



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT & COMMERCE

(SOMC)

**Bachelor of Business Administration with Specialization in
Business Analytics and Intelligence with Samatrix (BBA-BIA)**

Programme Code: 39

2022-25

(Approved in the 29th Meeting of Academic Council held on 09 August 2022)



Registrar

**K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)**



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PREFACE

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The K. R. Mangalam University visualizes all its programmes in the best interest of their students and in this endeavour; it offers a new vision to all its under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The under-graduate Programmes will prepare the students for both, academia and employability. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to emotional stability, well-being, critical thinking and also skills for employability.

The new curriculum of BBA offer courses in the areas of Management concepts, Financial Accounting, Organizational Behavior, Business Statistics, Research Methodology, Business Law, Strategic Management, Supply Chain Management, E-commerce, Entrepreneurial development. All the courses are having defined objectives and Learning Outcomes, which will help prospective students in choosing the elective courses to broaden their skills in the field of management and interdisciplinary areas. The courses will train students with sound theoretical and experimental knowledge that suits the need of academics and industry. The course also offers ample skills to pursue research as career in the field of management. The K. R. Mangalam University hopes the LOCF approach of the programme BBA will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

ACKNOWLEDGEMENT

The development of an outcome-based Model Curriculum for Undergraduate degree courses in the Department of Commerce is a result of thoughtful deliberations at various stages of dedicated and specialized experts. This model curriculum has been framed to meet the expectations of an academically challenging environment, develop problem-solving skills by students, and aligns with current standards and to enrich the students to make them self-enablers and/or match job requirements on successful completion of their degrees. I wish to acknowledge all our experts who have been involved in the process of developing this outcome-based curriculum for Bachelor of Business Administration with Specialization in Business Analytics and Intelligence with Samatrix (BBA-BIA).

We are thankful to Dr. Rashmi Jain and Dr. Richa Nangia with their team of Academic and Industry experts who were devotedly committed towards framing this curriculum. Special thanks and gratitude to Prof. C S Dubey, Vice Chancellor, K.R. Mangalam University and Prof. Pushplata Tripathi, Pro-Vice Chancellor and Registrar, K.R. Mangalam University who have been instrumental and encouraging throughout the process of developing this curriculum.

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1. Introduction

The K.R. Mangalam Group has made a name for itself in the field of education. Over a period of time, the various educational entities of the group have converged into a fully functional corporate academy. Resources at KRM have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment wherein they develop integrative skills through interaction with students from engineering, social sciences, management and other study streams. The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education the focus of the group was aimed at higher education. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University is established under the Haryana Private University Act 2006, received the approval of Haryana Legislature vide Amendment Act # 36 of 2013 and consent of the Hon'ble Governor of Haryana on 11th April 2013, which was published in the Gazette notification vide Leg. No.10/2013, dated 3rd May 2013.

KRM University is unique because of its

- Enduring legacy of providing quality education and thereby creating achievers who demonstrate leadership in diverse fields.
- Protecting and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

- i. To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stakeholders through teaching, research, exchange & collaborative programmes with Foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal centre for transfer of technology to the industry.
- v. To provide job oriented professional education to the students.

2. About School

The School of Management & Commerce takes pride in its professional and highly qualified intellectual capital, its faculty members. The school boasts of its modern infrastructure and latest technology and resources in the field of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International

Business. The school aims at creating professionals who are committed to excellence in their personal and professional endeavors by adopting the best of industry practices with a keen focus on research, training and consultancy programmes. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory.

School Vision

To create a School that is truly distinctive in its multidisciplinary and integrated approach, which harnesses talent, provides enabling environment for resources to be converted into competitive capabilities and one which “celebrates and rewards” both success and failure as it marches ahead in its relentless pursuit of providing an enriching educational platform connecting students and organization to deliver social and economic impact.

School Mission

SOMC is committed to:

- **M 1:** Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology.
- **M 2:** Instill notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking.
- **M 3:** Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies.
- **M 4:** Enhance leadership qualities among the youth having understanding of ethical values and environmental realities.

Graduate Attributes

- **Deep Knowledge and Intellectual breadth:** In-depth knowledge of subject areas in the program of study through project based education with eventually builds the confidence and leadership skills.
- **Social and civic responsibilities:** The graduates will be capable to take up the social and other civic responsibilities relating to the society and environment.
- **Interpersonal and communication skills:** Graduate will be able to convey ideas and information effectively to a wide array of audiences for different purposes and contribute in a positive and collaborative manner to achieve the ultimate goals.
- **Critical thinking and problem solving:** The graduate will be able to instill the ability to think, assess the problems and find solutions to them.
- **Digital Literacy:** The graduates are well prepared to gear up with the ever-changing digital environment and work in digital society.
- **Self-awareness and sense of responsibility:** The graduates are self-aware and act with integrity and sense of ownership for their actions.

- **Leadership skills and personal attributes:** The graduates exhibit professional behavior and potential to be entrepreneurs and absorb leadership roles in the chosen careers.

3. Programmes offered by the School

The school offers a wide array of Undergraduate, Postgraduate, and Doctoral programmes under its umbrella in undergraduate programmes school Bachelor of Business Administration with Specialization in Business Analytics and Intelligence with Samatrix (BBA-BIA)

Program Educational Objectives (PEO)

PEO 1: Compete on global platform by applying business concepts to managerial decision-making and develop a systematic understanding of globalization and its impact on business.

PEO 2: Communicate effectively and demonstrate professional behaviour while working in diverse teams in multidisciplinary settings.

PEO 3: Inculcate ethical qualities in self and demonstrate concern for society and environment.

PEO 4: Ability to use knowledge, management-oriented skills and tools in an integrated manner for managerial practice.

PEO 5: Pursue higher education and/or engage in continuous up-gradation and life-long learning.

Programme Outcomes (POs)

PO1: Multi-disciplinary knowledge: The Management programme is designed to develop the conceptual and practical skills of the students to select their professional career from a number of options available in the market. It delivers professional in Management- both Profit and Non-Profit Organization, industry openings in the stream of Marketing, Finance, IB, HR, IT, Operations, Business Analytics, Quality Management, Entrepreneurship, PSUs and Civil Services etc.

PO2: Conceptual and practical skills: The programme enables the students to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analyzing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

PO3: Employability: The Management programme aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.

PO4: Complex Global Business Environment: The Management Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.

PO5: Integrative Experience and Experimental Learning: The programme provides integrative experience and experimental learning through the application of multi-disciplinary knowledge and analyzing the impact of decisions and actions on various stake holders.

PO6: Innovative thinking for Effective Decision Making: The Programme prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices. The students acquire strategic and innovative thinking skills to enable effective decision making and problem solving in complex and uncertain condition.

PO7: Analytical Thinking: The Programme aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and practical education. It seeks to develop students as analytical and rigorous thinkers so that they are able to apply the concepts learnt to all pertinent issues that affect an organization's performance and effectiveness.

PO8: Industry Exposure: The Programme exposes students to the diverse area of application of knowledge in business firms and industrial organizations and enables them to gain the practical knowledge in order to be globally competent.

PO9: Team Building: The programme prepared students to work effectively in a team based environment, persuade and influence others to work collectively for a common goal.

PO10: Blended Learning: : Throughout the management programme, students gain valuable insight and skills from class room, lectures, case studies, conferences, industrial visits and guest lectures delivered by industry professionals and leading academicians from across the world through various teaching methods and platforms.

3.1 Bachelor of Business Administration with Specialization in Business Analytics and Intelligence with Samatrix (BBA-BIA)

The basic objective of this programme is to understand the data analysis & visualize your data & method not just a tool-oriented Analyst. The programme is designed to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open-source tools etc to present your analysis.

The curriculum is based on choice-based credit system (CBCS) and learning outcome-based transfer (LOCF).

Eligibility Criteria: Pass in 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board with a minimum of 50% in aggregate.

Course Outline: The course covers: Management concepts/Financial Accounting/Organizational Behavior/Business Statistics/Research Methodology/Business Law/ Strategic Management/ Supply Chain Management/ E-commerce/ Entrepreneurial development.../..

Career Options: Commerce & Business, Data Analyst, Marketing Research, Research Analyst, Banking & Finance, Advertising, Tour & Travel, HR, Sales executive, Entrepreneur, etc.

Program Specific Outcomes (PSO)

Integrated BBA Course in University with Samatrix Company will help the students in following aspects:

PSO1: Creativity and Innovation: Develop leadership skills, creativity and entrepreneurship

PSO2: Design/development of solutions: Analyze and develop solutions for business problems and issues by using logical reasoning patterns for evaluating information, materials and data

PSO3: Multifaceted Business Issue: Conceptualize a multifaceted business issue and express into a written statement and verbal presentation.

4. Programme Duration: 3 Years (6 Semesters)

5. Class Timings

The classes will be held from Monday to Friday from 09:10 am to 04:00 pm.

6. Syllabi

The syllabi of all courses for three year and second year offered by BBA- BIA at SOMC are given in the following pages. For each course, the first line contains; Course Code, Title and credits of the course. This is followed by the course objectives and syllabus

For each course, the first line contains; Course Code, Course Title and Credits of the course.

This is followed by the course objectives, course outcome and the syllabus (Unit I to IV), Text book and reference books.

6.1 Syllabus of Business of Business Administration

PROGRAMME AT A GLANCE

Semester	1	2	3	4	5	6	Total
Courses	7	6	5	5	7	7	37

Credits	25	25	20	20	23	24	137
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**Bachelor of Business Administration with Specialization in Business Analytics and Intelligence with Samatrix (BBA-BIA) Based on CBCS and LOCF
Based on CBCS and LOCF**

SEMESTER I

S.N.	Nature of Course	Course Code	Course Title	L	T	S	P	C
1	Ability Enhancement Compulsory Course	UCES125A	Environmental Studies	3	0	0	0	3
2	Ability Enhancement Compulsory Course	UCDM 301A	Disaster Management	3	0	0	0	3
3	Elective: Generic (GE)		Open Elective-I	4	0	0	0	4
4	CORE COURSE	SMMC123A	Business Applications of Economics	3	0	0	0	3
5	CORE COURSE	SMMC191A	Management Thought and Applications	4	0	0	0	4
6	Skill Enhancement Course (SEC)	SMMC181A	Introduction to Artificial Intelligence Business Intelligence, Data Analytics	4	0	0	0	4
7	VAC		Value Added Course (VAC)	2	0	0	0	0
TOTAL								21

SEMESTER II

S.N.	Nature of Course	Course Code	Course Title	L	T	S	P	C
1	CORE COURSE	SMAW218A	Laws Governing Companies in India	4	0	0	0	4
2	CORE COURSE	SMMC319A	Business Environment in India	4	0	0	0	4
3	CORE COURSE	SMMC124A	Macro-Economic Dynamics	3	0	0	0	3
4	Ability Enhancement Compulsory Course (AECC)	SMMC182A	Statistics & Computational Data Analysis	4	0	0	0	4
5	Elective: Generic (GE)		Open Elective-II	4	0	0	0	4
6	Elective: Generic (GE)	SMMC118A	Human Behaviour at Work	4	0	0	0	4
7	VAC		Value Added Course (VAC)	2	0	0	0	0
TOTAL								23

SEMESTER III

S.N.	Nature of Course	Course Code	Course Title	L	T	S	P	C
1	CORE COURSE	SMMC211A	Human Capital Management	4	0	0	0	4
2	CORE COURSE	SMMC303A	Production and Operations Management	4	0	0	0	4
3	Skill Enhancement Course (SEC)	SMMC183A	Machine Learning for Business	4	0	0	0	4
4	CORE COURSE	SMMC116A	Marketing for Contemporary Business	4	0	0	0	4
5	CORE COURSE	SMMC115A	Financial Reporting and Analysis	4	0	0	0	4
6	VAC		Value Added Course (VAC)	2	0	0	0	0
7	Skill Enhancement Course (SEC)		MOOC	0	0	0	0	2
8	CORE COURSE	SMMC651A	Communications Skill I	2	0	0	0	2

TOTAL									24
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SEMESTER IV

S.N.	Nature of Course	Course Code	Course Title	L	T	S	P	C
1	Skill Enhancement Course (SEC)	SMCS212A	E-Commerce	3	0	0	0	3
2	Skill Enhancement Course (SEC)	SMMC310A	Chasing The Rainbow: The Entrepreneurial Streak	4	0	0	0	4
3	CORE COURSE	SMMC501 A	Analysing Cost for Managerial Decision Making	4	1	0	0	5
4	CORE COURSE	SMMC218A	Research Methodology for Business	4	0	0	0	4
5	CORE COURSE	SMMC184A	Strategy and Consumer Behavior Analytics-Product wise & Finance Analytics	4	0	0	0	4
6	VAC		Value Added Course (VAC)	2	0	0	0	0
7	CORE COURSE	SMMC652A	Communications Skill II	2	0	0	0	2
TOTAL								22

SEMESTER V

S.N.	Nature of Course	Course Code	Course Title	L	T	S	P	C
1	Skill Enhancement Course (SEC)	SMMC312A	Summer Training Project Report	4	0	0	0	4
2	CORE COURSE	SMMC315A	Taxation for Managers	4	0	0	0	4
3	CORE COURSE	SMCS313A	Management Information System	3	0	0	0	3
4	CORE COURSE	SMMC220A	Ethics, Values & Corporate Social Responsibility	4	0	0	0	4
5	Ability Enhancement	SMMC317A	Management of Financial Institutions and Services	4	0	0	0	4

	Compulsory Course (AECC)							
6	VAC		Value Added Course (VAC)	2	0	0	0	0
7	Ability Enhancement Compulsory Course (AECC)	SMMC185A	Data Visualization	4	0	0	0	4
8	CORE COURSE	SMMC653A	Communications Skill III	2	0	0	0	2
TOTAL								25

SEMESTER VI

S.N.	Nature of Course	Course Code	Course Title	L	T	S	P	C
1	CORE COURSE	SMMC302A	Strategic Orientation for Business	4	0	0	0	4
2	CORE COURSE	SMMC324A	Global Business Operations	4	0	0	0	4
3	CORE COURSE	SMMC304A	Project Planning and Evaluation	4	0	0	0	4
4	CORE COURSE	SMMC325A	Banking and Insurance Management	4	0	0	0	4
5	Skill Enhancement Course (SEC)	SMMC186A	Case Studies and Projects	4	0	0	0	4
6	CORE COURSE	SMMC187A	Risk & Fraud Analytics, Supply Chain	4	0	0	0	4
TOTAL								24

SEMESTER I

UCES125A	Environmental Studies	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Basics of Environment				
Co-requisites	--				

Course Objectives

- To aware the students about the environment.
- To learn the students concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- To think across and beyond existing disciplinary boundaries, mindful of the diverse forms of knowledge and experience that arises from human interactions with the world around them.

Communicate clearly and competently matters of environmental concern and understanding to a variety of audiences in appropriate forms.

Course Outcomes

On completion of this course, the students will be able to

- CO1. To comprehend and become responsive regarding environmental issues.
- CO2. Acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain.
- CO3. Enable the students to discuss their concern at national and international level with respect to formulate protection acts and sustainable developments policies.
- CO4. To know that the rapid industrialization, crazy consumerism, and over-exploitation of natural resources have resulted in degradation of earth at all levels.
- CO5. Become consciousness about healthy and safe environment.

Catalog Description

This course imparts the basic concepts of environment which enable them to solve basic problems related to their surroundings. This course helps them to get an idea adverse effect of industrialization, population and degradation of natural resources on the environment. The course introduces the concepts of renewable and non-renewable resources.

Course Content

UNIT I

8 hours

Environment and Natural Resources:

Multidisciplinary nature of environmental sciences; Scope and importance; Need for public awareness.

Land resources; land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT II **7 hours**

Ecosystems and Biodiversity:

Ecosystem: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III **7 hours**

Environmental Pollution and Environmental Policies:

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

Sustainability and sustainable development; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

UNIT IV **8 hours**

Human Communities and the Environment and Field work:

Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
Study of common plants, insects, birds and basic principles of identification.
Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Text Books

1. Kaushik and Kaushik, Environmental Studies, New Age International Publishers (P) Ltd. New Delhi.

Reference Books/Materials

1. A.K. De, Environmental Chemistry, New Age International Publishers (P) Ltd. New Delhi.
2. S.E. Manahan, Environmental Chemistry, CRC Press.
3. S.S Dara and D.D. Mishra, Environmental Chemistry and Pollution Control, S.Chand& Company Ltd, New Delhi.
4. R. Gadi, S. Rattan, S. Mohapatra, Environmental Studies Kataria Publishers, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	The learners will be able to comprehend and become responsive regarding environmental issues.	PO1, PO2, PSO1
CO2	Students will acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain.	PO4
CO3	It enables the students to discuss their concern at national and international level with respect to formulate protection acts and sustainable developments policies.	PO6, PSO3
CO4	Students come to know that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels.	PO8, PO5

CO5	Students become consciousness about healthy and safe environment.	PO2, PO4
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		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yab ility	Co mp lex Glo bal Bu sin ess En vir on me nt	Inte grat ive Ex peri enc e and Ex peri me ntal Lea rni ng	In no vat ive thi nk in g for Ef fec tiv e De cis io n Ma ki ng	An aly tic al Th in ki ng	In du str y Ex po su re	T ea m B ui ld in g	Bl en de Le ar ni ng	Fu nda me ntal Kn owl edg e	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibi lity	Eff ect ive Le ad ers hip
Co urs e Co de	Cou rse Titl e	PO 1	PO 2	PO 3	PO 4	PO 5	P O6	P O7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4
UC ES 12 5A	Env iron men tal Stu dies	3			3	3	3		3			3		3	

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4

CO 1	3	3	-	-	-	-	-	-	-	-	3	-	-	-
CO 2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO 3	-	-	-	-	-	3	-	-	-	-	-	-	3	-
CO 4	-	-	-	-	3	-	-	3	-	-	-	-	-	-
CO 5	-	3	-	3	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Environment and Natural Resources
Local	-
Regional	-
National	Need for public awareness, land use change, Use and over-exploitation of surface and ground water
Global	Causes and impacts due to mining, dam building on environment, Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, floods, droughts conflicts over water (international & inter-state)
Employability	-
Entrepreneurship	-
Skill Development	Acquire the techniques to protect our mother earth
Professional Ethics	Comprehend and become responsive regarding environmental issues.
Gender	-
Human Values	Become consciousness about healthy and safe environment
Environment & Sustainability	comprehend and become responsive regarding environmental issues
Unit II	Ecosystems and Biodiversity
Local	-
Regional	-
National	Biogeographic zones of India, India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity
Global	global biodiversity hot spots, Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity, In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.
Employability	-

Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	concern at national and international level with respect to formulate protection acts and sustainable developments policies
Unit III	Environmental Pollution and Policies
Local	-
Regional	tribal populations and rights, and human wildlife conflicts in Indian context
National	Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution nuclear hazards and human health risks
Global	Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	safe and secure environment
Unit IV	Human Communities and the Environment and Field work
Local	Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
Regional	Resettlement and rehabilitation of project affected persons, Bishnois of Rajasthan
National	Disaster management: floods, earthquake, Role of Indian and other religions and cultures in environmental conservation cyclones and landslides
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-

Human Values	-
Environment & Sustainability	Consciousness about healthy and safe environment.
SDG	SDG 6
NEP 2020	Towards a More Holistic and Multidisciplinary Education (11.1- 11.13)
POE/4 th IR	Global Education Knowledge

UCDM301A	Disaster Management	L	T	P	C
Version 2.0		3	0	0	3
Total Contact Hours	45 Hours				
Pre-Requisites/Exposure	EVS				
Co-Requisites	-				

Course Objectives

1. To provide basic conceptual understanding of disasters and its relationships with development
2. To understand Medical and Psycho-Social Response to Disasters
3. To enhance awareness of Disaster Risk Management institutional processes in India
4. To understand the institutional and legal framework for India

Course Outcomes

On completion of this course, the students will be able to

CO1. To increase the knowledge and understanding of the disaster phenomenon, its different contextual aspects, impacts and public health consequences.

CO2. To increase the knowledge and understanding of the International Strategy for Disaster Reduction (UN-ISDR) and to increase skills and abilities for implementing the Disaster Risk Reduction (DRR) Strategy.

CO3. To ensure skills and abilities to analyze potential effects of disasters and of the strategies and methods to deliver public health response to avert these effects.

CO4. To ensure skills and ability to design, implement and evaluate research on disasters.

Catalog Description

Under the Disaster Management Act 2005, the Institute inter alia, has been entrusted with the following functions: develop training modules, undertake research and documentation in disaster management and organize training programme, formulate and implement a comprehensive human resource development plan covering all aspects of disaster management; provide assistance in national level policy formulation; provide required assistance to the training and research institutes for development of training and research programmes for various stakeholders; provide assistance to the State Governments and State training institutes in the formulation of State level policies, strategies, disaster management framework and any other assistance as may be required for capacity-building; develop educational materials for disaster management including academic and professional courses; promote awareness among stakeholders including college/ school teachers and students, technical personnel and others associated with multi-hazard mitigation, preparedness and response measures; undertake, organize and facilitate study courses, conferences, lectures, seminars within and outside the

country to promote disaster management; undertake and provide support for publication of journals, research papers and books and establish and maintain libraries etc

Course Content

Unit I: 8 hours

Introduction to Disasters: Concept and definitions- Disaster, Hazard, vulnerability, resilience, risks.

Different Types of Disaster: Causes, effects and practical examples for all disasters. Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc

Unit II: 7 hours

Disaster Preparedness and Response Preparedness

- i. Disaster Preparedness: Concept and Nature
- ii. Disaster Preparedness Plan
- iii. Prediction, Early Warnings and Safety Measures of Disaster.
- iv. Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.
- v. Role of IT in Disaster Preparedness
- vi. Role of Engineers on Disaster Management.
- vii. Relief and Recovery
- viii. Medical Health Response to Different Disasters

Unit III: 8 hours

Rehabilitation, Reconstruction and Recovery

- i. Reconstruction and Rehabilitation as a Means of Development.
- ii. Damage Assessment
- iii. Post Disaster effects and Remedial Measures.
- iv. Creation of Long-term Job Opportunities and Livelihood Options,
- v. Disaster Resistant House Construction
- vi. Sanitation and Hygiene
- vii. Education and Awareness,
- viii. Dealing with Victims' Psychology,
- ix. Long-term Counter Disaster Planning
- x. Role of Educational Institute

Unit IV: 7 hours

Disaster Management Act, 2005:

Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority

Liability for Mass Disaster

- i. Statutory liability
- ii. Contractual liability
- iii. Tortuous liability
- iv. Criminal liability
- v. Measure of damages

Epidemics Diseases Act, 1897: Main provisions, loopholes.

Project Work: The project/ field work is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived based on the geographic location and hazard profile of the region where the institute is located.

Text Books

1. Author Title Publication Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.
2. Tushar Bhattacharya Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.

Reference Books/Materials

1. Jagbir Singh Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
2. J. P. Singhal Disaster Management Laxmi Publications.
3. Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
4. C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication
5. Indian Law Institute (Uendra Baxi and Thomas Paul (ed.), Mass Disasters and Multinational Liability: The Bhopal Case (1986)
6. Indian Law Institute, Uendra Baxi (ed.), Environment Protection Act: An Agenda for Implementation (1987)
7. Asian Regional Exchange for Prof. Baxi., Nothing to Lose Butour Lives: Empowerment to Oppose
8. Industrial Hazards in a Transnational world (1989)
9. Gurudip Singh, Environmental Law: International and National Perspectives (1995), Lawman (India) Pvt. Ltd.
10. Leela Krishnan, P, The Environmental Law in India, Chapters VIII, IX and X(1999), Butterworths, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To increase the knowledge and understanding of the disaster phenomenon, its different contextual aspects, impacts and public health consequences	PO1, PO7, PSO1
CO2	. To increase the knowledge and understanding of the International Strategy for Disaster Reduction (UN-ISDR) and to increase skills and abilities for implementing the Disaster Risk Reduction (DRR) Strategy	PO4,PO1,PO6, PSO3
CO3	To ensure skills and abilities to analyze potential effects of disasters and of the strategies and methods to deliver public health response to avert these effects.	PO5,PO4,PO6,PO7
CO4	To ensure skills and ability to design, implement and evaluate research on disasters	PO2,PO5

		Mu	Co	Em	Co	Inte	In	An	In	T	Bl	Fu	Eff	Pr	Entr
		lti-	nc	pl	mpl	grat	no	aly	du	ea	en	nda	ect	o-	re
		dis	cept	yab	ex	ive	vat	tic	str	m	de	me	ive	ac	neur
		cip	ual	ility	Glo	Ex	ive	al	Ex	B	Le	Kn	LE	tiv	ship
		lin	and		bal	peri	thi	Th	po	ui	ar	owl	ad	e	Dev
		ary	pra		Bus	enc	nk	in	su	ld	ni	edg	ers	T	elop
		kn	cti		ines	and	in	ki	re	in	ng	e	hip	hi	ment
		ow	cal		Env	Ex	g	ng						nk	
		ledge			iron	peri	for	Ef						ing	

			skills		ment	mental Learning	effective Decision Making								
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PSO 4
SDM 301	Disaster Management	3	2		2	2	2	2				3		1	

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	-	-	-	-	2	-	-	-	3	-	-	-
CO 2	3	-	-	2		2		-	-	-	-	-	-	-
CO 3	-	-	-	2	2	2	2	-	-	-	-	-	-	-
CO 4	-	2	-	-	2			-	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1=lightly mapped 2=moderately mapped 3=strongly mapped

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters
Global	War & Terrorism
Employability	-
Entrepreneurship	-
Skill Development	understanding of the disaster phenomenon
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Causes, effects and practical examples for all disasters
Unit II	Disaster Preparedness and Response Preparedness
Local	-
Regional	-
National	Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies
Global	-
Employability	-
Entrepreneurship	-
Skill Development	to increase skills and abilities for implementing the Disaster Risk Reduction (DRR) Strategy
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Disaster Preparedness Plan
Unit III	Rehabilitation, Reconstruction and Recovery
Local	-
Regional	-
National	Reconstruction and Rehabilitation as a Means of Development
Global	Sanitation and Hygiene
Employability	-

Entrepreneurship	Creation of Long-term Job Opportunities and Livelihood Options
Skill Development	skills and abilities to analyze potential effects of disasters and of the strategies and methods to deliver public health response to avert these effects
Professional Ethics	-
Gender	-
Human Values	Dealing with Victims' Psychology
Environment & Sustainability	-
Unit IV	Various Acts
Local	Projects must be conceived based on the geographic location and hazard profile of the region where the institute is located
Regional	-
National	Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority
Global	-
Employability	skills and ability to design, implement and evaluate research on disaster
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 11
NEP 2020	Towards a More Holistic and Multidisciplinary Education (11.1- 11.13)
POE/4 th IR	Global Education Knowledge

SMMC123A	Business Applications of Economics	L	T	P	C
Version 2.0		3	0	0	3
Total Contact Hours	45 Hours				
Pre-Requisites/Exposure	Basic Knowledge of Economics				
Co-Requisites	-				

Course Objectives

1. To get an overview of economic tools, theories and principles, the exciting concepts of Marginal Decisions and Incremental Decisions.
2. To understand the factors influence Customers choice and how their decisions affect the goods markets by affecting the price, the supply and demand?
3. To understand the various types of elasticity as consumer shift from one market to another as this adds an insight about the fluctuations in commodity market
4. To understand profit maximization and cost minimization as the fundamental goals of any firm through the dynamics of Cost Analysis & Price Output Decisions
5. It helps to understand the concept of market and its various forms which are influenced by the demand and price forces.

Course Outcomes

CO1. Microeconomics as a discipline develops skills in the students to understand functioning of entire economy on the basis of individual.

CO2. Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.

CO3. Microeconomics enables studying the causes, effects and solutions of general redundancy.

CO4. Structural market framework gives immense understanding about the market at a large level.

Catalog Description

The fundamental and unique course of Micro Economics would encourage the action - leaning and value adding potential business learners who are enthusiastic and passionate with the thought of working in International behemoths and soon-to-be-Indian behemoths of today. Also, then they need to apprehend about Business Economics jargons which are basically related to various disciplines like Management, Accounting, Economics, Basic Finance, Engineering and the like. As Micro economics gives practical inside to solve business dilemmas by using its tools for other disciplines.

Course Content

UNIT I 8 Hours

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalize, Instrumentalism, Market forces and Equilibrium, Risk, Return and Profits.

UNIT II 8 Hours

Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along Vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief).

UNIT III 6 Hours

Theory of Production: Meaning and Concept of Production, Factors of Production and production function. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.

UNIT IV 8 Hours

Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale. Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Text book:

Dwivedi, D.N.; Managerial Economics, Vikas Publishing House.

Reference book(s):

1. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons.
2. Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd.

3. Salvator, Dominick, Managerial Economics, McGraw-Hill Book Company
 4. Chaturvedi, D.D. and S. L. Gupta; Business Economics, Brijwasi Publishers.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Microeconomics as a discipline develops skills in the students to understand functioning of entire economy on the basis of individual.	PO1, PSO4
CO2	Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course	PO2, PSO1, PSO3
CO3	Microeconomics enables studying the causes, effects and solutions of general redundancy.	PO7, PO10
CO4	Structural economic framework gives immense understanding about the market at a large level	PO5, PO6, PSO2

		Mu	Co	Em	Co	Inte	In	An	In	T	Bl	Fun	Cr	Cor	Eff
		lti-	nc	pl	mpl	grat	no	aly	du	ea	en	da	iti	por	ect
		dis	cept	yab	ex	ive	v	tic	str	m	de	me	ca	ate	ive
		cipl	ual	ility	Glo	Exp	ie	al	y	B	d	ntal	l	Soc	Le
		inary	and		bal	erie	thi	Th	Ex	ui	Le	Kn	T	ial	ad
		know	pr		Bus	nce	nk	in	po	ld	ar	owl	hi	Res	ers
		ledge	acti		ine	and	ng	ki	su	in	ni	edg	nk	pon	hip
			cal		ss	Exp	for	ng	re	g	ng	e	in	sibil	
			skills		En	eri	Eff					g	ity		
					viron	mental	ective								

					ment	Lea rnin g	De cis ion M aki ng								
Co urs e Co de	Co urs e Titl e	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4
SM MC 123 A	Bu sin ess Ap plic atio ns of Ec ono mic s	2	3	3		3	3	3			3	3	3	3	3

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	2	3	3	-	2	3	2	-	3	-	3	3	3	-
CO 2	-	3	-	-	-	-	-	-	-	-	3		3	-
CO 3	-	-	-	-	-	-	3	-	-	3	-	-	-	-
CO 4	-	-	-	-	3	3		-	-		-	3	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	Difference between Business Economic and Economics
Global	Market forces and Equilibrium
Employability	understanding about the market at a large level
Entrepreneurship	-
Skill Development	to understand functioning of entire economy
Professional Ethics	to solve business dilemmas by using its tools for other disciplines
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Consumer Behaviour
Local	-
Regional	-
National	Consumer Behavior and Demand Analysis
Global	Factors Affecting Elasticity of Demand
Employability	apprehend Business Economics jargons which are basically related to various disciplines like Management, Accounting, Economics, Basic Finance, Engineering
Entrepreneurship	-
Skill Development	Demand Forecasting
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Theory
Local	-
Regional	-
National	Factors of Production
Global	-
Employability	use of ISOQUANTS
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-

Human Values	-
Environment & Sustainability	-
Unit IV	Cost Analysis
Local	-
Regional	-
National	Private and Social Cost. Pricing Under Perfect Competition, Monopoly, Monopolistic market
Global	-
Employability	Cost Analysis & Price Output Decisions
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4 th IR	Updated Curriculum

SMMC191A	Management Thoughts and Applications	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	Basics of Management				
Co-Requisites	-				

Course Objectives

1. The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
2. Observe and evaluate the influence of historical forces on the current practice of management.
3. To understand the concept of Managerial function.

Course Outcomes

On completion of this course, the students will be able to

CO1. Practice the process of management's four functions: planning, organizing, leading, and controlling.

CO2. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.

CO3. Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style and motivation theory.

CO4. Apply course concepts and theory in a practical context.

Catalog Description

This course introduces the student to the management process. The course takes an integrated approach to management by examining the role of the manager from a traditional and contemporary perspective while applying decision-making and critical-thinking skills to the challenges facing managers in today's globally diverse environment. The course examines the techniques for controlling, planning, organizing resources and leading the workforce.

Course Content

Unit I: **7 lecture hours**

Introduction: Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management v/s Administration; Coordination as Essence of

Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit II: 8 lecture hours

Planning: Nature, Scope and Objectives of Planning; Types of Plans; Planning Process; Business Forecasting; MBO; Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III: 8 lecture hours

Staffing: Concept, Nature and Importance of Staffing; Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation-Maslow, Herzberg, X, Y and Z; Leadership - Meaning and Importance; Traits of a Leader; Leadership Styles - Likert's Systems of Management; Tannenbaum & Schmidt Model and Managerial Grid.

Unit IV: 7 lecture hours

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques - Traditional and Modern; Effective Control System.

Text Book:

1. Koontz, Cannice, and Weihrich (2014). Management- A Global, Innovative and Entrepreneurial Perspective (14th Edition). New Delhi: Tata McGraw Hill Publishing Company.

Reference Books:

1. Stoner, Freeman and Gilbert Jr. (2013). Management (6th Edition). New Delhi: Pearson Prentice Hall of India.
2. Chopra R. K., Mohan Puneet, & Sharma Vandana (2010). Principles & Practices of Management. New Delhi: Sun India Publication.
3. Tripathi P. C. & Reddy P. N. (2015). Principles & Practices of Management (5th Edition). New Delhi: Tata McGraw Hill Publishing House.
4. Gupta, C.B (2016). Management Concepts and Practices. New Delhi: Sultan Chand and Sons.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
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Weightage (%)	10	20	10	10	50
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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Practice the process of management's four functions: planning, organizing, leading, and controlling	PO1, PO2, PSO1
CO2	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.	PO2, PO7
CO3	Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style and motivation theory.	PO5, PSO4
CO4	Apply course concepts and theory in a practical context.	PO3, PO10, PSO2

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yab ility	Co mpl ex Glo bal Bus ine ss En vir on me nt	Inte grat ive Ex peri enc e and Ex peri men tal Lea rni ng	In no vat ive thi nki ng for Eff ect ive De cis ion Ma ki ng	An aly tic al Th in ki ng	In du str y Ex po su re	T ea m B ui ld in g	Bl en de Le ar ni ng	Fun da men tal Kn owl edg e	Cr iti ca l Th in ki ng	Cor por ate Soc ial Res pon sibil ity	Eff ect ive Le ad ers hip
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Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
SM MC1 21 A	Management Thoughts and Applications	2	3	3		3		3			3	3	3		3

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	3	2	2	1	1	2	-	-	-	3	1	2	-
CO 2	3	3	2	2	1	1	2	-	-	-	3	1	2	-
CO 3	3	3	2	2	1	1	2	-	-	-	3	1	2	-
CO 4	3	3	2	2	1	1	2	-	-	-	3	1	2	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	Significance of Management; Managerial Levels, Skills, Functions and Roles

Global	Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches
Employability	fundamental knowledge and exposure to the concepts, theories and practices in the field of management
Entrepreneurship	-
Skill Development	Observe and evaluate the influence of historical forces on the current practice of management
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Planning & Organizing
Local	-
Regional	-
National	Principles of an Organization
Global	Formal and Informal Organization
Employability	understand the concept of Managerial function
Entrepreneurship	Planning Process; Business Forecasting
Skill Development	Practice the process of management's four functions: planning, organizing, leading, and controlling
Professional Ethics	MBO
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Staffing
Local	
Regional	-
National	Motivating and Leading
Global	Leadership Styles
Employability	Traits of a Leader
Entrepreneurship	
Skill Development	Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style
Professional Ethics	Motivating and Leading
Gender	-
Human Values	-

Environment & Sustainability	-
Unit IV	Controlling
Local	
Regional	-
National	Control Process; Control
Global	
Employability	
Entrepreneurship	-
Skill Development	Apply course concepts and theory in a practical context
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4.0
NEP 2020	Professional Education (17.1-17.5)
POE/4 th IR	Updated Curriculum

SMMC181A	Introduction to Artificial Intelligence Business Intelligence, Data Analytics	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

- The objective of this course is to teach students the concepts of current main conceptual frameworks at use in AI

Course Outcomes

On completion of this course, the students will be able to

- CO1. Uses of AI, Ethics present and future.
- CO2. Introduction to Machine Learning.
- CO3. Application of AI by domain, Role of AI in society

Catalog Description

The course begins with the theoretical understanding of AIML and usage, Ethics present and future.

Course Content

UNIT I

Introduction to Data Science: Defining Data Science and Big Data, Benefits and Uses of Data Science and Big Data, Facets of Data, Structured Data, Unstructured Data, Natural Language, Machine generated. Data, Graph based or Network Data, Audio, Image, Video, Streaming data, Data Science Process, Big data ecosystem and data science, distributed file systems, Distributed programming, framework, data integration framework, machine learning framework, No SQL Databases, scheduling tools, benchmarking tools, system deployments

UNIT – II

Data Science Processes: Six steps of data science processes, define research goals, data retrieval, cleansing data, correct errors as early as possible, integrating – combine data from different sources, transforming data, exploratory data analysis, Data modelling, model and

variable selection, model execution, model diagnostic and model comparison, presentation, and automation.

UNIT – III

Introduction to Machine Learning: What is Machine Learning, Learning from Data, History of Machine Learning, Big Data for Machine Learning, Leveraging Machine Learning, Descriptive vs Predictive Analytics, Machine Learning and Statistics, Artificial Intelligence and Machine Learning, Types of Machine Learning – Supervised, Unsupervised, Semi-supervised, Reinforcement Learning, Types of Machine Learning Algorithms, Classification vs Regression Problem, Bayesian, Clustering, Decision Tree, Dimensionality Reduction, Neural Network and Deep Learning, Training machine learning systems

UNIT – IV

Introduction to AI: What is AI, Turing test, cognitive modelling approach, law of thoughts, the relational agent approach, the underlying assumptions about intelligence, techniques required to solve AI problems, level of details required to model human intelligence, successfully building an intelligent problem, history of AI

Introduction to Data Analytics: Working with Formula and Functions, Introduction to Power BI & Charts, Logical functions using Excel, Analysing Data with Excel.

Text Books

1. Artificial Intelligence 3e: A Modern Approach Paperback – By Stuart J Russell & Peter Norvig; Publisher – Pearson

Reference Books/Materials

1. Artificial Intelligence Third Edition by Kevin Knight, Elaine Rich, B. Nair – McGrawHill.
2. Artificial Intelligence Third Edition by Patrick Henry Winston – Addison-Wesley Publishing Company.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Uses of AI, Ethics present and future.	PO1, PO2, PSO1
CO2	Introduction to Machine Learning	PO4
CO3	Application of AI by domain, Role of AI in society	PO6, PSO3

		Mu l t i - d i s c i p l i n a r y k n o w l e d g e	Co n c e p t u a l a n d p r a c t i c a l s k i l l s	Em p l o y a b i l i t y	Co m p l e x G l o b a l B u s i n e s s E n v i r o n m e n t	In t e g r a t i v e E x p e r i e n c e a n d E x p e r i m e n t a l L e a r n i n g	In n o v a t i v e t h i n k i n g f o r E f f e c t i v e D e c i s i o n M a k i n g	A n a l y t i c a l T h i n k i n g	I n d u s t r y E x p o s u r e	T e a m B u i l d i n g	B l e n d e d L e a r n i n g	F u n d a m e n t a l K n o w l e d g e	C r i t i c a l T h i n k i n g	C o r p o r a t e S o c i a l R e s p o n s i b i l i t y	E f f e c t i v e L e a d e r s h i p
Co u r s e C o d e	Co u r s e T i t l e	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O 7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4
SM MC 181 A	Intr o d u c t i o n t o A r t i f i c i a l I n t	3	3	3	1	2		1	2			3		1	

elligence Business Intelligence, Data Analytics															

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	3	3	1	2	-	2	2	-	2	1	2	1	-
CO 2	3	3	3	1	2	-	1	2	-	2	1	2	2	-
CO 3	3	3	3	1	2	-	2	3	1	2	1	1	-	-
CO 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction to Data Science
Local	Data Science can be utilized to analyze and interpret data collected within a specific community or locality.
Regional	-
National	Data Science plays a crucial role in helping governments and policymakers make informed decisions.

Global	Data Science has a significant impact in various sectors like finance, transportation, climate monitoring, and international relations.
Employability	Data Science and Big Data have opened up numerous opportunities for employment and entrepreneurship.
Entrepreneurship	The rise of Big Data technologies has led to the creation of new startups and businesses that specialize in data analytics, data consulting, and AI-driven products and services.
Skill Development	Individuals need to develop skills in programming, statistics, machine learning, data visualization, and domain knowledge.
Professional Ethics	Professionals in data science and Big Data must adhere to strict ethical guidelines to protect individual privacy, prevent bias in algorithms, and ensure data security.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Data Science Processes
Local	Local businesses can use data science to analyze customer preferences, optimize inventory management, and improve marketing strategies based on local trends and demographics.
Regional	Regional governments can use data science to analyze traffic patterns, public transportation usage, and urban infrastructure to optimize transportation systems and reduce congestion.
National	National governments can use data science to predict economic trends, monitor employment rates, and formulate policies for economic growth.
Global	Global organizations can use data science to analyze climate data from around the world to understand climate patterns, assess the impact of climate change, and develop mitigation strategies.
Employability	
Entrepreneurship	Identifying business opportunities and potential target markets through data analysis.
Skill Development	Acquiring skills in programming, statistics, data analysis, machine learning, data visualization, and domain-specific knowledge.
Professional Ethics	Ensuring the privacy and confidentiality of personal data collected for analysis.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Introduction to Machine Learning
Local	It can help in developing customized solutions for local businesses, healthcare facilities, and public services, making them more efficient and effective.

Regional	It aids in identifying regional trends, optimizing resource allocation, and enhancing regional development strategies.
National	Machine Learning plays a crucial role in various domains such as healthcare, education, finance, and defense.
Global	It facilitates cross-border collaborations, enables real-time analysis of global trends, and contributes to advancements in fields like climate monitoring, disaster prediction, and international relations.
Employability	Professionals with expertise in Machine Learning are in high demand across various industries at the local, regional, national, and global levels.
Entrepreneurship	Aspiring entrepreneurs can create startups that focus on developing AI-driven products and services, including recommendation systems
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Introduction to AI
Local	Artificial Intelligence refers to the implementation of AI technologies and applications within a specific community, organization, or small geographical area.
Regional	AI involves the integration of AI systems and solutions within a larger geographic region, such as a state or province.
National	Artificial Intelligence pertains to the strategic deployment and adoption of AI across the entire country.
Global	Artificial Intelligence refers to the collective efforts of countries and international organizations to collaborate on AI research, development, and governance.
Employability	AI can lead to automation of certain tasks, it can also create new job opportunities in AI development, data science, and related fields.
Entrepreneurship	AI offers numerous opportunities for entrepreneurs to create innovative products and services.
Skill Development	AI drives the need for upskilling and reskilling the workforce to meet the demands of an AI-driven world.
Professional Ethics	Ethical considerations in AI are vital to ensure that AI systems are designed and used responsibly.
Gender	Gender representation in AI development and usage is essential to avoid biases and ensure inclusivity.
Human Values	-
Environment & Sustainability	-

SDG	SDG 4.0
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SEMESTER II

SMAW218A	Laws Governing Companies in India	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. Discuss the basics of The Companies Act, 2013.
2. Identify the documents involved in the process of formation and incorporation of a company.
3. Demonstrate awareness of management of a company.
4. Analyse about the types of meetings of a company and also about the process of winding up of a company.

Course Outcomes

On completion of this course, the students will be able to

CO1. Analyze the basic concepts in The Companies Act, 2013.

CO2. Understand the kind of documents involved in the process of formation and incorporation of a company.

CO3. Gain the clarity about management of a company.

CO4. Comprehend the concept of meetings of a company, its types and also the process of winding up of a company.

Catalog Description

Corporate world is the most complex, dynamic and ever growing area of the whole economic system. The number of registered companies in India has grown from 30,000 in 1956 to nearly a million, as of date. Companies are mobilizing huge resources at a rapid pace and are entering into new range of activities. In view of increasing emphasis on adherence to norms of good corporate governance, Company Law assumes an added importance in the corporate legislative milieu, as it deals with structure, management, administration and conduct of affairs of Companies. A thorough study of various provisions of the Companies Act is a must for becoming a competent and efficient in conducting business. In the light of this, the syllabus has been designed to impart thorough knowledge to the students preparing for the Company

Law paper of the CS Executive Program. The study material is based on those sections of the Companies Act, 2013 and the rules made there under which have been notified by the Government of India and came into force w.e.f. April 01, 2014 (including Amendments/clarifications/circulars issued there under up to June, 2014). In respect of sections of The Companies Act, 2013 which have not been notified, applicable sections of Companies Act, 1956 have been dealt with in the course.

Course Content

UNIT I

8 hours

Introduction – Introduction to the concept of company, characteristics of a company; types of companies including one person company, small company and producer company; association not for profit; illegal association; lifting of corporate veil; formation of company –promoters, their legal position, pre-incorporation contract and provisional contracts; online registration of a company.

UNIT II

8 hours

Documents –Memorandum of Association, Articles of Association, doctrine of constructive notice and indoor management, shelf and red herring prospectus, mis-statement in prospectus; book building.

Share Capital – Nature, types of shares, issue, allotment and forfeiture of share, transfer and transmission of shares, provisions regarding buyback, issue of bonus shares, debentures, and dividend provisions.

UNIT III

7 hours

Management- Classification of directors, women directors, independent director, small shareholders' director; disqualifications, director identity number (DIN); appointment; legal positions, powers and duties; removal of directors; key managerial personnel, managing director, manager, oppression and mismanagement.

UNIT IV

7 hours

Meetings - Types of meetings, meetings of shareholders and the board; convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting.

Winding up: concept and modes of winding up; national company law tribunal (NCLT).

Text Books

2. Dr. G.K. Kapoor, Company Law and Practice, Taxmann's

Reference Books/Materials

1. Hicks, Andrew & Goo S H, Cases and Material on Company Law, Oxford University Press
2. Kershaw, David, Company Law in Context, Oxford University Press, UK

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Analyze the basic concepts in The Companies Act, 2013.	PO2, PO4,PO5, PSO1
CO2	Understand the kind of documents involved in the process of formation and incorporation of a company.	PO2,PO4,PO5
CO3	Gain the clarity about management of a company.	PO2,PO4,PO5, PSO1
CO4	Comprehend the concept of meetings of a company, its types and also the process of winding up of a company.	PO2,PO4,PO5

		Mu	Co	Em	Co	Inte	In	An	In	T	Bl	Fun	Cr	Cor	Eff
		lti-	nc	plo	mpl	grat	no	aly	du	ea	en	da	iti	por	ect
		dis	cept	yab	ex	ive	v	tic	str	m	de	me	ca	ate	ive
		cipl	ual	ility	Glo	Exp	ie	Th	Ex	B	Le	Kn	T	Soc	Le
		in	an		bal	erie	thi	in	po	ui	ar	owl	hi	ial	ad
		ary	d		Bus	nce	nk	ki	su	ld	ni	edg	nk	Res	ers
		kn	pra		ine	and	ng	ng	re	in	ng	e	in	pon	hip
		ow	cti		ss	Exp	for	ng	re	g	ng		g	sibil	
			cal		En	eri	Eff							ity	
					vir	me	ect								

		led ge	ski lls		on me nt	ntal Lea rnin g	ive De cis ion M aki ng								
Co urs e Co de	Co urs e Tit le	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4
SM A W2 18 A	La ws Go ver nin g Co mp ani es in Ind ia		3		3	3						3			

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	-	3		3	3	-	-	-	-	-	3	-	-	-
CO 2	-	3		3	3	-	-	-	-	-	-	-	-	-
CO 3	-	3		3	3	-	-	-	-	-	3	-	-	-
CO 4	-	3		3	3	-	-	-	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	Exploring the specific laws and regulations applicable to companies operating at the local level within India, including local business registration requirements, licensing, and compliance.
Regional	Understanding the regional laws and regulations that may impact companies operating within specific states or regions of India, such as regional investment incentives, labor laws, and taxation regulations.
National	-
Global	-
Employability	Developing an understanding of the legal requirements and obligations for companies in India to enhance employability in legal and corporate sectors.
Entrepreneurship	Exploring the legal framework and regulations relevant to starting and running a company in India, including company registration, intellectual property protection, contract laws, and investment regulations.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Documents and Share Capital
Local	-
Regional	-
National	Analyzing the national laws and regulations governing companies in India, including the Companies Act, 2013, taxation laws, intellectual property laws, employment laws, and corporate governance norms.
Global	Examining the impact of global laws and regulations on companies operating in India, including international trade agreements, cross-border transactions, and compliance with global standards such as anti-bribery and anti-money laundering regulations.
Employability	-
Entrepreneurship	-

Skill Development	Enhancing skills related to legal research, interpretation of company laws, compliance management, contract drafting, and corporate legal advisory in the Indian context.
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Management
Local	-
Regional	-
National	-
Global	-
Employability	Developing an understanding of the legal requirements and obligations for companies in India to enhance employability in legal and corporate sectors.
Entrepreneurship	Exploring the legal framework and regulations relevant to starting and running a company in India, including company registration, intellectual property protection, contract laws, and investment regulations.
Skill Development	-
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	Considering the legal provisions and regulations related to gender equality, workplace harassment, and women's representation on company boards in India.
Human Values	Exploring the alignment of company laws with human values such as fairness, equality, and social justice, and the role of companies in promoting ethical and responsible business practices.
Environment & Sustainability	Examining the legal framework for environmental protection, sustainable business practices, and corporate social responsibility related to environmental sustainability in India.
Unit IV	Meetings and winding up
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-

Skill Development	Enhancing skills related to legal research, interpretation of company laws, compliance management, contract drafting, and corporate legal advisory in the Indian context.
Professional Ethics	Understanding the ethical considerations and professional standards for companies in India, including corporate social responsibility, transparency, and ethical business practices.
Gender	Considering the legal provisions and regulations related to gender equality, workplace harassment, and women's representation on company boards in India.
Human Values	Exploring the alignment of company laws with human values such as fairness, equality, and social justice, and the role of companies in promoting ethical and responsible business practices.
Environment & Sustainability	Examining the legal framework for environmental protection, sustainable business practices, and corporate social responsibility related to environmental sustainability in India.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC319A	Business Environment in India	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. Discuss the Business Environment challenges at each level in organization
2. Understand the policies and acts
3. Understanding the importance of Financial institutes
4. Learning about the Globalization, FDI

Course Outcomes

On completion of this course, the students will be able to

CO1. To understand the concept of BE its contemporary challenges

CO2. To understand economic reforms

CO3. Learning about Industrial Policy and Financial Institution

CO4. Analyzing BOP, Foreign Trade

Catalog Description

This course helps to understand the theoretical framework of Business Environment – its concept, significance and changing dimensions. The purpose of Business Environment is to analyse macro environmental factors such as economic, political, legal, socio-cultural, technological and international. The study of economic environment includes economic systems, economic planning, government policies, role of public sector banks and development banks, economic reforms like Liberalisation, Privatisation, Globalisation and their impact on business entity.

Course Content

Unit I

Business environment: Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy.

Unit II

Economic reforms: current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; consumer and investor's protection; corporate governance.

Unit III

Introduction to background of Industrial Policy and Industrial policy of 1991: public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial financial institutions – IDBI, IFCI and ICICI.

Unit IV

Balance of payments scenario: foreign trade pattern and policy; globalization trends; factors influencing FDI in India; Foreign Exchange Management Act.

Text book:

- Cherulimum, F. (2015). Business environment - Text & cases (24th ed.). New Delhi: Himalayas Publishing House.

Reference books:

1. Mishra, S. K., &Puri, V. K. (2016). Economic environment of business (With case studies). (9th ed.). New Delhi: Himalaya Publishing House.
2. Shukla, M. B. (2012). Business Environment - Text and cases. New Delhi: Taxman.
3. Cherulimum, F. (2015). International business environment (2th ed.). New Delhi: Himalayas Publishing House.
4. Saleem, S. (2015). Business environment (3rd ed.). Noida: Pearson India Education.
5. Ashwatthapa, K. (2016). Essentials of business environment (13th ed.). New Delhi: Himalayas Publishing House.
6. Datt, G., & Sundaram, K. P. M. (2016). Indian economy (72nd ed.). New Delhi: S. Chand.
7. Ministry of Finance. Economic Survey (2015-16). New Delhi: Govt. of India.
8. Bedi, S. (2012). Business Environment. New Delhi: Excel Books.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos	
	<p>Course Outcomes (COs)</p> <p>Mapped Program Outcomes</p>

CO1	To understand the concept of BE its contemporary challenges	PO1, PSO1
CO2	To understand economic reforms	PO5
CO3	Learning about Industrial Policy and Financial Institution	PO4, PSO1
CO4	Analyzing BOP, Foreign Trade	PO2

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yab ility	Co mp lex Glo bal Bu sin ess En vir on me nt	Inte grat ive Ex peri enc e and Ex peri men tal Lea rni ng	In no vat ive thi nk in g for Ef fec tiv e De cis io n Ma ki ng	An aly tic al Th in ki ng	In du str y Ex po su re	T ea m B ui ld in g	Bl en de d Le ar ni ng	Fu nda men tal Kn ow led ge	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibi lity	Eff ect ive Le ad ers hip
Co urs e Co de	Cou rse Titl e	PO 1	PO 2	PO 3	PO 4	PO 5	P O6	P O7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4
SM M C3 19 A	Bus ines s En vir on	3	3		3	3						3			

	ment in India														
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	-	-	-	-	-	-	-	-	3	-	-	-
CO 2	-	-	-	-	3	-	-	-	-	-		-	-	-
CO 3	-	-	-	3	-	-	-	-	-	-	3	-	-	-
CO 4	-	3	-	-	-	-	-	-	-	-		-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-		-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	Understanding the challenges businesses confront at the national level, including government policies, taxation, labor regulations, infrastructure, economic stability, and political stability.
Global	-
Employability	-
Entrepreneurship	Addressing the challenges entrepreneurs encounter in establishing and managing businesses, including accessing capital, market uncertainties, competition, innovation, and adapting to changing business environments.
Skill Development	Identifying the challenges associated with developing the necessary skills for success in the business environment, such as technological advancements, evolving job roles, and the need for continuous learning and upskilling.
Professional Ethics	-
Gender	-

Human Values	-
Environment & Sustainability	-
Unit II	Economic Reforms
Local	Exploring the challenges businesses face within a local market, such as competition, market dynamics, regulatory frameworks, and consumer preferences.
Regional	Analyzing the challenges businesses encounter within a specific regional market, including regional economic integration, cultural differences, trade barriers, and regional political and legal systems.
National	-
Global	-
Employability	-
Entrepreneurship	Addressing the challenges entrepreneurs encounter in establishing and managing businesses, including accessing capital, market uncertainties, competition, innovation, and adapting to changing business environments.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Introduction to background of Industrial Policy and Industrial policy of 1991
Local	-
Regional	-
National	-
Global	Examining the challenges businesses face in the global marketplace, such as international trade barriers, geopolitical risks, cultural diversity, global economic trends, and technological advancements.
Employability	Exploring the challenges individuals face in the business environment in terms of acquiring and developing the skills, knowledge, and competencies required for employment and career advancement.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-

Human Values	Addressing the challenges of aligning business practices with human values, such as social justice, equality, respect for human rights, and ethical decision-making.
Environment & Sustainability	Analyzing the challenges businesses encounter in relation to environmental sustainability, including climate change, resource depletion, pollution, waste management, and adopting sustainable business practices.
Unit IV	BOP Scenario
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Examining the ethical challenges businesses face, including issues related to corporate governance, corruption, social responsibility, sustainability, and maintaining ethical standards in business practices.
Gender	Exploring the challenges related to gender equality and diversity in the business environment, including biases, glass ceilings, workplace discrimination, and the underrepresentation of women in leadership positions.
Human Values	-
Environment & Sustainability	-
SDG	SDG 4.0
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC124A	Macro Economics Dynamics	L	T	P	C
Version 2.0		3	0	0	3
Total Contact Hours	45 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. To understand the overall nature and functioning of an economy
2. To understand the determinants of an economy which governs the structures of the country.
3. Students will learn and be aware about Money, Inflation and their impact on domestic and foreign market
4. To aware students about the importance of Fiscal Policy and other Government policies and their impact on the business.

Course Outcomes

CO1. Macroeconomics as a discipline develops skills in the students to understand functioning of entire economy.

CO2. Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.

CO3. Correct economic policies formulated at macro level make it possible to control business cycles (inflation and deflation) and resultantly, violent booms and depressions rarely occur.

CO4. Macroeconomics enables studying the causes, effects and solutions of general redundancy.

Catalog Description

Economics is that common term which has its importance in each and everybody's life. One cannot image his life without it. This unique and exciting course of Macro Economics would encourage the action-oriented and values adding potential business learners who are passionate and excited with the thought of working in macroeconomic environment. Also, then they need to be abreast of Economics jargons which are basically from various disciplines like Management Accounting, Basic Finance, and the like. Macroeconomic analysis is of paramount importance in getting us an idea of the functioning of an economic system.

Course Content

UNIT – I

8 lecture Hours

Introduction to Macro Economics: Nature and Scope of Macro Economics, Macroeconomic Aggregates: Aggregate demand, Aggregate Supply, Aggregate Output, and Aggregate Consumption.

Circular flow of Economic Activities and Income: Two Sector Economy, Three Sector Economy and Four Sector Economy, National Income: Concept, GDP, GNP, NDP, NNP, Per Capita Income, Personal Disposable Income, Measurement of National Income, Uses of National Income Data, Difficulties in the measurement of National Income.

UNIT – II**6 Lecture Hours**

Income Determination: Consumption Function; Psychological Law of Consumption Function, Investment Function, Balance of payments.

UNIT – III**8 Lecture Hours**

Money and Inflation: Functions of Money, Theories of Demand for Money, Determinants of Money Supply, Inflation: Introduction, Causes of Inflation, Inflation and Unemployment, Control of Inflation.

UNIT – IV**8 Lecture Hours**

Business Cycle: Introduction, Features of Business Cycles, Phase of Business Cycles, Causes and Effects of Business Cycle, Measures to Control Business Cycles: Fiscal Policy and Monetary Policy, IS-LM model- The interaction of Real and Monetary sectors of the economy.

Text book:

Diwedi, D. N. Macro Economics. New Delhi: Tata McGraw Hill.

Reference book(s):

1. Froyen, T. R. Macro-Economics. New Delhi: Pearson Education.
2. Agarwal, V. Macro-Economic. New Delhi: Pearson Education.
3. Geetika, Ghosh, P., & Chodhury, P. R. Managerial Economics. New Delhi: Tata McGraw Hill.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Macroeconomics as a discipline develops skills in the students to understand functioning of entire economy	PO1, PSO1
CO2	Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.	PO2
CO3	Correct economic policies formulated at macro level makes it possible to control business cycles (inflation and deflation) and resultantly, violent booms and depressions rarely occur.	PO4, PO7, PSO2
CO4	Macroeconomics enables studying the causes, effects and solutions of general redundancy.	PO5, PO8

		Mu lti- dis cip lin ary kn ow led ge	Co nce ptu al and pra cti cal ski lls	Em plo y abi lity	Co mpl ex Glo bal Bus ines s Env iron me nt	Inte grat ive Exp erie nce and Exp eri men tal Lea rnin g	Inn ov ati ve thi nki ng for Eff ect ive De cis ion Ma kin g	An aly tic al Th ink ing	In du str y Ex po sure	Te a m B uil di ng	Bl en de d Le ar ni ng	Fun da men tal Kn owl edg e	Cr iti cal Th in ki ng	Cor pora te Soci al Res pon sibil ity	Eff ect ive Le ade rsh ip
Co urs e	Co urs e	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4

Co de	Tit le														
SM MC 124 A	Mac ro- Ec on om ic Dy na mi cs	3	3		3	3		2	3			3	3		

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	-	-	-	-	-	-	-	-	3	-	-	-
CO 2	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	-	-	-	3	-	-	3	-	-	-	-	3	-	-
CO 4	-	-	-	-	3	-	-	3	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	Macroeconomic Aggregates, National Income: Concept, GDP, GNP, NDP, NNP, Per Capita Income, Personal Disposable Income, Measurement of National Income, Uses of National Income Data, Difficulties in the measurement of National Income
Global	Balance of payments
Employability	understand the overall nature and functioning of an economy
Entrepreneurship	

Skill Development	understand functioning of entire economy
Professional Ethics	Uses of National Income Data
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Income Determination
Local	-
Regional	-
National	Income Determination: Consumption Function; Psychological Law of Consumption Function, Investment Function,
Global	
Employability	understand the determinants of an economy which governs the structures of the country
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Money and inflation
Local	-
Regional	-
National	Inflation: Functions of Money, Theories of Demand for Money, Determinants of Money Supply, Inflation: Introduction, Causes of Inflation, Inflation and Unemployment, Control of Inflation
Global	-
Employability	knowledge about Money, Inflation and their impact on domestic and foreign market
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-

Environment & Sustainability	-
Unit IV	Business Cycle
Local	-
Regional	-
National	Fiscal Policy and Monetary Policy, IS-LM model- The interaction of Real and Monetary sectors of the economy
Global	-
Employability	-
Entrepreneurship	Knowledge about importance of Fiscal Policy and other Government policies and their impact on the business
Skill Development	-
Professional Ethics	Causes and Effects of Business Cycle
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4 and 12
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC124A	Macro Economics Dynamics	L	T	P	C
Version 2.0		3	0	0	3
Total Contact Hours	45 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. To understand the overall nature and functioning of an economy
2. To understand the determinants of an economy which governs the structures of the country
3. Students will learn and be aware about Money, Inflation and their impact on domestic and foreign market
4. To aware students about the importance of Fiscal Policy and other Government policies and their impact on the business.

Course Outcomes

CO1. Macroeconomics as a discipline develops skills in the students to understand functioning of entire economy.

CO2. Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.

CO3. Correct economic policies formulated at macro level make it possible to control business cycles (inflation and deflation) and resultantly, violent booms and depressions rarely occur.

CO4. Macroeconomics enables studying the causes, effects and solutions of general redundancy.

Catalog Description

Economics is that common term which has its importance in each and everybody's life. One cannot image his life without it. This unique and exciting course of Macro Economics would encourage the action-oriented and values adding potential business learners who are passionate and excited with the thought of working in macroeconomic environment. Also, then they need to be abreast of Economics jargons which are basically from various disciplines like Management Accounting, Basic Finance, and the like. Macroeconomic analysis is of paramount importance in getting us an idea of the functioning of an economic system.

Course Content

UNIT – I

8 lecture Hours

Introduction to Macro Economics: Nature and Scope of Macro Economics, Macroeconomic Aggregates: Aggregate demand, Aggregate Supply, Aggregate Output, and Aggregate Consumption.

Circular flow of Economic Activities and Income: Two Sector Economy, Three Sector Economy and Four Sector Economy, National Income: Concept, GDP, GNP, NDP, NNP, Per Capita Income, Personal Disposable Income, Measurement of National Income, Uses of National Income Data, Difficulties in the measurement of National Income.

UNIT – II**6 Lecture Hours**

Income Determination: Consumption Function; Psychological Law of Consumption Function, Investment Function, Balance of payments.

UNIT – III**8 Lecture Hours**

Money and Inflation: Functions of Money, Theories of Demand for Money, Determinants of Money Supply, Inflation: Introduction, Causes of Inflation, Inflation and Unemployment, Control of Inflation.

UNIT – IV**8 Lecture Hours**

Business Cycle: Introduction, Features of Business Cycles, Phase of Business Cycles, Causes and Effects of Business Cycle, Measures to Control Business Cycles: Fiscal Policy and Monetary Policy, IS-LM model- The interaction of Real and Monetary sectors of the economy.

Text book:

Diwedi, D. N. Macro Economics. New Delhi: Tata McGraw Hill.

Reference book(s):

1. Froyen, T. R. Macro-Economics. New Delhi: Pearson Education.
2. Agarwal, V. Macro-Economic. New Delhi: Pearson Education.
3. Geetika, Ghosh, P., & Chodhury, P. R. Managerial Economics. New Delhi: Tata McGraw Hill.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Macroeconomics as a discipline develops skills in the students to understand functioning of entire economy	PO1, PSO1
CO2	Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.	PO2
CO3	Correct economic policies formulated at macro level makes it possible to control business cycles (inflation and deflation) and resultantly, violent booms and depressions rarely occur.	PO4, PO7, PSO2
CO4	Macroeconomics enables studying the causes, effects and solutions of general redundancy.	PO5, PO8

		Mu lti- dis cip lin ary kn ow led ge	Co nce ptu al and pra cti cal ski lls	Em plo y abi lity	Co mpl ex Glo bal Bus ines s Env iron me nt	Inte grat ive Exp erie nce and Exp eri men tal Lea rnin g	Inn ov ati ve thi nki ng for Eff ect ive De cis ion Ma kin g	An aly tic al Th ink ing	In du str y Ex po sure	Te a m B uil di ng	Bl en de d Le ar ni ng	Fun da men tal Kn owl edg e	Cr iti cal Th in ki ng	Cor pora te Soci al Res pon sibil ity	Eff ect ive Le ade rsh ip
Co urs e Co de	Co urs e Tit le	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O 2	PS O3	PS O4

SM MC 124 A	M acr o- Ec on om ic Dy na mi cs	3	3		3	3		2	3			3	3		
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	-	-	-	-	-	-	-	-	3	-	-	-
CO 2	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	-	-	-	3	-	-	3	-	-	-	-	3	-	-
CO 4	-	-	-		-	-	-	3	-	-	-	-	-	-
CO 5	-	-	-		-	-	-	-	-	-	-	-	-	-

1=lightly mapped 2=moderately mapped 3=strongly mapped

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	Macroeconomic Aggregates, National Income: Concept, GDP, GNP, NDP, NNP, Per Capita Income, Personal Disposable Income, Measurement of National Income, Uses of National Income Data, Difficulties in the measurement of National Income
Global	Balance of payments
Employability	understand the overall nature and functioning of an economy
Entrepreneurship	
Skill Development	understand functioning of entire economy

Professional Ethics	Uses of National Income Data
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Income Determination
Local	-
Regional	-
National	Income Determination: Consumption Function; Psychological Law of Consumption Function, Investment Function,
Global	
Employability	understand the determinants of an economy which governs the structures of the country
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Money and inflation
Local	-
Regional	-
National	Inflation: Functions of Money, Theories of Demand for Money, Determinants of Money Supply, Inflation: Introduction, Causes of Inflation, Inflation and Unemployment, Control of Inflation
Global	-
Employability	knowledge about Money, Inflation and their impact on domestic and foreign market
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Business Cycle

Local	-
Regional	-
National	Fiscal Policy and Monetary Policy, IS-LM model- The interaction of Real and Monetary sectors of the economy
Global	-
Employability	-
Entrepreneurship	Knowledge about importance of Fiscal Policy and other Government policies and their impact on the business
Skill Development	-
Professional Ethics	Causes and Effects of Business Cycle
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4 and 12
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC182A	Statistics & Computational Data Analysis	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. The objective of this course is to teach students the fundamentals of Python Programming Language, Numpy, Pandas, and matplotlib
2. The objective of this course is to teach students the basic concepts of Statistics, Probability and probability distribution and other statistical methods to solve various engineering problems.

Course Outcomes

On completion of this course, the students will be able to

- CO1: Basic of Python Programming
 CO2: Pandas, Numpy, Matplotlib
 CO3: Basics of Statistics and Probability distributions
 CO4: Various tests of Hypothesis and Significance

Catalog Description

The course begins with the hands on learning of Python programming, Numpy, Pandas, and Matplotlib. The study of statistics and probability distributions which is widely used in ML, AI and all engineering applications. Topics include: Data Distribution, random variables, probability distributions, hypothesis testing, and confidence intervals.

Course Content

UNIT I

Python programming Basic: Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.

Data Structure, functions, files: tuple, list, built-in sequence function, dict, set, functions, namespace, scope, local function, returning multiple values, functions are objects, lambda functions

NumPy: Array and vectorized computation: Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes.

UNIT – II

Pandas: Pandas data structure, series, Data Frame, Index Object, Reindexing, dropping entities from an axis, indexing.

Visualization with Matplotlib: Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on subplots, matplotlib configuration, Plotting with pandas and seaborn.

UNIT – III

Data description: Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of association between two or more variables.

Probability Theory: Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem.

UNIT- IV

Random Variables: Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, Probability distribution of continuous random variables, normal (gaussian) distribution, Interval Estimations, Confidence interval of means and proportions, Test of Statistical Hypothesis and p-values

Text Books

1. Achim Klenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3

Reference Books/Materials

1. Christian Heumann, Michael Schomaker Shalabh (2016), Introduction to Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1
2. Douglas C. Montgomery, (2012), Applied Statistics and Probability for Engineers, 5th Edition, , Wiley India, ISBN: 978-8-126-53719-8.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Basic of Python Programming	PO1, PO2, PSO1
CO2	Pandas, Numpy, Matplotlib	PO4
CO3	Basics of Statistics and Probability distributions	PO6, PSO3
CO4	Various tests of Hypothesis and Significance	PO8, PO5

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual an d pra cti cal ski lls	Em plo yab ility	Co mp lex Glo bal Bu sin ess En vir on me nt	Inte grat ive Ex peri enc e and Ex peri men tal Lea rni ng	In no vat ive thi nk in g for Ef fec tiv e De cis io n Ma ki ng	An aly tic al Th in ki ng	In du str y Ex po su re	T ea m B ui ld in g	Bl en de d Le ar ni ng	Fu nda men tal Kn owl edg e	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibi lity	Eff ect ive Le ad ers hip
Co urs e Co de	Cou rse Titl e	PO 1	PO 2	PO 3	PO 4	PO 5	P O6	P O7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4

SM M C1 82 A	Statistic & Compu tationa l Data Anali ysi s															
		2	3	3	2	3	2	3	3	2	3	2	2	2		

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	-	3	3	-	3	-	1	2	-	3	1	2	1	-
CO 2	2	3	3	3	3	1	3	3	3	3	2	3	3	-
CO 3	3	3	3	2	3	2	3	3	2	3	2	2	2	-
CO 4	3	3	3	3	3	3	3	3	3	3	2	2	2	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Python programming: Overview
Local	-
Regional	Exploring analysis methods for regional business data, Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.
National	Analyzing national-level business statistics, such as economic indicators, industry trends, and market research data.
Global	-

Employability	Developing statistical skills and knowledge that are highly valued in the business industry, enhancing employability prospects.
Entrepreneurship	-
Skill Development	Developing practical skills in data collection, analysis, and interpretation using statistical software and tools.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Pandas: Pandas data structure
Local	-
Regional	-
National	-
Global	Examining the use of statistics in understanding global business trends, international trade patterns, and comparative analysis across countries.
Employability	-
Entrepreneurship	Exploring how statistical analysis can support entrepreneurial ventures, including market research, forecasting, and identifying business opportunities
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Data description
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-

Professional Ethics	Addressing ethical considerations in the collection, analysis, and reporting of business statistics, including confidentiality, privacy, and unbiased reporting.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Random Variables
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Examining the role of business statistics in measuring and monitoring environmental impacts, sustainable practices, and corporate sustainability reporting.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC118A	Human Behaviour at Work	L	T	P	C
Version 2.0		4	0	0	4
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. Discuss the Organization behavior levels and challenges at each level in organization.
2. Understand the attitude and perception of an individual.
3. Understanding the importance of working in team
4. Learning the organization structure and need for change and development in organization.

Course Outcomes

On completion of this course, the students will be able to

CO1. To understand the concept of OB and its contemporary challenges.

CO2. To understand individual behavior and processes

CO3. To design the interpersonal and team processes.

CO4. To analyze organizational structure & design

Catalog Description

The main objective of this course is to understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals. The organizations in which people work have an effect on their thoughts, feelings, and actions. These thoughts, feelings, and actions, in turn, affect the organization itself.

It will enable students to list and define basic organizational behaviour principles, and analyses how these influence behaviour in the workplace. This will help analyses individual human behaviour in the workplace as influenced by personality, values, perceptions, and motivations. They would be able to outline the elements of group behaviour including group dynamics, communication, leadership, power & politics and conflict & negotiation and understand their own management style as it relates to influencing and managing behaviour in the organization systems. This course will enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.

Course Content

UNIT I

10 hours

Foundation and background of OB: contemporary challenges -workforce diversity, cross-cultural dynamics, changing nature of managerial work, ethical issues at work, emotional intelligence in contemporary business.

UNIT II**10 hours**

Individual behaviour and processes: individual differences – values and attitudes; Perception- concept, process and applications; Personality- concept, determinants and theories applications; Learning and Reinforcement, Stress – symptoms, causes, consequences and management

UNIT III**10 hours**

Interpersonal and team processes: group behaviour, group development, group dynamics, social loafing; developing teams – self-directed work teams, virtual teams; team building; Empowerment - concept, significance, process, prerequisites, Conflict – concept, sources, types, management of conflict, Power – concept, sources, approaches; organizational politics.

UNIT IV**10 hours**

Organizational processes and structure: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.

Text Book

1. Robbins, S.P., Organisational Behaviour, Prentice Hall of India, New Delhi

Reference Books:

1. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
2. Robbins, S.P., Organisational Behaviour, Prentice Hall of India, New Delhi
3. Hellgiegel, D & J.W. Slocum, Organisational Behaviour, Thomson Learning
4. McSchane, Organisation Behaviour, TMH, New Delhi
5. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York
6. New Storm and Keith Davis, Organisation Behaviour, TMH, New Delhi
7. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To understand the concept of OB and its contemporary challenges.	PO2, PSO2
CO2	To understand individual behavior and processes	PO6, PSO1
CO3	To design the interpersonal and team processes.	PO9, PSO4
CO4	To analyze organizational structure & design	PO1

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yabi lity	Co mpl ex Glo bal Bus ine ss En vir on me nt	Inte grat ive Exp erie nce and Exp eri men tal Lea rnin g	In no vat ive thi nki ng for Eff ect ive De cis ion M aki ng	An aly tic al Th in ki ng	In du str y Ex po su re	Te am B uil di ng	Bl en de d Le ar ni ng	Fun da men tal Kn owl edg e	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibil ity	Eff ect ive Le ad ers hip
Co urs e Co de	Co urs e Tit le	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4
SM MC 118 A	Hu ma n Be ha vi	2	3				2			3		3	3		3

ou r at wo rk															
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	-	3	-	-	-	-	-	-	-	-	-	3	-	-
CO 2	-	-	-	-	-	2	-	-	-	-	3	-	-	-
CO 3	-	-	-	-	-	-	-	-	3	-	-	-	-	-
CO 4	2	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Foundation and background of OB
Local	Understanding the behavior of individuals and groups within a specific organization or workplace. It includes studying the dynamics of communication, leadership styles, motivation, decision-making processes, and conflict resolution within the context of a particular organizational culture and structure.
Regional	It involves examining how cultural norms, values, and practices influence the behavior of employees and how organizations adapt to the regional context.
National	Different countries have unique cultural, legal, and economic environments that affect how organizations operate and how employees behave within them.
Global	It deals with the complexities of managing multinational and transnational organizations, considering cultural diversity, cross-cultural communication, global leadership, and the impact of globalization on organizational behavior.
Employability	Employability refers to the ability of individuals to gain and maintain employment, adapt to changing work environments, and enhance their career prospects.

Entrepreneurship	OB also explores the behavior and characteristics of entrepreneurs within organizations or as independent business owners. It examines factors that drive entrepreneurial intentions, risk-taking behavior, innovation, and the creation of new ventures.
Skill Development	This includes both technical skills related to job tasks and soft skills such as communication, teamwork, problem-solving, and adaptability.
Professional Ethics	Professional ethics in OB deals with the moral principles and values that guide the behavior of individuals and organizations in the workplace.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Individual behaviour and processes
Local	It includes studying how individuals interact with each other, how they respond to leadership styles, and how local cultural norms influence their behavior in the workplace.
Regional	It considers the impact of regional cultures, values, and practices on employee behavior, communication, and work dynamics.
National	It takes into account the influence of national culture, legal frameworks, and societal norms on individual behavior, motivation, and work-related attitudes.
Global	It examines the impact of cultural diversity, cross-cultural communication, and international collaboration on individual behavior within multinational and global organizations.
Employability	Employability-related individual behavior and processes involve studying how individuals develop and demonstrate skills, knowledge, and attitudes that enhance their employability.
Entrepreneurship	Entrepreneurial individual behavior and processes explore the traits, attitudes, and actions of individuals who seek to identify and pursue new business opportunities.
Skill Development	Individual behavior and processes related to skill development focus on how individuals acquire, refine, and apply specific competencies required for their job roles.
Professional Ethics	Professional ethics in individual behavior and processes refer to the moral principles and ethical decision-making of employees in the workplace.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Interpersonal and team processes

Local	At the local level, interpersonal and team processes refer to the interactions and dynamics between individuals and teams within a specific organization or workplace in a particular geographical area.
Regional	Regional interpersonal and team processes focus on understanding how interpersonal relationships and team dynamics are influenced by regional cultural norms and practices.
National	It takes into account the influence of national culture, communication patterns, and work values on team dynamics and interpersonal relationships.
Global	It examines the challenges and opportunities of virtual teams, cross-cultural teamwork, and communication across borders.
Employability	Employability-related interpersonal and team processes involve understanding how individuals develop and demonstrate interpersonal skills and teamwork abilities that enhance their employability.
Entrepreneurship	Employability-related interpersonal and team processes involve understanding how individuals develop and demonstrate interpersonal skills and teamwork abilities that enhance their employability.
Skill Development	Interpersonal and team processes related to skill development focus on how individuals and teams learn and improve their abilities to work together effectively. I
Professional Ethics	Professional ethics in interpersonal and team processes refer to the ethical considerations and behaviors that guide interpersonal interactions and team dynamics.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Organizational processes and structure
Local	At the local level, organizational processes and structure refer to the specific practices, procedures, and hierarchical arrangements within a particular organization operating in a specific geographical area.
Regional	Regional organizational processes and structure focus on how organizations adapt their processes and structure to fit the cultural, legal, and economic characteristics of a specific region.
National	It involves understanding how national regulations, labor laws, and business practices influence organizational policies, governance, and structure.
Global	It involves examining the complexities of managing diverse workforces, coordinating activities in different locations, and aligning organizational processes with global strategies.

Employability	Employability-related organizational processes and structure involve how organizations design and implement programs to enhance the employability of their workforce.
Entrepreneurship	Entrepreneurial organizational processes and structure explore how organizations foster an entrepreneurial culture and support innovative initiatives.
Skill Development	Organizational processes and structure related to skill development focus on how organizations identify skill gaps, provide training opportunities, and support employees' continuous learning.
Professional Ethics	Professional ethics in organizational processes and structure refer to the ethical principles that guide the behavior and decision-making of the organization as a whole.
Gender	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SEMESTER III

SMMC211A	Human Capital Management	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. Students will understand the key terms, theories/concepts, and practices within the field of human capital management.
2. Students will develop an understanding and key skills that are required by today's HR professionals and to enable the students to effectively contribute to the dynamic organizations.
3. Students shall be able to identify and appreciate the significance of ethical issues in human capital practices and the management of people in the workplace.

Course Outcomes

On completion of this course, the students will be able to

CO1. Analyze the basic concepts in Concept of HCM its Nature, Scope, Objectives, Importance & Evolution of HRM.

CO2. Understand the elements of HR Planning & acquisition of Human Resources.

CO3. Students will gain the clarity for developing human resources.

CO4. Students will develop an understanding for Managing Performance & Compensation.

Catalog Description

The learners would be able to explain the meaning of Human Capital Management which is used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees. Human capital management is the strategic approach to the effective management of people in an organization, so that they help the business gain a competitive advantage. The overall purpose of this course is to ensure that the organization is able to achieve success through people. The students can specialize in recruiting, training, employee-relations or benefits, recruiting specialists, find, and get hired by top recruiters. Human capital management involves developing and administering programs that are designed to increase the effectiveness of an organization or business. It includes the entire spectrum of creating, managing, and cultivating the employer-employee relationship.

The concept behind human capital management is that employees who are subject to effective human resource management are able to more effectively and productively contribute to a company's overall direction, thereby ensuring that company goals and objectives are

accomplished. Today's human resource management team is responsible for much more than traditional personnel or administrative tasks. Instead, members of a human capital management team are more focused on adding value to the strategic utilization of employees and ensuring that employee programs are impacting the business in positive and measurable ways.

Course Content

UNIT I 8 hours

Introduction to HRM: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Personnel Management vs HRM ; Functions of HRM ;Challenges of HRM; Strategic HRM ; HRIS; International HRM; HRM in Changing Environment.

UNIT II 8 hours

Acquisition of Human Resources: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment; Selection Process, Placement, Induction, Socialization.

UNIT III 7 hours

Developing Human Resources: Training and Development; Executive Development – Process and Techniques; Career Planning and Development; HRD.

UNIT IV 7 hours

Managing Performance & Compensation: Performance and Potential Appraisal; wage and salary administration; Incentive compensation, significance; Employee Welfare; Health and Safety, Social Security.

Text Book:

1. Dessler, Gary, (2011) Human Resource Management, Pearson Education, (2nd Edition),

Reference Books:

1. Aswathappa, K., Human Resource Management, McGraw Hill Education.
2. VSP Rao, Human Resource Management, Excel Books.
3. C.B. Gupta, Human Resource Management, Sultan Chand & Sons.
4. Jyothi, P. and Venkatesh, D.N, Human Resource Management, Oxford Higher Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Analyze the basic concepts in Concept of HCM its Nature, Scope, Objectives, Importance & Evolution of HRM.	PO1, PO2, PSO1
CO2	Understand the elements of HR Planning & acquisition of Human Resources.	PO7, PSO4
CO3	Students will gain the clarity for developing human resources.	PO6
CO4	Students will develop an understanding for Managing Performance & Compensation.	PO8, PSO3

		Mu lti- dis cip lin ary kn ow led ge	Co nce ptu al an d pra cti cal ski lls	Em plo yabi lity	Co mpl ex Glo bal Bus ine ss En vir on me nt	Inte grat ive Exp erie nce and Exp eri men tal Lea rnin g	In no vat ive thi nki ng for Eff ect ive De cis ion Ma ki ng	An aly tic al Th in ki ng	In du str y Ex po sure	Te a m B uil di ng	Bl en de Le ar ni ng	Fun da men tal Kn owl edg e	Cr iti ca l Th in ki ng	Cor por ate Soc ial Res pon sibil ity	Eff ect ive Le ad ers hip
C o u r s e C o d e	Cou rse Titl e	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4

S M M C 2 1 1 A	Hu ma n Ca pita l Ma nag em ent	3	3				3	3	3			3	3		3
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	2	-	-	-	-	-	-	-	-	-	-	3	-
CO 2	2	-	3	-	-	-	-	-	-	-	-	-	3	-
CO 3	2	-		-	3	-	-	-	-	-	-	-	3	-
CO 4	2	-	3	-	-	-	-	-	-	-	-	-	3	-
CO 5	-	-		-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction to HRM
Local	Understanding the management of human capital within a local organizational context, including recruitment, training, performance management, and employee development.
Regional	Exploring the unique challenges and practices of managing human capital within a specific regional setting, considering cultural, legal, and economic factors.
National	-
Global	Examining the complexities of managing human capital in a globalized business environment, covering topics such as global talent management, expatriate assignments, and cross-cultural leadership.
Employability	Developing the skills and competencies necessary to enhance employability in the field of human capital management, including

	recruitment and selection, employee engagement, talent development, and HR analytics.
Entrepreneurship	Exploring the role of human capital management in entrepreneurial ventures, including the importance of building a strong team, creating a positive organizational culture, and managing human resources effectively.
Skill Development	Enhancing skills related to human capital management, such as performance evaluation, training and development, workforce planning, diversity and inclusion, and employee relations.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Acquisition to Human Resources
Local	Understanding the management of human capital within a local organizational context, including recruitment, training, performance management, and employee development.
Regional	-
National	Analyzing the strategies and policies involved in managing human capital at the national level, including labor laws, workforce planning, talent acquisition, and retention.
Global	-
Employability	Developing the skills and competencies necessary to enhance employability in the field of human capital management, including recruitment and selection, employee engagement, talent development, and HR analytics.
Entrepreneurship	Exploring the role of human capital management in entrepreneurial ventures, including the importance of building a strong team, creating a positive organizational culture, and managing human resources effectively.
Skill Development	Enhancing skills related to human capital management, such as performance evaluation, training and development, workforce planning, diversity and inclusion, and employee relations.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Developing Human Resources
Local	-

Regional	Exploring the unique challenges and practices of managing human capital within a specific regional setting, considering cultural, legal, and economic factors.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in human capital management, including fair employment practices, equal opportunities, privacy and data protection, and ethical leadership.
Gender	Examining the impact of gender on human capital management, including gender diversity in the workforce, gender pay gap, and strategies for promoting gender equality and inclusivity.
Human Values	Exploring the alignment of human capital management practices with human values, including respect, fairness, integrity, and social responsibility.
Environment & Sustainability	Considering the role of human capital management in promoting environmental sustainability within organizations, including sustainability-oriented HR practices, employee well-being, and corporate social responsibility.
Unit IV	Managing Performance & Compensation
Local	-
Regional	-
National	Analyzing the strategies and policies involved in managing human capital at the national level, including labor laws, workforce planning, talent acquisition, and retention.
Global	Examining the complexities of managing human capital in a globalized business environment, covering topics such as global talent management, expatriate assignments, and cross-cultural leadership.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in human capital management, including fair employment practices, equal opportunities, privacy and data protection, and ethical leadership.
Gender	Examining the impact of gender on human capital management, including gender diversity in the workforce, gender pay gap, and strategies for promoting gender equality and inclusivity.

Human Values	Exploring the alignment of human capital management practices with human values, including respect, fairness, integrity, and social responsibility.
Environment & Sustainability	Considering the role of human capital management in promoting environmental sustainability within organizations, including sustainability-oriented HR practices, employee well-being, and corporate social responsibility.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC303A	Productions and Operations Management	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

This course emphasizes the fundamentals of the various techniques used in practice of production and operations management to include location, sales forecast, quality and production planning and control.

Course Outcomes

On completion of this course, the students will be able to

CO1. Develop basic understanding and knowledge about production and operations management.

CO2. Understand the elements of production planning and scheduling

CO3. Operations management offers tools to measure performance, improve production, determine throughput, optimize capacity and cut operations cost

CO4. Understand the safety mechanism and tools for productivity improvement.

Catalog Description

This course reviews the management of operations in manufacturing, service, and government organizations. Topics include a review of the activities and responsibilities of operations management, the tools and techniques available to assist in running the operation, and the factors considered in the design of the system.

Course Content

UNIT I

10 Hours

Nature, evolution and scope of production and operations management, operations as a competitive strategy, recent trends in production and operations management, production processes and methods; Decision making and forecasting – Tools and techniques.

UNIT II

8 hours

Facility Location: Nature, location theories, location factors; Facility layout - Objectives of a good layout, factors influencing layout, principles of layout, types of layout, service facility layout, importance of layout.

UNIT III**10 hours**

New Quality concepts and Initiatives: ISO 9000, ISO14000: Global environmental management standards, Kaizen, contribution of Deming, service quality, TQM, roadmap for TQM, Six Sigma, statistical quality control.

UNIT IV**12 hours**

Production planning and control: Meaning, planning procedure, production control, capacity planning, material resource planning, enterprise resource planning.

Text Book:

1. Chary, S. N. (2012). *Production and operations management* (5thed.). New Delhi: Tata McGraw Hill.

Suggested Readings

1. Chunawalla, S. A., & Patel, D. R. (2016). *Production and operations management* (9thed.). Mumbai, Maharashtra: Himalaya Publishing House.
2. Aswathappa, K., & Bhat, K.S. (2015). *Production and operations management* (2nded.). Mumbai, Maharashtra: Himalaya Publishing House.
3. Muhlemann, A., Oakland, J., Lockyer K., Sudhir, B., & Katyayani, J. (2013). *Production and operations management lectures guide* (6th ed.). New Delhi: Pearson Education.
4. Schroeder, R. G. (2011). *Operations management: Contemporary concepts and cases* (5th ed.). New Delhi: McGraw Hill.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Develop basic understanding and knowledge about production and operations management.	PO1, PSO1
CO2	Understand the elements of production planning and scheduling	PO2, PO4, PO5, PO8, PSO2

CO3	Operations management offers tools to measure performance, improve production, determine throughput, optimize capacity and cut operations cost	PO4, PO6, PO7, PSO4
CO4	Understand the safety mechanism and tools for productivity improvement	PO4, PO8, PSO3

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yabi lity	Co mpl ex Glo bal Bus ine ss En vir on me nt	Inte grat ive Exp erie nce and Exp eri me ntal Lea rnin g	In no vat ive thi nki ng for Eff ect ive De cis ion Ma ki ng	An aly tic al Th in ki ng	In du str y Ex po su re	Te am B uil di ng	Bl en de d Le ar ni ng	Fun da me ntal Kn owl edg e	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibil ity	Eff ect ive Le ad ers hip
Co urs e Co de	Co urs e Tit le	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4
S M M C3 03 A	Pro duc tion & Op erat ion Ma nag em ent	2	3		3	3	2	3	3	3		3	3	3	3

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	-	2	-	3	-	-	-	-	-	3	-	-
CO 2	-	2	-	2	-	3	-	-	-	-	-	2	-	-
CO 3	-	-	3	-	-	3	-	2	-	-	2	-	-	-
CO 4	-	-	3	-	-	3	-	2	2	-	-	3	-	-
CO 5	-	-	-	-	-		-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	production processes and methods; Decision making and forecasting – Tools and techniques
Global	recent trends in production and operations management
Employability	basic understanding and knowledge about production and operations management
Entrepreneurship	
Skill Development	Decision making and forecasting
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Facility Layout and Location
Local	-
Regional	-
National	Objectives of a good layout, factors influencing layout, service facility layout
Global	-
Employability	-
Entrepreneurship	-

Skill Development	Understanding of the elements of production planning and scheduling
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Quality
Local	-
Regional	-
National	-
Global	ISO 9000, ISO14000: Global environmental management standards, Kaizen, contribution of Deming, service quality, TQM, roadmap for TQM, Six Sigma
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	TQM
Gender	-
Human Values	-
Environment & Sustainability	ISO 9000, ISO14000: Global environmental management standards
Unit IV	Production planning and control
Local	-
Regional	-
National	planning procedure, production control, capacity planning, material resource planning, enterprise resource planning
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Understanding of the safety mechanism and tools for productivity improvement
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC183A	Machine Learning for Business	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

The objective of this course is to teach students the basic concepts of machine learning, supervised learning, unsupervised learning, and reinforcement learning.

Course Outcomes

On completion of this course, the students will be able to

CO1. Basic Algorithms of Machine Learning.

CO2. Supervised and Unsupervised Learning.

CO3. Linear Regression, Classification, Tree, PCA, SVD, SVM.

CO4. Resampling Methods and Optimization Techniques.

Catalog Description

The course begins with the key concepts of Machine Learning. The student gets an opportunity to learn Machine learning algorithms, analyze the results, and techniques to optimize them.

Course Content

UNIT – I

Introduction: Learning systems, real world applications of machine learning, why machine learning, variable types and terminology, function approximation

Types of machine learning: Supervised learning, unsupervised learning, reinforcement learning

Important concepts of machine learning: Parametric vs non-parametric models, the trade-off between prediction accuracy and model interpretability, the curse of dimensionality, measuring the quality of fit, bias-variance trade off, overfitting, model selection, no free lunch theorem.

UNIT – II

Linear Regression: Linear regression, estimating the coefficients, accessing the accuracy of coefficient estimates, accessing the accuracy of the model, multiple linear regression, qualitative predictors.

Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis, bayes' theorem of classification, LDA for $p=1$, LDA for $p>1$, quadratic discriminant analysis

UNIT – III

Resampling Methods, Model Selection and Regularization: Cross-validation, leave-one-out cross-validation, k-fold cross-validation, the bootstrap, subset selection, shrinkage methods, ridge and lasso regression, dimension reduction methods, principal components regression, partial least square.

Tree Based Methods: Advantages and disadvantages of trees, regression Trees, classification trees, bagging, random forest, boosting.

UNIT – IV

Support Vector Machine: Maximum margin classifier, classification using a separating hyperplane, the maximal margin classifier, support vector classifier, support vector machines, classification with non-linear decision boundaries, support vector machine, one-versus-one classification, one-versus-many classification

Unsupervised Learning: Principle component analysis, what are principal components, clustering methods, k-means clustering, hierarchical clustering, Independent component analysis, latent semantic indexing, Markov Models, Hidden Markov Model.

Text Books:

1. Machine Learning by Tom M. Mitchell - McGraw Hill Education; First edition

Reference Books:

2. Pattern Recognition and Machine Learning (Information Science and Statistics) by Christopher M. Bishop - Springer; 1st ed. 2006. Corr. 2nd printing 2011 edition
3. The Elements of Statistical Learning: Data Mining, Inference, and Prediction by Trevor Hastie,
4. Robert Tibshirani, Jerome Friedman - Springer; 2nd ed. 2009, Corr. 9th printing 2017 edition

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz Assignment I	I/ Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam

Weightage (%)	10	20	10	10	50
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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Basic Algorithms of Machine Learning	PO1, PSO1
CO2	Supervised and Unsupervised Learning	PO2, PO4, PO5, PO8, PSO2
CO3	Linear Regression, Classification, Tree, PCA, SVD, SVM	PO4, PO6, PO7, PSO3
CO4	Resampling Methods and Optimization Techniques	PO4, PO8, PSO3

		Mu lti- dis cipl ina ry kno wle dge	Co nce ptu al and pra ctic al skil ls	Em plo y abi lity	Co mpl ex Glo bal Bus ines s Env iron me nt	Inte grat ive Exp erie nce and Exp eri men tal Lea rnin g	Inn ov ati ve thi nk ing for Eff ect ive De cis ion Ma kin g	An aly tic al Th ink ing	In du str y Ex po sure	Te a m B uil di ng	Bl en de d Le ar ni ng	Fun da me ntal Kn owl edg e	Cr iti cal Th in ki ng	Cor pora te Soci al Res pon sibil ity	Eff ect ive Le ade rsh ip
Co urs e Co de	C ou rs e Ti tle	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	P O 8	P O 9	P O 10	PS O1	PS O 2	PSO 3	PS O4
SM M C1	M ac hi ne	2	3		3	3	2	3	3	3		3	3	3	3

83 A	Le ar ni ng fo r B us in es s														
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	1	3	3	2	2	3	3	3	3	3	2	3	3	-
CO 2	2	3	3	3	2	2	2	3	3	3	3	3	3	-
CO 3	2	3	2	3	3	3	3	3	3	3	3	3	3	-
CO 4	1	3	2	1	3	2	3	3	1	3	2	1	2	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Python programming: Overview
Local	-
Regional	Exploring analysis methods for regional business data, Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.
National	Analyzing national-level business statistics, such as economic indicators, industry trends, and market research data.

Employability	Developing statistical skills and knowledge that are highly valued in the business industry, enhancing employability prospects.
Entrepreneurship	-
Skill Development	Developing practical skills in data collection, analysis, and interpretation using statistical software and tools.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Pandas: Pandas data structure
Local	-
Regional	-
National	-
Global	Examining the use of statistics in understanding global business trends, international trade patterns, and comparative analysis across countries.
Employability	-
Entrepreneurship	Exploring how statistical analysis can support entrepreneurial ventures, including market research, and identifying business opportunities
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Data description
Local	-
Regional	-

National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in the collection, and reporting of business statistics, including confidentiality, and unbiased reporting.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Random Variables
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC116A	Marketing Of Contemporary	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course objectives-

1. Students will be able to apply the theoretical marketing concepts to the practical situations, demonstrate the ability to carry out a market research projects & construct written sales plans and professional interactive presentations
2. Students would be able to assess the market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
3. They will develop an understanding for effective marketing strategies to achieve organizational objectives & would be able to design a strategy implementation program to maximize its chance of success.
4. Students would be able to communicate and defend their recommendations and critically examine and build upon the recommendations both quantitatively and qualitatively.

Course Outcomes-

After completion of the course:

CO1 The students will be able to understand the core concepts, scope & functions of Marketing. Students get an opportunity to understand the the concepts of segmentation, targeting, positioning & marketing mix.

CO2 The students will understand product, its classifications, branding, packaging, labeling, PLC, & pricing

CO3 The students may be able to develop a promotional plan & decisions for a product, channels of distribution & the factors affecting.

CO4 This subject will provide the students with a tool for assessing consumer behaviour. Students get to know about the vivid concepts of advertising, green marketing, e-marketing, international marketing etc.

Catalogue Description

Student is expected to understand the basic philosophy of the marketing in right way. The understanding of the customer's psychology would be gained, by applying various tools. The aim is to assimilate the applicability of the basic strategies in students as, what is to be done for gaining the customer's attention, How they should be targeted, How to be in touch with the market for maintaining the relationship in perpetuity. These are some of the true practices with which candidate would be in regular touch through kind of case studies, discussions and projects etc.

Course Content

UNIT I

10 LECTURES

Introduction: Core concepts, scope, & functions of marketing; evolution of marketing concepts; selling vs. marketing; classification of market; marketing environment; market segmentation, targeting & positioning; overview of marketing mix.

UNIT II

10 LECTURES

Product: Meaning; product classifications; concept of product mix; branding, packaging and labeling; product life cycle.

Price: Concept & significance; factors affecting price of a product; pricing policies and strategies.

UNIT III

10 LECTURES

Promotion: Significance; introduction of elements of promotion mix, factors affecting promotion mix decisions.

Channels of distribution: Concept, importance & functions; levels of distribution channels; factors affecting choice of distribution channel.

UNIT IV

10 LECTURES

Consumer Behavior: Concept & significance; consumer buying process and factors influencing consumer buying decisions.

Introduction to new trends in marketing: Green marketing; e-marketing; international marketing; rural marketing; retail marketing and digital marketing.

Text Books:

1. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2016). *Marketing management* (16thed.). New Delhi: Pearson.

Reference Books:

2. Kurtz, D. L., & Boone, L. E. (2013), *Principles of contemporary marketing* (16th ed.). New Delhi: Cengage Learning India.
3. Etzel, M. J., Bruce, J., W., Stanton, W. J., & Pandit, A. (2010). *Marketing* (14thed.). New Delhi: Tata McGraw-Hill.
4. Kumar, A., & Meenakshi, N. (2011). *Marketing management* (2nded.). New Delhi: Vikas Publishing House.
5. Ramaswamy, V. S., & Namakumari, S. (2013). *Marketing management: Global perspective Indian context* (5thed.). New Delhi: McGraw Hill Education (India) P. Ltd.
6. Kumar, S. R. (2012). *Case studies in marketing management*. New Delhi: Pearson.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understanding of core concepts, scope & functions of Marketing. Students get an opportunity to understand the concepts of segmentation, targeting, positioning & marketing mix.	PO1, PO2, PO5, PO7, PSO1
CO2	Knowledge of the 4 Ps of Marketing.	PO1, PO2, PO5, PO7, PSO2
CO3	Understanding of the promotional plan & decisions for a product, channels of distribution & the factors affecting.	PO1, PO2, PO5, PO7, PSO4
CO4	Knowledge of the vivid contemporary concepts of advertising, green marketing, e-marketing, international marketing etc.	PO1, PO2, PO5, PO7, PSO2

		Mu	Co	Em	Co	Inte	Inn	An	In	Te	Bl	Fun	Cr	Cor	Eff
		lti-	nce	ploy	mpl	grat	ov	aly	du	a	en	da	iti	pora	ect
		dis	ptu	abili	ex	ive	ati	tic	str	m	de	me	ca	te	ive
		cip	al	ty	Glo	Exp	thi	Th	Ex	B	Le	Kn	Th	Soci	Le
		lin	an		bal	erie	nk	ink	po	uil	ar	owl	in	al	ade
		ary	pra		Bus	nce	ng	ing	su	di	ni	edg	Res	Res	rsh
		kn	cti		ines	and	for		re	ng	e	ki	pon	pon	ip
		ow	cal		Env	Exp	Eff					ng	sibil	sibil	
		led	ski		iron	eri	ect						ity	ity	
		ge	lls		ment	mental	ive								
					nt	Lea	De								
							cis								
							ion								

							rnin g	Ma kin g								
C o u r s e C o d e	Cou r s e T i t l e	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4	
S M M C 11 6 A	Mar keti ng of Con tem por ary Busi ness	3	3				3	3	3			3	3		3	

P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
C O 1	3	3	1	1	3	2	3	-	-	-	-	3	2	2	-
C O 2	3	3	1	1	3	2	3	-	-	-	-	2	3	1	-
C O 3	3	3	1	1	3	2	2	-	-	-	-	1	2	1	-
C O 4	3	3	1	1	3	1	1	-	-	-	-	1	3	2	-

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	Understanding marketing strategies and practices tailored to local markets, including targeting local customers, adapting to cultural preferences, and navigating local competition.
Regional	Exploring marketing approaches that cater to specific regional markets, considering regional consumer behavior, market trends, and regional marketing campaigns.
National	-
Global	-
Employability	Developing marketing skills and knowledge that enhance employability in contemporary business settings, including digital marketing, data analysis.
Entrepreneurship	Exploring marketing strategies and tactics for entrepreneurial ventures, including market research, product positioning.
Skill Development	Enhancing skills related to marketing, such as market research, consumer behavior analysis, digital marketing tools.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Product and Price
Local	Understanding marketing strategies and practices tailored to local markets, including targeting local customers, adapting to cultural preferences, and navigating local competition.
Regional	-
National	-
Global	-

Employability	Developing marketing skills and knowledge that enhance employability in contemporary business settings, including strategic marketing planning.
Entrepreneurship	Exploring marketing strategies and tactics for entrepreneurial ventures, including creating effective marketing campaigns on a limited budget.
Skill Development	Enhancing skills related to marketing, such as market research, consumer behavior analysis, digital marketing tools, and data-driven decision making.
Professional Ethics	-
Gender	Considering the role of gender in marketing, including gender-based marketing segmentation, gender stereotypes in advertising, and gender-sensitive marketing campaigns.
Human Values	-
Environment & Sustainability	-
Unit III	Promotion and Channels and Distribution
Local	-
Regional	Exploring marketing approaches that cater to specific regional markets, considering regional consumer behavior, market trends, and regional marketing campaigns.
National	Analyzing marketing strategies implemented at the national level, including national advertising campaigns, branding strategies.
Global	Examining marketing practices in the global marketplace, considering global branding, international market entry strategies.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in marketing, such as truthful advertising, responsible marketing to vulnerable populations, and maintaining customer privacy.

Gender	Considering the role of gender in marketing, including gender-based marketing segmentation, gender stereotypes in advertising, and gender-sensitive marketing campaigns.
Human Values	-
Environment & Sustainability	-
Unit IV	Consumer Behaviour and Introduction to new trends in marketing
Local	-
Regional	-
National	Analyzing marketing strategies implemented at the national level, including national consumer segments.
Global	Examining marketing practices in the global marketplace, considering cross-cultural marketing communication.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Exploring how marketing practices align with human values, such as transparency, fairness, and social responsibility.
Environment & Sustainability	Examining the role of marketing in promoting environmental sustainability, including green marketing practices, sustainable product development, and communicating corporate social responsibility.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC115A	Financial Reporting and Analysis	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	Basics of Management				
Co-Requisites	-				

Course Objectives

1. To familiarise students with the concepts and measurements that underline financial statements.
2. To make the students learn the accounting standards.
3. To develop the skills needed to analyse financial statements effectively.
4. To develop an understanding on concept and treatment of issue of shares and debentures.

Course Outcomes

On completion of this course, the students will be able to

CO1. Understand the concepts and measurements that underline financial statements and will be able to prepare Balance Sheet of Joint Stock Company.

CO2. Acquire knowledge on accounting standards and principles

CO3. Comprehend the knowledge about capital and revenue receipts and expenditures

CO4. Understand accounting treatment of Issue of shares and debentures.

Catalog Description

This course imparts the basic concepts of accounting. The aim of this course is to make the students learn the concepts of auditing principles and standards. Students will be able to understand accounting treatment and reporting procedure of Joint Stock Company. The participants are expected to carefully go through the pre class readings before each session to facilitate an interactive discussion in the class.

Course Content

Unit I: 8 lecture hours

Meaning and scope of accounting: Need for accounting, development of accounting, definition and functions of accounting, limitation of accounting, book keeping and accounting, is accounting science or art?, end user of accounting information, accounting and other disciplines, role of accountant, branches of accounting, difference between management accounting and financial accounting, objectives of accounting, accounting equation.

Accounting principles and standards: Meaning of accounting principles, accounting concepts, accounting conventions, systems of book keeping, systems of accounting, introduction to accounting standards issued by ICAI journalizing transactions: journal, rules of debit and credit, compound journal entry, opening entry sub division of journal: cash journal, petty cash book, purchase journal, sales journal, sales return journal, voucher system.

Ledger posting and trial balance: ledger posting, relationship between journal and ledger, rules regarding posting, trial balance, final accounts of sole proprietorship.

Unit II: 12 lecture hours

Capital and revenue: Classification of income, classification of expenditure, classification of receipts, difference between capital expenditure & capitalized expenditure, revenue recognition. accounting concept of income: concept of income, accounting concepts and income measurement, expired cost & income measurement, relation principle and income measurement, accountants and economist's concept of capital and income.

Unit III: 12 lecture hours

Inventory Valuation: Meaning of inventory, objectives of inventory valuation, inventory systems, methods of valuation of inventories, Ind AS 2 on Inventories. provisions and reserves: concept of deprecation, causes of depreciation, basic features of depreciation, meaning of depreciation accounting, objectives of providing depreciation, fixation of depreciation amount, method of recording depreciation, methods of providing depreciation, depreciation policy, Ind AS 16 Property, Plant and Equipment (emphasis on depreciation)

Unit IV: 8 lecture hours

Shares and Share Capital: Shares, share capital, accounting entries, under subscription, oversubscription, calls in advance, calls in arrears, issue of share at premium, issue of share at discount, forfeiture of shares, surrender of shares, issue of two classes of shares, right shares, re-issue of shares.

Debentures: classification of debentures, issue of debentures, different terms of issue of debentures, writing off loss on issue of debentures, accounting entries, redemption of debentures.

Joint Stock Company: Introduction, meaning and definition of a company, essential characteristics of a company, kinds of companies, private and public limited companies, formation of company.

Company final accounts: books of account, preparation of final accounts, profit & loss account, balance sheet, Schedule III of financial statements, CA 2013, preparation of simple company final accounts.

Text Book:

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy*, Vikas Publishing House (11ed.Revised).

Reference Books:

1. Monga, J.R. with professional advise by Girish Ahuja; *Fundamentals of Corporate accounting (Ed 21st,2016)*, JBA Book Code 154571
2. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager - Text and Cases*, Vikas Publishing House.
3. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Vol. I & II, Vikas Publishing House.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the concepts and measurements that underline financial statements and will be able to prepare Balance Sheet of Joint Stock Company.	PO1,PSO1
CO2	Acquire knowledge on accounting standards and principles	PO2
CO3	Comprehend the knowledge about capital and revenue receipts and expenditures	PO6
CO4	Understand accounting treatment of Issue of shares and debentures.	PO5,PSO1

		Mu lti- dis cip lin ary kn ow led ge	Co nce ptu al an d pra cti cal ski lls	Em plo y abi lity	Co mpl ex Glo bal Bus ines s Env iron me nt	In te grat ive Exp erie nce and Exp eri men tal Lea rnin g	In nov ati ve thi nki ng for Eff ect ive De cis ion Ma kin g	An aly tic al Th ink ing	In du stry Ex po sure	Te am B uil di ng	Bl en de d Le ar ni ng	Fun da men tal Kn owl ed ge	Cr iti cal Th in ki ng	Cor pora te Soci al Res pon sibil ity	Eff ect ive Le ade rsh ip
Cou rse Cod e	Co urs e Tit le	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4
SM MC 115 A	Fi na nci al Re po rti ng an d An aly sis	3	3				3	3	3			3	3		3

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	3	2	2	1	1	2	-	-	-	3	1	2	-

CO 2	3	3	2	2	1	1	2	-	-	-	3	1	2	-
CO 3	3	3	2	2	1	1	2	-	-	-	3	1	2	-
CO 4	3	3	2	2	1	1	2	-	-	-	3	1	2	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Meaning and scope of accounting, Accounting principles and standards, and Ledger posting and trial balance
Local	-
Regional	-
National	Understand the meaning of ACCOUNTING, types of accounting, process and programme
Global	-
Employability	To familiarise students with accounting principles and procedures.
Entrepreneurship	-
Skill Development	Understanding the meaning of Internal Control, Internal Check and Internal Audit.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Capital and Revenue
Local	-
Regional	-
National	Gaining knowledge on vouching of different transactions and verification of assets and liabilities.
Global	-
Employability	Helping to enhance employability Routine checking, vouching, verification & valuation of assets & liabilities
Entrepreneurship	-
Skill Development	Comprehend the knowledge about appointment, powers, duties and liabilities of accountant.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-

Unit III	Inventory and Valuation
Local	-
Regional	-
National	Knowledge of inventory control, depreciation
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Up skilled with powers, duties and liabilities, depreciation and reserves, Divisible profits & dividends.
Professional Ethics	To analyze how to maintain accounts of Public company.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Share and share capital, Joint stock company, and Company final accounts
Local	A local joint stock company can issue shares to local investors to raise capital for its operations. The company's final accounts would reflect the financial activities and performance of the company within the local market.
Regional	A regional joint stock company may have a broader scope, operating in multiple local markets within a specific region. It can raise share capital from investors across the region. The company's final accounts would encompass the financial results and position of its regional operations.
National	A national joint stock company operates on a larger scale within a particular country. It can issue shares to investors nationwide, raising significant share capital. The company's final accounts would cover its financial performance and position at the national level.
Global	-
Employability	Employability refers to the skills, knowledge, and attributes that make individuals desirable for employment. Understanding the concepts of share capital, joint stock companies, and company final accounts can be valuable for individuals seeking employment in finance, accounting, auditing, or related fields.
Entrepreneurship	Knowledge about share capital, joint stock companies, and company final accounts is essential for aspiring entrepreneurs. It helps in understanding the legal and financial aspects of starting and running a company, including raising capital through shares and maintaining proper financial records.
Skill Development	Studying share capital, joint stock companies, and company final accounts contributes to the development of financial literacy,

	analytical skills, and critical thinking. These skills are valuable not only in the business world but also in personal finance management and decision-making.
Professional Ethics	Professionals in finance, accounting, and auditing are expected to adhere to ethical standards and principles. This includes maintaining
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4 th IR	Updated Curriculum

SMMA651A	Communication Skills I	L	T	P	C
Version 2.0		2	0	0	2
Total Contact Hours	30 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

COURSE OBJECTIVES

1. Professional development of the students.
2. To develop a platform with Intelligent combination of training, technology and interactive learning.
3. Converting fresh graduates into priced assets who are ready to face any challenge head-on.
4. Crafting candidates to be winners and train them to handle their failures as well
5. To train students and make them job ready
6. To understand HR perspective and Industry hiring patterns
7. To understand and create Cross Industry and Industry specific Training Modules

COURSE OUTCOMES (COs)

- CO1. Understand the basics of Grammar to improve written and oral communication skills.
 CO2. Understand the correct form of English with proficiency.
 CO3. Improve student's personality and enhance their self-confidence.
 CO4. Improve professional communication.
 CO5. Enhance academic writing skills.

Course Content

UNIT I

Communication, Introduction to Communication, Types of communication, Verbal & Nonverbal Communication, Barriers to Communication, Body language, Listening Skills Activity, Language, Final-assessment

UNIT II

Basic Grammar/Communicative Grammar, Parts of speech, Nouns, Pronouns: Noun Pronoun Agreement, Types with special emphasis over relative pronouns, Verbs: Introduction Principal verbs and auxiliary verbs, subject-verb agreement, Adjectives: degrees of comparison, Adverb: Types and its usage in sentences, Conjunctions: Coordinating and Co-relative conjunctions, Prepositions, Articles: Definite and Indefinite articles, Usage of Tenses, Subject verb agreement, Sentence Structure: Simple Complex and Compound sentences, Clauses

UNIT III

Word formation, Theory and exercise, Synonyms and antonyms, One-word substitutes Idioms, Phrasal verbs, Homonyms, hyponyms, hypernyms, Linking words: sequencing of sentences (to form a coherent paragraph, Paragraph writing, Supplying a suitable beginning/ending/middle sentence to make the paragraph coherent, Idiomatic language (with emphasis on business communication), Punctuation depending on the meaning of the sentence, run on errors, sentence fragments, coma splices

UNIT IV

General Essay writing, Writing Issues and Arguments (with emphasis on creativity and analysis of a topic), Story writing, Business letter writing: Guidance in framing a Statement of purpose, Letters of Recommendation, Email writing, email and business letter writing etiquette, Letters of complaints/responses to complaints.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the basics of Grammar to improve written and oral communication skills.	PO1, PO3, P05
CO2	Understand the correct form of English with proficiency.	PO3, PO10
CO3	Improve student's personality and enhance their self-confidence.	PO3, PSO4
CO4	Improve professional communication.	PO3, PSO4
CO5	Enhance academic writing skills.	PO7, PSO1

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	3	-	3	-	-	-	-	-	-	-	-	-
CO 2	-	-	3	-	-	-	-	-	-	3	-	-	-	-
CO 3	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO 4	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO 5	-	-	-	-	-	-	3	-	-	-	3	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	To develop the conceptual and practical skills of the students
Global	-
Employability	It delivers professional in Management- both Profit and Non-Profit Organization.
Entrepreneurship	-
Skill Development	Enhancing conceptual and practical skills through analysing general traits like strengths/weaknesses/ hobbies/extracurricular activities
Professional Ethics	To develop the conceptual and practical skills of the students
Gender	-
Environment & Sustainability	-
Unit II	Objective
Local	-
Regional	-
National	-
Global	provides integrative experience and experimental learning through the application of multi-disciplinary knowledge
Employability	-
Entrepreneurship	-
Skill Development	It prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices through professional grooming

Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Word formation
Local	-
Regional	-
National	-
Global	It exposes students to the diverse area of application of knowledge through interviews, role plays, team building sessions.
Employability	-
Entrepreneurship	-
Skill Development	The students acquire strategic and innovative thinking skills to enable effective decision making and problem solving in complex and uncertain condition by self analysis.
Professional Ethics	-
Gender	-
Environment & Sustainability	-
Unit IV	General Essay writing
Local	-
Regional	-
National	-
Global	Industry readiness to compete globally.
Employability	Make Industry readiness through various sessions like GDPI, various test series, Mock sessions
Entrepreneurship	
Skill Development	aims at developing a student's intellectual ability, executive personality, and managerial skills through an appropriate blending of business and practical education
Professional Ethics	-
Gender	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SEMESTER IV

SMCS212A	E-Commerce	L	T	P	C
Version 2.0		3	0	0	3
Total Contact Hours	45 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. Discuss electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business.
2. Appreciate the global nature and issues of electronic commerce as well as understand the rapid technological changes taking place.
3. Identify advantages and disadvantages of technology choices such as merchant server software and electronic payment options.
4. Demonstrate awareness of ethical, social and legal aspects of e-commerce
5. Analyse features of existing e-commerce businesses and propose future directions or innovations for specific businesses.

Course Outcomes

On completion of this course, the students will be able to

CO1. Analyze the basic concepts in E-Commerce and applicability of the different business models.

CO2. Understand the elements of online business, their need, usage and advantages.

CO3. Gain the clarity about security issues that exist while establishing business online.

CO4. Comprehend the concept of virtual organizations and the conceptual framework requirements for e-business.

Catalog Description

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities will be discussed. Students will build their own web presence and market by using an online various platform.

Course Content

UNIT I

8 hours

Introduction to online transactions: The meaning, nature, concepts and advantages of such transactions; categories of e-commerce; planning online businesses: nature and dynamics of the Internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

UNIT II**8 hours**

Technology for online business: Internet, IT infrastructure; middleware contents: integrating e-business applications; mechanism of making payment through the Internet: electronic payment systems, payment gateways, plastic money: debit card, credit card; digital currencies and payment systems, offline secure processing, laws relating to online transactions.

UNIT III**7 hours**

Security in E-commerce: digital signatures, network security, data encryption: overview of private and public key cryptography, Secure sockets layers; Integrating security protocols into the web, prominent cryptographic applications.

UNIT IV**7 hours**

Virtual existence: concepts, working, advantage and pitfalls of virtual organizations, workforce, work zone and workspace and staff-less organization; Electronic Commerce Providers, E-commerce environments, designing an E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resource requirements and system flow chart.

Text Books

1. Murty, C.V.S., E-commerce, Himalaya Publications, New Delhi.
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, New Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, New Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

Reference Books/Materials

1. Amor, Daniel – Pearson Edude, “E Business R (Evolution)”
2. Greenslein & Feinman, “Electronic Commerce”, TMH

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Analyze the basic concepts in E-Commerce and applicability of the different business models.	PO1, PO2, PSO1
CO2	Understand the elements of online business, their need, usage and advantages.	PO7, PSO2, PSO4
CO3	Gaining the clarity about security issues that exist while establishing business online.	PO6, PSO2
CO4	Ability to comprehend the concept of virtual organizations and the conceptual framework requirements for e-business.	PO8, PSO1, PSO2

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual an d pra cti cal ski lls	Em plo yabi lity	Co mpl ex Glo bal Bus ine ss En vir on me nt	In te grat ive Exp erie nce and Exp eri men tal Lea rnin g	In no vat ive thi nki ng for Eff ect ive De cis ion M aki ng	An aly tic al Th in ki ng	In du str y Ex po sure	Te am B uil di ng	Bl en de d Le ar ni ng	Fun da me ntal Kn owl edg e	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibil ity	Eff ect ive Le ad ers hip
Co urs e Co de	Co urs e Tit le	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4
SM CS 212 A	E- Co m me rce	3	3				3	3	3			3	3		3

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	3	-	-	-	-		-	-	-	3	-	-	-
CO 2	-	-	-	-	-	-	3	-	-	-	-	3	-	3
CO 3	-	-	-	-	-	3	-	-	-	-	-	3	-	-
CO 4	-	-	-	-	-	-	-	3	-	-	3	3	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	assessing requirement for an online business, designing, developing and deploying the system
Global	
Employability	Ability to analyse the basic concepts in E-Commerce and applicability of the different business models
Entrepreneurship	
Skill Development	understanding the rapid technological changes taking place
Professional Ethics	-
Gender	-
Environment & Sustainability	-
Unit II	Technology for online business
Local	-
Regional	-
National	integrating e-business applications; mechanism of making payment through the Internet: electronic payment systems, payment gateways
Global	
Employability	Understanding of elements of online business, their need, usage
Entrepreneurship	-
Skill Development	Ability to identify advantages and disadvantages of technology choices

Gender	-
Environment & Sustainability	-
Unit III	Security in E-commerce
Local	-
Regional	-
National	Integrating security protocols into the web, prominent cryptographic applications
Global	
Employability	awareness of ethical, social and legal aspects of e-commerce
Entrepreneurship	clarity about security issues that exist while establishing business
Skill Development	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Virtual Existence
Local	-
Regional	-
National	designing an E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure, and resource requirements
Global	-
Employability	Ability to analyse features of existing e-commerce businesses and propose future directions or innovations for specific businesses.
Entrepreneurship	-
Skill Development	designing an E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure, and resource requirements
Professional Ethics	-
Gender	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC310A	Chasing The Rainbow: The Entrepreneurial Streak	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

The purpose of the course is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities. The objective of the course is, further on, that the students develop the ability of analysing various aspects of entrepreneurship – especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development and, finally, to contribute to their entrepreneurial and managerial potentials.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Develop idea generation, creative and innovative skills
- CO2. Aware of different opportunities and successful growth stories
- CO3. Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.
- CO4. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.

Catalog Description

A fundamental outcome of entrepreneurship is the creation of new value, usually through the creation of new products and services which may lead to the creation of a new business entity. The objective of this course is to demonstrate and understand that exploiting a new opportunity is a process that can be planned, resourced, and managed. To start a successful business, an entrepreneur must exercise motivation as well as enterprising and managerial skills. He or she requires access to resources to grow the business; not just investment but social resources as well. Overall success is not just related to the nature of market opportunities but to the entrepreneurial and managerial motivations and skills of the entrepreneur.

Course Content

UNIT-I**10 lecture hours**

Entrepreneurship – Concept, knowledge and skills requirement, characteristics of successful Entrepreneurs, role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship, managerial vs. entrepreneurial approach and emergence of entrepreneurship

UNIT-II**8 lecture hours**

Creating Entrepreneurial Venture – Environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors

UNIT-III**12 lecture hours**

Sources of Finance – Debt or equity financing, commercial banks, venture capital; financial Institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copy rights, trade secrets, licensing, franchising .

UNIT-IV**10 lecture hours**

Role of Central and State Governments in promoting entrepreneurship – Start-up India, Standup India, PM YuvaYojna, NITI Aayog, Various incentives, subsidies, fiscal and tax concessions; agencies in entrepreneurship development – District Industries Centres (DICs), Small Industries Service Institute (SISI), Entrepreneurship Development Institutes of India (EDII); Women Entrepreneurs – role, problems, prospects .

References:

1. Tendon, C: Environment and Entrepreneur; Clough Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabuks; John Wiley and Sons, New York.
3. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.
4. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
5. Paudey I.M: Venture Capital - The Indian Experience; Prentice Hall of India. New Delhi
6. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India. New Delhi

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Develop idea generation, creative and innovative skills.	PO1, PO2, PSO1
CO2	Aware of different opportunities and successful growth stories	PO3, PSO3
CO3	Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business	PO5, PO6, PSO4
CO4	Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.	PO3, PO7, PO8, PSO4

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		dis	cept	yab	lex	ive	vat	tic	str	m	de	me	ca	ate	ive
		cipl	ual	ility	Glo	Ex	ive	al	y	B	d	ntal	l	Soc	Le
		in	an		bal	peri	thi	Th	Ex	ui	Le	Kn	T	ial	ad
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		ow	cti		ess	and	g	ng	re	g	ng	e	in	sibi	
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							n M a k i n g								
Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
SM M C3 10 A	Chasing The Rainbow: The Entrepreneurial Streak	2	3	3		3	2	3	3			3	3		3

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	2	3	-	-	-	-	-	-	-	-	3	-	-	-
CO 2	-	-	3	-	-	-	-	-	-	-	-	-	3	
CO 3	-	-	-	-	3	2	-	-	-	-	-	-		3
CO 4	-	-	3	-	-	-	3	3	-	-	-	-	-	3
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Entrepreneurship
Local	-
Regional	-
National	role of entrepreneurship in economic development
Global	Entrepreneurship – Concept, knowledge and skills requirement
Employability	
Entrepreneurship	to develop the ability of analysing and understanding business situations in which entrepreneurs act
Skill Development	Develop idea generation, creative and innovative skills
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Creating Entrepreneurial Venture
Local	-
Regional	-
National	Creating Entrepreneurial Venture – Environmental scanning, competitor and industry analysis, preparing project report; presenting business plan to investors
Global	-
Employability	-
Entrepreneurship	to master the knowledge necessary to plan entrepreneurial activities
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Sources of Finance
Local	-
Regional	financial Institutions supporting entrepreneurs
National	Sources of Finance – Debt or equity financing, commercial banks, venture capital, legal issues – intellectual property rights patents
Global	-

Employability	-
Entrepreneurship	Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Role of Central and State Governments in promoting entrepreneurship
Local	-
Regional	-
National	Start-up India, Standup India, PM YuvaYojna, NITI Aayog, Various incentives, subsidies, fiscal and tax concessions; agencies in entrepreneurship development – District Industries Centres (DICs), Small Industries Service Institute (SISI), Entrepreneurship Development Institutes of India (EDII)
Global	-
Employability	-
Entrepreneurship	develop the ability of analysing various aspects of entrepreneurship
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 9
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC501A	Analysing Cost for Managerial Decision Making	L	T	P	C
Version 2.0		4	0	1	5
Total Contact Hours	75 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. Discuss the importance of Costing and management accounting in decision making
2. Analyse profitability liquidity, solvency position of a business using various analytical tools like Ratio Analysis, FFS,CFS
3. Appreciate the importance of budgetary control and different types of budgets as well as understand the relevance of standard costing in managerial decision making.
4. Understand the basics of marginal costing and cost volume profit analysis

Course Outcomes

On completion of this course, the students will be able to

- CO1. Understand the difference between management, cost and financial accounting and role of management accounting in business
- CO2. Analyze the financial Statements using various tools such as ratio analysis, Fund flow statement and cash Flow Statements
- CO3. Gain clarity about different types of budgets and learn budgetary and standard costing as a tool of managerial decision making.
- CO4. Take business decisions using Marginal costing and Cost-Volume-Profit analysis

Catalog Description

This course focuses on the importance of Costing and management accounting in managerial decision making. It provides an overview of important analytical tools such as Ratios, CFS, FFS for analyzing profitability liquidity, solvency position of a business. In addition, some of the major issues associated with Management Accounting – Budgetary control, standard Costing, Marginal Costing will be discussed. Student will be exposed to Real life Managerial decision-making skill.

Course Content

UNIT I

8 hours

Costs overview: Basic cost concepts - Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet.

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

UNIT II**12hours**

Ratio Analysis: Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios.

Fund Flow and Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, basic awareness of Funds Flow Statement, Accounting Standard 3 (AS 3: Revised, basic awareness of Cash Flow Statement.

UNIT III**12 hours**

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, , Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centers

Standard Costing and Variance Analysis: Meaning of Standard Cost, Significance of Variance Analysis, Computation of Material, Labour Variances.

UNIT IV**08 hours**

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue. Basic awareness of Activity-based costing with at least two managerial illustrations/case-let.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the difference between management, cost and financial accounting and role of management accounting in business	PO1, PO2, PSO1
CO2	Analyze the financial Statements using various tools such as ratio analysis, Fund flow statement and cash Flow Statements	PO2,PO3, PO6,PO7
CO3	Gain clarity about different types of budgets and learn budgetary and standard costing as a tool of managerial decision making.	PO2, PO6,PO7, PSO2, PSO4
CO4	Take business decisions using Marginal costing and Cost-Volume-Profit analysis	PO7,PO8

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yab ility	Co mp lex Glo bal Bu sin ess En vir on me nt	Inte grat ive Ex peri enc e and Ex peri men tal Lea rni ng	In no vat ive thi nk in g for Ef fec tiv e De cis io n Ma ki ng	An aly tic al Th in ki ng	In du str y Ex po su re	T ea m B ui ld in g	Bl en de d Le ar ni ng	Fu nda men tal Kn owl edg e	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibi lity	Eff ect ive Le ad ers hip
Co urs e	Cou rse	PO 1	PO 2	PO 3	PO 4	PO 5	P O6	P O7	P O 8	P O 9	P O 10	PS O1	P S	PS O3	PS O4

Co de	Titl e												O 2		
SM M C5 01 A	AN ALY SIN G CO ST FO R MA NA GE RIA L DE CISI ON MA KIN G	1	3	3	1		3	3	2	2	2	3	3		3

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	1	3	-	-	-	-	-	-	-	-	3	-	-	-
CO 2	-	3	3	-	-	3	3	-	-	-	-	-	-	-
CO 3	-	3	-	-	-	3	3	-	-	-	-	3		3
CO 4	-	-	-	-	-		3	2	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	Nature and Scope of Financial Accounting, Cost Accounting and Management Accounting
Global	importance of Costing and management accounting in decision making
Employability	Ability to differentiate between management, cost and financial accounting
Entrepreneurship	-
Skill Development	Understanding the role of management accounting in business
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Ratio Analysis
Local	-
Regional	-
National	Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, basic awareness of Funds Flow Statement, Accounting Standard 3
Global	-
Employability	Ability to analyse the financial Statements
Entrepreneurship	-
Skill Development	Ability to analyse profitability liquidity, solvency position of a business using various analytical tools like Ratio Analysis, FFS
Professional Ethics	Managerial Uses of Funds Flow Analysis
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Budgets and Budgetary Control
Local	-
Regional	-
National	Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, , Fixed and Flexile Budgeting, Performance Budgeting and

	Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centre
Global	
Employability	Understanding of the relevance of standard costing in managerial decision making
Entrepreneurship	-
Skill Development	Gaining clarity about different types of budgets and learn budgetary and standard costing as a tool of managerial decision making
Professional Ethics	Concept of Responsibility Accounting
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Marginal Costing and Profit Planning
Local	-
Regional	-
National	Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue
Global	-
Employability	Understanding the basics of marginal costing and cost volume profit analysis
Entrepreneurship	-
Skill Development	Ability to take business decisions using Marginal costing and Cost-Volume-Profit analysis
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 9
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC218A	Research Methodology for Business	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	Knowledge of Statistics				
Co-Requisites	Basics of Marketing Management				

Course Objectives

1. To develop a research orientation among the students and to acquaint them with fundamentals of research methods
2. To impart education in the foundational methods and techniques of academic research in social sciences and business management context.
3. To develop critical thinking in students, avoiding biasness way.
4. To examine and be practically exposed with the main components of research framework i.e., problem identification, research design, data collection, ethical issues in research, report writing, and presentation.

Course Outcomes

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

- CO1. Understanding of the concept of business research, process and its significance, which in result will help in taking on the entrepreneurial skills
- CO2: Familiarize with hands on learning with the methods of data collection as per the requirement of the research problem in with proper consideration of research ethics.
- CO3. Gaining the clarity about fundamentals of sampling design and sampling methods, in accordance with modern statistical tools and methods.
- CO4. Understanding the concept of research hypothesis – formulation –test of significance and report writing. It will facilitate to be a successful person in routine life as well as to pursue career in research and analytics section of an organization.

Catalog Description

“Either change the business model with time, or get ruined”, this statement provides base for the content delivery of the given course. Thus, the purpose of this course is to enhance students’ abilities to think critically and apply and apply the learning in their real life situations, business development as well as in jobs. This would pave the way for gaining competitive edge over others in the concern field. In organizations/businesses when managers have to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) with the organizational policy and strategy into a cohesive whole. The main task here is, keep on doing best to be and keep being the market leader in the across the industries. *Kizen* philosophy is basic – continuous improvement to meet the contingencies in profitable way and be the boss – a market leader in the field.

Course Content

UNIT I

10 lecture hours

Introduction: Meaning of Research, Objective of research, motivation in research, types of research, research approaches, Significance of research, Research process and criteria for good research. Problem identification and formulation of research design, Introduction to research design.

UNIT II

10 lecture hours

Data Collection Methods: Collection of primary data, observation method, interview method, collection of data through questionnaire and schedules, Measurement in research, measurement scales, sources of errors in measurement, Test of sound measurement, Techniques of developing measurement tools, important scaling techniques, Likert's scale, Thurstone scale. Questionnaire design, Steps in constructing a questionnaire, Types of questions.

UNIT III

10 lecture hours

Sampling: Sampling decisions, Steps in sample design, criterion of selecting a sampling procedure, characteristics of a good sample design, different types of sample design, Sample selection methods - Probability and non-probability, how to select a random sample, random sample for an infinite universe, Complex random sampling design, Systematic sampling, stratified sampling, Sampling error and error in sampling.

UNIT IV

10 lecture hours

Testing of Hypothesis: Basic Concepts, Procedure for Hypothesis testing, Test of Hypothesis, Important parametric tests Test of significance Z and T, Correlation and regression techniques, Cluster analysis.

Report Writing: Types of research report, significance of report writing, steps in writing report, layout of research report, Examination of the research procedure, selected applications of marketing research, Identifying market segments, Product research, and Advertising research.

Text Books

1. Zikmund, Babin, et. al. *Business Research Methods*, 8th edition, Cengage Learning.
2. Kothari C R, *Research Methodology (Methods and Techniques)* 2nd edition, New age international (P) ltd

Reference Books/Materials

1. Chawla Deepak, *Research Methodology*, 2nd edition, Vikas Publications.
2. Dash Priaranjan, *Research Methodology*, 3rd edition, Vrinda Publication.
3. *Research Methodology* - R. Panneerselvam- PHI
4. *Research Methods for Business Students*- Saunders- Pearson
5. *Business Research*- Collis J & Hussey R- Palgrave
6. *Business Research Methods* – Donald R. Coopers and Schindler.

7. MLA handbook for researchers

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understanding of the concept of business research, process and its significance, which in result will help in taking on the entrepreneurial skills	PO2, PO5, PSO1
CO2	Familiarize with hands on learning with the methods of data collection as per the requirement of the research problem in with proper consideration of research ethics.	PO10, PSO2
CO3	Gaining the clarity about fundamentals of sampling design and sampling methods, in accordance with modern statistical tools and methods.	PO3, PO6, PSO4
CO4	Understanding the concept of research hypothesis – formulation –test of significance and report writing. It will facilitate to be a successful person in routine life as well as to pursue career in research and analytics section of an organization.	PO1, PO7, PO8

		Mu	Co	Em	Co	Inte	In	An	In	T	Bl	Fun	Cr	Cor	Eff
		lti-	nc	plo	mpl	grat	no	aly	du	ea	en	da	iti	por	ect
		dis	cept	yab	ex	ive	vat	tic	str	m	de	me	ca	ate	ive
		cip	ual	ility	Glo	Ex	ive	al	y	B	d	ntal	l	Soc	Le
		lin	an		bal	peri	thi	Th	Ex	ui	Le	Kn	T	ial	ad
		ary	pr		Bus	enc	nk	in	po	ld	ar	owl	hi	Res	ers
		kn	acti		ine	e	in	ki	su	in	ni	edg	nk	pon	hip
		ow	cal		ss	and	g	ng	re	g	ng	e	in	sibi	
		ledge	ski		En	Ex	for						g	lity	
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Co urs e Co de	Co urs e Titl e	PO 1	PO 2	PO 3	PO 4	PO 5	P O6	P O7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4	
SM M C2 18 A	Res ear ch Me tho dol ogy for Bus ine ss	2	3	2		2	2	3	2		2	3	2		2	

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	-	3	-	-	2	-	-	-	-		3	-	-	-
CO 2	-	-	-	-	-	-	-	-	-	2		2		
CO 3	-	-	2	-	-	2	-	-	-	-	-	-	-	2
CO 4	2	-	-	-	-	-	3	2	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	Conducting research within a local business context, including local market trends, consumer behavior, and industry-specific studies.
Regional	Exploring research methodologies applicable to regional business environments, considering regional economic factors, cultural influences, and market dynamics.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Incorporating environmental considerations and sustainability principles into business research, exploring sustainable business practices, green marketing, and sustainable development goals in research.
Unit II	Sampling
Local	-
Regional	-
National	Conducting research on a national scale, including national business trends, economic indicators, and industry-specific studies at the country level.
Global	Understanding research methodologies for conducting business research on a global scale, considering cross-cultural factors, international market trends, and global business strategies.
Employability	Developing research skills and methodologies relevant to the business field to enhance employability and effectively contribute to business decision-making processes.
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment&Sustainability	-
Unit III	Data Collection Methods
Local	-
Regional	-

National	-
Global	-
Employability	-
Entrepreneurship	Exploring research methodologies that support entrepreneurial endeavors, including market research, feasibility studies, and opportunity identification through research.
Skill Development	Enhancing research skills, such as data collection, data analysis, research design, and interpretation of research findings, in the context of business research.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Incorporating environmental considerations and sustainability principles into business research, exploring sustainable business practices, green marketing, and sustainable development goals in research.
Unit IV	Testing of Hypothesis & Report Writing
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing research skills, such as data collection, data analysis, research design, and interpretation of research findings, in the context of business research.
Professional Ethics	Addressing ethical considerations in business research, including confidentiality, informed consent, research integrity, and responsible conduct of research.
Gender	Considering the role of gender in business research, such as gender-based data analysis, gender diversity in research teams, and gender-related business research topics.
Human Values	Integrating ethical and moral values into business research, promoting integrity, social responsibility, and ethical decision-making throughout the research process.
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC184A	Strategy and Consumer Behavior Analytics	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-	Microsoft Office 2013 or 2016, MIMI Data				
Co-Requisites	-				

Course Objectives

The objective of this course is to teach students the concepts of Consumer behaviour, Product behaviour, Target Audience and how to make a strategy to launch any product with help of Data Analytics.

Course Outcomes

On completion of this course, the students will be able to

CO1: Understanding of consumer behaviour analytics.

CO2: Understanding of market share and market potential index.

CO3: Understanding of Google analytics.

Catalog Description

Designed to help you become a successful Strategy Analyst, Business Analyst, Consumer Analytics Role, this Subject is for those just starting their career in Analytics. It will teach you how to understand data fundamental, analyse the TG methodology, how to make a strategy to launch any product with help of Data Analytics.

Course Content

UNIT – I

Overview of Data analysis, Introduction to Data visualization, Working with statistical formulas - Logical and financial functions

Introduction to Data Strategy & Consumer behaviour Analytics - Understanding Product & Category, Competitive Analysis.

UNIT – II

Market Share understanding- Market Potential Index.

UNIT – III

Google Analytics, Seasonality – Sales Trending Consumer Behavior Analytics – Ind and Market Factors.

UNIT – IV

Budget planning & Execution- MIMI, Regression & Correlation Analysis for Sales trending.

Text Books:

1. Social Media Analytics in Predicting Consumer Behavior. (2023). United States: CRC Press.

Reference Books:

1. Barden, P. (2022). Decoded: The Science Behind Why We Buy. United Kingdom: Wiley.
2. Sharp, B. (2010). How Brands Grow: What Marketers Don't Know. Austria: OUP Australia & New Zealand.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz Assignment I	I/ Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understanding of consumer behaviour analytics.	PO1, PSO1
CO2	Understanding of market share and market potential index.	PO2, PO4, PO5, PO8, PSO2
CO3	Understanding of Google analytics.	PO4, PO6, PO7, PSO4

		Mu lti- dis cipl ina ry kno wle dge	Co nce ptu al and pra ctic al skil ls	Em plo yabi lity	Co mpl ex Glo bal Bus ines s Env iron me nt	In te grat ive Exp erie nce and Exp eri men tal Lea rnin g	In nov ati ve thi nki ng for Eff ect ive De cis ion Ma kin g	An aly tic al Th ink ing	In du stry Ex po sure	Te am B uil ding	Bl en ded Le ar ning	Fun da men tal Kno wle dge	Cr iti cal Th in ki ng	Cor pora te Soci al Res pon sibil ity	Eff ect ive Le ade rsh ip
Co urs e Co de	Co urs e Tit le	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	P O 8	P O 9	P O 10	PS O1	PS O 2	PSO 3	PS O4
S M M C1 84 A	Str ate gy and Co ns um er Be ha vio ur An aly tic s	2	3	3	3	3	2	3	3	3	3	1	2	3	

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	3	3	3	3	2	1	1	1	3	1	2	2	-
CO 2	3	3	3	3	3	3	3	2	2	3	3	3	2	-
CO 3	3	3	3	3	3	3	3	2	2	3	2	3	3	-
CO 4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Overview of Data Analysis, Introduction to Data Visualization
Local	Data analysis involves examining data sets from within a specific community or geographic area to gain insights and make informed decisions. Local businesses and organizations use data analysis to understand local market trends and customer preferences.
Regional	Data analysis expands its scope to examine data from a broader geographical region or a group of neighboring countries. Regional data analysis helps businesses and policymakers understand regional economic trends and consumer behavior.
National	Data analysis covers data from an entire country. National data analysis plays a crucial role in informing government policies, economic forecasts, and social development initiatives.
Global	On a global level, data analysis involves analyzing data from multiple countries and continents. Global data analysis provides insights into international trade patterns, global market trends, and the impact of global events on various industries.
Employability	The ability to analyze and visualize data is a highly sought-after skill in the job market. Employers value individuals who can make data-driven decisions and communicate insights effectively.
Entrepreneurship	Data analysis and visualization can be vital for entrepreneurs to identify market trends, customer preferences, and opportunities for business growth.
Skill Development	Learning data analysis and visualization skills helps individuals to be more data-literate and capable of handling real-world data challenges.

Professional Ethics	Data analysts and visualizers must adhere to ethical standards, ensuring data privacy, confidentiality, and transparency in their practices.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Theories of International Trade
Local	At the local level, trade theories may not be directly applicable as trade typically involves transactions within a specific region or community rather than between countries.
Regional	Trade theories focus on trade between countries within a specific geographical area or economic bloc, such as the European Union or the Association of Southeast Asian Nations (ASEAN).
National	Trade theories analyze international trade patterns and their impact on a single country's economy.
Global	Trade theories encompass trade between countries worldwide. They build upon the principles of national trade theories but take into account the complexities of the global economy, such as multinational corporations, international supply chains, and global value chains.
Employability	Understanding international trade theories is valuable for individuals seeking employment in international business, economics, or trade-related fields.
Entrepreneurship	International trade theories can guide entrepreneurs in identifying market opportunities, assessing comparative advantages, and making strategic decisions when expanding their businesses globally.
Skill Development	Learning about international trade theories fosters critical thinking, research skills, and data analysis capabilities.
Professional Ethics	When applying international trade theories, professionals should consider ethical implications, such as promoting fair trade, respecting workers' rights, and minimizing environmental impacts.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Entering and Operating in International Markets
Local	When entering and operating in a market, businesses typically focus on a specific region or community. Market entry may involve setting up a physical store or office and tailoring products/services to meet local demands.

Regional	Operating in a market entails expanding business activities to cover multiple countries within a specific geographical area.
National	Operating in a market involves conducting business within a single country. Market entry may require understanding local consumer preferences, complying with national laws and regulations, and adapting marketing strategies to the local culture.
Global	Companies entering the global market must address various challenges, including logistics, supply chain management, currency fluctuations, and compliance with international trade regulations.
Employability	A strong understanding of international markets and global business practices enhances employability for individuals seeking jobs in multinational corporations, global trade, or international consulting firms.
Entrepreneurship	Venturing into international markets requires entrepreneurs to develop a global mindset, conduct market research, and build strong international networks. Successful entrepreneurship in global markets can lead to significant growth opportunities.
Skill Development	Operating in international markets hones various skills, including cross-cultural communication, negotiation, strategic planning, and risk management.
Professional Ethics	Ethical considerations are crucial when entering and operating in international markets. Companies must comply with local laws, respect cultural norms, and uphold ethical standards regarding labor practices, environmental impact, and fair trade.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	International Business Functions:
Local	Business functions may focus on operations within a specific town, city, or community. Activities include local marketing, supply chain management, customer service, and compliance with local regulations.
Regional	Companies extend their operations to cover multiple countries within a specific geographical area.
National	Operating at the national level means conducting business within a single country. Functions may include national marketing campaigns, localization of products/services, and understanding national consumer behavior.
Global	Global business functions span multiple countries and continents. They encompass global supply chain management, international trade strategies, global marketing, and adherence to international trade laws and agreements.

Employability	Knowledge and experience in international business functions enhance employability for individuals seeking careers in global trade, international marketing, supply chain management, and global business consulting.
Entrepreneurship	Understanding international business functions is crucial for entrepreneurs looking to expand their businesses globally, identifying market opportunities, and navigating international regulations.
Skill Development	Engaging in international business functions develops various skills, such as cross-cultural communication, negotiation, global market analysis, and international relationship building.
Professional Ethics	Ethical considerations are paramount in international business functions. Adherence to ethical standards ensures fair trade, responsible sourcing, and respect for cultural norms and human rights.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC652A	Communication Skills II	L	T	P	C
Version 2.0		2	0	0	2
Total Contact Hours	30 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

COURSE OBJECTIVES

1. Professional development of the students.
2. To develop a platform with Intelligent combination of training, technology and interactive learning.
3. Converting fresh graduates into priced assets who are ready to face any challenge head-on.
4. Crafting candidates to be winners and train them to handle their failures as well
5. To train students and make them job ready
6. To understand HR perspective and Industry hiring patterns
7. To understand and create Cross Industry and Industry specific Training Modules

COURSE OUTCOMES (COs)

- CO1. Understand the basics of Grammar to improve written and oral communication skills.
- CO2. Understand the correct form of English with proficiency.
- CO3. Improve student's personality and enhance their self-confidence.
- CO4. Improve professional communication.
- CO5. Enhance academic writing skills.

Course Content

UNIT I

General speaking -Just a minute session, Reading news clippings in the class, Extempore speech, expressing opinions, Making requests/suggestions/complaints, telephone etiquette, Professional Speaking, Elocutions, Debate

UNIT II

Describing incidents and developing positive nonverbal communication. Analogies, YES-NO statements (sticking to a particular line of reasoning), Group discussion, Intricacies of a group discussion, topics for GD (with special focus on controversial topics), Structure of participation in a group discussion, Words often mis-used, words often mis-spelt, Multiple meanings of the same word (differentiating between meanings with the help of the given context), Business idioms and expressions foreign phrases, Enhanced difficulty level in spotting errors will be taken up with reference to competitive test based exercises.

UNIT III

Group discussion Advance, Role Plays, Video Showcasing, Just a minute rounds, Extempore, Presentations – Team and Individual, Team Lead activities, Debates Free speech sessions

UNIT IV

Professional grooming, Inter personal skills, brushing up on general awareness, latest trends in their respective branches, resume preparation, Different types of interviews (with emphasis on personal interview), preparation for an interview, areas of questioning, answering questions on general traits like strengths/weaknesses/ hobbies/extracurricular activities, Importance of non-verbal communication while participating in interviews, tips to reduce nervousness during personal interviews.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the basics of Grammar to improve written and oral communication skills.	PO1, PO3, P05
CO2	Understand the correct form of English with proficiency.	PO3, PO10
CO3	Improve student's personality and enhance their self-confidence.	PO3, PSO4
CO4	Improve professional communication.	PO3, PSO4
CO5	Enhance academic writing skills.	PO7, PSO1

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	3	-	3	-	-	-	-	-	-	-	-	-
CO 2	-	-	3	-	-	-	-	-	-	3	-	-	-	-
CO 3	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO 4	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO 5	-	-	-	-	-	-	3	-	-	-	3	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	To develop the conceptual and practical skills of the students
Global	To develop students into leaders ready to tackle the challenges of today's complex global business environment by enhancing non-verbal communication while participating in interviews
Employability	It delivers professional in Management- both Profit and Non-Profit Organization.
Entrepreneurship	To acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities
Skill Development	Enhancing conceptual and practical skills through analysing general traits like strengths/weaknesses/ hobbies/extracurricular activities
Professional Ethics	To develop the conceptual and practical skills of the students
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Non-verbal
Local	-
Regional	-
National	-
Global	provides integrative experience and experimental learning through the application of multi-disciplinary knowledge

Employability	-
Entrepreneurship	-
Skill Development	It prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices through professional grooming
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Group discussion Advance
Local	-
Regional	-
National	-
Global	It exposes students to the diverse area of application of knowledge through interviews, role plays, team building sessions.
Employability	-
Entrepreneurship	-
Skill Development	The students acquire strategic and innovative thinking skills to enable effective decision making and problem solving in complex and uncertain condition by self analysis.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Professional grooming
Local	-
Regional	-
National	-
Global	Industry readiness to compete globally.
Employability	Make Industry readiness through various sessions like GDPI, various test series, Mock sessions
Entrepreneurship	-
Skill Development	aims at developing a student's intellectual ability, executive personality, and managerial skills through an appropriate blending of business and practical education
Professional Ethics	-
Gender	-

Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SEMESTER V

SMMC315A	Taxation For Managers	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. To acquaint the students with the legal regime governing the direct taxes.
2. To gain knowledge and understanding of the provisions of the direct tax laws.
3. To acquire the ability to apply the knowledge of the provisions of the direct tax laws to the various situation in actual practice.
4. To develop the skill of independent thinking and creativity in the field of direct tax laws.
5. To acquaint the students with basic principles underlying the provisions of indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.
6. Students will learn to define various aspect of indirect taxes (GST) like, Registration, Concept of Supply etc.
7. Students will learn to analyse and evaluate the effect of an indirect tax on consumers, producers and the government.

Course Outcomes

On completion of this course, the students will be able to

CO1- Collect the basic concepts and definitions of Income Tax Act 1961

CO2- Know the residential status of assessee and incomes exempted from tax.

CO3- Familiar with the computation of income from salary, income from house property, income from business and profession and Capital Gain.

CO4- Know about the aggregation of income and deduction u/s 80C to 80U.

CO5- Understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.

CO6- Comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.

Catalog Description

This course deals primarily with the two major forms of taxes in India, i.e. income tax and the Goods and Services Tax (GST). A conceptual framework is developed in the first lecture that serves as a link across various topics in the course and to present the tax laws and practices as a meaningful, integrated and coherent whole rather than as a fragmented set of compartmentalized rules. The broad concepts raised in the framework explicitly outline fundamental issues that need to be addressed whenever any type of tax is to be imposed in any

State by any level of government. This conceptual approach is intended to facilitate students to consciously think about the underlying considerations that drive the enactment/implementation of specific tax laws/practices.

Course Content

UNIT I

8 hours

Basic concepts of income tax, residential status and tax incidence, income exempted from tax, Income from salaries

UNIT II

12 hours

Income from house property, Income from profits and gains of business and profession, Income from capital gains

UNIT III

10 hours

Income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source, advance payment of tax, deductions from gross total income, assessment of individuals, assessment of companies.

UNIT IV

10 hours

Goods & Services Tax (GST) Law- Overview, Implementation, Liability of tax payer, GST council, Levy of GST, Compliances, Input Tax Credit, Place and Time of Supply, Valuation in GST, Payment of GST, Special Transactions, Assessment Audit & Inspection, CGST & SGST, Refunds, GST Portal.

Text Book:

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Nitya Tax Associates, Basics of GST, Taxmann's Publication

Reference Books:

1. Singhania V.K, Student Guide to Income Tax, Taxmann's Publication
2. Lal B.B., Income Tax Law and Practice

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Collect the basic concepts and definitions of Income Tax Act 1961.	PO2, PO7, PO8, PSO1
CO2	Know the residential status of assesses and incomes exempted from tax.	PO6, PO7
CO3	Familiar with the computation of income from salary, income from house property, income from business and profession and Capital Gain.	PO2, PO6
CO4	Know about the aggregation of income and deduction u/s 80C to 80U.	PO2, PO5
CO5	Understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.	PO2, PO5, PO7, PSO2
CO6	Comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.	PO2, PO3, PO10, PSO2, PSO4

		Mu lti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yabi lity	Co mpl ex Glo bal Bus ine ss En vir on me nt	Inte grat ive Exp erie nce and Exp eri men tal Lea rnin g	In no vat ive thi nki ng for Eff ect ive De cis ion M aki ng	An aly tic Th in ki ng	In du str y Ex po su re	Te a m de vel op ing	Bl en ded Le ar ni ng	Fun da men tal Kn owl edg e	Cr iti cal Th ink ing	Cor por ate Soc ial Res pon sibil ity	Eff ect ive Le ad ers hip
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Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
SM M C3 15 A	Taxation for Managers		3	2		2	3	3	2		3	3	3		3

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	-	3	-	-	-	-	3	2	-	-	-	-	-	-
CO 2	-	-	-	-	-	3	3	-	-	-	-	-	-	-
CO 3	-	3	-	-	-	3	-	-	-	-	-	-	-	-
CO 4	-	3	-	-	2	-	-	-	-	-	-	-	-	-
CO 5	-	3	-	-	2	-	3	-	-	-	-	3	-	-
CO 6	-	3	2		-	-	-	-	-	3		3		3
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Basics
Local	Understand the basics of local taxation systems and how they impact businesses at the community level.
Regional	Explore regional taxation policies and their implications for businesses operating in specific geographic areas.
National	-

Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Explore the relationship between taxation policies and environmental sustainability, including green incentives and carbon taxation.
Unit II	HP and PGBP
Local	-
Regional	-
National	Examine the tax laws and regulations at the national level, focusing on tax planning and compliance.
Global	Analyze the complexities of international taxation, including cross-border transactions and tax treaties.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	IOS
Local	-
Regional	-
National	-
Global	-
Employability	Learn about the tax-related skills and knowledge required for employability and career advancement in the business sector.
Entrepreneurship	-
Skill Development	Develop essential tax-related s-kills, such as tax planning, record-keeping, and reporting.
Professional Ethics	
Gender	Examine the role of gender in taxation, including its impact on individuals and businesses.

Human Values	Consider the ethical and moral dimensions of taxation and its connection to human values and societal well-being.
Environment & Sustainability	-
Unit IV	GST
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	Explore the taxation aspects of starting and running a business, as well as tax incentives for entrepreneurs.
Skill Development	-
Professional Ethics	Understand the importance of ethical considerations in tax management and decision-making.
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC313A	Management Information System	L	T	P	C
Version 2.0		3	0	0	3
Total Contact Hours	45 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

The aim of this course is:

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
4. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Relate the basic concepts and technologies used in the field of management information systems;
- CO2. Compare the processes of developing and implementing information systems.
- CO3. Outline the role of the ethical, social, and security issues of information systems.
- CO4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

Catalog Description

This course focuses on providing students with essential knowledge to ensure that the company manages information systems with the highest level of efficiency. Informational systems have become a pivotal feature in contemporary business. Understanding the management practices associated with informational technology can make you an instant commodity for innovative companies. In today's world, it is essential to manage the storage, transmission and analysis of information. Studying the management of informational systems allows you to understand the demands put on employees and practical ethical challenges that may arise in the future.

Course Content

UNIT I

8 hours

Foundation of information systems: a framework for business users - Roles of information systems - System concept - Organization as a system - components of Information systems - IS Activities - Types of IS, IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction processing systems Information Reporting system - Information for Strategic Advantage.

UNIT II

8 hours

DSS and AI: DSS models and software: The decision making process - Structured, semi structured and Unstructured problems; What if analysis, sensitivity analysis, Goal seeking Analysis and Optimizing Analysis. Overview of AI, Neural networks Fuzzy logic Systems, Genetic Algorithms - Expert systems.

UNIT III

7 hours

Managing Information Technology: Managing Information Resources and technologies IS architecture and management - Centralized, Decentralized and Distributed - EDI supply chain management-CRM-ERP.

UNIT IV

7 hours

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - social challenges of Information technology.

Text Book:

1. Laudon and Laudon, Management Information System, 11th edition, Pearson Education.
2. Sadagopan, S., Management Information Systems, Prentice Hall of India.

Reference Books:

1. LM Prasad, Management Information System, Sultan Chand.
2. Arora, Ashok and Akshaya Bhatia, Information Systems for Managers, Excel Books, New Delhi.
3. McLeod, Raymond, Management Information System, Pearson Education.
4. Goyal, D.P., Management Information Systems-Managerial Perspectives, 2nd Edition, Macmillan, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Relate the basic concepts and technologies used in the field of management information systems	PO2
CO2	Compare the processes of developing and implementing information systems.	PO7, PO8
CO3	Outline the role of the ethical, social, and security issues of information systems.	PO1, PO4
CO4	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.	PO4, PO5

		Mu l t i - d i s c i p l i n a r y k n o w l e d g e	Co n c e p t u a l a n d p r a c t i c a l s k i l l s	Em p l o y a b i l i t y	Co m p l e x G l o b a l B u s i n e s E n v i r o n m e n t	In t e g r a t i v e E x p e r i e n c e a n d E x p e r i m e n t a l L e a r n i n g	In n o v a t i v e t h i n k i n g f o r E f f e c t i v e D e c i s i o n M a k i n g	A n a l y t i c a l T h i n k i n g	I n d u s t r y E x p o s u r e	T e c h n o l o g y B u i l d i n g	B l o g s L e a r n i n g	F u n d a m e n t a l k n o w l e d g e	C r i t i c a l T h i n k i n g	C o r p o r a t e S o c i a l R e s p o n s i b i l i t y	E f f e c t i v e L e a d e r s h i p
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Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
SMCS313A	Management Information System	2	3		3	3		2	3				2		2

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1		3										2		2
CO 2							2	3				2		2
CO 3	2			3								2		2
CO 4				3	3							2		2
CO 5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Foundation
Local	Management Information Systems deal with the use of technology and information to support decision-making and operational processes at different levels, ranging from local to global. MIS helps organizations gather and analyze data from various geographical regions to make informed decisions.
Regional	-

National	-
Global	-
Employability	-
Entrepreneurship	Entrepreneurship and MIS can be linked through the use of information systems and technology to support innovative business ideas, optimize processes, and create competitive advantages for startups and small businesses.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	DSS
Local	-
Regional	-
National	-
Global	-
Employability	In the context of MIS, employability may refer to the skills and competencies needed by individuals to work effectively with information systems and technology in a professional setting. MIS courses can equip students with the knowledge required to enhance their employability in the technology-driven job market.
Entrepreneurship	
Skill Development	MIS courses often focus on developing students' technical and analytical skills required to design, implement, and manage information systems effectively. These skills may include database management, data analysis, programming, and project management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Managing information technology
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-

Skill Development	-
Professional Ethics	In the context of MIS, professional ethics involve considering the ethical implications of using technology and managing information responsibly. This may include issues related to data privacy, security, and responsible data usage.
Gender	Gender considerations in MIS pertain to understanding potential biases in technology, ensuring equal opportunities for all genders in technology-related careers, and promoting diversity and inclusion in the field.
Human Values	-
Environment & Sustainability	-
Unit IV	Security and Ethical Challenges
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Human values encompass the ethical, moral, and social aspects of technology and information systems. In an MIS course, students may explore how technology can align with human values to create positive societal impacts.
Environment & Sustainability	MIS can play a role in promoting sustainability by enabling organizations to track and optimize resource consumption, reduce waste, and make environmentally responsible decisions.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC220A	Ethics, Values and CSR	L	T	P	C
Version 2.0		4	0	0	4
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. To understand the Business Ethics and to provide best practices of business ethics.
2. To learn the values and implement in their careers to become a good managers.
3. To develop various corporate social Responsibilities and practise in their professional life
4. To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes

Course Outcomes

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

CO1. To make the students aware about the importance of ethics and values in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.

CO2: Understand the Concept of Knowledge and wisdom management along with attached and detached Involvement which can realize students to go under deep self- introspection along with stress management.

CO3. Enhance critical and rational thinking along with a deep self- reflection skill through the understanding of success, progress and transformation in the context of management perspective.

CO4. Understand the concept of Corporate Governance and Corporate Social Responsibility (CSR) in the context of present-day management

Catalog Description

The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions. This business ethics course offers an introduction into the concept of values, morality, as well as cultural beliefs and upbringing in all areas of business, from consumer rights to corporate social responsibility. This paper also aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

Course Content

UNIT I **10 lecture hours**

Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.

Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

UNIT II **12 lecture hours**

Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management.

Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement. Concept of Dharma & Karma Yoga: Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

UNIT III **10 lecture hours**

Understanding Progress, and Success - Results & Managing Transformation: Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

UNIT IV **08 lecture hours**

Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Text book:

1. Dr.NarindraMoha, Dr.Supreet Singh, AshimaVerma (2014), Valurs and Ethics in Management, Galgotia Publishing Company.

Reference books:

1. Dr..F.C.Sharma, Business Values & Ethics – Shree Mahavir Book Depot, NaiSarak, New Delhi.
2. Hartman,Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education.
3. C.B. Gupta (2011), " Human Resource Management" Sultan Chand & Son, Educational Publisher, New Delhi. NOTE * Book Added by Course Teacher

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To make the students aware about the importance of ethics and values in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.	PO2
CO2	Understand the Concept of Knowledge and wisdom management along with attached and detached Involvement which can realize students to go under deep self- introspection along with stress management.	PO5
CO3	Enhance critical and rational thinking along with a deep self-reflection skill through the understanding of success, progress and transformation in the context of management perspective.	PO6,PO7
CO4	Understand the concept of Corporate Governance and Corporate Social Responsibility (CSR) in the context of present-day management	PO8

		Mu	Co	Em	Co	Inte	In	An	In	T	Bl	Fun	Cr	Cor	Eff
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			skills		viron	ronme	ective								
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Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
SM MC 220 A	ETHICS, VALUES AND CORPORATE SOCIAL RESPONSIBILITY		3			3	3	2	2			3	3	3	

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO1	2	3	3	-	2	3	2	-	-	-	-	-	3	3	3	-
CO2	-	3	-	-	-	-	-	-	-	-	-	-	3	-	3	-
CO3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	3	3	-	-	-	-	-	-	-	3	-	-

Relevance of the Course to Various Indicators

Unit I	Introduction and Ethics
Local	-
Regional	-
National	Analyzing ethical practices and values at the national level, including national regulations, ethical frameworks, and corporate social responsibility initiatives within the country.
Global	Understanding ethical challenges and values in the global business arena, including ethical implications of global supply chains, international business practices, and ethical responsibilities of multinational corporations.
Employability	Enhancing employability skills related to ethics and values, including ethical decision-making, corporate social responsibility, and ethical leadership in the workplace.
Entrepreneurship	Exploring the integration of ethics, values, and corporate social responsibility in entrepreneurial ventures, including ethical business models, sustainable entrepreneurship, and social impact initiatives.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Knowledge and Wisdom and Stress Management
Local	Exploring ethical considerations and values within a local business context, including ethical decision-making, corporate responsibility towards local communities, and ethical implications of business practices.
Regional	Examining ethical issues and values that arise within a specific regional business environment, such as cultural norms, ethical standards, and regional social responsibilities.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Developing skills to navigate ethical dilemmas, apply ethical frameworks, and effectively communicate ethical values and corporate social responsibility within organizations.
Professional Ethics	-
Gender	-
Human Values	-

Environment & Sustainability	-
Unit III	Understanding Progress, and Success - Results & Managing Transformation and Understanding Success
Local	Exploring ethical considerations and values within a local business context, including ethical decision-making, corporate responsibility towards local communities, and ethical implications of business practices.
Regional	-
National	-
Global	Understanding ethical challenges and values in the global business arena, including ethical implications of global supply chains, international business practices, and ethical responsibilities of multinational corporations.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Examining ethical considerations specific to various professions and industries, including professional codes of conduct, ethical responsibilities towards stakeholders, and ethical challenges in the workplace.
Gender	Considering the role of gender in ethics, values, and corporate social responsibility, including gender equality in the workplace, diversity and inclusion, and addressing gender-based ethical issues.
Human Values	-
Environment & Sustainability	-
Unit IV	Corporate Social Responsibility and Corporate Governance
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	Exploring the importance of human values in business ethics and corporate social responsibility, such as integrity, respect, fairness, and accountability.
Environment & Sustainability	Understanding the ethical implications of business activities on the environment and the importance of incorporating sustainability

	practices, such as environmental stewardship, responsible resource management, and sustainable business models.
SDG	Promoting social welfare, reducing inequality, and fostering sustainable practices.
NEP 2020	Promoting ethics, values, and corporate social responsibility in business education.

SMMC317A	Management of Financial institutions and services	L	T	P	C
Version 2.0		4	0	0	4
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. To understand the various financial institutions and risk involved with each of them in context to investments.
2. To discuss how each of these financial institutions perform and contribute towards nation's economy development.
3. To acquaint students with role of government and economic policies and its impact on financial institutions.
4. To provide knowledge various innovative financial products and learn the significance of financial engineering.
5. To examine the current scenario and the developments that has taken place in the financial sector.

Course Outcomes

On completion of this course, the students will be able to

CO1. Understand the entire financial system of the country and its relevance in the economy development.

CO2: Understand the role played by financial markets and instruments along with innovations and developments in capital market.

CO3: Explain functioning of key financial institutions like central bank, development financial institutions, life and general insurance companies, NBFC etc. and appreciate their role in growth of Indian economy

CO4: Gain comprehensive knowledge about all the aspects relating to various financial services available to corporates.

Catalog Description

The subject familiarizes the students with components of Indian financial system and major institutions. It helps in acquiring the necessary skills and knowledge required to manage a financial firm. Financial institutions including the Central bank, commercial banks, insurance companies, mutual funds, development agencies, primary market, secondary market, depository services, money market etc. need to be studied by the students of commerce and management to understand the financial system and take right decisions. The syllabus has been structured in a way which provides sufficient information about the roles of financial intermediaries and regulatory bodies in the country.

Course Syllabus:**UNIT I 08 Hours**

Financial System: components, features, financial system and economic development.

UNIT II 10 Hours

Financial Markets: Money market – functions, organization and instruments, recent developments in Indian money market; Capital Markets: functions, organization and instruments, primary and secondary markets, recent developments in capital market.

UNIT III 12 Hours

Financial Institutions: Indian banking industry- RBI, commercial banking, features, instruments, recent developments; Development Financial institutions (DFIs):overview and role in Indian economy; Life and non-life insurance organizations in India; Mutual Funds; Non-banking financial companies (NBFCs).

UNIT IV 10 Hours

Financial Services: Merchant banking, underwriting, Housing finance, leasing, venture capital, hire purchase, factoring.

Text Books:

1. Bhole, L.M. Financial Markets and Institutions. Tata McGraw-Hill Publishing Company.
2. Khan, M.Y. Indian Financial System – Theory and Practice. New Delhi: Vikas Publishing House.

Reference Books:

1. Avadhani, V.A., Indian Financial System, Bombay: Jaico Publishing Company.
2. Prasanna, Chandra. Financial Management: Theory and Practice. Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Sharma, G.L. and Y.P. Singh. eds. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi.
4. Singh, J.K. Venture Capital Financing in India. DhanpatRai and Company, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the entire financial system of the country and its relevance in the economy development.	PO2,PO3, PSO1
CO2	Understand the role played by financial markets and instruments along with innovations and developments in capital market.	PO2,PSO1,PSO3
CO3	Explain functioning of key financial institutions like central bank, development financial institutions, life and general insurance companies , NBFC etc. and appreciate their role in growth of Indian economy	PO2,PO6,PSO2
CO4	Gain comprehensive knowledge about all the aspects relating to various financial services available to corporates	PO3, PO6, PO8, PSO3

		M ulti- dis cip lin ary kn ow led ge	Co nc ept ual and pra cti cal ski lls	Em plo yab ility	Co mp lex Glo bal Bu sin ess En vir on ment	Inte grat ive Ex peri ence and Ex peri mental Lea rning	In no vat ive thi nk in g for Ef fec tive De cis ion M	A na lyt ica l Th in ki ng	In du str y E xp os ure	T ea m B ui ld in g	Bl en de d L ea rn in g	Fu nda me ntal Kn owl edg e	Cr iti cal Th in ki ng	Cor por ate Soc ial Res pon sibi lity	Eff ect ive Le ad ers hip
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Co urs e Co de	Cour se Tit le	PO 1	PO 2	PO 3	PO 4	PO 5	P O6	P O 7	P O 8	P O 9	P O 10	PS O1	P S O 2	PS O3	PS O4	
SM M C3 17 A	MA NA GE ME NT OF FIN AN CIA L INS TIT UTI ONS AN D SER VIC ES	1	3	3		1	2		3			3	2	2		

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1		3	3								3			
CO 2		3									3		2	
CO 3		3				2						2		

CO 4			3			2		3					2	
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Financial System
Local	Understanding the structure and functioning of the financial system within a local or domestic market, including local banks, financial institutions, and regulatory frameworks.
Regional	Exploring the financial systems operating within a specific regional context, such as regional banking networks, cross-border transactions, and regional regulatory bodies.
National	Analyzing the components and operations of the national financial system, including central banks, commercial banks, stock exchanges, and regulatory authorities.
Global	Examining the interconnectedness and dynamics of the global financial system, including international banking, global capital markets, multinational financial institutions, and global regulatory frameworks.
Employability	Developing skills and knowledge relevant to the management of financial institutions and services to enhance employability in the financial sector.
Entrepreneurship	Exploring entrepreneurial opportunities and challenges in the financial sector, including starting new financial ventures, fintech innovations, and alternative financing models.
Skill Development	Enhancing skills necessary for effectively managing financial institutions and services, such as financial analysis, risk management, and customer relationship management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Financial Markets
Local	Understanding the structure, participants, and operations of financial markets at the local level, including stock exchanges, bond markets, and money markets.

Regional	Exploring regional financial markets and their integration, including regional stock exchanges, regional currency markets, and financial cooperation agreements.
National	Analyzing the functioning and regulation of national financial markets, including the role of central banks, regulatory bodies, and financial market infrastructure.
Global	Examining global financial markets and their interconnectedness, including international stock exchanges, forex markets, and global capital flows.
Employability	Developing skills and knowledge relevant to working in financial markets, including understanding market dynamics, financial instruments, and risk management.
Entrepreneurship	Exploring opportunities for entrepreneurship within financial markets, such as starting investment firms, brokerage services, or fintech ventures.
Skill Development	Enhancing skills necessary for financial market analysis, investment decision-making, portfolio management, and financial market research.
Professional Ethics	-
Gender	-
Human Values	Exploring how financial markets can align with human values such as transparency, fairness, and responsible investment practices.
Environment & Sustainability	-
Unit III	Financial Institutions
Local	Understanding the role, structure, and operations of local financial institutions within a specific geographic area.
Regional	Exploring regional financial institutions and their significance in promoting financial stability and economic development within a specific region.
National	Analyzing national financial institutions, such as central banks and commercial banks, and their roles in managing the country's financial system.
Global	Examining global financial institutions, including international banks, investment banks, and multilateral organizations, and their impact on the global financial landscape.
Employability	Developing the skills and knowledge required for employability in financial institutions, such as financial analysis, risk management, and regulatory compliance.
Entrepreneurship	-

Skill Development	-
Professional Ethics	Addressing ethical considerations and professional standards in the financial industry, including transparency, integrity, and fiduciary responsibilities.
Gender	Examining the representation and role of gender in financial institutions, including diversity and inclusion initiatives, equal opportunities, and gender-specific financial services.
Human Values	Exploring the alignment of financial institutions with human values, such as responsible lending, financial inclusion, and social impact investing.
Environment & Sustainability	Considering the role of financial institutions in promoting environmental sustainability, green finance, and sustainable investment practices.
Unit IV	Financial Services
Local	Understanding the financial services offered within the local market, including banking services, insurance, investment products, and other financial intermediation services.
Regional	Exploring the regional financial services landscape, such as regional banks, financial markets, and regulatory frameworks specific to the region.
National	Analyzing the financial services provided at the national level, including the role of central banks, regulatory bodies, and national financial institutions.
Global	Examining global financial services, including international banking, cross-border transactions, global capital markets, and the role of multinational financial institutions.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations and professional standards in the financial services industry, including integrity, transparency, client confidentiality, and responsible lending practices.
Gender	Considering the role of gender in the financial services industry, including gender diversity in leadership, gender-specific financial services needs, and promoting gender equality in access to financial services.
Human Values	Exploring how financial services can align with human values, such as fairness, social responsibility, and promoting financial inclusion for underprivileged communities.

Environment & Sustainability	Examining the impact of financial services on the environment and sustainability, including sustainable finance practices, green investment, and socially responsible investing.
SDG	Poverty eradication, promoting economic growth, and reducing inequality.
NEP 2020	Education and training of professionals in the financial services sector.
POE/4th IR	Exploring the concepts and leveraging technologies in the financial services sector to improve productivity, organizational efficiency, and customer experience.

SMMC185A	Data Visualization	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	knowledge of data analysis & visualization understanding				
Co-Requisites	-				

Course Objectives

1. The objective of this course is to teach students the concepts of visualization using data and how it is important in business decisions.
2. The basic objective is to understand the data analysis & visualize your data & method, understanding models not just a tool-oriented Analyst.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Understand the history of data visualization and its connection with computer graphics.
 CO2. Understand the visualization pipeline with its relationship to other data analysis pipelines.
 CO3. Identify patterns, trends and outliers in large data sets.
 CO4. Utilise proven design techniques to bring alive the patterns, stories and key insights locked away.

Catalog Description

Designed to help you become a successful Data Analyst, this Subject is for those just starting their career in Analytics. It will teach you how to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open-source tools etc to present your analysis.

Course Content

UNIT I

Introduction to Data Handling: Overview of Data analysis, Introduction to Data visualization, working with statistical formulas - Logical and financial functions, Data Validation & data models, Power Map for visualize data

UNIT II

Power BI-Business Intelligence, Data Analysis using statistical methods, Dashboard

designing.

UNIT III

Introduction to Data Manipulation Using Function: Heat Map, Tree Map, Smart Chart, Azure Machine learning, Column Chart, Line Chart, Pie, Bar, Area, Scatter Chart, Data Series, Axes, Chart Sheet, Trend line, Error Bars, Sparkline's,

UNIT - IV

Combination Chart, Gauge, Thermometer Chart, Gantt Chart, Pareto Chart etc, Frequency Distribution, Pivot Chart, Slicers, Tables: Structured References, Table Styles, What-If Analysis: Data Tables, Goal Seek, Correlation model, Regression model

Text Books:

1. The Accidental Analyst: Show Your Data Who's Boss" by Eileen and Stephen McDaniel

Reference Books:

2. Information Dashboard Design: Displaying Data for At-a-glance Monitoring by Stephen Few
3. Beautiful Visualization, Looking at Data Through the Eyes of Experts by Julie Steele, Noah Iliinsky

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz Assignment I	I/ Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the history of data visualization and its connection with computer graphics.	PO1, PSO1
CO2	Understand the visualization pipeline with its relationship to other data analysis pipelines.	PO2, PO4, PO5, PO8, PSO2
CO3	Identify patterns, trends and outliers in large data sets.	PO4, PO6, PO7, PSO4

CO4	Utilise proven design techniques to bring alive the patterns, stories and key insights locked away.											PO4, PO8, PSO3			
		Mu lti- dis cip lin ary kn ow led ge	Co nce ptu al an d pra cti cal ski lls	Em plo yabi lity	Co mpl ex Glo bal Bus ines s Env iron me nt	Inte grat ive Exp erie nce and Exp eri men tal Lea rnin g	Inn ov ati ve thi nki ng for Eff ect ive De cis ion Ma kin g	An aly tic al Th ink ing	In du str y Ex po su re	Te am de B uil di ng	Bl en de Le ar ni ng	Fun da men tal Kn owl edg e	Cr iti cal Th in ki ng	Cor pora te Soci al Res pon sibil ity	Eff ect ive Le ade rsh ip
Co urs e Co de	Co ur se Tit le	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	1	2	2	3	2	3	2	3	2	3			
CO 2	2	2	3	3	2	3	2	3	2	3	3		2	
CO 3	2	3	1	3	3	2	3	3	3	3		2		

CO 4	2	2	3	2	2	3	1	2	2	2			2	
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction to Data Analytics in Finance Sectors Using IBM Cognos
Local	Local businesses can use Excel to manage their finances, track sales and expenses, and create budgets
Regional	Evaluate the impact of infrastructure projects, attract investments, and promote regional growth.
National	Understand national economic trends, assess the impact of policy changes, and make strategic decisions that affect the overall economy.
Global	Play a role in international trade analysis, supply chain management, and global market research.
Employability	Enhance employability by enabling individuals to analyze data, create reports, and make data-driven decisions.
Entrepreneurship	Assess the feasibility and profitability of business ideas, track financial performance, and make informed business decisions.
Skill Development	Develops various skills, including data analysis, financial modeling, problem-solving, and critical thinking.
Professional Ethics	Adhere to ethical standards when using Excel and modeling tools, ensuring data privacy and handling sensitive information responsibly.
Gender	Excel and modeling skills are gender-neutral and can be acquired and applied by individuals of any gender.
Human Values	Ensure that decision-making processes are based on objective data and reflect ethical values.
Environment & Sustainability	Analyze and evaluate the environmental and sustainability impacts of business activities.
Unit II	Present data graphically & Use of Active Reports

Local	Evaluate the sensitivity of their profitability to changes in local market conditions, customer demand, or cost factors specific to their locality.
Regional	Assess the impact of infrastructure projects, policy changes, or external shocks on regional economic growth, employment, and investment opportunities.
National	Evaluate the potential impact of policy changes, international trade dynamics, or external shocks on their economies.
Global	Evaluate the impact of changes in interest rates, exchange rates, commodity prices, or geopolitical events on financial markets and investment portfolios.
Employability	Understanding sensitivity analysis techniques and being able to apply them effectively can set individuals apart in the job market
Entrepreneurship	Helps assess the risks and uncertainties associated with business ventures.
Skill Development	Assess the robustness of financial models. These skills are transferable and applicable to various domains, fostering overall skill development.
Professional Ethics	Enabling them to make ethical decisions based on a comprehensive understanding of potential risks and opportunities.
Gender	Sensitivity analysis is a gender-neutral tool that can be utilized by individuals of any gender.
Human Values	Sensitivity analysis encourages consideration of human values, such as transparency, accountability, and responsible decision-making.
Environment & Sustainability	Analysis aids in identifying opportunities for sustainable business practices and mitigating risks associated with environmental factors.
Unit III	Use of Excel in Finance
Local	Appraisal helps in making informed decisions about resource allocation, investment opportunities, and the overall development of the local area.
Regional	Prioritizing and allocating resources to projects that contribute to regional growth, infrastructure development, and job creation.

National	Appraisal helps in optimizing resource allocation, managing risks, and ensuring effective implementation of projects that contribute to national development.
Global	Appraisal helps in decision-making related to international investments, infrastructure development, and sustainable development initiatives across borders.
Employability	Analyze project proposals, assess risks and returns, and make informed decisions regarding resource allocation and investment opportunities.
Entrepreneurship	Evaluate financial projections, and make informed decisions about pursuing or modifying their entrepreneurial ventures.
Skill Development	Fostering overall skill development and enhancing problem-solving abilities.
Professional Ethics	Adhering to professional ethics in project appraisal involves conducting unbiased assessments, considering social impacts.
Gender	Contribute to gender equality by ensuring equal access to opportunities and resources.
Human Values	Alignment with human values, and incorporating stakeholder perspectives contribute to ethical decision-making and responsible project management.
Environment & Sustainability	Align with environmental goals, contribute to sustainable development, and minimize negative impacts on ecosystems and natural resources.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC653A	Communication Skills III	L	T	P	C
Version 2.0		2	0	0	2
Total Contact Hours	30 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

COURSE OBJECTIVES

1. Professional development of the students.
2. To develop a platform with Intelligent combination of training, technology and interactive learning.
3. Converting fresh graduates into priced assets who are ready to face any challenge head-on.
4. Crafting candidates to be winners and train them to handle their failures as well
5. To train students and make them job ready
6. To understand HR perspective and Industry hiring patterns
7. To understand and create Cross Industry and Industry specific Training Modules

COURSE OUTCOMES (COs)

- CO1. Understand the basics of Grammar to improve written and oral communication skills.
- CO2. Understand the correct form of English with proficiency.
- CO3. Improve student's personality and enhance their self-confidence.
- CO4. Improve professional communication.
- CO5. Enhance academic writing skills.

Course Content

UNIT I

Different types of interviews (with emphasis on personal interview), preparation for an interview, areas of questioning, answering questions on general traits like strengths/weaknesses/ hobbies/extracurricular activities, importance of non-verbal communication while participating in interviews, tips to reduce nervousness during personal interviews, handling stress, Suggestions for responding to tough/unknown questions, preparation on self and personality development

UNIT II

Profile Building on LinkedIn, Resume Building, Video CV building, Professional Grooming, E mail Writing

UNIT III

Interview Role Plays, Individual Intro Video making, Team Building sessions, Self-analysis, Telephone etiquettes

UNIT IV

Industry readiness (Resume writing, grooming, GDPI etc.), Grooming, Mock sessions, FAQs discussions, Multiple Test series, Brush-up on GDPI and Industry readiness

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz Assignment I	I/ Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the basics of Grammar to improve written and oral communication skills	PO1, PO3, PO5
CO2	Understand the correct form of English with proficiency	PO3, PO10
CO3	Improve student's personality and enhance their self-confidence.	PO3, PSO4
CO4	Improve professional communication.	PO3, PSO4
CO5	Enhance academic writing skills.	PO7, PSO1

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3		3		3									
CO 2			3							3				

CO 3			3											3
CO 4			3											3
CO 5						3				3				
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	-
Regional	-
National	To develop the conceptual and practical skills of the students
Global	To develop students into leaders ready to tackle the challenges of today's complex global business environment by enhancing non-verbal communication while participating in interviews
Employability	It delivers professional in Management- both Profit and Non-Profit Organization.
Entrepreneurship	To acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities
Skill Development	Enhancing conceptual and practical skills through analysing general traits like strengths/weaknesses/ hobbies/extracurricular activities
Professional Ethics	To develop the conceptual and practical skills of the students
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Profile Building On LinkedIn
Local	-
Regional	-
National	-
Global	provides integrative experience and experimental learning through the application of multi-disciplinary knowledge
Employability	-
Entrepreneurship	-
Skill Development	It prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices through professional grooming
Professional Ethics	-
Gender	-

Human Values	-
Environment & Sustainability	-
Unit III	Interviews
Local	-
Regional	-
National	-
Global	It exposes students to the diverse area of application of knowledge through interviews, role plays, team building sessions.
Employability	-
Entrepreneurship	-
Skill Development	The students acquire strategic and innovative thinking skills to enable effective decision making and problem solving in complex and uncertain condition by self analysis.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Industry
Local	-
Regional	-
National	-
Global	Industry readiness to compete globally.
Employability	Make Industry readiness through various sessions like GDPI, various test series, Mock sessions
Entrepreneurship	-
Skill Development	aims at developing a student's intellectual ability, executive personality, and managerial skills through an appropriate blending of business and practical education
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SEMESTER VI

SMMC302A	Strategic Orientation for Business	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	Basics of Management Studies				

Course Objectives

1. To provide an integrative framework that will allow students to synthesize knowledge from other business courses into a comprehensive understanding of competitive advantage.
2. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes as they occur in complex organizations.
3. To encourage students to think critically and strategically.
4. To develop the ability to identify strategic issues and design appropriate courses of action.

Course Outcomes

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

CO1. Understanding of the principles of business policy strategic management and the concept that decisions made today have implications on results in the future

CO2: Familiarize with the nature of environment analysis and its factors affecting business. Demonstrate and develop conceptual its framework generate interest in international business to sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.

CO3. Understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.

CO4. Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production. Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

Catalog Description

The purpose of this course is to enhance students' abilities to do the job of higher level which makes them responsible for strategic performance. Specifically, when managers have to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) with the organizational policy and strategy into a cohesive whole. The challenge is not only in identifying weaknesses and

threats but to appreciate the strengths of the firm and anticipate opportunities in the external environment.

Course Content

UNIT I **10 hours**

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course– Forecasting, Long-range planning, strategic planning and strategic management. Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

UNIT II **08 hours**

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

UNIT III **10 hours**

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value - Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile ; SWOT analysis.

UNIT IV **12 hours**

Formulation of Strategy: Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy– BCG Model; Stop - Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model; Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.

Text Books

1. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi.

Reference Books/Materials

1. C.B. Gupta ;S.Chand; Strategic Management Publisher & Distributor
2. Jauch and Glueck; Business Policy and Strategic Management, McGraw-Hill
3. Kazmi, Azhar; Strategic Management, Tata McGraw-Hill, New Delhi

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understanding of the principles of business policy strategic management and the concept that decisions made today have implications on results in the future	PO2, PSO1
CO2	Familiarize with the nature of environment analysis and its factors affecting business. Demonstrate and develop conceptual its framework generate interest in international business to sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.	PO4, PO1, PSO2
CO3	Understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.	PO8, PSO3, PSO4
CO4	Formulate and implementation strategies for exploiting international business opportunities including foreign entry strategies and international location of production. Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.	PO6, PO3, PSO2

		Mu	Co	Em	Co	Inte	Inn	An	In	Te	Bl	Fun	Cr	Cor	Eff
		lti-	nce	plo	mpl	grat	ov	aly	du	a	en	da	iti	pora	ect
		dis	ptu	abili	ex	ive	ati	tic	str	m	d	me	ca	te	ive
		cip	al	ty	Glo	Exp	thi	al	y	B	Le	ntal	l	Soci	Le
		lin	an		bal	erie	nce	Th	Ex	uil	ar	Kn	Th	al	ade
		ary	d		Bus	nance	and		po			owl	in	Res	
		kn	pra		ines								Res	pon	

		Knowledge	Technical skills		Environmental	Experiential Learning	for Effective Decision Making	inking	sure	ding	ning	edg	king	sibil	rsh
Course Code	Course Title	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O 2	PS O3	PS O4
SM MC 302 A	Strategic Business Orientation	2	3	2	3		2		2			3	3	3	2

Programme and Course Mapping

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1		3	1	1							3			
CO 2	1	3	1	2		2	2		2	1	3	3		1
CO 3		2	1	2		1	2			2	3	3		1
CO 4		2				2	2				3			1

CO 5		3	1	1							3			
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction and Strategic Management Process
Local	Understanding the strategic considerations and challenges specific to local businesses, including local market dynamics, competition.
Regional	Exploring the strategic aspects of conducting business within a specific regional context, considering factors such as regional economic integration, cultural diversity.
National	-
Global	-
Employability	Developing skills and competencies that enhance employability in the field of strategic business management, such as strategic thinking, problem-solving, and decision-making.
Entrepreneurship	Exploring strategic aspects of entrepreneurship, including opportunity identification, business planning, risk management, and innovation.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Environmental Analysis
Local	Understanding the strategic considerations and challenges specific to local businesses, including consumer behavior.
Regional	Exploring the strategic aspects of conducting business within a specific regional context, considering factors such as market opportunities.

National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Enhancing strategic management skills, such as strategic analysis, strategic planning, market research, and competitive analysis.
Professional Ethics	-
Gender	Considering the role of gender in strategic business orientation, including gender diversity in leadership positions, gender-inclusive strategies, and addressing gender-related challenges in business.
Human Values	-
Environment & Sustainability	-
Unit III	Formulation of Strategy
Local	-
Regional	-
National	Analyzing strategic considerations at the national level, including national economic policies, regulatory frameworks, and industry-specific challenges.
Global	Examining the strategic implications of conducting business in the global marketplace, including global market trends, international trade policies, and the impact of globalization on business strategies.
Employability	-
Entrepreneurship	-
Skill Development	Enhancing strategic management skills, such as strategic analysis, strategic planning, market research, and competitive analysis.
Professional Ethics	-

Gender	Considering the role of gender in strategic business orientation, including gender diversity in leadership positions, gender-inclusive strategies, and addressing gender-related challenges in business.
Human Values	Exploring the alignment of strategic business orientation with human values, such as integrity, fairness, and respect for stakeholders.
Environment & Sustainability	-
Unit IV	Analysis of Internal Resources
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	Addressing ethical considerations in strategic decision-making, including issues of corporate social responsibility, sustainability, and ethical leadership.
Gender	-
Human Values	-
Environment & Sustainability	Examining the strategic implications of environmental sustainability in business orientation, including sustainable business practices, green innovation, and corporate sustainability strategies.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC324A	GLOBAL BUSINESS OPERATIONS	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure	Basics of International Business				
Co-requisites	--				

Course Objectives

1. Understanding of Global Perspectives and modes of entering into international business
2. Identify the role and impact of political, economic, social and cultural variables in international business.
3. Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion)
4. Students will discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm

Course Outcomes

On completion of this course, the students will be able to

CO1. Students will increase their understanding of global markets and the way they trade with other countries.

CO2. Students studying international business will have in-depth insights into the global economic and business climates.

CO3. Students can expect career in the public, private, and non-profit sectors, with work profile of revolving around international trade, global business operations and planning, or industrial development.

CO4. Understand the concept of optimal portfolio and CAPM and understand the benefits of international diversification.

Catalog Description

This course will provide the student with information about business operations and business vocabulary in International Business and explores the techniques for entering the international marketplace. It emphasizes on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Other topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise. The course covers how and why the world's countries differ, a thorough review of the economics and politics of international trade and investment. It explains the functions of the global monetary system, & examines the strategies and structures of international businesses.

Course Content

UNIT I

8 hours

Overview Need, Scope, Tasks, Contrast in domestic and international marketing, EPRG Framework, Socio cultural environment – culture defined, elements of culture, culture analysis, Political & Legal Environment – Embargoes & sanctions, Political risk, legal factors, legal differences hofstede model.

UNIT II

8 hours

International Business Entry & Development Strategic effects of going international, Strategies employed by Indian companies to sustain globally, Global Market Entry Strategies – Export/Import, International Intermediaries – EMC's, Trading Companies, Licensing, Franchising, FDI, Local presence – Inter firm co-operation, MNC's and Globalization, Mergers and Acquisitions. Pricing for International Market Key factors in global pricing & methods, International branding perspectives.

UNIT III

7 hours

Finance function in a multinational firm; structure of international financial markets; cost and availability of international financial flows; international financial instruments, Exposures in international finance and how to contain them.

UNIT IV

7 hours

International Portfolio investment, International cash management, Financial engineering: Currency derivatives, strategic considerations in euro -equity issues, Global depository receipts (GDRs) and American Depository receipts (ADRs), International bond financing.

Text Books:

1. Cherunilam, Francis. (2011) International business: Text and cases. (5th ed.) New Delhi: PHI Learning Private Limited.
2. Varshney & Bhattacharya, International Marketing Management

Reference Books:

1. Daniels & Lee, International Business Keegan, Global Marketing
2. Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva
3. Buckley A., Multinational Finance, Prentice-Hall of India, New Delhi
4. Shapiro A.C., Multinational Financial Management, Prentice-Hall, New Delhi

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Students will increase their understanding of global markets and the way they trade with other countries.	PO1, PO2, PO4
CO2	Students studying international business will have in-depth insights into the global economic and business climates.	PO4, PSO2
CO3	Students can expect career in the public, private, and non-profit sectors, with work profile of revolving around international trade, global business operations and planning, or industrial development.	PO3, PSO1
CO4	Understand the concept of optimal portfolio and CAPM and understand the benefits of international diversification.	PO4, PO8, PSO3

		Mu lti- disc ipli nar y kno wle dge	Co nce ptu al and pra ctic al skil ls	Emp loya bilit y	Co mpl ex Glo bal Bus ines s Env iron men t	Inte grati ve Exp erie nce and Exp erim enta l Lear ning	Inn ova tiv e thi nki ng for Eff ecti ve De cisi on Ma kin g	An aly tica l Thi nki ng	In du str y Ex po sur e	Te a m Bu ild in g	Bl en de Le ar ni ng	Eff ecti ve Lea der shi p	Pr oa cti ve Th ink ing	Entre pren euria l Deve lop ment
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Course Code	Course Title	PO 1	PO 2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PSO 3
SM MC 324 A	Global Business Operations	3	3	3	3				2			2	3	3

Programme and Course Mapping

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	3	-	3	-	-	-	-	-	-	-	-	-	-
CO 2	-	-	-	3	-	-	-	-	-	-	-	3	-	-
CO 3	-	-	3	-	-	-	-	-	-	-	3	-	-	-
CO 4	-	-	-	3	-	-	-	3	-	-	-	-	3	-
CO 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-

1=lightly mapped 2=moderately mapped 3=strongly mapped

Relevance of the Course to Various Indicators

Unit I	Overview of Global Business Operations
Local	-
Regional	-
National	-
Global	Organizations must adapt to global trends, technological advancements, and changing consumer behaviors on a global scale.

Employability	In the context of global business operations, employability includes skills such as cross-cultural communication, adaptability, foreign language proficiency, and an understanding of international business practices.
Entrepreneurship	entrepreneurs may identify opportunities in emerging markets, create international networks, and leverage technology to launch and scale businesses across borders.
Skill Development	-
Professional Ethics	-
Gender	Gender diversity and equal opportunities are critical for fostering innovation, achieving sustainable growth, and addressing social and economic disparities.
Human Values	Organizations that prioritize human values in their global operations tend to foster positive relationships with stakeholders, build trust, and contribute to societal well-being.
Environment & Sustainability	-
Unit II	International Business Entry & Development Strategic effects of going international
Local	Local: Going international can lead to the creation of new job opportunities and increased economic development in the local community where the business expands.
Regional	Regional: Expansion into regional markets can foster regional integration and collaboration, leading to enhanced trade relationships and economic growth.
National	-
Global	Global: By entering global markets, businesses gain access to a larger customer base, new market opportunities, and potential for increased revenue. It also fosters cultural exchange and global economic interdependence.
Employability	Going international can create employment opportunities, both locally and abroad, as businesses expand their operations and establish new branches or subsidiaries in different countries.
Entrepreneurship	-
Skill Development	Going international requires employees and entrepreneurs to develop cross-cultural communication skills, adaptability, and an understanding of international business practices.
Professional Ethics	-
Gender	International business expansion can contribute to gender equality and women's empowerment by providing equal opportunities for employment, leadership roles, and entrepreneurship in different countries.

Human Values	It promotes the recognition and respect for human values by fostering cultural exchange, understanding, and tolerance.
Environment & Sustainability	Environment & Sustainability: Incorporating environmental and sustainability considerations into decision science frameworks, assessing the environmental impact of decisions, and promoting sustainable practices in business decision-making.
Unit III	Finance function in a multinational firm
Local	Local: Understanding the local financial regulations, tax laws, and business practices in each country where the multinational firm operates is crucial. Local knowledge helps in compliance and managing financial risks effectively.
Regional	Regional: In addition to the local perspective, regional economic trends, integration, and market conditions should be considered when formulating financial strategies. This includes factors such as regional trade agreements, currency fluctuations, and regional economic indicators
National	. National: The finance function needs to align with the national financial regulations, reporting standards, and tax requirements of the countries in which the multinational firm operates. Compliance with national laws is vital for financial stability and avoiding legal issues.
Global	Global: The finance function plays a critical role in managing the multinational firm's global financial operations. This includes overseeing financial planning, risk management, treasury management, foreign exchange exposure, and coordinating financial reporting across multiple jurisdictions.
Employability	-
Entrepreneurship	Entrepreneurship: In the finance function, entrepreneurship can involve identifying and pursuing new business opportunities, assessing financial viability, and supporting the strategic decision-making process. Entrepreneurial skills can help finance professionals drive innovation and value creation within the multinational firm.
Skill Development	Skill Development: Continuous skill development is crucial for finance professionals to stay updated with industry trends, regulatory changes, and emerging technologies. Skills such as financial analysis, financial modeling, data analytics, and communication are essential for success in the finance function.
Professional Ethics	Professional Ethics: Ethical conduct is fundamental in the finance function, where individuals handle sensitive financial information and make decisions that impact stakeholders. Upholding professional ethics involves integrity, transparency, confidentiality, and compliance with ethical standards and codes of conduct.
Gender	-

Human Values	Human Values: Incorporating human values in the finance function involves considering the impact of financial decisions on stakeholders, employees, and society at large. Values such as integrity, fairness, social responsibility, and trustworthiness guide ethical behavior and responsible financial management.
Environment & Sustainability	Environment & Sustainability: The finance function can contribute to environmental sustainability by integrating environmental factors into financial decision-making processes. This includes assessing environmental risks, investing in sustainable projects, and adopting environmentally friendly practices.
Unit IV	International Portfolio investment
Local	Local: Understanding the local market conditions, economic stability, political environment, regulatory framework, and cultural factors is crucial for assessing the investment landscape. Factors such as local industry growth, consumer behavior, and market competition should be analyzed.
Regional	Regional: Assessing regional economic integration, trade agreements, infrastructure development, and regional stability can provide insights into potential investment opportunities and risks within a particular region.
National	National: Analyzing the national economic indicators, government policies, legal and regulatory frameworks, taxation system, labor market conditions, and political stability are essential when considering portfolio investments in a specific country.
Global	Global: Understanding global economic trends, geopolitical dynamics, international trade relations, and the impact of global events such as pandemics or economic crises can help in identifying investment opportunities and managing risks associated with international portfolio investments.
Employability	Employability: Evaluating the local labor market's employability prospects, including the availability of skilled workforce, talent pool, education system, vocational training programs, and government initiatives for human capital development, can influence investment decisions, particularly in sectors that rely on skilled labor.
Entrepreneurship	Entrepreneurship: Assessing the entrepreneurial ecosystem, including the presence of startup hubs, access to capital, government support for entrepreneurship, innovation culture, and intellectual property protection, can highlight investment prospects in emerging sectors and innovative ventures.
Skill Development	Skill Development: Considering the availability of skill development programs, vocational training institutes, and the alignment of educational institutions with industry requirements is important for industries that demand specific skill sets. Adequate skill development initiatives contribute to a more capable workforce and potentially attract investments in such sectors.

Professional Ethics	Professional Ethics: Evaluating the ethical standards and corporate governance practices within a country or region is essential for responsible investments. Investors may prefer markets that demonstrate transparency, accountability, and adherence to ethical business practices.
Gender	Gender: Assessing gender equality and women's empowerment indicators, as well as the presence of policies supporting gender diversity in the workforce, can provide insights into the inclusivity of the market and potential investment opportunities in companies promoting gender equality.
Human Values	Human Values: Considering social factors such as respect for human rights, labor standards, employee welfare, and community engagement can be crucial for assessing the sustainability and ethical practices of potential investment targets.
Environment & Sustainability	Environment & Sustainability: Evaluating a country's environmental policies, commitment to sustainable practices, renewable energy adoption, and efforts towards climate change mitigation can provide insights into long-term investment prospects, considering the growing importance of environmental sustainability.
SDG	SDG 4
NEP	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC304A	Project Planning and Evaluation	L	T	P	C
Version 2.0		3	1	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	Basics of all major fields of management				
Co-Requisites	-				

Course Objectives

1. This course Project Planning and Evaluation would encourage the action-oriented business learners to appreciate the post economic liberalization era.
2. Project planning involves a series of steps that determine how to achieve a particular community or organizational goal or set of related goals. Students learn to assess the project from different facets and pick the right one to meet the objectives of the business.
3. Students will learn to assess the project from society's benefit point of view through social cost benefit analysis.
4. Students will be able to evaluate the project risk through risk analysis techniques.

Course Outcomes

On completion of this course, the students will be able to

- CO1. To appreciate and understand the overview of Capital Investments and Strategy and Resource Allocations
- CO2. To appreciate market and demand analysis, market planning, technical analysis and project charts and project implementation
- CO3. Understanding financial analysis, project financing, institutional finance, and working capital management.
- CO4. Appreciating risk analysis, portfolio related risk measures.

Catalog Description

The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review. Project planning identifies specific community problems that stand in the way of meeting community goals, it creates a work plan for addressing problems and attaining the goals, it describes measurable beneficial impacts to the community that result from the project's implementation & also determines the level of resources or funding necessary to implement the project.

Course Content

Unit I: 8 lecture hours

Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Strategy and Resource Allocation: Portfolio strategy and Business Level Strategies, Strategic Planning and Capital Budgeting, Generation and Screening of Project Ideas.

Unit II: 12 lecture hours

Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Environmental Aspects, Project Charts and Layouts, Schedule of Project Implementation, Need for Considering Alternatives.

Unit III: 12 lecture hours

Financial Analysis: funds flow analysis, ratio analysis, investment process, profitability analysis, social cost benefit analysis; Sources of Development finance, project financing, Institutional finance to entrepreneurs, working capital management, Incentives and Subsidies.

Unit IV: 8 lecture hours

Risk Analysis- Firm Risk and Market Risk: Portfolio Related Risk Measures, Mean Variance Portfolio Construction, Portfolio Theory and Capital Budgeting, Capital Asset, Pricing Model, Developing the Inputs Required for Applying CAPM, Empirical Evidence on Capital Asset Pricing Model, Capital Asset Pricing Model and Capital Budgeting.

Text Books

1. Desai, Vasant. Project management (5th edition). New Delhi: Himalaya Publishing House

Reference Books/Materials

1. Maheshwari, S.N. Management accounting & financial control. New Delhi: Sultan Chand & Sons.
2. Chandra, Prasanna. (2015). Projects: planning, analysis, financing, implementation and review (8th edition). New Delhi: Tata McGraw Hill Publishing Company Limited.
3. Nagarajan, K. Project management, New Age International (P) limited Publishers.

Course Code	Course Title	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O 2	PS O3	PS O4
SM MC 304 A	Project Planning & Evaluation	3			3	3					2	3		2	

Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3			3							3			
CO 2	3									2				
CO 3				3	3						3	3		
CO 4				3	3							3		
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Overview
Local	Understanding the local environment, culture, and needs is crucial when designing and implementing projects.
Regional	-
National	-
Global	Understanding global dynamics, cultural diversity, and international cooperation are vital for such projects.
Employability	
Entrepreneurship	This area focuses on projects that promote entrepreneurship and foster innovation to create new ventures and business opportunities.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Market and demand analysis
Local	-
Regional	Considerations of regional impacts and cooperation are important in this context.
National	Here, the focus shifts to projects that are implemented on a national scale, often involving coordination with multiple regions, agencies, and stakeholders.
Global	-
Employability	-
Entrepreneurship	-

Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Financial Analysis
Local	-
Regional	-
National	-
Global	-
Employability	aim of enhancing the employability of individuals or groups through specific initiatives or interventions.
Entrepreneurship	promote entrepreneurship and foster innovation to create new ventures and business opportunities.
Skill Development	-
Professional Ethics	-
Gender	This area examines how gender considerations influence project planning, implementation, and evaluation, ensuring that projects are inclusive and address gender-related disparities.
Human Values	-
Environment & Sustainability	-
Unit IV	Risk Analysis
Local	-
Regional	-

National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Projects centered around skill development aim to enhance the capabilities and competencies of individuals, typically to improve their employability and overall quality of life.
Professional Ethics	-
Gender	-
Human Values	This topic explores the ethical and moral principles that guide project planning and evaluation, ensuring that projects align with fundamental human values.
Environment & Sustainability	environmental impacts, resource conservation, and sustainable practices to promote a greener and more sustainable future.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC325A	Banking and Insurance	L	T	P	C
Version 2.0		4	0	0	4
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

1. To understand the concept of insurance and its evolution
2. To understand the business operations and market condition in Insurance Companies
3. To understand the different needs of customers on insurance products
4. To understand the insurance terminologies

Course Outcomes

On completion of this course, the students will be able to

- CO1. Analyze the various services offered and various risks faced by banks
 CO2. Understand various banking innovations after nationalization
 CO3. Gain about insurance industry
 CO4. Comprehend the concept of various principles, provisions that govern the Life General Insurance Contracts.

Catalog Description

Banking and Insurance are two sectors which are fast evolving and witnessing a transformational change. Banks are the backbone of all activities, because every transaction where money is involved, the bank is the main character. Insurance business is one of the prominent financial services in modern times. Keeping these aspects in mind, this Course in Fundamentals in Banking and Insurance has been designed to train students in basic concepts of Banking and Insurance. The Course has incorporated the significant changes that have taken place in the global financial architecture and the new products and technology that have invaded this sector. This course has made an attempt to offer to students a fundamental tool which will enhance their understanding of various businesses in the world economy.

Course Content

Unit I

12 lecture hours

Evolution of banking; Systems of banking - Mixed, branch, unit, group, chain; Brief structure of banks; RBI-Organization, functions, methods of credit control; Commercial banking; Balance sheet of a bank; Credit creation. Functions of commercial banks & central banks, process of credit creation and its limitations.

Unit II

8 lecture hours

Sources and uses of funds in banks; Value chain analysis in banking industry.

Emerging trends in banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

Unit III**12 lecture hours**

Insurance - History and development, meaning, importance, nature; Main Principles - Principles of cooperation, probability, utmost good faith, proximate cause, insurable interest, indemnity, subrogation, warranty.

Life insurance: Main elements, importance, important life insurance policies, annuities, premium determination under life insurance.

Unit IV**8 lecture hours**

General insurance: Principles of general insurance, insurance documents; Marine insurance- Main elements, marine losses, types of marine insurance policies; Fire insurance- Elements, premium determination, types of policies.

Text Books:

1. Mohapatra S. R., & Acharya, D. (2012). *Banking and Insurance*. New Delhi: Pearson.

Reference Books:

1. Sundharam, K. P. M., & Varshney, P.N. (2004). *Banking theory law & practice* (1sted.). New Delhi: Sultan Chand & Sons
2. Chaturvedi, D.D., & Mittal. A. (2012). *Business economics-II*. New Delhi: Brijwasi Book Distributors.
3. Arthur, C. & William Jr, C. (2001). *Risk management and insurance*. Noida, Uttar Pradesh: Tata Mcgraw Hill.
4. *Principles of Insurance* (2011) - Insurance Institute of India.
5. Varshney, P. N., & Malhotra, T. D. (2005). *Principles of banking*. New Delhi: Sultan Chand & Sons.
6. Mishra, M.N. (2004). *Principles and practices of insurance*. New Delhi: S. Chand & Company.
7. Panda, G.S. (2004). *Principles and practices of insurance*. Kolkata, West Bengal: Kalyani Publications.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Analyze understand the various services offered and various risks faced by banks	PO1, PSO1
CO2	Understand various banking innovations after nationalization	PO2, PSO1
CO3	Gaining insights about insurance industry.	PO6, PSO2
CO4	Ability to conceptualize the concept of various principles, provisions that govern the Life General Insurance Contracts	PO3

		Mu l t i - d i s c i p l i n a r y k n o w l e d g e	Co n c e p t u a l a n d p r a c t i c a l s k i l l s	Em p l o y a b i l i t y	Co m p l e x G l o b a l B u s i n e s E n v i r o n m e n t	In t e g r a t i v e E x p e r i e n c e a n d E x p e r i e n t a l L e a r n i n g	In n o v a t i v e t h i n k i n g f o r E f f e c t i v e D e c i s i o n M a k i n g	A n a l y t i c a l T h i n k i n g	I n d u s t r y E x p o s u r e	T e a m B u i l d i n g	B l e n d e d L e a r n i n g	F u n d a m e n t a l K n o w l e d g e	C r i t i c a l T h i n k i n g	C o r p o r a t e S o c i a l R e s p o n s i b i l i t y	E f f e c t i v e L e a d e r s h i p
Co u r s e C o d e	Co u r s e T i t l e	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	P O 8	P O 9	P O 10	PS O1	PS O 2	PS O3	PS O4
SM MC	Pri nci	2	3				2			3					

325 A	ple s an d Pr act ice s of ba nk in g an d Ins ur an ce										3	3		
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	2										3			
CO 2		3									3			
CO 3						2						3		
CO 4			3											
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Evolution of banking
Local	It involves the establishment of local banks and credit unions to cater to the financial needs of the community, focusing on traditional banking services like deposits, loans, and money transfers.
Regional	This includes the establishment of regional banks that serve multiple cities or states within a particular geographical boundary, offering more diverse financial products and services.
National	It involves the establishment of national banks, both public and private, which provide comprehensive banking services across the entire nation.
Global	This phase involves the expansion of banking services across borders, international trade financing, and the emergence of multinational banks with branches or operations in multiple countries.
Employability	As technology advances and the financial industry becomes more digitalized, the demand for different skill sets, such as data analysis, financial technology (fintech), and customer relationship management, evolves.
Entrepreneurship	Entrepreneurship in the context of banking evolution involves the rise of innovative financial startups and fintech companies that introduce new banking products and services.
Skill Development	Skill development in the evolution of banking refers to the training and upskilling of banking professionals to adapt to technological advancements, changing customer expectations, and regulatory requirements.
Professional Ethics	Professional ethics in the evolution of banking involves the establishment and reinforcement of ethical standards and codes of conduct for banking professionals.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Sources and uses of funds in banks
Local	The bank then utilizes these funds to provide loans and credit facilities to individuals and businesses within the local community, supporting economic activities in the area.

Regional	Regional banks source funds from a broader geographical area within a specific region. In addition to local deposits and capital, they may attract funds from customers and investors in neighboring cities or states.
National	They raise funds through various channels, such as retail and corporate deposits, interbank borrowing, issuance of bonds, and equity capital from investors.
Global	Global banks have a presence in multiple countries and source funds from international markets. They have access to a global pool of funds through foreign branches, international bond issuance, and interbank lending.
Employability	They allocate resources to employee training programs, leadership development initiatives, and talent management to enhance the employability and capabilities of their staff.
Entrepreneurship	Banks may allocate funds to support entrepreneurship through various means. They provide loans and credit facilities to startup ventures and small businesses, promoting entrepreneurial initiatives.
Skill Development	This includes investing in training programs, workshops, seminars, and certifications to enhance the skill development of their workforce and equip them with the knowledge needed to adapt to changing industry trends.
Professional Ethics	In alignment with professional ethics, banks allocate funds to establish robust compliance and risk management systems.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Insurance
Local	At the local level, insurance refers to a financial arrangement in which individuals or businesses pool their risks and pay premiums to protect themselves against potential losses or risks.
Regional	Insurance companies operating regionally offer a broader range of insurance products to cater to the varying needs of individuals and businesses within that region.
National	Insurance becomes an integral part of the financial system of a country. Governments may regulate the insurance industry to ensure consumer protection and financial stability.

Global	Global insurance players offer specialized coverage for international risks, such as global shipping, international trade, and cross-border investments.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	General insurance:
Local	General insurance refers to non-life insurance products that provide coverage for a range of risks faced by individuals and businesses within a specific community or geographical area.
Regional	General insurance expands its coverage to a broader area within a specific region, offering a wide range of insurance products to cater to diverse risks faced by individuals and businesses in that region.
National	National general insurance encompasses insurance coverage for a country's entire population. It involves various types of insurance policies that protect against different risks prevalent across the nation.
Global	Global general insurance may involve multinational companies insuring against cross-border risks, such as international trade, marine transportation, and commercial operations in multiple countries.
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-

Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMMC187A	Fraud Analytics, Supply Chain Analytics & HR Analytics	L	T	P	C
Version 2.0		4	0	0	4
Pre-Requisites/Exposure	Excel Software				
Co-Requisites	-				

Course Objectives

1. To help student understand the concepts of Fraud Analytics and understand the process of understanding the process of detecting the fraud in bill scheme, payroll fraud, and expense reimbursement fraud.
2. To understand how the Analytics can be used in Supply Chain Management, Demand, Sales, Operation, Inventory and Supply. The course also focuses on understanding the concepts of Human resources Analytics and the analysis of key human resources metrics

Course Outcomes

On completion of this course, the students will be able to

CO1. Understand basic concepts and process of fraud analytics

CO2. Understand the concepts of Supply chain Analytics

CO3. Understand the concepts of Demand Analytics, Sales and Operation Analytics, Inventory and Supply Analytics

CO4. Understand the concepts of Human Resource Analytics

Catalog Description

The course is designed to help understand the concepts of fraud analytics, how to analyse the risk of fraud, fraud data analysis process, anomalies versus fraud within the data and various data analytics test for fraud detection, concepts of implementing concepts of analytics in Supply Chain management and Human Resource Management.

Course Content

UNIT I

Introduction- Define fraud, anomalies vs fraud, types of fraud, the risk of fraud, Fraud detection, Recognizing Fraud, Data analytical software, anomalies versus fraud within data, Fraud Data inclusions and deletions.

UNIT II

Fraud Data Analysis Process – Evaluation and analysis, obtain data file, Type of file formats, Data analysis preparation, arrange data, organize data. Data Analysis Tests – Benford’s Law, Number duplication test, z-score, relative size factor test, same-same-same test, same-same-different test, even amounts, correlation, trend analysis.

UNIT III

Introduction to Supply Chain Analytics – Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal, Demand Analytica, Forecasting, unbiased forecast, forecasting stable products, forecasting new replacement and non-replacement products, measure forecast accuracy.

UNIT IV

Sales and Operation Analytics – Introduction, newsvendor problem, analyzing demand variability, Supply and resource constraints, excess supply.

Inventory and Supply Analytics – Introduction to inventory management problem, lot size restrictions, volume discount and joint replenishment, lead time variability, Dynamic Inventory control

HR Analytics – Importance of HR Analytics, changing world of man power, HR Analytics Framework, Workforce planning analytics, sourcing analytics, acquisition/hiring analytics, onboarding, culture fit, and engagement analytics, performance assessment analytics, employee lifetime value and cost modeling, Employee wellness and health analytics.

Text Books:

1. Fraud Analytics: Strategies and Methods for Detection and Prevention - Delena D. Spann.

Reference Books:

2. Bank Fraud: Using Technology to Combat Losses - Revathi Subramanian
3. Big Data Analytics in Supply Chain Management - Iman Rahimi, Amir H. Gandomi, Simon James Fong, M. Ali Ülkü
4. The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions - Rachael Johnson-Murray, Lindsay McFarlane, Valerie Streets, Shonna Waters.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz Assignment I	I/ Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand basic concepts and process of fraud analytics	PO1, PSO1
CO2	Understand the concepts of Supply chain Analytics	PO2, PO4, PO5, PO8, PSO2
CO3	Understand the concepts of Demand Analytics, Sales and Operation Analytics, Inventory and Supply Analytics	PO4, PO6, PO7, PSO4
CO4	Understand the concepts of Human Resource Analytics	PO4, PO8, PSO3

		Mu l t i - d i s c i p l i n a r y k n o w l e d g e	Co n c e p t u a l a n d p r a c t i c a l s k i l l s	Em p l o y a b i l i t y	Co m p l e x G l o b a l B u s i n e s E n v i r o n m e n t	In t e g r a t i v e E x p e r i e n c e a n d E x p e r i m e n t a l L e a r n i n g	In n o v a t i v e T h i n k i n g f o r E f f e c t i v e D e c i s i o n M a k i n g	A n a l y t i c a l T h i n k i n g	I n d u s t r y E x p o s u r e	T e a m B u i l d i n g	B l e n d e d L e a r n i n g	F u n d a m e n t a l K n o w l e d g e	C r i t i c a l T h i n k i n g	C o r p o r a t e S o c i a l R e s p o n s i b i l i t y	E f f e c t i v e L e a d e r s h i p
Co u r s e C o d e	Co u r s e T i t l e	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O 2	PSO 3	PS O4
S M M C1 87 A	Fr a u d A n a l y t i c s,	2	3		3	3	2	3	3	3		3	3	3	3

Supply Chain Analytics & HR Analytics														
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Programme and Course Mapping														
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4
CO 1	3	-	-	2	-	3	-	-	-	-	-	3	-	-
CO 2	-	2	-	2	-	3	-	-	-	-	-	2	-	-
CO 3	-	-	3	-	-	3	-	2	-	-	2	-	-	-
CO 4	-	-	3	-	-	3	-	2	2	-	-	3	-	-
CO 5	-	-	-	-	-		-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

Relevance of the Course to Various Indicators

Unit I	Introduction
Local	Exploring the impact of local factors on business operations and analytics.
Regional	Analyzing regional variations and trends in fraud patterns, supply chain networks, and HR practices.
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Continuous learning and adaptation in response to evolving industry demands.
Professional Ethics	Examining ethical considerations in analytics, including data privacy, transparency, and responsible AI.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Fraud Data Analysis Process
Local	Identifying the significance of localized data in fraud detection, supply chain optimization, and HR management.
Regional	Understanding the role of regional data in decision-making processes.
National	Evaluating the national regulatory framework and its influence on fraud prevention, supply chain compliance, and HR policies.
Global	-
Employability	-
Entrepreneurship	Understanding the entrepreneurial mindset and strategies in the analytics sector.

Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Introduction to Supply Chain Analytics
Local	-
Regional	-
National	Recognizing national-level data and metrics in analytics.
Global	Assessing the global landscape and its implications for fraud detection, international supply chains, and global HR strategies.
Employability	Identifying industry-specific requirements for job readiness.
Entrepreneurship	-
Skill Development	Enhancing technical and analytical skills relevant to fraud analytics, supply chain optimization, and HR management.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	Sales and Operation Analytics
Local	-
Regional	-

National	-
Global	Leveraging global data sources for analytics.
Employability	Developing the skills and competencies required for employability in the fields of fraud analytics, supply chain analytics, and HR analytics.
Entrepreneurship	Exploring opportunities for entrepreneurship in analytics-related domains.
Skill Development	-
Professional Ethics	Upholding ethical standards in decision-making and reporting.
Gender	Addressing gender diversity and inclusion in analytics roles.
Human Values	Aligning analytics practices with societal values and expectations.
Environment & Sustainability	Integrating environmental sustainability principles into supply chain analytics.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum