K.R. MANGALAM UNIVERSITY
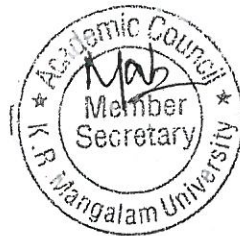## THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT & COMMERCE

(SOMC)

Bachelor of Business Administration and Master of Business Administration Integrated Course (BBA MBA Integrated)

Programme Code: 52

2022–27

Approved in the 29th Meeting of Academic Council Held on 09th 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-MBA Integrated Course 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-MBA Integrated Course will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

ACKNOWLEDGEMENT

Contents

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 inter-disciplinary 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 stake holders through teaching, research, exchange & collaborative programmes with Foreign, Indian Universities/Institutions and MNCs.
iv. To act as a nodal center 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

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology

- Instill notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking

- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies

- 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 I n 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 offers BBA Programme, BBA (HR/ Marketing/ IB/ Finance/ Travel & Tourism) Programmes and BBA Specialization in Business Intelligence and Analytics with Samatrix.

Programme 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 BBA-MBA Integrated Programme

This programme aims at developing a student's intellectual ability, executive personality and managerial skills through "just-the business, and management practices, ethical values and general education. The program helps the student in understanding and developing unique leadership qualities required for successfully managing business functions of an enterprise.

The curriculum is based on choice-based credit system (CBCS) and learning out come 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, Marketing Research, Research Analyst, Banking & Finance, Advertising, Tour & Travel, HR, Sales executive, Entrepreneur, etc.

3.1.1 BBA

This programme aims at developing a student's intellectual ability, executive personality and managerial skills through "just-the business, and management practices, ethical values and general education. The program helps the student in understanding and developing unique leadership qualities required for successfully managing business functions of an enterprise. The programme offers specialization optionsin Human Resources, Finance, International Business, Marketing and Travel and Tourism.

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, Marketing Research, Research Analyst, Banking & Finance, Advertising, Tour & Travel, HR, Sales executive, Entrepreneur, etc.

3.1.2 Master of Business Administration

MBA is one of the most popular post-graduate programs amongst students across the globe. With the plethora of universities offering MBA degrees, why not choose the MBA course designed by the world's largest I.T. Company, IBM. IBM career education program helps learners gain skills in the latest emerging technologies by collaborating at multiple levels. Students pursuing an MBA will receive four certificates from IBM and a globally accepted certificate on Artificial Intelligence Analyst. These certificates from IBM make students attractive to multinational companies worldwide.

Eligibility Criteria: Pass at graduation level (Bachelor's Degree) or equivalent with at least 50% marks in aggregate.

International Summer School: About 2 weeks of International summer school at prestigious universities outside India, to provide international exposure to the budding managers.

Course Outline: The course covers: Management Marketing operations/Business Communication/Customer Relationship management/ Cyber Law and Governance/ Financial Management Using Visualization and Excel/ Consumer Behavior/ Digital Marketing/ Legal Aspects of Business/ Information Systems in Business/ Financial Accounting/ Managerial Economics/ Quantitative Techniques/ Human Resource Management/ International Business Environment/ Intellectual Property Rights/ International Marketing/ Business Analytics/ Business Intelligence…/…

Career Options: Management-both profit and Non-profit Organizations, Industry openings in the field of Marketing, IB, HR, IT, Finance, PSUs, Civil Services, Education

Programme Specific Outcomes (PSOs)

The BBA + MBA (Integrated) program is spread over 10 semesters, leading to a post graduate degree in MBA. It is an integrated program specially designed for 10 + 2 students, who wish to develop managerial skills. The course is tailor made to suit the needs of industry. The Program Specific Objectives (PSOs) of the program are:

PSO 1: To Develop integrated skills

PSO 2: To Increase cognitive skills in the fields of emerging knowledge and industry requirements

PSO 3: To enhance placement opportunities

PSO 4: Provide opportunity to specialize in various management areas such as Marketing, Finance, Human Resource Management, Operations Management, IB during the MBA part of the programme.

PSO 5: To facilitate the development of students to take up growing challenges and implement viable, ethically correct, and socially acceptable solution.

4. Programme Duration: 5 Years (10 Semesters)

5. Class Timings

The classes will be held from Monday to Friday from 09:10 a.m. to 04:00 p.m.

6. Syllabi

The syllabi of all courses for BBA-MBA Integrated 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. 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 BBA-MBA Integrated Programme

PROGRAMME AT A GLANCE

Semester	1	2	3	4	5	6	7	8	9	10	Total
Courses	07	07	09	09	10	08	09	09	03	03	**74**
Credit	20	24	26	27	26	23	24	24	30	30	**254**

BACHELORS OF BUSINESS ADMINISTRATION AND MASTER OF BUSINESS ADMINISTRATION INTEGRATED COURSE (BBA MBA INTEGRATED)

Scheme of Studies as per Choice-Based Credit System and Learning Outcome-Based Curriculum Framework

SEMESTER I

Year	S.N.	Nature of the Course	Course Code	Course Titles	L	T	S	P	C
FIRST	1	Ability Enhancement Compulsory Course	UCES 125A	Environmental Studies	3	0	0	0	3
	2	Skill Enhancement Course	SMMC953A	Cyber Law and Governance	3	0	0	0	3
	3	Elective: Generic		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 Thoughts and Applications	4	0	0	0	4
	6	Ability Enhancement Compulsory Course	UCDM 301A	Disaster Management	3	0	0	0	3

				Value Added Course	2	0	0	0	0
7	VAC								
	TOTAL								**20**

SEMESTER II

Year	S.N.	Nature of the Course	Course Code	Course Titles	L	T	S	P	C
	1	CORE COURSE	SMAW218A	Laws Governing Companies in India	4	0	0	0	4
	2	CORE COURSE	SMMC124A	Macro-Economic Dynamics	3	0	0	0	3
	3	CORE COURSE	UCIT131A	Introduction to Computers & IT, Office Automation	4	0	0	4	4
	4	Elective: Generic		Open elective II	4	0	0	0	4
	5	CORE COURSE	SMMC118A	Human Behaviour at Work	4	0	0	0	4
	6	CORE COURSE	SMMC501 A	Analysing Cost for Managerial Decision Making	4	1	0	0	5
	7	CORE COURSE	UCIT161A	Introduction to Computers & IT, Office Automation Lab	0	0	0	2	1
FIRST	8	VAC		Value Added Course	2	0	0	0	0
	TOTAL								**25**

SEMESTER III

Year	S.N.	Nature of the Course	Course Code	Course Titles	L	T	S	P	C
SECOND	1	CORE COURSE	SMMC115A	Financial Reporting and Analysis	3	0	0	2	4
	2	CORE COURSE	SMMC303A	Production and Operations Management	4	0	0	0	4
	3	CORE COURSE	SMMC116A	Marketing for Contemporary Business	4	0	0	0	4
	4	CORE COURSE	SMAW217A	Laws Governing Business in India	4	0	0	0	4
	5	CORE COURSE	SMMA120A	Business Statistics	4	0	0	0	4
	6	CORE COURSE	SMMC651A	Communications Skill I	2	0	0	0	2
	7	CORE COURSE		MOOC	0	0	0	0	2
	8	CORE COURSE		Foreign Language-I	2	0	0	0	2
	9	VAC		Value Added Course	2	0	0	0	0
	TOTAL								26

SEMESTER IV

Year	S.N.	Nature of the Course	Course Code	Course Titles	L	T	S	P	C
	1	CORE COURSE	SMMC224A	Financial Decision Making	4	0	0	0	4
	2	CORE COURSE	SMMC728A	Research Methodology for Modern Business	3	1	0	0	4

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	3	CORE COURSE	SMMC304A	Project Planning and Evaluation	4	0	0	0	4
SECOND	4	CORE COURSE	SMMC805A	Creating An Entrepreneurial Mindset	3	0	0	0	3
	5	CORE COURSE	SMMC954A	Financial Management Using Visualization and Excel	3	1	0	0	4
	6	CORE COURSE	SMMC325A	Banking and Insurance Management	4	0	0	0	4
	7	CORE COURSE	SMMC652A	Communications Skill II	2	0	0	0	2
	8	Skill Enhancement Course (SEC)		Foreign Language-II	2	0	0	0	2
	9	VAC		Value Added Course	2	0	0	0	0
		TOTAL							**27**

SEMESTER V

Year	S.N.	Nature of the Course	Course Code	Course Title	L	T	S	P	C
THIRD	1	Skill Enhancement Course (SEC)	SMMC312A	Summer Training Project Report	0	0	0	0	4
	2	CORE COURSE	SMMC733A	Managing Marketing Operations	3	0	0	0	3
	3	CORE COURSE	SMCS313A	Management Information System	2	0	0	0	3
	4	CORE COURSE	SMMC220A	Ethics ,Values & Corporate Social Responsibility	4	0	0	0	4
	5	CORE COURSE	SMMC317A	Management of Financial	4	0	0	0	4

		SMMC736A	Creating and Retaining Motivated Work force					
7	CORE COURSE			3	0	0	0	3
8	CORE COURSE	SMMC653A	Communications Skill III	2	0	0	0	2
9	CORE COURSE	SMMC924A	Predictive Analysis	3	0	0	0	3
10	VAC		Value Added Course	2	0	0	0	0
TOTAL								**26**

SEMESTER VI

Year	S.N.	Nature of the Course	Course Code	Course Titles	L	T	S	P	C
	1	CORE COURSE	SMMC802A	Contemporary Issues in Strategic Management	3	0	0	0	3
	2	CORE COURSE	SMMC324A	Global Business Operations	4	0	0	0	4
	3	CORE COURSE	SMMA878A	Decision Science Applications in Business	3	1	0	4	4
	4	CORE COURSE	SMEL217A	Personality Development and Communication Skills	3	0	0	0	3
THIRD	5	Skill Enhancement Course (SEC)	SMCS212A	E-Commerce	3	0	0	0	3
	7	CORE COURSE	SMMC743A	Enhancing Productivity through Operations Management	3	0	0	0	3

	8	CORE COURSE	SMMC729A	Challenges of Business Environment	3	0	0	0	3
	TOTAL								**23**

SEMESTER VII

Year	S.N.	Nature of the Course	Course Code	Course Titles	L	T	S	P	C
FOURTH	1	CORE COURSE	SMMC951A	Functional Analytics	3	0	0	0	3
	2	Elective: Discipline Specific DSE		Specialization I Elective I	3	0	0	0	3
	3	Elective: Discipline Specific DSE		Specialization I Elective II	3	0	0	0	3
	4	Elective: Discipline Specific DSE		Specialization I Elective III	3	0	0	0	3
	5	Elective: Discipline Specific DSE		Specialization I Elective IV	3	0	0	0	3
	6	Elective: Discipline Specific DSE		Specialization II Elective I	3	0	0	0	3
	7	Elective: Discipline Specific DSE		Specialization II Elective II	3	0	0	0	3
	8	Elective: Discipline Specific DSE		Specialization II Elective III	3	0	0	0	3
		VAC		Value Added Course	2	0	0	0	0
	TOTAL								**24**

SEMESTER VIII

Year	S.N.		Course Code	Course Titles	L	T	S	P	C
	1	CORE COURSE	SMCS902A	Creating Intelligent Machines (Artificial Intelligence Analyst)	3	0	0	0	3
	2	Elective: Discipline Specific DSE		Specialisation I Elective V	3	0	0	0	3
	3	Elective: Discipline Specific DSE		Specialisation I Elective VI	3	0	0	0	3
	4	Elective: Discipline Specific DSE		Specialisation I Elective VII	3	0	0	0	3
	5	Elective: Discipline Specific DSE		Specialisation II Elective IV	3	0	0	0	3
	6	Elective: Discipline Specific DSE		Specialisation II Elective V	3	0	0	0	3
FOURTH	7	Elective: Discipline Specific DSE		Specialisation II Elective VI	3	0	0	0	3
	8	Elective: Discipline Specific DSE		Specialisation II Elective VII	3	0	0	0	3
	9	VAC		Value Added Course	2	0	0	0	0
	TOTAL								**24**

SEMESTER IX

Year	S.N.	Nature of the Course	Course Code	Course Titles	L	T	S	P	C
FIFTH	1	Skill Enhancement Course (SEC)	SMMC925A	Summer Internship Project Report	0	0	0	0	6
	2	Skill Enhancement Course (SEC)	SMMC884A	Dissertation-I	0	0	0	0	6
	3	Skill Enhancement Course (SEC)	SMMC991A	Project Based Learning	0	0	0	0	18
	TOTAL								**30**

SEMESTER X

Year	S.N.		Course Code	Course Titles	L	T	S	P	C
FIFTH	1	Skill Enhancement Course (SEC)	SMMC992A	Social Immersion	0	0	0	0	6
	2	Skill Enhancement Course (SEC)	SMMC885A	Dissertation-II	0	0	0	0	6
	3	Skill Enhancement Course (SEC)	SMMC993A	Employability Certification	0	0	0	0	18
	TOTAL								**30**

SEMESTER I

UCES125A	Environmental Studies	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure	Basics of Environment				
Co-requisites	--				

Course Objectives

1. To aware the students about the environment.
2. To learn the students concepts and methods from ecological and physical sciences and their application in environmental problem solving.
3. 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.
4. 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.

Catalogue 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   **10 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.

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UNIT II 10 hours

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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.

<div align="center">

UNIT III 10 hours

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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.

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UNIT IV 10 hours

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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, Bishnoi 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.
2. S.S. Dara and D.D. Mishra, Environmental Chemistry and Pollution Control, S. Chand& Company 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. R. Gadi, S. Rattan, S. Mohapatra, Environmental Studies Kataria Publishers, New Delhi

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	-	-	-	-	-	-	-	3	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	3	-	-	-	-	-	-	3	-
CO4	-	-	-	-	3	-	-	3	-	-	-	-	-	-
CO5	-	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/4th IR	Global Education Knowledge

MCMC701	Cyber Law and Governance	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure	-				
Co-requisites	--				

Course Objectives

1. The main objective of this course is to make students familiar with the developments that are being taking place in cyber sphere with the help of Computer and Information Technology.
2. The students will acquire knowledge in the Fundamentals of Cyber Law. The abuse of computers has also given birth to a gamut of new age crimes that are addressed by the Information Technology Act, 2000.

Course Outcome

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

CO1. Understand and explain the rudiments of cyber space.
CO2. Learn the scope and function of legal and technological regulations of the internet.
CO3. Explore the legal and policy developments in India to regulate Cyberspace.
CO4. Develop the understanding of relationship between commerce and Cyberspace.

Course Content

Unit-1   **10 hours**

Fundamentals Of Cyber Space and Cyber Law
Computers and its impact in society - Computer and web technology

History of Internet - Cyber Security Definition - Meaning, definition, Genesis of cyber law - Growth and development of cyber law in India - Significance and objectives of cyber law

The difference between Real Space and Cyber Space - Conceptual and theoretical perspective of Cyber Law - Cyber sovereignty - Various components of cyber law - Data and privacy - Cybercrimes - Intellectual property - Electronic and digital signatures

Categories of cybercrimes - Cybercrimes against Individual - Cybercrimes against Property - Cybercrimes against Government

Unit-2   **10 hours**

Information Technology Act, 2000 - Aim, objects and Overview of the Act - Jurisdiction - Electronic Governance 2 **Electronic Evidence** - Digital Signature and Electronic signature - Subscribers, Certifying Authorities, Internet Service providers - Penalties, Compensation and Adjudication - The Cyber Appellate Tribunal – Offences. **The national**

cyber–Security Policy, 2013 - Prevention of Money Laundering Act, 2002. **The Indian Evidence Act, 1872** - The Banker's Book Evidence Act, 1891- Indian Penal Code 1860 - Reserve Bank of India Act, 1934

<div align="center">

Unit-3   **15 hours**
</div>

Meaning and definition of E-Commerce - Evolution of E-Commerce - Types of E-Commerce - UNCITRAL Model on E-Commerce and its implementation. Legal aspects of E-Commerce relating to -Digital Signatures - Technical and Legal issues of E-Commerce. Trends and Prospects of E-Commerce - E-taxation -E-banking, Payment mechanism in cyberspace - Online publishing - Online payment - E- Contracts. Legal aspects relating to Payment mechanism in cyberspace

<div align="center">

Unit-4   **10 hours**
</div>

E-Consumers, E-Consumers support and services
Caveat Emptor: Consumers Beware - Private policy - Terms of service
Legal remedies - Consumer Protection Act, 2019 - The Specific Relief Act, 1963 - The sale of Goods Act, 1930
Concept of Privacy, Principles of Privacy Law, Threats to Privacy in New Technological Regime, Digital and Internet Privacy Challenges - Constitutional perspective of Right to Privacy - Tortious Liability for Protection of Privacy
Regulatory perspective of Privacy under - Information Technology Act, 2000
Right to Information Act, 2005 - Easements Act, 1882 - Indian Penal Code, 1860 - Indecent Representation of Women (Prohibition) Act, 1987
Intellectual Property Rights - Specific Relief Act, 1983

TEXT BOOKS:
1. Harish Chander, Cyber Law and IT Protection, PHI Learning Private Limited, Delhi (2015)
2. Kamath Nandan: Law relating to Computer, Internet and E-Commerce, Universal Law Publishing, UP, 2007

REFERENCE BOOKS:
1. N.S Nappinai – Technology Laws, 1st Ed LexisNexis (2017)
2. Apar Gupta, Commentary on Information Technology Act (2016).
3. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing, UP, 2016.
4. Farouq Ahmed, Cyber Law in India, Allahabad Law Agency, 2015
5. Karnika Seth, Computers, Internet and New Technology Laws-A Comprehensive Reference Work With Special Focus On Developments In India, LexisNexis, Nagpur, 2016.

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	3	2	2	1	1	2	3	1	2
CO2	3	3	2	2	1	1	2	3	1	2
CO3	3	3	2	2	1	1	2	3	1	2
CO4	3	3	2	2	1	1	2	3	1	2

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Fundamentals Of Cyber Space And Cyber Law
Local	-
Regional	-
National	Growth and development of cyber law in India
Global	Computers and its impact in society
Employability	To familiarise students with accounting principles and procedures.
Entrepreneurship	-
Skill Development	The difference between Real Space and Cyber Space
Professional Ethics	-
Gender	-
Human Values	Categories of cybercrimes
Environment & Sustainability	-
Unit II	**Legislations Relating To Cyber Laws In India**
Local	-
Regional	The national cyber Security Policy, 2013
National	Information Technology Act, 2000, Electronic Governance, The Indian Evidence Act, 1872
Global	-
Employability	Helping to enhance employbility Routine checking, vouching, verification & valuation of assets & liabilities
Entrepreneurship	-
Skill Development	Comprehend the knowledge about appointment, powers, duties and liabilities of accountant.
Professional Ethics	Internet Service providers
Gender	-
Human Values	Digital Signature and Electronic signature
Environment & Sustainability	-
Unit III	**E-Commerce**
Local	-

Regional	-
National	UNCITRAL Model on E-Commerce and its implementation
Global	Evolution of E-Commerce
Employability	-
Entrepreneurship	-
Skill Development	Legal aspects of E-Commerce relating to -Digital Signatures
Professional Ethics	To analyze how to maintain accounts of Public company.
Gender	-
Human Values	Trends and Prospects of E-Commerce -
Environment & Sustainability	Payment mechanism in cyberspace
Unit IV	**Consumer protection in cyber space**
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	A global joint stock company operates in multiple countries worldwide. It can issue shares to investors globally, allowing for a diverse range of shareholders and substantial share capital. The company's final accounts would reflect its financial activities and performance across different countries and jurisdictions.
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 6
NEP 2020	Towards a More Holistic and Multidisciplinary Education (11.1- 11.13)
POE/4th 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.

Catalogue 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

<div style="text-align:center">

UNIT I   **10 Hours**

</div>

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.

<div style="text-align:center">

UNIT II   **10 Hours**

</div>

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).

<div style="text-align:center">

UNIT III   **10 Hours**

</div>

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.

<div style="text-align:center">

UNIT IV   **15 Hours**

</div>

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 [TB]:

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

Reference book(s) [RB]:

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.

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	-	2	3	2	-	3	-	3	3	3	-
CO2	-	3	-	-	-	-	-	-	-	-	3	-	3	-
CO3	-	-	-	-	-	-	3	-	-	3	-	-	-	-
CO4	-	-	-	-	3	3	-	-	-	-	-	3	-	-
CO5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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 Behavior
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/4th 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.

Catalogue 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: **15 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:** | **15 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:** | **15 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:** | **15 lecture hours** |

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

TEXT BOOK:

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.

Programme and Course Mapping													
CO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	3	3	2	2	1	1	2	-	-	-	3	1	2	-
CO2	3	3	2	2	1	1	2	-	-	-	3	1	2	-

CO3	3	3	2	2	1	1	2	-	-	-	3	1	2	**-**
CO4	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	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/4th IR	Updated Curriculum

SMDM301	DISASTER MANAGEMENT	L	T	P	C
Version 2.0		3	0	0	3
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

C02. 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.

Catalogue 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

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Unit I: **10 hours**
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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.

<div align="center">

Unit II: **10 hours**
</div>

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

<div align="center">

Unit III: **10 hours**
</div>

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

<div align="center">

Unit IV: **15 hours**
</div>

Disaster Management Act, 2005:

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

<div align="center">

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</div>

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. IndianlawInstitute(UpendraBaxiandThomasPaul(ed.),MassDisastersandMultinati onalLiability: The Bhopal Case(1986)
6. Indian Law Institute, UpendraBaxi(ed.), Environment ProtectionAct: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.

Programme and Course Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	-	-	2	-	-	-	3	-	-	-
CO2	3	-	-	2	-	2	-	-	-	-	-	-	1	-
CO3	-	-	-	2	2	2	2	-	-	-	-	-	-	-
CO4	-	2	-	-	2	-	-	-	-	-	-	-	-	-

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/4th IR	Global Education Knowledge

SMMC115A	FINANCIAL REPORTING & ANALYSIS	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. To familiarize 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 analyses 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.

Catalogue 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: **15 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: 15 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: 15 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: 15 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)

Programme and Course Mapping														
	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4
C O1	3	3	2	2	1	1	2	-	-	-	3	1	2	-
C O2	3	3	2	2	1	1	2	-	-	-	3	1	2	-
C O3	3	3	2	2	1	1	2	-	-	-	3	1	2	-
C O4	3	3	2	2	1	1	2	-	-	-	3	1	2	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

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.**

RELEVANCE OF THE FINANCIAL REPORTING AND ANALYSIS 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	A global joint stock company operates in multiple countries worldwide. It can issue shares to investors globally, allowing for a diverse range of

	shareholders and substantial share capital. The company's final accounts would reflect its financial activities and performance across different countries and jurisdictions.
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/4th IR	Updated Curriculum

SMMC 303A	Productions and Operations Management	L	T	P	C
Version 1.0		4	0	0	4
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.

Catalogue 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   15 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   15 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   15 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   **15 hours**

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

TEXT BOOK:

Chary, S. N. (2012). Production and operations management (5[th]ed.). New Delhi: Tata McGraw Hill

Programme and Course Mapping													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	2	-	3	-	-	-	-	-	3	-	-
CO2	-	2	-	2	-	3	-	-	-	-	-	2	-	-
CO3	-	-	3	-	-	3	-	2	-	-	2	-	-	-
CO4	-	-	3	-	-	3	-	2	2	-	-	3	-	-
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

SMMC 116A	MARKETING OF CONTEMPOTRARY BUSINESS	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course objectives-

- 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
- Students would be able to assess the market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- 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.
- 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

<div align="center">

UNIT I   **15 LECTURES**

</div>

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.

<div align="center">

UNIT II   **15 LECTURES**

</div>

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.

<div align="center">

UNIT III   **15 LECTURES**

</div>

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.

<div align="center">

UNIT IV   **15 LECTURES**

</div>

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.

SUGGESTED READINGS

1. Kotler, P., Keller, K., Koshy, L., &Jha, M. (2016), *Marketing management* (16[th]ed.). New Delhi: Pearson.
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* (14[th]ed.). New Delhi: Tata McGraw-Hill.
4. Kumar, A., & Meenakshi N..(2011). *Marketing management* (2[nd]ed.). New Delhi: Vikas Publishing House.
5. Ramaswamy, V. S., & Nama kumari, S. (2013). *Marketing management: Global perspective Indian context* (5[th]ed.). New Delhi: McGraw Hill Education (India) P. Ltd.
6. Kumar, S. R.(2012). *Case studies in marketing management.* New Delhi: Pearson.

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	3	1	1	3	2	3	-	-	-	-	-	3	2	2	-
CO2	3	3	1	1	3	2	3	-	-	-	-	-	2	3	1	-
CO3	3	3	1	1	3	2	2	-	-	-	-	-	1	2	1	-
CO4	3	3	1	1	3	1	1	-	-	-	-	-	1	3	2	-

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

Programme and Course Mapping

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

SMMC217A	Laws Governing Business In India	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Overview:

The purposes and functions of business law include maintaining order, protecting rights and liberties, establishing standards, and resolving disputes when it comes to businesses and their interactions with individuals, government agencies, and other businesses. As business becomes increasingly globalized, the business laws of various governments and nations may be in conflict. It's important for business owners to understand how business law impacts commerce both domestically and abroad.

Business law standards include having expectations for following laws of other countries, distinguishing between unethical and legal behaviour, and establishing social responsibility as a cornerstone of global citizenship. Most recently, new areas of business law must navigate the effects of modern technology. In fact, computer law is even a subspecialty within business law because of its importance in this realm.

Course Outcomes:

CO1. The objective of this course is to provide the students with practical legal knowledge of general business law issues.

CO2. It aims at providing a rich fund of contemporary knowledge , time tested principles, basic concepts, emerging ideas, evolving theories, latest technique , ever changing procedures & practices in the field of Law

CO3. The primary objective to course is to familiarize the student with various principles of contract formation enunciated in the Indian Contract Act 1872 and sales of Goods Act 1930.

CO4. To explain the framework within which business activities shall be carried out.

Course Content

UNIT I   15 LECTURES

The Indian Contract Act 1872: Contract – meaning, characteristics and kinds, essentials of valid contract – offer and acceptance, consideration, contractual capacity, free consent, legality of objects.

UNIT II   15 LECTURES

The Indian Contract Act 1872: Void agreements, Discharge of contract – modes of discharge including and its remedies. Contingent contracts. Quasi – contracts.

The Indian Contract Act 1872: Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency. Consumer Protection Act.

UNIT IV   **15 LECTURES**

Sale of Goods Act 1932. Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

TEXT BOOKS:
1. M.C.Kuchhal, Business Laws, Sultan Chand & Co., New Delhi.
2. N.D.Kapoor, Merchantile Law. Sultan Chand & Co., New Delhi.
3. Tulsian, P.C., Business Laws, Tata McGraw Hill Education, 2nd Edition.
4. P.P.S Gogna, Mercantile Law, Sultan Chand & Co., New Delhi.

REFERENCE BOOKS:
1. Sulphey,Bashe, Business Laws, PHI Learning Pvt. Ltd., New Delhi.
2. Kuchhal, M.C, Kuchhal, Vivek, Business Law, 6th edition, Vikas Publishing House.
3. Sharma, J.P., Easy Approach to Business Laws, Ane Books Pvt. Ltd.
4. Maheshwari, S.N., Business Laws, Himalaya Publication House(P) Ltd

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	-	3	-	3	3	-	-	-	-	-	3	-	-	-
CO2	-	3	-	3	3	-	-	-	-	-	-	-	-	-
CO3	-	3	-	3	3	-	-	-	-	-	3	-	-	-
CO4	-	3	-	3	3	-	-	-	-	-	-	-	-	-
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

SMMA120A	Business Statistics	L	T	P	C
Version 2.0		4	0	0	4
Total Contact Hours	60 Hours				
Pre-Requisites/Exposure	-				
Co-Requisites	-				

Course Objectives

- To Estimate the mean and standard deviation of the marginal distribution of the response variable and use this information to inform a business decision and also understand the concept of measure of central tendency and dispersion.
- to Obtain a point estimate for the variance and standard deviation of the conditional distribution of the response variable given a value for the predictor
- to Obtain an interval estimate for the mean of the conditional distribution of the response variable given a value for the predictor and use this information to inform a business decision 5. Students will Learn to Construct a prediction interval for the response given a value of the predictor and use this information to inform a business decision,
- to Fit a simple linear regressions model and Interpret the slope and intercept (when appropriate),

Course Outcomes

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

CO1: Understanding the fundamentals of statistics and its application in different fields of management i.e., marketing, HR, Finance, and data collection & presentation methods.
CO2: Critical understanding of central tendency and dispersion measures in field of management of business decision making.
CO3: Impart hands on practices with respect to the statistical tools like, regression and correlation methods in job, business and life.
CO4: Establishment of understanding about probability concepts and sampling methods with its application in fields of marketing HR and Finance and off course life decision making.

Catalogue Description
Statistics, quite simply, is about learning from sample data. You face a group of individuals – perhaps people, but maybe cans of tomatoes, or automobiles, or fish in a lake, or even something as nebulous as calendar weeks. This group is the population of interest to you. There is something you would like to know about this population: How likely are the people to try a new product you are thinking of bringing to the market? Are the cans properly

sealed? What determines the cost of keeping the cars in working condition? How many fish are there? What will demand for your product be in the weeks to come? The answer to your question will guide you in making a decision. If you could simply collect data from all the members of your population, you would know what you need to know. However, there can be many reasons why this might not be possible. It might be too expensive: If the potential purchasers of your product are all the adult consumers in the United States, the sheer size of the population makes contacting every individual prohibitively costly. It may be that collecting data does direct damage: If you open all the cans of tomatoes to test the contents, you have nothing left to sell. More subtly, the population is often somewhat ill-defined. If you manage a fleet of automobiles, you might consider the population of interest to be cars actually in your fleet in recent months, together with cars potentially in your fleet in the near future. In this case, some members of the population are not directly accessible to you.

For any of these reasons, you might find yourself unable to examine all members of the population directly. So, you content yourself with collecting data from a sample of individuals drawn from the population. Your hope is that the sample is representative of the population as a whole, and therefore anything learned from the sample will give you information concerning the entire population, and will consequently help you make your decisions.

Course Content

	UNIT I	**15 lecture hours**

Introduction to managerial statistics: Concept; applications in different fields of management i.e. marketing, HR, Finance and quality etc.; critical analysis of Duckworth Lewis method; distrust and limitations.
Data overview: Collection & presentation methods.

	UNIT II	**15 lecture hours**

Representative measures: Mean, median, mode, partition values.
Dispersion measures: Absolute & relative measures- range, quartile deviation, average deviation, standard deviation, skewness, case lets.

	UNIT III	**15 lecture hours**

Linear regression models: Generating solutions; applications in marketing.
Test of association between variables: Types of correlations; Measures: Karl Pearson and Spearman; Case lets.

	UNIT IV	**15 lecture hours**

Probability distribution: Introduction; types of events; theorems: Bayes' Theorem and applications; introduction to probability distribution – discrete (Binomial & Poisson) & continuous (normal);
Sampling: Meaning; types; sampling distributions; application of sampling in field of Marketing, HR, Finance.

TEXT BOOKS

Gupta, S. P. & Gupta, M. P. (2014) *Business statistics*, New Delhi: S. Chand Publication.

REFERENCE BOOKS/MATERIALS

1. Levin, R. & Rubin, D. S, (1998). Statistics for management (7th ed.). United States: Pearson Education.
2. Black, K., (2017). Business statistics: for contemporary decision making (9th ed.). Singapore: John Wiley & Sons (Asia) Pvt. Ltd.
3. Business Statistics – by J. K Sharma, Pearson education.
4. Complete Business Statistics Amir D Aczel &Jayavel Sounder Pandiyan.
5. Introductory Statistics by Weiss. Seventh edition, Pearson education.
6. Statistics for Business and Economics – by Anderson, Sweeney and Williams – Cengage publishing.
7. Business Statistics with CD-ROM by Naval Bajpai, Pearson Publication.
8. Statistics for management – by Gerald Keller, Cengage Learning.
9. Statistics for management - by T N Srivastava and Shailaja Rego, The McGraw-Hill companies.
10. Introduction to Business Statistics- by Ronald M.. Weiers; Duxbury Thomson Learning.

Statistical techniques in Business and Economics – by Lind, Marchal and Wathen, The McGraw-Hill companies.

Programme and Course Mapping													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	2	-	3	-	2	-	-	-	-	-	-
CO2	-	2	-	2	-	-	-	-	3	-	-	-	-	-
CO3	2	-	3	-	2	-	-	-	2	-	-	-	-	-
CO4	2	-	2	-	-	-	-	-	2	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped													

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction and Data Overview
Local	-
Regional	Exploring statistical analysis methods for regional business data, including data collection, interpretation, and presentation.
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	**Representative measures and Dispersion measures**
Local	Understanding statistical concepts and techniques applied to local business data and decision-making processes.
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	**Probability Distribution and sampling**
Local	-
Regional	-

National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	Developing practical skills in data collection, analysis, and interpretation using statistical software and tools.
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	**Linear regression Models and Test of association between variables**
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	Considering gender-related aspects in business statistics, such as gender pay gaps, representation, and the impact of gender on business performance.
Human Values	Exploring the alignment of business statistics with human values, including fairness, integrity, and social responsibility.
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

Course Code	Course Title	L	T	P	S	C
SMMC651A	Communication Skills 1	2	0	0	0	2
Version 1.0						
Pre-requisites/Exposure	-					
Co-requisites	-					

(L – Lecture   T – Tutorial   P – Practical   S – Studio   C – Credits)

COURSE OBJECTIVES

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

COURSE OUTCOMES (COs)

1. Customer and client handling
2. PR and rapport building
3. Leadership skills
4. Communication skills
5. Formal written communication
6. Grooming
7. Presentation skills
8. Group discussion & Interview handling skills

Mapping of Course Outcome (Cos) with Program Outcomes (POs) and Programme Specific Outcomes (PSOs)

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**

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Evaluation Scheme:				
	Evaluation Component	**Duration**	**Weightage (%)**	**Date, Time & Venue**
1	Quiz/Assignment/ Presentation/ Extempore	120 Minutes	20	
2	Written Examination	120 Minutes	20	
3	Attendance		10	
4	End Term Examination	120 Minutes	50	
Total			**100**	

Course Content

UNIT I   8 lecture hours

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

UNIT II   8 lecture hours

- Objective: Vocabulary Building & general speaking

- 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   **7 lecture hours**

- Word formation
- Theory and exercise
- Synonyms and antonyms
- One-word substitutes
- Idioms
- Phrasal verbs
- Pair of words
- 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   **7 lecture hours**

- 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

	Programme and Course Mapping													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	3	-	3	-	-	-	-	-	-	-	-	-
CO2	-	-	3	-	-	-	-	-	-	3	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	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 analyzing 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	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	-
Human Values	-
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	-
Human Values	-

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

SMHA151A	French-I	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives
- Discuss the French terminology with the help of translator.
- Understand the elements of articles and its applicability
- Understanding the concept of ER, IR verbs
- Gaining the clarity about vocabulary and translation terminology

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

CO1. Ability to analyze the language of French and its applicability

C02. Ability to speak and write the French as a language

CO3. An ability to learn about the various tricks and tips on vocabulary speaking

CO4. Formulation of verbs in day to day speaking and how to deliver remarks

Catalogue Description

Offers lower division / novice speakers' opportunities to enhance their speaking proficiency in the target language by focusing on oral verbal production. Teaches how to improve authentic pronunciation, reduce errors in authenticity of language structure, generate thought in the target language spontaneously as a substitute for translation, sharpen listening comprehension, and develop conversational strategies such as circumlocution and managing a conversation with useful expressions for starting a conversation, gaining time to think, helping the other speaker, seeking agreement, etc. Contrasts with all other first year courses which must strive to produce mastery of the whole range of language acquisition components, including writing, grammar, etc. Facilitates lowering the affective filter when conversing in the target language by increasing the frequency of speech opportunities and defusing concern for such matters as spelling, etc. Increases mastery of lexical items through increased frequency of oral usage. May be repeated for a maximum of 2 credits toward graduation. Offers lower division / novice speaker's opportunities to enhance their speaking proficiency in the target language by focusing on oral verbal production. Teaches how to improve authentic pronunciation, reduce errors in authenticity of language structure, generate thought in the target language spontaneously as a substitute for translation, sharpen listening comprehension, and develop conversational strategies such as circumlocution and managing a conversation with useful expressions for starting a conversation, gaining time to think, helping the other speaker, seeking agreement, etc. Contrasts with all other first year courses which must strive to produce mastery of the whole range of language acquisition components, including writing, grammar, etc. Facilitates lowering the affective filter when conversing in the target

language by increasing the frequency of speech opportunities and defusing concern for such matters as spelling, etc. Increases mastery of lexical items through increased frequency of oral usage.

Course Content

Course Syllabus:

<div align="center">Unit I　　　　　　　　　　　　8 lecture hours</div>

Introduction to Language, Basic Vocabulary, General questions, French greetings, Audio activities, Role-play.

<div align="center">Unit II　　　　　　　　　　　　8 lecture hours</div>

Basic Grammar (articles, nouns, adjectives, pronouns, prepositions, colors, opposites), Grammar exercises.

<div align="center">Unit III　　　　　　　　　　　　7 lecture hours</div>

French Numbers, days of the week, months of the year, Vocabulary activities.

<div align="center">Unit IV　　　　　　　　　　　　7 lecture hours</div>

Verbs (all groups), Negative sentence formation, Descriptive and creative writing exercises with related grammar and vocabulary, Grammar exercises, Activities based on vocabulary and grammar, Reading exercises.

TEXT BOOK
1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

REFERENCE BOOK
GrammaireFrancaise

Programme and Course Mapping													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	2	3	-	-	-	-	-	-	2	-	-	-	-	-
CO2	-	2	-	-	-	-	-	-	-	2	-	-	-	-
CO3	-	-	-	-	2	2	3	-	-	-	-	-	-	-
CO4	-	-	3	-	-	-	2	2	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped													

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction
Local	-
Regional	-
National	-
Global	Introduction to Language and Basic Vocabulary
Employability	Discuss the French terminology with the help of translator
Entrepreneurship	-
Skill Development	Ability to analyze the language of French and its applicability
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	**Grammar**
Local	-
Regional	-
National	-
Global	Basic Grammar (articles, nouns, adjectives, pronouns, prepositions, colors, opposites), French Numbers, days of the week, months of the year
Employability	Understand the elements of articles and its applicability
Entrepreneurship	-
Skill Development	Ability to speak and write the French as a language
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	**Tenses**
Local	-
Regional	-
National	-

Global	Verbs (all groups), Negative sentence formation, Descriptive and creative writing exercises with related grammar and vocabulary, Grammar exercises
Employability	Understanding the concept of ER, IR verbs
Entrepreneurship	
Skill Development	ability to learn about the various tricks and tips on vocabulary speaking
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	**Verbs**
Local	-
Regional	-
National	-
Global	Creative writing
Employability	Gaining the clarity about vocabulary and translation terminology
Entrepreneurship	
Skill Development	Formulation of verbs in day to day speaking and how to deliver remarks
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

Semester-III

SMAW 218A	LAWS GOVERNING COMPANIES IN INDIA	L	T	P	C
Version 2.0		3	0	0	3
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. Analyze 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.

C02. 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.

Catalogue 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   10 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   10 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   10 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   15 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
>   Dr. G.K. Kapoor, Company Law and Practice, Taxman'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

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	-	3	-	3	3	-	-	-	-	-	3	-	-	-
CO2	-	3	-	3	3	-	-	-	-	-		-	-	-
CO3	-	3	-	3	3	-	-	-	-	-	3	-	-	-
CO4	-	3	-	3	3	-	-	-	-	-		-	-	-
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

SMMC124A	Macro Economics Dynamics	L	T	P	C
Version 2.0		3	0	0	3
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.

Catalogue 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

<div align="center">

UNIT – I   **15 lecture Hours**

</div>

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.

<div align="center">

UNIT – II   **15 Lecture Hours**

</div>

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

<div align="center">

UNIT – III   **15 Lecture Hours**

</div>

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.

<div align="center">

UNIT – IV   **8 Lecture Hours**

</div>

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 [TB]:

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

Reference book(s) [RB]:

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.

Programme and Course Mapping													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	-	-	-	-	-	-	3	-	-	-

CO2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	3	-	-	3	-	-	-	-	3	-	-
CO4	-	-	-	-	3	-	-	3	-	-	-	-	-	-
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

SMCA131A	INTRODUCTION TO COMPUTERS & IT, OFFICE AUTOMATION	L	T	P	C
Version 2.0		3	1	0	4
Pre-requisites/Exposure	Basics of Computer				
Co-requisites	--				

Course Objectives

1. To introduce IT in a simple language to all undergraduate students, regardless of their specialization.
2. To pursue specialized programs leading to technical and professional careers and certifications in the IT industry.
3. To introduce skills relating to IT basics, computer applications, programming, interactive media, Internet basics, etc.
4. To develop good programming skills and to develop problem solving skills.
5. Clearly formulate a program's requirements and develop an algorithm for solving a problem Identify functions for solution of a problem, and identify and classify the parameters.
6. Build sets of test data in order to evaluate computer programs and thoroughly test a program

Course Outcomes

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

CO1. Understand basic concepts and terminology of information technology.
CO2. Have a basic understanding of personal computers and their operations.
CO3. Understand the process of algorithm development and documentation.
CO4. Identify the basic elements required in a computer system.
CO5. Illustrate the role of the computer for personal and professional uses.
CO6. Students should develop fundamental skills such as problem solving and abstract reasoning through computer programming.
CO7. Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components.
CO8. Understand the difference between an operating system and an application program, and what each is used for in a computer.

Catalogue Description

Computing and programming is essential to leverage the technical skills of a student. These techniques equip the students with know-how of the latest technologies and reduce considerable time in solving problems. The course of Information Technology Fundamentals has become essentially the present age of computer technology and information, as the applications of information technology can be found in all aspects of our lives.

Course Content

| Unit I: | 15 lecture hours |

Introduction to Computers: The evolution of computers: Computer Generation from First Generation to Fifth Generation. Classifications of Computers: Micro, Mini, Mainframe and super computers, Distributed Computer System, Parallel Computers. Computer Hardware: Major Components of a digital computer, Block Diagram of a computer Input devices, Output Device. Computer Memory: Memory Cell, Overview of Memory Organization, Primary Memory: RAM & ROM, Secondary memory: Magnetic tapes, Magnetic disk, CD-ROM, DVD.

| Unit II: | 15 lecture hours |

Introduction to System Software and Operating System: Computer Software: Machine language, assembly language, high-level languages, fourth generation language, assemblers, compilers, interpreters, linkers, loaders. Operating System concepts: different types of operating systems, functions of operating system, concept of multiprogramming, multitasking, multithreading, multiprocessing, timesharing, real time, single-user & multi-user operating system.

| Unit III: | 15 lecture hours |

Programming Concepts & Techniques: Algorithms, flow chart, decision tables, pseudo code, characteristics of a good programming language, Planning the Computer Program: Concept of problem solving, Problem definition, Program design, Debugging, Types of errors in programming, Documentation. Structured programming concepts, Programming methodologies viz. top-down and bottom up programming, Advantages and disadvantages of Structured programming.

| Unit IV: | 15 lecture hours |

Computer Networks & The Internet: Basic elements of a communication system, Data transmission modes, Data transmission media, Network topologies, Network Types (LAN, WAN and MAN), Client and Servers, Intranet, Extranet. Internet: Terminology related to Internet: Protocols, TCP/IP, HTTP, Internet addressing, Domain Names, DNS, URL, World Wide Web. Overview of various services on Internet: Webservers, E-mail, FTP, Telnet.

TEXT BOOKS

1. P. K. Sinha &PritiSinha , "Computer Fundamentals", BPB Publications.

2. Anita Goel "Computer Fundamentals", Pearson.

REFERENCE BOOKS/MATERIALS

1. B.Ram Computer fundamentals Architecture and Organization, New Age Intl.

2. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing.

3. Norton Peter, "Introduction to computers", TMH.

4. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	3	-	-	-	-	-	-	-	-	-
CO5	-	-	-	3	-	3	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	2	-	-	-	-	3	-	-
CO7	-	-	-	-	-	-	-	-	3	-	3	-	-	-
CO8	3	-	-	-	-	-	-	-	-	-	3	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction to Computers
Local	-
Regional	-
National	Computer Hardware: Major Components of a digital computer, Block Diagram of a computer Input devices, Output Device. Computer Memory: Memory Cell, Overview of Memory Organization, Primary Memory
Global	-
Employability	Understand basic concepts and terminology of information technology
Entrepreneurship	-
Skill Development	skills relating to IT basics, computer applications, programming, interactive media, Internet basics
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Introduction to System Software and Operating System

Local	-
Regional	-
National	-
Global	Machine language, assembly language, high-level languages, fourth generation language, assemblers, compilers, interpreters, linkers, loaders. Operating System concepts
Employability	basic understanding of personal computers and their operations
Entrepreneurship	-
Skill Development	good programming skills and problem solving skills
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	**Programming**
Local	-
Regional	-
National	-
Global	Planning the Computer Program: Concept of problem solving,
Employability	formulate a program's requirements and develop an algorithm for solving a problem Identify functions for solution of a problem, and identify and classify the parameters
Entrepreneurship	-
Skill Development	Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	**Computer Networks & The Internet**
Local	-
Regional	-
National	-
Global	Basic elements of a communication system, Data transmission modes, Data transmission media
Employability	-
Entrepreneurship	-

Skill Development	Build sets of test data to evaluate computer programs and thoroughly test a program
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
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	Basics of Management Studies				
Co-requisites	--				

Course Objectives

1. To help the students to develop cognizance of the importance of human behaviour.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyse specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Course Outcomes

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

CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.

CO3: Analyze the complexities associated with management of the group behavior in the organization.

CO4: Demonstrate how the organizational culture and organizational structure can integrate in understanding the motivation (why) behind behavior of people in the organization

Catalogue Description

The main objective of this course is to help the students to acquire and develop skill to take rational decisions in the process of human behavior at work. People have always been regarded as important in managing organizations. Human aspects are critical in each functional aspects of management and equally so for the effective utilization of resources. In view of this, organizational behavior has assumed great importance. This course is designed primarily for students who are being exposed to human behavior at work for the first time.

Course Content

<div align="center">

UNIT I   **15 hours**

</div>

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.

<div align="center">**UNIT II**   **15 hours**</div>

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

<div align="center">**UNIT III**   **15 hours**</div>

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

<div align="center">**UNIT IV**   **15 hours**</div>

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

TEXT BOOK

1. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning

REFERENCE BOOKS:

1. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
2. Robbins, S.P., Organizational 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

Programme and Course Mapping													
CO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	-	3	-	-	-	-	-	-	-	-	-	3	-	-
CO2	-	-	-	-	-	2	-	-	-	-	3	-	-	-
CO3	-	-	-	-	-	-	-	-	3	-	-	-	-	-
CO4	2	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4

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	1	0	5
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

- Discuss the importance of Costing and management accounting in decision making.
- Analyse profitability liquidity, solvency position of a business using various analytical tools like Ratio Analysis, FFS, CFS
- Appreciate the importance of budgetary control and different types of budgets as well as understand the relevance of standard costing in managerial decision making.
- 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

C02. 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

Catalogue 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

<div align="center">

UNIT I   **15 hours**
</div>

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.

<div align="center">

UNIT II   **20 hours**
</div>

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.

<div align="center">

UNIT III   **20 hours**
</div>

Budgets and Budgetary Control: 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 Centers

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

<div align="center">

UNIT IV   **20 hours**
</div>

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.

TEXT BOOK
1. Bhattacharya, Management Accounting, 1st edition, Pearson Education.

2. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
3. Arora, M.N., A Textbook of Cost and Management Accounting, Vikas Publishing House.

REFERENCE BOOK
1. Khan, M.Y, and Jain, P.K., Management Accounting, McGraw Hill Education.
2. Gurusamy, Murthy,S, Management Accounting, McGraw Hill. Education.

3. Horngren, C.T. (2012).Cost Accounting-A Managerial Perspective, London, UK: Pearson Education.
4. Arora, M.N. & Katyal, Priyanka (2016) Cost Accounting, New Delhi: Vikas Publishing.
5. Gupta S.K. & Sharma R.K. Management Accounting, Kalyani Publishers

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	1	3	-	-	-	-	-	-	-	-	3	-	-	-
CO2	-	3	3	-	-	3	3	-	-	-	-	-	-	-
CO3	-	3	-	-	-	3	3	-	-	-	-	3	-	3
CO4	-	-	-	-	-		3	2	-	-	-	-	-	-
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

SEMESTER IV

SMMC224A	Financial Decision Making	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

- To provide knowledge on the financial management. ·
- To discuss various sources of financing available to corporates along with knowledge about cost computation and capital structuring
- To acquaint students with financial decisions, investment decisions and dividend decisions. ·
- To help students analyse the financial statements of the company and to make financial decisions.

Course Outcomes

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

CO1.Explain various concepts relating to financial management and financial decisions. Analyze financial statements of a company and make appropriate recommendations for financial planning.

CO2: Design the appropriate capital structure by applying leverage principles and techniques of cost of capital so as to maximize earnings per share.

CO3: Apply the techniques of time value of money in all investment decisions - personal or professional and evaluate long-term investment proposals and select the best alternative for the Organization.

CO4: Ascertain the working capital required for an organization. Devise ideal dividend payout policy understanding its impact on firm value.

Catalogue Description

This course develops an understanding among the students towards corporate financial activities. It helps to study the role and responsibilities of finance manager, finance function, management of finance, accounting and financial information to management for decision making and will cover management of capital, working capital management and dividend policy. As a prerequisite, the students should be having basic knowledge about elementary concepts of finance.

| | UNIT I | 15 hours |

Nature and Scope of Financial Management: Financial objectives, financial decisions, importance, Impact of financial and economic environment on financial management; Time Value of Money

| | UNIT II | 15 hours |

Sources of Finance: Planning for sources of finance; Capital Structure Theories: net income approach, net operating income approach, traditional approach and MM approach, determinants of capital structure; Cost of Capital: calculation, EBIT – EPS Analysis; Leverage.

| | UNIT III | 15 hours |

Capital Budgeting: Conventional and DCF Methods; Inflation and Capital Budgeting; Risk Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate; Decision Tree; Independent and Dependent Risk Analysis; Replacement Decisions, Sensitivity Analysis.

| | UNIT IV | 15 hours |

Dividend Decision: Retained Earning Vs. Dividend Decision, Gordon Model, Walter Model, MM Approach, Lintner Model, dividend policies in practice; Working Capital Management: working capital estimation, Management of Cash (Various Theoretical Models), Inventory management and Receivables management

TEXT BOOKS:

1. Rustagi, Dr.R P, Elements of Financial Management, Taxman Publishers

REFERENCE BOOKS:

1. Kishore, Ravi M., Financial Management, Taxmann Publishers.
2. Prasanna, Chandra (Financial Management: Theory and Practice, Tata McGraw Hill
3. SheebaKapil Financial Management, Pearson Education.
4. Shashi K Sharma, R k Mittal , Management Accounting, Principles and Practice, Kalyani Publications
5. Khan, M. Y. and Jain P. K. , Financial Management, Text, Problems & Cases, Tata McGraw Hill 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	Explain various concepts relating to financial management and financial decisions. Analyze financial statements of a company and make appropriate recommendations for financial planning.	**PSO1,PO1,PO2**
CO2	Design the appropriate capital structure by applying leverage principles and techniques of cost of capital so as to maximize earnings per share.	**PO2,PO7**
CO3	Apply the techniques of time value of money in all investment decisions - personal or professional and evaluate long-term investment proposals and select the best alternative for the Organisation.	**PO2,PO3,PO6,PO7**
CO4	Ascertain the working capital required for an organization. Devise ideal dividend payout policy understanding its impact on firm value.	**PO7, PS04**

		Multi-disciplinary know	Conceptual and practical	Employability	Complex Global Business Environ	Integrative Experience and Exper	Innovative thinking for Ef	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
		led ge	ski lls		me nt	im ent al Le arn ing	fe cti ve De cis io n M ak in g								
SMMC224A	**FINANCIAL DECISION MAKING**	1	3	3	-	-	2	3	2	-	2	3	3	-	3

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	1	3	-	-	-	-	-	-	-	-	3	-	-	-
CO2	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	3	3	-	-	2	3	-	-	-	-	-	-	-

C O4	-	-	-	-	-	-	3	-	-	-	-	-	-	3

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction
Local	-
Regional	-
National	Gaining knowledge on the financial management
Global	
Employability	Analyze financial statements of a company and make appropriate recommendations for financial planning.
Entrepreneurship	-
Skill Development	Understanding importance, impact of financial and economic environment on financial management and Time Value of Money
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Sources
Local	-
Regional	-
National	Design the appropriate capital structure by applying leverage principles and techniques of cost of capital so as to maximize earnings per share
Global	
Employability	Understanding about sources of financing available to corporates along with knowledge about cost computation and capital structuring
Entrepreneurship	-
Skill Development	Understanding planning for sources of finance; Capital Structure Theories: net income approach, net operating income approach, traditional approach and MM approach, determinants of capital structure.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-

Unit III	Capital Budgeting
Local	-
Regional	-
National	The techniques of time value of money in all investment decisions - personal or professional and evaluate long-term investment proposals and select the best alternative for the Organization.
Global	
Employability	
Entrepreneurship	-
Skill Development	Understanding Risk Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit IV	**Dividend**
Local	-
Regional	-
National	Understanding financial decisions, investment decisions and dividend decisions
Global	
Employability	Devise ideal dividend payout policy understanding its impact on firm value.
Entrepreneurship	Understanding various concepts like Retained Earning Vs. Dividend Decision, Gordon Model, Walter Model, MM Approach, Lintner Model, dividend policies in practice;
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

SMMC304 A	PROJECT PLANNING AND EVALUATION	L	T	P	C
Version 2.0		3	1	0	4
Pre-requisites/Exposure	Basics of all the major fields of management				
Co-requisites	--				

Course Objectives

- This course Project Planning and Evaluation would encourage the action-oriented business learners to appreciate the post economic liberalization era.
- 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.
- Students will learn to assess the project from society's benefit point of view through social cost benefit analysis.
- 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.

Catalogue 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: 15 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.

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: **15 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: **15 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.

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 appreciate and understand the overview of Capital Investments and Strategy and Resource Allocations.						PO1, PO4, PSO1
CO2		To appreciate market and demand analysis, market planning, technical analysis and project charts and project implementation.						PO1, PO10
CO3		Understanding financial analysis, project financing, institutional finance, and working capital management						PO4, PO5, PSO1, PSO2
CO4		Appreciating risk analysis, portfolio related risk measures.						PO4, PO5, PSO2

		Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Making	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4

SMMMC304A	Project Planning & Evaluation	3			3	3					2	3		2

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	3	-	-	-	-	-	-	3	-	-	-
CO2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
CO3	-	-	-	-	3	-	-	-	-	-	3	3	-	-
CO4	-	-	-	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

SMMC 325A	Principle and Practices of 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

C02. 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

Catalogue 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

Course Syllabus:

Unit I   15 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   15 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   15 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   15 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**

		Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Making	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
SMMC325A	Principles and Practices of banking and Insurance	2	3	-	-	-	2	-	-	3	-	3	3	-	-

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	-	-	-	-	-	3	-	-	-
CO2	-	3	-	-	-	-	-	-	-	-	3	-	-	-
CO3	-	-	-	-	-	2	-	-	-	-	-	3	-	-
CO4	-	-	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	his 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

SMMC805A	CREATING AN ENTREPRENEURIAL MINDSET	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

- To expose students to various perspectives and concepts in the field of entrepreneurship and its successful execution.
- To comprehend how to Starting the venture and do feasibility analysis
- To encourage students to think critically and strategically for Figuring out the strategy.
- To develop the ability to understand sources of finance.

Course Outcomes

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

CO1. Understanding the concept and objective of Entrepreneurship.
CO2: Familiarize with the concept of business idea and feasibility study with real live examples.
CO3. Develop the ability to develop various marketing and financial plan.
CO4. Provide a basic understanding of sources of finance and Role of Central and State Governments in promoting entrepreneurship

Catalogue Description

Building the foundation todays Entrepreneurs, Creating An Entrepreneurial Mind set (CEM) will provide students with an understanding of issues facing entrepreneurs and an exposure to the skills involved in addressing them. We will explore how executives should approach making critical decisions during the different phases of an entrepreneurial company's life. Starting from the vantage point of the individual, we will put ourselves in the shoes of decision makers ranging from technology entrepreneurs to venture capitalists, from real estate developers to inventors. CEM will give students the opportunity to hone their skills in identifying and testing business opportunities, decomposing complex business problems, determining what decisions the responsible business executive must make, and establishing a 'burden of proof' standard for making those decisions. We will also introduce a range of specific tools—including business model design, lean testing, and customer and channel analytics—that are particularly relevant to entrepreneurs, as well as introduce students to the fundamentals of entrepreneurial finance and governance. The course will provide insight as to how the interests of other important constituencies—employees, potential and actual investors, business partners, suppliers, and distribution channels—constrain and contribute to an entrepreneur's ability to create value.

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 | 15 lecture hours |

Starting the venture: generating business idea –sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; 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 | 10 lecture hours |

Functional plans: marketing plan –marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan –form of ownership, designing organization structure, job design, manpower planning; Financial plan –
cash budget, working capital, proforma income statement, proforma cash flow, proforma balance sheet, break even analysis

| | UNIT IV | 10 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. Role of Central and State Governments in promoting entrepreneurship – Start-up India, Standup India, PM Yuva Yojna, NITI Aayog.

TEXT BOOK:

Hisrich, Robert D., Michael Peters and Dean Shephered.Entrepreneurship. New Delhi: Tata McGraw Hill

REFERENCE BOOKS:

1. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship. New Jersy (USA): Pearson Prentice Hall.
2. Lall, Madhurima., and Shikha Sahai. Entrepreneurship. New Delhi : Excel Books.
3. Charantimath, Poornima. Entrepreneurship development and small business enterprises. New Delhi: Pearson Education

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	Understanding the concept and objective of Entrepreneurship.	**PO2**
CO2	Familiarize with the concept of business idea and feasibility study with real live examples.	**PO3, PO4**
CO3	Develop the ability to develop various marketing and financial plan.	**PO4, PO6, PO7**
CO4	Provide a basic understanding of sources of finance and Role of Central and State Governments in promoting entrepreneurship	**PO2, PSO2**

		Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Making	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Effective Leadership	Proactive Thinking	Entrepreneurial Development

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
SMMC805A	Creating An Entrepreneurial Mindset		3		3		3	2					2	

Programme and Course Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	2	3	-	-	-	-	-	-	-	-	3	-	-	-
CO2	-	-	3	-	-	-	-	-	-	-	-	-	3	-
CO3	-	-	-	-	3	2	-	-	-	-	-	-	-	3
CO4	-	-	3	-	-	-	3	3	-	-	-	-	-	3

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

RELEVANCE OF THE COURSE 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 fax 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

SMMC728A	Research Methodology for Modern Business	L	T	P	C
Version 2.0		3	1	0	4
Pre-requisites/Exposure	Knowledge of Statistics				
Co-requisites	Basics of Marketing Management				

Course Objectives

- To expose students to various perspectives and concepts of fundamental research terminologies and make them too aware of the ethical principles of research, ethical challenges and describe, compare, and contrast descriptive and inferential statistics, and provide examples of their use in Social Science research;
- To define and develop a possible Social Science research interest area using specific research designs, expressly observational research design to make students familiar of the major modern data collection methods.
- To encourage students to identify the best representative of the population by using major statistical tools and methodology.
- To develop the ability to critically analyze the collected data by the use of appropriate software i.e. SPSS; it's also pertinent to make them interpret such analysis and prepare proper research report.

Course Outcomes

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

CO1. Understanding the conceptual framework of Business Research Methods and ethics in research and its application in the life, business and jobs and leading opportunities in entrepreneurship practices.

CO2: Understand fundamentals of research design specifically, observational research design i.e. data collection and appropriate modern data collection techniques.

CO3. Gaining hands on learning w.r.t. major sampling techniques and understanding sampling design to be used across the disciplines in future.

CO4. Understanding of proper modern analytical tool to be used to analyse problems related to self, society, business and job at the organization and to write suitable report.

Catalogue Description

This course intends to acquaint the learners to the concept of Business Research and knowledge of proper modern techniques, methods and methodologies to be used in gaining satisfactory solution of the given research problem. Here the purpose is to serve the economic activities, life and humanity as a whole in most sustainable way. The purpose of this course is to enhance students' abilities to critically analyse the given situation proactively for strategic performance and gain strategic advantage over others. The business research concept is very essential for the sustainability of any organization and proper use of the business research methods may lead to enhance the organizational strength in tackling the challenges of the business environment and to grab the most prominent opportunities in cost effective way. It also pave the way for career opportunities

in many entities including NGOs, Government sector, private sector entrepreneurship and even in daily life.

Course Content

<div align="center">

UNIT I   15 lecture hours
</div>

Introduction to Business Research: Definition; Nature and Scope of Business Research; The Research Process; Problem Identification and Definition; Determination of Information Needs; Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research; Marketing Research.

<div align="center">

UNIT II   15 lecture hours
</div>

Research Design and Data Collection: Types of Research Design; Secondary and Primary Data; Primary Data Collection Instruments -Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research; Scaling Techniques and Attitude Measurement; Online Data Sources and Research.

<div align="center">

UNIT III   15 lecture hours
</div>

Sample Design: Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors.

<div align="center">

UNIT IV   15 lecture hours
</div>

Data Analysis, Interpretation and Report Preparation: Data Editing and Coding; Tabulation; Hypothesis Testing; Analysis of Variance; Advanced Data Analysis Techniques- Factor Analysis, Cluster Analysis, Discriminant Analysis; Conjoint Analysis; Multi-Dimensional Scaling; use of SPSS/Mini-Tab in data analysis, Report Preparation and Presentation.

TEXT BOOKS

1. Business Research Methods – Zikmund- Thomson
2. Marketing Research – Naresh Kumar Malhotra & David F. Birks

REFERENCE BOOKS/MATERIALS

1. Research Methodology - R.Panneerselvam-PHI
2. Research Methods for Business Students- Saunders- Pearson
3. Business Research- Collis J & Hussey R-Palgrave
4. Business Research Methods – Donald R. Coopers and Schindler.
5. MLA handbook for researchers
6. Donald, R. Cooper and Parmela, S.Schindler .Business Research Methods .Tata McGraw Hill.

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

Examination Scheme:

Compon ents	Quiz I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weighta ge (%)	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 the conceptual framework of Business Research Methods and ethics in research and its application in the life, business and jobs and leading opportunities in entrepreneurship practices.	**PO1, PO2**
CO2	Understand fundamentals of research design specifically, observational research design i.e. data collection and appropriate modern data collection techniques.	**PO9, PSO2**
CO3	Gaining hands on learning w.r.t. major sampling techniques and understanding sampling design to be used across the disciplines in future.	**PO3, PO6, PSO3**
CO4	Understanding of proper modern analytical tool to be used to analyse problems related to self, society, business and job at the organization and to write suitable report.	**PO3, PO4, PO7**

		Multi- disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environon	Integrative Experience and Experime	Innovative thinking for Effec	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Effective Leadership	Proactive Thinking	Entrepreneurial Development

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5 ment	PO6 ntal Learning	PO7 tive Decision Making	PO8	PO9	PO10	PSO1	PSO2	PSO3
SMMC728A	**Research Methodology for Modern Business**	1	3	2	3		3	2		2			2	2

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	3	-	3	-	-	-
CO3	-	-	3	-	-	3	-	-	-	-	-	-	3	-

C O4	-	-	3	3	-	-	3	-	-	-	-	-	-	-

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

SMHA152A	French-II	L	T	P	C
Version 2.0		2	0	0	2
Pre-requisites/Exposure	French-I (SMHA151A)				
Co-requisites	--				

Course Objectives
- Discuss the French terminology with the help of translator.
- Understand the elements of articles and its applicability
- Understanding the concept of ER, IR verbs
- Gaining the clarity about vocabulary and translation terminology

Course Outcomes

On completion of this course, the students will be able to
CO1. Ability to analyze the language of French and its applicability
C02. Ability to speak and write the French as a language
CO3. An ability to learn about the various tricks and tips on vocabulary speaking
CO4. Formulation of verbs in day to day speaking and how to deliver remarks

Catalogue Description
Offers lower division / novice speakers' opportunities to enhance their speaking proficiency in the target language by focusing on oral verbal production. Teaches how to improve authentic pronunciation, reduce errors in authenticity of language structure, generate thought in the target language spontaneously as a substitute for translation, sharpen listening comprehension, and develop conversational strategies such as circumlocution and managing a conversation with useful expressions for starting a conversation, gaining time to think, helping the other speaker, seeking agreement, etc. Contrasts with all other first year courses which must strive to produce mastery of the whole range of language acquisition components, including writing, grammar, etc. Facilitates lowering the affective filter when conversing in the target language by increasing the frequency of speech opportunities and defusing concern for such matters as spelling, etc. Increases mastery of lexical items through increased frequency of oral usage. May be repeated for a maximum of 2 credits toward graduation. Offers lower division / novice speaker's opportunities to enhance their speaking proficiency in the target language by focusing on oral verbal production. Teaches how to improve authentic pronunciation, reduce errors in authenticity of language structure, generate thought in the target language spontaneously as a substitute for translation, sharpen listening comprehension, and develop conversational strategies such as circumlocution and managing a conversation with useful expressions for starting a conversation, gaining time to think, helping the other speaker, seeking agreement, etc. Contrasts with all other first year courses which must strive to produce mastery of the whole range of language acquisition components, including writing, grammar, etc. Facilitates lowering the affective filter when conversing in the target language by increasing the frequency of speech opportunities and defusing concern for

such matters as spelling, etc. Increase mastery of lexical items through increased frequency of oral usage.

Course Content

<div align="center">UNIT I</div> <div align="right">8 hours</div>

Revision and introduction of basic grammar topics (definite and indefinite articles, professions, nationalities, opposites, prepositions, adjectives of colour)

<div align="center">UNIT II</div> <div align="right">8 hours</div>

Articles contractes

Articles partitifs

<div align="center">UNIT III</div> <div align="right">7 hours</div>

Vocabulary exercises

Translation exercises

Adjectifsqualificatifs

<div align="center">.UNIT IV</div> <div align="right">7 hours</div>

Adjectifsdemonstratifs

Adjectifspossessifs

ER, RE, IR verbs (present and imperative tense)

TEXT BOOKS
1. JUMELAGE-1

REFERENCE BOOKS/MATERIALS

1. GRAMMAIRE FRANCAISE PAR ETAPES

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	Ability to analyze the language of French and its applicability	**PO1,PO2,PO9**
CO2	Ability to speak and write the French as a language	**PO2,PO4,PO10**
CO3	An ability to learn about the various tricks and tips on vocabulary speaking	**PO5,PO6,PO7**
CO4	Formulation of verbs in day to day speaking and how to deliver remarks	**PO3,PO7,PO8**

Course Code	Course Title	Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Makin	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1`	PSO2	PSO3
SMHA152A	French	2	3		3			3	3	2	2		2	2

- II													

Programme and Course Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	3	-	3	-	-	-
CO3	-	-	3	-	-	3	-	-	-	-	-	-	3	-
CO4	-	-	3	3	-	-	3	-	-	-	-	-	-	-

RELEVANCE OF THE SYLLABUS TO VARIOUS INDICATORS

Unit I	Introduction
Local	-
Regional	-
National	-
Global	Introduction to Language and Basic Vocabulary
Employability	Discuss the French terminology with the help of translator
Entrepreneurship	-
Skill Development	Ability to analyze the language of French and its applicability
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit II	Grammar

Local	-
Regional	-
National	-
Global	Basic Grammar (articles, nouns, adjectives, pronouns, prepositions, colors, opposites), French Numbers, days of the week, months of the year
Employability	Understand the elements of articles and its applicability
Entrepreneurship	-
Skill Development	Ability to speak and write the French as a language
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	**Tenses**
Local	-
Regional	-
National	-
Global	Verbs (all groups), Negative sentence formation, Descriptive and creative writing exercises with related grammar and vocabulary, Grammar exercises
Employability	Understanding the concept of ER, IR verbs
Entrepreneurship	
Skill Development	ability to learn about the various tricks and tips on vocabulary speaking
Professional Ethics	-
Gender	-
Human Values	-

Environment & Sustainability	-
Unit IV	**Verbs**
Local	-
Regional	-
National	-
Global	Creative writing
Employability	Gaining the clarity about vocabulary and translation terminology
Entrepreneurship	
Skill Development	Formulation of verbs in day to day speaking and how to deliver remarks
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

Course Code	Course Title	L	T	P	S	C
SMMC652A	**Communication Skills 2**	2	0	0	0	2
Version 1.0						
Pre-requisites/Exposure	**Non Applicable**					
Co-requisites	**Not Applicable**					

Course Teacher(s): Mr. Neeraj Singh

(L – Lecture   T – Tutorial   P – Practical   S – Studio   C – Credits)

COURSE OBJECTIVES

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

PROGRAMME OUTCOMES (POs)

MANAGEMENT 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.

PROGRAM SPECIFIC OUTCOMES (PSOs)

A BBA program offering specialization options in Human Resources, Finance, International Business, Marketing and Travel and Tourism excels the students in various economic and business activities by providing a comprehensive understanding about the fundamentals of general management. It helps:

- **PSO1: Fundamental Knowledge:** To understand the knowledge in the business management at both fundamental and advanced levels.

- **PSO2: Critical Thinking**: Demonstrate proficiency with the ability to engage in critical thinking by analyzing situations and apply their skills on decision making and forward planning on both business and personal life.
- **PSO3: Corporate Social Responsibility:** To excel the ability to perform official and social responsibility in a way.
- **PSO4: Effective Leadership:** To Demonstrate the knowledge of the fundamental principle of managing a project in a multi-disciplinary environment and apply the same in one's own work as a member and as a leader of a team.

COURSE OUTCOMES (COs)

- Customer and client handling
- PR and rapport building
- Leadership skills
- Communication skills
- Formal written communication
- Grooming
- Presentation skills
- Group discussion & Interview handling skills

Mapping of Course Outcome (Cos) with Program Outcomes (POs) and Programme Specific Outcomes (PSOs)

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**

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Evaluation Scheme:

	Evaluation Component	Duration	Weightage (%)	Date, Time & Venue
1	Quiz/Assignment/ Presentation/ Extempore	120 Minutes	20	
2	Written Examination	120 Minutes	20	
3	Attendance		10	
4	End Term Examination	120 Minutes	50	
Total			**100**	

SYLLABUS

<div align="center">

UNIT I   **8 hours**

</div>

- 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

<div align="center">

UNIT II   **8 hours**

</div>

- 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.

<div align="center">

UNIT III   **7 hours**

</div>

- 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   7 hours

- 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 nonverbal communication while participating in interviews, tips to reduce nervousness during personal interviews,

Programme and Course Mapping													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	3	-	3	-	-	-	-	-	-	-	-	-
CO2	-	-	3	-	-	-	-	-	-	3	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	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

Scheme Version: 2021	Financial Management Using Excel and Visualization	L	T	P	S	C
	Apply to Programs:	3	1	-	0	4

Course Code: SMMC954A	Pre-requisite: Basic of Data Analytics & Excel	Total Contact Hours: 35 Hrs
	Course Objective	

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Understand the evolution and relevance of Financial Analytics in the world today.
Explore end-to-end analytics industry use cases using the data analytics lifecycle.
Examine IBM Cognos Analytics in Finance Sector - Reporting and its interface
Explore different report templates
Create reports in preview or design mode
Create a simple, sorted, and formatted report
Examine dimensionally modeled and dimensional data sources
Explore how data items are added queries
Examine personal data sources and data modules
Describe Active Reports, and their value
Financial modeling and business valuations
Understand the Financial Reporting in Excel
Importing and manipulating of data
Engage in role-playing challenge-based scenarios to propose real-world solutions.

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Course Outcome	
Unit 1	- Understand the IBM Cognos Analytics Reporting - Understand the different report object types (list,chart, visualization) - Understand the Create and format reports using grouping, headers, footers, and other formatting options - Understand the personal data Sources and data modules
Unit 2	- Understand the report object like Crosstab. - Understand the reports by filtering data and using prompts. - Understand the IBM Cognos Active Reports - Understand the Use Active Report connections - Understand the Active Report charts, visualizations, and decks

Unit 3	- Understand the Spreadsheet Formatting, Text Colors, Numbers Formatting - Understand the Excel for Financial Analysis - P&L, balance sheet and cash flow, Financial modeling and business valuations, Budgeting and forecasting, Account reconciliations - Understand the Financial Models in Excel-Three Statement, Discounted Cash Flow or DCF - Understand the Financial Reporting in Excel, Importing and Manipulating Data, VLOOKUP and HLOOKUP,VBA and Macros

Content of Syllabus

Unit 1- Introduction to Data Analytics in Finance Sectors Using IBM Cognos

Introduction to IBM Cognos Analytics:-Introduction to IBM Cognos Analytics in Finance Sectors- Reporting, Explore the environment, Examine the side panel, Explore authoring templates ,Design then run the report ,Change the properties of an object , Create a simple report ,Dimensionally-modeled and dimensional data sources ,Create a report from a dimensionally-modeled relational data source ,Examine personal data sources and data modules , Create a report from a personal data source.
Create list reports:-Examine list reports ,Group data ,Include list headers and footers ,Format list columns , Enhance a list report, Understand fact/measure data ,Understand aggregate data, Understand difference in aggregation ,Explore data aggregation ,Use shared dimensions to create multi-fact queries ,Create a multi-fact query in a list report ,Add repeated information to reports Create a mailing list report ,Focus reports using filters ,Create filters ,Filter your data with advanced detail filters , Apply filters to a report, Determine when to apply a filter with aggregation , Apply a detail filter on fact data in a report ,Filter your data with summary filters ,Apply a summary filter to a report Apply pre-defined source filters , Create a report focused on top performing product types
and product lines.

Unit 2- Present data graphically& Use of Active Reports

Present data graphically:-Create a Visualization report ,Different chart options ,Create charts containing peer and nested items, Create and reuse custom chart palettes ,Add data-driven baselines and markers to charts, Create and format a chart report ,Compare values and highlight proportions using gauge charts and pie charts, Create a gauge report and a pie chart report ,Display items on separate axes , Show the same data graphically

and numerically , Focus a report using value prompts, Customize charts ,RAVE , Display RAVE visualizations , Create a dashboard report, Story.

Use Active Report connections: Active Report charts, visualizations, and decks Traditional charts in Active Reports, Examine decks, Deck or Tab control? ,Traditional charts and Static decks , Master detail relationships and decks ,Creating a Data deck with traditional charts, Demonstration 1: Create an Active Report using a Data deck ,Examine cards in a Data deck, Choose proper controls for use in Data decks, Reduce report size with Static decks, Demonstration 2: Create a Static deck to conserve report size ,Demonstration 3: Optimize a Data deck report for size ,Rapidly Adaptive Visualization Engine (RAVE) ,Traditional charts vs. RAVE visualizations, Connections and RAVE visualizations , Converting visualizations in a report ,Rendering RAVE visualizations Demonstration 4: Create an Active Report using RAVE visualizations.

Unit 3 – Use of Excel in Finance

Spreadsheet Formatting, Text Colors, Numbers Formatting
Excel for Financial Analysis - P&L, balance sheet and cash flow, Financial modeling and business valuations (discussed in the next section.), Budgeting and forecasting, Account reconciliations
Financial Models in Excel-Three Statement, Discounted Cash Flow or DCF
Financial Reporting in Excel, Importing and Manipulating Data, LOOKUP and HLOOKUP, VBA and Macros.

CO-PSO Mapping

CO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3
CO2	3	2	3	2
CO3	2	3	2	3
CO4	2	2	3	2

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.

SMMC733A	Managing Marketing Operations	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure	Basics of business studies				
Co-requisites					

Course Objectives

- To plan proper marketing activities critically in very effective and efficient manner.
- To plan proper Segmentation Targeting and Positioning aspect in the market.
- To plan and to ensure the proper implementation and functioning of the marketing plan.
- To keep proper check on implementation of the plan by ensuring delivery of superior product into the market.

Course Outcomes

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

CO1. Understanding the concept of marketing management, its fundamentals in accordance with ethical issues in marketing practices with its application in the life, business & allied disciplines, jobs, leading opportunities in entrepreneurship practices and in higher studies as well.

CO2: Understanding of product and price concept of marketing, as how to plan a new product and to price it in most innovative manner to gain competitive edge over others.

CO3. Understanding of the distribution system and marketing communication elements in detail to place and promote the products profitably.

CO4. Gaining knowledge of few emerging trends such as retailing, wholesaling, green marketing, social marketing, rural marketing and interactive marketing etc, which may result into developing the learners as a responsible citizen and thus a good human being for the society.

Catalogue Description

Marketing, in its core is a practice. The theory aspect of the course is derived from the practice itself. One can say that the practice is independent factor however theory contents are based on this independent factor only. The innovative practice only has the capability to enrich the course contents in true sense.

Here the basic is to manage the marketing operations in cheapest way for the growth and development of all the stakeholders of the firm. Marketing operations includes analyzing the market, assessing firm's feasibility to match the requirement, planning the marketing contents, tracking budget and other key metrics for achieving firm's vision and mission.

Course Content

UNIT	I0 lecture hours

Introduction to Marketing: Meaning, core concepts, nature and scope of marketing; marketing philosophies; concept of marketing myopia &marketing mix; understanding marketing environment; models of consumer and organizational behaviour, buying decision process; market segmentation, targeting and positioning.

UNIT II   I5 lecture hours
Product: Product concept; new product development process; product levels; product classifications; introduction of product mix, major product decisions; branding, packaging and labeling; product differentiation; product life cycle.
Price: Concept of price and pricing, applications of pricing; determinants of price; pricing process, important pricing strategies and policies.

UNIT III   10 lecture hours
Place (distribution): Nature, functions, and types of distribution channels; channel functions and flows; channel levels; channel-design decisions; channel conflict, coordination and competition.
Promotion (communication): Developing effective communications; characteristics of the marketing communications mix; factors in setting the marketing communications mix; elements of promotion mix-advertising, personal   selling,   publicity   and   sales promotion.

UNIT IV   10 lecture hours
Marketing organization and control: Emerging trends and issues in marketing-consumerism, wholesaling and retailing; rural   marketing, social marketing; direct and interactive marketing; green marketing.

TEXT BOOKS
Kotler, P., Keller, K., Koshy, L., &Jha, M. (2016). Marketing management (16^{th}ed.). New Delhi: Pearson.

REFERENCE BOOKS/MATERIALS

1. Kurtz, D. L., & Boone, L. E.(2013), *Principles of contemporary marketing* (16th ed.). New Delhi: Cengage Learning India.
2. Douglas, I. D. & Leonard J. P., *Marketing management: text and cases* (7^{th}ed.). U.S.A.: John Wiley and Sons.
3. Pride, W. M. and Ferrel, O. C. (2004), *Marketing: concepts and strategies (12th ed.).* New Delhi: iztantra/Wiley India Pvt. Ltd..
4. Etzel, M. J., Bruce, J., W., Stanton, W. J., &Pandit, A. (2010). *Marketing* (14^{th}ed.). New Delhi: Tata McGraw-Hill.
5. 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	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 the concept of marketing management, its fundamentals in accordance with ethical issues in marketing practices with its application in the life, business & allied disciplines, jobs, leading opportunities in entrepreneurship practices and in higher studies as well.	**PO2, PO3, PSO1**
CO2	Understanding of product and price concept of marketing, as how to plan a new product and to price it in most innovative manner to gain competitive edge over others.	**PO2, PO6**
CO3	Understanding of the distribution system and marketing communication elements in detail to place and promote the products profitably.	**PO7, PSO3**
CO4	Gaining knowledge of few emerging trends such as retailing, wholesaling, green marketing, social marketing, rural marketing and interactive marketing etc, which may result into developing the learners as a responsible citizen and thus a good human being for the society.	**PO10, PSO2**

Course Code	Course Title	Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Making	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Effective Leadership	Proactive Thinking	Entrepreneurial Development
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
SMMC733A	Managing Marketing Operations		2	3			3	2			2	2	2	3

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	-	-	2	1	1	-	2	-	1	2	-

CO2	3	-	2	-	-	-	-	1	-	2	-	1	-	-
CO3	3	-	2	-	-	-	-	1	2	2	-	1	-	-
CO4	3	-	2	-	-	-	-	1		2	-	-	-	-
CO5														

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction to Marketing
Local	Marketing can help businesses develop stronger relationships with customers within a specific geographical area
Regional	By leveraging customer data and insights, businesses can align their products and services with the preferences and demands of the national market.
National	By leveraging customer data and insights, businesses can align their products and services with the preferences and demands of the national market.
Global	It facilitates communication across different cultures, languages, and time zones.
Employability	Proficiency in marketing platforms and tools increases job prospects and opens doors to various customer-centric roles in organizations.
Entrepreneurship	CRM systems to effectively manage customer relationships, track sales, and analyze market trends.
Skill Development	continuous learning and up skilling in marketing tools and techniques empower professionals to effectively manage customer relationships and meet evolving customer demands.
Professional Ethics	as it involves handling and safeguarding customer data, respecting privacy regulations, and maintaining transparency in interactions.
Gender	-
Human Values	-
Environment & Sustainability	Paperless Promotion, Energy Efficiency
Unit II	**Product & place**
Local	Product can help businesses develop stronger relationships with customers within a specific geographical area

Regional	By leveraging customer data and insights, businesses can align their products and services with the preferences and demands of the national market.
National	By leveraging customer data and insights, businesses can align their products and services with the preferences and demands of the national market.
Global	It facilitates communication across different cultures, languages, and time zones.
Employability	-
Entrepreneurship	Understanding the digital landscape, Building brand presence and awareness
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Paperless Promotion, Energy Efficiency
Unit III	**Place and Promotion**
Local	Promotion can help businesses understand the preferences and behaviors of customers in specific local markets, enabling targeted marketing campaigns and personalized customer experiences.
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	Promotion can provide insights into customer behaviors, market trends, and potential business opportunities. This can assist entrepreneurs in identifying target markets, understanding customer needs, and developing effective marketing strategies for their ventures.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Paperless Promotion, Energy Efficiency

Unit IV	Marketing organization and control
Local	**Marketing organization** involves understanding the specific needs and preferences of customers within a particular region or locality. This can include tailoring CRM strategies to local market conditions and cultural nuances.
Regional	**Marketing organization** implementation focuses on catering to the needs and demands of customers within a broader geographic area. It may involve incorporating regional marketing strategies, language preferences, and understanding regional market dynamics.
National	-
Global	-
Employability	**Marketing organization and control**, employability refers to the skills and competencies required for individuals to effectively work with CRM systems.
Entrepreneurship	-
Skill Development	-
Professional Ethics	
Gender	-
Human Values	-
Environment & Sustainability	Paperless Promotion, Energy Efficiency
SDG	Skills for Decent Work (SDG 4.4)
NEP	Professional Education (17.1-17.5)
POE/4th IR	Global Education Knowledge / Skill Development

SMMC 736A	Creating and Retaining Motivated workforce	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

Today's competitive business environment owes its success to effective management of its human resource. The quality of the organization's employees, their attitude, behavior and satisfaction with their jobs, and their behavior towards ethics and values and a sense of fair treatment all impact the firm's productivity, level of customer service, reputation, and survival. The students of human resources management must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting. Therefore, this introductory course on Human Resource Management is designed for engineering students who wants

Course Outcomes

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

CO1. Relate the role of HRM in modern business and Ability to plan human resources and implement techniques of job design

CO2. Competencies to recruit, train, and appraise the performance of employees

CO3. Outlining the rational design of compensation and salary administration in industry

CO4. Ability to handle employee issues and evaluate the new trends in HRM

Catalogue Description

The course facilitates an insight into the effective management of employees that will guide the budding managers through the principles and practices of HRM and the core models of best practices.

Course Content

UNIT I   10 lecture hours

Introduction to HRM: Nature scope Characteristics, objectives, functions, evolution, role of HR Manager, strategic HRM, HR Policies, challenges to HR professionals;

UNIT II   10 lecture hours

Talent acquisition: HRP, Job analysis, Recruitment and Selection, Placement, Induction, Socialization, training and development; executive development; career planning and management, succession planning; HRD; Employee empowerment

Unit III: 15 lecture hours

Managing performance Appraisal: Performance appraisal; Wage and Salary administration; Incentive Compensation; **Maintaining and Retaining HR:** Job changes, Employee Health and Safety, employee welfare, social security, Discipline and Grievances.

Unit IV: 10 lecture hours

Integrating HR: Industrial Relations and Disputes, Collective bargaining, QWL, trade Unions.**HR in knowledge era:** HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing, employee leasing, HR audit, international HRM, HRIS.

TEXT BOOKS

1.Dessler, G.&Varkkey B.(2011) Human Resource Management, 12th Ed, Pearson Education

2. Aswathappa K. (2005) Human Resource and Personnel Management,4thEd,Tata Mc Graw Hill Publishing Co. Ltd.

REFERENCE BOOKS/MATERIALS

1.Durai, P. (2010), Human Resource Management, Pearson Education

2.Snell/ Bohlander, Human resource Management, Cengage Learning

3.David Lepak\ Mary Gowan, Human Resource Management: managing Employees for the Competitive advantage

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	Relate the role of HRM in modern business and ability to plan human resources and implement techniques of job design	**PO1, PO2**
CO2	Competency to recruit, train, and appraise the performance of employees	**PO4, PSO1**

CO3	Outlining the rational design of compensation and salary administration in industry	PO6, PSO2
CO4	Ability to handle employee issues and evaluate the new trends in HRM	PO4, PO10, PSO3

Course Code	Course Title	Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Making	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Effective Leadership	Proactive Thinking	Entrepreneurial Development
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
SMMC736A	Creating and retaining moti	2	3		3		3				3		2	3

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CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-	3	-	-	-
CO3	-	-	-	-	-	3	-	-	-	-	-	3	-	-
CO4	-	-	-	3	-	-	-	-	-	3	-	-	3	-
CO5														

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

RELEVANCE OF THE COURSE VARIOUS INDICATORS

Unit I	Introduction
Local	Building strong connections with the local community to enhance employee engagement.
Regional	-
National	-
Global	Understanding global business trends and their impact on workforce dynamics.
Employability	Providing training and development programs to enhance employees' skills and marketability.
Entrepreneurship	-
Skill Development	Prioritizing ongoing skill development through training programs.

Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-

Unit II	**Strategies**
Local	Tailoring management strategies to align with local expectations and norms.
Regional	Adapting management practices to regional diversity and preferences.
National	-
Global	Implementing cross-cultural training to foster a globally competent workforce.
Employability	Encouraging a continuous learning culture to keep employees competitive in the job market.
Entrepreneurship	-
Skill Development	Identifying and addressing skill gaps to enhance employee performance.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-

Unit III	**Factors**
Local	-
Regional	Considering regional economic factors and industry trends when designing workforce strategies.
National	-
Global	-
Employability	Offering career development opportunities and pathways within the organization.
Entrepreneurship	Supporting intrapreneurship initiatives within the organization.
Skill Development	-
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-

Unit IV	Culture
Local	Focus on understanding the local culture, work practices, and community values.
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	Providing resources and mentorship for employees interested in starting their ventures.
Skill Development	-
Professional Ethics	Providing ethical training to employees to navigate complex professional situations.
Gender	-
Human Values	-
Environment & Sustainability	Incorporating environmental and social responsibility into the organizational mission.
SDG	SDG 4
NEP 2020	Professional Education (17.1-17.5)
POE/4th IR	Updated Curriculum

SMCS 313A	Management Information System	L	T	P	C
Version 2.0		3	0	0	3
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

Upon completion of this course, 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.

Catalogue 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   **10 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   **10 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   **10 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   **15 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**

		Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6 Making	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
SMCS313A	**Management Information System**	2	3		3	3		2	3				2		2

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	1	2	-	-	-	-	-	-	-	-	-	-	1	-
CO2	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO3	-	-	-	3	-	-	-	-	-	-	-	-	1	-
CO4	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO5	-	-	2	-	-	-	-	-	3	-	-	-	1	-

C O6	-	3	3	-	-	-	-	-	-	-	-	-	-	-

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

RELEVANCE OF THE SYLLABUS 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 CORPORATE SOCIAL RESPONSIBILITY	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure	Basics of Management Studies				
Co-requisites					

Course Objectives

- To understand the Business Ethics and to provide best practices of business ethics
  .
- To learn the values and implement in their careers to become a good managers.
- To develop various corporate social Responsibilities and practice in their professional life
- 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

Catalogue 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

<div align="center">

UNIT I   **15 lecture hours**
</div>

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

<div align="center">

UNIT II   **15 lecture hours**
</div>

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.

<div align="center">

UNIT III   **15 lecture hours**
</div>

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.

<div align="center">

UNIT IV   **15 lecture hours**
</div>

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**

		Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environ	Integrative Experience and Experim	Innovative thinking for Effe	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership

Course Code	Course Title	PO1	PO2	PO3	PO4 ment	PO5 ental Learning	PO6 ctive Decision Making	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
SMMC220A	ETHICS,VALUES AND CORPORATE SOCIAL RESPONSIBILITY		3			3	3	2	2			3	3	3	

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	3	-	2	3	2	-	-	-	-	-

CO 2	-	3	-	-	-	-	-	-	-	-	-	-
CO 3	-	-	-	-	-	-	3	-	-	-	-	-
CO 4	-	-	-	-	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

- To understand the various financial institutions and risk involved with each of them in context to investments.
- To discuss how each of these financial institutions perform and contribute towards nation's economy development.
- To acquaint students withrole of government and economic policies and its impact on financial institutions.
- To provide knowledge various innovative financial products and learn the significance of financial engineering.
- 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.

Catalogue 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 | 15 Hours |

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

| UNIT II | 15 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 | 15 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 | 15 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. Dhanpat Rai 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**

		Multi-disciplinary know	Conceptual and practical	Employability	Complex Global Business Envir	Integrative Experience and Ex	Innovative thinking for	Analytical Thinking	Industry Expos	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinki	Corporate Social Responsi	Effective Leadership

Course Code	Course Title	ledge	skills		onment	periment al Learning	Effective Decision Making		ure			n g	bili ty	
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
SMMC317A	MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES	1	3	3		1	2		3			3	2	2	

CO-PO Mapping

PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	2	3	3	-	2	3	2	-	-	-	-	-
CO 2	-	3	-	-	-	-	-	-	-	-	-	-
CO 3	-	-	-	-	-	-	3	-	-	-	-	-
CO 4	-	-	-	-	3	3	-	-	-	-	-	-

RELEVANCE OF THE SYLLABUS TO VARIOUS INDICATORS

Unit I	Financial System
Local	Understanding the financial system is crucial at the local level as it affects the economy, businesses, and individuals within a specific geographical area
Regional	The financial system operates within regional contexts, and the syllabus provides students with a broader perspective on regional financial markets, regional integration, and interdependencies among economies in a particular region
National	The syllabus focuses on the national financial system, encompassing the banking sector, stock exchanges, regulatory bodies, and monetary policies
Global	In today's interconnected world, understanding the global financial system is crucial. The syllabus provides an overview of international financial institutions, global financial markets, cross-border transactions, and regulatory frameworks
Employability	The syllabus enhances students' employability by providing them with essential knowledge and skills required in the financial industry
Entrepreneurship	The syllabus equips students with knowledge of funding options, capital markets, and financial planning, enabling them to make informed decisions when starting and managing their own businesses
Skill Development	The syllabus focuses on developing various skills essential for a career in finance, including critical thinking, problem-solving, data analysis, and communication.
Professional Ethics	The syllabus emphasizes the importance of professional ethics in the financial industry. It addresses ethical considerations related to client confidentiality, conflicts of interest, fair lending practices, and regulatory compliance
Gender	-

Human Values	The syllabus can integrate discussions on gender equality, human values, and diversity in the financial sector.
Environment & Sustainability	Given the increasing focus on sustainability, the syllabus can address the role of finance in promoting environmental and social sustainability
Unit II	**Financial Market**
Local	Understanding the financial market is essential at the local level as it directly impacts the economy, businesses, and individuals within a specific region
Regional	Financial markets operate within regional contexts, and regional dynamics can significantly influence market trends, regulations, and investment opportunities
National	A well-functioning financial market facilitates capital allocation, encourages investment, and supports economic growth
Global	In today's interconnected world, the financial market operates on a global scale. Global financial markets impact national economies and vice versa
Employability	Knowledge of the financial market is highly relevant to employability in various sectors such as banking, finance, investment management, insurance, and consulting
Entrepreneurship	Entrepreneurs require an understanding of the financial market to raise capital, assess financial viability, and manage financial risks associated with their ventures
Skill Development	The syllabus for financial markets fosters the development of essential skills such as critical thinking, analytical reasoning, problem-solving, data interpretation, and financial analysis
Professional Ethics	The syllabus may include topics related to professional ethics in finance, promoting ethical conduct, and adhering to regulatory frameworks
Gender	-
Human Values	The syllabus can incorporate considerations related to gender, human values, and diversity in finance, aiming to promote inclusivity, equal opportunities, and ethical behavior within the financial sector
Environment & Sustainability	Recognizing the increasing importance of environmental sustainability, the syllabus can cover topics related to sustainable finance, green investing, and the integration of environmental factors into financial decision-making
Unit III	**Financial Institutions**
Local	The syllabus provides an understanding of local financial institutions, their operations, and their impact on the local economy
Regional	Financial institutions operate within regional contexts and are influenced by regional economic dynamics and regulations

National	The syllabus offers insights into the functioning of national financial institutions, their role in the national economy, and the regulatory environment that governs them
Global	Financial institutions are increasingly interconnected in the global economy. The syllabus includes discussions on globalization, emerging trends, and international operations
Employability	The syllabus provides students with knowledge and skills that are highly relevant to careers in the banking and insurance sectors
Entrepreneurship	The syllabus equips students with a solid foundation in financial institutions, including risk assessment, compliance, and customer relationship management
Skill Development	The syllabus emphasizes the development of skills such as critical thinking, problem-solving, communication, and analytical skills
Professional Ethics	The syllabus covers ethical standards and professional conduct within the banking and insurance industries
Gender	While the syllabus itself may not explicitly address gender issues, it can be complemented with discussions on gender equality, diversity, and inclusion in the financial sector
Human Values	The syllabus can be expanded to incorporate discussions on human values, environmental sustainability, and the social impact of financial institutions
Environment & Sustainability	-
Unit IV	**Financial Services**
Local	The syllabus provides students with a comprehensive understanding of financial services, including banking, insurance, and investment activities
Regional	The syllabus equips students with the necessary skills and knowledge to analyze regional economic trends, assess risks, and contribute to the development of regional financial markets.
National	By understanding the concepts and practices covered in the syllabus, students can contribute to the stability and growth of the national financial system
Global	The syllabus provides students with a broad understanding of international banking, cross-border investments, and global financial markets
Employability	The syllabus equips students with the knowledge and skills required for various roles in the financial services industry, such as banking operations, insurance underwriting, investment analysis, and risk management
Entrepreneurship	The syllabus covers topics such as financial planning, access to capital, risk management, and financial regulations, which are crucial for starting and managing a successful business.

Skill Development	The syllabus focuses on developing a range of skills that are highly valued in the financial services industry. These include analytical skills, critical thinking, problem-solving, communication, teamwork, and adaptability
Professional Ethics	Students learn about professional codes of conduct, ethical dilemmas, and the responsibility to act in the best interests of clients.
Gender	It promotes inclusivity and equal opportunities for all genders, encouraging diversity in leadership roles and challenging gender biases within the sector.
Human Values	The syllabus highlights the significance of human values, environmental considerations, and sustainability in financial services.
Environment & Sustainability	-
SDG	SDG 8,9,10
NEP 2020	It can help to achieve these goals by providing students with the knowledge and skills they need to make informed financial decisions and to access financial services.
POE/4th IR	Students could learn about the different financial markets around the world, how to trade in these markets, and how to manage risk.

SMMC 312A	SUMMER TRAINING PROJECT REPORT	C
		4

Summer Internship Project (SIP) is an integral part of the academic curriculum of BBA/B.Com. After completion of the 2nd year of the program and before the commencement of the third year of the program, the students are required to work with an organization for hands on experience.

The duration of the SIP is six to eight weeks. SIP aims at widening the student's perspective by providing an exposure to real life organizational and environmental situations. This will enable the students to explore an industry/organization, build a relationship with a prospective employer.

SIP also provides invaluable knowledge and networking experience to the students. During the internship, the student has the chance to put whatever he/she learned in the 1st & the 2nd year of BBA/ B.COM into practice while working on a business plan or trying out a new industry, job function or organization

The student should ensure that the data and other information used in the study report are obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.

The university will arrange for evaluation of the SIP reports submitted by the students. For the purpose, the university will nominate a panel of internal faculty members along with the Dean of the respective school from the University. The student/s is/are expected to make a 10 minute presentation before the examiners regarding the SIP project work undertaken, which will be followed by questions by the examiners.

The Summer Training Project report evaluation will be based on the content of the report and its validity in the current business scenario. The report has to be in the prescribed as laid down by the university. The student will submit written report and make an oral presentation before the panel of internal examiners & the Dean of School to be appointed. The assessment of the report and its presentation will be jointly done by the internal faculty & the Dean.

The total marks for the SIP project will be 100 and it carries 4 credits. The marks will be awarded for the following aspects:

Introduction, Literature Review, Objectives of the study, formulation of the problem, scope, and rationale of the study, Methods/methodology adopted for the study: Analytical, Survey, Field Work or any other method with appropriate justification and reasoning, Analysis and conclusions, Contribution and learning from the project, Acknowledgements: References/Citations and Bibliography and Presentation of the report to the examiners.

Course Code		Course Title	L	T	P	S	C
SMMC653A		**Communication Skills 3**	2	0	0	0	2
Version 1.0							
Pre-requisites/Exposure		**Non-Applicable**					
Co-requisites		**Not Applicable**					
<u>**Course Teacher(s):**</u>		**Mr. Neeraj Singh**					

(L – Lecture　　　T – Tutorial　　　P – Practical　　　S – Studio　　　C – Credits)

COURSE OBJECTIVES

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

PROGRAMME OUTCOMES (POs)

MANAGEMENT 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.

PROGRAM SPECIFIC OUTCOMES(PSOs)

A BBA program offering specialization options in Human Resources, Finance, International Business, Marketing and Travel and Tourism excels the students in various economic and business activities by providing a comprehensive understanding about the fundamentals of general management. It helps:

- **PSO1: Fundamental Knowledge:** To understand the knowledge in the business management at both fundamental and advanced levels.
- **PSO2: Critical Thinking**: Demonstrate proficiency with the ability to engage in critical thinking by analyzing situations and apply their skills on decision making and forward planning on both business and personal life.
- **PSO3: Corporate Social Responsibility:** To excel the ability to perform official and social responsibility in a way.

- **PSO4: Effective Leadership:** To Demonstrate the knowledge of the fundamental principle of managing a project in a multi-disciplinary environment and apply the same in one's own work as a member and as a leader of a team.

COURSE OUTCOMES (COs)

- Customer and client handling
- PR and rapport building
- Leadership skills
- Communication skills
- Formal written communication
- Grooming
- Presentation skills
- Group discussion & Interview handling skills

Mapping of Course Outcome (Cos) with Program Outcomes (POs) and Programme Specific Outcomes (PSOs)

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**

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Evaluation Scheme:				
	Evaluation Component	**Duration**	**Weightage (%)**	**Date, Time & Venue**

1	Quiz/Assignment/ Presentation/ Extempore	120 Minutes	20	
2	Written Examination	120 Minutes	20	
3	Attendance		10	
4	End Term Examination	120 Minutes	50	
Total			**100**	

SYLLABUS

<center>UNIT I   7 Hours</center>

- 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

<center>UNIT II   7 Hours</center>

- Profile Building On LinkedIn
- Resume Building
- Video CV building.
- Professional Grooming
- E mail Writing

<center>UNIT III   8 Hours</center>

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

<center>UNIT IV   8 Hours</center>

- Industry readiness (Resume writing, grooming, GDPI etc.)

- Grooming
- Mock sessions
- FAQs discussions
- Multiple Test series
- Brush-up on GDPI and Industry readiness

											Programme and Course Mapping			
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-		-	-	-	-	-	2	-	-	-	-
CO2	-	2	1	-	-	-	2	-	-	-	2	1	-	-
CO3	3	-	1	-	-	-	-	-	-	-	-	2	-	-
CO4	-	2	2	-	-	-	2	-	-	2	1		-	-
CO5														

RELEVANCE OF THE SYLLABUS 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

SMMC924A	PREDICTIVE ANALYTICS	C
		3

Overview

Predictive analytics is the branch of advanced analytics which is used to make predictions about unknown future events predictive analytics uses many techniques from data mining statistics modelling machine learning and artificial intelligence to analyse current data to make predictions about future. The pattern found in historical and transactional data can be used to identify risk and opportunities for the future. Predictive analytics model captures relationship between many factors to assess risk with the particular set of conditions to assign a score or weight. By successfully applying predictive analytics, business can effectively interpret big data for their benefits.

Objectives and Expected Outcome

The course enables students to:
• To learn, how to develop models to predict categorical and continuous outcomes, using such techniques as neural networks, decision trees, logistic regression, support vector machines and Bayesian network models.
• To know the use of the binary classifier and numeric predictor nodes to automate model selection.
• To advice on when and how to use each model. Also learn how to combine two or more models to improve prediction
Outcomes.
The students will be able to:
• Understand the process of formulating business objectives, data selection/collection, preparation and process to successfully design, build, evaluate and implement predictive models for a various business application.
• Compare the underlying predictive modeling techniques.
• Select appropriate predictive modeling approaches to identify cases to progress with.
• Apply predictive modeling approaches using a suitable package such as SPSS Modeler

Course Content

Unit I   **10 Hours**
 Introduction to Data Mining Introduction, what is Data Mining? Concepts of Data mining, Technologies Used, Data Mining Process, KDD Process Model, CRISP – DM, Mining on various kinds of data, Applications of Data Mining, Challenges of Data Mining.

Unit II   **10 Hours**
 Data Understanding and Preparation Introduction, Reading data from various sources, Data visualization, Distributions and summary statistics, Relationships among variables, Extent of Missing Data. Segmentation, Outlier detection, Automated Data Preparation,

Combining data files, Aggregate Data, Duplicate Removal, Sampling DATA, Data Caching, Partitioning data, Missing Values.

Unit III   **10 Hours**

Model development & techniques Data Partitioning, Model selection, Model Development Techniques, Neural networks, Decision trees, Logistic regression, Discriminant analysis, Support vector machine, Bayesian Networks, Linear Regression, Cox Regression, Association rules.

Unit IV   **15 Hours**

 Model Evaluation and Deployment Introduction, Model Validation, Rule Induction Using CHAID, Automating Models for Categorical and Continuous targets, Comparing and Combining Models, Evaluation Charts for Model Comparison, MetaLevel Modeling, Deploying Model, Assessing Model Performance, Updating a Model.

TEXT BOOK

 Predictive & Advanced Analytics (IBM ICE Publication

CO-PO Mapping

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction
Local	Local businesses can use BI to analyze sales data, customer demographics, and geographic patterns to make informed decisions
Regional	BI helps organizations streamline operations, standardize processes, and make data-driven decisions at a regional level.
National	Utilize BI to analyze economic indicators, track key performance metrics, and make informed decisions for national economic development.
Global	Analyze data from various global locations, standardize reporting processes, and gain insights into global market trends, consumer behavior, and competitive landscapes
Employability	Enhance employability by making individuals more competitive for data-driven roles in organizations.
Entrepreneurship	Help entrepreneurs track key performance indicators, optimize operations, and identify growth opportunities.
Skill Development	Developing proficiency in these skills through BI training enhances overall skill development.
Professional Ethics	Essential in maintaining trust and credibility in the use of business intelligence.
Gender	Promotes inclusivity and diversity by providing equal opportunities for individuals regardless of gender.

Human Values	Enabling data-driven insights, BI can support initiatives focused on gender equality and human values in the workplace.
Environment & Sustainability	Enables organizations to measure, analyze, and monitor their environmental impact by tracking energy consumption, waste generation, carbon emissions, and other sustainability metrics.
Unit II	**Analysis**
Local	Visualizing local data can also help engage community members, promote transparency, and facilitate effective communication of information.
Regional	Allows stakeholders to understand complex patterns and make informed decisions to foster regional development and collaboration.
National	Helps communicate insights to policymakers, researchers, and citizens, facilitating transparency, accountability, and evidence-based decision-making.
Global	Facilitates data sharing and collaboration across countries, and supports evidence-based decision-making at the global level.
Employability	Enhance their employability and increase their chances of securing roles in data-driven organizations.
Entrepreneurship	Optimize business strategies, while visualization aids in communicating insights effectively to stakeholders and investors.
Skill Development	Acquiring these skills through training and practice helps individuals improve their overall skill set and remain adaptable in an increasingly data-driven world.
Professional Ethics	Understanding ethical principles in data analysis and visualization promotes responsible and transparent practices in the use of data.
Gender	Contribute to promoting gender equality and human values.
Human Values	Helps in effectively communicating these disparities and raising awareness about social issues, fostering inclusivity, and promoting diversity.
Environment & Sustainability	Crucial for understanding and addressing environmental challenges.
Unit III	**Predictive**
Local	Gain insights into their customer base, optimize operations, and make data-driven decisions to improve their products, services, and marketing strategies.
Regional	BI tools to assess the overall regional performance, identify growth sectors, and make informed policy decisions to drive economic development.
National	Gain insights into social and economic challenges, formulate effective policies, and monitor their impact for the betterment of the nation.

Global	Monitor international market trends, consumer preferences, and competitor strategies.
Employability	Enhances employability by demonstrating the ability to work with complex data sets, extract valuable insights, and present findings in a meaningful way.
Entrepreneurship	Enables them to identify opportunities, optimize operations, and create targeted marketing strategies to drive business growth and success.
Skill Development	Helps individuals develop skills such as data analysis, data visualization, data interpretation, and critical thinking.
Professional Ethics	Seeking appropriate permissions for data usage, and maintaining the integrity
Gender	Promote gender equality and human values by enabling data-driven decision-making that is objective, fair, and unbiased.
Human Values	Improvement and take proactive measures to address inequalities and promote a more inclusive workplace culture.
Environment & Sustainability	Gaining insights into their environmental impact, organizations can make informed decisions to reduce their ecological footprint and adopt sustainable practices.
Unit IV	**Prediction**
Local	Local businesses can analyze customer data, market trends, and local demographics to understand consumer preferences.
Regional	Enable organizations to analyze data from multiple localities within a region.
National	National governments can use BI to analyze economic indicators, monitor key sectors, track employment trends, and inform macroeconomic policies.
Global	Ensure compliance with international regulations, mitigate risks, and maintain ethical business practices across borders.
Employability	Proficiency in BI applications enhances employability by equipping individuals with valuable data analysis and decision-making skills.
Entrepreneurship	Provide entrepreneurs with valuable insights into market trends, customer behavior, and competitive landscapes.
Skill Development	Improve their analytical, problem-solving, and decision-making abilities.
Professional Ethics	Professionals using BI tools should adhere to ethical guidelines, ensure the protection of personal information, and handle data in a lawful and ethical manner.
Gender	Contribute to gender equality, diversity, and inclusion initiatives within organizations.
Human Values	Promotes equal opportunities, fair treatment, and inclusive practices.

Environment & Sustainability	BI applications can aid in monitoring and managing environmental and sustainability metrics.
SDG	9
NEP 2020	NEP emphasizes skill development and employability by promoting a holistic and multidisciplinary approach to education.
POE/4th IR	Business intelligence tools leverage modern technologies, such as data analytics, machine learning, and artificial intelligence, to process and analyze large datasets for gaining actionable insights.

SMMA878A	DECISION SCIENCE APPLICATION IN BUSINESS	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure	NA				
Co-requisites	Excel solver				

Course Objectives

The course aims at building capabilities in the students for analyzing different situations in the industrial/ business scenario involving limited resources and finding the optimal solution within constraints. The program in Decision Science and Operations Research aims to improve the quality of decisions about the management of scarce resources. Such resources not only include capital, but also quality of human life (e.g., health status), the quality of the environment, and many other important issues

Course Outcomes

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

CO1. Analyze any real life system with limited constraints and depict it in a model form and convert the problem into a mathematical model,

C02. Understand the problems such as assignment, transportation, travelling salesman etc.

CO3. Solve the problems mentioned in point 4 using linear programming approach using software.

CO4. Understand different queuing situations and find the optimal solutions using models for different situations.

Catalogue Description

A study of a range of problems and applications to managerial decision making using scientific and analytical methodology. Topics include an in-depth understanding of linear programming and sensitivity analysis and an introduction to decision analysis. Problem recognition, model building, model analysis and managerial implications are the primary objectives with special emphasis on understanding the concepts and computer implementation and interpretation.

Course Content

<div align="center">

UNIT I   **15 hours**

</div>

Linear programming: general structure of LP model, assumptions, formulation of product mix problems. Linear programming solution: graphical solutions, simplex algorithm application for maximizing and minimizing solutions, duality, sensitivity analysis.

Transportation models: statement of problem, minimization algorithm, methods for finding initial solution: north-west corner rule, Vogel's approximation method (VAM), testing for optimality: stepping stone method, modified-distribution method (MODI method), unbalanced supply and demand, degeneracy and its resolution, alternative optimal solutions, prohibited routes, maximization of problem.

Assignment models: Mathematical statements of problem, minimization using Hungarian algorithm, resolve unbalancing, multiple optimal solution, and restrictions on assignments, maximization case

UNIT III   15 hours

Queuing theory: Essential operating features of a queuing system, performance measures of a queuing system, classification of queuing models, single-server queuing models

Sequencing problem: Introduction, problem of sequencing, processing of n jobs through two machines and three machines.

Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in project Planning and Control.

UNIT IV   15 hours

Game Theory: introduction, two-person zero-sum and constant sum games, saddle point, mixed or randomized strategy, domination, graphical solution.

Decision analysis: Decision-making process, types of decision-making environments: under certainty, under risk, under uncertainty, criteria of decision-making under uncertainty, criteria of decision-making under risk, decision tree approach

Introduction to optimization software: Excel solver, Management scientist, Tora

TEXT BOOK:

1. Anderson, sweeney, and William: An Introduction to Management Sciences: South- Western 2012.
2. Vohra, ND, "Quantitative techniques of Management and Business": Taxman Publication 2014.

REFERENCE BOOKS:

1. Ackoff R L and Sasieni M W- Fundamentals of Operations Research (Wiley, 1968)
2. Budnick F S et al – Principles of Operations Research for Management (Irwin, 1977)
3. Churchman C W et al – Introduction to Operations Research (Wiley, 1957)
4. Hillier F S – Introduction to Operations Research (Holden-Day, 1987)
5. Mitchell G H – Operations Research Techniques and Examples (The English University Press, 1972)

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 any real life system with limited constraints and depict it in a model form and convert the problem into a mathematical model	**PO4, PO2**
CO2	Understand the problems such as assignment, transportation, travelling salesman etc.	**PO6**
CO3	Solve the problems mentioned in point 4 using linear programming approach using software.	**PO7**
CO4	Understand different queuing situations and find the optimal solutions using models for different situations	**PO8, PO2**

		Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision M	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6 aking	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
SMMA878A	Decision Science Application In Business		2		2		3	3	3			3		3	3

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	-	3	-	3	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	3	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	3	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	3	-	-	-	3	-	-

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

RELEVANCE OF THE VARIOUS INDICATORS

Unit I	Introduction and Data Overview
Local	-
Regional	Exploring statistical analysis methods for regional business data, including data collection, interpretation, and presentation.
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	**Representative measures and Dispersion measures**
Local	Understanding statistical concepts and techniques applied to local business data and decision-making processes.
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	**Probability Distribution and sampling**
Local	-
Regional	-
National	-
Global	-
Employability	-

Entrepreneurship	-
Skill Development	Developing practical skills in data collection, analysis, and interpretation using statistical software and tools.
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	**Linear regression Models and Test of association between variables**
Local	-
Regional	-
National	-
Global	-
Employability	-
Entrepreneurship	-
Skill Development	-
Professional Ethics	-
Gender	Considering gender-related aspects in business statistics, such as gender pay gaps, representation, and the impact of gender on business performance.
Human Values	Exploring the alignment of business statistics with human values, including fairness, integrity, and social responsibility.
Environment & Sustainability	Examining the role of business statistics in measuring and monitoring environmental impacts, sustainable practices, and corporate sustainability reporting.
SDG	Poverty reduction, climate action, and responsible consumption and production.
NEP 2020	Considering the relevance of NEP 2020's focus on data literacy and analytical skills in the context of business statistics education.
POE/4th IR	Exploring the application of statistical techniques and data analysis tools in improving productivity, organization, and efficiency in business operations during the 4th Industrial Revolution.

SMEL217A	Personality Development and Communication Skills	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives
1. To foster soft skills and Leadership traits
2. To develop analytical and critical thinking
3. To build awareness about the various dynamics of personality development.
4. To foster self-confidence, positive attitude, emotional intelligence and social sensitivity.
5. To augment linguistic proficiency for both personal and professional communication

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

CO1: Be able to manage and encourage constructive collaboration
CO2: Develop awareness of appropriate communication strategies.
C03: Improve student's personality and enhance their self-confidence.

CO4 Create a basic awareness about the significance of soft skills in professional and inter-personal communications.

CO5 Facilitate an all-round development of personality.

Catalogue Description
This course makes the students groom their personality and prove themselves as good Samaritans of the Society. This course consists of individual or in-group class presentations pertaining to the applications of concepts, Theories or issues in human development.

Course Content

Course Syllabus:

UNIT I   15 hours
Remedial Grammar: Errors of Accidence and syntax with reference to parts of speech; Confusion of adjectives and adverbs; Agreement of subject and verb; Simple, Complex and Compound Sentences; Sentence Errors; Indianism & Idiomatic expressionism; *The Chimney Sweeper* by William Blake

UNIT II   15 hours
Listening & Reading Skills: Listening & Hearing; Tips for effective listening; Role of listening in personality development; Types of reading: Comprehension of unseen passages; Summarizing; *Of Death* by Francis Bacon; *The Diamond Necklace* by Guy De Maupassant

Personality Development: Non-verbal communication; Etiquette & Manners; Self-esteem & Self-confidence; Leadership traits; Effective Communication; Inter & Intra personal skills; Motivation & Appraisal; *Mending Wall* by Robert Frost

UNIT IV **15 hours**

Verbal Communication: Formal speech; Role play; Effective public speaking; Interview; Etiquettes at formal gathering; Etiquettes in Official & Business correspondence; *The Grief* by Anton Chekhov

TEXT BOOK [TB]:

Mitra, Barun K. *Personality Development and Soft Skills*. Oxford University Press, 2012.

REFERENCE BOOKS/MATERIALS

1. Raman Meenakshi& Sharma, Sangeetha. *Technical Communication Principles and Practices,* 2nd Ed. Oxford University Press, New Delhi, 2011
2. Sinha, K.K. *Business Communication*. Galgotia Publishers.
3. Tickoo, M.L, Subramanian A. E. and Subramaniam P.R. *Intermediate Grammar, Usage and Composition.* Orient Black swan. "Best Poems", http://100.best-poems.net/. 20 July 2016.
4. "Classic English Short Stories", http://www.eastoftheweb.com/short-stories/Collections/ClasEngl.shtml, 20 July 2016.
5. Mitra, Barun K. Personality Development and Soft Skills, UP, Delhi, 2012. Web Sources: www.slideshare.com .www.authorstream.com

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written 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	Be able to manage and encourage constructive collaboration	**PO3, PSO4**
CO2	Develop awareness of appropriate communication strategies.	**PO7, PSO2**
CO3	Improve student's personality and enhance their self-confidence	**PO2, PSO4**

CO4	Create a basic awareness about the significance of soft skills in professional and inter-personal communications	PO9, PSO1
CO5	Facilitate an all-round development of personality	PO9, PSO4

Course Code	Course Title	Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Making	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
SMEL217A	Personality Developme		3		2			3		3		3	3		3

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Programme and Course Mapping													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	3	-	3	-	-	-	-	-	-	-	-	-
CO2	-	-	3	-	-	-	-	-	-	3	-	-	-	-
CO3	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO4	-	-	3	-	-	-	-	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	3	-	-	-	3	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped													

RELEVANCE OF THE 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

SMCS 212A	E-COMMERCE	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

- Discuss electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business.
- Appreciate the global nature and issues of electronic commerce as well as understand the rapid technological changes taking place.
- Identify advantages and disadvantages of technology choices such as merchant server software and electronic payment options
- Demonstrate awareness of ethical, social and legal aspects of e-commerce
- Analyze 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

C02. 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

Catalogue 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 platforms.

Course Content

Course Syllabus:

<div align="center">

UNIT I   **10 hours**

</div>

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   10 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   15 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   10 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**

Course	Course	Multi-disciplinary knowledge	Conceptual and practical skills	Employability	Complex Global Business Environment	Integrative Experience and Experimental Learning	Innovative thinking for Effective Decision Making	Analytical Thinking	Industry Exposure	Team Building	Blended Learning	Fundamental Knowledge	Critical Thinking	Corporate Social Responsibility	Effective Leadership
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO	PSO3	PSO4

Co de	Tit le											O 2		
S M CS 21 2A	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 "E-COMMERCE" 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	-
Human Values	-
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
Professional Ethics	-
Gender	-
Human Values	-
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	-
Professional Ethics	-
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	-
Human Values	-
Environment & Sustainability	-
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					
Co-requisites	--				

Overview:

The course deals with imparting knowledge about international trade and policies relating trade. Taking business off the national boundaries is essential in today's era for many good reasons. It focuses on analyzing the gains from international trade; assess the impact of liberalizing the trade between countries, impact on the growth of economy and relationship between two countries. It is also imperative for the students to know the export and import documentation and other formalities for doing the international trade with ease. The various international trade theories are an absolute necessity to assess on what basis the country would possibly base its exports and imports and what it could expect out of it as a whole on its economy.

Objective and Expected Outcome:

The course aims at providing students the knowledge about the theories and connects its relevance to the current pattern of international trade, trade policies, and the economic implications for both the economies involved in the trade. On successful completion the student will be able to:

1.   Understand the various models of international trade along with its implication on the economy and compare them.
2.   The various trade instruments like tariffs, quotas, export subsidies, free trade areas, customs union, and common markets.
3.   Critically evaluate the LPG and main arguments of protection & realism of arguments of free trade.
4.   To understand WTO and latest developments relating to formulation of trade policy.
5.   Understand the EXIM policy and role of govt. & semi-govt. organizations in trade promotion.
Students will increase their understanding of global markets and the way they trade with other countries. Students studying international business will have in-depth insights into the global economic and business climates. 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.

Course Content

Unit- I   **10 hours**

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and Opportunities; An overview of Domestic versus International Business; Major risks and challenges of International Business; stages of internationalization of business; international business approaches, concept of globalization.

International Business Environment- Significance, determinants and various Components affecting business strategies.

Unit- II   **10 hours**

Theories of International Trade: Absolute Advantage Theory, Comparative Advantage Theory, Factor Proportions Theory, Leontief Paradox Theory, Product Life Cycle Theory of Trade and Porter's Diamond Model,

Instruments of Trade Control- Tariff and Non-Tariff Barriers, Role of WTO, IMF and World Bank in International Trade.

Unit-III   **10 hours**

Entering and Operating in International Markets: Various Modes of Entry into International Business; International Investment & Finance- Nature of Multinational Enterprise and Foreign Direct Investment; Foreign Exchange Market- Determination of Exchange Rate; Balance of Payments.

Unit-IV   **10 hours**

International Business Functions: Global Production, Outsourcing, Logistics; Global Marketing and R&D; Global HRM; Accounting and Finance in the International Business.

TEXT BOOKS:
1. Cherunilam, Francis (2011) International business: Text and cases. (5th ed.) New Delhi: PHI Learning Private Limited.

Reference Books:

1.   Charles, W. L. Hill, & Jain K. Arun (2014) International business: Competing in the global Marketplace (10th ed.). New Delhi: Tata McGraw Hill Education.
2.   Tamer, Cavusgil, Gary, & Knight, International business: Strategy, Management and the New Realities. New Delhi: Pearson Education.
3.   Joshi Rakesh Mohan, International business. New Delhi: Oxford University Press.
4.   Paul Justin, (2012) International business (5th ed.). New Delhi: PHI Learning Private Limited.
5.   Sharan. International business: Concept, environment and strategy (3rd ed.) Pearson Education.

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 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	**Theories of International Trade**
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	**Entering and Operating in International Markets**
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	**International Business Functions**
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

SMMC802A	Contemporary Issues in Strategic Management	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Basics of Management Studies				
Co-requisites					

Course Objectives

● To expose students to various perspectives and concepts in the field of Strategic Management and its successful execution of organizational tasks.

● To encourage students to think critically and strategically and Figure out the strategy formulation and Implementation process.

● To develop the ability to identify strategic issues and design appropriate courses of action along with recognizing opportunities and threats creating cut throat competition the world market.

● Expose students to the nature, design & structure of business environment.

● Students will develop a broader perspective to describe the recent developments in Indian Economy that have greatly influenced the working of business units in India; explain the concept of social responsibility of business.

Course Outcomes

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

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

CO2. Develop the ability to identify various issues related to strategic implementation and design appropriate behavioral courses of action. Provide a basic understanding of the nature and dynamics of the functional strategy implementation as they occur in complex organizations. Develop and prepare organizational strategic evaluation and control techniques that will be effective for the current business environment.

CO3. Analyze the basic concept of business environment, assessing risk, design & structure of business environment.

CO4. Students will gain the clarity about current industrialization trends and industrial policy; also they will develop an understanding for Globalization Trends and Challenges.

Catalogue Description

This course intends to acquaint the learners to the concept of Strategic Management and how it can be used as a significant course of action to gain competitive advantage. The purpose of this course is to enhance students' abilities to do the job of higher level which makes them responsible for strategic performance. There is numerous benefit of strategic management like; it allows managers to be proactive rather than reactive, it sets up a sense of direction, it increases operational efficiency, it helps to increase market share and profitability, and it can

make a business more durable etc. 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.

The learners would be able to explain the meaning of business environment; identify the features of business environment; describe the importance and types of business environment; describe the recent developments in Indian Economy that have greatly influenced the working of business units in India; explain the concept of social responsibility of business; state the social responsibility of business towards different interest groups; and explain the concept of business ethics.

The business environment consists of factors that influence the individual's business organization historical factors, psychological factors, government attitude and regard to foreign good, international factors and marketing approaches. The relationship between business and its environment is mutual, that is, the environment exerts pressure on business, while business, in turn influences various aspects of its environment.

Course Content

<div align="center">

UNIT I   10 lecture hours

</div>

Introduction to strategic management and Formulation: Defining strategy, basic concept of strategic management, mission, vision, objectives, process of strategic management, environmental scanning, SWOT analysis, Introduction to Strategy Formulation, Process of Strategy Formulation.

<div align="center">

UNIT II   10 lecture hours

</div>

Strategy implementation and Strategic evaluation and control: an overview of strategic implementation and evaluation and control, process of strategy implementation, techniques of strategic evaluation and control.

<div align="center">

UNIT III   15 lecture hours

</div>

Basics & Strategic Aspects of Economic Reforms in Business Environment: Nature and structure of business environment; assessing risk & emerging sectors of Indian economy. Macro Economics Policies: interest rate structure and monetary policy; fiscal policy and legislation for anti-competitive and unfair trade practices;

<div align="center">

UNIT IV   10 lecture hours

</div>

Current Industrial & Globalization Trends; environment for the SME sector; public-private partnership; banking reforms and challenges; WTO and its Agreements with Indian Economy; exchange rate movements.

TEXT BOOKS

1. Kazmi Azhar and Adela Kazmi, (2015) "Strategic Management", Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Cherunilam, Francis. Business environment. (3rd e d.). New Delhi: Himalaya Publishing House.

REFERENCE BOOKS/MATERIALS

1. David, Fred R. Strategic Management–Concept and Cases, Pearson Education, Delhi
2. Hitt, M.A., Ireland R.D., and Hos Kisson R.D., Strategic Management Competitiveness and Globalisation; Thomson Asia Pvt. Ltd.
3. Pearce II J A and Robinson Jr., R.B., Strategic Management–Strategy Formulation and Implementation, AITBS Publishers and Distributors, Delhi
4. Saleem Shaikh, Business environment. New Delhi: Pearson Publication. India
Paul, Justin. Business environment: Text & cases (3ed.) New Delhi: McGraw Hill Education (India) Pvt. Ltd.
5. Mishra, S. K., & Puri, V. K. Economic environment for business. New Delhi: Himalaya Publishing House.
6. Fernando, A. C. Business environment. New Delhi: Pearson Publication. India Economic Survey. Govt. of India. Monthly Bulletin. Reserve Bank of India.

CO-PO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	1	1	-	-	-	-	-	-	-	-
CO2	1	3	1	2	-	2	2	-	-	-	-	-
CO3	-	2	1	2	-	1	2	-	-	-	-	-
CO4	-	2	-	-	-	2	2	-	-	-	-	-

RELEVANCE OF THE "STRATEGIC BUSINESS ORIENTATION" 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	Poverty eradication, quality education, and responsible consumption and production.
NEP 2020	Promoting entrepreneurship, interdisciplinary learning, and industry-academia collaboration.
POE/4th IR	Considering the strategic implications of leveraging technological advancements and digital transformation, such as automation, artificial intelligence, and data analytics, to enhance productivity, organization, and efficiency in strategic business orientation.

SMMC 729A	CHALLENGES OF BUSINESS ENVIRONMENT	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

- Expose students to the meaning of business environment; identify the features of business environment; describe the importance and types of business environment.
- Students will develop a broader perspective to describe the recent developments in Indian Economy that have greatly influenced the working of business units in India; explain the concept of social responsibility of business.
- Students will understand the social responsibility of business towards different interest groups; and explain the concept of business ethics.

Course Outcomes

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

CO1. Analyze the basic concepts in Concept of business environment, assessing risk & growth of public and private sectors.

C02. Understand the elements of interest rate structure & current position of business sector.

CO3. Students will gain the clarity Current Industrialization trends and industrial policy

CO4. Students will develop an understanding for Globalization Trends and Challenges

Catalogue Description

The learners would be able to explain the meaning of business environment; identify the features of business environment; describe the importance and types of business environment; describe the recent developments in Indian Economy that have greatly influenced the working of business units in India; explain the concept of social responsibility of business; state the social responsibility of business towards different interest groups; and explain the concept of business ethics.

The business environment are those factors that influences the individual's business organization historical factors, psychological factors, government attitude and regard to foreign good, international factors and marketing approaches. The relationship between business and its environment is mutual, that is, the environment exerts pressure on business, while business, in turn influences various aspects of its environment. Business also depends on its environment for the supply of all its inputs and at the same time to absorb its output. The influence of the environment boils down to two essential forces which the organization must respond to – information gathering and scarce material and financial resources. These

forces create uncertainty i.e. lack of information to anticipate external changes and resources availability.

There are two categories of environmental forces that influenced business performance. These are internal environmental forces and external environmental forces. The internal environmental forces or influence are those that affect the enterprise as separate entity. They consist of function structure and relationship in the enterprise. The forces that affect a business unit as well as other enterprises operating within the same environmental are known as external environment. They are external to the enterprise and cannot be effectively controlled by managers. They are relevant for the success of the organization. The internal problems that affect the small-scale enterprise and other enterprises in general include among others; wrong choice of business, lack of export, lack of business connections, management incompetence, lack of adequate attention, marketing problem, unethical, location problem, absence of production improvement technique, etc.

Course Content

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UNIT I   **10 lecture hours**
</div>

Introduction: Nature and structure of business environment; macro and micro indicators; assessing risk in business environment; emerging sectors of Indian economy; relative size and growth of public and private sectors.

<div align="center">

UNIT II   **10 lecture hours**
</div>

Design and strategy of economic reforms; current state of growth and investment; interest rate structure and present monetary policy; fiscal environment; current inflationary position and its impact on business sector; competitive environment; legislation for anti-competitive and unfair trade practices; consumer and investor protection.

<div align="center">

UNIT III   **10 lecture hours**
</div>

Current industrialization trends and industrial policy; environment for the SME sector; infrastructure development and policy; public sector reforms and performance; public-private partnership; intellectual property regime and the R&D environment; trends in service sector growth; banking reforms and challenges; business opportunities in the rural sector.

<div align="center">

UNIT IV   **15 lecture hours**
</div>

Globalization trends and challenges; balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's business environment

TEXT BOOK:

1. Cherunilam, Francis. Business environment. (3rd e d.). New Delhi: Himalaya Publishing House.

REFERENCE BOOKS:

1. Saleem Shaikh, Business environment. New Delhi: Pearson Publication. India

2. Paul, Justin. Business environment: Text & cases (3ed.) New Delhi: McGraw Hill Education (India) Pvt. Ltd.
3. Mishra, S. K., & Puri, V. K. Economic environment for business. New Delhi: Himalaya Publishing House.
4. Fernando, A. C. Business environment. New Delhi: Pearson Publication. India.
5. Economic Survey. Govt. of India.
6. Monthly Bulletin. Reserve Bank of India. Mumbai

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	2	-	2	-	-	-	-	-	-	-
CO2	3	-	-	-	2	-	2	-	-	2	-	2	-	-
CO3	2	-	-	-	2	-	-	-	-	2	-	3	-	-
CO4	2	-	-	-	2	-	-	-	-	2	-	-	-	-

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

RELEVANCE OF THE "CHALLENGES OF BUSINESS ENVIRONMENT" TO VARIOUS INDICATORS

Unit I	Introduction
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	**Design and strategy of economic reforms**
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	**Current industrialization trends and industrial policy**
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	**Globalization trends and challenges**
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.

SMMC 743A	ENHANCING PRODUCTIVITY THROUGH OPERATION MANAGEMENT	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

Operations Management is the systematic approach and control of the processes that transform inputs (e.g. human resources, facilities, materials, Information systems etc.) into finished goods and services. The operations function consists of the core wealth creation processes of a business and helps an organization to efficiently achieve its mission while constantly increasing productivity and quality. This course focuses on the role of operations management as a strategic element of the total organization.

Course Outcomes

On completion of this course, the students will be able to:
- Understand and relate the basic concepts and theories of the production management with industry.
- Comprehend the operations management situations with greater confidence.
- Outline the issues in production and operations processes they may face during their careers expand individual knowledge of operations management principles and practices
- To apply or translate operations management concepts and their influence on business decisions.

Catalogue Description

This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques which can improve the organization's quality and productivity. The course draws upon the student's knowledge of accounting, science, mathematics, management and statistics.

Course Content

Course Syllabus

UNIT I   **10 Hours**

Nature, Evolution and scope of Production and Operations management, Operations as a competitive strategy, Product and service design: Factors and issues, Facility location: planning and analysis,

UNIT II   **10 Hours**

Flow strategies and process design. Lean processing and operations, Cellular manufacturing, (Re-) design of work systems, work measurement, aggregate production planning, scheduling:

Flow shop and job shop, Management of quality,

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UNIT III   **15 hours**
</div>

Statistical process control, process capability analysis and six sigma approach, Concept and Framework of a TQM System, Elements and objectives of Supply Chain Management, Inventory Management: Models and Applications.

<div align="center">

UNIT IV   **10 hours**
</div>

Introduction to contemporary productivity improvement techniques/systems like TPM, MRP, JIT etc.; Environment, Safety and other considerations in Production & Operations Management.

TEXT BOOK:

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

SUGGESTED READING

1. Chunawalla, S. A., & Patel, D. R. (2016). Production and operations management (9th ed.). Mumbai, Maharashtra: Himalaya Publishing House.

2. Aswathappa, K., & Bhat, K.S. (2015). Production and operations management (2nd ed.). 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.

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	-	-	-	-	-	-	-	-	-	3	-	-
CO2	-	3	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	3	3	-	-	-	-	-	-	3	-
CO4	-	-	-	-	-	-	3	3	-	-	-	-	-	-

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Nature, Evolution and scope of Production and Operations management
Local	Local businesses can use operation management to analyze sales data, customer demographics, and geographic patterns to make informed decisions
Regional	Operation management helps organizations streamline operations, standardize processes, and make data-driven decisions at a regional level.
National	Operation management analyze economic indicators, track key performance metrics, and make informed decisions for national economic development.
Global	Analyze data from various global locations, standardize reporting processes, and gain insights into global market trends, consumer behavior, and competitive landscapes
Employability	Enhance employability by making individuals more competitive for data-driven roles in organizations.
Entrepreneurship	Help entrepreneurs track key performance indicators, optimize operations, and identify growth opportunities.
Skill Development	Developing proficiency in these skills through operation management training enhances overall skill development.
Professional Ethics	Essential in maintaining trust and credibility in the use of business intelligence.
Gender	Promotes inclusivity and diversity by providing equal opportunities for individuals regardless of gender.
Human Values	Enabling data-driven insights, operation management can support initiatives focused on gender equality and human values in the workplace.
Environment & Sustainability	Enables organizations to measure, analyze, and monitor their environmental impact by tracking energy consumption, waste generation, carbon emissions, and other sustainability metrics.
Unit II	Flow strategies and process design
Local	Visualizing local data can also help engage community members, promote transparency, and facilitate effective communication of information through operation management
Regional	Allows stakeholders to understand complex patterns and make informed decisions to foster regional development and collaboration.
National	Helps communicate insights to policymakers, researchers, and citizens, facilitating transparency, accountability, and evidence-based decision-making.

Global	Facilitates data sharing and collaboration across countries, and supports evidence-based decision-making at the global level through operation management.
Employability	Enhance their employability and increase their chances of securing roles in data-driven organizations.
Entrepreneurship	Optimize business strategies, while visualization aids in communicating insights effectively to stakeholders and investors.
Skill Development	Acquiring these skills through training and practice helps individuals improve their overall skill set and remain adaptable in an increasingly data-driven world.
Professional Ethics	Understanding ethical principles in data analysis and visualization promotes responsible and transparent practices in the use of data.
Gender	Contribute to promoting gender equality and human values.
Human Values	Helps in effectively communicating these disparities and raising awareness about social issues, fostering inclusivity, and promoting diversity.
Environment & Sustainability	Crucial for understanding and addressing environmental challenges.
Unit III	Statistical process control
Local	Gain insights into their customer base, optimize operations, and make data-driven decisions to improve their products, services, and marketing strategies.
Regional	Operation management assess the overall regional performance, identify growth sectors, and make informed policy decisions to drive economic development.
National	Gain insights into social and economic challenges, formulate effective policies, and monitor their impact for the betterment of the nation.
Global	Monitor international market trends, consumer preferences, and competitor strategies.
Employability	Enhances employability by demonstrating the ability to work with complex data sets, extract valuable insights, and present findings in a meaningful way.
Entrepreneurship	Enables them to identify opportunities, optimize operations, and create targeted marketing strategies to drive business growth and success.
Skill Development	Helps individuals develop skills such as data analysis, data visualization, data interpretation, and critical thinking.
Professional Ethics	Seeking appropriate permissions for data usage, and maintaining the integrity
Gender	Promote gender equality and human values by enabling data-driven decision-making that is objective, fair, and unbiased.
Human Values	Improvement and take proactive measures to address inequalities and promote a more inclusive workplace culture.

Environment & Sustainability	Gaining insights into their environmental impact, organizations can make informed decisions to reduce their ecological footprint and adopt sustainable practices.
Unit IV	Introduction to contemporary productivity improvement techniques/systems
Local	Local businesses can analyze customer data, market trends, and local demographics to understand consumer preferences.
Regional	Enable organizations to analyze data from multiple localities within a region.
National	National governments can use operation management to analyze economic indicators, monitor key sectors, track employment trends, and inform macroeconomic policies.
Global	Ensure compliance with international regulations, mitigate risks, and maintain ethical business practices across borders.
Employability	Proficiency in operation management applications enhances employability by equipping individuals with valuable data analysis and decision-making skills.
Entrepreneurship	Provide entrepreneurs with valuable insights into market trends, customer behavior, and competitive landscapes.
Skill Development	Improve their analytical, problem-solving, and decision-making abilities.
Professional Ethics	Professionals using operation management should adhere to ethical guidelines, ensure the protection of personal information, and handle data in a lawful and ethical manner.
Gender	Contribute to gender equality, diversity, and inclusion initiatives within organizations.
Human Values	Promotes equal opportunities, fair treatment, and inclusive practices.
Environment & Sustainability	Operation management applications can aid in monitoring and managing environmental and sustainability metrics.
SDG	9
NEP 2020	NEP emphasizes skill development and employability by promoting a holistic and multidisciplinary approach to education.
POE/4th IR	Business intelligence tools leverage modern technologies, such as data analytics, machine learning, and artificial intelligence, to process and analyze large datasets for gaining actionable insights.

Semester-VII

SMMC951A	Functional Analytics	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

COURSE INTRODUCTION

Functional analytics is a subject that is designed for the growth of analytics domain in business perspectives. This subject studies the impact of analytics for business development like marketing, HR and Finance. The application of analytics in business domains and its useful techniques of data mining have been studied through this course.

COURSE OUTCOMES

At the end of the course the students shall be able to:
- **CO1:** Analyse effective application of Sectoral knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
- **CO2:** Understand the complexities associated with management of marketing, finance and HR in the organizations and integrate the learning in handling these complexities.
- **CO3:** To familiarize the students with the understanding of basic concepts and the context of management and its processes organizations
- **CO4:** Demonstrate the roles, skills and functions of management.
- **CO5:** To develop cognizance of the importance of analytics with management principle.

COURSE PEDAGOGY:

This course will be based on Class room lectures, Assignments based on discussions, cases and group-project. Students would have to work independently as well as in groups. Students are expected to study the relevant concepts from the book, relevant you tube videos and other materials before they come to the classroom.

COURSE READINGS

The following books are being referred for the course. Students are advised to read newspapers, articles, journals and business magazines daily to augment the classroom learning. The video lecture links of the teaching faculty will also be provided to clear the doubts after the classroom.

TEXT BOOK
IBM COURSE WARE

REFERENCE BOOKS:
IBM COURSE WARE

COURSE EVALUATION CRITERIA:

The evaluation process for the course would constitute of the following:

Component	Weightage	Duration	Key Objectives Tested
Case Study Analysis	50%	2hrs	Analyzing ability
Mid-Term Exam			
Quiz			
Individual Presentation	20%	4hrs	Critical Thinking
Assignment			
Individual Project			
Group Presentation	30%	3hrs	Business Acumen
Case Presentation			

Class Participation: The practical case studies will be discussed in the class. Marks will be allotted on the basis of assignments, analytical & communication skills, interpretation skills and decision-making skills with respect to the case and practice problems.

SESSION PLAN:

The following session plan would be adhered to by the faculty:

Module	Topics to be covered	Course objectives met	Reading from the text book
Module 1	• To frame business problems from a financial perspective by using data to make better decisions by leveraging cognitive capabilities-Watson. • To introduce them with analytics, advantages and challenges and its type. • To introduce them with how analytics can be leveraged by marketing with different aspects of marketing analytics • To inform marketing decisions • To use web and mobile analytics • To learn social media and text analytics • To apply advanced analytics/cognitive techniques • To Understand the development /identification marketing metrics	CO1, CO2, CO3	IBM course content

	● To Describe the Overview of Financial Analytics ● To Apply the Applications of Financial Analytics ● To Discover the use of Business Analysis Using Financial Statements ● To demonstrate the cognitive in finance ● To Outline the Watson Analytics: Use Cases and Case Studies in Risk Mitigation ● To understand the employee pyramid and HR Analytics form ● To use Analytics for address complex HR problems ● To use IBM SPSS Modeler and Statistics tool for Ad-hoc analysis, hypothesis and model testing, data preparation, data understanding, descriptive statistical analysis ● To explore IBM Kenexa Talent Insight ● To understand Resource Optimization & Contingency Planning techniques		
Module 2	DATA ANALYTICS USING PYTHON ● What is Python ● Its advantages and disadvantages, ● How to run python scripts, ● How to use variables ● String operator and functions. ● Inputting the data ● Working with Boolean and other statements. ● Use of pandas library for data analysis ● different type of errors that one can encounter while working with Python. ● Work with regular expression ● Work with Pattern matching ● Parse data ● Regression analysis with the help of a use case. ● Exploratory analysis ● Define correlation matrix ● Perform visualization using matplotlib	CO1, CO2, CO5	IBM course content

	• Implement linear regression • Advanced Machine learning algorithms • Work on Support vector machines Define Random forest		
Module 3	FINANCE ANALYTICS • Types of Financial Analytics • Difference between primary and secondary markets • Domains of Financial Analytics • Uses of Analytics across Retail banking • Investment banking • Credit ratings/targeted marketing • Fraud detection • Customer relationship management • Application of Financial Analytics across Financial Domains • Retail banking, Investment banking, • Quantitative Methods in Finance • Managerial Economics and Corporate Strategy • Financial Management • Financial Modeling Basic concepts and techniques used to construct financial portfolios • Business Analysis Using Financial Statements • Strategic Investment Questions • Strategic acquisitions Questions • Strategic merger Questions • How Cognitive Analytics is transforming • Banking, Insurance and Mutual funds and its influence on customer engagement/buying behaviors across locations/geographies Insights into customer preferences, proactively preventing fraud	CO1,C02	IBM course content
Module 4	HRMS ANALYTICS • The pyramid of employee needs • HRMS and HRIS (Traditional Systems in Human Resources Management)	CO1 & CO2	IBM course content

- HR Analytics - Case Study: How implementation of Workday benefitted a company - Issues where HR Analytics revolves - Use of Analytics for answering to complex problems - Use of HR Analytics across various functions - Need of HR analytics in Business and Industries - Key business issues that can be addressed using HR analytics - Challenges in HR analytics - ways to deal with existing challenges in HR Analytics - HR Analytics tools and techniques - Data Driven HR decisions methods and case study - IBM SPSS Modeler – Machine Learning, Scoring, data mining, deployment at scale, nonlinear and iterative, automation and integration - IBM SPSS statistics – Ad-hoc analysis, hypothesis and model testing, data preparation, data understanding, descriptive statistical analysis - Basic HR Analytics Tools -IBM Cognos 8 Workforce Performance product - Using Watson Analytics workforce attrition - Getting started with IBM Kenexa Talent Insight - New way of working using solutions and technologies to hire and onboard, understand and engage, and grow and retain - Use of Products and tools to realize the promise of a Smarter Workforce - Career Competency Framework - Resource Optimization & Contingency Planning - Business benefits of optimization - Optimization techniques	

	• Contingency planning • Social analytics in HR • Social media data for perception about brand and the employee sentiments • Drivers of employee sentiments from client and its competitors • Case Study –social media insights to improve their Employee Opinion Survey processes • Gamification application of game design techniques for business processes		
	CASE STUDY (Respective Domain)		

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

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Introduction of analytics
Local	-
Regional	-
National	-
Global	-
Employability	Include discussions on the types of job roles and industries where functional analytics is applied, as well as the skills and qualifications that employers look for.
Entrepreneurship	Entrepreneurship involves the process of creating and managing a business or startup. Communication skills are essential for entrepreneurs as they need to pitch their ideas, negotiate partnerships, attract investors, and market their products or services effectively.

Skill Development	Functional analytics courses typically focus on developing analytical skills. This could include statistical analysis, data visualization, programming (e.g., Python or R), and the use of analytics tools and platforms.
Professional Ethics	Professional ethics refers to the moral principles and conduct expected in a specific profession or workplace.
Gender	Gender plays a significant role in communication dynamics.
Human Values	Human values refer to the principles and beliefs that guide human behavior and interaction.
Environment & Sustainability	Communication plays a vital role in raising awareness about environmental issues, promoting sustainable practices, and mobilizing collective action.
Unit II	Data Analytics Using Python
Local	-
Regional	-
National	-
Global	Understanding Python, Its advantages and disadvantages involving individuals, organizations, or governments from different countries.
Employability	Using Python on the types of job roles and industries where functional analytics is applied, as well as the skills and qualifications that employers look for.
Entrepreneurship	Pitching ideas and business plans to potential investors or partners. Marketing and promotional communication to attract customers. Negotiation and communication skills for partnerships and collaborations.
Skill Development	-
Professional Ethics	In the context of functional analytics, ethics is important when working with data. Students may learn about ethical considerations related to data collection, handling, and analysis. This includes issues such as privacy, bias, and transparency.
Gender	-
Human Values	-
Environment & Sustainability	-
Unit III	Finance Analytics
Local	-
Regional	-
National	-

Global	-
Employability	-
Entrepreneurship	-
Skill Development	Incorporate discussions and activities centered around finance analytics, Types of Financial Analytics, Difference between primary and secondary markets, Domains of Financial Analytics
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	Promote effective communication strategies to raise awareness about environmental issues, encourage sustainable behaviors, and advocate for environmental conservation.
Unit IV	HRMS Analytics
Local	Conduct workshops or seminars on HRMS and HRIS (Traditional Systems in Human Resources Management) HR Analytics skills for individuals in the local community.
Regional	-
National	-
Global	-
Employability	HRMS and HRIS (Traditional Systems in Human Resources Management) HR Analytics
Entrepreneurship	Assessing the HRMS and HRIS (Traditional Systems in Human Resources Management) HR Analytics, 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	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.
Professional Ethics	-
Gender	-
Human Values	-
Environment & Sustainability	-
SDG	9
NEP 2020	NEP emphasizes skill development and employability by promoting a holistic and multidisciplinary approach to education.

POE/4th IR	Business intelligence tools leverage modern technologies, such as data analytics, machine learning, and artificial intelligence, to process and analyze large datasets for gaining actionable insights.

Semester-VIII

S.N.	Course Code	Course Titles	L	T		P	C
1	SMCS902A	Creating Intelligent Machines	3	0	0	0	3

Course Name	**Creating Intelligent Machines**
Course Objective	Understand the evolution and relevance of AI in the world today. Explore opportunities brought by the intersection between human expertise and machine learning. Analyze existing and future implementations of AI solutions across multiple industries including: automotive, education, policy, social media, government, consumer, and others. Gain a competitive edge using low-code cloud-based AI tools and pre-built machine learning algorithms. Understand AI technology building blocks, including: natural language processing, machine and deep learning, neural networks, virtual agents, autonomics and computer vision. Develop a deeper understanding of machine learning techniques and the algorithms that power those systems. Learn in-demand agile industry practices for design thinking and AI through an end-to-end industry use case experience. Engage in role-playing challenge-based scenarios to propose real-world solutions to different industries using AI and design thinking.
UNIT I	AI LANDSCAPE AI impact in the world today History and Evolution of AI AI Explained AI Technologies Summary & Resources AI INDUSTRY ADOPTION APPROACHES AI Industry Impact Autonomous Vehicles Smart Robotics Future Workforce and AI Summary & Resources
UNIT II	MACHINE LEARNING AND DEEP LEARNING Machine Learning Explained Deep Learning Explained Deep learning ecosystem Experiments

	Summary & Resources FUTURE TRENDS FOR AI Artificial Intelligence Trends Limits of machine and human AI predictions in the next 5 years Summary and Resources
UNIT III	NATURAL LANGUAGE UNDERSTANDING NLP Overview NLP Explained Virtual Agents Overview Virtual Agents for the Enterprise Summary and Resources COMPUTER VISION Computer Vision Overview AI Vision through Deep Learning Computer Vision for the Enterprise Experiments Summary and Resources
LAB	SETTING UP YOUR CLOUD ACCOUNT Obtain an IBM cloud account Apply promotion code INFERRING AGE FROM PHOTOS WITH AI Create a Node-RED account Populate Node-RED canvas Run face recognition web page CREATING AN AI VIRTUAL ASSISTANT Create a dialog skill Create a virtual assistant Load virtual assistant with various dialog skills Integrate your assistant INTELLIGENT SEARCHES ON AIRBNB Create Discovery Service Create data collection Upload and enrich data Explore Negative Sentiments Work with Discovery API (Optional)

	BUILDING YOUR OWN TRANSLATOR WITH AI Construct a Node-RED flow Create a Telegram bot Create a translator dialog using Watson services Integrate Node-RED with Telegram ANALYZE, CLASSIFY, & DETECT OBJECTS Use the General pre-trained classifier to identify objects in an image Build custom classifier to better suit your specific images Detect objects within an image - CLASSIFYING IMAGES USING NODE-RED Provision a Node-RED boilerplate Import the Node-RED flow Install zip node from Manage Palette menu Connect your node-RED app with Visual Recognition service
Text Books	IBM Skills Academy

Programme and Course Mapping													
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	-	3	-	-	-	-	-	-	-	-	-	3	-	-
CO 2	-	-	-	-	-	2	-	-	-	-	3	-	-	-
CO 3	-	-	-	-	-	-	-	-	3	-	-	-	-	-
CO 4	2	-	-	-	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped													

RELEVANCE OF THE COURSE TO VARIOUS INDICATORS

Unit I	Understand the evolution and relevance of AI in the world today.
Local	In the context of the course, the "Local" aspect might refer to the practical application of artificial intelligence (AI) at a local level, such as solving community problems, optimizing local business

	operations, or addressing specific regional challenges using AI technologies.
Regional	-
National	-
Global	-
Employability	Include discussions on the types of job roles and industries where functional analytics is applied, as well as the skills and qualifications that employers look for.
Entrepreneurship	Entrepreneurship: Entrepreneurship involves the process of creating and managing a business or startup. Communication skills are essential for entrepreneurs as they need to pitch their ideas, negotiate partnerships, attract investors, and market their products or services effectively.
Skill Development	Functional analytics courses typically focus on developing analytical skills. This could include statistical analysis, data visualization, programming (e.g., Python or R), and the use of analytics tools and platforms.
Professional Ethics	-
Gender	.-
Human Values	-
Environment & Sustainability	-
Unit II	**MACHINE LEARNING AND DEEP LEARNING**
Local	-
Regional	Students in the course might explore how AI can impact regional development and economic growth. They could study regional disparities in AI adoption, assess the potential for AI to drive innovation in specific regions, or work on projects that benefit the local region.
National	-
Global	
Employability	Include discussions on the types of job roles and industries where functional analytics is applied, as well as the skills and qualifications that employers look for.

Entrepreneurship	Pitching ideas and business plans to potential investors or partners. Marketing and promotional communication to attract customers. Negotiation and communication skills for partnerships and collaborations.
Skill Development	-
Professional Ethics	In the context of functional analytics, ethics is important when working with data. Students may learn about ethical considerations related to data collection, handling, and analysis. This includes issues such as privacy, bias, and transparency.
Gender	Gender-related data analysis can be part of the course. Students might study how data analytics can be used to analyze gender disparities, diversity, and inclusion in various fields and industries.Dialogue on gender stereotypes, gender roles, and gender-based discrimination.
Human Values	-
Environment & Sustainability	-
Unit III	**NATURAL LANGUAGE UNDERSTANDING**
Local	-
Regional	-
National	At the national level, students could investigate AI's role in shaping a country's economic competitiveness, national security, healthcare, and governance. National policies and regulations related to AI, as well as ethical and legal considerations, are also key topics.
Global	-
Employability	This topic involves exploring the job market for AI professionals, the skills and certifications required for employability, and career paths within the AI field. Students may learn about resume building, interview skills, and networking within the AI industry.
Entrepreneurship	Students could learn about the process of starting AI-related businesses, developing AI-based products or services, and securing funding for AI startups. They might also explore case studies of successful AI entrepreneurs.
Skill Development	-
Professional Ethics	-

Gender	Gender equity in AI is an important aspect to consider. Students could learn about the gender gap in the AI industry, opportunities for women in AI, and how AI technologies can inadvertently reinforce gender biases.
Human Values	-
Environment & Sustainability	-
Unit IV	**SETTING UP YOUR CLOUD ACCOUNT**
Local	
Regional	
National	-
Global	-
Employability	-
Entrepreneurship	-
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	
Gender	
Human Values	This relates to the broader ethical and moral considerations in AI. Students might explore the impact of AI on human values, privacy, and the implications of AI for human society.
Environment & Sustainability	The course may touch on AI's role in addressing environmental challenges, such as climate change, through data analysis and modeling. Sustainability considerations in AI development and deployment could also be discussed.
SDG	9
NEP	NEP emphasizes skill development and employability by promoting a holistic and multidisciplinary approach to education.

POE/4th IR	Business intelligence tools leverage modern technologies, such as data analytics, machine learning, and artificial intelligence, to process and analyze large datasets for gaining actionable insights.

Semester-IX

SMMC925A	SUMMER INTERNSHIP PROJECT	**C**
		6

Summer Internship Project (SIP) is an integral part of the academic curriculum of MBA. For the successful completion of the MBA program the students are required to complete the SIP. After completion of the 1st year of the program, i.e., after the 2nd semester and before the commencement of the second year of the program, the students are required to work with an organization for hands on experience.

The duration of the SIP is six to eight weeks. In some cases this period may be a little longer, but in no case the duration should be more than 10 weeks. SIP aims at widening the student's perspective by providing an exposure to real life organizational and environmental situations. This will enable the students to explore an industry/organization, build a relationship with a prospective employer.

During the internship, the student has the chance to put whatever he/she learned in the 1st year of MBA into practice while working on a business plan or trying out a new industry, job function or organization. The organization, in turn, benefits from the objective and unbiased perspective the student provides based on concepts and skills imbibed in the first year at the MBA institute. The summer interns also serve as unofficial spokespersons of the organization and help in image building on campus.

The SIP process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the student is studying, if required. The student is expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study. Thereafter, the student should prepare a report and submit one copy to the organization and one copy each to the institute and the university. The student should also obtain a certificate from the organization/s where the SIP was done and attach the same with the copy submitted to the institute.

The university will arrange for evaluation of the SIP reports submitted by the students. For the purpose, the university will nominate one faculty from outside the institute and one faculty member from the institute who will be the examiners. The student/s is/are expected to make a 10 minute presentation before the examiners regarding the SIP project work undertaken, which will be followed by questions by the examiners.

The Summer Training Project report evaluation will be based on the content of the report and its validity in the current business scenario. The report has to be in the prescribed as laid down by the university. The student will submit written report and make an oral presentation before a panel of internal examiner (Dean of School or his nominee) and external examiner (to be appointed by Dean of School from a panel proposed by him and approved by the Vice - Chancellor of the University). The assessment of the report and its presentation will be jointly done by the internal and external examiner.

The total marks for the SIP project will be 100 and it carries 5 credits. The marks will

be awarded for the following aspects:

1. Introduction: Clear understanding of the topic/subject; understanding of the organization/unit//field.
2. Literature Review: Published studies, review of similar studies
3. Details about the study: Objectives, formulation of the problem, scope, and rationale of the study.
4. Methods/methodology adopted for the study: Analytical, Survey, Field Work or any other method with appropriate justification and reasoning.
5. Analysis and conclusions: The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
6. Contribution and learning from the project: Details of the contribution of the study, the benefits to the organization, the learning from the study for the student, etc.
7. Acknowledgements: References/Citations and Bibliography and help, if any, received from other individuals/organizations.
8. Presentation of the report, format of the report, flow of the report, style, language, etc.
9. Presentation of the report to the examiners: Substance and treatment of the topic, style of presentation, and performance in the question answer session time management, language, etc.

SMMC885A	Dissertation- I	C
		6

Student of Master of Business Administration (MBA) is required to undertake a major individual piece of research work - **Dissertation**. The aim of the Dissertation is to give the opportunity to learn independently and show that one can identify, define and analyses problems and issues and integrate knowledge in a business context. It is an important part of the programme that tests one's ability to understand and apply the theory, the concepts and the tools of analysis to a specific problem situation.

The only precise rule on what constitutes an acceptable Dissertation is that it should be an ordered critical exposition, which affords evidence of reasoning power and knowledge of the relevant literature in an approved field falling within the subject matter of the programme - Management. The emphasis should be on applied research and the investigation of some practical problem or issue related to the situation in which an organization or system operates.

Students must ensure that they maintain regular contact and attendance with their supervisor and also they should provide the draft of their work to their supervisor at regular intervals.

DEFINITIONS AND OVERIEW OF DISSERTATION
The Dissertation is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, you will be required to define an area of investigation, carve out research design, assemble relevant data, analyze the data, draw conclusions and make recommendations. Your Dissertation should demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

GUIDELINES AND REQUIREMENTS FOR THE DISSERTATION
The university will arrange for evaluation of the dissertation submitted by the students. For the purpose, the university will nominate one faculty from outside the institute and one faculty member from the institute who will be the examiners. The student/s is/are expected to make a 10 minute presentation before the examiners regarding the dissertation work undertaken, which will be followed by questions by the examiners.

The Dissertation evaluation will be based on the content of the report and its validity in the current business scenario. The report has to be in the prescribed as laid down by the university. The student will submit written report and make an oral presentation before a panel of internal examiner (Dean of School or his nominee) and external examiner (to be appointed by Dean of School from a panel proposed by him and approved by the Vice - Chancellor of the University). The assessment of the report and its presentation will be jointly done by the internal and external examiner.

The total marks for the dissertation will be 100 and it carries 5 credits. The marks will be awarded for the following aspects:

1. Introduction: Clear understanding of the topic/subject; understanding of the

organization/unit//field.

2. Literature Review: Published studies, review of similar studies
3. Details about the study: Objectives, formulation of the problem, scope, and rationale of the study.
4. Methods/methodology adopted for the study: Analytical, Survey, Field Work or any other method with appropriate justification and reasoning.
5. Analysis and conclusions: The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
6. Contribution and learning from the dissertation: Details of the contribution of the study, the benefits to the organization, the learning from the study for the student, etc.
7. Acknowledgements: References/Citations and Bibliography and help, if any, received from other individuals/organizations.
8. Presentation of the report, format of the report, flow of the report, style, language, etc.
9. Presentation of the report to the examiners: Substance and treatment of the topic, style of presentation, and performance in the question answer session time management, language, etc.

SEMESTER X

SMMC886A	Dissertation- II	C
		6

Student of Master of Business Administration (MBA) is required to undertake a major individual piece of research work - **Dissertation**. The aim of the Dissertation is to give the opportunity to learn independently and show that one can identify, define and analyses problems and issues and integrate knowledge in a business context. It is an important part of the programme that tests one's ability to understand and apply the theory, the concepts and the tools of analysis to a specific problem situation.

The only precise rule on what constitutes an acceptable Dissertation is that it should be an ordered critical exposition, which affords evidence of reasoning power and knowledge of the relevant literature in an approved field falling within the subject matter of the programme - Management. The emphasis should be on applied research and the investigation of some practical problem or issue related to the situation in which an organization or system operates. Students must ensure that they maintain regular contact and attendance with their supervisor and, they should provide the draft of their work to their supervisor at regular intervals.

DEFINITIONS AND OVERIEW OF DISSERTATION

The Dissertation is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, you will be required to define an area of investigation, carve out research design, assemble relevant data, analyze the data, draw conclusions and make recommendations. Your Dissertation should demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

GUIDELINES AND REQUIREMENTS FOR THE DISSERTATION

The university will arrange for evaluation of the dissertation submitted by the students. For the purpose, the university will nominate one faculty from outside the institute and one faculty member from the institute who will be the examiners. The student/s is/are expected to make a 10 minute presentation before the examiners regarding the dissertation work undertaken, which will be followed by questions by the examiners.

The Dissertation evaluation will be based on the content of the report and its validity in the current business scenario. The report has to be in the prescribed as laid down by the university. The student will submit written report and make an oral presentation before a panel of internal examiner (Dean of School or his nominee) and external examiner (to be appointed by Dean of School from a panel proposed by him and approved by the Vice - Chancellor of the University). The assessment of the report and its presentation will be jointly done by the internal and external examiner.

The total marks for the dissertation will be 100 and it carries 5 credits. The marks will be awarded for the following aspects:

1. Introduction: Clear understanding of the topic/subject; understanding of the organization/unit//field.
2. Literature Review: Published studies, review of similar studies

3. Details about the study: Objectives, formulation of the problem, scope, and rationale of the study.

4. Methods/methodology adopted for the study: Analytical, Survey, Field Work or any other method with appropriate justification and reasoning.

5. Analysis and conclusions: The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.

6. Contribution and learning from the dissertation: Details of the contribution of the study, the benefits to the organization, the learning from the study for the student, etc.

7. Acknowledgements: References/Citations and Bibliography and help, if any, received from other individuals/organizations.

8. Presentation of the report, format of the report, flow of the report, style, language, etc.

9. Presentation of the report to the examiners: Substance and treatment of the topic, style of presentation, and performance in the question answer session time management, language, etc.

SMMC991A	Project Based Learning

Course Syllabus
Course Description
In the *Project-Based learning* course, teachers explore characteristics and benefits of Project-Based *learning* using specific classroom scenarios. This is a facilitator lead course. You will receive instructions prior to the beginning of each session providing support and feedback. Throughout the course, teachers consider their own teaching practice and ways that technology supports project-based approaches. Planning and project design modules guide teachers through organizing the curriculum, the classroom, technology, and students for successful technology-supported projects. The assessment module demonstrates strategies for assessing students' life readiness skills throughout an open-ended project. The course offers opportunities to apply the PBL concepts with action planning exercises.

Course Goals:
- Understand the differences between a project-based approach and conventional teaching.
- Review the research-based benefits of project-based learning.
- Explore what successful projects have in common.
- Review the four major steps of project design and create project ideas from standards and community needs.
- Identify life readiness skills and targeted learning objectives that support student learning.
- Understand the purposes and components of Curriculum-Framing Questions.
- Understand the role of ongoing assessment in projects.
- Identify the components of successful student-centered activities for projects.
- Learn about different purposes, methods, and instruments for assessment during projects.
- Assess life readiness skills using observation checklists and rubrics.
- Plan how multiple types of assessments will occur throughout a project.
- Explore ideas for assigning project grades.
- Organize milestones and key activities using a project timeline.
- Review management strategies.
- Plan the details of a project using an implementation plan.
- Learn ways to use questioning to advance student learning.
- Learn how to enhance students' collaboration and self-direction skills.
- Select information literacy skills to emphasize during a project.
- Explore ways to teach students reflection skills.

Course Length
This facilitated course is divided into six Modules: an Orientation and five content-based Modules. Each content Module includes individual work to learn concepts of project-based learning in interactive tutorials and exercises, a facilitated online discussion, and individual work developing a final action plan project. The time for completing each Module is estimated

to be between 4-6 hours, and the total amount of time required for the entire course is estimated to be 30 hours.

Course Requirements

Successful completion of the course will be based on the following requirements:

- Participants must complete the course activities and readings in each Module;
- Participants must post at least 3 times in each Module discussion forum (their post and a reply to two other posts; and
- Participants must complete the course final action plan project and submit a summary on the discussion board.

Discussion Participation

Participants are required to post a minimum of three substantive posts in each discussion forum. Participants will be evaluated on the frequency and quality of their discussion board participation. Postings will be reviewed based on their relevance, demonstrated understanding of course concepts, examples cited, overall quality, degree to which they extend the discussion, and tone.

Final Action Plan Project

As a final project, participants will complete an action plan for using project-based approaches in their own classrooms. Participants are expected to work independently on the final action plan project throughout the course. Each participant is expected to submit a summary of their Project-Based Approaches plan at the end of Module 5 on the discussion board.

Module 1: Projects Overview
In this module, participants explore the principles of project-based learning. They learn about the differences between a project-based approach and conventional teaching, and review the research-based benefits of project-based learning. As they view examples of different projects and hear from teachers doing projects, they come to understand the characteristics that projects have in common.

Module 2: Project Design
In this module, participants begin thinking about designing their own projects. They are introduced to the four major steps of project design and apply these steps to consider their own learning goals, Curriculum-Framing Questions, assessment, and student activities. Participants follow one teacher's process as he begins to plan his project.

Module 3: Assessment
Assessment is integral to a project-based approach. In this module, participants learn how to integrate assessment throughout a project. They see examples of assessment instruments and develop or adapt them for their own use. They learn how to assess life readiness skills—such as collaboration, self-direction, and reflection—using teacher, peer, and self-assessment methods. They also identify the challenges and possible solutions for assigning grades during projects.

Module 4: Project Planning

Planning the day-to-day work of a project is just as important as planning the big picture. In this module, participants learn how to plan project details to keep a project organized, using project timelines and implementation plans. They consider management strategies to support their students' self-direction and success and ensure their projects run smoothly. Teachers also discuss ways to keep students on task during projects and strategies for project time management.

Module 5: Guided Learning

In this module, participants focus on improving instruction throughout projects. They explore questioning strategies to improve student learning and ways to develop students' collaboration, self-direction, information literacy, and reflection skills. Sample lessons are demonstrated as models for participants as they create mini-lessons for their own projects. Participants also observe student dialogues as students develop life readiness skills through discussions and practice.