

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)

April 2025

INSTITUTE VISION AND MISSION	
VISION	❖ 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	❖ 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 lifelong 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
PRACTICALS									
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
PRACTICALS									
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
PRACTICALS									
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
PRACTICALS									
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

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
6	22BAX31	Digital and Social Media Marketing	PE	Nil	3	3	0	0	3
7	22BAX32	Consumer Behavior	PE	Nil	3	3	0	0	3
Financial Management									
8	22BAX06	Security Analysis And Portfolio Management	PE	Nil	3	3	0	0	3
9	22BAX07	Merchant Banking and Financial Services	PE	Nil	3	3	0	0	3
10	22BAX08	International Trade	PE	Nil	3	3	0	0	3

		Finance							
11	22BAX09	Financial Modelling	PE	Nil	3	3	0	0	3
12	22BAX10	Financial Derivatives	PE	Nil	3	3	0	0	3
13	22BAX33	Behavior Finance	PE	Nil	3	3	0	0	3
14	22BAX34	Tech in Financial Services	PE	Nil	3	3	0	0	3
Human Resource Management									
15	22BAX11	Industrial Relations & Labour Legislations	PE	Nil	3	3	0	0	3
16	22BAX12	Training and Development	PE	Nil	3	3	0	0	3
17	22BAX13	Organizational Design, Change and Development	PE	Nil	3	3	0	0	3
18	22BAX14	HR Metrics and Analytics	PE	Nil	3	3	0	0	3
19	22BAX15	Strategic Human Resource Management	PE	Nil	3	3	0	0	3
20	22BAX35	Compensation Management	PE	Nil	3	3	0	0	3
21	22BAX36	Performance Management System	PE	Nil	3	3	0	0	3
Business Analytics									
22	22BAX16	Deep learning and Artificial Intelligence	PE	Nil	3	3	0	0	3
23	22BAX17	e-Business Management	PE	Nil	3	3	0	0	3
24	22BAX18	Enterprise Resource Planning	PE	Nil	3	3	0	0	3
25	22BAX19	Data Mining for Business Intelligence	PE	Nil	3	3	0	0	3
26	22BAX20	Social Media Web Analytics	PE	Nil	3	3	0	0	3
27	22BAX37	Business Analytics using Python	PE	Nil	3	3	0	0	3
28	22BAX38	Artificial Intelligence and Machine Learning	PE	Nil	3	3	0	0	3
Operations Management									
29	22BAX21	Logistics and Supply Chain Management	PE	Nil	3	3	0	0	3
30	22BAX22	Services Operations Management	PE	Nil	3	3	0	0	3
31	22BAX23	Project Management	PE	Nil	3	3	0	0	3

32	22BAX24	Supply Chain Analytics	PE	Nil	3	3	0	0	3
33	22BAX25	Warehouse Management	PE	Nil	3	3	0	0	3
34	22BAX39	Lean Manufacturing	PE	Nil	3	3	0	0	3
35	22BAX40	Six Sigma	PE	Nil	3	3	0	0	3
Entrepreneurship									
36	22BAX26	Business Plan	PE	Nil	3	3	0	0	3
37	22BAX27	Social Entrepreneurship	PE	Nil	3	3	0	0	3
38	22BAX28	Indian Models in Entrepreneurship	PE	Nil	3	3	0	0	3
39	22BAX29	Entrepreneurial Marketing	PE	Nil	3	3	0	0	3
40	22BAX30	Soft Skills for Entrepreneurs	PE	Nil	3	3	0	0	3
41	22BAX41	Design Thinking	PE	Nil	3	3	0	0	3
42	22BAX42	Entrepreneurship and Innovation	PE	Nil	3	3	0	0	3
Open Elective Courses									
43	22BAZ01	Research Methodology and IPR	OEC	Nil	3	3	0	0	3
44	22BAZ02	Entrepreneurship and Innovation	OEC	Nil	3	3	0	0	3
45	22GEZ01	Entrepreneurship Development	OEC	Nil	3	3	0	0	3
Value Added Courses									
46	22BAV01	Artificial Intelligence For Managers	VAC	NIL	2	0	0	2	1
47	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 Elective(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	PE	NIL	3	3	0	0	3
5.	22BAX05	Marketing Analytics	PE	NIL	3	3	0	0	3
6.	22BAX31	Digital Social and Media	PE	NIL	3	3	0	0	3

7.	22BAX32	Consumer Behavior	PE	NIL	3	3	0	0	3
8.	22BAX06	Security Analysis and Portfolio Management	PE	NIL	3	3	0	0	3
9.	22BAX07	Merchant Banking and	PE	NIL	3	3	0	0	3
10.	22BAX08	International Trade Finance	PE	NIL	3	3	0	0	3
11.	22BAX09	Financial Modelling	PE	NIL	3	3	0	0	3
12.	22BAX10	Financial Derivatives	PE	NIL	3	3	0	0	3
13.	22BAX33	Behaviour Finance	PE	NIL	3	3	0	0	3
14.	22BAX34	Tech in Financial Services	PE	NIL	3	3	0	0	3
15.	22BAX11	Industrial Relations and Labour Legislations	PE	NIL	3	3	0	0	3
16.	22BAX12	Training and Development	PE	NIL	3	3	0	0	3
17.	22BAX13	Organizational Design, Change and Development	PE	NIL	3	3	0	0	3
18.	22BAX14	HR Metrics and Analytics	PE	NIL	3	3	0	0	3
19.	22BAX15	Strategic Human Resource Management	PE	NIL	3	3	0	0	3
20.	22BAX35	Compensation Management	PE	NIL	3	3	0	0	3
21.	22BAX36	Performance Management System	PE	NIL	3	3	0	0	3
22.	22BAX16	Deep learning and Artificial Intelligence	PE	NIL	3	3	0	0	3
23.	22BAX17	e-Business Management	PE	NIL	3	3	0	0	3
24.	22BAX18	Enterprise Resource Planning	PE	NIL	3	3	0	0	3
25.	22BAX19	Data Mining for Business	PE	NIL	3	3	0	0	3

		Intelligence							
26.	22BAX20	Social Media Web Analytics	PE	NIL	3	3	0	0	3
27.	22BAX37	Business Analytics using Python	PE	NIL	3	3	0	0	3
28.	22BAX38	Artificial Intelligence and Machine Learning	PE	NIL	3	3	0	0	3
29.	22BAX21	Logistics and Supply Chain Management	PE	NIL	3	3	0	0	3
30.	22BAX22	Services Operations Management	PE	NIL	3	3	0	0	3
31.	22BAX23	Project Management	PE	NIL	3	3	0	0	3
32.	22BAX24	Supply Chain Analytics	PE	NIL	3	3	0	0	3
33.	22BAX25	Warehouse Management	PE	NIL	3	3	0	0	3
34.	22BAX39	Lean Manufacturing	PE	NIL	3	3	0	0	3
35.	22BAX40	Six Sigma	PE	NIL	3	3	0	0	3
36.	22BAX26	Business Plan	PE	NIL	3	3	0	0	3
37.	22BAX27	Social Entrepreneurship	PE	NIL	3	3	0	0	3
38.	22BAX28	Indian Models in Entrepreneurship	PE	NIL	3	3	0	0	3
39.	22BAX29	Entrepreneurial Marketing	PE	NIL	3	3	0	0	3
40.	22BAX30	Soft Skills for Entrepreneurs	PE	NIL	3	3	0	0	3
41.	22BAX41	Design Thinking	PE	NIL	3	3	0	0	3
42.	22BAX42	Entrepreneurship and Innovation	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
I	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 Work

8	22BAP07	Corporate Internship	FW	Nil	4	0	0	4	2
9	22BAP08	Project Work	FW	22BAP07	16	0	0	16	8

(e) Value Added Courses

10	22BAV01	Artificial Intelligence For Managers	VAC	Nil	2	0	0	2	1
11	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
2	22BAZ02	Entrepreneurship and Innovation	OEC	Nil	3	3	0	0	3
3	22GEZ01	Entrepreneurship Development	OEC	Nil	3	3	0	0	3

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
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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

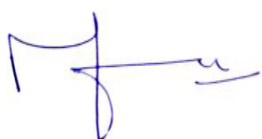
22BAB01 - STATISTICS FOR MANAGEMENT							
				L	T	P	C
				2	1	0	3
PREREQUISITE : NIL							
Course Objective		<ul style="list-style-type: none">To enable the students to have an insight into basic statistical techniquesTo determine the outcomes and probabilities for experiments.To estimate the relationships among variablesTo identify the population parameter and test statistic of given scenario.To enable the students to draw conclusions from the analysis for better decision making.					
Course Outcomes The Student will be able to				Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply statistical techniques to real-world business problems, such as regression analysis, hypothesis testing			Ap	30%		
CO2	Interpret statistical analysis to support and enhance business decision-making processes, enabling informed and strategic management decisions.			Ap	20%		
CO3	Analyze the relationship between variables using linear and rank correlation.			An	20%		
CO4	Assess proficiency in statistical concepts, including probability, distributions, and statistical inference.			E	20%		
CO5	Express statistical results and communicate findings effectively to management			C	10%		
UNIT I - INTRODUCTION TO STATISTICS						(6+3)	
Statistics - Definition, Types. Types of variables -Organizing 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 Shailaja Rego, "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			3	
CO 2		2	2		2
CO 3		2			
CO 4	3	3	3	2	
CO 5			2		3
CO(W.A)	3	2.3	2.3	2.5	2.5



22BAB02 - MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : Nil					
Course Objective		<ul style="list-style-type: none">To provide insights on the fundamental concepts and theories of management.To understand the complexity and wide variety of issues managers face in today's business firms.To acquaint the students with the fundamentals of managing business and to understand individual behavior.To give inputs on how individual's behavior is influenced by group.To understand the emerging aspects of organizational behavior.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply management concepts in organizational settings.	Ap	20%		
CO2	Apply theoretical knowledge to analyze and Solve real-world management problems.	Ap	20%		
CO3	Analyze organizational behavior dynamics and leadership styles, and examine their impact on organizational effectiveness.	An	40%		
CO4	Develop skills in decision-making, planning, and controlling organizational activities.	C	20%		
CO5	Appreciate the importance of cultural diversity and ethical considerations in managing organizational behavior.	E	Internal Assessment		
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:	
<ol style="list-style-type: none"> 1. Harold Koontz and Heinz Weihrich, "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", 18th Edition, Pearson, 2018. 	
REFERENCES:	
<ol style="list-style-type: none"> 1. Andrew J. Dubrin, "Essentials of Management", Thomson Southwestern, 10th Edition, 2016. 2. Samuel C. Certo and S. Trevis Certo, "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				2
CO 2		3			
CO 3		3	3		
CO 4					3
CO 5				3	
CO(W.A)	3	3	3	3	2.5

22BAB03-ECONOMIC ANALYSIS FOR BUSINESS					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">• To manage an Organization to describe principles of macro economics to have the understanding of economic environment of Business.• To understand the Market demand and supply analysis and the ways in which changes in these determinants affect equilibrium price and output.• To determine the changes in price of the product, the effect of a price control in different market structure.• To understand the principles of macroeconomics and gain insights into the economic environment of business.• To gain a solid understanding of economic indicators.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply basic economic concepts, principles, and various forms of ownership and profit maximization.	AP	20%		
CO2	Apply their understanding of unemployment, inflation, and their tradeoff.	AP	20%		
CO3	Analyze market equilibrium, demand and supply elasticity, and the relationship between cost and production functions.	AN	20%		
CO4	Evaluate economic inefficiencies in monopoly and other market structures.	E	20%		
CO5	Evaluate macroeconomic variables and the circular flow of income.	E	20%		


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:	
<ol style="list-style-type: none">1. Mc Guigan, Moyer and Harris, “Managerial Economics; Applications, Strategy and Tactics”, Thomson South Western, 10 thEdition., 2019.2. James R. McGuigan, R. Charles Moyer, Frederick H.deB. Harris, “Managerial Economics: Applications, Strategies and Tactics”, Cengage Learning 14th Edition 2021.	

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, "Economics", 19th Edition, Tata McGraw Hill, New Delhi, 2021.
2. William Boyes and Michael Melvin, "Textbook of Economics", Biztantra, 7th Edition 2018.
3. N. Gregory Mankiw, "Principles of Economics", 8th 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", 2nd Edition, PHI Learning, 2019.

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

COs	POs				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3				2
CO2	2	2		3	
CO3			2		
CO4				2	
CO5				3	
CO(W.A)	2.5	2	2	2.7	2



22BAB04 - INFORMATION MANAGEMENT				
	L	T	P	C
	3	0	0	3
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To provide a comprehensive understanding of the fundamental concepts and evolution of Information Systems (IS). To familiarize students with system analysis and design methodologies and tools. To explore the application of Management Information Systems (MIS) in various functional areas. To understand the importance of system security, control mechanisms, and ethical issues in Information Technology (IT). To introduce new IT initiatives and advancements, including DBMS, data warehousing, AI, IoT, and block chain technology. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply system analysis and design concepts, including various development methodologies and prototyping.	Ap	30%	
CO2	Apply and implement system security measures, testing procedures, and error detection controls.	Ap	20%	
CO3	Analyze the role of MIS in financial, marketing, personnel, production, and materials management.	An	20%	
CO4	Analyse the impact and applications of advanced technologies such as ERP, AI, IoT, and blockchain in business.	An	20%	
CO5	Evaluate the use of Decision Support Systems (DSS), Executive Information Systems (EIS), Knowledge Management Systems (KMS), and Geographic Information Systems (GIS).	E	10%	

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. Kenneth C. Laudon and Jane Price Laudon, "Management Information Systems" - Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 17th Edition, April 2022.
2. Panneerselvam. R, "Database Management Systems", 3rd Edition, PHI Learning, 2018.
3. Bidgoli, Chattopadhyay, MIS - "Management Information Systems", Cengage learning, 2016.
4. O'Brien, "Management Information System" Tata McGraw Hill, 10th Edition (2011). Nirmalya Bagchi, Bagchi Nirmalya, "Management Information Systems", Vikas Publishing House Pvt Limited 2010.
5. Robert Schultheis and Mary Summer, "Management Information Systems" - The Managers View, Tata McGraw Hill, 2008.

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

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

22BAB05 - ACCOUNTING FOR DECISION MAKING				
		L	T	P
		2	1	0
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To familiarize the fundamental principles of accounting. To facilitate to read and understand financial statements. To enhance the knowledge in cost Accounting. To develop the knowledge in marginal costing To enrich the knowledge in budgeting. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply Knowledge of fundamentals principles of financial, cost and management accounting	Ap	20%	
CO2	Prepare, analyse and interpret financial statements	An	20%	
CO3	Assess the financial soundness of the company using financial, cost and management accounting tools.	E	30%	
CO4	Take decisions using financial, cost and management accounting tools.	C	30%	
CO5	Engage in independent study as a member of a team and assess the financial soundness of the company with the help of an assignment, case study or a mini project.	An	Internal Assessment	

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 - COST ACCOUNTING	(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:
<ol style="list-style-type: none"> 1. I.Maheswari S.N., CA Sharad K. Maheswari, Suneel K. Maheswari, "A Textbook of Accounting for Management", 5th Edition, Vikas Publishing, New Delhi, 2022. 2. 2.M.Y. Khan & P.K. Jain, "Management Accounting", Tata McGraw Hill, 8th Edition ,2018. 3. 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				
	1	2	3	4	5
1	3				
2			2		
3					2
4		3			
5				1	1
CO (W.A)	3	3	2	1	1.5



22BAB06 - LEGAL ASPECTS OF BUSINESS					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To provide an understanding of the foundational aspects of contract law, including the definition, essentials of a valid contract, performance obligations, breaches, and remedies.To examine the legal framework governing sales transactions and consumer rights, focusing on the essentials of a sales contract, transfer of title, risk, guarantees, warranties, and consumer protection.To understand the nature, requirements, and legal implications of negotiable instruments, including their transfer, types, liability of parties, and discharge processes.To learn the legal aspects like welfare measures, wages provided, bonus offered and conflicts solutions in the industry.To study the legal process for forming a company, including the preparation of the Memorandum and Articles of Association.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply legal knowledge to real-world business scenarios.	Ap	30%		
CO2	Apply the provisions of industrial laws, Company law, cyber law to hypothetical workplace situations.	Ap	20%		
CO3	Identify legal risks in business transactions and develop strategies to mitigate them.	An	20%		
CO4	Assess the compliance requirements under various legal statutes in different business scenarios.	An	20%		
CO5	Demonstrate a thorough understanding of the legal principles governing business operations.	E	10%		
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) = 45 PERIODS					

TEXT BOOKS:

- 1.Kapoor,N.D, “Elements of Mercantile Law”,30th Edition, Sultan Chand & Sons, NewDelhi,2015.
- 2.Business: Concepts and Applications”, 1st Edition,Vikas Publishing House, Reprinted 2018.

REFERENCES:

- 1.N.D.Kapoor,Dr.RajniAbbi, Bharat Bhusha,RajivKapoor,“Business Law,SultanChand& 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. PathakAkhileshwar, “Legal Aspects of Business”, 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	1	2	2	2
CO2				2	
CO3			2		
CO4	2				
CO5		1			
CO(W.A)	2.5	1	2	2	2

22BAB07-ENTREPRENEURSHIPDEVELOPMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To equip students with an understanding of the skills and characteristics of successful entrepreneurs.To enable students to comprehend the entrepreneurial environment.To familiarize students with the process of preparing a feasible business plan.To impart knowledge on resource mobilization and launching a new business.To educate students on the principles and practices of monitoring and evaluating small businesses.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply entrepreneurial principles to identify opportunities and develop viable business ideas.	AP	20%		
CO2	Apply concepts of finance, human resources, incubation, venture capital, and start-ups to new ventures.	AP	20%		
CO3	Apply effective management practices to achieve sustainable growth in a small business.	AP	20%		
CO4	Evaluate the entrepreneurial environment, including market conditions, government policies, and support systems, to assess their impact on business ventures.	E	20%		
CO5	Create comprehensive business plans and innovative solutions to address challenges in launching and managing small enterprises.	C	20%		

UNIT I- ENTREPRENEURIAL COMPETENCE	(9)
Entrepreneurship - Types of entrepreneur - Entrepreneurship as a Career - Characteristics of Entrepreneur - Key Qualities of Good Entrepreneur - IntrapreneurVs 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, 2019.
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, 2018.
2. Donald F Kuratko, T.V Rao. "Entrepreneurship: A South Asian perspective" Cengage Learning, 2016.
3. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH, 2019.
4. Arya Kumar. Entrepreneurship, Pearson, 2017.
- 5.CharantimathPoornima M, "Entrepreneurship Development and Small Business Enterprises", Pearson Education; 3 rd Edition (2018).
- 6.RashmiBansal, "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		3		
CO2				3	
CO3		3			3
CO4	2		2	3	2
CO5	3		3		3
CO(W.A)	2.7	3	2.7	3	2.7

22BAP01 - BUSINESS COMMUNICATION(LABORATORY)					
		L	T	P	C
		0	0	4	2
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">• To introduce the principles of effective communication and the importance of target group profiling.• To familiarize students with different types of business letters and their specific purposes.• To learn how to effectively use audiovisual media to enhance business presentations.• To develop proficiency in conducting and participating in web/video conferencing and tele-meetings.• To learn the process of report planning and develop skills in creating comprehensive and well-structured reports.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Demonstrate effective reading, listening, and feedback skills in a business context.	Ap	20%		
CO2	Practice interview techniques through mock interviews and role-play.	Ap	20%		
CO3	Develop a report, ensuring logical sequencing and proper ordering of points.	An	20%		
CO4	Express the views with effectiveness in group communication methods like meetings and group discussions.	An	20%		
CO5	Construct well-crafted business documents that convey messages clearly and professionally.	E	20%		

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 eb /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:

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, 2015.
3. Raymond V. Lesikar, Flatley, "Basic Business Communication Skills for Empowering the Internet Generation", M.E., TMGH, New Delhi, 10th Edition, 2004.

REFERENCES:

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 :

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

22BAP02 - INDIAN ETHOS (SEMINAR)				
	L	T	P	C
	0	0	4	2
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none">To enable the learners in understanding of the basic concepts of Indian Ethos and familiarize about ethical behavior and value systems at work.To enable the learners to handle issues related to ethics.To understand the value systems and culture professionally.To enable the learners for managing the business ethically.To inculcate the learners to be socially effective and to undertake business responsibilities.			
Course Outcomes The Student will be able to			Cognitive Level	
CO1	Identify Indian cultural, moral, and philosophical values and learn how to apply them to their personal and professional lives.		AP	
CO2	Analyze the ethical practices, including honesty, fairness, respect for diversity, and corporate social responsibility.		AP	
CO3	Determine a holistic approach, considering the well-being of all stakeholders in their decisions.		AN	
CO4	Measure and manage one’s own emotions and those of others, enhancing leadership effectiveness.		E	
CO5	Develop skills to make morally and ethically sound decisions.		E	

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 (P:60) = 60 PERIODS

Mapping of Course Outcomes (COs) with Programme Outcomes(POs)					
COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2		1	2		
CO3	3	1		3	
CO4				3	
CO5					2
CO(W.A)	3	1	2	3	2

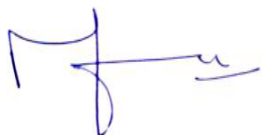
22BAB08-QUANTITATIVE TECHNIQUES FOR DECISION MAKING				
		L	T	P
		2	1	0
PREREQUISITE:NIL				
Course Objectives	<ul style="list-style-type: none"> To understand, develop and solve mathematical model of linear programming problems. To comprehend and solve mathematical model of transportation and assignment problems. To provide knowledge on Game Theory and Decision theory in real time applications. To understand basic concepts, strategies and replacement model techniques to analyze the problems. To provide necessary mathematical support and confidence to tackle real time problems. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply forecasting methods to predict future business trends and inform decision-making processes.	Ap	20%	
CO2	Interpret and communicate quantitative findings effectively to stakeholders	Ap	30%	
CO3	Analyze production management techniques to optimize production schedules and operations	An	30%	
CO4	Assess risks and uncertainties in business decisions using quantitative methods, enhancing their risk management skills.	E	10%	
CO5	Solve linear programming problems using graphical and simplex methods, gaining proficiency in identifying optimal solutions for business optimization.	C	10%	
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 SIMULATION				(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):45PERIODS				

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	PO2	PO3	PO4	PO5
CO1	3				
CO2		2	3	2	2
CO3		3		3	3
CO4		3	2	2	
CO5	3				2
CO(W.A)	3	2.7	2.5	2.3	2.3



22BAB09-OPERATIONSMANAGEMENT				
	L	T	P	C
	3	0	0	3
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To Equip students with a thorough understanding of the fundamental aspects of operations management, its historical evolution, and the differences between managing services and goods, along with methods to improve productivity. To Provide insights into the necessity and methodologies of demand forecasting and capacity planning, along with an understanding of MRP, MRP II, and ERP systems. To Enable students to make strategic decisions regarding facility location and layout, and understand the process of product design and development. To Impart knowledge on the strategic management of materials, including purchasing, inventory control, and stores management. To Develop students' skills in managing projects effectively and optimizing work systems through method and motion study, and work measurement. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply core principles of operations management to improve organizational efficiency.	Ap	30%	
CO2	Apply foundational knowledge of operations management concepts, including forecasting, capacity planning, facility design, materials management, and project management.	Ap	30%	
CO3	Analyze the various techniques to forecast demand, plan capacity, design facilities, and manage materials and projects effectively.	An	20%	
CO4	Assess operational challenges and trends, and develop innovative solutions to improve productivity, efficiency, and overall organizational performance.	An	10%	
CO5	Evaluate the operations management techniques and methods in real-world scenarios.	E	10%	
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) = 45 PERIODS				

TEXT BOOKS:

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

REFERENCES:

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

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

COs	POs				
	PO1	PO 2	PO 3	PO4	PO5
CO1	3	2	1	2	2
CO2	2			2	
CO3			2		
CO4					
CO5	2	2			3
CO(W.A)	2.3	2	1.5	2	2.5

22BAB10 - FINANCIAL MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE:NIL					
Course Objective	<ul style="list-style-type: none">● To understand the concept of financial management.● To learn the investment decisions taken by the financial manager.● To understand the theories & determinants influencing financing & dividend decisions taken in the firm.● To acquire knowledge on working capital requirement.● To educate the students to understand the long term sources of finance for raising the funds.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the knowledge of financial management theories and practices to solve business problems.	Ap	20%		
CO2	Develop analytical thinking skills for bettering financial decisions by using various tools and techniques.	Ap	20%		
CO3	Cultivate research skills aimed at financial applications.	An	40%		
CO4	Communicate the various aspects of financial management.	C	20%		
CO5	Collaboratively engage in an independent study as a member of a team and assess financial positions through a mini project or assignment or case studies.	An	Internal Assessment		

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) :45PERIODS	

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				
CO2		3	2		
CO3					3
CO4		2			
CO5				1	
CO (W.A)	3	2.5	2	1	3

22BAB11 - MARKETING MANAGEMENT					
				L	T
				3	0
				P	C
				0	3
PREREQUISITE : NIL					
Course Objective		<ul style="list-style-type: none">• To understand the foundational definitions and concepts of marketing.• To formulate effective marketing strategies and identify their key drivers.• To develop skills in product planning and development• To Identify and evaluate the factors influencing buyer behavior.• To learn the marketing research process and its applications in product, advertising, promotion, consumer behavior, and retail research.			
Course Outcomes The Student will be able to		Cognitive Level		Weightage of COs in End Semester Examination	
CO1	Conduct competitor analysis and market analysis for consumer and with industrial markets to frame a better marketing strategy.	Ap		30%	
CO2	Build and develop customer satisfaction on various types of marketing models.	An		20%	
CO3	Analyze various trends in online marketing and state their benefits to marketers.	An		20%	
CO4	Compare rural and urban marketing principles in order to enhance its structure and emerging opportunities.	An		20%	
CO5	Evaluate the factors influencing buyer behavior.	E		10%	

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. 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. NAG, "Marketing successfully- A Professional Perspective", Macmillan 2008.

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

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

22BAB12 - HUMAN RESOURCE MANAGEMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">● To understand the evolution and significance of Human Resource Management.● To learn the processes of human resource planning, recruitment, and selection.● To explore various training methods and executive development programs.● To analyze strategies for sustaining employee interest, motivation, and career management.● To understand the methods and importance of performance evaluation and control processes.				
Course Outcomes The Student will be able to		Cognitive Level		Weightage of COs in End Semester Examination	
CO1	Apply the industry practices related to promotion, demotion, transfer, and separation, and their implications.	Ap		30%	
CO2	Apply theories of motivation to enhance employee engagement and performance.	Ap		20%	
CO3	Analyze the role and responsibilities of a human resource manager, including the use of computer applications in HRM.	An		20%	
CO4	Analyze the processes of recruitment, selection, induction, and the benefits of socialization.	An		20%	
CO5	Design career management programs and foster mentor-protégé relationships.	E		10%	

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 -Implications - Redressal methods.	
TOTAL (L:45) : 45 PERIODS	

TEXT BOOKS:

1. George W. Bchlander, Scott A. Snell, 18th Edition (2020), "Principles of Human Resource Management", 16th Edition, Cengage Learning.
2. Angelo DeNisi, Ricky Griffin, P. Jyothi Sarkar 3rd Edition (2019), HR - "Human Resource Management", Cengage Learning.
3. Gary Dessler, Biju Varkkey, (2018), "Human Resource Management", 16th Edition (2020), Pearson Education.s

REFERENCES:

1. K.Aswathappa, "Human Resource and Personnel Management- Text and Cases", New Delhi: Tata McGraw Hill, 9th Edition (2021).
2. Biswajeet Pattanayak, "Human Resource Management", New Delhi: Prentice Hall of India, 5th Edition (2020).
3. Dessler, "Human Resource Management", Pearson Education Limited, 16th Edition (2020).
4. Bernardin H John, "Human Resource Management-An experiential Approach", New Delhi: Tata McGraw Hill, 6th Edition (2020).
5. Denisi, Griffin, Sarkar, "Human Resource Management", Cengage Learning, 3rd Edition (2019).

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

COs	POs				
	PO1	PO 2	PO 3	PO4	PO5
CO1	3		3		
CO2	2	2		2	2
CO3			3		
CO4					
CO5		2			
CO(W.A)	2.5	2	3	2	2

22BAB13 - BUSINESS RESEARCH METHODS					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To introduce the concept of scientific research and the methods of conducting scientific enquiry.To introduce the measurement tools and test for its validity and reliability.To develop the skills for scientific data collection methods and sampling technique.To familiarize the students with the application of basic analytical tools with SPSS software.To Develop skills to design a research project, including defining research problems, formulating hypotheses, and selecting appropriate research methods.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply knowledge to understand the basic concepts of business research.	Ap	30%		
CO2	Develop and execute research on a scientific basis and select appropriate research design.	Ap	20%		
CO3	Examine the appropriate data collection methods and sampling technique.	An	20%		
CO4	Determine the qualitative and quantitative data analysis methods.	An	20%		
CO5	Design the techniques for clear, readable, and comprehensive report writing tailored to different audiences.	E	10%		
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	3		1	2	
CO2		2			
CO3			1		
CO4		2			2
CO5					
CO(W.A)	3	2	1	2	2

22BAB14 - INTERNATIONAL BUSINESS MANAGEMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">• To introduce the driving factors of international Business.• To present the theories pertaining to trade and investment.• To develop the skills of various market entry strategies.• To familiarize the students with the various global productions and supply chain issues.• To comprehend the international aspects of managing a multinational corporation and conducting business internationally.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Determine strategic compulsions and options for entering global markets.	Ap	30%		
CO2	Analyze foreign exchange determination systems and evaluate the factors affecting exchange rates.	An	30%		
CO3	Design a comprehensive model of foreign exchange determination systems and develop strategies to address factors affecting exchange rates.	C	10%		
CO4	Develop training and development programs for international employees.	C	20%		
CO5	Assess performance evaluation systems used in global business.	E	10%		

UNITI- 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.	
UNITII – 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.	
UNITIII-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.	
UNITIV- 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.	
UNITV-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:

1. Ricky W. Griffin, Michael W. Pustay, "International Business: A Managerial Perspective", 9th Edition, Pearson, 2021.
2. K. Aswathappa, "International Business", 5th Edition, Tata McGraw Hill, New Delhi, 2012.
3. Charles W.I. Hill and Arun Kumar Jain, "International Business", 6th Edition, Tata McGraw Hill, New Delhi, 2010.

REFERENCES:

1. Charles W. L. Hill, G. Tomas M. Hult, "Global Business Today", 11th Edition, McGraw-Hill Education, 2021
2. S. Tamer Cavusgil, Gary Knight, John Riesenberger, "International Business: The New Realities", 5th Edition, Pearson, 2020.
3. John D. Daniels and Lee H. Radebaugh, "International Business", Pearson Education Asia, New Delhi, 12th Edition, 2015.
4. Vyuptakesh Sharan, "International Business", 3rd Edition, Pearson Education in South Asia, New Delhi, 2011. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, "International Business", 7th Edition, Cengage Learning, New Delhi, 2010.
5. Rakesh Mohan Joshi, "International Business", Oxford University Press, New Delhi, 2009.

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

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

22BAP03 - DATA ANALYSIS AND BUSINESS MODELING					
		L	T	P	C
		0	0	4	2
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">• To have hands on experience on decision modeling• To interpret data by identifying relationship between variables• To carry out data analysis and statistical analysis.• To develop expertise in describing data process management , hypothesis testing and model building• To effectively visualize the data using analytical tools				
Course Outcomes The Student will be able to			Cognitive Level		
CO1	Apply about the nature of data and conducting hypothesis testing using various data analysis technique.		Ap		
CO2	Analyze the relationship between variables using data analytical tools.		An		
CO3	Forecasting in real time business world using analytical tools		Ap		
CO4	Demonstrate risk and sensitivity analysis and portfolio selection based on business data.		An		
CO5	Identify and summarize networking, inventory models and queuing theory using data analytical tools.		C		

S.NO	EXP.NO	DETAILS OF EXPRIMENTS	PERIODS
1	1	Excel advance functions (VLOOKUP,HLOOKUP,SUMIF,SUMIFS)	4
2	2	Excel advance functions	4
3	3	(COUNTIF,COUNTIFS,IF,IFERROR,DCount)	4
4	4	Descriptive statistics using Excel	4
5	5	Forecasting using Excel	4
6	6	Pivot table	4
7	7	Introduction to SPSS	4
8	8	Correlation using SPSS	4
9	9	Regression using SPSS	4
10	10	Chi Square Test using SPSS	4
11	11	Frequency using SPSS	4
12	12	ANOVA using SPSS	4
13	13	T-Test using SPSS	4
14	14	Assignment problem using POM	4
15	15	Linear Programming using POM	4
TOTAL PERIODS			60

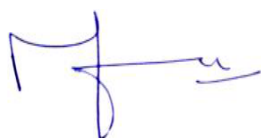
REFERENCES

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. Eilan F. Monk, Joseph A. Brady, Gerard S. Cook, "Problem - Solving Cases in Microsoft Access and Excel", 12th Edition, Cengage Learning, New Delhi, 2015.

Software Required:

- ❖ MS Office.
- ❖ TORA.
- ❖ SPSS.

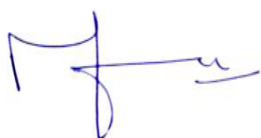
Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	3	2	3	3
CO2		2		3	
CO3	3				3
CO4			3		
CO5		2			
CO(W.A)	3	2.3	2.5	3	3



22BAP04 –COMMUNITY ENGAGEMENT PROJECT AND ENTREPRENEUR INTERFACE PROJECT				
	L	T	P	C
	0	0	2	1
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> The objective of the visit is to inculcate social entrepreneurship training. Community immersion projects provide students with multiple opportunities for growth and learning beyond the classroom environment. 			
Course Outcomes The Student will be able to			Cognitive Level	
CO1	To experience the Entrepreneurship training stimulates powers of observation, develops creative and critical thinking.		AP	
CO2	To Analyse and find sustainable solutions for pressing community needs.		An	

Community Immersion: <ul style="list-style-type: none"> ❖ 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 <ul style="list-style-type: none"> ❖ 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 <ul style="list-style-type: none"> ❖ 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 <ul style="list-style-type: none"> ❖ 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	3	2	3
CO2	3	3	3	2	2
CO(W.A)	3	3	3	2	2.5



22BAP05-SHARE TRADING						
			L	T	P	C
			0	0	2	1
PREREQUISITE : NIL						
Course Objective		<ul style="list-style-type: none">• To impart knowledge on operations of the stock market and its regulatory framework.• To gain knowledge on participants and processes involved in share market operations.• To evaluate the performance of companies listed in the NIFTY 50 and SENSEX 30 indices.• To teach trading strategies using chart patterns for technical analysis and provide practical share trading experience on virtual platforms.• To gain a foundational understanding of the derivatives market.				
Course Outcomes The Student will be able to				Cognitive Level		
CO1	Apply their understanding of the foundational aspects of the securities market and the regulatory framework governing stock markets in India.			AP		
CO2	Apply trading strategies based on chart patterns for technical analysis and gain practical experience in executing share trades on virtual platforms.			AP		
CO3	Analyze and evaluate the performance and composition of leading companies listed in NIFTY 50 and SENSEX 30 indices.			AN		
CO4	Examine the attributes and consequences of each market phase, and grasp the mechanics of dematerializing and rematerializing securities.			E		
CO5	Examine the role of derivatives in risk management through hedging and profit-seeking through speculation.			E		

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) = 30 PERIODS	

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



22BAB15 - TOTAL QUALITY MANAGEMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To understand the fundamental concepts of quality, including vision, mission, and policy statements.To review the contributions of quality management pioneers such as Deming, Juran, Crosby, and Ishikawa.To explore the principles and practices of Just-In-Time (JIT) production, Kaizen, Total Productive Maintenance (TPM), and Terotechnology.To develop skills in Quality Function Deployment (QFD) and the House of Quality (HOQ).To attain knowledge of quality councils and the process of quality audits.				
Course Outcome The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Understand and apply Taguchi techniques, including the concept of loss function.	Ap	30%		
CO2	Analyze control charts and their use in quality management.	An	20%		
CO3	Use the Seven Tools of quality (both old and new) for quality management.	An	20%		
CO4	Implement benchmarking practices and Poka-Yoke (mistake-proofing) techniques.	An	20%		
CO5	Develop the structure and processes for quality councils and quality audits.	E	10%		

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-Urdhwarese, Rashmi Urdhwarese, 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				
CO2		3	2		
CO3		2			
CO4				2	
CO5					3
CO(W.A)	3	2.5	2	2	3

22BAB16 - STRATEGIC MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objective:		<ul style="list-style-type: none">To understand the Strategic management process and social responsibility of business organizations.To identify the need for developing competitive advantage for organizations.To develop the various corporate and business level strategies.To familiarize the students with organizational strategy implementation process.To understand the cognitive knowledge about various strategic issues and development of new business models.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Manipulate the conceptual framework for strategic management, including the formation process and the roles of stakeholders.	Ap	30%		
CO2	Develop leadership skills necessary for effective strategy implementation and communication across organizational levels.	Ap	20%		
CO3	Analyze strategic issues from a global perspective, considering international markets, cultural factors, and geopolitical influences.	An	20%		
CO4	Estimate strategic decisions aligned with organizational goals and competitive dynamics.	An	20%		
CO5	Evaluate strategies for leveraging innovation and technology to maintain competitiveness and drive organizational growth.	E	10%		

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 & contr	
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:
<ol style="list-style-type: none"> 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:
<ol style="list-style-type: none"> 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	3	2			
CO2		2	3		2
CO3			3	2	
CO4	2	3			3
CO5	3	2			3
CO(W.A)	2.7	2.25	3	2	2.7

22BAP06-MANAGERIAL SKILL DEVELOPMENT						
			L	T	P	C
			0	0	4	2
PREREQUISITE : NIL						
Course Objective		<ul style="list-style-type: none">• To be effective in oral communication of a managerial decision and is also convincing.• To Comprehend effective use written communication for expressing views.• To establish a favorable team climate and ensure enthusiastic decision making.• To elicit constructive feedback in conflicting situations.• To facilitate enthusiastic stakeholder/team participation and contribution in decision making.				
Course Outcomes The Student will be able to			Cognitive Level	Weightage of COs in End Semester Practical Examination		
CO1	Apply managerial skills in various business situations.		Ap	20%		
CO2	Enhance themselves with managerial attributes like interpersonal skills, leadership, analytical, networking and rational thinking.		An	20%		
CO3	Perform in a team and engage in an independent study to allow effective functioning in diverse groups.		Ap	20%		
CO4	Perform effectively in the team, contribute to the team and mentor/lead the team.		E	20%		
CO5	Implement the professionalism and ownership of professional growth and learning.		C	20%		

UNIT I - PERSONAL COMMUNICATION	(12)
Day-to-Day Conversation - Context Specific - Agreeing/Disagreeing, Wishing, Counseling, Advising, Persuading, Expressing Opinions, Arguing - Self Introduction.	
UNIT II-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 III-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 IV-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 V- 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:
I. Clampitt P.G, Understanding Communication, Communicating for Managerial Effectiveness: Problems,

Strategies and Solutions ,Sixth Edition, Sage Publications Inc.2017.

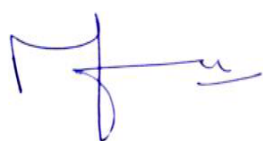
2. Lehman, Dufrene, Sinha, Business Communication - A South Asian Perspectives, 2nd edition, South-Western Cengage Learning India (P) Ltd,(2016).

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	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2			3		
CO3		2			
CO4				2	
CO5				1	1
CO (W.A)	3	2	3	1.5	1



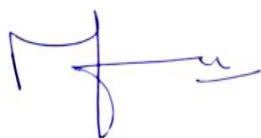
22BAP07–CORPORATE INTERNSHIP				
	L	T	P	C
	0	0	4	2
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To provide students with comprehensive exposure and practical experience in the operational aspects of management within a corporate setting. To acquire practical knowledge and build professional connections that enhances employment opportunities. To create a skills-based platform that allows students to enhance their capabilities and academic performance through a corporate internship. To cultivate students' enthusiasm and proficiency in their chosen field through hands-on experience in a corporate internship. To facilitate students in connecting with professional role models and potential mentors who provide guidance, feedback, and support. 			
Course Outcomes The Student will be able to			Cognitive Level	
CO1	Apply a thorough understanding of management's functional areas within corporate environments.		AP	
CO2	Apply their ability to recognize individuals who can provide guidance, feedback, and support in their professional development.		AP	
CO3	Evaluate interests and capabilities within their chosen field of study.		E	
CO4	Develop essential work habits, communication skills, interpersonal abilities, and attitudes critical for success in employment through their corporate internship.		C	
CO5	Achieve employment opportunities that facilitate transition to full-time positions upon graduation.		C	

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
	HumanResource	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				
CO2				3	
CO3	3	2	3		
CO4		2		3	
CO5					3
CO(W.A)	3	2	3	3	3



22BAB17- BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE				
	L	T	P	C
	3	0	0	3
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To equip students with a thorough understanding of ethics and the ability to recognize ethical issues. To establish a strong foundation in ethical theory by analyzing real-life situations and case studies. To impart knowledge on the legal aspects of ethics. To enable students to gain an understanding of the philosophy of environmental ethics. To instill an understanding of the role of corporate social responsibility in students. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply their knowledge of ethics to identify and address ethical issues effectively.	AP	20%	
CO2	Apply their foundational understanding of ethical theory to analyze real-life situations and casestudies.	AP	20%	
CO3	Apply the principles and strategies of corporate social responsibility (CSR) and corporate governance to improve business practices.	AP	20%	
CO4	Analyze the core philosophical principles that underpin environmental ethics.	AN	20%	
CO5	Assess the Significance and Implications of Key Legal Concepts in Professional Settings.	E	20%	
UNITI-INTRODUCTION				(9)
Definition & nature Business ethics ,Characteristics ,Ethical theories; Causes of unethical behavior ;Ethical abuses, Work ethics; Code of conduct; Public good.				
UNITII-ETHICSTHEORYANDBEYOND				(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.				
UNITIII-LEGALASPECTSOFETHICS				(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.				
UNITIV-ENVIRONMENTALETHICS				(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.				
UNITV-CORPORATESOCIALRESPONSIBILITYANDGOVERNANCE				(9)
Definition-Evolution-Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategiesfor 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) = 45 PERIODS				

TEXT BOOKS:

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 (2018)., Business Ethics; An Indian Perspective, Tata McGraw- Hill Publishing Company Ltd., New Delhi.

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

COs / POs	POs				
	PO1	PO 2	PO 3	PO4	PO5
CO1	3			3	
CO2	3	2	2	3	
CO3	2		2	3	
CO4				3	
CO5				3	2
CO(W.A)	2.7	2	2	3	2.7

22BAP08-PROJECT WORK					
		L	T	P	C
		0	0	16	8
PREREQUISITE : 22BAP07					
Course Objective	<ul style="list-style-type: none">To gain knowledge in exercise the managerial skills for decision making in the organization.To explain the business ideas using the skills and knowledge they have gained.To gain hands on experience in creating a business plant his will be an indispensable tool for future development and growth.To solve business problems through Organizational research, in the contemporary work place environments.To conduct an independent research project, resulting in research outputs in the form of journal publication, or conference or seminar presentations confidently.				
Course Outcomes The Student will be able to			Cognitive Level		
CO1	Apply a thorough understanding of management's functional areas within corporate environments.		AP		
CO2	Apply their ability to recognize individuals who can provide guidance, feedback, and support in their professional development.		AP		
CO3	Evaluate interests and capabilities within their chosen field of study.		AN		
CO4	Develop essential work habits, communication skills, interpersonal abilities, and attitudes critical for success in employment through their corporate internship.		E		
CO5	Achieve employment opportunities that facilitate transition to full-time positions upon graduation.		E		
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	3				
CO2				3	
CO3	2	2	2		
CO4		2		2	
CO5					3
CO(W.A)	2.5	2	2	2.5	3



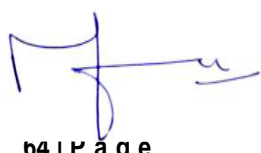
22BAP09-TRANSACTIONAL ANALYSIS				
	L	T	P	C
	0	0	2	1
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none">• To provide a realistic and useful method for analyzing and understanding the behavior of others.• To provide a role in describing fundamental patterns of thinking, feeling and behavior using TA model.• To describe the application of TA in several areas of people management organizations.• To provide TA Applications in Motivation, Leadership and Teamwork.• To gain knowledge on Transactional Analysis in Short-term counseling and longer-term therapy.			
Course Outcomes The Student will be able to			Cognitive Level	
CO1	Apply Transactional Analysis principles into practice and help them become more self-aware and skilled at resolving conflict.		Ap	
CO2	Develop skills to establish and manage therapeutic connections, which will enhance their capacity to help and comprehend others.		Ap	
CO3	Analyze their prior experiences and offer insights and lessons learnt to help them understand how these affect their current emotional and behavioural issues.		An	
CO4	Enhance their critical thinking skills to lead and inspire teams, and promote productive teamwork, cooperation, and leadership in a range of organisational contexts.		An	
CO5	Perform in a team and engage in an independent study in gaining a deeper understanding of their working relationships and improving their interpersonal dynamics.		C	
LIST OF EXERCISES :				
<p>1.Play the game of dispute with the partner to understand TA and Self-Awareness.</p> <p>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.</p> <p>3.Conduct activities to make the students to realize the mental state of Winners and Losers.</p> <p>4.Exercise to build a therapeutic relationship through Structural Analysis</p> <p>5.Life Positions and Transactions support in understanding our working relationship.</p> <p>6.Games and Strokes to provide the foundations for a trusting and meaningful alliance between people.</p> <p>7. Life Scripts to apprehend each person is a unique individual.</p> <p>8.TA Applications in Motivation, Leadership and Teamwork.</p> <p>9.Transactional Analysis in Short-term counseling and longer-term therapy.</p> <p>10. Contracting for Change to work together as well as the goals individual wish to achieve.</p>				
TOTAL (P:60) = 60 PERIODS				

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)

POs/COs	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2		2			
CO3			3		
CO4		2			2
CO5				1	1
CO(W.A)	3	2	3	1	1.5



22BAX01-BRAND MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: 22BAB11					
Course Objective		<ul style="list-style-type: none">To understand the methods of managing brands and co-branding in brand management.To co-create unique ideas, products and positioning.To comprehend branding techniques through various methods.To create brand adoption practices for brand re- creation or re-branding.To comprehend global branding strategies influencing the business environment.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the theoretical aspects and the importance of Brand management to enhance competitive position	Ap	30%		
CO2	Assess knowledge relating to brand building by selecting, creating, and utilising brand aspects in global branding.	An	30%		
CO3	Evaluate the managerial perspectives of what, why and how brand management should be done to give a successful business.	E	20%		
CO4	Examine several methods for measuring brand equity, devise a methodology for measuring equity, and consider alternate branding tactics when making decisions.	C	20%		
CO5	Engage in independent study as a member of a team and asses the brand performance and effectiveness with the help of a course mini project or assignments or case studies.	Ap	Internal Assessment		

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)

POs/COs	POs				
	1	2	3	4	5
1	3				
2		2			
3				3	
4			2		
5				1	1
CO (W.A)	3	2	2	2	1

22BAX02 – RETAIL MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB11					
Course Objective	<ul style="list-style-type: none">To understand the concepts of effective retail business.To understand effective retail formats and strategies required for retail management.To understand how to utilize resources and techniques used in retail management.To understand analysis of store location, merchandising, products and pricing.To provide insights on retail management Behavior.				
Course Outcomes		Cognitive Level	Weightage of COs in End Semester Examination		
At the end of the course, the students will be able to understand and remember the concepts of Retail Management and to					
CO1	Apply insights to address challenges and leverage opportunities in the global retail industry.	Ap	20%		
CO2	Apply principles of corporate social responsibility (CSR) in retail operations and decision-making.	Ap	30%		
CO3	Analyze the integration of theoretical knowledge with practical skills to address real-world challenges in retail management.	An	30%		
CO4	Develop strategies for retail advertising and promotions.	C	20%		
CO5	Create and evaluate strategies to prepare for leadership roles in retail management through practical experience and application of learned concepts.	E	Internal Assessment		
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, Patrili 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)

POs/COs	POs				
	1	2	3	4	5
1				3	
2	2	2			
3	3				
4				3	
5			3		3
CO (W.A)	2.5	2	3	3	3

22BAX03- SERVICES MARKETING					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">• To trace the evolution and growth of the service sector.• To assess the market potential for various services.• To apply the GAP model to identify and address service quality issues.• To design efficient service delivery systems and channels.• To formulate service marketing strategies for various industries, including health, hospitality, tourism, financial services, logistics, education, entertainment, and public utilities.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Applythe expanded marketing mix to different service marketing scenarios.	Ap	30%		
CO2	Apply the service marketing triangle and integrated service marketing communication strategies.	Ap	20%		
CO3	Analyze the nature and scope of services and identify the unique characteristics of services.	An	20%		
CO4	Evaluate different pricing methods for services and determine the most suitable one.	E	20%		
CO5	Create a service blueprint and utilize the GAP model to enhance service quality.	C	10%		

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

REFERENCES :

1. Jochen Wirtz, Christopher Lovelock, "Essentials of Services Marketing", 3rd Edition, Pearson Education, Noida, 2019
2. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing: People, Technology, Strateg, 8th Edition, Pearson Education, Noida, 2017.

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

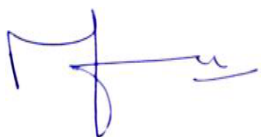
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3				3
CO2			2		
CO3				2	
CO4		3			2
CO5					3
CO(W.A)	3	3	2	2	2.6

22BAX04-INTEGRATED MARKETING COMMUNICATION							
				L	T	P	C
				3	0	0	3
PREREQUISITE : NIL							
Course Objective		<ul style="list-style-type: none">• To familiarize students with the fundamental concepts, principles, and challenges of advertising.• To gain knowledge about advertising media and the process of developing effective advertising messages.• To learn the concepts and methods of various sales promotion techniques.• To enhance students' understanding of personal selling and public relations concepts and practices.• To enrich knowledge in publicity.					
Course Outcomes The Student will be able to				Cognitive Level		Weightage of COs in End Semester Examination	
CO1	Apply key concepts, principles, and address challenges in advertising effectively.			AP		20%	
CO2	Apply ethical practices in personal selling and public relations to handle issues effectively.			AP		20%	
CO3	Apply strategies to select and develop effective advertisements and messaging.			AP		20%	
CO4	Evaluate the significance of publicity in various contexts.			E		20%	
CO5	Develop and implement effective sales promotion techniques.			C		20%	

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	PO 2	PO 3	PO4	PO5
CO1	3				2
CO2	2	2		3	
CO3	2		2		2
CO4				2	
CO5			2	3	2
CO(W.A)	2.3	2	2	2.7	2



22BAX05-MARKETING ANALYTICS					
		L	T	P	C
		3	0	0	3
EQUISITE : 22BABI I					
Course Objective		<ul style="list-style-type: none">To develop skills in calculating customer lifetime value and applying simulation techniques to create models for customer retention and acquisition spending.To master the use of conjoint analysis to identify new product features.To explore various pricing techniques, including estimating demand curves and optimizing prices.Learn to measure and analyze distribution channel metrics to improve effectiveness.To estimate and allocate promotion budgets efficiently.			
Course Outcomes <ul style="list-style-type: none">The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the principles of segmentation, targeting, and positioning.	Ap	20%		
CO2	Utilize conjoint analysis to identify new product features and employ S curves to predict new product sales.	Ap	20%		
CO3	Perform experiments to analyze the effectiveness of price bundling.	An	30%		
CO4	Measure and interpret distribution channel metrics.	An	20%		
CO5	Evaluate metrics for traditional and social media to assess promotion effectiveness.	E	10%		
UNITI-MARKETING SEGMENTATION&CUSTOMER VALUE ANALYSIS (9)					
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.					
UNITII-PRODUCT ANALYTICS (9)					
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.					
UNITIII-PRICING ANALYTICS (9)					
Pricing Techniques-Estimating Demand Curve and Optimizing Price-Price Bundling-Non linear Pricing. EXPERIMENTS:Price bundling.					
UNITIV-DISTRIBUTION STRATEGY (9)					
Distribution Channel Characteristics-Retail Location Selection-Channel Evaluation and Selection-Multi Channel Distribution-Distribution Channel Metrics. EXPERIMENTS:Market result analysis.					
UNITV-PROMOTION ANALYTICS (9)					
Estimating Promotion Budgets-Promotion Budget Allocation-Metrics for Traditional Media-Metrics for Social Media. EXPERIMENTS:Market result analysis.					
TOTAL(L:45):45 PERIODS					

TEXTBOOKS:
<ol style="list-style-type: none"> 1. Mike Grigsby, "Marketing Analytics: A Practical Guide to Real Marketing Science", 2nd Edition, Kogan Page, 2020 2. Wayne L. Winston, Marketing Analytics: Data-Driven Techniques with Microsoft Excel", 1st Edition, Wiley, New Delhi, 2018. 3. Stephen Sorger, "Marketing Analytics: Strategic Models and Metrics", 1st Edition, Admiral Press, UK, 2016.
REFERENCES:
<ol style="list-style-type: none"> 1. Tommy Blanchard, "Data Science for Marketing Analytics", 1st Edition, Packt Publishing, UK, 2019. 2. David A. Aaker, V. Kumar, Robert P. Leone, George S. Day., "Marketing Research", 1st Edition, Wiley, New Delhi, 2019. 3. Mike Grigsby, "Marketing Analytics", 2nd Edition, Kogan Page, UK, 2018.

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

22BAX31-DIGITAL AND SOCIAL MEDIA MARKETING					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: NIL					
Course Objective	<ul style="list-style-type: none">• To understand about the importance of digital marketing in today’s rapidly changing business environment.• To provide knowledge on how digital marketing can be utilised by organisations and how its effectiveness can have measured.• To understand about the key elements of a display advertisement.• To provide knowledge on effectiveness of a social media marketing.• To acquire knowledge in common Social Media Analytics.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply fundamental digital marketing concepts to real-world scenarios.	Ap	30%		
CO2	Develop effective advertising campaigns that drive value and align with organizational leadership goals.	An	30%		
CO3	Create effective strategies to improve website visibility and creative thinking in SEO.	C	20%		
CO4	Design effective social media marketing strategies across multiple platforms and develop skills to analyze social media data and derive actionable insights.	E	20%		
CO5	Engage independently and collectively assess consumer buying behavior, social media analytics and commit to lifelong learning and staying updated with digital marketing trends.	Ap	Internal Assessment		

UNIT I -INTRODUCTION	(9)
Understanding Consumer behaviour - Concepts, Significance, Consumer and Customers Consumption, Consumer orientation, Interpretive and Quantitative approaches - Foundations of Consumer Behaviour and Consumer Research - Consumer Decision making process and decision making roles	
UNIT II -INTERNAL INFLUENCES	(9)
Influences on consumer behavior - Motivation - Perception - Attitudes and Beliefs - Learning and Experience - Personality & Self Image.	
UNIT III - EXTERNAL INFLUENCES	(9)
Socio-Cultural, Cross Culture - Family group - Reference group - Communication - Influences on Consumer behavior - Branding of products by means of media and hoardings.	
UNIT IV - CONSUMER BEHAVIOR MODELS	(9)
Traditional and Contemporary Consumer behaviour model for Individual and industrial buying behaviour and decision making - Cultural Influences on Consumer Behaviour (case studies from diverse geographical regions)	
UNIT V -PURCHASE DECISION PROCESS	(9)
Consumer decision making process in the network era - 3 WIN formula - Alternative views on Consumer Behaviour -e-digital transformation- On-line Buyer Behaviour - Diffusion and Adoption.	
TOTAL (L:45) = 45 PERIODS	

TEXT BOOKS:
1. Leslie Lazar, Schiffman G, Kanuk, "Consumer Behaviour", 12th Edition, Pearson Education, Noida, 2021. 2. Leon G Schiffman, Joseph Wisemblit, S Ramesh Kumar, Consumer Behaviour, 12th edition, Pearson, 2018.

REFERENCES:
<ol style="list-style-type: none"> 1. Andrew J. Smith, “Consumer Behaviour and Analytics”, 2nd Edition, Routledge, USA, 2024. 2. Hawkins, Motherbaugh, Mookerjee, “Consumer Behaviour: Building Marketing Strategy”, 13th Edition, McGraw Hill Education, New Delhi, 2023. 3. Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon, 14th Edition, , Pearson Education, Noida, 2023. 4. David L. Loudon, Albert J, Della Bitta, “Consumer Behaviour”, 4th Edition, McGraw Hill Education, New Delhi, 2017. 5. Ramesh Kumar S., “Consumer Behaviour: The Indian Context (Concepts and Cases)”, 2nd Edition, Pearson Education, Noida, 2017.
REFERENCE JOURNALS:
<ol style="list-style-type: none"> 1. Journal of Consumer Research 2. Journal of Marketing

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	POs				
	I	2	3	4	5
I	3				
2			2		
3					3
4		3			
5				I	
CO (W.A)	3	3	2	I	3

22BAX32-CONSUMER BEHAVIOUR					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: NIL					
Course Objective	<ul style="list-style-type: none">To understand the concept of Consumer behavior and its applications in purchase decisions.To educate students on Consumer behaviour with internal influences.To enable students in familiarized about consumer decision making process based external influences.To understand about consumer behaviour models for Individual and industrial buying behaviour and decision making.To comprehend on purchase decision process with changing consumer behaviour.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply Knowledge of consumer behavior principles, theories, concepts and techniques to solve business problems.	Ap	40%		
CO2	Classify the different consumer behaviour and their impact on purchasing.	An	20%		
CO3	Develop critical thinking skills to identify issues and resolve it.	An	20%		
CO4	Propose the effectiveness of various advertisement and promotions and their attempts to influence the behaviors of individuals across various aspects of business.	C	20%		
CO5	Engage in independent study as a member of a team and asses the consumer buying behavior with the help of a course mini project/assignment.	Ap	Internal Assessment		

UNIT I -INTRODUCTION	(9)
Understanding Consumer behaviour - Concepts, Significance, Consumer and Customers Consumption, Consumer orientation, Interpretive and Quantitative approaches - Foundations of Consumer Behaviour and Consumer Research - Consumer Decision making process and decision making roles	
UNIT II -INTERNAL INFLUENCES	(9)
Influences on consumer behavior - Motivation - Perception - Attitudes and Beliefs - Learning and Experience - Personality & Self Image.	
UNIT III - EXTERNAL INFLUENCES	(9)
Socio-Cultural, Cross Culture - Family group - Reference group - Communication - Influences on Consumer behavior - Branding of products by means of media and hoardings.	
UNIT IV - CONSUMER BEHAVIOR MODELS	(9)
Traditional and Contemporary Consumer behaviour model for Individual and industrial buying behaviour and decision making - Cultural Influences on Consumer Behaviour (case studies from diverse geographical regions)	
UNIT V -PURCHASE DECISION PROCESS	(9)
Consumer decision making process in the network era - 3 WIN formula - Alternative views on Consumer Behaviour -e-digital transformation- On-line Buyer Behaviour - Diffusion and Adoption.	
TOTAL (L:45) = 45 PERIODS	

TEXT BOOKS:
1. Leslie Lazar, Schiffman G, Kanuk, “Consumer Behaviour”, 12th Edition, Pearson Education, Noida, 2021. 2. Leon G Schiffman, Joseph Wisemblit, S Ramesh Kumar, Consumer Behaviour, 12th edition, Pearson, 2018
REFERENCES:
1. Andrew J. Smith, “Consumer Behaviour and Analytics”, 2nd Edition, Routledge, USA, 2024. 2. Hawkins, Motherbaugh, Mookerjee, “Consumer Behaviour: Building Marketing Strategy”, 13th Edition, McGraw Hill Education, New Delhi, 2023. 3. Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon, 14th Edition, , Pearson Education, Noida, 2023. 4. David L. Loudon, Albert J, Della Bitta, “Consumer Behaviour”, 4th Edition, McGraw Hill Education, New Delhi, 2017. 5. Ramesh Kumar S., “Consumer Behaviour: The Indian Context (Concepts and Cases)”, 2nd Edition, Pearson Education, Noida, 2017.
REFERENCE JOURNALS:
1. Journal of Consumer Research 2. Journal of Marketing

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

22BAX06-SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB10					
Course Objective:	<ul style="list-style-type: none">To educate regulatory environment governing securities markets and its implications for investment practicesTo familiarize with Capital Market & Risk and Return.To equip with knowledge of different financial markets, instruments, and their functioning.To provide skills to apply various valuation models and techniquesTo make students understand the strategies in developing portfolio investment and analysis				
Course Outcomes The Student will be able to		Cognitive Level		Weightage of COs in End Semester Examination	
CO1	Interpret market efficiency and its implications for technical analysis	Ap		30	
CO2	Demonstrate awareness of ethical considerations and regulatory compliance in investment management practices.	Ap		30	
CO3	Focus and forecast earnings of companies to assess their investment potential.	An		20	
CO4	Analyze various investment alternatives and strategies for optimal decision-making.	An		10	
CO5	Summarize SEBI's role, functions, guidelines, and regulations governing securities markets in India.	E		10	

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.	
UNITIII- 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	
UNITIV-TECHNICAL ANALYSIS	(9)
Technical Analysis: Need and Importance-Fundamental Vs Technical-Tools of Technical Analysis - Charts Indicators and Oscillators-Dow Theory-Efficient Market Theory.	
UNITV- 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):45PERIODS	

TEXTBOOKS:
<ol style="list-style-type: none"> 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, 19thEdition,S. Chand Publishing, New Delhi,2018. 3. Punithavathy Pandian, Securities Analysis and Portfolio Management, 2nd Edition, Vikas publishing House Pvt Ltd, New Delhi,2015.

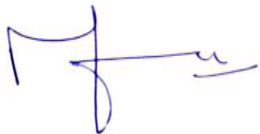
REFERENCES:	
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th edition, United States, 2014.
2.	Sasidharank, Alex k. Mathews, “Security Analysis and Portfolio Management” 2nd Edition, McGraw Hill Education, New Delhi, 2015.
3.	ShaliniTalwar, “Security Analysis &Portfolio 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. JitendraMahakud, 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.

MappingofCourseOutcomes(COs)withProgrammeOutcomes(POs)					
COs/POs	PO I	PO2	PO3	PO4	PO5
CO1	3	3			
CO2	2			3	2
CO3			3		3
CO4		3	2	2	
CO5	3	2		2	
CO(W.A)	2.7	2.7	2.5	2.3	2.5

22BAX07-MERCHANT BANKING AND FINANCIAL SERVICES				
		L	T	P
		3	0	0
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To learn functions and regulatory framework of merchant banking. To understand the mechanisms and methods involved in issuing securities. To understand the role of merchant bankers in issuing securities. To understand the various fee-based services provided by merchant banks. To Make Students Understand Novel Fund-Based Financial Services. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply key concepts of merchant banking and financial services to real-world scenarios, including underwriting, portfolio management, and advisory services.	AP	30%	
CO2	Apply the role of merchant bankers in securities issuance.	AP	20%	
CO3	Analyze the regulatory framework and market dynamics affecting merchant banking operations and financial services.	AN	20%	
CO4	Evaluate the performance and effectiveness of various financial services, including mergers, acquisitions, and wealth management strategies.	E	20%	
CO5	Evaluate Basics of Leasing and Hire Purchasing in Fund-Based Financial Services.	E	10%	

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:	
<ol style="list-style-type: none"> 1. Machiraju H.R., "Merchant Banking", 4th Edition, New Age International, New Delhi, 2019. 2. MadhuVij, Swati Dhawan, "Merchant Banking and Financial Services", 2nd Edition, McGraw Hill Education, New Delhi, 2017. 3. Dr. Ravichandran K., "Merchant Banking and Financial Services", 2nd Edition, Himalaya Publishing, Mumbai, 2019. 4. Khan M.Y., "Financial Services", 10th Edition, McGraw Hill Education. New Delhi, 2019. 5. NISM, "Merchant Banking", 1st Edition, Taxmann, New Delhi, 2019. 	
REFERENCES:	
<ol style="list-style-type: none"> 1. NaliniPravaTripathy, 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. SurajitSinha, 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	POs				
	PO1	PO 2	PO 3	PO4	PO5
CO1	3				
CO2	3				
CO3					2
CO4		2		2	
CO5		2	2	2	
CO(W.A)	3	2	2	2	2



22BAX08 - INTERNATIONAL TRADE FINANCE					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To equip students with a thorough understanding of the complexities involved in global commerce.To comprehending the principles, financial mechanisms, foreign exchange management, documentation requirements, and export promotion schemes essential for successful international trade operations.To provide students with a deep understanding of the key elements involved in international commerce.To covers the foundational concepts, financial mechanisms, foreign exchange management, documentation processes, and government schemes that promote exports.To intended with the skills and knowledge necessary to navigate the complexities of international trade effectively.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the International Financial System, Foreign Exchange market and its components.	Ap	30%		
CO2	Apply the theories of International Finance in Business.	Ap	20%		
CO3	Foster analytical thinking on derivative trading strategies in foreign exchange risk management.	An	20%		
CO4	Evaluate and assess the Firm's Exposure to risk in International environment using problems and cases.	E	20%		
CO5	Evaluate and well-prepared to manage and lead in the field of international trade, finance, and export promotion, with a strong understanding of both theoretical concepts and practical applications.	E	10%		

UNIT I- INTERNATIONAL TRADE	(9)
International Trade-Meaning and Benefits-Basis of International Trade-Barrier 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-Preshipment finance- Postshipment Finance-Financial Institutions -Forfeiting.	
UNIT III-FOREXMANAGEMENT	(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 Trade and Export Management", 21st Edition, Himalaya Publishing, Mumbai, 2019.
2. Franchis Cherunilam, "International Marketing (Text and cases)", 16th Edition, Himalaya Publishing, Mumbai, 2019.

REFERENCES:

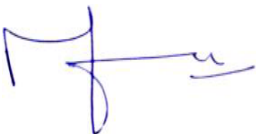
1. Philip R Cateora, Bruce Money, Mary C. Gilly, John Graham, "International Marketing", 18th Edition, McGraw Hill Education, New Delhi, 2019.
2. Anders Grath, "The Handbook of International Trade and Finance", 2nd Edition, Nordia Publishing Ltd,

United Kingdom, 2012.

3. Eunand Resnik, "International Financial Management", 5th Edition, McGraw Hill, New Delhi, 2011. Apt P. G., "International Financial Management", 3rd Edition, McGraw Hill, New Delhi, 2011.

4. Jeff Madura, "International Corporate Finance", 9th Edition, Cengage Learning, New Delhi, 2011.

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

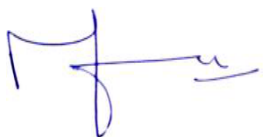


22BAX09-FINANCIAL MODELLING					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To understand the key historical developments and major reforms in Indian capital markets.To compare and contrast different working capital financing options.To Inculcate Knowledge on Project Selection TechniquesTo understand the various fee-based services provided by merchant banks.To Make Students Understand importance of cash flow management and its impact on business operations.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the fundamental principles and techniques in financial modeling.	AP	20%		
CO2	Apply techniques to make strategic decisions related to financing options.	AP	20%		
CO3	Analyze and interpret the results of bond and equity share valuations for investment decisions.	AN	20%		
CO4	Analyze financial models to support and enhance corporate financial decision-making.	AN	20%		
CO5	Evaluateand manage derivative instruments and their impact on financial strategies.	E	20%		

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) = 45 PERIODS	

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. 2019'
REFERENCES:
<ol style="list-style-type: none"> Craig W Holden,"Excel Modelling in Investments" Pearson Prentice Hall, Pearson Inc,New Jersey,5th Edition 2018 Ruzhbeh J Bodanwala , "Financial management using excel spread sheet ", Taxman Allied services Pvt Ltd, New Delhi,3rd Edition 2022.

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

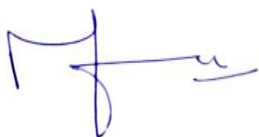


22BAX10-FINANCIAL DERIVATIVES					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB10					
Course Objective:	<ul style="list-style-type: none">• To discuss various types of traders involved in derivatives markets.• To describe margin requirements and the marking-to-market process.• To understand the role of financial intermediaries and the concept of warehousing.• To discuss the uses of SWAP in stock market.• To Utilize options contracts for portfolio management purpose				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply knowledge of futures contracts for hedging and speculative purposes.	Ap	30		
CO2	Develop the specifications of futures contracts, including margin requirements and marking to market.	Ap	20		
CO3	Assess credit risk associated with swap agreements	An	20		
CO4	Analyze the evolution and regulatory framework of derivatives markets in India.	An	20		
CO5	Evaluate options contracts based on intrinsic and time values, and their pricing models	E	10		

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. JiríWitzany, Derivatives, Theory and Practice of Trading, Valuation, and Risk Managementm, Springer International Publishing · 2020. 2. John C. Hull, SankarshanBasu (2016), Options, Futures and other Derivatives, 9 th Edition, Pearson education.
REFERENCES:
1. Prakash Yaragol, “Financial Derivatives: Text and Cases”, 1 st Edition, Vikas Publishing, New Delhi, 2018. 2. Gupta S.L., "Financial Derivatives Theory, Concept and Problems", 2 nd Edition, PHI Learning, New Delhi, 2017. 3. John C. Hull, SankarshanBasu, “Options Futures & Other Derivatives”, 10 th Edition, Pearson Education, Noida, 2018. 4. Parasuraman N.R., “Fundamentals of Financial Derivatives”, 3 rd Edition, Wiley, New Delhi, 2014. 5. Rajiv Srivastava, "Derivatives and Risk Management", 2 nd 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	3		2		
CO2		3			
CO3			3	2	
CO4		2		3	
CO5				3	2
CO(W.A)	2	2.5	2.5	2.7	2



22BAX33- BEHAVIORAL FINANCE					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">• To Gain foundational knowledge of behavioral finance principles and concepts.• To Identify and Understand Systematic Behavioral Factors Influencing Investment Behavior.• To enrich students' understanding of various biases and paradoxes affecting financial decision-making.• To understand the behavioral factors driving arbitrage strategies and decisions.• To familiarize students with the principles and practices of behavioral corporate finance.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the concepts and understand the significance of behavioral finance	AP	30%		
CO2	Apply a systematic approach to predict how investors might behave in response to various corporate decisions.	AP	20%		
CO3	Analyze various behavioral theories and decision biases that affect investor behavior.	AN	20%		
CO4	Assess and evaluate the impact of behavioral factors on investment decisions.	E	20%		
CO5	Evaluate the risks associated with arbitrage strategies within the context of behavioral finance.	E	10%		

UNIT I- INTRODUCTION TO BEHAVIORAL FINANCE	(9)
Introduction, Traditional vs. Behavioral Theory, The Decision Making Process and Behavioral Biases, Limits to Arbitrage	
UNIT II - EFFICIENT MARKET HYPOTHESIS	(9)
Challenges to Market Efficiency, Small Firm Effect, Momentum Vs Reversal, Noise Trader Risk in Financial Market, Attitude to Risk, Expected Utility, Mental Accounting.	
UNIT III - DECISION MAKING THEORIES & BIASES	(9)
Prospect Theory, SP/A Theory, Behavioral Portfolio Theory, Bayesian decision making - cognitive biases - forecasting biases, Excessive Risk Taking, Excessive Volatility, Loss Aversion, Gamblers' Fallacy.	
UNIT IV - ARBITRAGEURS	(9)
Definition of arbitrageur, Long-short trades, Risk vs. Horizon, Transaction costs and short-selling costs, Fundamental risk, Noise-trader risk, Professional arbitrage, Destabilizing informed trading	
UNIT V -BEHAVIORAL CORPORATE FINANCE	(9)
Supply of securities and firm investment characteristics (market timing, catering) by rational firms - Empirical Data on Dividend Presence or Absence, Ex-Dividend Day Behavior. Timing of Good and Bad Corporate News Announcement. Systematic Approach of Using Behavioral Factors in Corporate Decision-Making.	
TOTAL (L:45) = 45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> Kent Baker. H, Greg Filbeck, and John R. Nofsinger, "Behavioral Finance: What Everyone Needs to Know®", 1st Edition, Oxford University Press, New Delhi, 2019. Prasanna Chandra, "Behavioural Finance", 2nd Edition, McGraw Hill Education, New Delhi, 2020.
REFERENCES:
<ol style="list-style-type: none"> Ranjitsingh, " Behavioural Finance", 2nd Edition, PHI Learning, New Delhi, 2019. Lucy F.Ackert and Richard Deaves, "Understanding Behavioral Finance", 3rd Edition, Cengage Learning, New Delhi, 2019. HershShefrin, "Behavioral Corporate Finance", 3rd Edition, McGraw Hill Education, New Delhi, 2019. The Wall Street Journal, Bloomberg, CNN Money

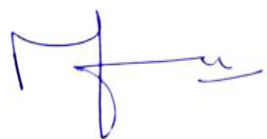
Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	POs				
	PO1	PO 2	PO 3	PO4	PO5
CO1	3				
CO2	3				
CO3			1	3	
CO4		2	1	3	
CO5		2			2
CO(W.A)	3	2	1	3	2



22BAX34-TECH IN FINANCIAL SERVICES					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective		<ul style="list-style-type: none">To educate students on the significance and impact of the fintech ecosystem.To equip students with knowledge about the significance of fintech and the risks associated with it.To expose students to the concepts and operations involved in digital payments.To gain knowledge on driving change in business models and customer Interfaces.To explore the impact of new technologies on the financial services Industry.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply Fintech Strategy, Products, Policy, and Planning Concepts.	AP	20%		
CO2	Apply blockchain technology and Fintech processes, and analyze their impact within the financial services sector.	AP	20%		
CO3	Apply and Analyze the Impact of Digital Payments and Fintech Analytics.	AN	20%		
CO4	Analyze and evaluate the risks associated with Fintech in the financial services industry.	E	20%		
CO5	Develop competitive and strategic frameworks for Fintech start-ups and established incumbents in project development.	C	20%		
UNIT I - FIN-TECH ECO SYSTEM					
(9)					
Overview of Fin-Tech - Ecosystem Valuation and Fundraising of FinTech firms - FinTech Payment Ecosystem - LendingTech: Opportunities & Challenges - Insurance tech-Digital Disruption in Insurance Sector.					
UNIT II - FIN TECH AND ASSOCIATED RISKS					
(9)					
Technology as Enabler of Regulation -FinTech& Society - Cyber Risk in Data - Centric Financial System - Operational Risk and its Impact in FinTech - Risk Associated with Payment, Lending and Supply Chain Financing - Credit Risk Modeling and Alternate Approaches					
UNIT III - DIGITAL PAYMENTS AND OPERATIONS					
(12)					
Evolution from credit card to Central Bank Digital Currency, Bank Digital Currency - B2B, B2C, C2C payment mechanisms, EMV, NFC, Tokenization - Mobile wallet, UPI, QR code Cross border digital payments - Payment platforms & ecosystem - Open and Neo banking, - National & international case studies.					
UNIT IV - PROJECT DEVELOPMENTIN FINTECH					
(9)					
FinTech Venture Management and Entrepreneurship: Creating FinTech Business Plan - Entrepreneurial Finance Fin-tech - Project Leadership Innovation and Creative Disruptions in Fin-Tech.					
UNIT V -TECH INNOVATION IN FINANCIAL SERVICES					
(6)					
Disruptive financial technologies - FinTech in Financial services - Crypto Assets and Cryptocurrencies - Fundamental Analysis and Trading Strategies for Crypto Markets.					
TOTAL (L:45) = 45 PERIODS					

TEXT BOOKS:
1. Susanne Chishti and Janos Barberis, “ The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries”, Wily Publication Edition I, 2021, ISSN : 9781119218876 2. Kartik Swaminathan, “3F: Future Fintech Framework”, Notion Press, ISSN : 978-1637147238
REFERENCES:
1. Peter S. Rose and Sylvia C. and Hudgins, Bank Management and Financial Services, Tata McGraw Hill, 9th Edition, New Delhi, 2018 2. Ross MccGill, “Technology Management in Financial Services”, Palgrave Macmillan, ISSN : 978-0230006799

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



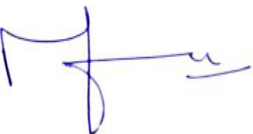
22BAXII - INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS				
		L	T	P
		3	0	0
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To explore contemporary knowledge and understanding of industrial relations. To understand appropriate conflict resolution strategy to resolve conflicts and reap the best results of group effort. To enhance knowledge on legal provisions for factory workers, wages and Bonus. To impart knowledge on management of human resources, labor legislation, employee benefits. To acquire knowledge on provisions of gratuity and child labor acts in industries. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply the basic concepts of industrial relations and trade unions.	Ap	40%	
CO2	Examine the different types of industrial disputes and identify the appropriate conflict resolution strategy to resolve conflicts.	Ap	20%	
CO3	Analyze the industrial relations system in India and the role of trade unions, including their registration process, rights, and responsibilities.	An	20%	
CO4	Develop the ability to effectively communicate labor laws and industrial relations strategies to stakeholders.	An	10%	
CO5	Evaluate the various forms of industrial disputes and methods for their prevention and resolution, including strikes, conciliation, arbitration, and adjudication.	E	10%	

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' 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” - I 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. PiyaliGhosh, ShefaliNandan, "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:
<ol style="list-style-type: none"> 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. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations &Labour Laws. TataMcGraw Hill. 2012 5. P.R.N Sinha, InduBalaSinha, SeemaPriyardarshiniShekhar. Industrial Relations, Trade Unionsand 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	POs				
	PO I	PO 2	PO 3	PO4	PO5
COI	3		2		2
CO2		I			
CO3				2	
CO4		I	2		2
CO5					
CO(W.A)	3	I	2	2	2



22BAX12-TRAINING AND DEVELOPMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB12					
Course Objective		<ul style="list-style-type: none">• To comprehend current and future trends in training.• To provide knowledge about Training and Development to employees and its implications.• To enhance the training, organizational and operation analysis and the methods and techniques used for assessment.• To acquire skills to design training programs that address identified needs.• To address the special needs of technical managers and develop strategies to support their development.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Design training programs considering factors such as objectives, budgeting, and evaluation needs.	Ap	20%		
CO2	Apply techniques for assessing training needs and perform operational/job analysis to determine specific requirements.	Ap	20%		
CO3	Analyze training needs using methods such as organizational, task, and person requirement analyses.	An	30%		
CO4	Discuss the importance of management development, explore various approaches, identify sources of knowledge, and develop strategies for addressing the special needs of technical managers.	C	20%		
CO5	Implement the effectiveness of training using different instruments and techniques, and conduct training audits to suggest improvements.	E	10%		

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 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):45PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 1. James D. K. and Nancy J. Taylor, "Designing and Delivering Training Programs: A Competency-Based Approach", 2nd edition, McGraw-Hill Education, 2022. 2. Alan M. Saks, Robert R. Haccoun, "Managing Performance through Training and development", 8th edition, Cengage Learning, 2022. 3. Stephen L. Cohen, "The Training & Development Book: The Complete Guide to the Principles and Practice of Training", Kogan Page, 2021. 4. Raymond A. Noe, Amitabh Deo Kodwani, "Employee Training and Development (SIE)", 8th edition, McGraw Hill, 2020.

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<ol style="list-style-type: none"> 1. Morgan King, Weisz Schopler, (2022), Introduction to Psychology, Tata McGraw Hill. 2. Armstrong Michael, "Managing and Developing People: A Guide to Best Practice", 15th edition, Kogan page, 2020. 3. Antonette Asumptha J, A Gurumurugan, Mcollin Joseph Xavier (2020), Notion Press 4. Charles R. Greer, "Strategic Human Resource Management: A General Managerial Approach", 4th Edition, Pearson, 2019.

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

22BAX13-ORGANISATIONAL DESIGN, CHANGE AND DEVELOPMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To provide students with a comprehensive understanding of organizational dynamics, change management, development strategies, and sustaining organizational effectiveness over time.To Provide the knowledge and skills necessary to effectively design, manage, and sustain organizations in a dynamic environment.To Analyze different organizational structures such as differentiation, integration, centralization, decentralization, standardization, and mutual adjustment.To Examine the role of organizational culture and techniques to overcome resistance, including job redesign.To Assess HR implications and develop strategies to sustain organizational change and growth.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply how technological and environmental factors impact organizational design.	Ap	30%		
CO2	Implement strategies to manage resistance to change at individual and organizational levels.	Ap	30%		
CO3	Analyze collected diagnostic information to identify areas for organizational improvement.	An	20%		
CO4	Assess the effectiveness of different OD interventions in practical scenarios.	An	20%		
CO5	Formulate strategies to sustain organizational change and growth, integrating innovation and creativity.	E	Internal Assessment		

UNIT I-ORGANIZATIONAL DESIGN	(9)
Organizational Design- Determinants- Components –Differentiation, Integration, Centralization ,Decentralization, Standardization,Mutualadjustment-TechnologicalandEnvironmentallImpactsonDesign-ImportanceofDesign-SuccessandFailuresindesign.	
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-teambuilding-inter-groupdevelopment.	
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:
<ol style="list-style-type: none"> 1. ThomasG.Cummings,ChristopherG.Woreley,“TheoryofOrganizationalDevelopmentand Change”, 10thEdition,Generic,NewDelhi,2021. 2. RatanRaina,“ChangeManagementandOrganizationalDevelopment”, 1stEdition,SagePublications,NewDelhi,2019. 3. WendellL.French,CecilH.Bell,“OrganizationDevelopment:BehavioralScienceInterventionsforOrganizational improvement”, 6thEdition,PearsonEducation,Noida,2017.

REFERENCES:
<ol style="list-style-type: none"> 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				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	3	2	2	2	2
CO2					
CO3	3		2		
CO4					
CO5		2			
CO(W.A)	3	2	2	2	2

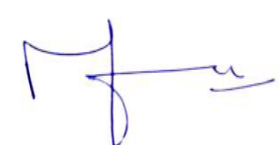
22BAX14 - HR METRICS AND ANALYTICS				
		L	T	P
		3	0	0
PRE REQUISITE : 22BAB12				
Course Objectives	<ul style="list-style-type: none"> To understand the fundamental analytical approaches used by HR Professionals to solve real business problems. To enhance the knowledge in talent acquisition, Onboard metrics, Measures, Metrics, KPIs, Performance Management and Basics of Enterprise Reporting To learn about the tools available for HR analytics, operational issues, and the organizational strategies. To impart knowledge on human value chain, BSC, ROI and prediction in HR activities. To enhance better decision-making ability for hiring, firing employees, resource utilization, Big Data, and people analysis. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Applykey HR metrics andtheir significance in assessing workforce performance	Ap	30	
CO2	Predict the predictive analytics techniques to forecast future HR trends and outcomes	Ap	30	
CO3	Analyze HR analytics to support strategic decision-making, such as workforce planning, talent management, and organizational development.	An	20	
CO4	Assess human capital's role in the value chain and apply the balanced scorecard (BSC) to HR activities.	E	20	
CO5	Evaluate the impact of big data on people analytics and understand the effectiveness of big data applications in HR.	E	10	

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.	
TOTAL (L: 45) : 45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 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:
<ol style="list-style-type: none"> 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 5. Pease, G., & Beresford, B. (2014). Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments. Wiley.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2		3	2		
CO3			3	2	
CO4			3	3	
CO5		2	2		3
CO(W.A)	3	2.5	2.5	2.5	3



22BAX15 - STRATEGIC HUMAN RESOURCE MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: 22BAB12					
Course Objective		<ul style="list-style-type: none">To learn the basic concepts, process, challenges, and organizational capability of strategic HRM.To familiarize in dealing all areas of Human Resources Management in a strategic way likeHuman Resources Planning, design, redesigns and strategy implementation.To impart knowledge on SHRM Measurements, planning, acquisition, staffing and Motivationof human resources.To learn about the employee career development, Strategic Pay and Employee Relations.To uphold corporate ethics and values in HR practices and assess the effectiveness of SHRM in various contexts, including the global environment.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply HR strategies to align with and support overall business objectives, driving organizational success.	Ap	30%		
CO2	Examine HR practices, performance management systems, and career development models to understand their impact on employee and organizational performance.	An	30%		
CO3	Develop strategic HR plans and systems that cater to organizational needs, including effective work system designs.	C	10%		
CO4	Evaluate the effectiveness of HR strategies, global HR practices, and performance management systems in achieving organizational goals and maintaining ethical standards.	E	20%		
CO5	Engage with stakeholders and employees to collaboratively create and implement HR strategies, performance management systems, and career development plans that meet organizational and employee needs.	C	10%		
UNIT I: Introduction to Strategic HRM					
Strategic HRM and Corporate strategies- Integrating HR strategies with business strategies -Challenges in HRM- Analyzing HR Practices followed by different firms -Human Resource System.				(9)	
UNIT II: Human Resource Planning and Strategy					
Human Resource Planning - Design and redesign of work systems - Organizational culture. HR Strategies- Performance management strategies-reward and compensation- retrenchment				(9)	
UNIT III: Implementation of SHRM					
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.				(9)	
UNIT IV: Career & Competency Development					
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.				(9)	
UNIT V: Strategies in Global Environment					
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.				(9)	
TOTAL (L:45) : 45 PERIODS					

TEXT BOOKS:
<ol style="list-style-type: none"> 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:
<ol style="list-style-type: none"> 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 -TheManagers 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	POs				
	I	2	3	4	5
I	3				
2			2		
3		I		2	
4				2	I
5		I			I
CO (W.A)	3	2	2	2	I

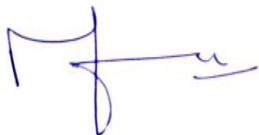
22BAX35-COMPENSATION MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objective		<ul style="list-style-type: none">• To understand the compensation process from different perspectives.• To appraise compensation strategies for gaining competitive advantage.• To comprehend the principles and theories behind performance-related compensation.• To gain comprehensive knowledge of the legal and regulatory frameworks that governs compensation practices.• To understand the components and complexities of executive compensation packages.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the concepts of compensation system in the organizations.	Ap	30%		
CO2	Analyse the economic, legal, strategic and ethical aspects of pay systems in any industry and organizations.	An	20%		
CO3	Analyse the role of government and taxation process related to compensation.	An	30%		
CO4	Design a compensation package for employees of different level and sectors.	C	20%		
CO5	Develop strategies to manage compensation across different countries and regions.	C	Internal Assessment		

UNIT I- INTRODUCTION	(7)
Compensation - Definition - objectives- Importance of Compensation Management- conceptual framework of compensation management-principles of compensation formulation-Types of compensation.	
UNIT II - COMPENSATION PLANNING AND EVALUATION	(9)
Compensation strategies - contextual similarities and differences- Developing a total compensation strategy - Competitive Advantage - Job evaluation systems, the compensation structure- Wage and salary surveys, the wage curve, pay grades and rate ranges, preparing salary matrix, fixing pay, significant compensation issues.	
UNIT III -PERFORMANCE MANAGEMENT AND COMPENSATION STRUCTURE	(11)
Performance management system (PMS)-performance objectives - indicators- standards and metric - effective performance modeling-dimensions of performance- Designing Pay for Performance Plan. Team Compensation - Gain Sharing Incentive Plan - Enterprise Incentive Plan - Profit Sharing Plan- ESOPs	
UNIT IV - LEGALIZATION AND COMPENSATION	(9)
The legislative process - Payment of Wages Act 1936, Employees Insurance Act 1948, Workers Compensation Act 1923, Employees Provident Fund Act 1952.	
UNIT V -EXECUTIVE AND INTERNATIONAL COMPENSATION	(9)
Executive compensation - concepts and elements, Quantitative tools, Expatriate Compensation and its Objectives, Elements of Expatriate’s Compensation Package, Laws relating compensation.	
TEXT BOOKS :	
1.Compensation- Milkovich G. T, Barry Gerhart, 14th edition McGraw- Hill, 2023.	
2. Richard.I. Henderson: Compensation Management In Knowledge Based World - Prentice Hall, 2007.	
3. Compensation Management- by Dipak Kumar Bhattacharyya	
4. Goel, Dewakar,”Performance Appraisal and Compensation Management: A Modern Approach” - PHI Learning, Third Edition.	

REFERENCES:

- 1.Thomas.P. Plannery, David.A. Hofrichter&Paul.E.Platten: People Performance & Pay - Free Press
2. Compensation Management in Knowledge - based World 10th Edition (English, Paperback, Richard I. Henderson), PEARSON.

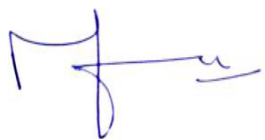
Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	POs				
	1	2	3	4	5
1	3				
2			3		
3	3				1
4				2	1
5		2	3		
CO (W.A)	3	2	3	2	1



22BAX36-PERFORMANCE MANAGEMENT SYSTEM				
			L	T
			3	0
PRE REQUISITE : NIL				
Course Objective		<ul style="list-style-type: none"> To discuss the various dimensions of performance management and the role of appraisals in the current scenario. To examine the role of Key Performance Areas (KPA's) in performance planning and analyze the process of performance analysis. To investigate the factors affecting the implementation of performance management systems and identify potential pitfalls. To set the right expectations for managers and employees To develop Effective communication between individuals and teams. 		
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply various performance appraisal methods.	Ap	20%	
CO2	Engage in independent study and make an oral presentation on the performance Management System.	Ap	20%	
CO3	Analyze strategies, techniques, and frameworks to understand their effectiveness in managing and improving team performance in practical situations.	An	30%	
CO4	Develop various employee development plans	C	20%	
CO5	Assess and evaluate performance of employees.	E	10%	

UNIT I - INTRODUCTION TO PERFORMANCE MANAGEMENT	(9)
Role of Performance in Organizations, What are Performance Management, Dimensions of Performance Management, and Role of Appraisals in Performance management, Performance Management in today's scenario..	
UNIT II - PERFORMANCE MANAGEMENT PROCESS	(9)
Relevance of Objectives in organizations and Performance management, Organizational and Individual Performance in Performance Management, Process of Performance Management,Agile Performance Management.	
UNIT III -PERFORMANCE PLANNING AND ANALYSIS	(9)
What is Performance Planning, Performance Planning and Performance Analysis, KPAS and Performance Planning, Components of Performance Planning, Objectives of Performance Analysis, Performance Analysis Process.	
UNIT IV - PERFORMANCE REVIEW AND DISCUSSION	(9)
Significance of Performance Review in Performance Management, Process of Performance Review, Performance Ratings: Factors affecting appraisals, Methods and Errors, Reducing Rater Biases. Performance Review Discussions: Objectives, Requisites, Process, Role of Mentoring and Coaching in Performance Review Discussions	
UNIT V -IMPLEMENTING PERFORMANCE MANAGEMENT SYSTEM	(9)
Operationalizing change through Performance Management Process, Factors affecting Implementation, Pitfalls of Implementation, Experiences in Performance Management: Traditional Practices in the Industry, Recent approaches in practice, Case studies of Performance Management Systems in select organizations	
TEXT BOOKS : 1. Performance Appraisal and Management(Kevin R Murphy, 2018) 2. Herman Aguinis, "Performance Management", Pearson Education, 3. Compensation Management- by Dipak Kumar Bhattacharyya	
REFERENCES: 1. Kohli A S and Deb T, "Performance Management", Oxford University Press, 2008. 2. Rao, T.V., "Performance Management and Appraisal Systems HR Tools for Global Competitiveness" Response Books, New Delhi, 2007 3.Chadha Prem, "Performance Management - It's about Performing - Not just Appraising", Macmillan India Limited, New Delhi, 2003.	

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



22BAX16-DEEP LEARNING AND ARTIFICIAL INTELLIGENCE				
		L	T	P
		3	0	0
PRE REQUISITE : 22BAB04				
Course Objective: <ul style="list-style-type: none"> To understand the Deep Networks, Modern Practices and Deep forward networks. To understand the importance of Training Deep Models and How Learning Differs from Pure Optimization. To understand Artificial Intelligence and Problem Solving techniques. To be aware of Advanced Problem- Solving Paradigm and Knowledge Representation. To know about the Expert Systems and Applications. 				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply data preprocessing techniques to prepare datasets for training deep learning models.	Ap	30%	
CO2	Develop specific real-world applications such as image recognition, natural language processing, and time-series analysis.	Ap	30%	
CO3	Analyze the impact of hyper-parameters on model performance and make data-driven decisions to optimize models.	An	20%	
CO4	Estimate advanced Problem-Solving Paradigm and Knowledge Representation.	An	20%	
CO5	Understand the Expert Systems Applications and machine learning paradigm.	U	Internal Assessment	
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.				
UNITIV-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):45PERIODS				

TEXTBOOKS:
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: <ol style="list-style-type: none"> 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.

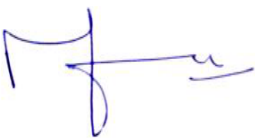
MappingofCourseOutcomes(COs)withProgrammeOutcomes(POs)					
COs/POs	PO I	PO2	PO3	PO4	PO5
COI	3	2		2	
CO2	2		3		
CO3		3	2	2	
CO4	3			2	3
CO5		2		3	
CO(W.A)	2.7	2.3	2.5	2.3	3

22BAX17-e-BUSINESS MANAGEMENT					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: 22BAB04					
Course Objective	<ul style="list-style-type: none">• To understand the practices and technology to start an online business.• To refer aspects of online customer acquisition, conversation or experience and Retention.• To develop key business strategy and industry issues and goals.• To Link through the objectives and strategies to achieve them through high level goals.• To communicate the goals and significance of an e-business initiate to employees and partners.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply their knowledge to build and manage an e-business.	Ap	20%		
CO2	Develop a comprehensive understanding of technology infrastructure.	Ap	20%		
CO3	Cultivate the skills necessary to manage an e-business effectively and an awareness of ethical, legal, and privacy considerations in e-business.	An	40%		
CO4	Create clear and concise communications of complex technical information about technology infrastructure, security, and payment protocols in e-business environments.	C	20%		
CO5	Collaboratively engage in an independent study as a member of a team and study the e-business effectiveness through assignments or case studies.	An	Internal Assessment		

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, Deborrah 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	POs				
	1	2	3	4	5
1	3				
2		2			
3				3	
4			1		
5				1	1
CO (W.A)	3	2	1	2	1

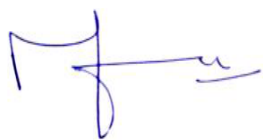


22BAX18-ENTERPRISE RESOURCE PLANNING							
				L	T	P	C
				3	0	0	3
PREREQUISITE : NIL							
Course Objective		<ul style="list-style-type: none">• To understand the overview of enterprise systems and their evolution.• To learn project management principles in the context of ERP implementation.• To develop knowledge of the ERP implementation framework.• To analyze the organizational and industrial impact of ERP implementation.• To analyze the organizational and industrial impact of ERP implementation.					
Course Outcomes The Student will be able to				Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply knowledge from case studies to real-world scenarios in enterprise systems.			Ap	30%		
CO2	Identify and analyze various functional modules within an ERP system.			An	20%		
CO3	Analyze the roles of people, consultants, vendors, and employees in ERP implementation.			An	20%		
CO4	Evaluate post-implementation case studies to learn from real-world examples.			An	20%		
CO5	Evaluate organizational data, master data, and document flow in ERP systems.			E	10%		

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 ERPsystems-web enabled, Wireless technologies, cloud computing and Augmented reality- case studies.	
TOTAL (L: 45) : 45PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2018. Alexis Leon, Enterprise Resource Planning, third edition, Tata McGraw-Hill, 2014. Vinod Kumar Garg and NK Venkita Krishnan. (2011), Text Book of Enterprise Resource Planning - Concepts and Practice, PHI., New Delhi. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India, 2012

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
C01	3				3
C02					
C03		2		2	3
C04			3		
C05				3	
CO(W.A)	3	2	3	2.5	3



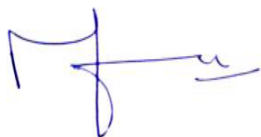
22BAX19 - DATA MINING FOR BUSINESS INTELLIGENCE					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To understand the concepts of data mining, text mining, web mining, spatial mining, and process mining.To design and develop a data warehouse architecture.To implement clustering techniques and neural networks for data segmentationTo recognize ethical and legal limits in business intelligence practices.To apply BI and data mining techniques to various sectors such as retailing, customer relationship management (CRM), banking, stock pricing, production, crime analysis, genetics, medical, and pharmaceutical fields				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	To implement clustering techniques and neural networks for data segmentation.	Ap	30%		
CO2	To recognize ethical and legal limits in business intelligence practices.	Ap	20%		
CO3	To apply BI and data mining techniques to various sectors such as retailing, customer relationship management (CRM), banking, stock pricing, production, crime analysis, genetics, medical, and pharmaceutical fields.	An	20%		
CO4	Evaluate case studies and real-world examples to understand the application of BI and data mining in diverse sectors.	An	20%		
CO5	Identify and evaluate different business intelligence software and their applications.	E	10%		

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) : 45PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India, 2011. Michel Berry and Gordon Linoff, Data mining techniques for Marketing, Sales and Customer support, John Wiley, 2011. Elizabeth Vitt, Michael LuckevichStaciaMisner, Business Intelligence, Microsoft, 2011.

<p>REFERENCES:</p> <ol style="list-style-type: none"> 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. GalitShmueli, Peter C Bruce, InbalYahav, Nitin R Patel, Kanneth 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.
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Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
C01				2	3
C02	2				2
C03		3			
C04	3		2		
C05					
CO(W.A)	3	3	2	2	2.5

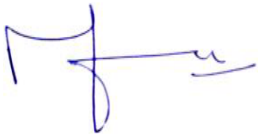


22BAX20 - SOCIAL MEDIA WEB ANALYTICS						
			L	T	P	C
			3	0	0	3
PRE-REQUISITE: 22BAB04						
Course Objective		<ul style="list-style-type: none">• To showcase the opportunities that exists today to leverage the power of the web and social media.• To make them understand science of Social Media for community building and management.• To get an idea of social media policies.• To understand the fundamentals and concepts of web analytics.• To know about how to effectively use the resulting insights to support website design decisions, campaign optimization, search analytics, etc.				
Course Outcomes At the end of the course, the students will be able to understand and remember the concepts of Social Media Web Analytics and to			Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Implement the Principles of Search and Web Optimization.		Ap	20%		
CO2	Explore the Evolution and Dynamics of Social Media.		An	10%		
CO3	Acquire Skills in Web and Social Media Analytics.		An	30%		
CO4	Develop Proficiency in Community Building and Digital Engagement.		C	20%		
CO5	Examine Ethical and Privacy Issues in Social Media.		E	20%		

UNIT I -INTRODUCTION	(7)
Evolution of online communities - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties - Influencers - How ideas travel - Viralness - 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	(11)
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. TakeshiMoriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016.	

REFERENCES:
1. Bittu Kumar, Social Networking, V & S Publishers, 2013 2. AvinashKaushik, 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
C01		3		2	
C02				3	
C03	3				
C04				3	
C05					3
CO(W.A)	3	3	-	2.6	3



22BAX37-BUSINESS ANALYTICS USING PYTHON				
		L	T	P
		3	0	0
PRE REQUISITE : NIL				
Course Objective:	<ul style="list-style-type: none"> To understand the emerging role of analytics in business organizations To use data, methods, and fact-based management to support and improve decision making To acquire proficiency in applying analytical techniques suitable for unstructured data To evaluate the performance and validity of the models, ensuring they provide reliable insights and solutions. To emphasize applications, concepts and interpretation of results, rather than programming and calculations. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply the concepts and methods relating to business analytics	Ap	40	
CO2	Interpret results by identifying appropriate course of action and create viable business solutions.	Ap	20	
CO3	Analyze unstructured data to support business operations.	An	20	
CO4	Visualize and synthesize data using data visualization tools and techniques.	E	20	
CO5	Design and build models to solve a managerial situation or a business problem.	C	20	

UNIT I -Introduction	(9)
Introduction to machine learning -Artificial intelligence- Practical applications of machine learning - Deep learning- Dimensionality Reduction Techniques- Factor Analysis	
UNIT II - Supervised Machine Learning Techniques	(9)
Conjoint analysis - Full/Fractional design, choice cards, attribute importance- Linear Discriminant Analysis - Fisher’s method-Mahalanobis method- Standardized and unstandardized coefficients- structured coefficients- Baye’s theorem	
UNIT III - Advanced Supervised Machine Learning Techniques	(9)
Random Forest- Out of bag error rate , variable importance, tuning hyper parameters, SVM- hyperplanes and support vectors, SVM model building . Ensemble Methods-bagging, boosting, adaboost, gradient boosting, extreme gradient boosting, bias variance trade off.	
UNIT IV- Artificial Neural Networks	(9)
Neural Networks- Neural Network model building - Perceptron - Bias -Activation Function - Hidden layers- Forward propagation - Backward propagation - Introduction to convolutional Neural Network and Reinforcement learning	
UNIT V - Time Series Analysis	(9)
Visualizing the time series - Components of times series -Stationary of the Data - Differencing the Times series- Time series models -Simple Exponential Smoothing - Double Exponential Smoothing-Holts model- additive model, multiplicative model-Auto Regressive Integrated Moving average Model building - Auto ARIMA model	
TOTAL (L) = 45 PERIODS	

REFERENCES:
1. Uma Maheswari, Sujatha, “Introduction to Data Science: Practical approach with R and Python’, Wiley, 2021 2. Dinesh Kumar, “Business Analytics: The Science of Data Driven decision making”, 2nd Edition Wiley , 2021

3. Manaranjan Pradhan,Dinesh Kumar, “Machine Learning using Python”, Wiley, 2019
4. Sanjiv Jaggia, Kevin Lertwa,”Business Analytics: Communicating with numbers 2nd Edition” 17 May 2023

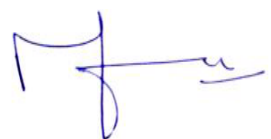
Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
C0s/ POs	PO I	PO 2	PO 3	PO4	PO5
CO I	3	-	-	-	-
CO 2	2	3			
CO 3		2		3	
CO 4		2	3		3
CO 5			2		3
CO(W.A)	2.5	2.3	2.5	3	3

22BAX38- Artificial Intelligence and Machine Learning					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : NIL					
Course Objective:	<ul style="list-style-type: none">• To apply learned concepts to analyze and solve problems related to Machine learning and Artificial Intelligence• To understand the importance of data quality, model interpretation, and ethical considerations in deploying classification models across various domains• To equip students with the ability to devise effective strategies using advanced machine learning techniques• To understand the interpretability and ethical implications associated with deploying Artificial neural networks in real-world applications.• To understand the implications of uncertainty and variability in predictive outcomes.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply various concepts of machine learning and artificial intelligence.	Ap	40		
CO2	Construct dimensionality reduction techniques like Factor Analysis to reduce dataset complexity.	Ap	20		
CO3	Assess data stationarity and perform differencing on time series data.	An	20		
CO4	Explore ethical issues in machine learning, including bias, fairness, and transparency.	An	20		
CO5	Build and evaluate neural network models for various business applications.	E	20		

UNIT I -Introduction	(9)
Introduction to machine learning -Artificial intelligence- Practical applications of machine learning - Deep learning-Dimensionality Reduction Techniques- Factor Analysis.	
UNIT II - Supervised Machine Learning Techniques	(9)
Conjoint analysis - Full/Fractional design, choice cards, attribute importance- Linear Discriminant Analysis - Fisher's method-Mahalanobis method- Standardized and unstandardized coefficients- structured coefficients- Baye's theorem	
UNIT III - Advanced Supervised Machine Learning Techniques	(9)
Random Forest- Out of bag error rate , variable importance, tuning hyper parameters, SVM- hyper planes and support vectors, SVM model building . Ensemble Methods-bagging, boosting, adaboost, gradient boosting, extreme gradient boosting, bias variance trade off.	
UNIT IV- Artificial Neural Networks	(9)
Neural Networks- Neural Network model building - Perception - Bias -Activation Function - Hidden layers- Forward propagation - Backward propagation - Introduction to convolution- Neural Network and Reinforcement learning	
UNIT V - Time Series Analysis	(9)
Visualizing the time series - Components of times series -Stationary of the Data - Differencing the Times series- Time series models -Simple Exponential Smoothing - Double Exponential Smoothing-Holts model- additive model, multiplicative model-Auto Regressive Integrated Moving average Model building - Auto ARIMA model	
TOTAL (L) = 45 PERIODS	

REFERENCES:
<ol style="list-style-type: none"> Manaranjan Pradhan,Dinesh Kumar, “Machine Learning using Python”, Wiley, 2019 Aurélien Géron, "Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow". II Edition,2019 Andrew Ng, "Machine Learning Yearning",2018 "Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell, 2019 Deepak Khemani, "A First Course in Artificial Intelligence", McGraw Hill Education(India) Private Limited, NewDelhi.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
C0s/ POs	PO1	PO 2	PO 3	PO4	PO5
CO1	3				
CO 2	2	3			
CO 3		3	2		3
CO 4		2		3	
CO 5			3		3
CO(W.A)	2.5	2.7	2.5	3	3



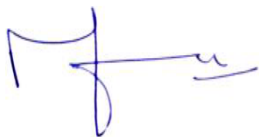
22BAX21-LOGISTICS AND SUPPLY CHAIN MANAGEMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">• To learn key concepts and principles of supply chain management.• To assess and improve supply chain network structure and efficiency• To understand and use inventory management strategies and implement warehousing solutions to optimize inventory• To Understand and evaluate different transportation methods for both domestic and international logistics.• To Make Students managing and controlling organizational structures and processes effectively.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply fundamental principles and concepts to address real-world challenges in supply chain management and logistics.	AP	20%		
CO2	Apply principles to create and optimize supply chain networks for improved performance and efficiency.	AP	20%		
CO3	Apply techniques to forecast demand and effectively manage inventory and warehousing to meet business needs.	AP	20%		
CO4	Analyze domestic and international transportation issues and develop actionable solutions to address these challenges effectively.	AN	20%		
CO5	Evaluate organizational structures and control techniques within the context of logistics and supply chain management.	E	20%		

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 Unitization. Consumer and Industrial Packaging.	
UNIT-V ORGANISATION AND CONTROL	(9)
Organization Structure - need and development. Organizational - Choices, Orientation and positioning. Inter functional and inter organizational management - alliances and partnerships. Control- Process framework, system details, information, measurement and interpretation.	
TOTAL (L:45) = 45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> 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, 2022. 3. Janat Shah, "Supply Chain Management - Text and Cases", 9th Edition, Pearson Education, New Delhi, 2018.

REFERENCES:
<ol style="list-style-type: none"> 1. Sunil Chopra, “Supply Chain Management - Strategy, Planning and Operation”, 7th Edition, Pearson Education, Noida, 2018. 2. John J. Coyle, “Supply Chain Management: A Logistics Perspective”, 10th Edition, Cengage Learning, New Delhi, 2019. 3. 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				
	PO 1	PO 2	PO 3	PO4	PO5
CO1	3				
CO2	3				
CO3	2	2			
CO4				3	
CO5			2	3	3
CO(W.A)	2.7	2	2	3	3



22BAX22 - SERVICES OPERATIONS MANAGEMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	To understand the nature, classification, and distinctive characteristics of services. To explore new service development and design elements. To learn to measure service quality using tools like SERVQUAL and Walk-through Audits. To design service facilities considering nature, objectives, and process analysis. To develop strategies for managing demand and capacity.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply a strategic service vision considering the competitive environment and generic strategies.	Ap	30%		
CO2	Develop and retain customers using various service strategies.	Ap	20%		
CO3	Analyze service processes to identify opportunities for productivity improvement.	An	20%		
CO4	Evaluate different expansion strategies, including franchising and globalization, for service operations.	An	20%		
CO5	Assess the impact of different service facility layouts on operational efficiency.	E	10%		

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 Waiting Lines -Queuing systems, psychology of waiting; 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, 2018.
2. CengizHaksever, Barry Render, Service Management, Pearson Education, 2013.
3. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2ndEdition, 2005.
4. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006.

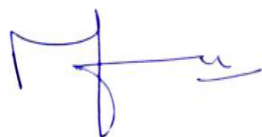
Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO2	PO3	PO4	PO5
CO1					3
CO2	3	2			2
CO3					
CO4			2		
CO5				3	
CO(W.A)	3	2	2	3	2.5

22BAX23-PROJECT MANAGEMENT					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective		<ul style="list-style-type: none">To learn the concepts of managing Projects.To gain knowledge on allocating resources and optimizing time.To understand the roles and responsibilities on project manager.To understand the concept of scheduling and allocating resources.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.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply project management principles in business situations.	Ap	40%		
CO2	Analyse scheduling and resource allocation describe project evaluation.	An	20%		
CO3	Analyze scheduling and resource allocation and risk associated with the project.	An	20%		
CO4	Identify the role and the importance of project manager in the organization.	E	10%		
CO5	Demonstrate planning and budgeting, managing conflict which helps to take effective decisions.	E	10%		

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:
<ol style="list-style-type: none"> 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:
<ol style="list-style-type: none"> 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. Gido and Clements, Successful Project Management, Seventh Edition, Thomson Learning, 2017. 4. Joseph Heagney, “Fundamentals of Project Management”, 5th Edition, Amacom, New York, 2016. 5. Panneerselvam. R, Senthilkumar. P, Project Management, PHI Learning, 2009. 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. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs	POs				
	PO I	PO 2	PO 3	PO4	PO5
CO1		2	I	I	
CO2	3				
CO3		2	2		I
CO4					
CO5					
CO(W.A)	3	2	I.5	I	I



22BAX24-SUPPLY CHAIN ANALYTICS					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB09					
Course Objective:		<ul style="list-style-type: none">• To gain knowledge on understanding of supply chain analytics fundamentals.• To impart knowledge for ability to design warehouse models to enhance supply chain performance• To impart the knowledge on ability to analyze models and strategies in inventory management.• To impart knowledge to understand network models in transportation• To impart knowledge on ability to make decision using multi-criteria in applications of SCM.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply Dynamic Location Models to optimize warehouse locations based on changing demand patterns.	Ap	30		
CO2	Discover Risk Pooling strategies to mitigate supply chain risks	Ap	30		
CO3	Analyze models and strategies in inventory management.	An	20		
CO4	Evaluate predictive analytics models to forecast demand in a supply chain	E	10		
CO5	Design warehouse models to enhance supply chain performance	C	10		

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 MCDM MODELS	(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:
<ol style="list-style-type: none"> Nada R. Sanders, Big data driven supply chain management: A framework for implementing analytics and turning information into intelligence, Pearson Education, 2014. Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman, Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Pearson Education, 2013

<p>REFERENCES:</p> <ol style="list-style-type: none"> 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.
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Mapping of Course Outcomes (COs) with Programme Outcomes(POs)					
COs/POs	PO I	PO2	PO 3	PO4	PO 5
CO I	3		2		
CO2	2	3		2	
CO3		3	2		3
CO4		2	3		2
CO5	2	2	3	2	
CO(W.A)	2.3	2.5	2.5	2.0	2.5

22BAX25-WAREHOUSE MANAGEMENT						
			L	T	P	C
			3	0	0	3
PRE-REQUISITE: 22BAB09						
Course Objective		<ul style="list-style-type: none">• To learn the basic concepts and decisions involved in warehousing• Explore the role of inventory in the supply chain, understand different types of inventory systems, and learn about inventory costs and the need for inventory.• To impart knowledge on Understand various inventory control methods, and learn to manage warehousing operations using Warehouse Management Systems (WMS).• To gain knowledge of material handling systems, including principles, performance measures, and equipment types, as well as specialized handling for refrigerated warehouses and cold chain logistics.• To learn about modern warehousing methods, including automated storage and retrieval systems, barcoding, and RFID technology, and understand their applications and advantages in the logistics industry.				
Course Outcomes The Student will be able to			Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply warehouse management techniques by organizing storage layouts, optimizing space utilization, and implementing effective storage systems for various types of products.		Ap	30%		
CO2	Analyze warehouse performance data to identify bottlenecks, inefficiencies, and opportunities for improvement in operations.		An	30%		
CO3	Evaluate different warehousing strategies and technologies, assessing their cost-effectiveness, scalability, and impact on overall supply chain performance.		E	20%		
CO4	Create innovative solutions for complex warehousing challenges or developing contingency plans for risk management and disaster recovery.		C	10%		
CO5	Design and implement innovative solutions for optimizing warehouse operations or systems that improve efficiency, reduce costs, and enhance overall warehouse performance.		C	10%		

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				
	1	2	3	4	5
1	3	-	-	-	-
2	-	2	-	-	-
3	-	2	-	1	-
4	-	-	2	-	-
5	-	-	1	-	1
CO (W.A)	3	2	1.5	1	1

22BAX39-LEAN MANUFACTURING					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective		<ul style="list-style-type: none">To gain the knowledge on lean manufacturing concepts for improving productivity in business operations.The students will gain in terms of quality control and process improvement within a manufacturing context.To disseminate information about the kanban system and cost cuttingTo transfer visual system expertise in order to concentrate on the process and promote enhancements.To provide information on a methodical approach to applying lean manufacturing techniques.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply the key requirements and concepts of lean manufacturing for improving productivity in business operations.	Ap	40%		
CO2	Identify and analyze the potential enterprise issues associated while implementing lean principles for industries.	An	40%		
CO3	Select and design appropriate primary tools and techniques for controlling quality and improving manufacturing process.	E	10%		
CO4	Design appropriate secondary tools and techniques for improving productivity and customer satisfaction.	E	10%		
CO5	Implement and execute lean practices and culture to manufacturing and service industry.	C	Internal Assessment		
UNIT I-INTRODUCTION TO LEAN (9)					
Evolution of Lean Manufacturing - Lean Principles - Framework of Lean Processes - Lean Production - 7 hidden wastes - Concepts of Cycle time and Takt time - Process mapping - The Lean Enterprise - Lean and Green Manufacturing-Toyato production system.					
UNIT II - PRACTICES OF JUST IN TIME INVENTORY AND LEAN PRODUCTION (9)					
Just-in-Time Inventory - Characteristics of JIT - Lean Production - Pull production -Toyota Production System - Heijunka - Point of use storage -Cellular Layout - Focused factory - Supermarket - Case studies-industry 5.0.					
UNIT III - LEAN CONCEPTS AND TOOLS (9)					
Kaizen events - 5S Housekeeping - Poka Yoke - SMED- Kanban system -Visual workplace - One-piece flow - Gemba - Andon - Shadow Board -Jidoka - Catch Ball - FMEA - Zero defects - Design of Experiments - Root Cause Analysis - Standardized work - Value Stream Mapping.					
UNIT IV - LEAN MANUFACTURING THROUGH TPM (9)					
Principles of TPM - 8 TPM Pillars - JishuHozen - Planned and Quality Maintenance- Kobetsu Kaizen - 6 Big Losses - TPM in office functions -Overall Equipment Efficiency - OEE Goals - TPM implementation.					
UNIT V - LEAN IN SERVICE SECTOR (9)					
Lean wastes in service - Financial sector - Marketing sector - Retailing -Health care & Hospitality sector - Lean office - Lean suppliers - Internet of Things - IoT for Lean Production					
TOTAL (L:45) = 45 PERIODS					

TEXT BOOKS:
1.S. R. Devadasan, "Lean and Agile Manufacturing", PHI, 2021. 2.Arun Desai, "Lean Manufacturing: Perspectives and Application", IUP,2020.
REFERENCES:
1. Pascal Dennis, "Lean Production Simplified", 3rd Edition, Productivity Press/ CRC Press, London, 2022 2.Dennis P. Hobbs, "Lean Manufacturing Implementation: A Complete Execution Manual for Any Size Manufacturer", 1st Edition, eBook, Boca Raton: J. Ross Publishing, Incorporated, 2022

3.Jeffrey Liker, “The Toyota Way”, 1st Edition, McGraw Hill Education, New Delhi, 2021.
4.Devadasan S.R., “Lean and Agile Manufacturing”, Paperback Edition, PHI Learning, New Delhi, 2020.
5.Goplakrishnan N., “Simplified Lean Manufacture”, 1st Edition, PHI Learning, New Delhi, 2019.

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

22BAX40 -SIX SIGMA					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To Learn the elements of successful deployment, including personnel requirements and the development of training plans based on training needs analysis.To Emphasize the importance of customer focus in Six Sigma projects.To learn about the analysis and improvement stages of six sigma.To impart the quality control chartsTo implementing Six Sigma methodologies to enhance quality, efficiency, and customer satisfaction in various business processes, ultimately contributing to their organization's success.				
Course Outcomes The Student will be able to			Weightage of COs in End Semester Examination		
CO1	Apply the importance of six sigma and training need analysis.	Ap	40%		
CO2	Analyse the stages of six sigma and implement the project measurement at various levels.	An	20%		
CO3	Ability to analysis and improve the stages and assessing the the project failure and success in the organisation.	An	20%		
CO4	Assess the six sigma measurements at various levels of control in the organisation.	An	20%		
CO5	Identify the quality control charts and evaluate the control chart techniques and method of implementation in the organisation.	E	Internal Assessment		
UNIT I - INTRODUCTION TO SIX SIGMA					
				(9)	
Deployment Strategy-Six Sigma- Difference between six sigma and TQM- Elements of Successful deployment, Personnel requirement -Training plan -Training needs analysis, Focusing the Deployment-Customer focus-Project selection.					
UNIT II - DEFINE AND MEASURE STAGE					
				(9)	
Define Stage-Objectives-Project Definition-Top level process Definition-Team formation, Measure Stage-Process Definition-Metric Definition-Process base line estimation.					
UNIT III - ANALYSIS AND IMPROVE STAGE					
				(9)	
Analyze stage-Value Stream Analysis-Analyzing the sources of Variation-Determining Process Drivers, Improve Stage-Defining New Process- Assessing the benefits of proposed solution-Evaluating Process failure modes-Implementation and verification.					
UNIT IV - CONTROL STAGE AND SIX SIGMA MEASUREMENTS.					
				(9)	
Control Stage-Standardize on the new Methods-Measure Bottom Line Impact-Document Lessons learned, Six Sigma Measurements-Converting defect rates to sigma Quality Level Units-Rolled Throughput Yield -Six Sigma Relationships- Process Cycle Time.					
UNITV- CONTROL CHATRS					
				(9)	
Introduction to control chart, Selection of control charts-Variable Control Charts, X&R Charts,-Attribute Control Chart-p, np, u and c.					
TOTAL (L:45) = 45 PERIODS					

TEXT BOOKS:
1. PaulKeller",Six Sigma Demystified ",Tata Mc Graw Hill, 2022.
2. Forrest W.Breyfoglell, John, "Implementing Six Sigma", Wiley & Sons,2019.
3. Peter S. Pandey, The Six Sigma Way, S.Chand & Co,2020.
REFERENCES:
1. JayArthur,"Lean Six sigma Demystified",Tata Mc Graw Hill, 2021.
2. Eugene L. Grant, Richard S.Leeven worth, "Statistical Quality Control"-Tata Mc Graw hill ,2020.

3.Roderick A. Munro and Govindarajan Ramu and Daniel J. Zrymiak, "The cerified six sigma Green Belt Handbok", ASQ Quality Press and Infotech Standards India Pvt. Ltd.2021.

4.T.M.Kubiak and Donld W. Benbow, "The Certified Six Sigma Black Belt Handbook", Pearson Publication,2020.

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

22BAX26-BUSINESS PLAN					
		L	T	P	C
		3	0	0	3
PRE REQUISITE : 22BAB07					
Course Objective		<ul style="list-style-type: none">To enable the students to understand the importance of a business plan preparation.To expose the students to learn about marketing their business.To comprehend the various aspects of a human resource management.To establish a strong capital management and financial planning for their venture.To develop skills in analyzing business to next level of establishment.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Equip with the necessary skills to develop, analyze, and present a comprehensive business plan.	Ap	20%		
CO2	Utilize practical skills and structured methodologies to develop comprehensive business plans.	Ap	20%		
CO3	Evaluate business scenarios and strategies to make informed decisions.	An	40%		
CO4	Design and present well-structured business plans and feasibility reports.	C	20%		
CO5	Assess the viability and success potential of new business ventures.	E	Internal Assessment		

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 cashflow 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. These vend mains of attractive opportunities by JohnMullins.	
TOTAL(L:45):45PERIODS	

TEXT BOOKS:
1. PaulBarrow,TheBest-LaidBusinessPlans,London:VirginPublishingLtd,2005.
2.RhondaAbrams,(2016),TheSuccessfulBusinessPlans:Secretsandstrategies,ThePlanning Shop, Amazon
3. Charles Bronfman, Jeffrey R.Solomon, JohnSedgwick,-The Art of Giving: Where the Soul Meets a Business Plan, NewDelhi:Wiley,2010
4. AlexGenadinik,(2015),MarketingPlanTemplate&Example:HowtoWriteaMarketingPlan,Amazon
5.RobertD.Hisrich,MichaelP.Peters,DeanA.Shepherd,SabyasachiSinha,“Entrepreneurship”, I l thEdition,McGraw HillEducation,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)					
CO s	POs				
	PO1	PO 2	PO 3	PO4	PO5
CO1	2	1	2	2	2
CO2				2	
CO3	3				
CO4	3	3			
CO5				3	
CO(W.A)	3	3	3	3	2

22BAX27-SOCIAL ENTREPRENEURSHIP						
			L	T	P	C
			3	0	0	3
PREREQUISITE : NIL						
Course Objective		<ul style="list-style-type: none">• To understand the principles and practices of social entrepreneurship.• To explore the characteristics and challenges of social entrepreneurs.• To investigate into the drivers of social innovation• To examine various strategies for addressing social issues through innovative ventures.• To gain practical insights into the transformative impact of social entrepreneurship on communities.				
Course Outcomes The Student will be able to			Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Develop strategies to overcome challenges in social entrepreneurship and predict future trends.		Ap	30%		
CO2	Address and propose solutions to persistent social problems through social ventures.		Ap	20%		
CO3	Analyze the drivers of social innovation, focusing on human-centered design thinking.		An	20%		
CO4	Identify and analyze the challenges of operating in "Markets of the Poor."		An	20%		
CO5	Assess the issues and barriers in opting for social entrepreneurship.		E	10%		

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:	
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).

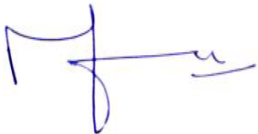
REFERENCES:

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	3
CO2	3			2	
CO3		2			
CO4					
CO5			2		
CO(W.A)	3	2	2	2.5	3



22BAX28-INDIAN MODELS IN ENTREPRENEURSHIP				
		L	T	P
		3	0	0
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To understand the basic concepts Indian business models. To enhance the students in the area of India's start up revolution. To create the ideas of students in Business Incubators. To develop the knowledge of students in Rural and social entrepreneurship. To enrich the knowledge of women entrepreneurs. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply the salient features of Indian entrepreneurial models.	Ap	30%	
CO2	Apply the factors leading to success of Indian start-ups.	Ap	20%	
CO3	Analyze the importance and impact of business incubation to the start-ups.	An	20%	
CO4	Assess the value of how living rurally influences business and social enterprise objectives.	An	20%	
CO5	Evaluate the role and contribution of women as an entrepreneur.	E	10%	

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	

22BAX29-ENTREPRENEURIAL MARKETING					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To familiarize students core concepts of entrepreneurship and their application in marketing strategies.To gain knowledge on entrepreneurial marketing techniques to innovate and grow new market segments.To generate and refine ideas to drive market development and expansion.To gain knowledge in setting effective pricing strategies and managing distribution channels.To build and maintain strong customer relationships in entrepreneurial contexts.				
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply mission statements that reflect core marketing concepts for small and new ventures.	AP	20%		
CO2	Apply marketing principles to create a comprehensive marketing plan for an existing or proposed entrepreneurial venture.	AP	20%		
CO3	Apply various strategies and methods to analyze and drive marketing progress for entrepreneurial ventures.	AP	20%		
CO4	Develop and apply strategies to build and maintain strong customer relationships through the effective use of technology in business.	AP	20%		
CO5	Develop and implement pricing and distribution plans that effectively address the challenges of introducing new products or ventures within the market dynamics.	C	20%		

UNITI-Marketing and Entrepreneurship	(9)
Introduction- Identifying and Understanding Buyers - Sustaining Competitive Advantages of New Ventures-Build a Mission Statement-Integrate selling and marketing in a new business.Casestudy.	
UNITII-Identifying Market Opportunities	(9)
Market Research -Developing Business Plans - Pitching Opportunities -Demand Forecasting - Linking marketing to financial outcomes- Tools and techniques for new market creation.	
UNITIII-Market Development	(9)
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.	
UNITIV –Pricing & Channel Management	(9)
Tools- Market Expansion and Pricing- case study. Channel Management: Power of Trust in Manufacturer-Retailer Relationships-Developing effective Distribution Strategies.	
UNITV-Building Customer Relationships & Entrepreneurial Communication Strategy	(9)
Managing Customers - Relationship Marketing - Traditional- DigitalMarketingforEntrepreneurs-MediaMarketing-customervalueproposition. Entrepreneurial Communication Strategy: Inbound, outbound and social media strategy.	
TOTAL(L:45) = 45 PERIODS	

TEXT BOOKS:
<ol style="list-style-type: none"> Bruce R. Barringer, Duane Ireland R “Entrepreneurship: Successfully Launching New Ventures”, 6th Edition, Pearson Education, Noida, 2018. Robert D. Hisrich ,VelandRamadani, “Entrepreneurial Marketing : A Practical Managerial Approach”, First Edition, Edward Elgar Publishing, UK, 2022.
REFERENCES:
<ol style="list-style-type: none"> Sheth J, Sisodia R., “4A’s of Marketing: Creating Value for Customers, Companies and Society”, 1st Edition,Routledge, USA, 2017. Crane, G. Frederick., “Marketing for Entrepreneurs: Concepts and Applications for New Ventures”

2nd Edition, Sage Publications, New Delhi, 2019. 3. Mohr, J., Sengupta, S., Slater, S., “Marketing of High-Technology Products and Innovations”, 3rd Edition, Pearson Education, Noida, 2018.
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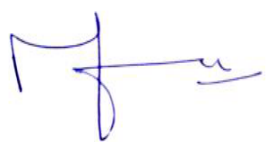
Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs	POs				
	PO 1	PO 2	PO 3	PO4	PO5
CO1	3		3		
CO2	3	2	3		
CO3	3			3	
CO4					2
CO5			3	3	
CO(W.A)	3	2	3	3	2

22BAX30-SOFT SKILLS FOR ENTREPRENEURS					
		L	T	P	C
		3	0	0	3
PRE-REQUISITE: 22BAB07					
Course Objective		<ul style="list-style-type: none">To heighten the awareness of developing emotional intelligence that may influence the running of businessTo enable in managing time effectivelyTo equip in building rapport and being ethical towards societyTo learn how social networking can be done.To uphold the ethical practices in business.			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination		
CO1	Apply principles of emotional intelligence to real-world business scenarios, demonstrating an understanding of how self-awareness, empathy, and emotional regulation can influence leadership effectiveness and organizational dynamics.	Ap	30%		
CO2	Analyse the dissect and understand time management strategies and to make informed decisions about improving their productivity.	An	30%		
CO3	Assess and critique various methods of rapport-building and ethical practices, justifying their choices with evidence and reasoning.	E	20%		
CO4	Design and implement a comprehensive social networking strategy or campaign, incorporating best practices and innovative approaches to achieve specific objectives.	C	10%		
CO5	Design and propose a comprehensive ethical framework or code of conduct for a business, integrating ethical principles and practices tailored to address various business scenarios and challenges.	C	10%		

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:
<ol style="list-style-type: none"> 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:
<ol style="list-style-type: none"> 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	POs				
	1	2	3	4	5
1	3	-	-	-	-
2	-	2	2	-	-
3	-	-	-	2	-
4	-	-	-	2	1
5	-	-	-	1	1
CO (W.A)	3	2	2	2	1



22BAX4I-DESIGN THINKING				
		L	T	P
		3	0	0
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To apply creative techniques to prototype, test ideas, and implement design thinking in real-world scenarios. To equip students with the knowledge and skills in entrepreneurship. To develop an entrepreneurial mindset and effectively navigate the challenges and opportunities in entrepreneurship. To explore the evolution and role of entrepreneurship in economic development, strategic perspectives, government initiatives, and the unique challenges of new ventures. To learn the principles and process of design thinking. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply the process approach to entrepreneurship and identify its role in economic development.	Ap	30%	
CO2	Apply knowledge of internal and external growth strategies and address unique managerial concerns of growing ventures.	Ap	20%	
CO3	Analyze the concepts of business stabilization and building adaptive firms.	An	20%	
CO4	Analyze methods to initiate ventures, including creating new ventures, acquiring established ones, and franchising.	An	20%	
CO5	Evaluate the challenges of new venture startups, develop effective business models, and explore sources of finance and critical factors for new venture development.	E	10%	
Unit - I: Understanding Entrepreneurial Mindset:				(9)
The Evolution of Entrepreneurship, Qualities, Skills, Functions of Entrepreneurs, Types of Entrepreneurs, Approaches to Entrepreneurship, Process Approach, Role of Entrepreneurship in Economic Development.				
UNIT - II: Strategic Perspectives in Entrepreneurship:				(9)
Strategic Planning, Strategic Actions, Strategic Positioning, Business Stabilization, Building the Adaptive Firms, Understanding the Growth Stage, Internal Growth Strategies and External Growth Strategies, Unique Managerial Concern of Growing Ventures.				
UNIT III: Opportunities and Challenges of Entrepreneurship:				(9)
Initiatives by the Government of India to Promote Entrepreneurship, Social and Women Entrepreneurship. Feasibility Analysis, Industry and Competitor Analysis, Formulation of the Entrepreneurial Plan. The Challenges of New Venture Start- ups, Developing an Effective Business Model, Blue and Red Ocean Strategies, Sources of Finance, Critical Factors for New venture Development, Evaluation Process.				
UNIT IV Design Thinking - An Introduction:				(9)
Principles of Design Thinking, Process of Design Thinking, planning a Design Thinking Project, Understanding of the Problem, Problem Analysis, Reformation of the Problem, Empathetic Design Methods.				
UNIT V Prototype, Testing Ideas, Implementing Design Thinking:				(9)
Creativity, Creativity Process, Creativity Techniques, Business Idea, Evaluation of Ideas, Kano Method, Finding Gaps in the Market Place, Prototype, Lean Startup Method, Visualization, Methods to Initiate Ventures, Creating New Ventures, Acquiring an Established Venture, Franchising, Advantages and Disadvantages, Implementing Design Thinking, Agility for Design Thinking.				
TEXT BOOKS:				
<ol style="list-style-type: none"> Devayani M. Lal, Design Thinking, Sage Publications, 1e, 2021. Ali J Ahmed, Punita Bhatt, Lain Acton, Entrepreneurship in Developing and Emerging Economies, Sage Publications, 1e, 2019. Christian Mueller- Roterberg, Handbook of Design Thinking Tips and Tools for how to design Thinking, Independently Published, US, 2018. Robert D. Hisrich Michael P. Peters, Dean A. Shepherd, Entrepreneurship, Mc Graw Hill, 10e,2018. Bruce R. Barringer/ R. Duane Ireland, Entrepreneurship Successfully launching new ventures, 4e, Pearson, 2015. D F Kuratko and T V Rao, Entrepreneurship- A South-Asian Perspective, Cengage Learning, 1e, 2012. 				

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO 4	PO 5
CO1		2	2		3
CO2	3				2
CO3				3	
CO4					
CO5					
CO (weighted average)	3	2	2	3	2.5

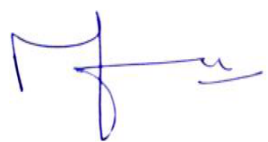


22BAX42- ENTREPRENEURSHIP AND INNOVATION				
		L	T	P
		3	0	0
PREREQUISITE : NIL				
Course Objective	<ul style="list-style-type: none"> To provide with a comprehensive understanding of innovation, intellectual property rights (IPR) and their significance in entrepreneurship. To explore the concepts of invention and creativity, different types of innovation, and the relationship between innovation, market, and intellectual property (IP). To gain knowledge of trademark, copyright, industrial design, and patent laws, and their application in entrepreneurship. To learn IP strategy, including IP valuation and financing options. To incorporate government policies that support entrepreneurship. 			
Course Outcomes The Student will be able to		Cognitive Level	Weightage of COs in End Semester Examination	
CO1	Apply the principles of open innovation and develop an IP strategy for a business scenario.	Ap	30%	
CO2	Apply knowledge of the trademark registration process and the legal framework governing trademark infringement.	Ap	20%	
CO3	Analyze various types of innovation and their impact on market dynamics and intellectual property management.	An	20%	
CO4	Analyze case studies on copyright and industrial design to understand their application in entrepreneurship.	An	20%	
CO5	Develop effective IP strategies for entrepreneurial ventures, incorporating insights from various support mechanisms.	C	10%	

Unit – I Innovation and Entrepreneurship	(9)
Invention and Creativity concepts -Importance - Types of Innovation - Innovation, Market and IP - Open Innovation- IP Strategy.	
UNIT - II -IPR	(9)
Trade Mark and Entrepreneurship: Trade Mark - Types - Trade Market Registration - Trade Mark Infringement - Case Study on Trade Mark.	
UNIT III - Copy right, Industrial Design and Entrepreneurship	(9)
Copyright - Characteristics - Items covered under copyright - Rights of Copyright owner - Copyright Registration and Entrepreneurship - Copyright Infringement - Remedies for Infringement - Industrial Design - Industrial Design in Business - Case Study on Copyright and Industrial Design.	
UNIT IV - Patent and Entrepreneurship	(9)
Patent - Introduction -Rights of a patent - Granting of patent - Drafting of a patent - Patent Infringement - Patent Strategies - Patent and kind of inventions protected by a patent - Case Study on Patent.	
UNIT V - IP Strategy and Entrepreneurship	(9)
IP Valuation - Bank Loan, Insurance - Incubators - Research Parks - Various GovernmentPolicies - Entrepreneurship and IP Strategy.	

TEXT BOOKS:
<ol style="list-style-type: none"> Sheetal Chopra, "A Book on Indian Patenting System and Patent Agent Examination", 1st Edition, Nation Press, Chennai,2021. Stavroula Karapapa., "Intellectual Property", 1st Edition, OUP Oxford, 2019. Claive Howell, Benjamin Farrand., "Law Experts: Intellectual Property", 6th Edition, Pearson Education, New Delhi, 2018.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO 4	PO 5
CO1		3			
CO2	3		2		
CO3				2	3
CO4					
CO5					
CO (weighted average)	3.0	3.0	2.0	2.0	3.0



22BAZ01 - RESEARCH METHODOLOGY AND IPR							
				L	T	P	C
				3	0	0	3
PRE REQUISITE :NIL				QUESTION PATTERN : TYPE - I			
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

22BAZ02-ENTREPRENEURSHIP AND INNOVATION					
		L	T	P	C
		3	0	0	3
PREREQUISITE : NIL					
Course Objective	<ul style="list-style-type: none">To provide with a comprehensive understanding of innovation, intellectual property rights (IPR) and their significance in entrepreneurship.To explore the concepts of invention and creativity, different types of innovation, and the relationship between innovation, market, and intellectual property (IP).To gain knowledge of trademark, copyright, industrial design, and patent laws, and their application in entrepreneurship.To learn IP strategy, including IP valuation and financing options.To incorporate government policies that support entrepreneurship.				
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CO3	Analyze various types of innovation and their impact on market dynamics and intellectual property management.	An	20%		
CO4	Analyze case studies on copyright and industrial design to understand their application in entrepreneurship.	An	20%		
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Unit – I Innovation and Entrepreneurship	(9)
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Mapping of Course Outcomes (COs) with Programme Outcomes (POs)					
COs/ POs	PO1	PO 2	PO 3	PO 4	PO 5
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CO2	3		2		
CO3				2	3
CO4					
CO5					
CO (weighted average)	3.0	3.0	2.0	2.0	3.0

