

NANDHA ENGINEERING COLLEGE

(An Autonomous Institution affiliated to Anna University Chennai and approved by AICTE, New Delhi)
Erode-638 052, Tamilnadu, India, Phone: 04294 – 225585



Curriculum and Syllabus

for

MBA – MASTER OF BUSINESS ADMINISTRATION [R22]

[CHOICE BASED CREDIT SYSTEM]

(This Curriculum and Syllabi are applicable to Students admitted from the academic year (2022-2023) onwards)

AUGUST 2022

INSTITUTE VISION AND MISSION	
VISION	<ul style="list-style-type: none"> ❖ To be an Institute of excellence providing quality Engineering, Technology and Management education to meet the ever changing needs of the society.
MISSION	<ul style="list-style-type: none"> ❖ To provide quality education to produce ethical and competent professionals with social Responsibility ❖ To excel in the thrust areas of Engineering, Technology and Entrepreneurship by solving real- world problems. ❖ To create a learner centric environment and improve continually to meet the changing global needs.

MBA - MASTER OF BUSINESS ADMINISTRATION	
VISION	<ul style="list-style-type: none"> ❖ To be recognized as a centre of excellence in Management to produce competent business professionals to meet the changing needs of the society.
MISSION	<ul style="list-style-type: none"> ❖ To provide quality management education through managerial activities to meet the global needs. ❖ To impart business knowledge to enhance Employability, Entrepreneurship and Research with ethical and social responsibility. ❖ To be a learner centric environment to cater the changing business needs of the society.
PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)	<p>The graduates after three to five years will be able</p> <p>PEO 1: Core Competency: To work with multidisciplinary teams for problem solving and understand the group dynamics and team work.</p> <p>PEO 2: Employability, Entrepreneurship and Research To demonstrate business skills as employee, Entrepreneur, researcher and excel in providing socially acceptable solutions to real world problems by applying emerging management techniques.</p> <p>PEO 3: Ethical and Committed Professional: To develop life long learning attitude, ethics and values for a successful profession.</p>
PROGRAMME OUTCOMES (POs)	<p>The students of post graduates in Business Administration will be able to</p> <p>PO 1. Apply knowledge of management theories and practices to solve business problems.</p> <p>PO 2. Foster analytical and critical thinking abilities for data-based decision making.</p> <p>PO 3. Develop Value based Leadership ability.</p> <p>PO 4. Understand, analyze and communicate global, economic, legal, and ethical aspects of business.</p> <p>PO5. Lead themselves and others in the achievement of organizational goals, contributing effectively to a team.</p>

MAPPING OF PROGRAMME EDUCATIONAL OBJECTIVES WITH PROGRAMME OUTCOMES

A broad relation between the programme objective and the outcomes is given in the following table

PROGRAMME EDUCATIONAL OBJECTIVES	PROGRAMME OUTCOMES				
	1	2	3	4	5
1	3	3	2	3	2
2	3	3	3	3	3
3	3	3	3	3	3

Contribution

1: Reasonable

2: Significant

3: Strong

SEMESTER: I									
SI. NO	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
THEORY									
1	22BAB01	Statistics for Management	PC	Nil	3	2	1	0	3
2	22BAB02	Management Concepts and Organizational Behavior	PC	Nil	3	3	0	0	3
3	22BAB03	Economic Analysis for Business	PC	Nil	3	3	0	0	3
4	22BAB04	Information Management	PC	Nil	3	3	0	0	3
5	22BAB05	Accounting for Decision Making	PC	Nil	3	2	1	0	3
6	22BAB06	Legal Aspects of Business	PC	Nil	3	3	0	0	3
7	22BAB07	Entrepreneurship Development	PC	Nil	3	3	0	0	3
PRACTICAL									
8	22BAP01	Business Communication	EEC	Nil	4	0	0	4	2
9	22BAP02	Indian ethos (Seminar)	EEC	Nil	4	0	0	4	2
TOTAL					29	19	2	8	25

SEMESTER: II									
SI. NO	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
THEORY									
1	22BAB08	Quantitative Techniques for Decision Making	PC	Nil	3	2	1	0	3
2	22BAB09	Operations Management	PC	Nil	3	3	0	0	3
3	22BAB10	Financial Management	PC	Nil	3	3	0	0	3
4	22BAB11	Marketing Management	PC	Nil	3	3	0	0	3
5	22BAB12	Human Resource Management	PC	Nil	3	3	0	0	3
6	22BAB13	Business Research Methods	PC	Nil	3	3	0	0	3
7	22BAB14	International Business Management	PC	Nil	3	3	0	0	3
PRACTICAL									
8	22BAP03	Data Analysis and Business Modeling (Laboratory)	EEC	Nil	4	0	0	4	2
9	22BAP04	Community Engagement Project and Entrepreneur Interface Project	EEC	Nil	2	0	0	2	1
10	22BAP05	Share Trading	EEC	Nil	2	0	0	2	1
TOTAL					29	20	1	8	25

SEMESTER: III									
S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
THEORY									
1	22BAB15	Total Quality Management	PC	Nil	3	3	0	0	3
2	22BAB16	Strategic Management	PC	Nil	3	3	0	0	3
3	EI	Elective I	PE	Nil	3	3	0	0	3
4	EII	Elective II	PE	Nil	3	3	0	0	3
5	EIII	Elective III	PE	Nil	3	3	0	0	3
6	EIV	Elective IV	PE	Nil	3	3	0	0	3
7	EV	Elective V	PE	Nil	3	3	0	0	3
8	EVI	Elective VI	PE	Nil	3	3	0	0	3
PRACTICAL									
9	22BAP06	Managerial Skill Development	EEC	Nil	4	0	0	4	2
10	22BAP07	Corporate Internship	FW	Nil	4	0	0	4	2
TOTAL					32	24	0	8	28

SEMESTER: IV									
S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
THEORY									
1	22BAB17	Business Ethics, Corporate Social Responsibility and Governance	PC	Nil	3	3	0	0	3
2	EVII	Elective VII	PE	Nil	3	3	0	0	3
3	EVIII	Elective VIII	PE	Nil	3	3	0	0	3

4	EIX	Elective IX	PE	Nil	3	3	0	0	3
5	EX	Elective X	PE	Nil	3	3	0	0	3
PRACTICAL									
1	22BAP08	Project Work	FW	22BAP07	16	0	0	16	8
2	22BAP09	Transactional Analysis	EEC	-	2	0	0	2	1
TOTAL					25	15	0	18	24

PROFESSIONAL ELECTIVES (PE)

Students can choose three electives course from two functional specializations

SEMESTER: III									
S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
Marketing Management									
1	22BAX01	Brand Management	PE	Nil	3	3	0	0	3
2	22BAX02	Retail Management	PE	Nil	3	3	0	0	3
3	22BAX03	Services Marketing	PE	Nil	3	3	0	0	3
4	22BAX04	Integrated Marketing Communication	PE	Nil	3	3	0	0	3
5	22BAX05	Marketing Analytics	PE	Nil	3	3	0	0	3
Financial Management									
6	22BAX06	Security Analysis and Portfolio Management	PE	Nil	3	3	0	0	3
7	22BAX07	Merchant Banking and Financial Services	PE	Nil	3	3	0	0	3
8	22BAX08	International Trade Finance	PE	Nil	3	3	0	0	3
9	22BAX09	Financial Modelling	PE	Nil	3	3	0	0	3
10	22BAX10	Financial Derivatives	PE	Nil	3	3	0	0	3
Human Resource Management									
11	22BAX11	Industrial Relations & Labour Legislations	PE	Nil	3	3	0	0	3
12	22BAX12	Training and Development	PE	Nil	3	3	0	0	3
13	22BAX13	Organizational Design, Change and Development	PE	Nil	3	3	0	0	3

14	22BAX14	HR Metrics and Analytics	PE	Nil	3	3	0	0	3
15	22BAX15	Strategic Human Resource Management	PE	Nil	3	3	0	0	3
Business Analytics									
16	22BAX16	Deep learning and Artificial Intelligence	PE	Nil	3	3	0	0	3
17	22BAX17	e-Business Management	PE	Nil	3	3	0	0	3
18	22BAX18	Enterprise Resource Planning	PE	Nil	3	3	0	0	3
19	22BAX19	Data Mining for Business Intelligence	PE	Nil	3	3	0	0	3
20	22BAX20	Social Media Web Analytics	PE	Nil	3	3	0	0	3
Operations Management									
21	22BAX21	Logistics and Supply Chain Management	PE	Nil	3	3	0	0	3
22	22BAX22	Services Operations Management	PE	Nil	3	3	0	0	3
23	22BAX23	Project Management	PE	Nil	3	3	0	0	3
24	22BAX24	Supply Chain Analytics	PE	Nil	3	3	0	0	3
25	22BAX25	Warehouse Management	PE	Nil	3	3	0	0	3
Entrepreneurship									
26	22BAX26	Business Plan	PE	Nil	3	3	0	0	3
27	22BAX27	Social Entrepreneurship	PE	Nil	3	3	0	0	3
28	22BAX28	Indian Models in Entrepreneurship	PE	Nil	3	3	0	0	3
29	22BAX29	Entrepreneurial Marketing	PE	Nil	3	3	0	0	3
30	22BAX30	Soft Skills for Entrepreneurs	PE	Nil	3	3	0	0	3
Open Elective Courses									
31	22BAZ01	Research Methodology and IPR	OEC	Nil	3	3	0	0	3
Value Added Courses									
32	22BAV01	Artificial Intelligence For Managers	VAC	NIL	2	0	0	2	1
33	22BAV02	Introduction to Google Apps	VAC	NIL	2	0	0	2	1

(A) PC, PE, EEC Courses, Field Wok, Value Added Courses, Open Elective Courses**(a) Professional Core (PC)**

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE REQUISITE	CONTACT PERIODS	L	T	P	C
1.	22BAB01	Statistics for Management	PC	NIL	3	2	1	0	3
2.	22BAB02	Management Concepts and Organizational Behavior	PC	NIL	3	3	0	0	3
3.	22BAB03	Economic Analysis for Business	PC	NIL	3	3	0	0	3
4.	22BAB04	Information Management	PC	NIL	3	3	0	0	3
5.	22BAB05	Accounting for Decision Making	PC	NIL	3	2	1	0	3
6.	22BAB06	Legal Aspects of Business	PC	NIL	3	3	0	0	3
7.	22BAB07	Entrepreneurship Development	PC	NIL	3	3	0	0	3
8.	22BAB08	Quantitative Techniques for Decision Making	PC	NIL	3	2	1	0	3
9.	22BAB09	Operations Management	PC	NIL	3	3	0	0	3
10.	22BAB10	Financial Management	PC	NIL	3	3	0	0	3
11.	22BAB11	Marketing Management	PC	NIL	3	3	0	0	3
12.	22BAB12	Human Resource Management	PC	NIL	3	3	0	0	3
13.	22BAB13	Business Research Methods	PC	NIL	3	3	0	0	3
14.	22BAB14	International Business Management	PC	NIL	3	3	0	0	3
15.	22BAB15	Total Quality Management	PC	NIL	3	3	0	0	3
16.	22BAB16	Strategic Management	PC	NIL	3	3	0	0	3
17.	22BAB17	Business Ethics, Corporate Social Responsibility and Governance	PC	NIL	3	3	0	0	3

(b) Professional Electives (PE)

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
1	22BAX01	Brand Management	PE	NIL	3	3	0	0	3
2	22BAX02	Retail Management	PE	NIL	3	3	0	0	3
3	22BAX03	Services Marketing	PE	NIL	3	3	0	0	3
4	22BAX04	Integrated Marketing Communication	PE	NIL	3	3	0	0	3
5	22BAX05	Marketing Analytics	PE	NIL	3	3	0	0	3
6	22BAX06	Security Analysis and Portfolio Management	PE	NIL	3	3	0	0	3
7	22BAX07	Merchant Banking and Financial Services	PE	NIL	3	3	0	0	3
8	22BAX08	International Trade Finance	PE	NIL	3	3	0	0	3
9	22BAX09	Financial Modelling	PE	NIL	3	3	0	0	3
10	22BAX10	Financial Derivatives	PE	NIL	3	3	0	0	3
11	22BAX11	Industrial Relations & Labour Legislations	PE	NIL	3	3	0	0	3
12	22BAX12	Training and Development	PE	NIL	3	3	0	0	3
13	22BAX13	Organizational Design, Change and Development	PE	NIL	3	3	0	0	3
14	22BAX14	HR Metrics and Analytics	PE	NIL	3	3	0	0	3
15	22BAX15	Strategic Human Resource Management	PE	NIL	3	3	0	0	3
16	22BAX16	Deep learning and Artificial Intelligence	PE	NIL	3	3	0	0	3
17	22BAX17	e-Business Management	PE	NIL	3	3	0	0	3
18	22BAX18	Enterprise Resource Planning	PE	NIL	3	3	0	0	3
19	22BAX19	Data Mining for Business Intelligence	PE	NIL	3	3	0	0	3
20	22BAX20	Social Media Web Analytics	PE	NIL	3	3	0	0	3
21	22BAX21	Logistics and Supply Chain Management	PE	NIL	3	3	0	0	3
22	22BAX22	Services Operations Management	PE	NIL	3	3	0	0	3

23	22BAX23	Project Management	PE	NIL	3	3	0	0	3
24	22BAX24	Supply Chain Analytics	PE	NIL	3	3	0	0	3
25	22BAX25	Warehouse Management	PE	NIL	3	3	0	0	3
26	22BAX26	Business Plan	PE	NIL	3	3	0	0	3
27	22BAX27	Social Entrepreneurship	PE	NIL	3	3	0	0	3
28	22BAX28	Indian Models in Entrepreneurship	PE	NIL	3	3	0	0	3
29	22BAX29	Entrepreneurial Marketing	PE	NIL	3	3	0	0	3
30	22BAX30	Soft Skills for Entrepreneurs	PE	NIL	3	3	0	0	3

(c) Employability Enhancement Courses (EEC)

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
1	22BAP01	Business Communication	EEC	Nil	4	0	0	4	2
2	22BAP02	Indian ethos (Seminar)	EEC	Nil	4	0	0	4	2
3	22BAP03	Data Analysis and Business Modeling (Laboratory)	EEC	Nil	4	0	0	4	2
4	22BAP04	Community Engagement Project and Entrepreneur Interface Project	EEC	Nil	2	0	0	2	1
5	22BAP05	Share Trading	EEC	Nil	2	0	0	2	1
6	22BAP06	Managerial Skill Development	EEC	Nil	4	0	0	4	2
7	22BAP09	Transactional Analysis	EEC	Nil	2	0	0	2	1

(d)Field Wok

7	22BAP07	Corporate Internship	FW	Nil	4	0	0	4	2
8	22BAP08	Project Work	FW	22BAP07	16	0	0	16	8

(e)Value Added Courses

9	22BAV01	Artificial Intelligence For Managers	VAC	Nil	2	0	0	2	1
10	22BAV02	Introduction to Google Apps	VAC	Nil	2	0	0	2	1

(e) Open Elective Courses

1	22BAZ01	Research Methodology and IPR	OEC	Nil	3	3	0	0	3
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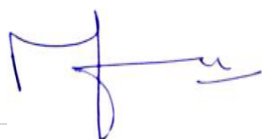
Minor Degree Courses

I. Entrepreneurship Development

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
1	22BAM01	Entrepreneurship Development	OE	Nil	3	3	0	0	3
2	22BAM02	Business Plan	OE	Nil	3	3	0	0	3
3	22BAM03	Social Entrepreneurship	OE	Nil	3	3	0	0	3
4	22BAM04	Indian Models in Entrepreneurship	OE	Nil	3	3	0	0	3
5	22BAM05	Entrepreneurial Marketing	OE	Nil	3	3	0	0	3
6	22BAM06	Soft Skills for Entrepreneurs	OE	Nil	3	3	0	0	3
7	22BAM07	Entrepreneurial Finance	OE	Nil	3	3	0	0	3
8	22BAM08	Family Business Management	OE	Nil	3	3	0	0	3

2. Financial Management

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C
1	22BAM09	Financial Management	OE	Nil	3	3	0	0	3
2	22BAM10	International Trade Finance	OE	Nil	3	3	0	0	3
3	22BAM11	Financial Services, Products and Markets	OE	Nil	3	3	0	0	3
4	22BAM12	Merchant Banking and Financial Services	OE	Nil	3	3	0	0	3
5	22BAM13	Banking Laws and Operations	OE	Nil	3	3	0	0	3
6	22BAM14	Digital transformation	OE	Nil	3	3	0	0	3
7	22BAM15	Investment Management	OE	Nil	3	3	0	0	3
8	22BAM16	Financial Derivatives	OE	Nil	3	3	0	0	3



SUMMARY

S.NO	SUBJECT AREA	CREDITS AS PER SEMESTER				CREDITS TOTAL
		I	II	III	IV	
1	PC (Professional Core)	21	21	6	3	51
2	PE (Professional Elective)	-	-	18	12	30
3	EEC (Employability Enhancement Course)	4	4	2	1	11
4	FW(Field Work)	-	-	2	8	10
CREDITS TOTAL		25	25	28	24	102



22BAB01 - STATISTICS FOR MANAGEMENT				
		L	T	P
		2	1	0
PREREQUISITE : NIL				
Course Objectives		Course Outcomes		
1.0	To enable the students to have an insight into basic statistical techniques.	1.1	The students will be able to analyze the collected information using descriptive statistics to interpret the collected data.	
2.0	To determine the outcomes and probabilities for experiments.	2.1	The students will be able to apply the probability distributions in business decision making.	
3.0	To estimate the relationships among variables.	3.1	The students will be able to examine the collected data using univariate and bivariate statistical tools.	
4.0	To identify the population parameter and test statistic of given scenario.	4.1	The students will be able to perform test of Hypothesis as well as calculate confidence interval.	
5.0	To enable the students to draw conclusions from the analysis for better decision making.	5.1	The students will be able to apply non-parametric test to draw meaningful conclusions.	

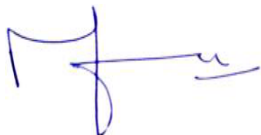
UNIT I - INTRODUCTION TO STATISTICS	(6+3)
Statistics – Definition, Types. Types of variables – Organising data – Descriptive Measures: Mean, Median, Mode, Standard Deviation, Mean Deviation.	
UNIT II -PROBABILITY	(6+3)
Basic Definitions and Rules for Probability – Conditional Probability – Independence of Events – Baye’s Theorem. Probability distributions: Binomial, Poisson and Normal distributions.	
UNIT III -CORRELATION AND REGRESSION ANALYSIS	(6+3)
Linear Correlation, Measures of Correlation, Rank Correlation – Simple Linear Regression – Coefficient of Correlation	
UNIT IV TESTING OF HYPOTHESIS	(6+3)
Hypothesis testing, One Sample and Two Samples test for means of large samples(Z – Test) - One Sample and Two Sample test for means of small samples (t – Test)and ANOVA One and two way.	
UNIT V – NON PARAMETRIC TEST	(6+3)
Chi-Square Test – Goodness of fit and Independence of Attributes, Rank sum test- Mann-Whitney U test and Kruskal-Wallis Test. One sample run test.	
TOTAL (L:30 , T:15) = 45 PERIODS	

REFERENCES:

1. Richard I. Levin, David S. Rubin, Masood H.Siddiqui, Sanjay Rastogi, "Statistics for Management", Pearson Education, 8th Edition, 2017.
2. Prem. S. Mann, "Introductory Statistics", Wiley Publications, 10th Edition, 2020.
3. T N Srivastava and ShailajaRego, "Statistics for Management", Tata McGraw Hill, 3rd Edition 2017.
4. Ken Black, "Applied Business Statistics", 7th Edition, Wiley India Edition, 2012.
5. David R. Anderson, Dennis J. Sweeney, Thomas A.Williams, Jeffrey D.Camm, James J.Cochran, "Statistics for business and economics", 13th Edition, Thomson (South – Western) Asia, Singapore, 2016.
6. N. D. Vohra, "Business Statistics", Tata McGraw Hill, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	2	-	1	-
CO 2	3	2	-	2	-
CO 3	3	2	2	1	1
CO 4	3	3	2	2	2
CO 5	3	2	1	3	1
CO(W.A)	3	2	2	2	2



22BAB02 - MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

L	T	P	C
3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	Provide insights on the fundamental concepts and theories of management.	1.1	The students will be able to apply the management concepts in taking better managerial decisions.
2.0	To understand the complexity and wide variety of issues managers face in today's business firms.	2.1	The students will be able to gain knowledge of various functions of management in a real time management context.
3.0	To acquaint the students with the fundamentals of managing business and to understand individual behavior.	3.1	The students will be able to understand the complexities associated with management of individual behavior in the organizations.
4.0	Give inputs on how individual's behavior is influenced by group.	4.1	The students will be able to develop the skill set to manage group behavior in Organizations.
5.0	To understand the emerging aspects of organizational behavior.	5.1	The students will be able to know the current trends in managing organizational behavior.

UNIT I – INTRODCUTION TO MANAGEMENT**(9)**

Evolution of management Thought-Classical, Behavioral and Management Science Approaches. Management-meaning, levels, Management as an Art or Science, Managerial functions and Roles, - Contribution of F.W.Taylor, Henri Fayol.

UNIT II – MANAGEMENT FUNCTIONS**(9)**

Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning - Management by Objectives (MBO) - Policies and Strategies - Decision Making – Types and Processes. Formal and Informal Organization - Organization Structure and Design - Authority and Responsibility - Decentralization. Control - Process and types.

UNIT III - INDIVIDUAL BEHAVIOUR**(9)**

Meaning of Organizational behavior - Contributing disciplines - Importance of organizational behavior, Perception – Factors influencing perception , Learning-Types of learners –The learning process – Personality-Types- Factors influencing Personality – Motivation- theories – Maslow's Hierarchy – Herzberg Theory – Attitudes – Formation and Components.

UNIT IV – GROUP BEHAVIOUR, LEADERSHIP AND DYNAMICS OF OB**(9)**

Groups in organizations - Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organizational Climate and Culture, Conflict - Sources - Stages of conflict.

UNIT V -EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR**(9)**

Comparative Management Styles and approaches - Japanese Management Practices - Organizational Creativity and Innovation - Organizational behavior across cultures - Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.

TOTAL (L:45) : 45 PERIODS

TEXT BOOKS:

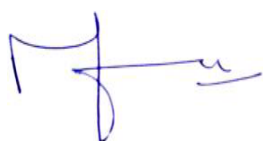
1. Harold Koontz and Heinz Wehrich, "Essentials of Management: An International, Innovation, And Leadership Perspective", 11th Edition, Tata McGraw-Hill Education, 2020.
2. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, "Organizational Behaviour", 18 th Edition, Pearson, 2018.

REFERENCES:

1. Andrew J. Dubrin, "Essentials of Management", Thomson Southwestern, 10th Edition, 2016.
2. Samuel C. Certo and S.TrevisCerto, "Modern Management: Concepts and Skills", Pearson Education, 15th Edition, 2018.
3. P.Stephen Robbins, "Organizational Behaviour", New Delhi: Prentice Hall India, 2016.
4. Charles W.L Hill and Steven L McShane, "Principles of Management", McGraw Hill Education, Special Indian Edition, 2017.
5. Uma Sekaran, "Organizational Behaviour", New Delhi: Tata McGraw Hill, 2016.
6. Samuel C. Certo, S. Trevis Certo, "Modern Management: Concepts and Skills" from Pearson Education.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	1	2	2	2
CO 2	-	1	2	1	3
CO 3	2	2	2	1	2
CO 4	1	-	3	1	2
CO 5	2	1	1	-	1
CO(W.A)	2	1.25	2	1.25	2



22BAB03 - ECONOMIC ANALYSIS FOR BUSINESS

	L	T	P	C
	3	0	0	3

PRE REQUISITE : NIL		QUESTION PATTERN : TYPE - I		
Course Objectives		Course Outcomes		
1.0	To manage an Organization to describe principles of macroeconomics to have the understanding of economic environment of Business	1.1	The students will be able to understand the basic concepts of economics.	
2.0	To understand the Market demand and supply analysis and the ways in which changes in these determinants affect equilibrium price and output	2.1	The students will be able to know the principles of microeconomics relevant to managing an organization.	
3.0	To determine the changes in price of the product, the effect of a price control in different market structure	3.1	The students will be able to fix the price level in different market structure.	
4.0	To know the principles of macroeconomics to have the understanding of economic environment of business.	4.1	The students will be able to understand the economic environment of business.	
5.0	To acquire a reasonable knowledge in Economic indicators.	5.1	The students will be able to know the policies that regulate economic variables.	

UNIT I: INTRODUCTION	(9)
Basic concepts and principles definition and scope of economic, managerial economics– three fundamental economic problems. Theory of firms: Introduction, forms of ownership-profit maximization theory.	
UNIT II: DEMAND AND SUPPLY	(9)
Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply. Production – Short run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.	
UNIT III: MARKET STRUCTURE	(9)
Market Structure; Perfect Competition, Monopoly, Economic Inefficiency of Monopoly, Monopolistic Competition, Oligopoly.	
UNIT IV: PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS	(9)
Macro-economic concepts –macro variables, circular flow of income – National income determination – Fiscal and monetary policies.	
UNIT V: ECONOMIC INDICATORS	(9)
Price Indices, Inflation, Deflation, Business Cycle and Stabilization Policies – Unemployment and its impact – Inflation and the impact – reasons for inflation –Inflation Vs Unemployment tradeoff.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

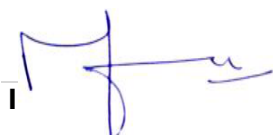
1. McGuigan, Moyer and Harris, "Managerial Economics; Applications, Strategy and Tactics", Thomson South Western, 10 th Edition., 2005.
2. James R. Mc Guigan, R. Charles Moyer, Frederick H.deB. Harris, "Managerial Economics: Applications, Strategies and Tactics", Cengage Learning 14th Edition 2016.

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, "Economics", 19th Edition, Tata McGraw Hill, New Delhi, 2011.
2. William Boyes and Michael Melvin, "Textbook of Economics", Biztantra, 7th Edition 2008.
3. N. Gregory Mankiw, "Principles of Economics", 8 th Edition, Thomson learning, New Delhi, 2017.
4. Richard Lipsey and Alec Chrystal, "Economics", 13th Edition, Oxford,University Press, New Delhi, 2015.
5. Karl E. Case and Ray C. Fair, "Principles of Economics", 12th Edition, Pearson, Education Asia, New Delhi, 2017.
6. Panneerselvam. R, "Engineering Economics", 2 nd Edition, PHI Learning, 2014.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	2	2	3	3
CO2	2	1	2	2	2
CO3	3	-	1	3	1
CO4	3	2	2	2	2
CO5	2	2	1	2	1
CO(W.A)	2.6	1.75	1.6	2.4	1.8



22BAB04 - INFORMATION MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE: NIL					
Course Objectives			Course Outcomes		
1.0	To understand the importance of information system in business.	1.1	The students will be able to learn the fundamentals of information system.		
2.0	To understand system analysis and design tools and techniques.	2.1	The students will be able to acquire knowledge on tools and techniques used to analyze different types of IS.		
3.0	To understand the applications of information system.	3.1	The students will be able to Identify the range and importance of information systems applications in modern organizations.		
4.0	To furnish knowledge on security threats and control systems.	4.1	The students will be able to know the various security threats and networks system.		
5.0	To acquire knowledge about IT initiatives.	5.1	The students will be able to procure knowledge on latest information technology concepts and practices.		

UNIT I – INTRODUCTION TO INFORMATION SYSTEM	(9)
Data, Information, Need for Information Systems, evolution of IS, Components of information system, Types of Information Systems based on functions and hierarchy, Basics of Management Information system, System Analyst- Role, Functions.	
UNIT II – SYSTEM ANALYSIS AND DESIGN	(9)
System analysis and design Concepts, Types of Systems, System development methodologies, Prototyping, Data Flow Diagram, Entity Relationship, Object Oriented Analysis and Design (OOAD).	
UNIT III - MANAGEMENT INFORMATION SYSTEM IN FUNCTIONAL AREAS	(9)
Financial, Marketing, Personnel, Production, Materials Information System, DSS, EIS, KMS, GIS-International Information System.	
UNIT IV - SECURITY, CONTROL AND REPORTING	(9)
System Security, Testing, Error Detection and Controls, IS Vulnerability, Computer Crimes and Cyber security, Intranets, Extranets, Wireless Networks, Ethics in IT.	
UNIT V - NEW IT INITIATIVES	(9)
DBMS overview, Data warehousing and Data Mining, various IT applications in business: ERP, Advancement in AI, IoT, and Block chain Technology.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. Kenneth C. Laudon and Jane P Laudon, "Management Information Systems – Managing the Digital Firm", 17th Edition, Pearson, April 2022.
2. Ramesh Behl , James A. O'Brien, "Management Information Systems", 11th Edition, Tata McGraw Hill 2019.

REFERENCES:

1. Panneerselvam. R, "Database Management Systems", 3rd Edition, PHI Learning, 2018.
2. O'Brien, "Management Information System" Tata McGraw Hill 2009.
3. Robert Schultheis and Mary Summer, "Management Information Systems" –The Managers View, Tata McGraw Hill, 2008.
4. Bidgoli, Chattopadhyay, MIS – "Management Information Systems", Cengage learning, 2016.
5. Kenneth C. Laudon and Jane Price Laudon, "Management Information Systems" – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2002.
6. Nirmalya Bagchi, Bagchi Nirmalya, "Management Information Systems", Vikas Publishing House Pvt Limited 2010.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	1	2	2	1	2
CO2	2	1	2	2	2
CO3	2	1	2	2	2
CO4	1	2	2	1	2
CO5	2	2	2	2	2
CO (W.A)	1.6	1.6	2	1.6	2

22BAB05 - ACCOUNTING FOR DECISION MAKING

L	T	P	C
2	1	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To familiarize the students with the fundamental principles of accounting.	1.1	The students will be able to generate the financial statements by applying accounting principles.
2.0	To facilitate the students to read and understand financial statements.	2.1	The students will be able to analyze and interpret the financial statements for effective decision making.
3.0	To enhance the knowledge of students in cost Accounting.	3.1	The students will be able to understand the cost accounting techniques.
4.0	To develop the knowledge of students in marginal costing	4.1	The students will be able to gain insights about Break Even Analysis and applications of marginal costing
5.0	To enrich the knowledge of students in budgeting.	5.1	The students will be able to Construct budgetary control and analyze the various types of budget.

UNIT I - FINANCIAL ACCOUNTING**(6+3)**

Introduction to Financial, Cost and Management Accounting – Generally Accepted Accounting Principles– Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet.

UNIT II -FINANCIAL STATEMENT ANALYSIS**(6+3)**

Techniques of financial statement analysis - Comparative statement - Common size - Ratio Analysis- Liquidity Ratio, Solvency Ratio, Activity Ratio and Profitability Ratio - cash flow statement as per Accounting Standard 3.

UNIT III - COST ACCOUNTING**(6+3)**

Cost Accounting – Objectives - Elements of Cost - Preparation of Cost Sheet – Job order costing – Process costing –Activity Based Costing, Target Costing, EOQ.

UNIT IV - MARGINAL COSTING**(6+3)**

Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Make or Buy decisions.

UNIT V -BUDGET AND BUDGETARY CONTROL**(6+3)**

Budget and Budgetary Control, Cash Budget, Functional Budget, Flexible Budget, Zero based budget.

TOTAL (L:30 , T:15) = 45 PERIODS

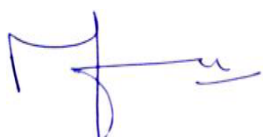
TEXT BOOKS:

1. Maheswari S.N., CA Sharad K. Maheswari, Suneel K. Maheswari, "A Textbook of Accounting for Management", 5th Edition, Vikas Publishing, New Delhi, 2022.
2. M.Y. Khan & P.K. Jain, "Management Accounting", Tata McGraw Hill, 8th Edition, 2018.
3. Godwin, Alderman, Sanyal (2016), "Financial ACCT - Financial Accounting" (2016), Cengage Learning.

REFERENCES:

1. Jan Williams, Susan Haka, Mark S bettner, Joseph V Carcello, "Financial and Managerial Accounting" - The basis for business Decisions, 18th Edition, Tata McGraw Hill Publishers, 2017.
2. Shashi K. Gupta, Sharma R.K., "Management Accounting Principles Practice", 13th Edition, Kalyani Publishers, New Delhi, 2017.
3. R. Narayanaswamy, "Financial Accounting - A Managerial Perspective", New Delhi: Prentice Hall India, 2016.
4. N. Ramachandran Ram Kumar Kakani, "Financial Accounting for Management", New Delhi: Tata McGraw Hill, 2015.
5. Sawyers, Jackson, Jenkins, Arora Jenkins, Arora (2016), "Managerial ACCT - Managerial Accounting", Cengage Learning.
6. Jain S.P., Narang K.L. Simi Agrawal, "Financial Accounting", 1st Edition, Kalyani Publishers, New Delhi 2016.
7. AsishK. Bhattacharyya, "Principles and Practice of Cost Accounting", 10th Printing (3rd Edition), PHI Publication, New Delhi 2012.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	2	2	1	2	2
CO2	2	2	1	2	2
CO3	2	1	2	2	1
CO4	2	2	2	1	2
CO5	-	2	1	-	1
CO(W.A)	2	1.8	1.4	1.75	1.6



22BAB06 - LEGAL ASPECTS OF BUSINESS						
			L	T	P	C
			3	0	0	3
PRE REQUISITE : NIL						
Course Objectives			Course Outcomes			
1.0	The Students will learn the concept of contract and its formation and discharge procedure in the business.		1.1	The students will be able to acquire basic knowledge and understanding of the legal framework of contracts.		
2.0	The Students will learn the components of sales and procedure of selling the products and legal framework for the protection of consumers.		2.1	The students will be able to obtain knowledge and understanding of the legal framework of sales of goods.		
3.0	It helps them to learn the mode of payment in the business.		3.1	The students will be able to understand the legal aspects of payment in the business.		
4.0	The Students will learn the legal aspects like welfare measures, wages provided, bonus offered and conflicts solutions in the industry.		4.1	The students will be able to know the basic concepts of industrial laws and its implications in industry.		
5.0	The Students will learn the management of the company, cyber-crimes and its precautions.		5.1	The students will be able to understand the Key areas of business law relating to forms of business and cyber security.		
UNIT I - THE INDIAN CONTRACT ACT 1872						(9)
Definition of contract, Essentials of a valid contract, Performance of contracts, breach of contract and its remedies.						
UNIT II - THE SALE OF GOODS ACT 1930 & THE CONSUMER PROTECTION ACT 1986						(9)
Definition and essentials of a contract of sale, Transfer of title and risk of loss, Guarantees and Warranties in sales contract, conditional sales and rights of an unpaid seller, Overview of Consumer protection Act.						
UNIT III - NEGOTIABLE INSTRUMENTS ACT 1881						(9)
Nature and requisites of negotiable instruments. Transfer of negotiable instruments and liability of parties, Types of negotiable instruments, discharge of negotiable instruments.						
UNIT IV - INDUSTRIAL LAW AND GOODS AND SERVICES TAX (amendment on 01.01.2022)						(9)
An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.- Goods and Services tax						
UNIT V - COMPANY LAW AND CYBER LAW						(9)
Nature and types of companies, Formation, Memorandum and Articles of Association, Power, duties and liabilities of Directors, winding up of companies, Introduction to IT Act-Cyber Law-Cyber Crime.						
TOTAL (L: 45) : 45PERIODS						

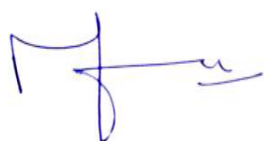
TEXT BOOKS:

1. Kapoor, N. D., "Elements of Mercantile Law", 30th Edition, Sultan Chand & Sons, NewDelhi,2015.
2. Parul Gupta , "Legal Aspects of Business: Concepts and Applications", 1st Edition, Vikas Publishing House, Reprinted 2018.

REFERENCES:

1. N.D. Kapoor, Dr.RajniAbbi, Bharat Bhushan, Rajiv Kapoor, "Business Law", Sultan Chand & Sons (P) Ltd, 2019.
2. K.R. Bulchandani, "Business Law For Management", Himalaya Publishing House, India, 2017.
3. V.S.Datey, "GST Ready Reckoner", Taxmann Publishing, July 2017.
4. P. P. S. Gogna, "Mercantile Law", S. Chand & Co. Ltd., India, 11 th Edition, 2015
5. Maheshwari, S.N. and S.K. Maheshwari; "A Manual of Business Law", 6th Edition, Himalaya Publishing House,2015.
6. "Legal Aspects of Business", Pathak Akhileshwar, 6th Edition, McGraw Hill Education India.
7. https://books.google.co.in/books/about/Legal_Aspects_of_Business.html?id=Jxj_AgAAQBAJ&redir_esc=y

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	2	-	3	3
CO2	3	2	2	3	3
CO3	-	-	1	3	-
CO4	3	3	2	3	3
CO5	3	3	1	3	3
CO(W.A)	3	2.5	1.5	3	3



22BAB07 - ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To understand the skills and characteristics of successful Entrepreneurs.	1.1	The students will be able to gain entrepreneurial competence to run the business efficiently.
2.0	To understand Entrepreneurial environment.	2.1	The students will be able to understand the entrepreneurial environment and make decisions.
3.0	To familiarize students to prepare feasible Business plan.	3.1	The students will be able to capable of preparing business plans and undertake feasible projects.
4.0	To impart knowledge on mobilizing resource and launching a new business.	4.1	The students will be able to efficient in launching and develop their business ventures successfully.
5.0	To impart knowledge to students in monitoring and evaluation of small business	5.1	The students will be able to monitor the business effectively towards growth and development.

UNIT I – ENTREPRENEURIAL COMPETENCE**(9)**

Entrepreneurship – Types of entrepreneur – Entrepreneurship as a Career – Characteristics of Entrepreneur – Key Qualities of Good Entrepreneur – Intrapreneur Vs Entrepreneur.

UNIT II – ENTREPRENEURIAL ENVIRONMENT**(9)**

Business Environment – Entrepreneurship Development Training and Other Support Organizational Services – Central and State Government Industrial Policies and Regulations.

UNIT III – BUSINESS PLAN PREPARATION**(9)**

Definition – Purposes of Business Plan – Benefits – Elements of Business plan – Developing an Effective Business Plan – Prefeasibility Study – Project Profile Preparation.

UNIT IV – LAUNCHING OF SMALL BUSINESS**(9)**

Finance and Human Resource Mobilization – Operations Planning – Market and Channel Selection – Product Launching – Incubation, Venture Capital, Start-ups.

UNIT V - MANAGEMENT OF SMALL BUSINESS**(9)**

Monitoring and Evaluation of Business – Business Sickness – Prevention and Rehabilitation of Business Units – Effective Management of Small Business.

TOTAL (L:45) : 45 PERIODS

TEXT BOOKS:

1. S.S.Khanka, "Entrepreneurial Development", S. Chand and Company Limited, New Delhi, 2016.
2. Robert D.Hisrich, Michael P. Peters, Dean A. Shepherd, "Entrepreneurship", Tata McGraw Hill; 11th Edition, 2020.

REFERENCES:

1. Rajeev Roy, "Entrepreneurship", Oxford University Press, 2nd Edition, 2011.
2. Donald F Kuratko, T.V Rao. "Entrepreneurship: A South Asian perspective" Cengage Learning, 2012.
3. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH, 2006.
4. Arya Kumar. Entrepreneurship, Pearson, 2012.
5. Charantimath Poornima M, "Entrepreneurship Development and Small Business Enterprises", Pearson Education; 3rd Edition (2018).
6. Rashmi Bansal, "Stay Hungry Stay Foolish", IIM – Ahmadabad, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	1	3	-	3
CO2	3	2	2	3	1
CO3	3	1	2	-	1
CO4	3	2	3	1	2
CO5	3	2	2	1	2
CO(W.A)	3	1.6	2.4	1.6	1.8



22BAP01 - BUSINESS COMMUNICATION (LABORATORY)

		L	T	P	C
		0	0	4	2
PRE REQUISITE: NIL					
Course Objectives		Course Outcomes			
1.0	To familiarize learners with the mechanics of communication.	1.0	The students will be able to develop good managerial communication skills.		
2.0	To enable learners to Communicate precisely and effectively.	2.0	The students will be able to excel in different forms of written communication required in a business context.		
3.0	To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities.	3.0	The students will be able to develop good presentation skills.		
4.0	To Make controlling one-to-one communication,	4.0	The students will be able to In-depth understanding of interview skills.		
5.0	To Enriching group activities and processes	5.0	The students will be able to Ability to prepare Business reports.		

UNIT I INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION**(12)**

Introduction to Business Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, and Feedback. - Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. Types of managerial speeches - Presentations and Extempore - speech of introduction, speech of thanks, occasional speech, theme speech. - Group communication: Meetings, group discussions.

UNIT II BUSINESS COMMUNICATION WRITING MODELS AND TOOLS**(12)**

Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV, job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies.

UNIT III BUSINESS COMMUNICATION WRITING MODELS AND TOOLS**(12)**

Principles of Effective Presentations, Principles governing the use of audio visual media.

UNIT IV INTERVIEW SKILLS**(12)**

Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.

UNIT V -REPORT WRITING	(12)
Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.	
TOTAL (L:60) : 60 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 1. Rajendra Pal, J.S. Korlahalli, "Essentials of Business Communication" Sultan Chand & Sons, 13th Edition, 2011. 2. Meenakshi Raman, Prakash Singh, "Business Communication" Oxford, 2nd Edition, 2012. 3. Raymond V. Lesikar, Flatley, "Basic Business Communication Skills for Empowering the Internet Generation", M.E., TMGH, New Delhi, 10th Edition, 2004.
REFERENCES:
<ol style="list-style-type: none"> 1. Ludlow R, Panton, "The Essence of Effective Communications", Prentice Hall of India Pvt. Ltd. 2, 1995. 2. C. S. Rayadu, "Communication" HPH, 2015. 3. R. C. Sharma, Krishna Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill, 5th Edition, 2017. 4. Malcolm Goodale, "Developing Communication Skills" 2nd Edition Professional Presentations, Cambridge University Press. 5. "Supplementary Reading Material Business Communication" - Harvard Business Essentials Series, HBS Press. 6. Adair, J, "Effective Communication", Pan Macmillan Excellence in Business Communication by Thill, J. V. & Bovee, G. L, McGraw Hill, New York. "Business Communications: From Process to Product" Bowman, J.P. & Branchaw, P.P., Dryden Press, Chicago.
WEBSITES :
<ol style="list-style-type: none"> 1. www.businesscommunicationskills.com 2. www.kcittraining.com 3. www.mindtools.com 4. www.businesscommunication.org

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	2	1	2	3	3
CO2	3	-	1	3	2
CO3	-	2	1	2	2
CO4	3	3	2	3	3
CO5	3	2	-	3	3
CO(W.A)	2.2	1.8	1.2	3	2.6

22BAP02 - INDIAN ETHOS (SEMINAR)

L	T	P	C
0	0	4	2

PRE REQUISITE : NIL

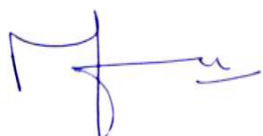
Course Objectives		Course Outcomes	
1.0	To enable the learners in understanding of the basic concepts of Indian Ethos and familiarize about ethical behavior and value systems at work.	1.1	The students will be able to apply the basic concepts of Indian ethos and value systems at work.
2.0	To enable the learners to handle issues related to ethics.	2.1	The students will be able to handle issues of business ethics and offer solutions in ethical perspectives.
3.0	To understand the value systems and culture professionally.	3.1	The students will be able to professionally efficient and skillful in value systems and culture.
4.0	To enable the learners for managing the business ethically.	4.1	The students will be able to capable in ethically manage business towards well being of the society.
5.0	To inculcate the learners to be socially effective and to undertake business responsibilities.	5.1	The students will be able to socially effective in undertaking business responsibilities.

NOTE: The following is the list of topics suggested for preparation and presentation by students twice during the semester.

- 1) Indian Ethos and Personality Development.
- 2) Work ethos and ethics for Professional Managers.
- 3) Indian Values, Value Systems and Wisdom for modern managers.
- 4) Ethos in leadership development.
- 5) Indian system of learning – Gurukul system of learning, Law of humility, Law of growth, Law of responsibility.

TOTAL: 60 Hours

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	1	1	2	2	1
CO2	2	2	2	3	2
CO3	1	2	3	2	3
CO4	1	1	2	3	2
CO5	2	2	3	2	3
CO(W.A)	1.4	1.6	2.4	2.4	2.2



22BAB08 - QUANTITATIVE TECHNIQUES FOR DECISION MAKING

L	T	P	C
2	1	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To understand, develop and solve mathematical model of linear programming problems.	1.0	The Students will be able to construct and solve linear programming models to answer business optimization problems.
2.0	To comprehend and solve mathematical model of transportation and assignment problems.	2.0	The Students will be able to use transportation and assignment problems to find the best routes and allocation of resources in matching supply and demand.
3.0	To provide knowledge on Game Theory and Decision theory in real time applications.	3.0	The Students will be able to apply various techniques of Game Theory and Decision Theory for enhancing operational efficiency.
4.0	To understand basic concepts, strategies and replacement model techniques to analyze the problems.	4.0	The Students will be able to evaluate various techniques of inventory and replacement models in manufacturing context.
5.0	To provide necessary mathematical support and confidence to tackle real time problems.	5.0	The Students will be able to implement the applications of queuing and simulation in real time optimization.

UNIT I LINEAR PROGRAMMING PROBLEMS**(6+3)**

Introduction to applications of operations Research in functional areas of management Linear Programming- Formulation, Solution by Graphical and Simplex Methods.

UNIT II TRANSPORTATION AND ASSIGNMENT PROBLEMS**(6+3)**

Transportation Models (Minimizing and Maximizing Cases) – Balanced and unbalanced cases – Initial basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation method. Check for Optimality. Solution by MODI/ Stepping stone method. Assignment Models (Minimizing and Maximizing problems) - Balanced and unbalanced problems. Solution by Hungarian method. Travelling Salesman problems.

UNIT III DECISION AND GAME THEORIES**(6+3)**

Decision making under risk, Expected Monetary value approach, Decision trees- Decision making under uncertainty. Game Theory- Two person zero sum games- Saddle point, Dominance Rule, graphical Method for 2 x n or m x 2 Games

UNIT IV INVENTORY AND REPLACEMENT MODELS	(6+3)
Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models(one price break and two price breaks only) Replacement models – Individuals replacement models (With and without time value of money) – Group Replacement Models.	
UNIT V – QUEUING THEORY AND SIMMULATION	(6+3)
Queuing Theory – single and Multi-channel models – infinite number of customers and infinite calling source. Monte-Carlo simulation- use of random Numbers.	
TOTAL (L:30+T:15) : 45 PERIODS	

REFERENCES:

1. Vohra N.D., “Quantitative Techniques in Management”, 5th Edition, McGraw Hill Education, New Delhi, 2017.
2. G. Srinivasan, “Operations Research – Principles and Applications”, 2nd Edition, PHI, 2011.
3. Paneer Selvam R., “Operations Research”, 2nd Edition, PHI Learning, New Delhi, 2014.
4. Hamdy A Taha, “Introduction to Operations Research”, Prentice Hall India, 10th Edition, Third Indian Reprint 2019.
5. Gupta M.P., “Quantitative Techniques for Decision Making”, 4th Edition, PHI Learning, New Delhi, 2013.
6. Sharma J.K., “Operations Research - Theory and Application”, 6th Edition, Laxmi Publications, New Delhi, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	2	1	2	1
CO2	3	2		2	
CO3	3	2	1	1	1
CO4	3	3	2	2	
CO5	3	2		1	1
CO(W.A)	3	2	1	2	1

22BAB09 - OPERATIONS MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives			Course Outcomes		
1.0	To understand the basic concepts in Production and operation activities.	1.1	The students will be able to gain knowledge of Production and operation activities.		
2.0	To enable the students to learn capacity plans and demand forecasting.	2.1	The students will be able to forecast demand and overcome bottlenecks.		
3.0	To enable students to identify factors influencing Plant location, Plant layout and Design process.	3.1	The students will be able to understanding on product development and design process.		
4.0	To educate students to manage the materials effectively by using appropriate Inventory.	4.1	The students will be able to apply the Materials management and inventory management techniques.		
5.0	To understand how to improve productivity by using effective Project management.	5.1	The students will be able to solve various conditions in Project Management.		
UNIT I: OPERATIONS MANAGEMENT					(9)
Operations Management – Nature, Importance, historical development, functions, challenges, recent trends; differences between services and goods, Productivity – Methods to improve productivity.					
UNIT II: FORECASTING AND CAPACITY PLANNING					(9)
Demand forecasting – Need, Types, Objectives and Steps. Capacity Planning – Types. Overview of MRP, MRP II and ERP.					
UNIT III: FACILITY DESIGN AND DESIGN OF PRODUCT					(9)
Facility Location – Factors affecting facility location, Steps in Selection, Location Models. Facility Layout–Principles, Types. Product Design and Development – Process; Elements, New product development phases and Techniques.					
UNIT IV: MATERIALS MANAGEMENT					(9)
Materials Management – Objectives, Planning. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification. Inventory –Objectives, Costs and control techniques. Overview of JIT.					
UNIT V: PROJECT MANAGEMENT AND WORK SYSTEM					(9)
Project Management – Nature, Constraints in Projects, Project Life Cycle. Work Study – Objectives, Procedure. Method Study and Motion study. Work Measurement.					
TOTAL (L:45) :45PERIODS					

TEXT BOOKS:

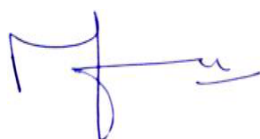
1. Jay Heizer, Barry Render, Chuck Munson, Amit Sachan, "Operations Management", 12th Edition, Pearson Education 2017.
2. William J Stevenson, "Operations Management", 12th Edition, McGraw Hill, New Delhi, 2018.
3. Mahadevan B, "Operations Management Theory and practice", Pearson Education, 3rd Edition, 2015.

REFERENCES:

1. Russel and Taylor, "Operations Management", Wiley, 8th Edition, 2015.
2. S N Chary, "Production and Operations Management", 6 th Edition, McGraw-Hill Education, 2019.
3. Panneerselvam R, "Production and Operations Management", 3rd Edition, PHI, New Delhi, 2013.
4. Kanishka Bedi, "Production and Operations Management", Oxford University, 3rd Edition, 2013.
5. Norman Gaither & Gregory Frazier, "Operations Management", Cengage Learning, 9 th Edition, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	-	1	1	1
CO2	2	2	2	2	2
CO3	2	1	1	-	2
CO4	3	-	1	2	2
CO5	2	2	2	2	2
CO(W.A)	2.4	1.7	1.4	1.8	1.8



22BAB10 - FINANCIAL MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To enable the students to understand the concept of financial management	1.1	The students will be able to understanding of financial management concepts & principles.
2.0	To help the students to learn the investment decisions taken by the financial manager.	2.1	The students will be able to apply the techniques involved in the investment decision.
3.0	To make the students to understand the theories & determinants influencing financing & divided decisions taken in the firm.	3.1	The students will be able to understanding on financing & dividend decisions to raise the funds & increasing the market value of the firm.
4.0	To acquire knowledge on working capital requirement.	4.1	The students will be able to calculate the working capital requirement and also management of cash & receivables.
5.0	To educate the students to understand the long term sources of finance for raising the funds.	5.1	The students will be able to understanding on the various sources of finance.

UNIT I - FOUNDATIONS OF FINANCE**(9)**

Financial management – Objectives, Scope, financial decisions - Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares.

UNIT II - INVESTMENT DECISIONS**(9)**

Capital Budgeting: Principles - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing - Concept and measurement of cost of capital - Specific cost and overall cost of capital (Simple problems).

UNIT III - FINANCING AND DIVIDEND DECISION**(9)**

Financial and operating leverage - capital structure – Theories of capital structure – determinants of capital structure. Dividend policy - Aspects of dividend policy – relevance and irrelevance theories - forms of dividend policy - forms of dividends - share splits.

UNIT IV – LIQUIDITY DECISIONS	(9)
Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital requirements (Simple problems). Accounts Receivables Management and factoring – Inventory management - Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.	
UNIT V - LONG TERM SOURCES OF FINANCE	(9)
Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.	
TOTAL (L:45) :45 PERIODS	

TEXT BOOK:
1. M.Y. Khan and P.K.Jain, “Financial management”, Text, Problems and cases, Tata Mc GrawHill, 8th Edition, 2018

REFERENCES:
1. I.M. Pandey, “Financial Management”, Vikas Publishing House Pvt. Ltd., 11th Edition, 2015.
2. Prasanna Chandra, “Financial Management”, 10th Edition, Tata McGraw Hill, 2019.
3. Stephen Ross, Randolph Westerfield, Bradfordfordan, “Corporate Finance” Tata Mc grow Hill, 11th Edition, 2016.
4. R.P.Rustagi, “Financial Management Theory Concepts and Problems”, Taxmann, 6th Edition Reprint 2022.
5. http://nptel.ac.in/courses/110106043/3 , “Basics of Financial Management”, Prof. A. ThillaiRajan, Department of Management Studies Indian Institute of Technology, Madras.
6. http://nptel.ac.in/courses/110105057/ , “International Financial Environment”, Prof. A.K. Misra, Department of Management Indian Institute of Technology, Kharagpur.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	2	1	2	3
CO2	3	3	1	3	3
CO3	3	3	3	1	1
CO4	3	3	1	2	2
CO5	2	2	-	2	2
C O (W.A)	2.8	2.6	1.5	2.0	2.2

22BAB I I - MARKETING MANAGEMENT

L	T	P	C
3	0	0	3

PRE-REQUISITE: NIL

Course Objectives		Course Outcomes	
1.0	To understand the changing business environment.	1.0	The students will be able to know the various Marketing concepts, Marketing philosophies and Marketing Environment factors.
2.0	To identify the indicators of management thoughts and practices.	2.0	The students will be able to build Effective Branding Strategies.
3.0	To understand fundamental premise underlying market driven strategies	3.0	The students will be able to choose the right Marketing Mix with appropriate use of the Marketing mix Elements.
4.0	To provide insight on the basic concepts of Marketing and the various marketing environment factors that impact formulation of marketing strategies	4.0	The students will be able to respond to Marketing challenges by understanding Contemporary Marketing Practices.
5.0	To facilitate understanding about the Dynamics of consumer behavior and the utility of Marketing Research	5.0	The students will be able to understand the comprehensive industry assessment, strategy formulation and Implementation details.

UNIT I - INTRODUCTION**(9)**

Marketing – Definitions - Conceptual frame work – Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

UNIT II -MARKETING STRATEGY AND RURAL MARKETING**(9)**

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components. A comparative Analysis of Rural Vs Urban Marketing- Size &Structure of Rural Marketing – Emerging challenges & Opportunities in Rural Marketing.

UNIT III: MARKETING MIX DECISIONS**(9)**

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV - BUYER BEHAVIOUR	(9)
Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.	
UNIT V -MARKETING RESEARCH & TRENDS IN MARKETING	(9)
Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research– Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. Philip Kotler and Kevin Lane Keller, “Marketing Management”, Pearson Education Limited 15th Edition, 2021.
2. KS Chandrasekar, —”Marketing management-Text and Cases”, Tata McGrawHill-Vijaynicole, 1st Edition,2010.
3. Paul Baines, Chris Fill and Kelly Page, “Marketing”, Oxford University Press, 2nd Edition, 2011.

REFERENCES:

1. Lamb, hair, Sharma, Mc Daniel– “Marketing – An Innovative approach to learning and teaching”- A south Asian perspective, Cengage Learning – 2012.
2. MichealR.Czinkota& Masaaki Kotabe, “Marketing Management”, Vikas Thomson Learning, 2000.
3. Duglas,J.Darymple, “Marketing Management”, John Wiley & Sons, 2008.
4. NAG, “Marketing successfully- A Professional Perspective”, Macmillan 2008.
5. Boyd Walker, “Marketing Management”, McGraw Hill, 2002.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	1	2	2	1	2
CO2	2	1	2	2	2
CO3	2	1	2	2	2
CO4	1	2	2	1	2
CO5	2	2	2	2	2
CO(W.A)	1.6	1.6	2	1.6	2

22BAB12 - HUMAN RESOURCE MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To enable the students to understand the various HR functions in-depth.	1.1	The students will be able to gain knowledge on the various aspects of HRM.
2.0	To familiarize students with contemporary practices in Human Resource Management	2.1	The students will be able to gain knowledge needed for success as a human resources professional.
3.0	To provide knowledge about management issues related training and development.	3.1	The students will be able to develop the skills needed for a successful HR manager.
4.0	To practice ethical values in achieving stakeholders compensation and welfare	4.1	The students will be able to implement the concepts learned in the workplace.
5.0	To learn about the Assessment the performance of workforce in organization	5.1	The students will be able to aware of the emerging concepts in the field of HRM.

UNIT I: PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT**(5)**

Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II: THE CONCEPT OF BEST FIT EMPLOYEE**(8)**

Importance of Human Resource Planning – Forecasting human resource requirement –Matching supply and demand - Internal and External sources. Recruitment- Selection – Induction – Socialization benefits.

UNIT III: TRAINING AND EXECUTIVE DEVELOPMENT**(10)**

Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management

UNIT IV: SUSTAINING EMPLOYEE INTEREST**(12)**

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.

UNIT V: PERFORMANCE EVALUATION AND CONTROL PROCESS**(10)**

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes –mplications – Redressal methods.

TOTAL (L:45) : 45 PERIODS

TEXT BOOKS:

1. Gary Dessler, BijuVarkkey, (2018), "Human Resource Management", 15th Edition, Pearson Education.
2. Denisi, Griffin, Sarkar (2016), HR –" Human Resource Management", Cengage Learning.
3. George W. Bchlander, Scott A. Snell, (2014), "Principles of Human Resource Management", 16th Edition, Cengage Learning.

REFERENCES:

1. K.Aswathappa,"Human Resource and Personnel Management- Text and Cases", New Delhi: Tata McGraw Hill, 8th Edition 2019.
2. BiswajeetPattanayak,"Human Resource Management", New Delhi: Prentice Hall of India, 2015.
3. Dessler,"Human Resource Management", Pearson Education Limited, 14th Edition, 2015.
4. Bernardin H John, "Human Resource Management-An experiential Approach", New Delhi: Tata McGraw Hill, 2015.
5. Denisi, Griffin, Sarkar," Human Resource Management", 2nd Edition Cengage Learning, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	2	-	2	3
CO2	3	2	1	2	3
CO3	-	-	1	-	-
CO4	3	3	2	2	3
CO5	3	3	-	2	3
CO(W.A)	3	2.5	1.33	2	3

22BABI3 - BUSINESS RESEARCH METHODS

L	T	P	C
3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To introduce the concept of scientific research and the methods of conducting scientific enquiry.	1.1	The students will be able to understand the basic concepts of business research.
2.0	To introduce the measurement tools and test for its validity and reliability.	2.1	The students will be able to execute research on a scientific basis and select appropriate research design.
3.0	To develop the skills for scientific data collection methods and sampling technique.	3.1	The students will be able to use appropriate data collection method and sampling technique.
4.0	To familiarize the students with the application of basic analytical tools with SPSS software.	4.1	The students will be able to analyze data and find out the solutions to the problems.
5.0	To develop the skills for scientific communications.	5.1	The students will be able to generate the research report adopting the right tools for enhancing the quality of presentation.

UNIT I INTRODUCTION**(9)**

Business Research – Definition and Significance – The Research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – Series Research – Research questions / Problems – Research objectives – Research hypotheses – Characteristics – Research in an evolutionary perspective – The role of theory in research.

UNIT II - RESEARCH DESIGN AND MEASUREMENT**(9)**

Research design – Definition – Types of research design – Exploratory and causal research design – Descriptive and experimental design – Different types of experimental design – Validity of findings – Internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III - DATA COLLECTION**(9)**

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – Determinants optimal sample size – Sampling techniques – Sampling methods.

UNIT IV - DATA PREPARATION AND ANALYSIS**(9)**

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

UNIT V - REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**(9)**

Research report –Types – Contents of report – need for executive summary – Chapterization – Contents of chapter – Report writing – The role of audience – Readability – Comprehension – Tone – Final proof – Report format – Title of the report – Ethics in research – Subjectivity and Objectivity in research.

TOTAL (L:45) : 45 PERIODS**TEXT BOOKS:**

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma," Business Research methods", 12 th Edition, Tata McGraw Hill, New Delhi, 2014.
2. Panneerselvam. R, "Research Methodology", 2nd Edition, PHI Learning, 2014.

REFERENCES:

1. Naresh K. Malhotra, "Marketing Research - An Applied Orientation", Noida: Pearson Education, 2015.
2. Alan Bryman and Emma Bell," Business Research methods", 4th Edition, Oxford University Press, New Delhi, 2015.
3. William G. Zikmund, "Business Research Methods", New Delhi: Thomson Learning, 2015.
4. Uma Sekaran and Roger Bougie, "Research methods for Business", 5th Edition, Wiley India, New Delhi, 2012.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	2	2	2	1	2
CO2	2	2	1	2	3
CO3	2	1	2	3	2
CO4	2	2	2	1	3
CO5	3	2	1	2	3
CO(W.A)	2.2	1.8	1.6	1.8	2.6

22BAB14 - INTERNATIONAL BUSINESS MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To introduce the driving factors of international Business.	1.1	The students will be able to gain knowledge on driving factors of international Business.
2.0	To introduce the theories of trade and investment practice.	2.1	The students will be able to Understand the theories of trade and investment practices in the global world.
3.0	To develop the skills of various market entry strategies.	3.1	The students will be able to deep Insights in to various market entry strategies followed by Global Organizations.
4.0	To familiarize the students with the various global productions and supply chain issues.	4.1	The students will be able to identify the various global production methods and supply chain issues.
5.0	To understand the multinational dimensions in management of a MNC company and the business operations in more than one country.	5.1	The students will be able to enhance the cognitive knowledge of managing business across the cultures.

UNIT I - AN OVERVIEW OF INTERNATIONAL BUSINESS**(9)**

Definition and drivers of International Business - Changing Environment of International Business - Country attractiveness - Trends in Globalization - Effect and Benefit of Globalization.

UNIT II - INTERNATIONAL TRADE AND INVESTMENT**(9)**

Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe .

UNIT III - GLOBAL ENTRY**(9)**

Strategic compulsions— Strategic options – Global portfolio management- Global entry strategy, different forms of International business, Advantages - Organizational issues of international business – Organizational structures – Controlling of international business, approaches to control – Performance of global business, performance evaluation system.

UNIT IV – PRODUCTION, MARKETING, FINANCIALS OF GLOBAL BUSINESS	(9)
Global production: Location, scale of operations- cost of production- Standardization Vs Differentiation- Make or Buy decisions- global supply chain issues- Quality considerations. Globalization of markets: Marketing strategy- Challenges in product development - Pricing - Production and channel management. Foreign Exchange Determination Systems: Basic Concepts-types of Exchange Rate Regimes- Factors Affecting Exchange Rates.	
UNIT V -HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS	(9)
Selection of expatriate managers- Managing across cultures -Training and development- Compensation- Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation –Ethical issues in international business – Ethical decision-making.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 1. Charles W.I. Hill and Arun Kumar Jain, “International Business”, 6th Edition, Tata McGraw Hill, New Delhi, 2010. 2. K. Aswathappa, “International Business”, 5th Edition, Tata McGraw Hill, New Delhi, 2012.
REFERENCES:
<ol style="list-style-type: none"> 1. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, “International Business”, 7 th Edition, Cengage Learning, New Delhi, 2010. 2. John D. Daniels and Lee H. Radebaugh, “International Business”, Pearson Education Asia, New Delhi, 12th Edition, 2015. 3. Vyuptakesh Sharan, “International Business”, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011 4. Rakesh Mohan Joshi, “International Business”, Oxford University Press, New Delhi, 2009.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	1	2	2	1	2
CO2	2	1	2	2	2
CO3	2	1	2	2	2
CO4	1	2	2	1	2
CO5	2	2	2	2	2
CO(W.A)	1.6	1.6	2	1.6	2

22BAP03 - DATA ANALYSIS AND BUSINESS MODELING

L	T	P	C
0	0	4	2

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	Students will be able to systematically apply qualitative and quantitative techniques to solve problems.	1.1	The students will be able to understand the forecasting in real time business world using analytical tools.
2.0	To help students to learn about the tools used for research analysis.	2.1	The students will be able to conduct Risk and sensitivity analysis and portfolio selection based on business data.
3.0	To disseminate the students about networking, inventory models and queuing theory using data analytical tools	3.1	The students will be able to know the networking, inventory models and queuing theory using data analytical tools.

S.NO	EXP.NO	DETAILS OF EXPERIMENTS	PERIODS
1	1	Descriptive Statistics	4
2	2	Parametric Tests	4
3	3	Non-parametric Tests	4
4	4	Correlation & Regression	4
5	5	Forecasting	4
6	6	Extended experiment – 1	4
7	7	Portfolio Selection	4
8	8	Risk Analysis & Sensitivity Analysis	4
9	9	Revenue Management	4
10	10	Extended experiment – 2	4
11	11	Transportation & Assignment	4
12	12	Networking Models	4
13	13	Queuing Theory	4
14	14	Inventory Models	4
15	15	Extended experiments – 3	4
TOTAL PERIODS			60

REFERENCES:

1. Hansa Lysander Manohar, "Data Analysis and Business Modeling using Microsoft Excel" PHI, 2017.
2. Wallace Wang, "Microsoft Office 2019 For Dummies", 1st Edition, Wiley, New Delhi, 2018.
3. David M. Levine et al, "Statistics for Managers using MS Excel", 6th Edition, Pearson, 2010.
4. Ellan F. Monk, Joseph A. Brady, Gerard S. Cook, "Problem – Solving Cases in Microsoft Access and Excel", 12 th Edition, Cengage Learning, New Delhi, 2015.

Software Required:

- ❖ MS Office.
- ❖ TORA.
- ❖ SPSS.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	3	2	3	3
CO2	2	2	1	2	2
CO3	3	3	2	2	3
CO4	2	2	2	2	2
CO5	3	2	2	1	2
CO(W.A)	2.6	2.4	1.8	2	2.4



22BAP04 - COMMUNITY IMMERSION AND ENTREPRENEUR IMMERSION PROJECT

L	T	P	C
0	0	2	1

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	The objective of the visit was to inculcate social entrepreneurship training.	1.1	The students will be able to experience the Entrepreneurship training stimulates powers of observation, develops creative and critical thinking.
2.0	Community immersion projects provide students with multiple opportunities for growth and learning beyond the classroom environment.	2.1	The students will be able to understand and find sustainable solutions for pressing community needs.

Community Immersion:

- ❖ Assist you in applying these leadership skills within school and community settings, including taking on roles of social change within the community.
- ❖ Hands-on experience working with various community issues such as hunger, homelessness, violence prevention, environmental issues, education, health, and youth issues, social justice, etc. Provide opportunities for you to work together toward creative solutions for community problems of 15 hours.

Contents of Report

- ❖ Select the service required communities and plan for service strategy.
- ❖ Implement the service strategy.
- ❖ Write a brief report and attach the live photographs with all its benefits and scopes.

Employing Entrepreneurship venture Criteria

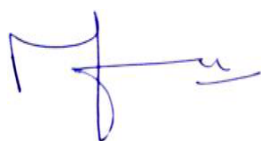
- ❖ Must be a business that is entrepreneurial in nature.
- ❖ Provide significant work that will enhance the intern's professional and educational development.
- ❖ Provide the intern the opportunity to work a minimum of 15 hours.
- ❖ Must be approved by the Faculty supervisor.

Contents of Report

- ❖ Company Profile & Literature-Promotional/information brochures, etc. from the employing entrepreneur
Industry profile – a study on the industry within which the entrepreneur operates.
- ❖ Entrepreneur Interview—Interview with the entrepreneur on the business plan and strategies.
- ❖ Daily Journal—Daily journal entries of internship activities and hours worked.
- ❖ Journal entries can be used to compose the reflective Paper.
- ❖ Reflective Paper—written as a retrospective of the internship experience.

TOTAL (P : 30) = 30 PERIODS

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	3	1	2	2
CO2	3	3	1	2	2
CO3	3	3	2	2	3
CO4	2	3	2	1	2
CO5	3	2	2	1	2
CO(W.A)	2.8	2.8	1.6	1.6	2.2



22BAP05 - SHARE TRADING

L	T	P	C
0	0	2	1

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To enable the students in understanding the Functions of Stock Market.	1.1	The students will be able to Know the basics of the securities market and the respective roles they play in the Indian securities market
2.0	To know about market participants and process in share market operations..	2.1	The students will be able to Recognize the regulatory framework, various market participants and the role of the Securities Exchange Board of India.
3.0	To know about security broking operations and depositories.	3.1	The students will be able to Identify with the trade cycle, clearing and settlement process and various depository participants.
4.0	To learn about analysis of share trading.	4.1	The students will be able to Know the various tools available used for Investing and trading in shares and learn how to trade through online platform.
5.0	To learn about basics of Derivatives Market.	5.1	The students will be able to Realize various derivatives products and its trading strategies.

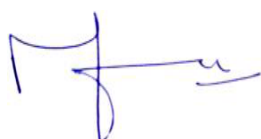
1. Introduction to Stock Market.
2. Regulatory Environment - SEBI
3. Primary and Secondary Market
4. Major stock exchanges in India
5. Bull and Bear Market.
6. Depository services
7. Analysis of NIFTY 50 and SENSEX 30 Companies
8. Trading with Chart Patterns
9. Share Trading on Virtual Platform
10. Future and Options

TOTAL (P) :30 PERIODS

REFERENCES:

1. William J O'Neil, "How to make money in Stocks?" McGraw Hill, 2019.
2. Ashwani Gujral, "How to Make Money Trading with Charts", Vision Books Publication, 3rd Edition 2018.
3. Raghu Palat, "Fundamental Analysis for Investors", Vision Books Publication, 4th Edition 2015.
4. Ashwani Gujral, "How to Make Money Trading Derivatives – An Insider's Guide", Vision Books Publication, 3rd Edition 2012.
5. PunithavathyPandian, "Security Analysis and Portfolio Management", Vikas Publication, 2nd Edition 2012.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	3	1	2	3
CO2	3	3	1	2	2
CO3	2	3	2	2	3
CO4	3	3	2	1	2
CO5	3	2	2	1	2
CO(W.A)	2.8	2.8	1.6	1.6	2.4



22BAZ01 - RESEARCH METHODOLOGY AND IPR					
		L	T	P	C
		3	0	0	3
PRE REQUISITE :NIL		QUESTION PATTERN : TYPE - 1			
Course Objectives		Course Outcomes			
1.0	To understand the basic concepts of research and its methodologies, investigation of solutions for research problem, data collection, analysis and interpretation	1.1	Demonstrate the concepts of research and its methodologies, Approaches of information investigation of solutions for research problem, data collection, analysis and interpretation		
2.0	To identify the various procedures to collect literature studies approaches, analysis, plagiarism, and research ethics.	2.1	Formulate effective literature studies approaches, analysis, plagiarism, and research ethics.		
3.0	To inculcate knowledge on Effective technical writing and method to write report	3.1	Identify the design for Effective technical writing and how to write report		
4.0	To provide knowledge process like drawing and drafting tools and reviewing research papers	4.1	Choose the process like drawing and drafting tools and reviewing research papers		
5.0	To summarize the design for Intellectual property rights and code of ethics	5.1	Formulate the design for Intellectual property rights and code of ethics		

UNIT I RESEARCH PROBLEM FORMULATION	(9)
Meaning of research problem- Sources of research problem, criteria characteristics of a good research problem, errors in selecting a research problem, scope and objectives of research problem. Approaches of investigation of solutions for research problem, data collection, analysis, interpretation, necessary instrumentations	
UNIT II LITERATURE REVIEW	(9)
Effective literature studies approaches, analysis, plagiarism, and research ethics	
UNIT III TECHNICALWRITING /PRESENTATION	(9)
Effective technical writing, how to write report, paper, developing a research proposal, format of research proposal, a presentation and assessment by a review committee.	
UNIT IV INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS (IPR)	(9)
Nature of Intellectual Property: Patents, Designs, Trade and Copyright. Process of Patenting and Development: technological research, innovation, patenting, development. International Scenario: International cooperation on Intellectual Property. Procedure for grants of patents, Patenting under PCT.	
UNIT V INTELLECTUAL PROPERTY RIGHTS (IPR)	(9)
Patent Rights: Scope of Patent Rights. Licensing and transfer of technology. Patent information and databases. Geographical Indications. New Developments in IPR: Administration of Patent System, IPR of Biological Systems, Computer Software etc. Traditional knowledge Case Studies, IPR and IITs.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. Cooper, D. R. and Schindler, P. S., (2009), Business Research Methods, Tata McGraw Hill, 9th Edition.
2. Krishnaswamy, K.N., Sivakumar, A.I., and Mathirajan, M., Management Research Methodology, Pearson Education 2006.
3. Halbert, "Resisting Intellectual Property", Taylor & Francis Ltd, 2007.

REFERENCES:

1. Jackson, S.L., Research Methods and Statistics, Cengage Learning India Private Limited, New Delhi, 2009
2. Lebrun, J-L., Scientific Writing: A Reader and Writer's Guide, World Scientific Publishing Co. Pte. Ltd., Singapore, 2007.
3. MLA, MLA Handbook for Writers of Research papers, Seventh Edition, Affiliated East West Press Pvt Ltd, New Delhi, 2009.
4. Thiel, D. V., Research Methods for Engineers, Cambridge University Press, 2014.
5. Ranjit Kumar, 2nd Edition, "Research Methodology: A Step by Step Guide for beginners" 2010.

Mapping of COs with POs / PSOs

COs	(POs)						(PSOs)	
	1	2	3	4	5	6	1	2
1	3	2	1	1	2	1	3	-
2	2	3	2	1	-	-	2	1
3	2	3	2	2	1	1	2	1
4	1	3	2	2	2	1	1	2
5	1	1	2	3	2	2	1	2
CO (weighted average)	1.8	2.4	1.8	1.8	1.75	1.25	1.8	1.5

22BAB15 - TOTAL QUALITY MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE :NIL

Course Objectives		Course Outcomes	
1.0	To learn the concept of quality and customer perspective of quality, cost quality and quality control.	1.1	The students will be able to Know the principles of total quality management and peculiarities of their implementation.
2.0	To understand the philosopher's contribution and the quality methodologies.	2.1	The students will be able to Apply quality philosophies and tools to Facilitate continuous improvement and ensure customer delight.
3.0	To impart the control techniques and various methodologies like six sigma, TPM to improve the operational efficiency and control.	3.1	The students will be able to acquire knowledge on quality management process for analyzing and solving problems of an organization.
4.0	To learn the product planning and development models through QFD, HOQ, FMEA and the ways to benchmark the product quality.	4.1	The students will be able to analyze appropriate statistical tools and techniques for improving quality processes.
5.0	To understand the ISO standards and quality certifications and quality audit.	5.1	The students will be able to acquire knowledge on ISO standards and various quality certifications to implement in the organization.

UNIT I - INTRODUCTION TO QUALITY**(9)**

Quality – vision, mission, and policy statements. Customer perception of quality - customer retention. Dimensions of product and service quality-Cost of quality-Quality Control – TQM System.

UNIT II - PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT**(9)**

Overview of the contributions of Deming, Juran Crosby, Ishikawa, Taguchi techniques – Introduction, loss function. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III - STATISTICAL PROCESS CONTROL**(9)**

Meaning and significance of statistical process control (SPC) –control charts. Six sigma-JIT - Kaizen - Total Productive Maintenance (TPM), Terotechnology. Business Process Improvement (BPI), BPR-benefits and limitations.

UNIT IV - TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT**(9)**

Quality functions development (QFD) – House of quality (HOQ), QFD process. Failure mode effect analysis (FMEA) – FMEA stages, design, Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V - QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION**(9)**

ISO 9001:2015 Quality Management System-ISO/IEC 27001:2013 Information Technology-ISO 14001:2015 Environmental Management Systems– CGMP (Current Good Manufacturing Practices) – Quality council and quality Audit.

TOTAL (L: 45): 45 PERIODS

TEXT BOOKS:

1. Poornima M. Charantimath, Total Quality Management, Pearson Education, Fourth edition 2022.
2. Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield, Mary Besterfield-Sacre, Hermant-Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2018.
3. Shridhara Bhat K, Total Quality Management–Text and Cases, Himalaya Publishing House, First Edition 2002.

REFERENCES:

1. Sunil Luthra, Dixit Garg, Ashish Agarwal, Sachin K. Mangla, Total Quality Management (TQM) Principles, Methods, and Applications, CRC Press, 2020
2. Sunil Sharma, Total Quality Management Concepts, Strategy and Implementation for Operational Excellence, SAGE Publications, 2018.
3. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi
4. D.R. Kiran, Total Quality Management Key Concepts and Case Studies, Elsevier Science, 2016
5. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2012

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	3
CO2	3	3	3	2	2
CO3	2	3	3	3	3
CO4	3	2	2	2	3
CO5	2	2	2	2	2
CO(W.A)	2.6	2.4	2.4	2.4	2.6

22BAB16 - STRATEGIC MANAGEMENT						
			L	T	P	C
			3	0	0	3
PRE REQUISITE : NIL						
Course Objectives			Course Outcomes			
1.0	To understand the Strategic management process and social responsibility of business organizations.		1.1	The students will be able to understand the Strategic management process and social responsibility of business organizations.		
2.0	To identify the need for developing competitive advantage for organizations.		2.1	The students will be able to gain in-depth understanding about the need for developing competitive advantage for organizations.		
3.0	To develop the various corporate and business level strategies.		3.1	The students will get insights into various corporate and business level strategies		
4.0	To familiarize the students with organizational strategy implementation process.		4.1	The students will be able to identify the various control systems required for organizational strategy implementation process.		
5.0	To understand the cognitive knowledge about various strategic issues and development of new business models.		5.1	The students will be able to enhance the cognitive knowledge about various strategic issues and development of new business models.		

UNIT I - STRATEGY AND PROCESS	(9)
Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.	
UNIT II - COMPETITIVE ADVANTAGE	(9)
External Environment - Porter's Five Forces Model - Capabilities and competencies– Core competencies - Low cost and differentiation Generic Building Blocks of Competitive Advantage - Distinctive Competencies - Avoiding failures and sustaining competitive advantage - Case study.	
UNIT III - STRATEGIES	(9)
The generic strategic alternatives – Business level strategy- Corporate Strategy- Vertical Integration Diversification and Strategic Alliances- Environmental Threat and Opportunity Profile (ETOP) - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model	
UNIT IV – STRATEGY IMPLEMENTATION & EVALUATION	(9)
The implementation process, Resource allocation, Designing organizational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change- Politics-Power and Conflict-Techniques of strategic evaluation & control.	

UNIT V -OTHER STRATEGIC ISSUES**(9)**

Managing Technology and Innovation - Strategic issues for Non Profit organizations. New Business Models and strategies for Internet Economy. Recent Trends in Strategic Management - Strategic Thinking - Strategic management in a new globalised economy.

TOTAL (L:45) : 45PERIODS**TEXT BOOKS:**

1. Anthony Henry, "Understanding Strategic Management", 4th Edition, Oxford University Press, New Delhi, 2021.
2. Charles W. L. Hill, Melissa A. Schilling, Gareth R. Jones, Strategic Management: Theory & Cases: An Integrated Approach 12th Edition, Cengage Learning 2016.
3. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2 nd edition, 2013.

REFERENCES:

1. John A. Pearce II, Richard B. Robinson, AmitaMital, "Strategic Management Formulation, Implementation and Control", 14th Edition, McGraw Hill Education, New Delhi, 2018.
2. Fred R, David, Forest R, "David. Strategic Management: Concepts: a Competitive Advantage Approach", Global Edition, Pearson Education, Noida, 2017.
3. Michael A. Hitt, Duane Ireland R, Robert E. Hoskisson, "Strategic Management: Concepts and Cases", 12th Edition, Cengage Learning, New Delhi, 2017.
4. Hill. Strategic Management: An Integrated approach, 2009 Edition Wiley (2012).

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	2	3
CO2	3	2	3	2	3
CO3	2	2	2	3	2
CO4	2	2	2	2	3
CO5	3	2	2	2	2
CO(W.A)	2.6	2	2.4	2.2	2.6

22BAP06-MANAGERIAL SKILL DEVELOPMENT

L	T	P	C
0	0	4	2

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To be effective in oral communication of a managerial decision and is also convincing.	1.1	The students will be able to demonstrate interpersonal skills to allow effective functioning in diverse groups.
2.0	To Comprehend effective use written communication for expressing views	2.1	The students will be able to identify strengths and interests and match these to a chosen career path.
3.0	To establish a favorable team climate and ensure enthusiastic decision making	3.1	The students will be able to examine the effective techniques which promote learning for all students regardless of race, culture, gender, age, creed or ability.
4.0	To elicit constructive feedback in conflicting situations.	4.1	The students will be able to describe the professionalism and ownership of professional growth and learning.
5.0	To facilitate enthusiastic stakeholder/team participation and contribution in decision making.	5.1	The students will be able to generalize the collaboration of colleagues and the community.

UNIT 1 PERSONAL COMMUNICATION	12
Day-to-Day Conversation - Context Specific – Agreeing/Disagreeing, Wishing, Counseling, Advising, Persuading, Expressing Opinions, Arguing – Self Introduction.	
UNIT 2 SOCIAL COMMUNICATION	12
Values and Etiquettes -Telephone Calls - Discussing Issues (social, political, cultural) - Clubs (any social gathering) - Talking about Books - News Items, - T.V Programmes - Sharing Jokes.	
UNIT 3 GROUP/MASS COMMUNICATION	12
Group Discussion – Debate - Anchoring/Master of Ceremony - Welcome Address - Vote of Thanks - Introducing Speakers - Conducting Meetings - Making Announcements - Just-a Minute (JAM) - Block and Tackle - Ship Wreck – Spoof - Conducting Quiz.	
UNIT 4 INTEGRATED SPEAKING AND PRESENTATION SKILLS	12
Lecturing - PowerPoint Presentation - Interviews of Different Kinds (One to One, Many to One - Stress Interview - Telephonic Interview - Suggestions and Reviews.	
UNIT 5 EMPLOYABILITY AND CORPORATE SKILLS	12
Mock Interview - Leadership and Co-Ordination - Time Management and Effective Planning – Simple Physical Exercises - Simple Yoga and Meditation Techniques - Relaxation Techniques - Decision making - Teamwork.	
TOTAL (P:60) : 60 PERIODS	

TEXT BOOKS:

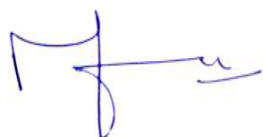
1. Clampitt P.G, Understanding Communication, Communicating for Managerial Effectiveness: Problems, Strategies and Solutions ,Sixth Edition, Sage Publications Inc.2017.
2. Lehman, Dufrene, Sinha, Business Communication – A South Asian Perspectives, 2nd edition, South-Western Cengage Learning India (P) Ltd,(2016).

REFERENCES:

1. Rajendra Pal, Korlahalli J.S., “Essentials of Business Communication”, 13th Edition, S. Chand Publishing, New Delhi, 2017.
2. Herta Murphy, “Effective Business Communication”, 7th Edition, McGraw Hill Education, New Delhi, 2017.
3. Asha Kaul, “Effective Business Communication”, 2nd Edition, PHI Learning, New Delhi, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	2	2	2	2	2
CO3	3	2	2	3	3
CO4	3	3	2	2	2
CO5	2	2	3	3	3
CO(W.A)	2.6	2.4	2.2	2.6	2.6



22BAP07 - CORPORATE INTERNSHIP

	L	T	P	C
	0	0	4	2

PRE REQUISITE : NIL

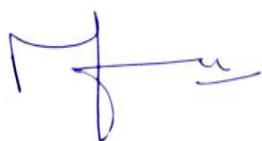
Course Objectives		Course Outcomes	
1.0	Provide an extensive exposure to the student and hands-on experience of the functional areas of management in a corporate environment.	1.1	The students will be able to understand the functional areas of management in a corporate environment.
2.0	To gain employment knowledge and contacts leading to job.	2.1	The students will be able to acquire employment opportunities leading directly to a full-time job after graduation from college.
3.0	Provide skill based platform for the students to improve quality and performance of the student.	3.1	The students will be able to develop work habits, communication, interpersonal and other critical skills and attitudes necessary for job success.
4.0	To enhance interest and abilities for the students.	4.1	The students will be able to assess interests and abilities in their field of study.
5.0	Helps the students to meet professional role models and potential mentors who can provide guidance, feedback, and support.	5.1	The students will be able to identify people who can provide guidance, feedback, and support.

Content	Marketing	Finance
	<ul style="list-style-type: none"> ➤ Marketing manager's roles and responsibilities ➤ Products and product policies ➤ Pricing policies ➤ Distribution structure ➤ Advertising policies & procedures ➤ Sales promotion activities ➤ Marketing research activities 	<ul style="list-style-type: none"> ➤ Sources of capital ➤ Role of Finance manager ➤ Cost of capital ➤ Allocation of funds to various departments ➤ Credit policy ➤ Payment & collection procedure ➤ Budgeting method ➤ Cash management ➤ Control process
Content	Human Resource	Production
	<ul style="list-style-type: none"> ➤ Role of HR Manager ➤ Human Resource planning ➤ Recruitment & selection ➤ Training & development ➤ Payroll preparation ➤ ESI-PF calculation ➤ Performance appraisal ➤ Career planning & development ➤ Compensation plan ➤ Financial/ Non-financial incentives ➤ Welfare benefits ➤ Discipline Administration 	<ul style="list-style-type: none"> ➤ Production process ➤ Receiving and processing orders ➤ Types of production systems ➤ Production planning procedures ➤ Inventory management ➤ Record keeping ➤ Wastage management ➤ Quality control techniques ➤ Efficiency analysis ➤ Logistics
TOTAL: 4 Weeks		

Summer internship – Minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the three weeks of the reopening date of 3rdsemester. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rdsemester.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	2	2	2	2	3
CO3	3	3	2	3	3
CO4	2	2	3	2	2
CO5	3	3	3	3	3
CO(W.A)	2.6	2.4	2.4	2.4	2.6



22BAB17- BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

		L	T	P	C
		3	0	0	3
PREREQUISITE:NIL					
Course Objectives		Course Outcomes			
1.0	To Provide an understanding of ethics and Identify the ethical issues.	1.1	The student is able to recognize ethical issues that affect multiple stakeholders.		
2.0	To have grounding on ethical theory through the understanding of real life situation and cases.	2.1	The student can gain knowledge on ethical theories and the understanding of real life situations.		
3.0	To inculcate knowledge on legal aspects of ethics.	3.1	The Students will be able to apply multiple ethical Concepts in analyzing consequences of decision making.		
4.0	To understand the philosophy of environmental ethics.	4.1	The student is able to evaluate the most Appropriate perspective in achieving stakeholder welfare.		
5.0	To induce the role of corporate social Responsibility.	5.1	The Students will be able to Identify the Requirement of Corporate social responsibility.		

UNIT I: INTRODUCTION	(9)
Definition & nature Business ethics ,Characteristics ,Ethical theories; Causes of unethical behavior ;Ethical abuses, Work ethics; Code of conduct; Public good.	
UNIT II: ETHICS THEORY AND BEYOND	(9)
Management of Ethics–Ethics analysis [Hosmer model]; Ethical dilemma ;Ethics in practice –ethics for managers; Role and function of ethical managers-Comparative ethical behavior of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics. Business and ecological / environmental issues in the Indian context and case studies.	
UNIT III:LEGAL ASPECTS OF ETHICS	(9)
Political–legal environment; Provisions of the Indian constitution pertaining to Business; Political setup–major Characteristics and their implications for business; Prominent features of MRTP& FERA. Social– cultural environment and their impact on business operations, Salient features of Indian culture and values.	
UNIT IV:ENVIRONMENTAL ETHICS	(9)
Economic Environment; Philosophy of economic grow and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.	

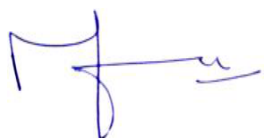
UNIT V:CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE	(9)
Definition-Evolution-Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance-innovative practices; Case studies with lessons learnt.	
TOTAL(L:45):45PERIODS	
TEXTBOOKS:	
1. C.S.V. Murthy, "Business Ethics Text & Cases", Himalaya Publishing House, 2018 2. Tushar Agarwal, Nidhi Chandorkar, "Indian Ethos in Management", First Edition, Himalaya publishing House, 2017. 3. Ferrell, O.C., John Fraedrich, and Linda Ferrell, "Business Ethics-Ethical Decision Making And Cases", Ninth Edition, Cengage Learning, Delhi, 2016.	

REFERENCES:
1. Andrew Crane, "Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization", Oxford University Press, 2020. 2. Mitra, Nayan, Schmidpeter, Rene, "Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate", Pearson Publications, New Delhi, 2017. 3. Francis R & Mishra M (2012), Business Ethics; An Indian Perspective, Tata Mc- Graw- Hill Publishing Company Ltd., New Delhi.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	3	2
CO2	3	3	2	3	3
CO3	3	3	2	3	2
CO4	2	2	2	3	3
CO5	2	3	2	2	2
CO(W.A)	2.4	2.8	2	2.8	2.4

22BAP08–PROJECT WORK				
		L	T	P
		3	0	0
PREREQUISITE:22BAP07				
Course Objectives		Course Outcomes		
1.0	The students has to gain knowledge in exercise his managerial skills for decision making in the organization.	1.1	The Students will be able to know the managerial skills for decision making to solve the business problems.	
2.0	To explain the business ideas using the skills and knowledge they have gained.	2.1	The students will be able to undertake research using appropriate recognized Methodology and framework.	
3.0	To gain hands on experience in creating a business plant his will be an in dispensable tool for future development and growth.	3.1	Assess meaningful entrepreneurial Opportunities from a business and personal perspective.	
4.0	To solve business problems through Organizational research, in the contemporary work place environments.	4.1	The students will be able to solve business problems through Organizational research, in the contemporary work place environments.	
5.0	To conduct an independent research project, resulting in research outputs in the form of journal publication, or conference or seminar presentations confidently.	5.1	The students will be able to an independent research project, resulting in research outputs in the form of journal publication or conference or seminar presentations confidently.	
Corporate Project				
Process	<ul style="list-style-type: none"> ❖ Study the organization and its environment. ❖ Identify a specific issue/ problem/ challenge /developmental area of study /research ❖ Build the research design or framework and conduct the study. ❖ Report the findings. ❖ Give specific implementable suggestions to the organization ❖ Report of the study ❖ Write a working paper of the study. 			
Entrepreneurship Project				
Process	<ul style="list-style-type: none"> ❖ Description of the business idea. ❖ Customer problem to be solved and the Entrepreneurial Team ❖ Industry Analysis ❖ Market Analysis ❖ Financial Analysis ❖ Business Model canvas ❖ Final Draft Submission ❖ Mock Business plan presentation ❖ Final Business plan pitch. 			
Total : 8 Weeks				

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	3	2
CO2	3	3	3	3	3
CO3	3	3	3	3	2
CO4	3	2	3	3	3
CO5	2	3	2	2	2
CO(W.A)	2.6	2.8	2.6	2.8	2.4



22BAP09–Transactional Analysis

L	T	P	C
0	0	2	1

PREREQUISITE:Nil

Course Objectives		Course Outcomes	
1.0	To provide a realistic and useful method for analyzing and understanding the behavior of others	1.1	The students will be able to demonstrate the theoretical framework for understanding human behaviour.
2.0	To provide a role in describing fundamental patterns of thinking, feeling and behavior using TA model.	2.1	The students will be exploring one's own feelings and behavior using the TA model.
3.0	To describe the application of TA in several areas of people management organizations.	3.1	The students will be able to appraise the application of TA in several areas of people management organizations.
4.0	To provide TA Applications in Motivation, Leadership and Teamwork.	4.1	The students will be able to analyze TA Applications in Motivation, Leadership and Teamwork.
5.0	To gain knowledge on Transactional Analysis in Short-term counselling and longer-term therapy.	5.1	The students will be able to apply Transactional Analysis in Short-term counselling and longer-term therapy.

List of Exercises / Experiments :

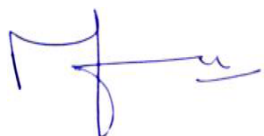
1. Play the game of dispute with the partner to understand TA and Self-Awareness.
2. An exploration of the past is useful to the degree that it continues to influence our emotional and behavioral difficulties. Experience sharing and lessons learned.
3. Conduct activities to make the students to realize the mental state of Winners and Losers.
4. Exercise to build a therapeutic relationship through Structural Analysis
5. Life Positions and Transactions support in understanding our working relationship.
6. Games and Strokes to provide the foundations for a trusting and meaningful alliance between people.
7. Life Scripts to apprehend each person is a unique individual.
8. TA Applications in Motivation, Leadership and Teamwork.
9. Transactional Analysis in Short-term counselling and longer-term therapy.
10. Contracting for Change to work together as well as the goals individual wish to achieve.

REFERENCES:

1. Eric Berne, Games, "People Play: The Psychology of Human Relationships", 1st Edition, Penguin, UK, 2016.
2. Vann Joines, Ian Stewart, "TA Today: A New Introduction to Transactional Analysis", 2nd Revised Edition, Lifespace Publishing, US, 2012.
3. Richard G Erskine, "Transactional Analysis in Contemporary Psychotherapy" 1st Edition, Routledge, USA, 2019.
4. Richard L. Daft, Nishant Uppal, "Understanding the Theory and Design of Organizations", 11th Edition, Cengage Learning, New Delhi, 2020.
5. Robbins, Coulter, "Management", 17th Edition, PHI Learning, New Delhi, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	3	2	2	3	3
CO3	3	3	2	2	2
CO4	3	2	3	3	3
CO5	2	3	2	2	2
CO(W.A)	2.8	2.6	2.4	2.4	2.6



22BAX01-BRAND MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE: 22BAB11					
Course Objectives			Course Outcomes		
1.0	To understand the methods of managing brands and co-branding in brand management	1.0	The students will be able to learn the fundamentals of branding and co-branding.		
2.0	To co-create unique ideas, products and positioning.	2.0	The students will be able to understand brand strategies in the global environment.		
3.0	To comprehend branding techniques through various methods.	3.0	The students will be able to understand the ways that use of branding tools and techniques to interact with their customers.		
4.0	To create brand adoption practices for brand re-creation or re-branding.	4.0	The students will be able to create new ideas and combine multiple perspectives to develop new brand.		
5.0	To comprehend global branding strategies influencing the business environment.	5.0	The students will be able to learn the aspects of brand performance.		

UNIT I-INTRODUCTION	(9)
Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.	
UNIT II -BRAND STRATEGIES	(9)
Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.	
UNIT III - BRAND COMMUNICATIONS	(9)
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.	
UNIT IV - BRAND EXTENSION	(9)
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re- branding and re-launching.	
UNIT V -BRAND PERFORMANCE	(9)
Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage - Branding challenges & opportunities.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. Emmanuel Mogaji, Brand Management, An Introduction Through Storytelling, Springer International Publishing, 1st Edition, 2021.

2. Kevin Lane Keller, Ambi M. G. Parameswaran, Isaac Jacob, Strategic Brand Management Building, Measuring, and Managing Brand Equity, Pearson, 5th Edition, 2019.

REFERENCES:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 5th Edition 2019.

2. Tapan K Panda, "Product and Brand Management", 1st Edition, Oxford University Press, Noida, 2016.

3. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012.

4. Kevin Lane Keller, Ambi M. G. Parameswaran and Isaac Jacob, "Strategic Brand Management: Building, Measuring, and Managing Brand Equity", 9th Edition, Pearson Education, New Delhi, 2015.

5. Mahim Sagar, Deepali Singh, D.P. Agarwal, Achintya Gupta. – Brand Management Ane Books Pvt. Ltd – (2009).

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	3
CO2	3	2	2	2	2
CO3	2	2	2	2	2
CO4	3	2	2	3	3
CO5	3	3	2	2	2
CO(W.A)	2.8	2.2	2	2.2	2.4



22BAX02 - RETAIL MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: : 22BABI I					
Course Objectives		Course Outcomes			
1.0	To understand the concepts of effective retail business.	1.0	The Students will be able to manage the retail chains and understand the retail customer's behavior.		
2.0	To understand effective retail formats and strategies required for retail management.	2.0	The Students will be able to gain knowledge on recent trends in retail formats.		
3.0	To understand how to utilize resources and techniques used in retail management.	3.0	The Students will be able to establish retail and the ways to manage retailing.		
4.0	To understand analysis of store location, merchandising, products and pricing.	4.0	The Students will be able to provide insights on retail operation.		
5.0	To provide insights on retail management behaviour.	5.0	The Students will be able to understand the behaviour involved and its implementation in retail shop.		

UNIT I -INTRODUCTION	(9)
An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management.	
UNIT II -RETAIL FORMATS	(9)
Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.	
UNIT III - RETAILING DECISIONS	(9)
Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions.	
UNIT IV - RETAIL SHOP MANAGEMENT	(9)
Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions –Online retail – Emerging trends.	
UNIT V -RETAIL SHOPPER BEHAVIOUR	(9)
Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. Giri, Arunangshu, Paul, Pradip, Chatterjee, Satakshi, Retail management text & cases, PHI Learning Pvt. Ltd. 1st Edition, 2021.
2. Prabhu TL, Retail Management, An Effective Management Strategy for Retail Store Managers, Nestfame Creations Pvt. Ltd., 1st Edition, 2019.

REFERENCES:

1. Barry Berman, Joel R. Evans, Patrali Chatterjee, Ritu Srivastava Retail Management: A Strategic Approach, 13th Edition, Pearson Education, Noida, 2017
2. Michael Levy, Barton Weitz, Dhruv Grewal "Retailing Management", 10th Edition, McGraw Hill Education, New Delhi, 2018.
3. Gibson G. Vedamani, "Retail Management", 5th Edition, Pearson Education, Noida, 2018.
4. Swapna Pradhan, "Retailing Management: Text and Cases", 4th Edition, McGraw Hill Education, New Delhi, 2017
5. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
6. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

Mapping of COs with POs					
COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	3	2	2	2	2
CO3	2	2	2	2	2
CO4	2	2	2	2	2
CO5	3	2	2	2	3
CO(W.A)	2.6	2.0	2.2	2.0	2.4

20BAX03- SERVICES MARKETING					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: : 22BAB I I					
Course Objectives			Course Outcomes		
1.0	To understand the meaning of services and the significance of services marketing.	1.1	The students will be able to apply the concepts of services marketing in promoting services.		
2.0	To appreciate the challenges involved in managing the services and analyse the strategies to deal with these challenges.	2.1	The students will be able to review and give a general understanding of advertising, personal selling, sales promotion and indirect promotion.		
3.0	To co-create unique ideas, products and solutions	3.1	The students will be able to understand the concepts and techniques for the development and designing an effective Service Marketing Communication programme.		
4.0	To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.	4.1	The students will be able to develop awareness about marketing communications tools, and how each can be used effectively-individually or in an integrated mix.		
5.0	To formulate competitive strategies for the digital market places.	5.1	The students will be able to examine the process, by which integrated marketing communications programs are planned, developed, executed and measured.		
UNIT I INTRODUCTION					(9)
Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.					
UNIT II - SERVICE MARKETING OPPORTUNITIES					(9)
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.					
UNIT III -SERVICE DESIGN AND DEVELOPMENT					(9)
Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.					
UNIT IV - SERVICE DELIVERY AND PROMOTION					(9)
Positioning of services – Designing service delivery System, Service Channel –Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.					
UNIT V -SERVICE STRATEGIES					(9)
Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics – Educational – Entertainment & public utility Information technique Services.					
TOTAL (L:45) : 45 PERIODS					

TEXT BOOKS:

- 1.R. Srinivasan, Services Marketing, The Indian context, PHI learning,3rd Edition, 2012.
2. Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, Services Marketing: Integrating Customer Service Across the Firm, 7th Edition, Mc-Graw-Hill Education, 2020.

REFERENCES :

1. Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit, Service Marketing Integrating Customer Focus Across the Firm, 7th Edition, McGraw Hill Education, New Delhi, 2018.
2. Jochen Wirtz, Christopher Lovelock, “Essentials of Services Marketing”, 3rd Edition, Pearson Education, Noida, 2019
3. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing: People, Technology, Strateg, 8th Edition, Pearson Education, Noida, 2017
4. William Chitty, Steven D’Alessandro, Andrew Hughes, Services Marketing, 2nd Edition, Oxford University Press, New Delhi, 2019.
- 5.Muhammad Sabbir Rahman, Mahmud Habib Zaman, MdAfnan Hossain, Service Marketing Strategies for Small and Medium Enterprises: Emerging Research and Opportunities, 1st Edition, IGI Global, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	2	3	2	3
CO3	3	2	3	2	3
CO4	2	2	3	3	2
CO5	3	3	2	2	2
CO(W.A)	2.8	2.4	2.6	2.4	2.6

22BAX04-INTEGRATED MARKETING COMMUNICATION

L	T	P	C
3	0	0	3

PRE REQUISITE : 22BAB11

Course Objectives		Course Outcomes	
1.0	To introduce the basic concepts of Advertising.	1.1	The students will have an understanding on advertising concepts and principles.
2.0	To have an understanding on Advertising media and message development.	2.1	The Students will be able to make effective choice for advertisements.
3.0	To Understand the concept of Sales promotion techniques.	3.1	The Students will be able to plan Sales promotion campaigns.
4.0	To develop the knowledge of students in personal selling and public relations.	4.1	The Students will be able to involve in Personal selling and handle issues ethically.
5.0	To enrich the knowledge of students in publicity.	5.1	The Students will be able to understand the importance of Publicity.

UNIT I – PRINCIPLES OF ADVERTISEMENT**(9)**

Definition – Objectives – Importance – Functions – Principles of Effective Advertising – Advertising Challenges – Advertisement Agencies – Advertisement campaigns.

UNIT II – ADVERTISEMENT MEDIA**(9)**

Media Plan – Type and Choice Criteria – Reach and Frequency of Advertisements – Media Strategy and Scheduling. Design and Execution of Advertisements – Message development – Different Types of Advertisements – Measuring Impact of Advertisements.

UNIT III – SALES PROMOTION**(9)**

Definition – Role and Importance of Sales Promotion – Objectives – Steps – Sales Promotion techniques – Consumer and Trade Promotions – Online Sales Promotions.

UNIT IV – PERSONAL SELLING & PUBLIC RELATIONS**(9)**

Personal selling: Meaning – Objectives – Types - Process of Personal Selling. Public Relations: Definition – Importance – Functions – Steps in Public Relation – PR Agencies – Emerging Trends in Integrated Marketing Communication.

UNIT V -PUBLICITY**(9)**

Introduction – Meaning – Objectives – Types – Importance of Publicity – Difference between Public Relations and Publicity.

TOTAL (L:45) :45 PERIODS

TEXT BOOKS:

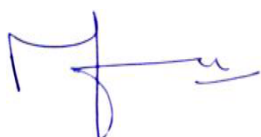
1. George E Belch and Michel A Belch, Advertising and Promotion, Tata McGraw Hill, 12th Edition, 2022.
2. Kenneth Clow, Donald Baack, Integrated Advertisements, Promotion and Marketing Communication, 8th Edition, Prentice Hall of India, New Delhi, 2017.

REFERENCES:

1. J Craig Andrews, Terence A. Shimp "Advertising, Promotion, and Other Aspects of Integrated Marketing Communications", 10th Edition, Cengage Learning, New Delhi, 2017.
2. philippe Malaval, Marie Helene Abbo, Muneesh Kumar, Jean Marc Decaudin, "Integrated Marketing Communication: Pent", 4th Edition, Pearson India, Chennai, 2017.
3. Terence A. Shimp and J. Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, CENGAGE Learning, 10th Edition, 2017.
4. PR Smith, ZeZook, "Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies", 7th Edition, Kogan Page, London, United Kingdom, 2017.
5. Kruti Shah, "Advertising And Integrated Marketing Communications", 1st Edition, McGraw Hill Education, New Delhi, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	3
CO2	2	2	2	2	2
CO3	2	2	2	2	3
CO4	3	2	2	2	2
CO5	2	2	2	2	2
CO(W.A)	2.4	2.0	2.0	2.2	2.4



22BAX05-MARKETING ANALYTICS					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB11					
Course Objectives			Course Outcomes		
1.0	To introduce the basic concepts of Marketing Segmentation & Customer Value Analysis	1.1	The students will have an understanding on Marketing Segmentation & Customer Value Analysis concepts and principles.		
2.0	To have an understanding on Product Analytics& analysis concepts.	2.1	The Students will be able to understanding on Product Analytics& analysis concepts.		
3.0	To Understand the concept of Pricing Analytics.	3.1	The students will be able to summarize suitable analytic tools to target and retain profitable customers and avoid high-risk customers		
4.0	To develop the knowledge of students in Distribution Strategy.	4.1	The Students will be able to involve in Distribution Channel strategy.		
5.0	To enrich the knowledge of students in Promotion Analytics	5.1	The Students will be able to understand the importance of Estimating Promotion Budgets and to understand the Metrics for Social Media		

UNIT I – MARKETING SEGMENTATION & CUSTOMER VALUE ANALYSIS	(9)
Marketing Segmentation: Segmentation - Targeting - Positioning. Customer Value Analysis: Life Time Customer Value Calculation - Simulation Technique - Model for Customer Retention and Acquisition Spending EXPERIMENTS: Generate a model for customer retention and acquisition spending using given data.	
UNIT II – PRODUCT ANALYTICS	(9)
Product Analytics: Identifying New Product Features using Conjoint Analysis - Forecasting New Product Sales using S Curves - Copernican Principle to Predict Duration of Future Sales - Attribute Preference Testing. EXPERIMENTS: Estimates demand curves.	
UNIT III – PRICING ANALYTICS	(9)
Pricing Analytics: Pricing Techniques-Estimating Demand Curve and Optimizing Price-Price Bundling- Nonlinear Pricing. EXPERIMENTS: Price bundling.	
UNIT IV – DISTRIBUTION STRATEGY	(9)
Distribution Strategy: Distribution Channel Characteristics - Retail Location Selection - Channel Evaluation and Selection – Multi Channel Distribution- Distribution Channel Metrics. EXPERIMENTS: Market result analysis.	

UNIT V – PROMOTION ANALYTICS	(9)
Promotion Analytics: Estimating Promotion Budgets-Promotion Budget Allocation-Metrics for Traditional Media-Metrics for Social Media.	
EXPERIMENTS: Market result analysis.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:
1. Wayne L. Winston, "Marketing Analytics: Data-Driven Techniques with Microsoft Excel", 1st Edition, Wiley, New Delhi, 2018.
2. Stephen Sorger, "Marketing Analytics: Strategic Models and Metrics", 1st Edition, Admiral Press, UK, 2016.
REFERENCES:
1. Tommy Blanchard, "Data Science for Marketing Analytics", 1st Edition, Packt Publishing, UK, 2019.
2. Mike Grigsby, "Marketing Analytics", 2nd Edition, Kogan Page, UK, 2018.
3. David A. Aaker, V. Kumar, Robert P. Leone, George S. Day., "Marketing Research", 1st Edition, Wiley, New Delhi, 2019.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	3	3
CO2	2	2	2	2	2
CO3	2	2	2	2	3
CO4	3	2	2	2	2
CO5	3	2	2	2	2
CO(W.A)	2.4	2.0	2.0	2.2	2.4

22BAX06- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE: 22BAB10

Course Objectives		Course Outcomes	
1.0	To make the students to identify the various investment avenues.	1.1	The Students will be able to understand the risk and return association n various investment alternatives.
2.0	To familiarize with Capital Market & Risk and Return.	2.1	The Students will be aware of the Capital Market & Risk and Return.
3.0	To make students learn about fundamental analysis.	3.1	The Students will be able to do economic, industry & company analysis.
4.0	To make students learn about technical analysis.	4.1	The Students will be able to apply technical analysis.
5.0	To make students understand the strategies in developing portfolio investment and analysis.	5.1	The Students will be able to construct and manage portfolio investment and analysis.

UNIT I - INVESTMENT SETTING& SECURITIES**(9)**

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Types of Investment – Investment alternatives – Choice and Evaluation – Risk and return concepts - Securities-Securities Markets in India

UNIT II -CAPITAL MARKET& RISK AND RETURN**(9)**

Capital Market: Primary Market – Participants- Listing Formalities and Procedure- Secondary Market - Buying and Selling Mechanisms- Margin and Settlement of Shares- Regulating Framework, SEBI – Functions, Guidelines and Regulations- Stock Exchanges In India – Indices- Depositories in India.

UNIT III -FUNDAMENTAL ANALYSIS**(9)**

Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques. Industry Analysis - Industry classification, Industry life cycle – Company Analysis - Measuring Earnings – Forecasting Earnings

UNIT IV -TECHNICAL ANALYSIS**(9)**

Technical Analysis: Need and Importance-Fundamental Vs Technical-Tools of Technical Analysis – Charts Indicators and Oscillators-Dow Theory-Efficient Market Theory.

UNIT V -PORTFOLIO ANALYSIS**(9)**

Portfolio Analysis: Approaches in Portfolio Construction-Portfolio Theory-Markowitz Model-Portfolio Performance Evaluation – Sharpe, Treynor's and Jensen's Measure-Portfolio Revision.

TOTAL (L: 45) : 45 PERIODS

TEXT BOOKS:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, 6th Edition, McGraw Hill Education, New Delhi, 2021.
2. Bhalla V.K., Investment Management: Security Analysis and Portfolio Management, 19th Edition, S. Chand Publishing, New Delhi, 2018.
3. Punithavathy Pandian, Securities Analysis and Portfolio Management, 2nd Edition, Vikas publishing House Pvt Ltd, New Delhi, 2015.

REFERENCES:

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, United States, 2014.
2. Sasidharank, Alex k. Mathews, "Security Analysis and Portfolio Management" 2nd Edition, McGraw Hill Education, New Delhi, 2015.
3. Shalini Talwar, "Security Analysis & Portfolio Management, Cengage Learning, 2016.
4. <http://nptel.ac.in/courses/110101005/downloads/Lecture%2003.pdf>, Prof. Trupti Mishra, Shailesh J. Mehta School of Management, IIT, Bombay, "Basic Tools of Economic Analysis".
5. <http://nptel.ac.in/courses/110101005/>, Dr. Jitendra Mahakud, Department of Humanities and Social Sciences, Indian Institute of Technology, Kharagpur, "Introduction to Investment".
6. Kevin, Securities Analysis and Portfolio Management, 2nd Edition, PHI Learning, New Delhi, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	3	3	2	3	3
CO3	2	3	2	3	2
CO4	3	2	2	2	2
CO5	2	3	3	2	3
CO(W.A)	2.6	2.6	2.2	2.4	2.4

22BAX07-MERCHANT BANKING AND FINANCIAL SERVICES					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB10					
Course Objectives			Course Outcomes		
1.0	To make Students learn about the functions & regulatory framework of merchant Banking.	1.1	The Students will be able to gain knowledge on merchant banking services.		
2.0	To learn the methods of issuing securities.	2.1	The Students will be familiarized with the methods and challenges in issuing securities.		
3.0	To make Students understand the role of merchant banker in issuing of securities.	3.1	The Students will be able to acquire knowledge on role of merchant banker in issuing of securities.		
4.0	To make students learn the fee based services of merchant banks.	4.1	The Students will be able to gain knowledge about fee based financial services.		
5.0	To make students understand the novel fund based financial services.	5.1	The Students will be familiarized with novel fund based financial services.		

UNIT I - MERCHANT BANKING	(9)
Introduction – An Over view of Indian Financial System – Merchant Banking in India – Functions of Merchant Bank - SEBI guidelines.	
UNIT II - ISSUE MANAGEMENT	(9)
Public Issue Management – Mechanism - Categories of Securities Issue - Role of Issue Manager - Marketing of New Issues - Post Issue Activities – Pricing - Laws Relating to Issue Management.	
UNIT III -ROLE OF MERCHANT BANKER	(9)
Role of Merchant Banker: Prospectus Preparation – Underwriting of Securities - Capital Structure Decisions - Dealing with Registrar - Brokers and Advertising Consultant.	
UNIT IV - FEE BASED SERVICES	(9)
Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds.	
UNIT V - FUND BASED FINANCIAL SERVICES	(9)
Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation.	
TOTAL (L: 45) : 45 PERIODS	

TEXT BOOKS:

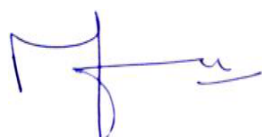
1. Machiraju H.R., "Merchant Banking", 4th Edition, New Age International, New Delhi, 2019.
2. Madhu Vij, Swati Dhawan, "Merchant Banking and Financial Services", 2nd Edition, McGraw Hill Education, New Delhi, 2017.
3. Khan M.Y., "Financial Services", 10th Edition, McGraw Hill Education. New Delhi, 2019.
4. NISM, "Merchant Banking", 1st Edition, Taxmann, New Delhi, 2019.
5. Dr. Ravichandran K., "Merchant Banking and Financial Services", 2nd Edition, Himalaya Publishing, Mumbai, 2019.

REFERENCES:

1. Nalini Prava Tripathy, Financial Services, 4th Edition, PHI Learning, New Delhi 2012.
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi.
3. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
4. <http://nptel.ac.in/courses/109104076/>, Dr. Surajit Sinha, Department of Humanities and Social Sciences, Indian Institute of Technology, Kanpur, "Money and Banking".
5. http://nptel.ac.in/courses/110106040/module1/1_1-Structure%20of%20Banking%20Industry.pdf "Structure of Banking".

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2
CO2	3	2	2	2	3
CO3	3	2	2	2	2
CO4	3	3	2	2	2
CO5	2	2	2	2	2
CO(W.A)	2.8	2.2	2.0	2.2	2.2



22BAX08-INTERNATIONAL TRADE FINANCE						
			L	T	P	C
			3	0	0	3
PRE REQUISITE : 22BAB10						
Course Objectives			Course Outcomes			
1.0	To understand the International Trade finance concepts and basics.	1.1	The students will be able to understand the impact of international competitive forces on balance of payments and trade.			
2.0	To Know export import finance and FOREX management	2.1	The students will be able to know the major models of export import finance in international trade.			
3.0	To learn about FOREX Market.	3.1	The students will be able to determine the basic concepts in Forex Management.			
4.0	To Understand the documentation involved in international trade	4.1	The students will be able to construct documentation involved in international trade finance.			
5.0	To create awareness about the various schemes provided by government.	5.1	The students will be able to evaluate the export promotion schemes.			

UNIT I -INTERNATIONAL TRADE	(9)
International Trade - Meaning and Benefits - Basis of International Trade - Barriers to International Trade - Balance of Trade - Balance of Payment - WTO - Indian EXIM Policy.	
UNIT II -EXPORT AND IMPORT FINANCE	(9)
Special need for Finance in International Trade - Pre shipment finance - Post shipment Finance - Financial institutions - Forfeiting.	
UNIT III - FOREX MANAGEMENT	(9)
Foreign Exchange Markets – Spot Prices and Forward Prices – Factors Influencing Exchange Rates – The Effects of Exchange Rates in Foreign Trade – Tools for Hedging against Exchange Rate Variability – Forward, Futures and Currency Options – FEMA.	
UNIT IV - DOCUMENTATION IN INTERNATIONAL TRADE	(9)
Export Trade Documents: Financial Documents – Bill of Exchange- Type- Commercial Documents -Transport Documents - Risk Covering Document- Official Document - GSPS – UPDC Norms.	
UNIT V - EXPORT PROMOTION SCHEMES	(9)
Government Organizations Promoting Exports – Export Incentives: Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:
1. Franchis Cherunilam, “International Marketing (Text and cases)”, 16 th Edition, Himalaya Publishing, Mumbai, 2019.
2. Franchis Cherunilam, “International Trade and Export Management”, 21 st Edition, Himalaya Publishing, Mumbai, 2019.
REFERENCES:
1. Philip R Cateora, Bruce Money, Mary C.Gilly, John Graham, “International Marketing”, 18 th Edition, McGraw Hill Education, New Delhi, 2019.
2. Anders Grath, “The Handbook of International Trade and Finance”, 2 nd Edition, Nordia Publishing Ltd, United Kingdom, 2012.
3. Eun and Resnik, “International Financial Management”, 5 th Edition, McGraw Hill, New Delhi, 2011.
4. Apt P.G., “International Financial Management”, 3 rd Edition, McGraw Hill, New Delhi, 2011.
5. Jeff Madura, “International Corporate Finance”, 9 th Edition, Cengage Learning, New Delhi, 2011.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2
CO2	2	2	2	2	2
CO3	3	2	2	2	2
CO4	2	2	2	2	2
CO5	2	2	2	2	2
CO(W.A)	2.4	2.0	2.0	2.2	2.0

22BAX09-FINANCIAL MODELLING					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB10					
Course Objectives			Course Outcomes		
1.0	To know about the functions of Indian capital markets & reforms.	1.1	The Students can be able to understand the basics & reforms in Indian capital market.		
2.0	To make the students understand the differences in working capital financing.	2.1	The Students will able to determine & use various sources of short term finance for business.		
3.0	To inculcate the knowledge on techniques involved in project Selection.	3.1	The Students can able to analyze the feasibility of projects based on sensitivity analysis.		
4.0	To understand the flow of cash in the business.	4.1	The Students can able to take decisions related to financing & divided distribution in the business.		
5.0	To familiarize the students with good governance practices to make them ethical budding professionals.	5.1	The Students will be able to apply ethical procedures in the business.		

UNIT I - INTRODUCTION TO FINANCIAL MODELLING & BUILT IN FUNCTIONS USING SPREAD SHEETS	(9)
Introduction to Financial Modelling- Need for Financial Modelling- Steps for effective financial modelling- Time value of Money Models: EMI with Single & Two Interest rates –Loan amortisation modeling -Debenture redemption modelling	
UNIT II - BOND & EQUITY SHARE VALUATION MODELLING	(9)
Bond valuation – Yield to Maturity(YTM): Rate method Vs IRR method-Flexi Bond and Strip Bond YTM Modelling-Bond redemption modelling -Equity share valuation : Multiple growth rate valuation modelling with and without growth rates	
UNIT III - CORPORATE FINANCIAL MODELLING	(9)
Alt Man Z score Bankruptcy Modelling-Indifference point modelling – Financial Break even modelling - Corporate valuation modelling (Two stage growth)- Business Modelling for capital budgeting evaluation: Payback period ,NPV ,IRR and MIRR	
UNIT IV - PORTFOLIO MODELLING	(9)
Risk ,Beta and Annualised Return –Security Market Line Modelling –Portfolio risk calculation (Equal Proportions)-Portfolio risk optimisation (varying proportions)-Portfolio construction modelling	

UNIT V -DERIVATIVE MODELLING	(9)
Option pay off modelling: Long and Short Call & Put options -Option pricing modeling (B-S Model)-Optimal Hedge Contract modelling.	
TOTAL (L: 45) :45PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> Wayne L Winston," Microsoft Excel 2016-Data Analysis and Business Modelling ",PHI publications, (Microsoft Press),New Delhi, 2017. Chandan Sen Gupta, "Financial analysis and Modelling –Using Excel and VBA" , Wiley Publishing House. 2014'

REFERENCES:
<ol style="list-style-type: none"> Craig W Holden,"Excel Modelling in Investments" Pearson Prentice Hall, Pearson Inc,New Jersey,5th Edition 2015 Ruzhbeh J Bodanwala , "Financial management using excel spread sheet ", Taxman Allied services Pvt Ltd, New Delhi,3rd Edition 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4

22BAX10-FINANCIAL DERIVATIVES

L	T	P	C
3	0	0	3

PRE REQUISITE : 22BAB10

Course Objectives		Course Outcomes	
1.0	To Understand the basics involved in derivatives	1.1	The students can able to understand the fundamental concepts of derivatives.
2.0	To Understand the basic operational mechanisms in derivatives	2.1	The students will be able to analyze the applications of future contracts.
3.0	To Utilize options contracts for portfolio management purpose	3.1	The students can able to Illustrate the concepts of options in financial market.
4.0	To discuss the uses of SWAP in stock market.	4.1	The students will be able to demonstrate the uses and application of SWAP in stock market.
5.0	To learn about history of derivatives in India.	5.1	The students able to describe the history of derivatives in India.

UNIT I -DERIVATIVES**(9)**

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.

UNIT II - FUTURES CONTRACT**(9)**

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging uses Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options.

UNIT III - OPTIONS**(9)**

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.

UNIT IV -SWAPS**(9)**

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.

UNIT V -DERIVATIVES IN INDIA**(9)**

Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for Stock Futures, Index Futures in NSE and Interest Rate Derivatives.

TOTAL (L:45) : 45 PERIODS

TEXT BOOKS:

1. Jiří Witzany, Derivatives, Theory and Practice of Trading, Valuation, and Risk Management, Springer International Publishing · 2020.
2. John C. Hull, Sankarshan Basu (2016), Options, Futures and other Derivatives, 9th Edition, Pearson education.

REFERENCES:

1. Prakash Yaragol, "Financial Derivatives: Text and Cases", 1st Edition, Vikas Publishing, New Delhi, 2018.
2. Gupta S.L., "Financial Derivatives Theory, Concept and Problems", 2nd Edition, PHI Learning, New Delhi, 2017.
3. John C. Hull, Sankarshan Basu, "Options Futures & Other Derivatives", 10th Edition, Pearson Education, Noida, 2018.
4. Parasuraman N.R., "Fundamentals of Financial Derivatives", 3rd Edition, Wiley, New Delhi, 2014.
5. Rajiv Srivastava, "Derivatives and Risk Management", 2nd Edition, Oxford University Press, New Delhi, 2014.
6. Keith Redhead, "Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs", PHI Learning, New Delhi, 2008.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4

22BAX11 - INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB12					
Course Objectives			Course Outcomes		
1.0	To explore contemporary knowledge and understanding of industrial relations.	1.1	The students will be able to know the basic concept of industrial relations and trade unions concept.		
2.0	To understand appropriate conflict resolution strategy to resolve conflicts and reap the best results of group effort	2.1	The students will be able to understand the appropriate conflict resolution strategy to resolve conflicts.		
3.0	To enhance knowledge on legal provisions for factory workers, wages and Bonus	3.1	The students will be able to gain knowledge on the legal provisions in industry.		
4.0	To impart knowledge on management of human resources, labor legislation, employee benefits.	4.1	The students will be able to identify the need and importance of human resources, labor legislation, and employee benefits.		
5.0	To acquire knowledge on provisions of gratuity and child labor acts in industries.	5.1	The students will be able to apply the provisions of gratuity and child labor acts in industries.		
UNIT I - INDUSTRIAL RELATIONS					(9)
Concept - Importance - Approaches to IR- Industrial relations system in India. Trade Unions Act, 1926 - Procedure for registration of trade union- Rights and responsibilities- problems- Employee relations in IT sector.					
UNIT II - INDUSTRIAL CONFLICTS AND LABOUR WELFARE					(9)
The Industrial Disputes Act, 1947-Disputes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication. Labour Welfare- Statutory Voluntary- Welfare Funds.					
UNIT III - LABOUR LEGISLATIONS-I					(9)
Origin and growth of labour legislation in India- Principles of labour legislations-Factories Act 1948-Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965					
UNIT IV - LABOUR LEGISLATIONS-II					(9)
The Industrial employment (standing orders) Act, 1946- The Equal Remuneration act, Employees Provident Fund and Miscellaneous Provision act 1952, 1976- Payment of Gratuity act 1972- Employee compensation act in 2013					
UNIT V - LABOUR LEGISLATIONS-III					(9)
Employees' Provident fund and Miscellaneous provisions act, 1952- Employees' state insurance (ESI) Act, 1948- Maternity Benefit Act, 1961- Contract Labour Regulations and Abolition Act, 1970 -The Child Labour Prevention and Regulation Act, 1986.					
TOTAL (L:45) : 45 PERIODS					

TEXT BOOKS:

1. P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations" – 1 January 2021
2. N. D. Kapoor, "Elements of Mercantile Law" – 8 July 2022
3. Gupta Parul, "Industrial Relations and Labour Laws for Managers", 1st Edition, Sage Publications, New Delhi, 2019.
4. Piyali Ghosh, Shefali Nandan, "Industrial Relations and Labour Laws", 1st Edition, McGraw Hill Education, New Delhi, 2017.
5. Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016.

REFERENCES:

1. Sivarethinamohan R., "Industrial Relations and Labour Welfare" 3rd revised Edition, PHI Learning, New Delhi, 2018.
2. Venkataratnam C.S., Manoranjan Dhal, "Industrial Relations", 2nd Edition, Oxford University Press, New Delhi, 2019.
3. Dwivedi R.S., "Human Relations and Organizational Behaviour", 5th Edition, Macmillan Publishers, New Delhi, 2016.
4. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2012
5. P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2017
6. Tax Mann, Labour Laws, 2018.
7. Srivastava, Industrial Relations and Labour laws, Vikas, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	2	2
CO2	3	2	2	2	3
CO3	3	3	2	3	2
CO4	3	3	3	3	3
CO5	2	2	3	2	2
CO(W.A)	2.6	2.4	2.6	2.4	2.4

22BAX12 - TRAINING AND DEVELOPMENT

	L	T	P	C
	3	0	0	3

PRE REQUISITE :22BAB12

Course Objectives		Course Outcomes	
1.0	To provide knowledge about Training and Development to employees and its implications.	1.1	The students will be able to understand the knowledge about Training and Development and its implications.
2.0	To enhance the training, organizational and operation analysis and the methods and techniques used for assessment.	2.1	The students will be able to know the training need analysis concepts and assessment methods.
3.0	To enrich the training design and the factors affecting training design, budgeting and learning concepts.	3.1	The students will be able to identify the training design and the factors affecting training design, budgeting and learning concepts.
4.0	To familiarize with the training needs, identification of training needs, training processes, training methods, and evaluation of training	4.1	The students will be able to identify the training needs, process, methods of training and the evaluation.
5.0	To understand the process of management development and the managers learn and improve their skills & knowledge.	5.1	The students will be able to furnish the concepts and approaches of management development and to and improve their skills & knowledge.

UNIT I-Concepts of Training

(9)

Training Objective and concepts of Training- Scope of Training- Training and HRD- How Training Benefits the Organization- Current and Future Trends in Training.

UNIT II-Training needs Analysis

(9)

Analysis of Training Needs- Organizational Analysis: Task, Person Requirement Analysis- Methods and Techniques of Training Need Assessment- Training need Analysis and Process- Operational Analysis/ Job analysis.

UNIT III- Training Design

(9)

Training Design- Prime Considerations while designing a Training Programme- Factors affecting Training Design- Budgeting for Training- Identification of Evaluation objectives & Needs- Establishing and identifying Training Objectives.

UNIT IV Effective Implementation Evaluation

(9)

Training Process and Methods- Designing the Training Programme- Training Implementation Training Policy and Plan- Types of Evaluation Instruments- Evaluation Design & Techniques- Training Audit Suggestions for Making Training Effective.

UNIT V Management Development

(9)

Management Development- The need & importance of management development- Approach to management development- Sources of knowledge and skills- Special needs of Technical Managers- Strategies to develop Technical Managers.

TOTAL (L:45) :45 PERIODS

TEXT BOOKS:

1. Raymond A. Noe, Amitabh Deo Kodwani, "Employee Training and Development (SIE)" – 21 July 2018, 7th edition, McGraw Hill.
2. Alan M. Saks, Robert R. Haccoun, (2022), Managing Performance through Training and development, 8th edition, Cengage Learning

REFERENCES:

1. Armstrong Michael, (2020), Human Resource Management Practice, 16th edition, Kogen page.
2. Morgan King, Weisz Schopler, (2022), Introduction to Psychology, Tata McGraw Hill.
3. Antonette Asumptha J, A Guru murugan, M collin joseph xavier (2020), Notion Press
4. Lynton Rolf, Pareek Udai, (2011), Training for Development, 3rd edition, Sage Publications, New Delhi
5. Dr.B.Janakiram, Training & Development, Biztantra, 2008.
6. R.K.Sahull, Training for Development, Excel books, 2005.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	3	3	2	3	3
CO3	3	3	2	3	3
CO4	2	3	3	3	3
CO5	3	2	3	2	2
CO(W.A)	2.8	2.8	2.4	2.6	2.6

22BAX13 – ORGANISATIONAL DESIGN, CHANGE AND DEVELOPMENT				
	L	T	P	C
	3	0	0	3
PRE-REQUISITE: 22BAB12				
Course Objectives		Course Outcomes		
1.0	To help the students to gain knowledge about the concepts, challenges, impact of organizational design.	1.1	The students will be able to Know about the fundamentals of organizational design, challenges and the impact on design.	
2.0	To familiarize the students about Organizational change, types, techniques and change resistant concepts and the job redesign.	2.1	The Students will be able to understand the Organizational Change, process, types, and models of change in organizations	
3.0	To understand the concept and techniques of OD and to enable the skills for the application of OD in organizations.	3.1	The Students will be able to know about the foundations, process and techniques for Organizational Development.	
4.0	To inculcate OD interventions to manage and solve various organizational issues, to build efficient team and encourage Inter group development.	4.1	The Students will be able to manage and analyze various organizational issues, to build efficient team and encourage Inter group development.	
5.0	To make students understand the Organizational learning and decision making.	5.1	The Students will be able to understand Organization evolution, sustenance and HR implications.	
UNIT I ORGANIZATIONAL DESIGN				(9)
Organizational Design – Determinants – Components –Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment - Technological and Environmental Impacts on Design-Importance of Design –Success and Failures in design.				
UNIT II ORGANIZATIONAL CHANGE				(9)
Meaning, Nature, Forces for change- Resistance to Change -Types and forms of change Models of change- Strategy for Organizing Change-Organizational Culture and Change. Resistance to change – individual factors – organizational factors – techniques to overcome change- job redesign.				
UNIT III ORGANIZATIONAL DEVELOPMENT				(9)
Introduction- evolution- basic values and assumptions- foundations of OD- Process of OD- Organizational Diagnosis-Process-stages- Techniques-Questionnaire, interview, workshop, task-force- collecting, analyzing- feedback of diagnostic information.				
UNIT IV OD INTERVENTION				(9)
Human process interventions-Individual, group and inter-group human relations- structure and technological interventions- strategy interventions – sensitivity training – survey feedback, process consultation – team building – inter-group development.				
UNIT V ORGANIZATIONAL EVOLUTION AND SUSTENANCE				(9)
Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications.				
TOTAL (L:45):45 PERIODS				

TEXT BOOKS:

1. Thomas G. Cummings, Christopher G. Woreley, "Theory of Organizational Development and Change", 10th Edition, Generic, New Delhi, 2021.
2. Ratan Raina, "Change Management and Organizational Development", 1st Edition, Sage Publications, New Delhi, 2019.
3. Wendell L. French, Cecil H. Bell, "Organization Development: Behavioral Science Interventions for Organizational Improvement", 6th Edition, Pearson Education, Noida, 2017.

REFERENCES:

1. Ian Palmer, Richard Dunford, Gib Akin, "Managing Organizational Change: A Multiple Perspective Approach", 3rd Edition, McGraw Hill Education, New Delhi, 2016.
2. Susan Bridges, William Bridges, "Managing Transitions", 4th Edition, Da Capo Lifelong Books, Lebanon, 2017.
3. French & Bell: Organisational Development, McGraw-Hill, 2005
4. Rajiv Shaw: Surviving Tomorrow: Turnaround Strategies In Organisational Design And Development, Vikas Publishing House.
5. Thomas G. Cummings, Christopher G. Worley: Organisation Development And Change, Thomson Learning.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	3
CO2	2	2	2	2	3
CO3	3	3	3	3	3
CO4	2	2	3	3	2
CO5	3	3	2	2	2
CO(W.A)	2.4	2.4	2.4	2.4	2.6



22BAX14 - HR METRICS AND ANALYTICS

L	T	P	C
3	0	0	3

PRE REQUISITE : 22BAB12

Course Objectives		Course Outcomes	
1.0	To understand the fundamental analytical approaches used by HR Professionals to solve real business problems.	1.1	The students will be able to Facilitate the different analytical approaches of the organization to solve problems.
2.0	To enhance the knowledge in talent acquisition, Onboard metrics, Measures, Metrics, KPIs, Performance Management and Basics of Enterprise Reporting	2.1	The students will be able to understand the process of talent acquisition, Recruitment KPI, on boarding metrics, Cultural fit and Stages.
3.0	To learn about the tools available for HR analytics, operational issues, and the organizational strategies.	3.1	The students will be able to know the toolkits for HR analytics, operations issues in organization and predictive analysis.
4.0	To impart knowledge on human value chain, BSC, ROI and prediction in HR activities.	4.1	The students will be able to know about human value chain, BSC, ROI and prediction in HR activities
5.0	To enhance better decision-making ability for hiring, firing employees, resource utilization, big Data, and people analysis.	5.1	The students will be able to gain knowledge on people analysis, data privacy and big data.

UNIT I: INTRODUCTION TO HR ANALYTICS AND PERSPECTIVE**(9)**

Understanding HR Analytics characteristics, the strategic focus and problems facing of HR analytics -HR analytics process and application of analytical techniques to evaluate Human capital impact on business.

UNIT II: TALENT ACQUISITION AND DATA CHALLENGES**(9)**

Talent Acquisition: Pre-interview Assessment Criteria – On boarding and Cultural fit - Stages, OPEN Analytical Framework for Effective on boarding. Data and Metrics – to identify and obtain quality HR data - the purpose & efficiency of metrics – creating HR metrics and link to KPIs- transform strategic goals to HR metrics.

UNIT III: TOOL KITS FOR RESOLVING OPERATIONAL ISSUES**(9)**

Tool kits available in market - Identify and resolve operational issues in order to develop and align HR metrics with organizational strategy.

UNIT IV: ANALYTICS AND THE ORGANISATION AS A SYSTEM**(9)**

Analytics – Human Capital in the Value Chain- Balance Score card – ROI – Predictive Analytics.

UNIT V: LEVERAGING PEOPLE ANALYTICS & BIG DATA AND PEOPLE ANALYTICS EFFECTIVENESS**(9)**

Leveraging People Analytics: Future of People Analytics - Rise of Employee Behavioral Data - People Analytics as a Specialized Department - Employee Data Privacy Backlash. Big Data and People Analytics: Big Data and People Analytics.

TEXT BOOKS:

1. Rama Shankar Yadav, Sunil Maheshwari "HR Analytics", Wiley, 2020.
2. Martin R. Edwards, Kirsten Edwards, "Predictive HR Analytics: Mastering the HR Metric", 2nd Edition, Kogan Page, UK, 2018.
3. Dipak Kumar Bhattacharyya, "HR Analytics-Understanding Theories and Applications" 2nd Edition, Sage Publications, New Delhi, 2017.
4. Jean Paul Isson, Jesse S. Harriott, "People Analytics in the Era of Big Data: Changing the Way You Attract, Acquire, Develop, and Retain Talent", 1st Edition, Wiley, New Delhi, 2016.

REFERENCES:

1. John Boudreau, Wayne Cascio, "Investing in People: Financial Impact of Human Resource Initiatives", 3rd Edition, Pearson Education, Noida, 2019.
2. Bernard Marr, "Data-Driven HR: How to Use Analytics and Metrics to Drive Performance", 1st Edition, Kogan Page, UK, 2018.
3. Edwards, M. R., & Edwards, K. (2016). Predictive HR Analytics: Mastering the HR Metric. London: Kogan Page.
4. Sesil, J. C. (2014). Applying advanced analytics to HR management decisions: Methods for selection, developing incentives, and improving collaboration. Upper Saddle River, New Jersey: Pearson Education .

TOTAL (L: 45) : 45 PERIODS**Mapping of Course Outcomes (COs) with Programme Outcomes (POs)**

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	2	2	3
CO3	2	3	3	3	3
CO4	3	2	3	3	3
CO5	2	2	3	3	2
CO(W.A)	2.4	2.4	2.6	2.6	2.6

22BAX15 - STRATEGIC HUMAN RESOURCE MANAGEMENT				
		L	T	P
		3	0	0
PRE-REQUISITE: 22BAB12				
Course Objectives		Course Outcomes		
1.0	To learn the basic concepts, process, challenges, and organizational capability of strategic HRM.	1.1	The students will be able to know the fundamental concepts, HR practices, challenges, and organizational capability of strategic HRM.	
2.0	To familiarize in dealing all areas of Human Resources Management in a strategic way like Human Resources Planning, design, redesigns and strategy implementation.	2.1	The students will be able to know the HR planning strategies, labor markets ,work systems and organizational culture.	
3.0	To know about the SHRM Measurements, planning, acquisition, staffing and Motivation of human resources.	3.1	The students will be able to comprehend the need for different HRM practices in alignment with different business strategies while implementation.	
4.0	To know about the employee career development, Strategic Pay and Employee Relations.	4.1	The students will be able to know the career management concepts and the employee enrichments.	
5.0	To make the students to differentiate the General Strategic HRM from global strategic HRM.	5.1	The students will be able to assess ethical, environmental and sustainability ,considerations in SHRM for effective decision-making and practice.	
UNIT I: Introduction to Strategic HRM				(9)
Strategic HRM and Corporate strategies- Integrating HR strategies with business strategies –Challenges in HRM- Analyzing HR Practices followed by different firms -Human Resource System.				
UNIT II: Human Resource Planning and Strategy				(9)
Human Resource Planning - Design and redesign of work systems - Organizational culture. HR Strategies- Performance management strategies-reward and compensation- retrenchment				
UNIT III: Implementation of SHRM				(9)
SHRM Measurement – Challenges -HR as a Strategic Partner. Process based approach. Strategic HR Planning Acquisition and Development. HRM Motivation of human resources – Staffing - Performance management and feedback.				
UNIT IV: CAREER & COMPETENCY DEVELOPMENT				(9)
Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment –Designing Effective Career Development Systems – Competencies and Career Management – Competency Mapping Models.				
UNIT V: Strategies in Global Environment				(9)
Global Human Resources Management- Recruitment - Retention strategies - Training and Development strategies. Corporate Strategy and Career Systems. Corporate Ethics and Values- Evaluating the Effectiveness of SHRM.				
TOTAL (L: 45) : 45 PERIODS				

TEXT BOOKS:

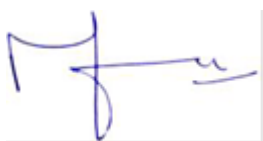
1. Jeffrey A. Mello , “Strategic Management Of Human Resources ” , Cengage Learning, 4th Edition, 2021.
2. Ekta Sharma, “Strategic Human Resource Management and Development”, 1st Edition, Pearson Education, Noida, 2019.

REFERENCES:

1. Feza Tabassum Azmi, “Strategic Human Resource Management”, 1st Edition, Cambridge University Press, New York, 2019.
2. Mathur, SP, “Strategic Human Resource Management”, New Age International (P) Ltd Publishers, 1st Edition, 2015.
3. Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, “Managing Human Resources”, 8th Edition, PHI Learning, New Delhi, 2015.
4. Paul Boselie, “Strategic Human Resource Management”, 1st Edition, McGraw Hill Education, New Delhi, 2011.
5. Nirmalya Bagchi, Bagchi Nirmalya, Management Information Systems, Vikas Publishing House Pvt Limited, 2010
6. O’Brien Management Information System Tata McGraw Hill 2009.
7. K.Prasad , “Strategic Human Resource Management Text and Cases”, Macmillan India Ltd., 2008.
8. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
9. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2002.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	3	2	3	2	3
CO3	2	3	2	3	3
CO4	2	3	3	3	3
CO5	3	2	2	3	2
CO(W.A)	2.6	2.6	2.4	2.6	2.6



22BAX16-DEEP LEARNING AND ARTIFICIAL INTELLIGENCE

L	T	P	C
3	0	0	3

PRE-REQUISITE: 22BAB04

Course Objectives		Course Outcomes	
1.0	To understand the Deep Networks, Modern Practices and Deep forward networks.	1.0	Students will able to understand the Deep Networks, Modern Practices and Deep forward networks.
2.0	To understand the importance of Training Deep Models and How Learning Differs from Pure Optimization.	2.0	Students will able to apply suitable algorithm for the specified applications understand different Basic Algorithms, Optimization Strategies and Meta- Algorithms.
3.0	To understand Artificial Intelligence and Problem Solving techniques.	3.0	Students will able to Learn the basics of Artificial Intelligence and Problem Solving techniques.
4.0	To be aware of Advanced Problem-Solving Paradigm and Knowledge Representation.	4.0	Students will able to understand Advanced Problem-Solving Paradigm and Knowledge Representation.
5.0	To know about the Expert Systems and Applications	5.0	Students will able to understand the Expert Systems and Applications

UNIT I –DEEP NETWORKS

(9)

Deep Networks: Modern Practices: Deep Forward Networks: Example: Learning XOR - Gradient-Based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.

UNIT II -MODELS

(9)

Optimization for Training Deep Models: How Learning Differs from Pure Optimization - Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta-Algorithms

UNIT III -INTELLIGENT SYSTEMS

(9)

Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications - Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies: Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques.

UNIT IV - KNOWLEDGE REPRESENTATION

(9)

Advanced Problem-Solving Paradigm: Planning: Introduction - Types of Planning Systems - Knowledge Representation: Introduction - Approaches to Knowledge Representation - Knowledge Representation using Semantic Network - Knowledge Representation using Frames

UNIT V - APPLICATIONS

(9)

Expert Systems and Applications: Blackboard Systems - Truth Maintenance Systems - Applications of Expert Systems - Machine-Learning Paradigms: Machine-Learning Systems - Supervised and Unsupervised Learnings.

TOTAL (L:45) : 45 PERIODS

TEXT BOOKS:


1. Ian Goodfellow, YoshuaBengio, Aaron Courville, "Deep Learning", MIT Press, 2016.
2. Li Deng and Dong Yu, "Deep Learning Methods and Applications", Foundations and Trends in Signal Processing.

REFERENCES:

1. YoshuaBengio, "Learning Deep Architectures for AI", Foundations and Trends in Machine Learning.
2. SarojKaushik, "Artificial Intelligence", Cengage Learning India Pvt. Ltd.
3. Deepak Khemani, "A First Course in Artificial Intelligence", McGraw Hill Education(India) Private Limited, NewDelhi.
4. Elaine Rich, Kevin Night, Shivashankar B Nair, "Artificial Intelligence" Third Edition, McGraw Hill, 2008.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	2	2	2	2	3
CO3	2	2	2	3	2
CO4	2	2	2	2	2
CO5	3	2	2	2	3
CO(W.A)	2.4	2	2.2	2.2	2.6



22BAXI7-e-BUSINESS MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: 22BAB04					
Course Objectives			Course Outcomes		
1.0	To understand the practices and technology to start an online business	1.0	Students will be able to build and manage an e-business.		
2.0	To refer aspects of online customer acquisition, conversation or experience and Retention	2.0	Students will be able to Knowledge about Technology Infrastructure		
3.0	To develop key business strategy and industry issues and goals	3.0	Students will be able to of customer-oriented business applications		
4.0	To Link through to objectives and strategies to achieve them through high level goals	4.0	Students will be able to Knowledge of e business payment protocols and security		
5.0	To communicate the goals and significance of an e-business initiate to employees and partners.	5.0	Students will be able to understanding of ethical, legal, privacy issues and encryption policies		

UNIT I –INTRODUCTION	(9)
E Business, e-business vs e-commerce, Economic forces – advantages – myths – e-business models, design, develop and manage e-business, Web 2.0 and Social Networking, Mobile Commerce, S-commerce	
UNIT II - TECHNOLOGY INFRASTRUCTURE	(9)
Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.	
UNIT III - BUSINESS APPLICATIONS	(9)
Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e- governance, EDI on the internet, Delivery management system– social media marketing.	
UNIT IV - e-BUSINESS PAYMENTS AND SECURITY	(9)
E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque and Micro payment systems- internet security – cryptography – security protocols – network security.	
UNIT V -LEGAL AND PRIVACY ISSUES	(9)
Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.	
TOTAL (L:45) : 45 PERIODS	

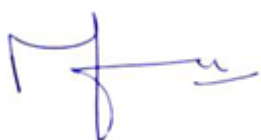
TEXT BOOKS:

1. Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011.
2. Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborah Turban, Electronic Commerce – A managerial perspective, Pearson Education Asia, 2010.
3. Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e business, Oxford University Press, 2012.
4. Hentry Chan & el , E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, 2007.

REFERENCES:

1. Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, 2007
2. Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition. Tata McGrawHill Publications, 2009
3. Kamlesh K. Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 7th reprint, 2009.
4. Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004
5. Micheal Papaloelon and Peter Robert, e-business, Wiley India, 2006.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	2	3
CO2	2	2	2	2	2
CO3	2	2	3	2	2
CO4	3	2	2	3	3
CO5	3	2	2	2	3
CO(W.A)	2.2	2	2.4	2.2	2.6



22BAXI8-ENTERPRISE RESOURCE PLANNING

L	T	P	C
3	0	0	3

PRE REQUISITE : 22BAB04

Course Objectives		Course Outcomes	
1.0	To exhibit the theoretical aspects of Enterprise Resource Planning.	1.1	Students will be able to understand the ERP practices in the business.
2.0	To learn about the ERP softwares and its applications.	2.1	Students will be able to get Knowledge, ERP solutions and functional modules
3.0	To provide practical implication on ERP Suite implementation	3.1	Students will be able get Exposure to the implementation environment.
4.0	To learn the post impact of ERP Implementation.	4.1	Students will be able to understanding of post implementational impact and maintenance of ERP
5.0	To learn the emerging trends on ERP	5.1	Students will be able to know emerging trends on ERP
UNIT I – INTRODUCTION			(8)
Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology -warehouse management– case studies.			
UNIT II – ERP SOLUTIONS AND FUNCTIONAL MODULES			(10)
Overview of ERP software solutions, BPR, Project management, Functional modules-Organizational data, master data and document flow– case studies.			
UNIT III - ERP IMPLEMENTATION			(10)
Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation, Consultants, Vendors and Employees– case studies.			
UNIT IV - POST IMPLEMENTATION			(8)
Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation– case studies.			
UNIT V - EMERGING TRENDS ON ERP			(9)
Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics- Future trends in ERP systems-web enabled, Wireless technologies, cloud computing and Augmented reality– case studies.			
TOTAL (L: 45) : 45 PERIODS			

TEXT BOOKS:

1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2008.
2. Alexis Leon, Enterprise Resource Planning, third edition, Tata McGraw-Hill, 2014.
3. Vinod Kumar Garg and NK Venkita Krishnan. (2011), Text Book of Enterprise Resource Planning – Concepts and Practice, PHI., New Delhi.
4. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India, 2012

REFERENCES:

1. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
2. Mahadeo Jaiswal and Ganesh Vanapalli, first edition,ERP Macmillan India, 2013
3. Vinod Kumar Garg and N.K. Venkitakrishnan, ERP- Concepts and Practice, second edition Prentice Hall of India, 2009.
4. Summer, ERP, Pearson Education, 2016
5. K Ganesh and Sanjay Mohapatra, etl. (2014), Text Book of Enterprise Resource Planning – Fundamentals of Design and Implementation, Springer., London

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	3	3	2	3	3
CO3	2	2	3	2	2
CO4	2	2	2	2	3
CO5	3	2	3	2	2
CO(W.A)	2.6	2.2	2.4	2.2	2.4



22BAX19 - DATA MINING FOR BUSINESS INTELLIGENCE

	L	T	P	C
	3	0	0	3

PRE-REQUISITE: 22BAB04

Course Objectives		Course Outcomes	
1.0	To learn the basics of data mining.	1.1	Students will be able understand the concept of data mining in the business
2.0	To learn the methods of storing huge amount of data	2.1	Students will be able to design data warehouse.
3.0	To study the tools and techniques involved in data mining.	3.1	Students will be able to apply the knowledge on data mining in the business.
4.0	To learn the new technology and its opportunities in the business.	4.1	Students will be able to understand the recent trends in IT and its opportunities.
5.0	To learn the application part of Business intelligence.	5.1	Students will be able to apply BI in their field.

UNIT I - INTRODUCTION	(5)
Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing BI	
UNIT II –DATA WAREHOUSE	(12)
Data ware house – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design	
UNIT III - DATA MINING TOOLS, METHODS AND TECHNIQUES	(9)
Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis, Association Rules-Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization	
UNIT IV -MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES	(9)
Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team.	
UNIT V - BI AND DATA MINING APPLICATIONS	(9)
Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical.	
TOTAL (L: 45) : 45 PERIODS	

TEXT BOOKS:

1. G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India, 2011.
2. Michel Berry and Gordon Linoff, Data mining techniques for Marketing, Sales and Customer support, John Wiley, 2011.
3. Elizabeth Vitt, Michael Luckevich, Stacia Misner, Business Intelligence, Microsoft, 2011

REFERENCES:

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
3. Galit Shmueli, Peter C Bruce, Inbal Yahav, Nitin R Patel, Kenneth C Lichtendahl Jr., "Data Mining for Business Analytics: Concepts, Techniques, and Applications in R", 1st Edition, Wiley India, New Delhi, 2017.
4. Daniel T. Larose and Chantal D. Larose, "Data Mining and Predictive Analytics", 2nd Edition, Wiley, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	2	3	2
CO4	3	3	2	2	2
CO5	2	2	3	3	3
CO(W.A)	2.4	2.4	2.4	2.6	2.4



22BAX20 – SOCIAL MEDIA WEB ANALYTICS

L	T	P	C
3	0	0	3

PRE-REQUISITE: 22BAB04

Course Objectives		Course Outcomes	
1.0	To showcase the opportunities that exist today to leverage the power of the web and social media	1.0	The Students will be able to understand opportunities that exist today to leverage the power of the web and social media
2.0	To make them understand science of Social Media for community building and management.	2.0	The Students will be able to identify and understand for community building and management.
3.0	To get an idea of social media policies.	3.0	The Students will be able to Learn and get an idea of social media policies and Tracking Social Media
4.0	To understand the fundamentals and concepts of web analytics.	4.0	The Students will be able to understand the fundamentals and concepts of web analytics.
5.0	To know about How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.	5.0	The Students will be able to understand How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.

UNIT I-INTRODUCTION**(9)**

Evolution of online communities - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Virality - technological determinism in popular discourse on social media technologies.

UNIT II -COMMUNITY BUILDING AND MANAGEMENT**(9)**

Science of Social Media - Promoting Social Media Pages- Linking Social Media Accounts-Digital PR- Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business

UNIT III -SOCIAL MEDIA POLICIES AND MEASUREMENTS**(9)**

Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.

UNIT IV - WEB ANALYTICS**(9)**

Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.



UNIT V - SEARCH ANALYTICS	(9)
Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors	
TOTAL (L:45) : 45 PERIODS	
TEXT BOOKS:	
1.K. M. Shrivastava, Social Media in Business and Governance, Sterling Publishers Private Limited, 2013 2.Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014 3.Takeshi Moriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016	
REFERENCES:	
1. Bittu Kumar, Social Networking, V & S Publishers, 2013 2. Avinash Kaushik, Web Analytics - An Hour a Day, Wiley Publishing, 2007 3. ric T. Peterson, Web Analytics Demystified, Celilo Group Media and Café Press, 2004	

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	2	3	2	2	2
CO3	2	3	2	3	2
CO4	2	2	3	2	3
CO5	3	2	3	2	3
CO(W.A)	2.4	2.4	2.6	2.2	2.6

22BAX21-LOGISTICS AND SUPPLY CHAIN MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE : 22BAB09

Course Objectives		Course Outcomes	
1.0	To impart the supply chain and logistics fundamentals.	1.1	The Students will be able to understand the supply chain and logistics fundamentals.
2.0	To determine the supply chain networks and performance.	2.1	The Students will be able to design supply chain networks to enhance supply chain performance.
3.0	To inculcate demand based on inventory and warehousing.	3.1	The Students will be able to plan demand based on inventory and warehousing.
4.0	To identify both domestic, International transportation and Packaging methods and problems	4.1	The Students will be able to evaluate the both domestic and international transportation problems and effectively develop and present actionable Solutions.
5.0	To gain knowledge and develop skills in logistics and supply chain management control and its environment .	5.1	The Students will be able to understand the logistics and supply chain management, organizational structure knowledge, and control techniques.

UNIT-I Introduction to Logistics and SC management	(9)
Business logistics and supply chain – importance, objectives and drivers. Strategy – planning, selecting proper channel, performance measurement. Outsourcing- Make vs buy approach.	
UNIT-II MANAGING FLOWS	(9)
Planning Networks – Decision making under risk – Decision trees – Decision making under uncertainty. Distribution Network Design – Role - Factors Influencing Options, Value Addition. Logistics information system - Role of IT – Framework for IT adoption.	
UNIT-III INVENTORY AND WAREHOUSING	(9)
Demand Forecasting in a Supply Chain, Aggregate Planning in a Supply Chain-Sales and Operations Planning: Planning Supply and Demand in a Supply Chain- Coordination in a Supply Chain.	
UNIT-IV TRANSPORTATION AND PACKAGING	(9)
Transportation – Drivers, Modes, Measures - Strategies for Transportation, 3PL and 4PL, Vehicle Routing and scheduling. Packaging- Design considerations, Material and Cost. Packaging as Unitisation. Consumer and Industrial Packaging.	
UNIT-V ORGANISATION AND CONTROL	(9)
Organisation Structure – need and development. Organizational – Choices, Orientation and positioning. Interfunctional and interorganisational management – alliances and partnerships. Control– Process framework, system details, information, measurement and interpretation.	
TOTAL (L: 45) : 45 PERIODS	

TEXT BOOKS:

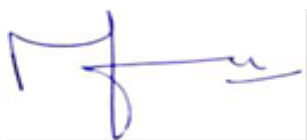
1. Rajat K. Baisya, "Integrated Supply Chain and Logistics Management", 1st Edition, Sage Publications, New Delhi, 2019.
2. Sunil Chopra and Peter Meindl, "Supply Chain Management – Strategy, Planning and Operation", 6th Edition, Pearson Education, New Delhi, 2015.
3. Janat Shah, "Supply Chain Management – Text and Cases", 9th Edition, Pearson Education, New Delhi, 2009.

REFERENCES:

1. Janat Shah, "Supply Chain Management: Text and Cases", 2nd Edition, Pearson Education, Noida, 2016.
2. Sunil Chopra, "Supply Chain Management – Strategy, Planning and Operation", 7th Edition, Pearson Education, Noida, 2018.
3. John J. Coyle, "Supply Chain Management: A Logistics Perspective", 10th Edition, Cengage Learning, New Delhi, 2019.
4. Donald W. Dobler, "Supply Chain Logistics Management", 4th Edition, McGraw Hill Education, New Delhi, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	3	2	2	2	2
CO4	2	3	2	2	2
CO5	3	2	2	2	2
CO(W.A)	2.8	2.4	2.0	2.0	2.0



22BAX22-SERVICES OPERATIONS MANAGEMENT

L	T	P	C
3	0	0	3

PRE-REQUISITE :22BAB09

Course Objectives		Course Outcomes	
1.0	To understand how service performance can be improved by studying services operations management.	1.1	The students will be able to Understand how service performance can be improved by studying services operations management.
2.0	To understand techniques of location and facility planning; line balancing; job designing; and capacity plan in operations management.	2.1	The students will be able to Identify the elements of services operations management and various transformation processes to enhance productivity and competitiveness.
3.0	To understand the concept of Service quality.	3.1	The students will be able to gain knowledge on Service quality.
4.0	To learn about Service facility design and facility location and to know about facility location techniques.	4.1	The students will be able to Acquire knowledge on tools and techniques for various facility alternatives and decisions for business performance.
5.0	To understand the Materials Management function starting from Demand Management through Inventory Management.	5.1	The students will be able to Identify the Demand management in service and to formulate inventories.

UNIT I: INTRODUCTION**(9)**

Services – Importance, role in economy, service sector – growth; Nature of services -Service classification, Service Package, distinctive characteristics, open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers.

UNIT II: SERVICE DESIGN**(9)**

New Service Development – Design elements – Service Blue-printing - process structure - Service Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface– service decoupling. Technology in services – self-service, automation, e-commerce, e-business, technology innovations.

UNIT III: SERVICE QUALITY**(9)**

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality –SERVQUAL, Walk-through Audit, Quality service by design , Service Recovery, Service Guarantees. Process Improvement – productivity improvement - DEA, quality tools, benchmarking.

UNIT IV: SERVICE FACILITY**(9)**

Supporting facility -Service scapes, Facility design – nature, objectives, process analysis, Service facility layout. Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem. Vehicle routing and Scheduling.

UNIT V: MANAGING CAPACITY AND DEMAND**(9)**

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services– Retail Discounting Model, Newsvendor Model, Managing for growth- expansion strategies, franchising, globalization.

TOTAL (L: 45): 45 PERIODS

TEXT BOOK:


1. James A. Fitzsimmons, Mona J, Fitzsimmons, Sanjeev Bordoloi, Service Management – Operations, Strategy, Information Technology, McGraw-Hill Education – 8th Edition 2018.

REFERENCES:

1. Richard D. Metters, Successful Service Operations Management, Cengage Learning, 2nd Edition, 2012.
2. Cengiz Haksever, Barry Render, Service Management, Pearson Education, 2013.
3. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2nd Edition, 2005.
4. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
C01	3	2	3	3	2
C02	3	2	2	2	2
C03	3	2	3	3	2
C04	2	2	2	2	2
C05	2	2	2	3	2
CO(W.A)	2.6	2	2.4	2.6	2



22BAX23-PROJECT MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE : 22BAB09

Course Objectives		Course Outcomes	
1.0	To learn the concepts of managing Projects.	1.1	The students will be able to Apply project management principles in business situations
2.0	To gain knowledge on allocating resources and optimizing time.	2.1	The students will be able to Analyse scheduling and resource allocation describe project evaluation.
3.0	To understand the roles and responsibilities on project manager.	3.1	The students will be able to Identify the role and the importance of project manager in the organization
4.0	To understand the concept of scheduling and allocating resources.	4.1	The students will be able to Analyze scheduling and resource allocation and risk associated with the project.
5.0	To learn the various quantitative techniques used in Management and decision making and to understand how they are applied in various real time Management Problems.	5.1	The students will be able to demonstrate planning and budgeting, managing conflict which helps to take effective decisions.

UNIT I -INTRODUCTION TO PROJECT MANAGEMENT**(9)**

Project Management – Definition-Lifecycles-Key features of project- Project Selection Methods- Project Portfolio Process – Project Formulation-Project Manager – Roles- Responsibilities and Selection – Project Teams.

UNIT II - PLANNING AND BUDGETING AND RISK MANAGEMENT**(9)**

The Planning Process – WBS (Work Breakdown Structure) and Linear Responsibility Chart - Budget the Project – Methods. Cost Estimating and Improvement. Stakeholder identification, analysis and communication planning-Managing risks - concepts, identification, assessment and response planning.

UNIT III - SCHEDULING & RESOURCE ALLOCATION**(9)**

PERT & CPM Networks-tools for Project Network – Crashing and resource leveling methods - Leadership styles and skills – Problem solving skills – Project Uncertainty– Simulation – Gantt Charts – Expediting a project – Resource loading and leveling. Allocating scarce resources – Goldratt ‘s Critical Chain.

UNIT IV - CONTROL AND COMPLETION**(9)**

The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system. Project Evaluation, Auditing and Termination.

UNIT V - PROJECT ORGANISATION & CONFLICT MANAGEMENT**(9)**

Formal Organization Structure – Organization Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict.

TOTAL (L: 45) :45 PERIODS

TEXT BOOKS:

1. John M. Nicholas, Herman Steyn, "Project Management for Business, Engineering and Technology", 6th Edition, Routledge, USA, 2020.
2. Kerzner H., "Project management: A Systems Approach to Planning, Scheduling and Controlling", 12th Edition, Wiley, New Delhi, 2017.

REFERENCES:

1. Erik Larson, Clifford Gray, "Project management: The managerial Process", 7th Edition, McGraw Hill Education, New Delhi, 2017.
2. Jack R. Meredith, "Project Management: A Managerial Approach", 10th Edition, Wiley, New Delhi, 2017.
3. Joseph Heagney, "Fundamentals of Project Management", 5th Edition, Amacom, New York, 2016.
4. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.
5. Gido and Clements, Successful Project Management, Seventh Edition, Thomson Learning, 2017.
6. Samuel J.M., Jack R.M., Scott M.S., Margaret M.S., and Gopalan M.R., Project Management, First Indian edition, Wiley-India, 2006.
7. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.
8. Panneerselvam. R, Senthilkumar. P, Project Management, PHI Learning, 2009.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3
CO2	3	2	2	2	2
CO3	3	2	2	3	2
CO4	2	3	2	2	3
CO5	2	2	2	2	2
CO(W.A)	2.6	2.6	2.0	2.4	2.6

22BAX24-SUPPLY CHAIN ANALYTICS					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB09					
Course Objectives			Course Outcomes		
1.0	To gain knowledge on understanding of supply chain analytics fundamentals.	1.1	The students will be able to understand the supply chain analytics fundamentals.		
2.0	To impart knowledge for ability to design warehouse models to enhance supply chain performance	2.1	The students will be able to design warehouse models to enhance supply chain performance		
3.0	To impart the knowledge on ability to analyse models and strategies in inventory management.	3.1	The students will be able to analyse models and strategies in inventory management.		
4.0	To impart knowledge to understand network models in transportation.	4.1	The students will be able to identify the network models in transportation.		
5.0	To impart knowledge on ability to make decision using multi-criteria in applications of SCM.	5.1	The students will be able to ability to make decision using multi-criteria in applications of SCM.		
UNIT-I INTRODUCTION					(9)
Introduction to analytics – descriptive, predictive and prescriptive analytics, Data Driven Supply Chains – Basics, transforming supply chains, Barriers to implementation, Road Map.					
UNIT-II WAREHOUSING DECISIONS					(9)
Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods					
UNIT-III INVENTORY MANAGEMENT					(9)
Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.					
UNIT-IV TRANSPORTATION NETWORK MODELS					(9)
Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms, Maximal Flow Problems, Multistage Transshipment and Transportation Problems, Set covering and Set Partitioning Problems, Traveling Salesman Algorithms, Advanced Vehicle Routing Problem Heuristics, Scheduling Algorithms- Deficit function Approach and Linking Algorithms.					
UNIT-V MCDMMODELS					(9)
Analytic Hierarchy Process(AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and Techniques, the analytical network process (ANP), TOPSIS-Application in SCM.					
TOTAL (L: 45) :45 PERIODS					

TEXT BOOKS:

1. Nada R. Sanders, Big data driven supply chain management: A framework for implementing analytics and turning information into intelligence, Pearson Education, 2014.
2. Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman, Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Pearson Education, 2013

REFERENCES:

1. Anna Nagurney, Min Yu, Amir H. Masoumi, Ladimer S. Nagurney, Networks Against Time: Supply Chain Analytics for Perishable Products, Springer, 2013.
2. Muthu Mathirajan, ChandrasekharanRajendran, SowmyanarayananSadagopan, ArunachalamRavindran, ParasuramBalasubramanian, Analytics in Operations/Supply Chain Management , I.K. International Publishing House Pvt. Ltd., 2016.
3. Gerhard J. Plenert, Supply Chain Optimization through Segmentation and Analytics, CRC Press, Taylor & Francis Group, 2014.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	3	2	2	2	2
CO3	3	2	2	2	2
CO4	2	3	2	2	2
CO5	2	2	2	2	2
CO(W.A)	2.6	2.4	2.0	2.0	2.2



22BAX25-WAREHOUSE MANAGEMENT

L	T	P	C
3	0	0	3

PRE REQUISITE : 22BAB09

Course Objectives		Course Outcomes	
1.0	To help the students in explaining the significance of Warehousing.	1.1	The students will be able to get complete insight in to warehouse concepts, and significance of warehousing.
2.0	To explore the fundamental concepts of Inventory and distribution management	2.1	The students will be able to explicit the fundamental concepts of inventory and distribution management.
3.0	To impart knowledge in Inventory control techniques in warehousing operations.	3.1	The students will be able to analysis the various inventory control techniques and application of inventory management in warehouse control techniques.
4.0	To help the students to identify material handling techniques.	4.1	The students will be able to find out the various material handling techniques in warehouse management.
5.0	To inculcate the students to identify the modern warehousing significance	5.1	The students will be able to understand the modern warehousing significance.

UNIT-I INTRODUCTION WAREHOUSING**(9)**

Introduction Warehousing – Basic Warehousing Decisions – Warehouse Operations – Types of Warehouses – Functions – Centralized & Decentralized – Storage Systems – Warehousing Cost Analysis – Warehouse Layout – Characteristics of Ideal Warehouse

UNIT-II INVENTORY MANAGEMENT**(9)**

Inventory: Basic Concepts – Role in Supply Chain – Role in Competitive Strategy – Independent Demand Systems – Dependent Demand Systems – Functions – Types – Cost – Need for Inventory – Just in Time

UNIT-III INVENTORY CONTROL**(9)**

Inventory Control – ABC Inventory Control – Multi-Echelon Inventory Systems – Distribution Requirement Planning – Bull Whip Effect – Using WMS for Managing Warehousing Operations

UNIT-IV MATERIALS HANDLING**(9)**

Principles and Performance Measures Of Material Handling Systems – Fundamentals of Material Handling – Various Types of Material Handling Equipments – Types of Conveyors – Refrigerated Warehouses- Cold Chain- Agri SCM

UNIT-V MODERN WAREHOUSING METHODS**(9)**

Modern Warehousing – Automated Storage & Retrieval Systems & their Operations – Bar Coding Technology & Applications in Logistics Industry – RFID Technology & Applications – Advantages of RFID

TOTAL (L: 45) :45 PERIODS

TEXT BOOK:

1. Vinod.V.Sople, Logistics Management, Pearson Education, 2004.
- Arnold, Introduction Materials Management, Pearson Education, 2009.

REFERENCES:

- 1.Frazelle, World Class Warehousing & Material Handling, Tata McGraw-Hill, 2008
2. Satish K. Kapoor and PurvaKansal, Basics of Distribution Management - A Logistical Approach, Prentice Hall, 2003
3. Satish K. Kapoor and PurvaKansal Marketing, Logistics - A Supply Chain Approach , Pearson Education, 2003

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	3	3	2	2	2
CO3	3	3	2	2	3
CO4	2	3	2	2	2
CO5	3	2	2	2	2
CO(W.A)	2.8	2.8	2.0	2.0	2.2



22BAX26 - BUSINESS PLAN					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB07					
Course Objectives		Course Outcomes			
1.0	To enable the students to understand the importance of a business plan preparation.	1.1	The students will able to familiarize in writing a business plan		
2.0	To expose the students to learn about marketing their business.	2.1	The students will able to conduct a market research and plan for their business		
3.0	To comprehend the various aspects of a human resource management.	3.1	The students will able to analyze ways and means to manage human resource for the business.		
4.0	To establish a strong capital management and financial planing for their venture.	4.1	The students will able to appraise the sources of finance available for the business.		
5.0	To develop skills in analyzing business to next level of establishment.	5.1	The students will able to analyze the entry level and growth strategies in new venture.		

JNIT I - BUSINESS PLAN PREPARATION	(9)
Purpose of business plan, Benefits of a business plan, elements of the business plan, developing a well-conceived business plan, Format of Business Plan.	
JNIT II - MARKETING	(9)
Importance of market orientation, Market research, sales forecast - marketing research for the new venture, understanding the marketing plan, characteristics of marketing plan, steps in preparing the marketing plan.	
JNIT III - HUMAN RESOURCES	(9)
Introduction, Human Resources mobilization / head hunting, conducting interviews, induction, motivating employees, training, knowledge management, Human Resource Planning.	
JNIT IV - FINANCE	(9)
Raising Capital-sources, Family and friends, angel funding, venture capital, equity funding, debt financing, projected cash flow and profitability statements, DSCR and sensitivity analysis.	
JNIT V - FEASIBILITY STUDY	(9)
Pre-feasibility study, project profile preparation, feasibility report preparation and evaluation, operations planning, presenting a business plan. The seven domains of attractive opportunities by John Mullins	
TOTAL (L: 45) :45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 1. Paul Barrow, —The Best-Laid Business Plans, London: Virgin Publishing Ltd, 2005. 2. Rhonda Abrams, (2016), The Successful Business Plans: Secrets and strategies , The Planning Shop, Amazon 3. Charles Bronfman, Jeffrey R. Solomon, John Sedgwick, —The Art of Giving: Where the Soul Meets a Business Plan, New Delhi: Wiley, 2010. 4. Alex Genadinik, (2015), Marketing Plan Template & Example: How to Write a Marketing Plan, Amazon 5. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, “Entrepreneurship”, 11th Edition, McGraw Hill Education, 2020.
REFERENCES:
<ol style="list-style-type: none"> 1. Robert D. Hisrich ,Veland Ramadani, “Entrepreneurial Marketing : A Practical Managerial Approach”, First Edition, Edward Elgar Publishing, UK, 2018. 2. Bruce R. Barringer, Duane Ireland R “Entrepreneurship: Successfully Launching New Ventures”, 6th Edition, Pearson Education, Noida, 2018. 3. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 th edition ,2017. 4. http://nptel.ac.in/courses/122106032/Pdf/7_2.pdf,” Business Plan”, Dr. T. J. Kamalanabhan, Indian Institute of Technology Madras.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	3	3	2	2	2
CO3	3	2	2	3	2
CO4	3	2	2	2	2
CO5	2	3	3	3	2
CO(W.A)	2.8	2.4	2.4	2.4	2.2

22BAX27 SOCIAL ENTREPRENEURSHIP				
		L	T	P
		3	0	0
PRE REQUISITE : 22BAB07				
Course Objectives		Course Outcomes		
1.0	To introduce the concepts of social entrepreneurship, social business, and social value creation	1.1	The students will able to understand the drivers of social entrepreneurship and design a model to solve complex social issues.	
2.0	To understand how social entrepreneurship help in resolving many critical issues such as poverty, social exclusion, digital divide, and illiteracy	2.1	The students will able to apply the skill and practices to the changing social and business environments.	
3.0	To understand theoretical and motivational underpinnings of various social entrepreneurship models, and compare and contrast them.	3.1	The students will able to analyze the financial issues and identify the sources to mobilize fund to a social enterprise.	
4.0	To enable the students to manage their innovativeness effectively	4.1	The students will able to develop a tools that can be applied for effective management and lead organizations in a global arena.	
5.0	To equip them in building rapport with social problem.	5.1	The students will able to gain and progress capabilities relevant to the needs of the social sector.	

UNIT I - Introduction	(9)
Social Entrepreneurship: Definition- characteristics of social entrepreneurs – Challenges - Strategies - Future. Drivers of Social Innovation - Human-Centered Design Thinking - Social Entrepreneurship vs. Entrepreneurship. Case study.	
UNIT II -Social Entrepreneur	(9)
Social Entrepreneur: Qualities - Factors impacting transformation into social entrepreneur - Issues in opting for Social Entrepreneurship- Social Entrepreneurial skills and practices-Leading Social Entrepreneurs in India. Interaction with practitioners	
UNIT III - Social Ventures	(9)
Social Ventures: Addressing persistent social problems. Financing Social ventures: angel funds- Venture capital- internal funding sources –Venture Valuation, In-house Corporate funding mechanism-Micro-finance	
UNIT IV - Social Innovations	(9)
Social Innovations: Types -Nature - challenges of “Markets of the Poor”, Innovative designs and strategies to address the needs of these markets and communities. Business Models for Low Income Communities	

UNIT V -Leading for Change & Successful Social Entrepreneurship Initiatives	(9)
Leading for Change: Social problems as Business opportunities - Future of Social Enterprises in India/Global, Challenges of Growth and Scale.	
TOTAL (L: 45) :45 PERIODS	
TEXT BOOKS:	
<ol style="list-style-type: none"> 1. Bornstein, Davis, "Social Entrepreneurship", 1st Edition, Oxford University Press, New Delhi, 2016. 2. Madhukar Shukla , "Social Entrepreneurship in India", 1st Edition, Sage Publications, New Delhi, 2020. 3. Social entrepreneurship: A modern approach to social value creation. Upper Saddle River, New J. Ridley- Duff, R and Bull, M (2011). 	
REFERENCES:	
<ol style="list-style-type: none"> 1. Elkington, J., Hartigan, P. "The power of unreasonable people: How social entrepreneurs create markets that change the world", 1st Edition, Harvard Business Publishing, USA, 2013. 2. Constant Beugré, "Social Entrepreneurship: Managing the Creation of Social Value", 1st Edition, Routledge, USA, 2016. 3. Margret Bonefiel, Ritesh Sharma, Robert A. Philips, "Social Entrepreneurship: The Next Big Business Opportunity", 1st Edition, Global Vision Publishing House, New Delhi, 2011. 	

Mapping of Course Outcomes (COs) with Program Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	3	2	2	3	2
CO3	2	2	2	2	2
CO4	3	3	3	2	3
CO5	2	2	2	2	2
CO(W.A)	2.6	2.2	2.4	2.2	2.4



22BAX28 INDIAN MODELS IN ENTREPRENEURSHIP					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB07					
Course Objectives			Course Outcomes		
1.0	To understand the basic concepts Indian business models.	1.1	The Students will able to highlight the salient features of Indian entrepreneurial models.		
2.0	To enhance the students in the area of India's start up revolution.	2.1	The Students will able to analyze the factors leading to success of Indian start-ups.		
3.0	To create the ideas of students in Business Incubators.	3.1	The Students will able to Comprehend the importance and impact of business incubation to the start-ups.		
4.0	To develop the knowledge of students in Rural and social entrepreneurship.	4.1	The Students will able to appreciate the value of how living rurally influences business and social enterprise objectives.		
5.0	To enrich the knowledge of women entrepreneurs.	5.1	The Students will able to appreciate the role and contribution of women as an entrepreneur.		

UNIT I – Introduction to Indian Business Models:	(9)
Introduction to Indian Business Models: Significance of Indian Business Models – Scope of Micro and Small Enterprises – Role of Micro Enterprise in Economic Development - Forms of Business- Family Business - First Generation Entrepreneurs – Clusters Development.	
UNIT II – India's start up revolution:	(9)
India's start up revolution: Trends –Imperatives – benefits- players involved in the ecosystem – Case Studies of successful startups.	
UNIT III – Business Incubators:	(9)
Business Incubators: Meaning – Definition- Services offered-Stages of Business Incubation- Types-importance.	
UNIT IV – Rural Entrepreneurship:	(9)
Rural Entrepreneurship : Policies factors and barriers of the development – Rural entrepreneurship and socio-economic environment of Indian market- concept of congenial environment and its role in promoting rural entrepreneurship.	

UNIT V - Women Entrepreneurs:	(9)
Women Entrepreneurs: Functions - Evolution in India- Entrepreneurial skills – Competency requirements-Opportunities – Challenges - Role of Women entrepreneurship in economic development.	
TOTAL (L: 45) :45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 1. Robert D. Hisrich, Mathew J. Manimala, Michael P Peters, Dean A. Shepherd, “Entrepreneurship”, 9th Edition, McGraw Hill Education, New Delhi, 2014. 2. Dhananjaya B.R, Durgappa, Chandrashekarappa U., “Small Business Management”, 1st Edition, Himalaya Publishing, Mumbai, 2016.
REFERENCES:
<ol style="list-style-type: none"> 1. Dinanath Kaushik “Studies in Indian Entrepreneurship”, 1st Edition, Cyber Tech Publications, New Delhi, 2013. 2. Poornima M Charantimath, “Entrepreneurship Development Small Business Enterprises”, 2nd Edition, Pearson Education, Noida, 2014. 3. Jaynal Ud-Din Ahmed, Khundrakpam Devananda Singh, “Women Entrepreneurship in India”, 1st Edition, New Century Publications, New Delhi, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2
CO2	2	2	2	2	3
CO3	2	2	3	3	3
CO4	3	2	3	2	2
CO5	3	2	2	2	2
CO(W.A)	2.6	2	2.4	2.4	2.4

22BAX29 ENTREPRENEURIAL MARKETING					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB07					
Course Objectives			Course Outcomes		
1.0	To understand the basic concepts of Marketing and entrepreneurship.	1.1	The students will able to develop mission statement with the essence of marketing concepts as they apply to small and new ventures;		
2.0	To enhance the students to create new market opportunities.	2.1	The students will able to prepare a basic marketing plan for an existing or proposed entrepreneurial venture		
3.0	To develop the ideas for market development.	3.1	The students will able to develop skills in analyzing to progress in marketing by applying various strategies and methods in business by an entrepreneur.		
4.0	To provide the knowledge of students in fixing the price and channel management.	4.1	The students will able to solve the problem of “newness” as they develop the pricing and distributing plan according to the dynamics of market.		
5.0	To enrich the knowledge of students in customer relationship and Entrepreneurial strategy.	5.1	The students will able to establish a strong customer relationship in business with the use of appropriate technology.		

UNIT I –Marketing and Entrepreneurship	(9)
Marketing and Entrepreneurship: Introduction- Identifying and Understanding Buyers - Sustaining Competitive Advantages of New Ventures-Build a Mission Statement-Integrate selling and marketing in a new business. Case study.	
UNIT II –Identifying Market Opportunities	(9)
Identifying Market Opportunities: Market Research -Developing Business Plans - Pitching Opportunities -Demand Forecasting - Linking marketing to financial outcomes- Tools and techniques for new market creation.	
UNIT III – Market Development	(9)
Market Development: Digital and online marketing - forward-looking product design- product features - added value- service dominant logic- build a strong brand from scratch- competing on loyalty-Segmentation - Targeting.	
UNIT IV –Pricing & Channel Management	(9)
Pricing: Tools- Market Expansion and Pricing- case study. Channel Management: Power of Trust in Manufacturer-Retailer Relationships-Developing effective Distribution Strategies.	

UNIT V -Building Customer Relationships & Entrepreneurial Communication Strategy	(9)
Building Customer Relationships: Managing Customers – Relationship Marketing - Traditional-Digital Marketing for Entrepreneurs- Media Marketing-customer value proposition. Entrepreneurial Communication Strategy: Inbound, outbound and social media strategy.	
TOTAL (L: 45) :45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 1. Bruce R. Barringer, Duane Ireland R “Entrepreneurship: Successfully Launching New Ventures”, 6th Edition, Pearson Education, Noida, 2018. 2. Robert D. Hisrich ,Veland Ramadani, “Entrepreneurial Marketing : A Practical Managerial Approach”, First Edition, Edward Elgar Publishing, UK, 2018.
REFERENCES:
<ol style="list-style-type: none"> 1. Sheth J, Sisodia R., “4A’s of Marketing: Creating Value for Customers, Companies and Society”, 1st Edition,Routledge, USA, 2012. 2. Crane, G. Frederick., “Marketing for Entrepreneurs: Concepts and Applications for New Ventures” 2nd Edition, Sage Publications, New Delhi, 2012. 3. Mohr, J., Sengupta, S., Slater, S., “Marketing of High-Technology Products and Innovations”, 3rd Edition, Pearson Education, Noida, 2010.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	3	2	2	2	2
CO3	2	3	2	2	2
CO4	3	2	2	3	2
CO5	3	2	2	3	2
CO(W.A)	2.8	2.4	2	2.4	2

22BAX30 SOFT SKILLS FOR ENTREPRENEURS					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB07					
Course Objectives			Course Outcomes		
1.0	To heighten the awareness of developing emotional intelligence that may influence the running of business	1.0	To heighten the awareness of developing emotional intelligence that may influence the running of business		
2.0	To enable the students to manage their time effectively	2.0	To enable the students to manage their time effectively		
3.0	To equip them in building rapport and being ethical towards society	3.0	To equip them in building rapport and being ethical towards society		
4.0	To understand how social networking can be done.	4.0	To understand how social networking can be done.		
5.0	To enable the students to understand the ethical practices in business.	5.0	To enable the students to understand the ethical practices in business.		

UNIT I - EMOTIONAL INTELLIGENCE	(9)
Introduction, perceiving emotions, understanding emotions, managing emotions, developing emotional intelligence, persuasion. Emotional Intelligence and Leadership Effectiveness	
UNIT II -SELF DEVELOPMENT	(9)
Johari window, Building Interpersonal Skills – Transactional Analysis, Time Management – Steven Covey model, Power of Trust – Competencies for building Trust. Delegation	
UNIT III - COACHING AND MENTORING	(9)
Coaching – Methods, Executive coaching, Mentoring vs. counseling, being an effective mentor, reverse mentoring, Techniques of counseling, Leadership coaching. Emergence of Personal Theory of Counseling	
UNIT IV - NETWORKING	(9)
Importance of networking, making contacts, Getting connected, Building rapport, Building the bond, Business Etiquette, connecting on the phone, connecting in writing, social networking. Social Networking sites	
UNIT V -BUSINESS ETHICS	(9)
Does ethics pay? On becoming an ethical manager, Building an ethical organization, Ethics towards competitors, Corporate Social Responsibility. Roots of unethical behaviour	
TOTAL (L: 45) :45 PERIODS	

TEXT BOOKS:

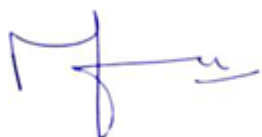
1. Shikha Kapoor, "Personality development and soft skills: Preparing for tomorrow", 1st Edition, Dream Tech Press, New Delhi, 2020.
2. Bruce Tulgan., "Bridging the Soft Skills Gap", 1st Edition, Pan McMillan, New Delhi, 2016.
3. Barun K. Mitra, "Personality Development and Soft Skills", 2nd Edition, Oxford University Press, New Delhi, 2016.

REFERENCES:

1. Daniel Goleman, —Emotional Intelligence, New York: Bantam Books, 2006.
2. Joe Healey, —Radical Trust, New Delhi: Wiley India Pvt. Ltd, 2009.
3. Coaching and Mentoring, Boston: Harvard Business School Publishing Corporation, 2004.
4. JohnTimperley, —Network Your Way to Success, London: Piatkus,2010.
5. ManiKutty S, —Being Ethical –IIMA Business Books, Noida: Random House India, 2011.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	3	2
CO2	3	2	2	3	2
CO3	2	2	2	2	2
CO4	2	2	3	2	2
CO5	2	2	2	3	2
CO(W.A)	2.2	2	2.4	2.6	2



22BAV01-ARTIFICIAL INTELLIGENCE FOR MANAGERS					
		L	T	P	C
		0	0	2	1
PREREQUISITE : NIL					
Course Objectives		Course Outcomes			
1.0	To provide students an insight of AI and its applications in various fields of management.	1.0	The students will be able to Understand the Fundamentals, Evolution and Economics of AI		
2.0	To show the impact of AI in the fields of Fraud Detection and prevention of illegal mishaps.	2.0	The students will be able to Summarize when an organization should go technically smart		
3.0	To impart knowledge on AI based services emerging across the globe	3.0	The students will be able to Execute decision making with AI for the customers future journey		
4.0	To provide the insights about the AI involvement in leadership and decision making.	4.0	The students will be able to know the Breakdown ways to detect a fraud		
5.0	To impart the knowledge in services Parse the myths and issues in services management.	5.0	The students will be able to analyze Parse the myths and issues in services management.		

UNIT I INTRODUCTION TO AI	6
AI: History and Evolution, Foundation of Artificial Intelligence, Components of Intelligent AI System, Indian Scenario, Inorganic Growth, Different AI Technologies, Strategy to Succeed, AI Hybrid Workforce.	
UNIT II AI & CUSTOMER JOURNEY	6
AI – Emerging Services, Enhance Customer Experience, Management of Quality Portfolio, Robo Advisors – Its Impact on Industry, Chatbots, Virtual Assistants, Blueprinting with AI.	
UNIT III AI & FRAUD DETECTION	6
Fraud: Unique Characteristics, Types, Impacts and Consequences, Biometric Authentication, Facial Recognition, Future of Biometrics, Financial Crime Intelligence.	
UNIT IV AI IN ORGANISATION	6
Future of Businesses – Reshaping, Disruption, Opportunity, Adoption Cycle, AI: Leadership, Facets, Decision Making Process, Involvement of Leadership	

UNIT V AI IN SERVICES	6
AI and Frontline Public Service, Challenges of AI in Sectors: Transportation, Medical, Banking, Food and Hospitality, Robots and Virtual Agents in Public Service.	
TOTAL(P:30) : 30Hours	

REFERENCES:

1. Raj Singh, Artificial Intelligence in Banking and Finance: How AI is Impacting the Dynamics of Financial Services, Adhyyan Books publishing, 2019
2. Abderrahim Askouk, Artificial Intelligence is Changing the Frontline Workers Role, 2021
3. Ajit K Jha, Artificial Intelligence for Business Leaders, 2020
4. Russell, S Norwig, Artificial Intelligence: A Modern Approach (3rd Ed.). Prentice Hall, 2010
5. Khemani. D, A First Course in Artificial Intelligence, McGraw Hill, 2013

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	2	2	2	2	2
CO 2	2	2	2	3	2
CO 3	2	2	2	2	2
CO 4	2	3	2	2	2
CO 5	2	2	2	2	2
CO(W.A)	2.0	2.4	2.0	2.2	2.0

22BAV02-INTRODUCTION TO GOOGLE APPS

L	T	P	C
0	0	2	1

PREREQUISITE : NIL

Course Objectives		Course Outcomes	
1.1	To know the various google applications available in the market.	1.1	The students will be able to understand the various features available in Gmail.
2.1	To learn how to collaborate with others using Google Apps.	2.1	The students will be able to use the Google calendar and Google drive for staying organized.
3.1	To understand how the apps interact with each other.	3.1	The students will be able to carry out various tasks using Google Workspace applications.
4.1	To learn the design website with basic essentials using Google Sites.	4.1	The students will be able to design website with basic essentials using Google Sites.
5.1	To outline the various features available for students in Google Meet and Google Classroom.	5.1	The students will be able to outline the various features available for students in Google Meet and Google Classroom.

List of Experiments:

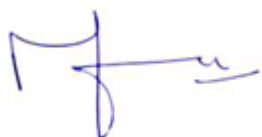
1. Google Products – Overview
2. Gmail
3. Google Calendar and Google Drive
4. Google Docs Editors
5. Google Meet and Google Classroom
6. Online tools available in the market for documentation, website creation, meetings and other products of Google.

TOTAL(P:30) : 30Hours

REFERENCES:

1. James Bernsteinn, "Google Apps Made Easy: Learn to work in the cloud", 2019
2. Scott La Counte, "The Ridiculously Simple Guide to Google Apps (G Suite): A Practical Guide to Google Drive Google Docs, Google Sheets, Google Slides, and Google Forms", 2019
3. Website: <https://about.google/products/>
4. Website: <https://sites.google.com/a/georgiasouthern.edu/google-apps-fac-staff/start>
5. Owayid, Ali &Uden, Lorna. (2014). The Usage of Google Apps Services in Higher Education. Communications in Computer and Information Science. 446. 10.1007/978-3-319-10671-7_9.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO 1	PO 2	PO 3	PO4	PO5
CO 1	3	2	3	3	2
CO 2	3	3	2	3	3
CO 3	3	2	2	2	3
CO 4	2	2	3	2	3
CO 5	2	2	3	2	2
CO(W.A)	2.6	2.2	2.6	2.6	2.4



22BAM01-ENTREPRENEURSHIP DEVELOPMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives			Course Outcomes		
1.0	To understand the skills and characteristics of successful Entrepreneurs.	1.1	The students will be able to gain entrepreneurial competence to run the business efficiently.		
2.0	To understand Entrepreneurial environment.	2.1	The students will be able to understand the entrepreneurial environment and make decisions.		
3.0	To familiarize students to prepare feasible Business plan.	3.1	The students will be able to capable of preparing business plans and undertake feasible projects.		
4.0	To impart knowledge on mobilizing resource and launching a new business.	4.1	The students will be able to efficient in launching and develop their business ventures successfully.		
5.0	To impart knowledge to students in monitoring and evaluation of small business	5.1	The students will be able to monitor the business effectively towards growth and development.		

UNIT I – ENTREPRENEURIAL COMPETENCE	(9)
Entrepreneurship – Types of entrepreneur – Entrepreneurship as a Career – Characteristics of Entrepreneur – Key Qualities of Good Entrepreneur.	
UNIT II – ENTREPRENEURIAL ENVIRONMENT	(9)
Business Environment – Entrepreneurship Development Training and Other Support Organizational Services – Central and State Government Industrial Policies and Regulations.	
UNIT III – BUSINESS PLAN PREPARATION	(9)
Definition – Purposes of Business Plan – Benefits – Elements of Business plan – Developing an Effective Business Plan – Prefeasibility Study.	
UNIT IV – LAUNCHING OF SMALL BUSINESS	(9)
Finance and Human Resource Mobilization – Operations Planning – Market and Channel Selection – Product Launching – Incubation, Venture Capital, Start-ups.	
UNIT V - MANAGEMENT OF SMALL BUSINESS	(9)
Monitoring and Evaluation of Business – Business Sickness – Prevention and Rehabilitation of Business Units – Effective Management of Small Business.	
TOTAL (L:45) : 45 PERIODS	

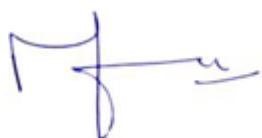
TEXT BOOKS:

1. S.S.Khanka, "Entrepreneurial Development", S. Chand and Company Limited, New Delhi, 2016.
2. Robert D.Hisrich, Michael P. Peters, Dean A. Shepherd, "Entrepreneurship", Tata McGraw Hill; 11th Edition, 2020.

REFERENCES:

- 1.Rajeev Roy," Entrepreneurship", Oxford University Press, 2nd Edition, 2011.
- 2.Donald F Kuratko, T.V Rao. "Entrepreneurship: A South Asian perspective" Cengage Learning, 2012.
- 3.Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH, 2006.
- 4.Arya Kumar. Entrepreneurship, Pearson, 2012.
- 5.Charantimath Poornima M, "Entrepreneurship Development and Small Business Enterprises", Pearson Education; 3 rd Edition (2018).
- 6.Rashmi Bansal, "Stay Hungry Stay Foolish", IIM – Ahmadabad, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3	1	3	-	3
CO2	3	2	2	3	1
CO3	3	1	2	-	1
CO4	3	2	3	1	2
CO5	3	2	2	1	2
CO(W.A)	3	1.6	2.4	1.6	1.8



22BAM02-BUSINESS PLAN					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives		Course Outcomes			
1.0	To enable the students to understand the importance of a business plan preparation.	1.1	The students will able to familiarize in writing a business plan		
2.0	To expose the students to learn about marketing their business.	2.1	The students will able to conduct a market research and plan for their business		
3.0	To comprehend the various aspects of a human resource management.	3.1	The students will able to analyze ways and means to manage human resource for the business.		
4.0	To establish a strong capital management and financial planing for their venture.	4.1	The students will able to appraise the sources of finance available for the business.		
5.0	To develop skills in analyzing business to next level of establishment.	5.1	The students will able to analyze the entry level and growth strategies in new venture.		

UNIT I - BUSINESS PLAN PREPARATION	(9)
Purpose of business plan, Benefits of a business plan, elements of the business plan, developing a well-conceived business plan, Format of Business Plan.	
UNIT II - MARKETING	(9)
Importance of market orientation, Market research, sales forecast - marketing research for the new venture, understanding the marketing plan, characteristics of marketing plan, and steps in preparing the marketing plan.	
UNIT III - HUMAN RESOURCES	(9)
Introduction, Human Resources mobilization / head hunting, conducting interviews, induction, motivating employees, training, knowledge management, Human Resource Planning.	
UNIT IV - FINANCE	(9)
Raising Capital-sources, Family and friends, angel funding, venture capital, equity funding, debt financing, projected cash flow and profitability statements, DSCR and sensitivity analysis.	
UNIT V - FEASIBILITY STUDY	(9)
Pre-feasibility study, project profile preparation, feasibility report preparation and evaluation, operations planning, presenting a business plan. The seven domains of attractive opportunities by John Mullins.	
TOTAL (L: 45) :45 PERIODS	

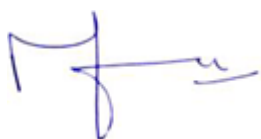
TEXT BOOKS:

1. Paul Barrow, —The Best-Laid Business Plans, London: Virgin Publishing Ltd, 2005.
2. Rhonda Abrams, The Successful Business Plans: Secrets and strategies, The Planning Shop, 2016.
3. Charles Bronfman, Jeffrey R. Solomon, John Sedgwick, —The Art of Giving: Where the Soul Meets a Business Plan, New Delhi: Wiley, 2010.
4. Alex Genadinik, (2015), Marketing Plan Template & Example: How to Write a Marketing Plan, Amazon
5. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha, “Entrepreneurship”, 11th Edition, McGraw Hill Education, 2020.

REFERENCES:

1. Robert D. Hisrich, Veland Ramadani, “Entrepreneurial Marketing : A Practical Managerial Approach”, First Edition, Edward Elgar Publishing, UK, 2018.
2. Bruce R. Barringer, Duane Ireland R “Entrepreneurship: Successfully Launching New Ventures”, 6th Edition, Pearson Education, Noida, 2018.
3. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8th edition, 2017.
4. http://nptel.ac.in/courses/122106032/Pdf/7_2.pdf, “Business Plan”, Dr. T. J. Kamalanabhan, Indian Institute of Technology Madras.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	3	3	2	2	2
CO3	3	2	2	3	2
CO4	3	2	2	2	2
CO5	2	3	3	3	2
CO(W.A)	2.8	2.4	2.4	2.4	2.2



22BAM03-SOCIAL ENTREPRENEURSHIP					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives			Course Outcomes		
1.0	To introduce the concepts of social entrepreneurship, social business, and social value creation	1.1	The students will able to understand the drivers of social entrepreneurship and design a model to solve complex social issues.		
2.0	To understand how social entrepreneurship help in resolving many critical issues such as poverty, social exclusion, digital divide, and illiteracy	2.1	The students will able to apply the skill and practices to the changing social and business environments.		
3.0	To understand theoretical and motivational underpinnings of various social entrepreneurship models, and compare and contrast them.	3.1	The students will able to analyze the financial issues and identify the sources to mobilize fund to a social enterprise.		
4.0	To enable the students to manage their innovativeness effectively	4.1	The students will able to develop a tools that can be applied for effective management and lead organizations in a global arena.		
5.0	To equip them in building rapport with social problem	5.1	The students will able to gain and progress capabilities relevant to the needs of the social sector.		

UNIT I - Introduction	(9)
Social Entrepreneurship: Definition- characteristics of social entrepreneurs – Challenges - Strategies - Future. Drivers of Social Innovation - Human-Centered Design Thinking - Social Entrepreneurship vs. Entrepreneurship. Case study.	
UNIT II -Social Entrepreneur	(9)
Social Entrepreneur: Qualities - Factors impacting transformation into social entrepreneur - Issues in opting for Social Entrepreneurship- Social Entrepreneurial skills and practices-Leading Social Entrepreneurs in India. Interaction with practitioners.	
UNIT III - Social Ventures	(9)
Social Ventures: Addressing persistent social problems. Financing Social ventures: angel funds- Venture capital- internal funding sources –Venture Valuation, In-house Corporate funding mechanism-Micro-finance.	
UNIT IV - Social Innovations	(9)
Social Innovations: Types -Nature - challenges of “Markets of the Poor”, Innovative designs and strategies to address the needs of these markets and communities. Business Models for Low Income Communities.	

UNIT V -Leading for Change & Successful Social Entrepreneurship Initiatives	(9)
Leading for Change: Social problems as Business opportunities - Future of Social Enterprises in India/Global, Challenges of Growth and Scale.	
TOTAL (L: 45) :45 PERIODS	
TEXT BOOKS:	
<ol style="list-style-type: none"> 1. Bornstein, Davis, "Social Entrepreneurship", 1st Edition, Oxford University Press, New Delhi, 2016. 2. Madhukar Shukla , "Social Entrepreneurship in India", 1st Edition, Sage Publications, New Delhi, 2020. 3. Social entrepreneurship: A modern approach to social value creation. Upper Saddle River, New J. Ridley- Duff, R and Bull, M (2011). 	
REFERENCES:	
<ol style="list-style-type: none"> 1.Elkington, J., Hartigan, P. "The power of unreasonable people: How social entrepreneurs Create markets that change the world", 1st Edition, Harvard Business Publishing, USA, 2013. 2. Constant Beugre, "Social Entrepreneurship: Managing the Creation of Social Value", 1st Edition, Routledge, USA, 2016. 3. Margret Bonefiel, Ritesh Sharma, Robert A. Philips, "Social Entrepreneurship: The Next Big Business Opportunity", 1st Edition, Global Vision Publishing House, New Delhi, 2011. 	

Mapping of Course Outcomes (COs) with Program Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	3	2	2	3	2
CO3	2	2	2	2	2
CO4	3	3	3	2	3
CO5	2	2	2	2	2
CO(W.A)	2.6	2.2	2.4	2.2	2.4



22BAM04-INDIAN MODELS IN ENTREPRENEURSHIP

	L	T	P	C
	3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To understand the basic concepts Indian business models.	1.1	The Students will able to highlight the salient features of Indian entrepreneurial models.
2.0	To enhance the students in the area of India's startup revolution.	2.1	The Students will able to analyze the factors leading to success of Indian start-ups.
3.0	To create the ideas of students in Business Incubators.	3.1	The Students will able to Comprehend the importance and impact of business incubation to the start-ups.
4.0	To develop the knowledge of students in Rural and social entrepreneurship.	4.1	The Students will able to appreciate the value of how living rurally influences business and social enterprise objectives.
5.0	To enrich the knowledge of women entrepreneurs.	5.1	The Students will able to appreciate the role and contribution of women as an entrepreneur.

UNIT I – Introduction to Indian Business Models:	(9)
Introduction to Indian Business Models: Significance of Indian Business Models – Scope of Micro and Small Enterprises – Role of Micro Enterprise in Economic Development - Forms of Business- Family Business - First Generation Entrepreneurs – Clusters Development.	
UNIT II – India's start up revolution:	(9)
India's start up revolution: Trends –Imperatives – benefits- players involved in the ecosystem – Case Studies of successful startups.	
UNIT III – Business Incubators:	(9)
Business Incubators: Meaning – Definition- Services offered-Stages of Business Incubation- Types-importance.	
UNIT IV – Rural Entrepreneurship:	(9)
Rural Entrepreneurship : Policies factors and barriers of the development – Rural entrepreneurship and socio-economic environment of Indian market- concept of congenial environment and its role in promoting rural entrepreneurship.	
UNIT V - Women Entrepreneurs:	(9)
Women Entrepreneurs: Functions - Evolution in India- Entrepreneurial skills – Competency requirements- Opportunities – Challenges - Role of Women entrepreneurship in economic development.	
TOTAL (L: 45) :45 PERIODS	

TEXT BOOKS:

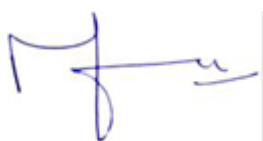
1. Robert D. Hisrich, Mathew J. Manimala, Michael P Peters, Dean A. Shepherd, "Entrepreneurship", 9th Edition, McGraw Hill Education, New Delhi, 2014.
2. Dhananjaya B.R, Durgappa, Chandrashekarappa U., "Small Business Management", 1st Edition, Himalaya Publishing, Mumbai, 2016.

REFERENCES:

1. Dinanath Kaushik "Studies in Indian Entrepreneurship", 1st Edition, Cyber Tech Publications, New Delhi, 2013.
2. Poornima M Charantimath, "Entrepreneurship Development Small Business Enterprises", 2nd Edition, Pearson Education, Noida, 2014.
3. Jaynal Ud-Din Ahmed, Khundrakpam Devananda Singh, "Women Entrepreneurship in India", 1st Edition, New Century Publications, New Delhi, 2016.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2
CO2	2	2	2	2	3
CO3	2	2	3	3	3
CO4	3	2	3	2	2
CO5	3	2	2	2	2
CO(W.A)	2.6	2	2.4	2.4	2.4



22BAM05-ENTREPRENEURIAL MARKETING						
			L	T	P	C
PRE REQUISITE : NIL			3	0	0	3
Course Objectives		Course Outcomes				
1.0	To understand the basic concepts of Marketing and entrepreneurship.	1.1	The students will able to develop mission statement with the essence of marketing concepts as they apply to small and new ventures;			
2.0	To enhance the students to create new market opportunities.	2.1	The students will able to prepare a basic marketing plan for an existing or proposed entrepreneurial venture			
3.0	To develop the ideas for market development.	3.1	The students will able to develop skills in analyzing to progress in marketing by applying various strategies and methods in business by an entrepreneur.			
4.0	To provide the knowledge of students in fixing the price and channel management.	4.1	The students will able to solve the problem of “newness” as they develop the pricing and distributing plan according to the dynamics of market.			
5.0	To enrich the knowledge of students in customer relationship and Entrepreneurial strategy.	5.1	The students will able to establish a strong customer relationship in business with the use of appropriate technology.			
UNIT I –Marketing and Entrepreneurship					(9)	
Marketing and Entrepreneurship: Introduction- Identifying and Understanding Buyers -Sustaining Competitive Advantages of New Ventures-Build a Mission Statement-Integrate selling and marketing in a new business. Case study.						
UNIT II –Identifying Market Opportunities					(9)	
Identifying Market Opportunities: Market Research -Developing Business Plans - Pitching Opportunities - Demand Forecasting - Linking marketing to financial outcomes- Tools and techniques for new market creation.						
UNIT III – Market Development					(9)	
Market Development: Digital and online marketing - forward-looking product design- product features - added value- service dominant logic- build a strong brand from scratch- competing on loyalty-Segmentation - Targeting.						
UNIT IV –Pricing & Channel Management					(9)	
Pricing: Tools- Market Expansion and Pricing- case study. Channel Management: Power of Trust in Manufacturer-Retailer Relationships-Developing effective Distribution Strategies.						
UNIT V -Building Customer Relationships & Entrepreneurial Communication Strategy					(9)	
Building Customer Relationships: Managing Customers – Relationship Marketing - Traditional-Digital Marketing for Entrepreneurs- Media Marketing-Customer value proposition.Entrepreneurial Communication Strategy: Inbound, outbound and social media strategy.						
TOTAL (L: 45) :45 PERIODS						

TEXT BOOKS:

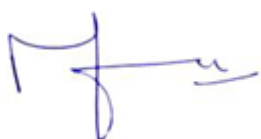
1. Bruce R. Barringer, Duane Ireland R “Entrepreneurship: Successfully Launching New Ventures”, 6th Edition, Pearson Education, Noida, 2018.
2. Robert D. Hisrich ,Veland Ramadani, “Entrepreneurial Marketing : A Practical Managerial Approach”, First Edition, Edward Elgar Publishing, UK, 2018.

REFERENCES:

1. Sheth J, Sisodia R., “4A’s of Marketing: Creating Value for Customers, Companies and Society”, 1st Edition, Routledge, USA, 2012.
2. Crane, G. Frederick., “Marketing for Entrepreneurs: Concepts and Applications for New Ventures” 2nd Edition, Sage Publications, New Delhi, 2012.
3. Mohr, J., Sengupta, S., Slater, S., “Marketing of High-Technology Products and Innovations”, 3rd Edition, Pearson Education, Noida, 2010.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	3	2	2	2	2
CO3	2	3	2	2	2
CO4	3	2	2	3	2
CO5	3	2	2	3	2
CO(W.A)	2.8	2.4	2	2.4	2



22BAM06-SOFT SKILLS FOR ENTREPRENEURS

L	T	P	C
3	0	0	3

PRE REQUISITE : NIL

Course Objectives		Course Outcomes	
1.0	To heighten the awareness of developing emotional intelligence that may influence the running of business.	1.1	The students will be able to manage the emotions effectively to improve the leadership qualities.
2.0	To enable the students to manage their time effectively	2.1	The students will be able to build trust and strong interpersonal skills.
3.0	To equip them in building rapport and being ethical towards society	3.1	The students will be able to know the importance of coaching and mentoring.
4.0	To understand how social networking can be done.	4.1	The students will be able to understand networking and building social relationship.
5.0	To enable the students to understand the ethical practices in business.	5.1	The students will be able to follow ethical practices and responsibility towards society.

UNIT I - EMOTIONAL INTELLIGENCE	(9)
Introduction, perceiving emotions, understanding emotions, managing emotions, developing emotional intelligence, persuasion. Emotional Intelligence and Leadership Effectiveness.	
UNIT II -SELF DEVELOPMENT	(9)
Johari window, Building Interpersonal Skills – Transactional Analysis, Time Management – Steven Covey model, Power of Trust – Competencies for building Trust. Delegation.	
UNIT III - COACHING AND MENTORING	(9)
Coaching – Methods, Executive coaching, Mentoring vs. counseling, being an effective mentor, reverse mentoring, Techniques of counseling, Leadership coaching. Emergence of Personal Theory of Counseling.	
UNIT IV - NETWORKING	(9)
Importance of networking, making contacts, Getting connected, Building rapport, Building the bond, Business Etiquette, connecting on the phone, connecting in writing, social networking. Social Networking sites.	
UNIT V -BUSINESS ETHICS	(9)
Does ethics pay? On becoming an ethical manager, Building an ethical organization, Ethics towards competitors, Corporate Social Responsibility. Roots of unethical behavior.	
TOTAL (L: 45) :45 PERIODS	

TEXT BOOKS:

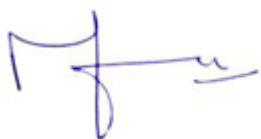
- 1..Shikha Kapoor, “Personality development and soft skills: Preparing for tomorrow”, 1st Edition, Dream Tech Press, New Delhi, 2020.
- 2.Bruce Tulgan., “Bridging the Soft Skills Gap”, 1st Edition, Pan McMillan, New Delhi, 2016.
- 3.Barun K. Mitra, “Personality Development and Soft Skills”, 2nd Edition, Oxford University Press, New Delhi, 2016.

REFERENCES:

1. Daniel Goleman, —Emotional Intelligence, New York: Bantam Books, 2006.
2. Joe Healey, —Radical Trust, NewDelhi: Wiley India Pvt. Ltd, 2009.
3. CoachingandMentoring, Boston: Harvard Business School Publishing Corporation, 2004.
4. JohnTimperley, —Network Your Way to Success, London: Piatkus,2010.
5. ManiKutty S, —Being Ethical –IIMA Business Books, Noida: Random House India, 2011.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	3	2
CO2	3	2	2	3	2
CO3	2	2	2	2	2
CO4	2	2	3	2	2
CO5	2	2	2	3	2
CO(W.A)	2.2	2	2.4	2.6	2



22BAM07-ENTERPRENEURIAL FINANCE					
		L	T	P	C
		3	0	0	3
PRE REQUISITE: NIL					
Course Objectives			Course Outcomes		
1.0	To describe the usefulness of a conceptual framework.	1.1	The students will be able to understand the importance of financial management and managing a new venture.		
2.0	To describe efforts to construct a conceptual framework.	2.1	The students will be able to analyze the various sources of investment and also know the support provided by the state and central government for entrepreneurship.		
3.0	To understand the objective of financial reporting.	3.1	The students will be able to determine the various financial support schemes provided different institutions to the entrepreneurs.		
4.0	To make students learn about technical analysis.	4.1	The Students will be able to apply technical analysis.		
5.0	To make students understand the strategies in developing portfolio investment and analysis.	5.1	The Students will be able to construct and manage portfolio investment and analysis.		
UNIT I - FINANCING AND MANAGING NEW VENTURE					(9)
Importance of Financial Management as an integral part of Entrepreneurship -Conducting a feasibility analysis - What lenders and investors look for in a business plan.					
UNIT II -SOURCES OF FINANCE					(9)
Importance of Financial Management as an integral part of Entrepreneurship -Conducting a feasibility analysis - What lenders and investors look for in a business plan.					
UNIT III -INSTITUTIONAL FINANCIAL SUPPORT					(9)
Schemes and functions of rate of Industries - District Industries Centres (DICs) - Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) -Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organisation (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI).					
UNIT IV -VENTURE VALUATION					(9)
Valuing Early stage Ventures, Accounting Vs Equity Valuation Cash Flow. Venture Capital Valuation Methods: Basic Venture Capital Valuation Method, Earnings Multiplier, and Discounted Dividends.					
UNIT V -FINANCING FOR THE GROWING VENTURE					(9)
Professional Venture Capital, Venture Investing Cycle, Organizing the new fund, Other financing alternatives: Facilitators, Consultants and Intermediaries, Banking and Financial Institutions, Foreign Investors, State and Central Government Financing Programmes. Receivables Lending and Factoring, Mortgage Lending.					
TOTAL (L:45) : 45PERIODS					

TEXT BOOKS:


1. Leach/ Melicher, Entrepreneurial Finance, 5e, 2015.
2. Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur 3e, Tata Mc Graw Hill, 2014.
3. Douglas Cumming, Entrepreneurial Finance, Oxford University Press, 2012.

REFERENCES:

1. M J Alhabeeb, Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business, Wiley, 2015.
2. Philip J. Adelman, Alan M. Marks, Entrepreneurial Finance, 5e, Pearson, 2011.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	2	3	3
CO3	2	3	2	3	2
CO4	3	2	2	2	2
CO5	2	3	3	2	3
CO(W.A)	2.4	2.6	2.2	2.4	2.4



22BAM08-FAMILY BUSINESS MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives		Course Outcomes			
1.0	To understand the importance of family-owned businesses for achieving competitive advantage in the market place.	1.1	Explain generation rules and theories of Family Business.		
2.0	To learn the methods of issuing securities.	2.1	Explain generation rules and theories of Family Business.		
3.0	To make Students understand the fee based services offered by merchant banks.	3.1	Develop next generation leaders as Successor for Family Business		
4.0	To make students learn the fund based services of merchant banks.	4.1	Outline life cycle stages and transgenerational entrepreneurship.		
5.0	To make students understand the novel fund based financial services.	5.1	Describe future of family business in Institutional change.		

UNIT I – INTRODUCTION TO FAMILY BUSINESS	(9)
Family Business as a unique synthesis- Succession and Continuity: The three generation rule- Building Family business that last- The systems theory model of Family Business - Agency Theory of Family business - The stewardship perspective of family business - Competitive Challenges and Competitive advantages of family businesses- Family emotional intelligence.	
UNIT II – OWNERSHIP CHALLENGES AND FAMILY GOVERNANCE	(9)
Shareholder Priorities – Managers vs Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family firms.	
UNIT III –SUCCESSOR DEVELOPMENT	(9)
Characteristics of next-generation leaders - Next-generation attributes interests and abilities for responsible leadership- Next-generation personalities managing interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power.	
UNIT IV – STRATEGIC PLANNING AND TRANSGENERATIONAL ENTREPRENEURSHIP	(9)
Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage – The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix - Intrapreneurship.	

UNIT V - FUND BASED FINANCIAL SERVICES	(9)
New Leaders of the Evolution - Three states of evolution - Continuity and culture - changing the culture - The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business's future - Thriving through competition - Institutionalizing the change.	
TOTAL (L:45) :45 PERIODS	

TEXT BOOKS:

1. Ernesto J.Poza, Mary S. Daughterty, Family Business, 4e, Cengage Learning, 2015.
2. Frank Hoy, Pramodita Sharma, Entrepreneurial Family Firms, Prentice Hall, 2010
3. Sudipt Dutta, Family Business in India, Sage Publications, 1997.

REFERENCES:

- 1.Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer, 2015.
- 2.John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan, 2011.
3. M. Nordqvist, T. Zellweger, Transgenerational Entrepreneurship: Exploring Growth and Performance in Family Firms across Generations, Edward and Elgar Publishing Limited, 2010

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
C01	3	2	2	3	2
C02	2	3	3	3	3
C03	3	3	2	2	2
C04	2	3	2	2	2
C05	2	2	2	2	2
CO(W.A)	2.4	2.6	2.2	2.4	2.2

22BAM09-FINANCIAL MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives			Course Outcomes		
1.0	To enable the students to understand the concept of financial management	1.1	The students will be able to understanding of financial management concepts & principles.		
2.0	To help the students to learn the investment decisions taken by the financial manager.	2.1	The students will be able to apply the techniques involved in the investment decision.		
3.0	To make the students to understand the theories & determinants influencing financing & divided decisions taken in the firm.	3.1	The students will be able to understanding on financing & dividend decisions to raise the funds & increasing the market value of the firm.		
4.0	To acquire knowledge on working capital requirement.	4.1	The students will be able to calculate the working capital requirement and also management of cash & receivables.		
5.0	To educate the students to understand the long term sources of finance for raising the funds.	5.1	The students will be able to understanding on the various sources of finance.		
UNIT I - FOUNDATIONS OF FINANCE					(9)
Financial management – Objectives, Scope, financial decisions - Time value of money- Introduction to the concept of risk and return of a single asset and of a portfolio- Valuation of bonds and shares.					
UNIT II - INVESTMENT DECISIONS					(9)
Capital Budgeting: Principles - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Project selection under capital rationing - Concept and measurement of cost of capital.					
UNIT III - FINANCING AND DIVIDEND DECISION					(9)
Financial and operating leverage - capital structure – Theories of capital structure – determinants of capital structure. Dividend policy - Aspects of dividend policy – relevance and irrelevance theories - forms of dividend policy - forms of dividends - share splits					
UNIT IV – LIQUIDITY DECISIONS					(9)
Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital requirements (Simple problems). Accounts Receivables Management and factoring – Inventory management - Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.					
UNIT V - LONG TERM SOURCES OF FINANCE					(9)
Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.					
TOTAL (L:45) :45 PERIODS					

TEXT BOOK:

I.M.Y. Khan and P.K.Jain, "Financial management", Text, Problems and cases, Tata Mc GrawHill, 8th Edition, 2018

REFERENCES:

1.I.M. Pandey, "Financial Management", Vikas Publishing House Pvt. Ltd., 11th Edition, 2015.

2.Prasanna Chandra, "Financial Management", 10th Edition, Tata McGraw Hill, 2019.

3.Stephen Ross, Randolph Westerfield, Bradfordfordan, "Corporate Finance" Tata Mc grow Hill, 11th Edition, 2016.

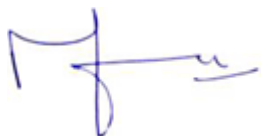
4.R.P.Rustagi, "Financial Management Theory Concepts and Problems", Taxmann, 6th Edition | Reprint 2022.

5.<http://nptel.ac.in/courses/110106043/3>, "Basics of Financial Management", Prof. A. ThillaiRajan, Department of Management Studies Indian Institute of Technology, Madras.

6.<http://nptel.ac.in/courses/110105057/>, "International Financial Environment", Prof. A.K. Misra, Department of Management Indian Institute of Technology, Kharagpur.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO 1	PO 2	PO 3	PO4	PO5
CO1	3	2	1	2	3
CO2	3	3	1	3	3
CO3	3	3	3	1	1
CO4	3	3	1	2	2
CO5	2	2	-	2	2
CO (W.A)	2.8	2.6	1.5	2.0	2.2



22BAMI0-INTERNATIONAL TRADE FINANCE					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives			Course Outcomes		
1.0	To understand the International Trade finance concepts and basics.	1.1	The students will be able to understand the impact of international competitive forces on balance of payments and trade.		
2.0	To Know export import finance and FOREX management	2.1	The students will be able to know the major models of export import finance in international trade.		
3.0	To learn about FOREX Market.	3.1	The students will be able to determine the basic concepts in Forex Management.		
4.0	To Understand the documentation involved in international trade	4.1	The students will be able to construct documentation involved in international trade finance.		
5.0	To create awareness about the various schemes provided by government.	5.1	The students will be able to evaluate the export promotion schemes.		

UNIT I -INTERNATIONAL TRADE	(9)
International Trade - Meaning and Benefits - Basis of International Trade - Barriers to International Trade - Balance of Trade - Balance of Payment - WTO - Indian EXIM Policy.	
UNIT II -EXPORT AND IMPORT FINANCE	(9)
Special need for Finance in International Trade - Pre shipment finance - Post shipment Finance - Financial institutions - Forfeiting.	
UNIT III - FOREX MANAGEMENT	(9)
Foreign Exchange Markets – Spot Prices and Forward Prices – Factors Influencing Exchange Rates – The Effects of Exchange Rates in Foreign Trade – Tools for Hedging against Exchange Rate Variability – Forward, Futures and Currency Options – FEMA.	
UNIT IV - DOCUMENTATION IN INTERNATIONAL TRADE	(9)
Export Trade Documents: Financial Documents – Bill of Exchange- Type- Commercial Documents -Transport Documents - Risk Covering Document- Official Document - GSPS – UPDC Norms.	
UNIT V - EXPORT PROMOTION SCHEMES	(9)
Government Organizations Promoting Exports – Export Incentives: Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:
1.Franchis Cherunilam, “International Marketing (Text and cases)”, 16 th Edition, Himalaya Publishing, Mumbai, 2019.
2.Franchis Cherunilam, “International Trade and Export Management”, 21 st Edition, Himalaya Publishing, Mumbai, 2019.
REFERENCES:
1.Philip R Cateora, Bruce Money, Mary C.Gilly, John Graham, “International Marketing”, 18 th Edition, McGraw Hill Education, New Delhi, 2019.
2.Anders Grath, “The Handbook of International Trade and Finance”, 2 nd Edition, Nordia Publishing Ltd, United Kingdom, 2012.
3.Eun and Resnik, “International Financial Management”, 5 th Edition, McGraw Hill, New Delhi, 2011.
4.Apt P.G., “International Financial Management”, 3 rd Edition, McGraw Hill, New Delhi, 2011.
5.Jeff Madura, “International Corporate Finance”, 9 th Edition, Cengage Learning, New Delhi, 2011.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2
CO2	2	2	2	2	2
CO3	3	2	2	2	2
CO4	2	2	2	2	2
CO5	2	2	2	2	2
CO(W.A)	2.4	2.0	2.0	2.2	2.0

22BAMI I- FINANCIAL SERVICE,PRODUCT AND MARKETING

L	T	P	C
3	0	0	3

PRE REQUISITE: NIL

Course Objectives		Course Outcomes	
1.0	To make the students understand the concept of demand, revenue and cost.	1.1	The students will be able to Describe a financial service organisation's marketing-critical internal and external environments
2.0	To understand the financial services like banking, insurance.	2.1	The students will be able to Apply marketing theories, models, and/or frameworks appropriate to a financial service organisation's marketing environment.
3.0	To understand the strategies used by successful services marketers with reference financial services.	3.1	The students will be able to Analyse the financial services industry marketing environment using extant theories.
4.0	To overcome these difficulties will be discussed through case studies.	4.1	The students will be able to Create marketing strategies in a financial services industry setting.
5.0	To understand the problems commonly encountered in marketing services	5.1	The students will be able to Generate differentiated value propositions for a financial services organisation based on appropriate theories, models, and/or framework

UNIT I - : FINANCIAL SERVICES**(9)**

Concepts, Types of Financial Services, Regulatory Framework of Financial Services in India.

UNIT II - BANKING SERVICES**(9)**

Commercial. Development, Investment and International Banking – Issues, Trends and Challenges, Marketing of Banking Services and Insurance Companies.

UNIT III - MARKETING OF FINANCIAL SERVICES**(9)**

Marketing Mix of Financial Services, Financial Products Development Strategies, Analysing Marketing Strategies Adopted by Selected Banks & Other Financial Service Providers, Ethical Issues in Marketing of Financial Services.

UNIT IV – BRANDING IN FINANCIAL SERVICES**(9)**

Target Marketing & Customer Retention, Significance of Financial Brands, Targeting and Positioning Strategies, Impact of Branding on Customer Perception Towards Financial Service Providers, Creation of a Financial Brand.

UNIT V - MERCHANT BANKING**(9)**

Overview, Nature, Functions, Scope and Regulation

TOTAL (L:45) :45PERIODS

TEXT BOOKS:

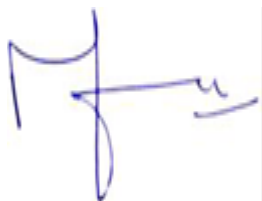
1. Dr. Solanki, Dr. (Prof.) RB & Rajeshwari ,Marketing Of Financial Products And Services, Galgotia Publishing Company,(2019).
2. Ritu Srivastava (2023) Marketing of Consumer Financial Products: Insights From Service Marketing, Business Expert Press,2023.

REFERENCES:

- 1.Akhgari M., Bruning E. R., Finlay J., & Bruning N. S. (2018). Image, performance, attitudes, trust, and loyalty in financial services. *International Journal of Bank Marketing*.
- 2.AI-Hawari M. A. (2015). How the personality of retail bank customers interferes with the relationship between service quality and loyalty. *International Journal of Bank Marketing*.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4



22BAMI 2-MERCHANT BANKING AND FINANCIAL SERVICES				
		L	T	P
		3	0	0
				C
				3
PRE REQUISITE : NIL				
Course Objectives		Course Outcomes		
1.0	To examine Financial Services management as an important and contemporary area of financial management.	1.1	The students can able to understand the Contemporary area of financial management	
2.0	To understand the various financial services and their future	2.1	The students will be able to forecast the future needs	
3.0	To determine the most suitable financial service, given the situations and contingencies	3.1	The students can able to Illustrate the concepts of contingencies of financial management	
4.0	To know the emergence and developments of Financial services in India	4.1	The students will be able to solve the financial issues in India	
5.0	To observe the challenges ahead for financial services sector.	5.1	The students able to describe the challenges and functions of finance ⁸⁵	

UNIT I -MERCHANT BANKING AND FINANCIAL SERVICES	(9)
Merchant Banking and Financial Services-Concept of merchant banking- financial system in India-development of merchant banks and regulations.	
UNIT II – ISSUES MANAGEMENT	(9)
Pre-issue and Post-issue management activities performed by merchant banks.	
UNIT III-UNDERWRITING AND BROKAGES	(9)
Introduction to the different roles played by underwriter and brokers in issue management and their responsibilities.	
UNIT IV -RAISING CAPITAL FROM INTERNATIONAL MARKETS	(9)
Needs of Indian companies for raising funds from foreign markets usage of euro issue- evaluation of various types of depository receipts- American Depository Receipts- Global Depository Receipts- FCCB	
UNIT V -FINANCIAL SERVICES	(9)
Financial services in India- types and importance- online trading- dematerialization and rematerialization.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. Gurusamy S, Merchant Banking and Financial Services, Vijay Nicole and Tata McGraw Hill, , 4th Edition, 2012, New Delhi
2. Khan M Y, "Financial Services", Tata McGraw Hill
3. Sri Ram, "Handbook of Leasing & Hire purchases", ICFAI Hyderabad

REFERENCES:

1. Dr. Natarajan K, 2009, —Financial Markets and Servicesl, Himalaya Publishing House Pvt. Ltd., India
2. Dr. Guruswamy S, 2009 —Financial Servicel, Tata Mc Graw-hill Education, New Delhi.
3. Prasanna Chandra, 2011 — Financial Management Theory and Practicel, Tata Mc Graw-hill Education, New Delhi.
4. Khan M Y and Jain P K, 2008, — Financial Management Text, Problems and Casesl. Tata Mc Graw-hill Education, New Delhi.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4

22BAMI3-BANKING LAWS AND OPERATION					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives			Course Outcomes		
1.0	To familiarize the concept of banking Laws and Practice of Banking.	1.1	The students will be able to understand banking Laws and Practice of Banking.		
2.0	To bring about awareness among students with changes and innovations in Banking Industry	2.1	The students will be able to know the new technology in banking.		
3.0	To understand the Negotiable Instrument Act 1991.	3.1	The students will be able to analyze and prepare the Balance of Payments account for a country.		
4.0	To familiarize the paying and collecting banker duties and responsibilities.	4.1	The students will be able to aware about paying and collecting banker duties and responsibilities.		
5.0	To know the various advances and securities in banking operations.	5.1	The students will be able to know the various advances and securities in banking operations.		

UNIT I-BANKING REGULATIONS ACT1949	(9)
History-definition of banking as per BR Act, other forms of business permitted and prohibited for banking companies. Concepts only- Paid-up-capital and reserve for an Indian banking company-licensing of banking company.	
UNIT II – RELATIONSHIP BETWEEN BANKER AND CUSTOMER	(9)
Definition of Banker and Customer-General relationship. Special relationship - Special types of customers- Minor, lunatic, married women, Joint Accounts, Partnership accounts. Private Limited Company, Public Limited Company, Non Trading Concerns, Trust Accounts - Closure of Accounts. KYC Policy.	
UNIT III-NEGOTIABLE INSTRUMENTS	(9)
Meaning - Characteristics of Negotiable Instruments - Parties to the Instruments - Different types of negotiable instruments - Bills of Exchange Essentials - Promissory Note - Essentials - Cheques - Essentials, MICR Cheques - Material alterations - Markings - Endorsement - Types of endorsement.	
UNIT IV -PAYING BANKER AND COLLECTING BANKER	(9)
Duties and responsibilities - Statutory Protection - Dishonor of Cheques -grounds - payment of cheques and other instruments..Collecting Banker Duties and Responsibilities - Statutory Protection, Banker as a holder in due course.Banker as holder for value.	

UNIT V -ADVANCES AND SECURITIES.	(9)
Principles of sound lending - Methods of granting advances - Secured unsecured advances - Methods of creating charges on securities - Lien, Pledge, Hypothecation and Mortgage..	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:
1.Indian Institute of Banking and Finance (IIBFAuthor) ,Banking Regulations & Business Laws, Kindle Edition,2023. 2. M.N.Gopinath, Banking Principles and Operations, Snow White publishers,2017.
REFERENCES:
1. Indian Institute of Banking and Finance (IIBFAuthor),Principles and Practices of Banking, Kindle Edition,2022. 2. Bimal Jaiswal ,Banking Operation Management, Vikas Publishing House,2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4

22BAMI4- DIGITAL TRANSFORMATION		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives		Course Outcomes			
1.0	To make the students to have a multidisciplinary skills and perspectives in order to enable them to architect digital innovations and disruption.	1.1	The students will be able to Develop a digital transformation framework for an organization as the blueprint for transformation		
2.0	To help organizations build a digital culture by grooming a workforce who can leverage emerging digital technologies to transform business..	2.1	The students will be able to Imbibe digital culture that brings together new technologies and business processes		
3.0	To improve design thinking and innovation.	3.1	The students will be able to Develop Advanced Skills in Digital Technologies to integrate it into the Business.		
4.0	To make the students understand the concept of block chain and IOT	4.1	The students will be able to understand the concept of block chain and IOT		
5.0	To learn the virtual and augmented reality	5.1	The students will be able to know virtual and augmented reality.		

UNIT I-BUSINESS ANALYTICS AND BIG DATA.	(9)
Classification of Digital Data, Structured and Unstructured Data – Introduction to Big Data: Characteristics – Evolution – Definition - Challenges with Big Data - Big Data Analytics: Classification of Analytics – Challenges - Big Data Analytics important - Data Science - Data Scientist - Terminologies used in Big Data Environments.	
UNIT II – DIGITAL MARKETING.	(9)
Introduction to digital marketing-traditional Vs. modern Digital marketing-Technology behind digital marketing-Characteristics of digital marketing-Digital marketing strategy.	
UNIT III-CLOUD AND DEVOPS	(9)
Fundamentals of Devops: Deployments ,Orchestration, Need, instance of application-DevOps delivery pipeline.	
UNIT IV -BLOCK CHAIN AND IOT	(9)
Introduction to blockchain-challenges in block chain-advantages and disadvantages in blockchain-Introduction to IOT-functions and scope of IOT-advantages and disadvantages of IOT.	

UNIT V -VIRTUAL AND AUGMENTED REALITY	(9)
Introduction -VR Systems -Stereoscopic Vision & Haptic rendering - VR software development - 3D interaction techniques - AR software development - Applications of AR and VR.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. R N Prasad and Seema Acharya, Fundamentals of Business Analytics, 2ed, Wiley publishers,2016.
2. Jeremy Kagan (Author), Siddharth Shekhar Singh Digital Marketing: Strategy & Tactics,2020.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4

22BAMI5-INVESTMENT MANAGEMENT				
		L	T	P
		3	0	0
				C
				3
PRE REQUISITE : NIL				
Course Objectives		Course Outcomes		
1.0	To provide an overview of institutional details linked to financial markets and the trading process	1.1	The students will be able to describe about the trading process	
2.0	To provide an overview of historical trends and innovations in financial instruments and trading processes	2.1	The students will be able to know the applications of financial instruments	
3.0	To provide an overview of various financial instruments.	3.1	The students will be able to analyze and solve the issues in finance.	
4.0	To provide insight into the use of finance theory in investment management	4.1	The students will be able to know the measurement and analysis of risk of financial investments.	
5.0	To provide an overview of mutual funds.	5.1	The students will be able to understand the basic concepts of mutual funds.	
UNIT I-INTRODUCTION TO INVESTMENT MANAGEMENT				(9)
Investment Management, Nature and Scope, Investment Avenues, Types of Financial Assets and Real Assets, Security, Return and Risk – Systematic and Unsystematic Risk – Sources of Risk, Measurement of Risk and Return, Sources of Investment Information.				
UNIT II –SECURITY ANALYSIS				(9)
Analysis of Variable Income Securities, Fundamental Analysis – Analysis of Economy, Industry Analysis, Company Analysis – Financial and Non-financial – Equity Valuation Models, Options, Futures, Forwards, Warrants and their Valuations, Technical Analysis – Dow’s Theory, Charts – Efficient Market Hypothesis and its Implication.				
UNIT III-PORTFOLIO MANAGEMENT				(9)
Meaning of Portfolio Management, Portfolio Analysis, Why Portfolios? Portfolio Objectives, Portfolio Management Process, Selection of Securities, Portfolio Theory, Markowitz Model, Sharpe’s Single Index Model, Efficient Frontier with Lending and Borrowing.				
UNIT IV -PORTFOLIO MANAGEMENT STRATEGIES				(9)
Bond Portfolio Management Strategies, Equity Portfolio Management Strategies, Strategies using Derivatives, Hedging, Portfolio Revision – Rebalancing Plans, Portfolio Evaluation, Sharpe’s Index, Treynor’s Measure and Jensen’s Measure..				
UNIT V -MUTUAL FUNDS				(9)
Mutual Funds, Investor’s Life Cycle, Personal Investment, Personal Finance, Portfolio Management of Funds in Banks, Insurance Companies, Pension Funds, International Investing, International Funds Management, Emerging Opportunities, A Brief Survey of Software Packages for Portfolio Management.				
TOTAL (L:45) : 45 PERIODS				

TEXT BOOKS:

1. Investment Analysis and Portfolio management Prasanna Chandra Tata McGraw Hill Education 3/e, 2010
2. Investments ZviBodie, Kane, Marcus & Mohanty Tata McGraw Hill Education 8/e, 2010
- 3 Security Analysis & Portfolio Management J Kevin Tata McGraw Hill Education 2014

REFERENCES:

1. Analysis of Investments & Management Reilly & Brown Cengage Publications, 10e/2017
2. Security Analysis & Portfolio Management Punithavathy Ehavathy Pandian Vikas Publications 2/e, 201/8
3. Investment management (Security Analysis and & Portfolio Management) Bhalla V.K. Vikas Publications 19/e, 2018

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4



22BAMI6-FINANCIAL DERIVATIVES					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objectives			Course Outcomes		
1.0	To Understand the basics involved in derivatives	1.1	The students can able to understand the fundamental concepts of derivatives.		
2.0	To Understand the basic operational mechanisms in derivatives	2.1	The students will be able to analyze the applications of future contracts.		
3.0	To Utilize options contracts for portfolio management purpose	3.1	The students can able to Illustrate the concepts of options in financial market.		
4.0	To discuss the uses of SWAP in stock market.	4.1	The students will be able to demonstrate the uses and application of SWAP in stock market.		
5.0	To learn about history of derivatives in India.	5.1	The students able to describe the history of derivatives in India.		

UNIT I -DERIVATIVES	(9)
Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.	
UNIT II - FUTURES CONTRACT	(9)
Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging uses Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options.	
UNIT III - OPTIONS	(9)
Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts.	
UNIT IV -SWAPS	(9)
Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk.	
UNIT V -DERIVATIVES IN INDIA	(9)

Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for Stock Futures, Index Futures in NSE and Interest Rate Derivatives.

TOTAL (L:45) : 45 PERIODS

TEXT BOOKS:

1. Jiří Witzany, Derivatives, Theory and Practice of Trading, Valuation, and Risk Management, Springer International Publishing · 2020.
2. John C. Hull, Sankarshan Basu (2016), Options, Futures and other Derivatives, 9th Edition, Pearson education.

REFERENCES:

1. Prakash Yaragol, “Financial Derivatives: Text and Cases”, 1st Edition, Vikas Publishing, New Delhi, 2018.
2. Gupta S.L., "Financial Derivatives Theory, Concept and Problems", 2nd Edition, PHI Learning, New Delhi, 2017.
3. John C. Hull, Sankarshan Basu, “Options Futures & Other Derivatives”, 10th Edition, Pearson Education, Noida, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)

COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	3	3	3	3	3
CO3	2	2	3	2	2
CO4	3	2	2	3	2
CO5	3	3	2	2	3
CO(W.A)	2.6	2.4	2.4	2.4	2.4