management / Vendor coordination for return truck loads / DG Handling – features and facilities offered by railways factors influencing growth in rail logistics
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Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Inland Waterway Transportation: Studies in Public and Private Management, 2016	Charles W. Howe, Joseph,	Eleventh edition	Studies in Public and Private Management, 2016
2	Maritime Logistics: A Guide to Contemporary Shipping and Port Management	Dong-Wook Song.	3rd Edition	Kogan Page; 2nd edition (3 April 2015)

Freight Forwarding (Ocean & Air) (FF (O & A))

COURSE CODE	22BB31L1	MODE	REGULAR	LTPS	3-0-0	PRE-REQUISITE	LSCM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Identifying the various aspects of EXIM.	3	3
CO2	Examine the operations procedures of freight forwarding.	4	4
CO3	Examine the cargo handling, INCO terms and terminologies used in cargoes.	4	2
CO4	Analyze the documentation of freight forwarding process as per customer timelines and requirements.	4	2

Syllabus

Module 1	Introduction to EXIM , Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining custom clearance – different modes of freight forwarding – domestic and international freight forwarding networks, process of freight forwarding. Multimodal Transportation – Vendor management – Bulk load handling – Brief on transshipment – DG handling – Customer acquisition and management – Customs clearance procedure – Documents and its importance – Stages of Documentation process and procedures – Documentation types and filing processes – Details of documents as per the format approved by the customs – The requirement of documents for pre-shipment and requirement of documents by the customs – The requirement of documents for pre-shipment and requirement of documents for import – DO's and DONT's while handling different documents during custom clearance.
Module 2	Operations Procedures of Freight Forwarding – The procedures for pre-operating checks and operational checks to be performed for every shipment/consignment – List of basic handling of errors and the operational errors that occur in common – Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for freight forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight vs volume.

Module 3	Cargo handling, INCO terms and terminologies used in Cargoes – Different types of cargoes for transportation. Full Export and Import value of the cargo – Import and export code (IEC), The registered PAN based Business Identification Number received from the Directorate General of Foreign Trade – Different type of Cargo, Their quantity and value – Packaging requirements for the cargo during shipment from the shipper – Inspection procedure for the Cargo while unloading – DO's and DONT's while handling different cargo – Basic regulation pertaining to cargo movement by Air, Sea and Land. Climatic Conditions of different routes in different seasons.
Module 4	Documentation of Freight Forwarding process as per customer timelines and requirements – Carting, unloading, Stacking, Loading and stuffing – Procedure for dealing with loss or damage to goods – Different P.G.A and their roles. Technical knowledge on containers; Pallets; Palletization; Fumigation – The general reporting process and time frames – Different airline/shipping line available for different routes – Letters of credit and payment Terms – Movement policy – Details of the transport available in different routes – organization fees, charges structure and organizational procedures – computer and its application in internal systems of documentation.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Warehouse Management and Inventory Control	JP Saxena	Vikas Publication House Pvt Ltd	2003
2	Warehouse Management: Automation and Organization of Warehouse and Order Picking Systems [With CDR]	Michael Hompel, Tem Thorten Schmidt	Springerverlag	2006
3	Basics of Distribution Management: A Logistical Approach	Kapoor Satish K and Kansal Purva	Prentice Hall of India	2003

MATERIALS AND WAREHOUSE MANAGEMENT (MWM)

COURSE CODE	22BB31L2	MODE		LTPS	3-0-0-0	PRE-REQUISITE	LSCM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the importance of Materials management and Logistics and Supply chain Management	2	PO1
CO2	To enable the students to learn the material handling and storage system	2	PO1,PO2
CO3	To make the students understand the warehouse activities	3	PO1,PO2
CO4	To enable the students learn Warehouse Safety Rules and Procedures	4	PO1,PO8

Syllabus

Module 1	Introduction: Materials Management - Evolution, Importance, Scope and Objectives-Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost.
Module 2	Materials handling and storage systems, Physical distribution logistics-transportation, Traffic and claims management-operations research and related techniques-Principles of Materials Handling system -Materials Handling Equipment – Safety issues. Purchase Cycle, Purchase Methods.
Module 3	Warehouse Activities : Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse - quality parameters - Quality check-need for quality check-importance of quality check.Procedure to develop Packing list / Dispatch note-Cross docking method Situations suited for application of cross docking -Information required for coordinating crossdocking-Importance of proper packing-Packing materials -Packing machines Reading labels.
Module 4	Warehouse Safety Rules and Procedures: The safety rules and Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Materials & Logistics Management	L.C. Jhamb P Saxena	Vikas Publication House Pvt Ltd	First Edition
2	Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems	Michael Ten Hompel, Thorsten Schmidt	Springerverlag,	First Edition
3	Materials Management: An Executive's Supply Chain Guide	By Stan C. McDonald,	John Wiley & Sons	2009

Complete Course Title>Forecasting & Inventory Management <(FIM)>

COURSE CODE	22BB32L3	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	LSCM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the definition and importance of forecasting and apply forecasting techniques and methods	2	3,6,8
CO2	Understand the role of demand forecasting in supply chain planning and analyze the bullwhip effect and its impact on forecasting	3	2,5,7
CO3	Define and understand the importance of effective inventory management and understand the ways to when and where to apply inventory control techniques	2	3,4,8
CO4	Understand and apply ABC analysis and categorization of inventory items and Evaluate RFID and barcode technologies for inventory tracking	4	5,6,8

Syllabus

Module 1	Definition and importance of forecasting, Components and elements of a forecast, Reasons for forecasting, Types of forecasts (qualitative, quantitative, time series, causal), Forecasting techniques and methods, Forecasting challenges and limitations. Forecasting's role in decision-making and planning. Data Analysis for Forecasting: Data collection and analysis, Exploratory data analysis (EDA). Time series analysis, Statistical forecasting methods (moving averages, exponential smoothing, etc.), Regression analysis for causal forecasting
Module 2	Role of demand forecasting in supply chain planning, Forecasting Time Horizons: Short-term, medium-term, and long-term forecasts. Demand forecasting models and techniques, Forecasting accuracy and evaluation metrics, Factors influencing demand forecasting (seasonality, trends, promotions, etc.), Collaborative forecasting and demand sharing. Technology and Tools for Forecasting: Forecasting tools. Bullwhip effect and its impact on forecasting. Emerging Trends in Forecasting
Module 3	Definition and Importance of effective inventory management, Role of inventory in achieving supply chain objectives, Types of inventory (raw materials, work in progress, finished goods), Inventory costs and trade-offs, Inventory control techniques (ABC analysis, economic order quantity, safety stock) Inventory Planning and Optimization: Forecast-driven inventory planning, Inventory replenishment strategies (just-in-time, push vs. pull systems), Economic order quantity (EOQ) model and its variants. Safety stock determination and service level considerations. Vendor-managed inventory (VMI) and consignment inventory, Inventory performance metrics (Stockout rates, fill rates, inventory turnover). Inventory Risk Management: Risks and uncertainties in inventory management, Demand variability and safety stock planning, Supply disruptions and contingency planning, Inventory risk mitigation strategies and insurance options

Mo	ABC analysis and categorization of inventory items, Inventory turnover ratio and carrying cost analysis. Fill rate, stock out rate, and customer service level measurement, Inventory performance metrics and benchmarking. Inventory Systems and Technologies: Just-in-Time (JIT) and Lean inventory principles, Vendor-managed inventory (VMI) and consignment inventory. RFID and barcode technologies for inventory tracking. Inventory management systems (e.g., ERP, WMS) and their functionalities. Supply Chain Coordination and Collaboration. Emerging Trends in Inventory Management: Omni-channel inventory management and fulfillment, Realtime inventory visibility and demand sensing, Internet of Things (IoT) and its role
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Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Principles of Forecasting: A Handbook for Researchers and Practitioners	J. Scott Armstrong and Kesten C. Green	Springer	2nd edition
2	Forecasting: Methods and Applications	Spyros Makridakis, Steven C. Wheelwright, and Rob J. Hyndman.	Wiley	4th Edition
3	Essentials of Inventory Management	Max Muller	AMACOM	2011
4	Inventory Management and Production Planning and Scheduling	Edward A. Silver, David F. Pyke, and Rein Peterson	Wiley	2019
5	Principles of Inventory Management: When You Are Down to Four, Order More	Richard J. Tersine	CRC Press	2014

International Logistics (IL)

COURSE CODE	22BB32L4	MODE	REGULAR	LTPS	3-0-0-0	PRE-REQUISITE	LSCM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Define international logistics and its significance in the context of global trade and Analyze Air Freight Transportation and Logistics Considerations	3	2
CO2	Understand Global Supply Chain Management and Its Complexities and analyze the various types of Incoterms and their implications for responsibilities, costs, and risks in logistics operations	3	4
CO3	Understand Inventory Management in a Global Context and Explore Cross-Docking, Consolidation, and Deconsolidation Strategies	3	3,4
CO4	Understand Blockchain Technology and Its Potential in Global Supply Chains and Analyze the role of green logistics in enhancing efficiency, reducing costs, and meeting	3	5

Syllabus

Module 1	Introduction to International Logistics: Definition and scope of international logistics: Importance and role of international logistics in global trade, Key stakeholders in international logistics. International Transportation Modes: Air freight transportation and logistics considerations, Ocean freight transportation and logistics considerations, Road, rail, and intermodal transportation in international logistics. Emerging transportation trends and technologies
Module 2	International Trade and Global Supply Chain: Overview of international trade and its impact on logistics: Global supply chain management and its complexities, Trade agreements and their influence on international logistics. International Freight Forwarding and Customs Compliance: Role and functions of freight forwarders in international logistics, Customs procedures, regulations, and documentation, Incoterms and their implications in international logistics.
Module 3	International Inventory Management and Warehousing: Inventory management in a global context, Warehousing and distribution network design in international logistics, Cross-docking, consolidation, and deconsolidation strategies. International Trade Documentation and Logistics Documentation: Bill of lading, commercial invoice, packing list, and other key documents, Export and import documentation requirements and procedures, Electronic documentation and paperless trade initiatives
Module 4	Emerging Trends and Technologies in International Logistics: Blockchain technology and its potential in global supply chains, Internet of Things (IoT) and its applications in international logistics, Artificial Intelligence (AI) and machine learning in international logistics. Sustainability and Ethical Considerations in International Logistics: Sustainable practices and green logistics in the global context, Social and ethical responsibility in international logistics, Corporate social responsibility (CSR) in international logistics operation

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Global Logistics and Supply Chain Management	John Mangan, Chandra Lalwani, and Tim Butcher	Wiley	2020
2	International Logistics: Global Supply Chain Management	Douglas Long and John M. Monczka	Cengage Learning	2020
3	International Logistics: The Management of International Trade Operations	Pierre A. David, Ashlyn M. David, and Kent J. Petersen	Cengage Learning	2019
4	Global Supply Chain Management and International Logistics	Alan E. Branch	Routledge	2019
5	International Logistics: Management of International Trade Operations	David, H. Ballou	Prentice Hall	2006

COURSE CODE	22BB32L5	MODE		LTPS	3-0-0-0	PRE-REQUISITE	LSCM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
C01	Understand the Quality environment of the organization	2	PO1
C02	Understand the TQM approach for manufacturing/service organization in length.	2	PO1,PO2
C03	To know about TQM tools and benefits	2	PO1,PO2
C04	Able to know international/national Quality awards	3	PO1,PO8

Syllabus

Module 1	Introduction – Evolution of quality, Definition, Concept and Features of TQM, - Historical Perspective, Vision, Mission and Objectives, Role of Quality, Quality Planning, Quality By Design, Eight building blocks of TQM.
Module 2	TQM thinkers and Thought – Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.
Module 3	TQM tools- Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.
Module 4	Six Sigma- Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation. Statistical Process Control- Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability. Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Total Quality Management	N.V.R Naidu, G. Rajendra	New Age international	2006
2	Total Quality Management	R.S Naagarazan	New Age international	2015

COURSE CODE	22BB32C0	MODE	Advanced	LTPS	2-0-2-0	PRE-REQUISITE	BA
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Apply the Concept of Business Analytics in detail from domains perspective.	2	PO1,PO3
CO2	Analyze the application of R using Descriptive Statistics and Correlation concepts.	3	PO3,PO1
CO3	Analyze the application of Data Visualisation techniques in BusinessAnalytics using R.	4	PO1,PO3
CO4	Analyze the application of select Multivariate Analytical tools using R.	4	PO1,PO3
CO5	Analyse the data sets using different tools in R	4	PO1,PO3

Syllabus

Module 1	Introduction to Social Media for Marketing: Social media landscape-social media trends, top social platforms growth and numbers, importance of social platforms, Social Media Campaigns Understanding the steps to a successful social media campaign, types of social measurable, strategic use of social media platforms and styles of engagement, choosing the campaign – personalization, tailor the campaign, learning about the audience targeting, what to post, when and to which platform.
Module 2	Setting up Social Media Profiles: Knowing the way around social media- Basic etiquette, setting up each platform with instructional videos for all aspects of Twitter, Facebook, YouTube, Instagram, Pinterest and LinkedIn, optimizing each platform for specific objectives and audiences, social media advertising, Tone management tips and tools-Planning activity from day to day and week to week, Tricks for setting up social media platforms for optimum efficiency.
Module 3	Optimizing Social Media Platforms: Understanding the campaign brand-Importance of knowing campaign brand, creating campaign brand's pie chart, segmenting audience importance, tools and tips on how to do it, Finding and engaging key influencers – Finding relevant, influential people to follow, setting up Twitter lists to interact with influencers, building an influencer map.
Module 4	Developing a content strategy: Understanding the basics of content-Importance of Content, understanding what content will work for target audiences, working with images, benefits of user generated content advertising, building a consistent brand online – importance of consistent brand, how to use content to build consistency on social platforms.
Module 5	Analysing Data Using real time statistical Tools in R

DESIGN THINKING AND INNOVATION (A) (DTI)

COURSE CODE	22UC1203	MODE	Advanced	LTPS	0-0-4-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
C01	Understand the importance of Design thinking process for contextualized problems	2	PO2,P06
C02	Identify, define, and ideate for solutions	3	PO7,P03
C03	Develop and test the prototype made	3	PO5,P07
C04	Inspect the fundamentals of entrepreneurship skills for transforming the challenge into an opportunity	4	PO5,P08
C05	Developing of pitch deck and proposal writing	6	PO5,P08

Syllabus

Module 1	Design thinking an overview, Design Thinking for Contextualized Problem-Solving: Problem Selection/Definition Need for Cultural Relevance (Time, Space, and Environment)
Module 2	Empathy: definition, Empathic research: framing interview questions, focus groups, procedure to conduct skilled interviews, Insights from Empathetic research, Define: Developing user personas, nuggets from insights, laying customer journey maps, POV statements and POV questions to define user needs. Ideate: Techniques to generate, shortlist and evaluate Ideas: Rapid Estimation form and Solution concept form
Module 3	Prototyping and Testing: Products vs. Services, Rough Prototypes, Testing Techniques, User Experience High-Fidelity Prototypes
Module 4	Entrepreneurial Innovation: Innovation Management, Business Model Basics, Financial Estimation, Pitch Decks, IPR Considerations.
Module 5	Business proposals and the pitch. How to write an effective business proposal. What do your funding sources want to see. How to create a pitch deck. Do's and don'ts of the pitch.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	The Design Thinking Play Book	Michael Lewrick, Patrick Link & Larry Leifer	Wiley Press	2018

Human Resource Management (A) (HRM)

COURSE CODE	22BB21C3	MODE	Advanced	LTPS	5-0-0-0	PRE-REQUISITE	HRM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Integrated perspective on role of HRM in modern business	3	PO1
CO2	Ability to plan human resources and implement techniques of job design	4	PO1,PO2
CO3	Competency to recruit, train, and appraise the performance of employees	3	PO1,PO2
CO4	Rational design of compensation and salary administration and ability to handle employee issues	4	PO1,PO8
CO5	Determine Employee retention and turnover, career management and managing transfers and retirement.	3	PO1, PO2

Syllabus

Module 1	Meaning and Definition, Importance of HRM, Functions of HRM, Nature & Scope of HRM, Objectives of HRM, Challenges of Human Resource Management; Personnel management vs Human Resource Management
Module 2	Manpower planning: objectives, importance, process; Job Analysis: Job Description, Job specification, uses of job analysis; Job design: Techniques of Job design; Employee Recruitment: sources of recruitment, methods of recruitment; Selection: process of selection, Types of interviews, Interview Tests; Placement and Induction, Transfer, Promotion and Separation.
Module 3	Training and Development: Training vs Development, methods of training: on-the job and off- the job methods; Performance Appraisal: process of performance appraisal, methods of appraisal, Errors in appraisal, Job evaluation: Methods of job evaluation; Employee Compensation: Objectives of compensation, Components of compensation; Employee Benefits, Employee Welfare and Safety.
Module 4	Employee Grievances, Employee Discipline, Industrial Relations, Trade Unionism, Collective Bargaining, Managing Ethical issues in HRM, HR audit and Evaluation, International HRM, eHRM, HRIS, Recent trends in HRM :Managing Diversity, Downsizing, Contingent workforce, Tele commuting, Competency Mapping, Talent Management.
Module 5	Managing Voluntary Turnover, Retention Strategies for Reducing Voluntary Turnover, A Comprehensive Approach to Retaining Employees, Talent Management and Employee Retention, Monitoring Employee Engagement, Career Management, Career and Succession Planning, Managing Transfers, Managing Retirements.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Human Resource Management	Gary Dessler	Pearson Education, New Delhi	Eleventh edition

STRATEGIC MANAGEMENT (SM)

COURSE CODE	20BB32C4	MODE	Advanced	LTPS	5-0-0-0	PRE-REQUISITE	NIL
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the basic model and process of management and will Analyze and evaluate corporate mission statements	3	3,5
CO2	Understand types of strategies and will be able to analyse corporate, business and functional level strategies	3	6
CO3	Understand and identify the issues in strategy implementation, Analyze resource allocation	3	2,5
CO4	Understand the nature, characteristics, and importance of strategic evaluation and control and Recognize the limitations of strategic control	3	3,6,
CO5	Understand the Importance of Innovation in Strategic Management, evaluate the market trends and Analyze the challenges and opportunities of operating in a global business environment	5	2
CO6	<CO for Skill – can be deleted otherwise>		

Syllabus

Module 1	Basic concepts of Strategic Management: Definition and Nature; Basic model and process of management; Benefits and limitations of Strategic Management; Business Vision, Mission and Objectives; Contents and characteristics of Corporate mission statements. Levels of strategic planning, Environment and Resource Analysis: Environmental Analysis, Industry and Competitive Analysis, Porter's Five forces Model, Internal Analysis, SWOT Analysis, Value Chain Analysis.
Module 2	Strategy Formulation and Strategic Choice: Developing Alternative strategies, Types of strategies, Corporate Strategy, Business strategy, Functional strategy, and Global strategy – Growth, Stability, Expansion, Retrenchment, mergers, Acquisitions, Joint ventures, Ansoff's Product-Market Matrix; Portfolio analysis and its limitations: BCG matrix and GE nine-cell matrix; Competitive advantage; Core competencies; Michael Porter's Generic Business strategies
Module 3	Strategic implementation: Issues in implementation; Mc Kinsey's 7 – S Model, Formulation of short-term objectives; Resource allocation- Approaches, techniques, Criteria for allocation, Factors affecting and difficulties in Resource allocation; Organizational structure- Importance, Principles and types of organizational structure; Strategy supportive culture; Managing strategic change- nature, types of change, Triggers, Resistance to change; Strategic Leadership- role, leadership styles, approaches
Module 4	Strategic evaluation and control: Nature, characteristics and importance of strategic evaluation and control; Criteria for strategic control, Limitations; Guidelines for proper evaluation and control; Types of control; Corporate social responsibility – Need, Benefits and Areas of CSR; Social audit- Need, Approaches, Objectives and Types of social audit.

Module 5	Strategic Innovation and Entrepreneurship: Importance of innovation in strategic management, Managing disruptive technologies and innovation, Identifying and exploiting new business opportunities, Building an entrepreneurial culture within organizations, Globalization and International Strategy: Global market entry strategies: Managing cultural, political, and economic risks in international operations. Formulating and implementing global expansion strategies. Strategic Decision Making: Decision-making models and processes, Analyzing and managing strategic risks. Ethical considerations in strategic decision making
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Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Strategic Management	Charles Hill & Gareth Jones/ Biztantra,	Eleventh edition	Wiley India, 2009
2	Business Policy and Strategic Management	Kazmi Azha	3rd Edition	Tata MC Graw Hill, New Delhi
3	Competitive Strategy	Michael Porter	7 th edition	Harvard University Press
4	Strategic Management	Arthur Shaplin	4 th edition	Tata McGraw Hill, New Delhi, 2007

EXPERIENTIAL ENTREPRENEURSHIP - EE

COURSE CODE	20	MOD E	Advanced	LTPS	5-0-0-0	PRE-REQUISITE	EE
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Explain the basic terms and identify the elements of success of entrepreneurial ventures	2	PO1
CO2	Apply the knowledge of environmental analysis to analyse the business environment in order to identify business opportunities	3	PO1, PO2
CO3	Apply the knowledge in analysing the various institutional supports and approaching the suitable one for starting the business	3	PO1, PO2

CO4	Understand the role of Entrepreneurial training institutions in developing successful entrepreneurs.	2	PO1
CO5	Analyse critical thinking, problem-solving, and decision-making skills in entrepreneurs in the digital era.	3	PO1, PO2

Syllabus

Module 1	Introduction to Entrepreneurship: Definition and concept of Entrepreneur, Evolution of Entrepreneurship, Entrepreneurial traits, characteristics and skills, Types of Entrepreneurs, Entrepreneurial Culture, Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur; Role of Entrepreneurship in Economic Development; Ethics and Social Responsibility of Entrepreneurs; Opportunities for Entrepreneurs in India and abroad.
Module 2	Creating and starting the venture: Environmental Analysis - Search and Scanning, Assessment of Opportunities; Business Idea, Sources of new Ideas, Techniques of generating ideas, Project identification, product planning and development process. The Business Plan: Nature and scope of business plan, Writing Business Plan, Evaluating Business plans, Using and implementing Business plans. Marketing plan, financial plan and the organizational plan; launching formalities. Institutional support to Entrepreneurs
Module 3	Sources of Capital, Government policies and schemes for entrepreneurial development; Role of MSME, NIMSME, Directorate of Industries, District Industries centers (DICs), Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs), Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI). Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, and Venture Capital.
Module 4	Entrepreneurial Development: Entrepreneurial Development Programme - Need, Objectives, importance, Entrepreneurial training, Entrepreneurship training institutions; MDI The national institute for Entrepreneurship and Small Business Development (NIESBUD), EDI of India, Science and Technology Entrepreneurship Parks (STEP), National Alliance of Young Entrepreneurs (NAYE), Specialized training institutes – NISIET, CITD, NSIC. Recent trends in Entrepreneurship (Women entrepreneurship, Social entrepreneurship, Edupreneurship, Technopreneurship, Agripreneurship, Family Entrepreneurship, Rural Entrepreneurship, Tourism Entrepreneurship).
Module 5	Experiential entrepreneurship in the digital age: Technology trends and their impact on entrepreneurship, Leveraging digital platforms and tools, E-commerce and online marketing strategies, Disruptive business models and innovation, Business incubation and acceleration, corporate entrepreneurship, Angel investing, Case study analysis

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	The Dynamics of Entrepreneurial Development and Management	Vasant Desai	Himalaya Publishing House	2014
2	Entrepreneurial Development	S.S. Khanka	S Chand and Company Limited	2020
3	Entrepreneurship – Creating and leading an entrepreneurial organization	Arya Kumar	Pearson	2012
4	Entrepreneurship	Baringer and Ireland	Pearson	2018

MARKETING MANAGEMENT -MM

COURSE CODE	22BB21C2	MODE	Advanced	LTPS	5-0-0-0	PRE-REQUISITE	
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	2	PO1
CO2	Apply the knowledge of marketing concepts to strategize the marketing program regarding STP and Product	3	PO2
CO3	Apply the knowledge of marketing concepts to strategy the marketing program regarding Pricing and distribution	3	PO2
CO4	Analyze the need for Promotion strategies, ethics in marketing and the importance of social, Digital and green marketing.	4	PO8
CO5		4	PO6

Syllabus

Module 1	Introduction- Need, Want and Demand -Marketing – Definition, Concepts Significance and functions of Marketing- Consumer Behaviour-Nature, Scope, Significance and Determinants Organizational Buying Behaviour. Marketing Environment-Internal and External forces of Marketing Environment- Marketing Research- Marketing research process.
Module 2	Market Segmentation- Targeting and Positioning Strategies. Marketing Mix-4 Ps of Marketing Product – Concept of Product-Product Planning and New Product Development -Product life cycle- Branding-Packing and labelling
Module 3	Price-Meaning -Importance-Objectives-Factors affecting pricing – Pricing policies-Methods of pricing- Distribution channel and physical distribution-Distribution channels-concepts and types of distribution channel-Channel conflict - Retailer and Wholesaler - Physical Distribution of goods- Transportation, Warehousing.
Module 4	Promotion-Methods of Promotion-Advertising-Media their merits and limitations- Personal selling and sales force management-Sales Promotion and publicity. Marketing organization – Marketing control - Ethics in Marketing – Social Marketing – Green marketing – Online Marketing

Module 5	Marketing in Global Economy – Cultural differences –International Trade- Global Marketing Strategies- Market entry strategies- Government regulations – Marketing challenges in emergingmarkets- Neuro marketing, Viral marketing
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Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Marketing Management	Phillip Kotler andKevin keller	Pearson Publicatio n	2016
2	Marketing: Concepts and Cases	Etzel, walker, Stanton and Pandit,	TMH – New Delhi	2017
3	Marketing Management, Planning, ImplementationandControl	Rama Swamy andNamaKumari	McMillan	2013
4	Case Studies in Marketing -Indiancontext	R. Srinivas	TMH	
5	Marketing Management	Rajan Saxena	TMH	

BUSINESS MODEL GENERATION (BMG)

Course Code	22BB22C5	Regular	Advanced	LTPS	5-0-0-0	Pre requisites	Business Environment
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand and be able to explain the purpose, role and importance of business models including the key elements of a business model and the interactions and interdependencies among the elements.	2	PO 1
CO2	Analyse existing business models utilizing the course frameworks, tools, and techniques, evaluate their strengths and limitations, and make recommendations for improvement	4	PO 3
CO3	Analyse and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments	4	PO 3
CO4	Analyse the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models	4	PO 3
CO 5	Analyse the Business Model Canvas to develop innovative business models of value creation or transform current ones.	4	PO 3

Syllabus

Module 1	Introduction, Importance, Advantages, types of business models, Business Model Design Process (Idea Generation, Feasibility Study, prototyping, Decision making), Drivers for Business Model Change (Market Factors, technological Factors, Government related Factors), nine Building Blocks
Module 2	Apple Business Model, Amazon Business Model, Google Business Model, Zomato Business Model, Model, Wow Momos Business Model, Case Study: Royal Enfield
Module 3	Uber Business Model. Facebook Business Model. Netflix Business Model, Spotify Business Model, Byju's Business Model, Case Study: Nykaa
Module 4	Model, OYO Business Model, Case Study: lenskart
Module 5	Tata Business Model. Hindustan Unilever Business Model. Tesla Business Model. Pavtm Business Model, Prada Business Model, Case Study: Walt Disney

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Business Model Generation A Handbook for Visionaries, Game Changers, and Challengers	Alexander Osterwalder and Yves Pigneur	John Wiley & Sons, Inc	2005
2	The Invincible Company	Alex Osterwalder, Yves Pigneur, Fred Etienne, Alan Smith, Wiley	John Wiley & Sons, Inc	2010

PRODUCTION AND OPERATIONS MANAGEMENT (POM)

COURSE CODE	21BB22C1A	MODE	Advanced	LTPS	4-1-0-0	PRE-REQUISITE	POM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand general concepts of production and operations management using appropriate examples	2	PO1,PO4
CO2	Identify methods for maximizing productivity, attaining high levels of production capacity by applying various strategies of location and layout planning.	3	PO1
CO3	Organize the usage of resources which include: people, plant, equipment, tools, inventory, premises and information systems	3	PO4
CO4	Analyze the applicability of the Quality management concepts and ensure the best qualitative operational efficiency in the organization.	4	PO1
CO5	Analyze the applicability of green manufacturing and international operations for the best qualitative operational efficiency in the organization.	4	PO1

Syllabus

Module 1	Introduction to Production and Operations Management, Features of Production and Operation
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	management , Decision making in production ,manufacturing operations versus service operations, Importance of production function, Operation Strategy: Framework, Recent Trends in POM.
Module 2	Production Planning: New Product Design, Factors influencing product design, Approaches to product design, Product Development Process, Aggregate Capacity Planning: Estimating Capacity Needs ,Strategies, Facilities Location ,Plant Layout :Types of Layouts.
Module 3	Process and project management : Major process decisions, Work Measurement Techniques : Work Study, Time Study, Project Planning and Scheduling : Project planning and control , Scheduling techniques : Gantt, PERT, CPM.
Module 4	Materials and Quality Management: - Purchase management ,Inventory : costs associated with inventory, Economic order quantity, ABC Analysis, Inventory control Techniques, TQM -Total Quality management, Deming's 14 principles, Six sigma, Quality Circles, statistical quality control: Types of control charts
Module 5	Maintenance Management , Stores Management and Materials Handling ,green manufacturing, carbon footprint management, International Operations Management

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Production and Operations Management	K.Aswhappa .Sridhara a,Bhat	Himalaya Publishing House, Edition	2018
2	Operations Management	K. Sridhara Bhat	Himalaya Publishing House	2009
3	Production and Operations Management	S.N.Chary	Tata McGraw Hill Company	2000
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5				

RESEARCH PAPER WRITING-RPW

COURSE CODE	22BB31C7	MODE	Advanced	LTPS	1-0-0-8	PRE-REQUISITE	RPW
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	The student should understand the structure of a Research Paper and able to choose a topic for the purpose of writing research Paper by applying the knowledge acquired	3	PO1,PO3
CO2	The student should apply the concepts, tools and methods learned in research methodology and various functional specializations	3	PO4,PO3
CO3	The student should analyze the data collected and finalize the results and discuss the results	4	PO5
CO4	The student can create his own Research Paper with original idea	6	PO6
CO5	Preparation of Final Paper-Plagiarism Checkup-Rewriting if necessary-Sending for Publication	4	PO5

Syllabus

Module 1	Research Paper-Meaning-Definition-Characteristics-Types of Research Papers-Significance of Research Paper-Research Paper Structure-Selection of Topic Finalizing Introduction of the study-Doing Review of literature
Module 2	Finalizing the objectives of the Research Paper-Finalizing Methodology- Preparing and Finalizing Tools for Data Collection/Identifying sources of secondary Data Data collection-Data Analysis using appropriate tools/software
Module 3	Finalizing Results and Discussion Finalizing Conclusion-Finalizing References- Finalizing Abstract and Key words- Keeping the Paper in format with author names and affiliations
Module 4	Finalizing Abstract and Key words- Keeping the Paper in format with author names and affiliations-
Module 5	Preparation of Final Paper-Plagiarism Checkup-Rewriting if necessary-Sending for Publication

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Research Methodology	C.R KOTHARI	PEARSON EDUCATION	2011
2	Research Methodology Techniques - Methods	VishwaPrakashan	PEARSON EDUCATION	2009

3	Statistics for Management	Levin, Richard and Rubin, David	PEARSON EDUCATION	2011
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BUSINESS LAW BL

COURSE CODE	22BB22C3	MODE	ADVANCED	LTPS	3-0-0-0	PRE-REQUISITE	Nil
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
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CO1	After completion of CO1 Syllabus, the students will be able to define various fundamental concepts in management studies.	2	PO2
CO2	After completion of CO2 Syllabus, the students will be able to interpret various aspects in management of organizations	2	PO3 & PO4
CO3	After completion of CO3 Syllabus, the students will be able to make use of various managerial concepts on real-time basis.	3	PO3 & PO4
CO4	After completion of CO4 Syllabus, the students will be able to analyse the relationships between various causes and outcomes at workplace.	4	PO2
CO5	After completion of CO5 Syllabus, the students will be able to analyse the practical areas of knowledge in special contracts, company law and environment protection laws and thereby develop the acumen to resolve the issues thereto arising in these legal areas arising in organization from time to time.	4	PO4

Syllabus

Module 1	Indian Contract Act, 1872: Definition of Contract – Essential Elements of a Valid Contract – Classification of Contracts – Offer and Acceptance – Consideration – Capacity of Parties – Free Consent – Legality of Object – Performance of Contract – Remedies for Breach of Contract -Discharge of Contract.
Module 2	Sale of Goods Act, 1930: Sale and Agreement to Sell – Conditions and Warranties – Rights of Unpaid Seller. Indian Partnership Act, 1932: Characteristics of Partnership – Formation of Partnerships - Registration of Firms – Types of Partners – Rights, Duties and Liabilities of Partners. Indian Negotiable Instrument Act, 1881: Types of Negotiable Instruments – Negotiation – Endorsement.
Module 3	Consumer Protection Act, 1986: Object and Scope of the Act – Definition and Meaning of Consumer – Rights of Consumers. The Competition Act, 2002: Prohibition of Anti-competitive Agreements – Prohibition of Abuse of Dominant Position – Competition Commission of India. The Foreign Exchange Management Act, 1999: FERA vs. FEMA – Regulation and Management of Foreign Exchange.
Module 4	The Information Technology Act, 2000: Digital Signature – Digital Signature Certificates - Cyber Offences. The Patents Act, 1970: Scope and Commencement of the Act – Grant of Patents - Rights of Patentee. The Copyright Act, 1957: Scope of the Act – Copyright, Its Ownership and Term – Registration of Copyright.
Module 5	Special Contracts: Contract of Indemnity and Guarantee- Contract of Bailment and Pledge-Contract of Agency- Company Law: Meaning-Nature- Classification of Companies- Formation- Memorandum and Articles of Association- Prospectus- Share Capital- Types and Allotment of Shares- Certificate and Warrant- Calls- Forfeiture- Lien and Surrender of Shares- Transfer of Shares- Borrowings- Debentures- Charges- Meetings- Accounts and Audits- Investigations- Management of Company- Prevention of Oppression and Mismanagement- Amalgamation- Reconstitution- Compromises- Arrangements- Winding Up- Dissolution- EGovernance and E-Filing. Environmental Protection Law: The Environment (Protection) Act,1986- Environment Pollution- Powers of Central Government - Rules - Machinery - Protection Measures - Offences.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Business Law	K.C.Garg, V.K.Sareen, Mukesh Sharma and R.C. Chawla	2010	Kalyani Publisher, New Delhi
2	Business Law	S.S.Gulshan	2006	Excel Books, New Delhi
3	Business Law	D. Chandra Bose	2010	Prentice Hall of India Learning Private Ltd., New Delhi
4	Business Law	N.D. Kapoor	2008	Sultan Chand & Sons, New Delhi
5	Business Law	M.C. Kuchhal & Vivek Kuchhal	2014	Vikas Publishing House, New Delhi

MANAGEMENT AND COST ACCOUNTING (MAC)

COURSE CODE	22BB21C1	MODE:	Advanced	LTPS	4-1-0-0	PRE-REQUISITE
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Course Outcomes

CO#	CO Description	BT L	PO Mapping
CO1	Understand Management accounting: Definition – Objectives – Scope- Functions of management accounting. Advantages and limitations of management accounting. Distinction between Management accounting with Financial and cost accounting Financial Statement analysis- Meaning Objectives, Nature and limitations. – Tools for analysis- comparative financial statements – common size statement- trend analysis. Ratio analysis: Meaning -Classifications of Ratios. Liquidity, and Profitability Ratios. Analysis and interpretation of financial statementUses and limitations of ratios.	2	PO1
CO2	Analyze the funds flow and cash flows and applying those techniques forthe analysis of financial health of the organization Marginal costing andDecision making: Meaning of Marginal costing features, merits and demerits of Marginal costing. – Marginal cost statement. Profit volume ratio -Break even analysis –Margin of safety –decision making problems.	4	PO2

CO3	Understand Cost Accounting: Meaning, Objectives, Scope, Advantages and Limitations of cost accounting, Financial Accounting vs. Cost Accounting, Classifications and types of cost, – Material cost, Labour cost and overhead cost, Role of cost accountant, Preparation of cost sheet. Methods and Techniques of costing – Unit and Output costing, Job costing - Features, Advantages and Limitation, Batch Costing – Features and Applications, Contract Costing – Basic Concepts	4	PO3
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CO4	Analyzing Process Costing - Features, Normal and Abnormal Loss/ Gains - Operating Costing (or) service costing – Features and Applications. Standard Costing – Definition and meaning, Significance and Applications, Variance analysis for materials, labour.	4	PO3
CO5	Analyzing Budget, Budgeting and Budgetary Control – Concept, Preparation of various types of budgets, Fixed and Flexible Budgets, cash budget (simple problems), Budgetary control system – Advantages and limitations, zero based budgeting, performance budgeting.	4	PO3

Syllabus

Module 1	Management accounting: Definition – Objectives – Scope- Functions of management accounting. Advantages and limitations of management accounting. Distinction between Management accounting with Financial and cost accounting Financial Statement analysis- Meaning Objectives, Nature and limitations. – Tools for analysis- comparative financial statements – common size statement- trend analysis.
Module 2	Ratio analysis: Meaning -Classifications of Ratios. .Liquidity, Solvency, Activity and Profitability Ratios. Analysis and interpretation of financial statement through accounting ratios – uses and limitations of ratios.
Module 3	Fund flow and cash flow Analysis: Concept of funds – sources and uses of funds – concepts of flow – Schedule of changes in working capital. Fund from operation. Construction of Fund flow statement. Cash flow statement Significance and uses of Fund flow statement. – Difference between fund flow and cash flow statement. Construction of cash flow statement. Marginal costing and Decision making: Meaning of Marginal costing features, merits and demerits of Marginal costing. – Marginal cost statement. Profit volume ratio -Break even analysis –Margin of safety – decision making problems.
Module 4	Cost Accounting: Meaning, Objectives, Scope, Advantages and Limitations of cost accounting, Financial Accounting vs. Cost Accounting, Classifications and types of cost, – Material cost, Labour cost and overhead cost, Role of cost accountant, Preparation of cost sheet. Methods and Techniques of costing – Unit and Output costing, Job costing - Features, Advantages and Limitation, Batch Costing – Features and Applications, Contract Costing – Basic Concepts
Module 5	Budget, Budgeting and Budgetary Control – Concept, Preparation of various types of budgets, Fixed and Flexible Budgets, cash budget (simple problems), Budgetary control system – Advantages and limitations, zero based budgeting, performance budgeting.

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Management accounting – Tools and Technique	N. Vinayakam, I. B. Sinha	Himalaya Publishing House.	2019
2	Principles of management accounting	Man Mohan and S. N. Goyal	Sahitya Bhavan Agra.	2018
3	Management accounting	S. K. R. Paul	New Central Book Agency, Calcutta	2016

Financial Accounting (FA)

COURSE CODE	22BB12C1	MODE:	Advanced	LTPS	4-1-0-0	PRE-REQUISITE	F A ...
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand accounting concepts, conventions and assumptions in the business context, users of accounting and branches of accounting	2	PO1, PO11
CO2	Prepare Journal, ledger and Trial balance	3	PO1
CO3	Applying the learned concept in preparing subsidiary books and the ability to prepare BRS	3	P1, P11
CO4	Analysing the final accounts of a company and knowing the latest computer software in accounting.	4	PO1,PO2,PO11
CO5	Analysing Causes for depreciation, methods of depreciation- straight line, diminishing and annuity.	4	PO1,PO2,PO11

Module 1	Definition of accounting - Need for Accounting — Objectives of Accounting – Functions of Accounting – Bookkeeping vs. Accounting - Branches of Accounting – Users of accounting information – Advantages and limitations of Accounting. Accounting Principles – Concepts and Conventions — Accounting Equation — Double Entry Book keeping System – Advantages of double entry system.- Accounting Cycle.
Module 2	Classification of Accounts- – Rules of Debit and Credit- Significance of Debit and Credit in Accounts – Journals – Journal entries – Ledger – Ledger posting – Balancing the Account – difference between Journal and Ledger – Trial Balance – Preparation of Trial Balance.
Module 3	Types of subsidiary books — Cash book – Meaning of Cash book – Features of cash book - Types of Cashbook – Petty Cash book. Bank Reconciliation Statement – Meaning – Bank pass book – Causes of Difference between Cash book and Pass book -Importance of Bank Reconciliation Statement – Practical Problem on BRS.
Module 4	Meaning – Objectives of Preparing Final Accounts – Trading Account – Profit and Loss Account -Balance Sheet – Arrangement of Assets and Liabilities – Preparation of Final Accounts – Adjustments – Practical problems on Final Accounts. Role of computers in Accounting. (Basic software's).
Module 5	Depreciation- Definition, Meaning, Objectives of depreciation, Causes for depreciation, methods of depreciation- straight line, diminishing, annuity

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Fundamentals of Accounting	RL Gupta & V.K Gupta	Sultan Chand & Sons,	2008
2	Introduction to Financial Accounting	Jain & Narang	Kalyani Publishers	2018
3	An Introduction to Accountancy	Dr.S.N.Maheswari and S.K.Maheswari	Vikas Publishing House Pvt. Ltd.	2019

FINANCIAL MANAGEMENT FM

COURSE CODE	22BB22C4	MODE	Advanced	LTPS	3-2-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	To enable the students understand the Finance Functions and types of Business	2	PO 1, PO4, PSO 2
CO2	To evaluate the long term and short term investment decisions	3	PO 4, PO11, PSO 1
CO3	To understand the working capital requirements in a company	3	PO4, PO11& PSO 2
CO4	To learn different Capital Structure and dividend policies in Practice	4	PO4, PSO 2

syllabus

Module 1	Introduction to Financial Management: Financial Management, Definitions, Investment Decision, Finance Decision, Dividend Decision, Objective of Financial Management, Shareholders Wealth Maximisation. Types of Business, Proprietary company, Partnership Company, Company, Features, Merits and Demerits, Private Limited Company Vs. Public Limited Company, Classification of companies, Franchisee, Cooperative Society
Module 2	Capital Budgeting and Cost of Capital Meaning, Features, Techniques of Capital Budgeting, Traditional methods- Payback Period, ARR and Modern Methods- NPV, IRR & Profitability Index, Case studies on Capital Budgeting. Sources of Finance: Short term sources_ Cash credit limit, Overdraft, Bill Discounting, Short term loans, Long term sources: Equity, Preference, Bond/Debenture, Term loans, Venture capital financing. Calculation of Weighted Average Cost of Capital and Specific Cost of Capital
Module 3	Working Capital Management Gross working capital, Net working Capital, operating cycle, Determinants of Working Capital, Computation of working capital Requirement, Case studies Cash Management, Receivables and Inventory Mgt
Module 4	Capital Structure and Dividend Operating Leverage, Financial Leverage, Combined Leverage, EBIT – EPS Analysis, Capital structure Theories, NI, NOI, Traditional Theory, MM Hypothesis. Dividends, Meaning, Types of Dividend, Dividend Policies in Practice, Walter, Gordon and MM Hypothesis, EBIT EPS case study.

Module 5	Overview of financial modelling - Understanding the components and structure of financial models- Evaluating investment projects using financial models - Analyzing project feasibility and risk assessment using excel- Evaluating the impact of capital structure and dividend decisions on financial metrics using excel. Creating business plans using financial models-Assessing strategic initiatives and growth opportunities
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Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Financial Management	Jonathan Berk, Peter Demarzo,	6TH	2015
2	Financial Management, texts & cases	Prasanna Chandra,	5TH	2020
3	Financial Management & Policy	Vanhorne,	13th	2022
4	Financial Management	Jonathan Berk, Peter Demarzo,	6TH	2021
5	Financial Management, texts & cases	Prasanna Chandra,	5TH	2022
6	Corporate Finance	Jonathan Berk and Peter DeMarzo	Pearson	2018
7	Principles of Corporate Finance	Richard A. Brealey, Stewart C. Myers, and Franklin Allen	Pearson	2021
8	Financial Management: Principles and Practice	Timothy Gallagher, Joseph D. Andrew, and Anne Marie Ward	Cengage Learning	2021
9	Financial Management: Theory & Practice	Eugene F. Brigham and Michael C. Ehrhardt	Cengage Learning	2021

INCOME TAX & GST (ITGST)

COURSE CODE	22BB32C3	MODE	Advanced	LTPS	5-0-0-0	PRE-REQUISITE	ITGST
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understanding the basics of direct and indirect taxations.	2	PO2
CO2	Ascertain the procedure of computing the total income and the taxliability for individuals & firms.	3	PO1
CO3	Ascertain the need and significance of GST.	3	PO6
CO4	Evaluate the procedure of registration under GST and various typesof payments and returns.	4	PO12
CO5	Evaluate the penalties for fraudulent submission of data.	4	PO4

Syllabus

Module 1	Basics of Taxation - Basics for Taxation - Direct Taxes and Indirect Taxes – Features of Indirect taxes, Difference, Advantages and Disadvantages. Sources and Authority of Taxes. Basic Concepts of Income Tax - Meaning, Features and Contribution to Public Revenue. Acts regulating the Direct and Indirect Taxes. Types and sources of Income.
Module 2	Income Tax - Determination and Tax Incidents of residential status, Exempted Income. Income from Salaries, Income from House Properties, Income from Capital Gains & Other Sources. Profits and Gains of Business or Profession. Computation of Total Income and Tax Liability. Assessment of Individuals & Firms, Filing of Returns – Online and Offline.
Module 3	Goods and Services Tax – Introduction, Definition and Meaning of GST, Old Tax Structure vs GST in India, Benefits of GST, Conceptual Framework – CGST, IGST, SGST,UTGST, GST Council, Rates of GST, Imports of goods or services or both, Export of goods or services or both, Taxes subsumed and not subsumed under GST.
Module 4	Registration – Rules & Procedure of Registration, Deemed Registration, Amendment, Cancellation, Revocation of Cancellation of Registration. Concept of Supply – Place, time, Value of Supply. Taxable events under GST. Payment of GST – Introduction, Time of Payment, Challan Generation, CPIN, TDS & TCS. Different types of GST Returns.
Module 5	Payments – Payments of Interest & Penalty. Refunds - Assessment and Audit – Demands, Recovery offences and Penalties – Appeals and Revision. Inspection, Seizure & Arrest under GST. Computation of GST under Inter state supplies and Intra state supplies. Case studies on GST

ORGANIZATIONAL BEHAVIOR OB

COURSE CODE	22BB12C3	MODE	Advanced	LTPS	3-0-0-0	PRE-REQUISITE	OB
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand people with an understanding of Individual behaviour	2	2
CO2	Ability to apply learning and motivation theories at the workplace.	3	3
CO3	Ability to manage groups with an understanding of the Group behavior and leadership styles	3	4
CO4	Ability to apply organization Change and Development and managework stress	3	4,5
CO5	Ability to manage international organisations by analysing practices across cultures	4	

Syllabus

Module 1	Organizational Behavior – Nature and Significance, Contributing Disciplines to the OB field; Challenges and Opportunities for OB. Personality-Determinants of personality, The Big Five Model, Major personality attributes influencing OB; Emotions-Emotions& Moods, Emotional Intelligence, Values – Types of Values; Attitudes – Types of Attitudes, work related attitudes
Module 2	Learning – Theories of learning; Learning and OB, Perception – Perceptual process, Perceptual errors, Improving perception, Motivation – Hierarchy of Needs Theory, Two-Factor Theory, Expectancy theory, Applications of Motivation
Module 3	Foundations of Group Behavior: Groups – Types of groups; Stages of Group Development; Groups and Teams, Leadership – Styles; Theories of Leadership- Trait, Behavioral and Contingency theories, Power & Politics- Bases of Power, Organizational politics, Conflict - The Conflict process; Managing conflict
Module 4	Organizational Culture: Functions, creating and sustaining organizational culture, Organizational Change, Forces for change; Resistance to change; Approaches to Managing Organizational Change, Organization Development – Techniques, WorkStress – Causes and Consequences of Stress, Stress Management Techniques
Module 4	International Organizational Behaviour-Trends in international business, Cultural differences and similarities, Hofstede’s cultural dimensions, Motivation across cultures, Compensation across cultures, Leadership across cultures, Communicating and negotiating across cultures

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Organizational Behavior	Robbins, Stephen, Timothy A Judge & Niharika Vohra	Pearson Education	2013

FUNDAMENTALS OF LOGISTICS MANAGEMENT (FLSCM)

COURSE CODE	22BB21C6	MODE	Advanced	LTPS	3-0-0-0	PRE-REQUISITE	
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Analyze Importance of logistics, Logistics-A systems concept	2	PO1
CO2	Analyze the Supply Chain management	2	PO1,PO2
CO3	Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.	2	PO1,PO2
CO4	Understand how comparative advantage provides the basis for gains through trade	3	PO1,PO8
CO5	Analyse the Logistics Strategy: Strategic role of logistics	4	PO4

Syllabus

Module 1	INTRODUCTION TO LOGISTICS MANAGEMENT Definition of Logistics Management, Functions and Objectives, Importance of logistics, Logistics-A systems concept, Logistics and customer service: Elements of customer service, Phases incustomer service, Customer retention-Extension to customer service. Introduction toLogistics Specialists and industry stakeholders: NVOCCs Freight Forwarders, Custom House Agents, Export Packers, 3PL & 4PL Companies, Trends, Issues and challenges in Logistics management. Logistics outsourcing
Module 2	LOGISTICS AS A PART OF SUPPLY CHAIN MANAGEMENT Introduction to Supply Chain management, Evolution and Concept, Logistics Versus Supply Chain Management, Drivers of Supply Chain – Logistical Drivers and Cross Functional Drivers, Role of Logistics in SCM, Concept of Value Chain; Role of inventory in logistics: Importance, Types of inventory, Functions of inventory, Costs for holding inventory, Inventory levels, Need for controlling inventory, Types of selective inventory & control techniques. Inventory planning models.
Module 3	INTRODUCTION TO MODES OF TRANSPORTATION; INBOUND LOGISTICS and OUTBOUND LOGISTICS Transportation Mode and Mix Documentation and Processes, Rail, road, waterway, airways and pipelines, Transport mode Selection, Performance Characteristics, Policy Reforms and Govt. Initiatives, Multi Modal Transportation, Role of MTO Concept and definition of Inbound logistics; Decision making for inbound and outbound, improving inbound logistics performance – A DHL Case study, Strategic Sourcing Process Concept of Outbound Logistics: Sameday Parts Deliveries to Automotive Service Centers

Module 4	INTRODUCTION TO WAREHOUSING ACTIVITY Ware house concept and Operations, Types of warehouses, Warehouse decisions, Benefits of warehousing, Site selection and methods of location, Design, Product mix analysis, Expansion, Role of CWC/FCI. Introduction To Material Handling Techniques: Introduction to material Handling and Types of MHEs, Criteria for selecting MHE
Module 5	Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies :Designing & Implementing logistical strategy

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Supply Chain Logistics Management	Bowersox, D. J., Closs, D. J., & Cooper, M. B.	McGraw-Hill Education	Eleventh edition
2	Logistics Management	Sople, V. V.	New Delhi: Pearson Education.	Eighth edition

Dynamics of Capital Markets (DCM)

COURSE CODE	22BB22C7	MODE	Advanced	LTPS	5-0-0-0	PRE-REQUISITE	FM
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Course Outcomes

CO#	CO Description	BTL	PO Mapping
CO1	Understand the basics of securities markets framework, constituents, prerequisites for trading in markets.	2	PO1
CO2	Understand the procedure of investments in the primary, secondary markets and functioning of stock markets.	2	PO1
CO3	Apply the concepts of stock market operations in NSE, BSE through Screen Based Trading System.	3	PO5
CO4	Apply the concepts of stock market operations at international markets and their impact on their economy.	3	PO3, PO5
CO5	Application of Block chain in capital markets		

Syllabus

Module 1	Securities & Securities Market - Introduction to Securities & Securities Market, Framework of the Indian Financial System, Regulatory Framework for Securities Market, SEBI – Roles & Functions. Investment Avenues, Precautions while investing in securities markets, Risk & Return, Pre-requisites to enter securities market. Investors – Retail, Institutional, Foreign, Angel, QIIs
Module 2	Investment Procedures - Investments through Primary Markets - IPO, FPO, Rights Issue, Bonus Issue, QIPs. Secondary Markets - Trading Days, Settlement days, Contract Note, Margin Money. Market Infrastructure Institutions - Stock Exchanges, Clearing Corporations, Depositories, Market Intermediaries, Stock Markets - Characteristics, Functions. Difference between Primary Vs Secondary Markets, Rights and Obligations of Investors, SEBI Complaint redressal mechanism
Module 3	Indian Stock Exchanges – Bombay Stock Exchange, Index, Constituents of Sensex & Sectors, Calculation of Sensex. National Stock Exchange, Index, Constituents of NIFTY & Sectors. Minimum requirements for listing companies in various stock exchanges. Screen Based Trading System (SBTS), Market Phases, Order Management, Trade Management. Segmentations of stocks
Module 4	Foreign Stock Exchanges – NASDAQ, NYSE, London Stock Exchange. Procedure for listing the securities in foreign stock markets. Financial Instruments for raising foreign capital – ADR, GDR, Euro Issue, FCCBs. Impact of stock exchanges on the economies of various other countries
Module 5	Blockchain Technology its applications, its regulation, different phases in blockchain issues, benefits, application in stock markets

Reference Books:

Sl No	Title	Author(s)	Publisher	Year
1	Indian Financial System and Markets	Siddhartha Sankar Saha	Tata McGraw Hill	
2	Investment Management & Security Analysis	Dhanesh Kumar Khatri	Trinity Press, Second Edition	
3	Indian Financial System	M Vohra	Anmol Publications Pvt Ltd	
4	Investment and Securities Market in India	VA Avadhani	Himalaya Publishing House	