

	Name of the Courses	Title of Course	Ins. Hrs.	Credit	Exam Hrs.	Marks		Total
						Int	Ext	
I	Core Course-1(CC- 1)	Managerial Economics	6	4	3	30	70	100
	Core Course-2 (CC- 2)	Advanced Financial Management	6	4	3	30	70	100
	Core Course-3(CC- 3)	Services Marketing	6	4	3	30	70	100
	Discipline Centric Elective Course -1 (DCEC- 1)	Corporate Law (Or) Indian Financial System	5	4	3	30	70	100
	Generic Elective Course-1 (GEC-1)	Insurance and Risk Management (Or) Enterprise Resources Planning	5	3	3	30	70	100
	Skill Enhancement Course-1 (SEC-1)	Corporate Governance	2	2	3	30	70	100
	ValueAddedCourse-1(VAC-1)*	Stock Market Operation	-	2*	3	30	70	100*
	Total		30	21				600
II	Core Course- 4 (CC- 4)	Quantitative Techniques for Business Decision	6	4	3	30	70	100
	Core Course-5 (CC- 5)	Income Tax Law and Practices	6	4	3	30	70	100
	Core Course-6(CC- 6)	Marketing Management	6	4	3	30	70	100
	Discipline Centric Elective Course –2 (DCEC-2)	Human Resources Management (Or) Entrepreneurial Development and Start-Up	5	4	3	30	70	100
	Generic Elective Course-2 (GEC-2)	Organizational Behavior (Or) E-Commerce	5	3	3	30	70	100
	Skill Enhancement course-2 (SEC-2)	Management Information System	2	2	3	30	70	100
	Non Major Elective Course-1 (NMEC- 1)	One Course form Outside Department		2	3	30	70	100
	Total		30	23				700
	Summer Internship/Industrial Activity during the Summer Vacation after 1 st Year							

III	Core Course -7 (CC- 7)	Advanced Corporate Accounting	6	4	3	30	70	100
	Core Course – 8 (CC- 8)	Information Technology Concepts (Theory)	6	4	3	30	70	100
	Core Course – 9 (CC- 9P)	Information Technology Concepts (Practical)	6	4	3	40	60	100
	Discipline Centric Elective Course -3 (DCEC-3)	Banking Management (Or) Logistics Management	5	4	3	30	70	100
	Generic Elective Course-3(GEC-3)	Project Management (Or) Brand Management	5	3	3	30	70	100
	Non-Major Elective Course-2 (NMEC- 2)	One Course form Outside Department	2	2	3	30	70	100
	Internship/Industrial Activity @	Internship/Industrial Activity	--	2	--	20	80	100
	Total		30	23				700
IV	Core Course – X(CC - 10)	Advanced Cost & Management Accounting	6	4	3	30	70	100
	Core Course –XI (CC-11)	Strategic Management	6	4	3	30	70	100
	Core Course –XII (CC-12)	Research Methodology	6	4	3	30	70	100
	Discipline Centric Elective Course -4 (DCEC-4)	Cyber Crime (Or) Digital Marketing	4	4	3	30	70	100
	Entrepreneurship/Indus try Based Course @	Event Management	3	3	3	30	70	100
	Project @	Project	5	5	--	20	80	100
	Value Added Course – 2 (VAC-2)*	Good and Services Tax	-	2*	3	30	70	100*
	Total		30	24				600
	Grand Total		120	91				2600

LIST OF DISCIPLINE CENTRIC ELECTIVE COURSE

Discipline Centric Elective Course - 1 (DCEC - 1)	
1.	Corporate Law
2.	Indian Financial System
Discipline Centric Elective Course - 2 (DCEC - 2)	
1.	Human Resources Management
2.	Entrepreneurial Development and Start-Up
Discipline Centric Elective Course - 3 (DCEC - 3)	
1.	Banking Management
2.	Logistics Management
Discipline Centric Elective Course - 4 (DCEC - 4)	
1.	Cyber Crime
2.	Digital Marketing

LIST OF GENERIC ELECTIVE COURSE (GEC)

GENERIC ELECTIVE COURSE - 1 (GEC - 1)	
1. A	Insurance and Risk Management
2. B	Enterprise Resources Planning
GENERIC ELECTIVE COURSE - 2 (GEC - 2)	
1. A	Organizational Behavior
2. B	E-Commerce
GENERIC ELECTIVE COURSE - 3 (GEC - 3)	
1. A	Management
2. B	Brand Management
NON MAJOR ELECTIVE COURSE (NMEC-1&2) FOR OTHER DEPARTMENT STUDENTS	
1	Principles of Accounting
2	Introduction to Marketing

SUMMARY OF CURRICULUM STRUCTURE OF PG PROGRAMMES – ARTS

Sl. No.	Types of the Courses	No. of Courses	Total Credits	Marks
1.	Core Courses	12	48	1200
2.	Discipline Centric Elective Course	4	16	400
3.	Generic Elective Course	3	9	300
4.	Industry / Entrepreneurship@	1	3	100
5.	Summer Internship/ Industrial Activity @	1	2	100
6.	Project@	1	5	100
7.	Non-Major Elective Courses	2	4	200
8.	Skill Enhancement Course	2	4	200
	Total	26	91	2600
	Value Added Courses*	2*	4*	200*

*	The value added courses credit will not be included in the total CGPA. These courses are extra-credit courses. Instruction hours for the courses is 30hours								
@	Summer Internship will be carried out during the summer vacation after the First year. Viva Voce will be conducted by the college and Marks shall be sent to the University and the same will be included in the 3rd semester Mark Statement. Summer Internship / Industrial Activity& Project Scheme of Evaluation: <table border="1" style="margin-left: 40px;"> <tr> <th>Description</th><th>Marks</th></tr> <tr> <td>Report</td><td>80</td></tr> <tr> <td>Viva</td><td>20</td></tr> <tr> <td>Total</td><td>100</td></tr> </table>	Description	Marks	Report	80	Viva	20	Total	100
Description	Marks								
Report	80								
Viva	20								
Total	100								

SEMESTER – I		CORE COURSE – I MANAGERIAL ECONOMICS				COURSE CODE	
Instruction Hrs-6						Credit – 4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6-Creating	
Learning Objectives							
LO1	Importance of Managerial Economics in Business						
LO2	To know about short run and long run production curves						
LO3	Study the different kinds of markets						
LO4	To familiarize with the Business cycles						
LO5	To understand the impact of macroeconomic policies, liberalization, privatization and FLLS in India business environment.						
Unit	Contents				No. of Hours	COGNITIVE LEVEL	
I	Introduction to Managerial Economics and Demand analysis: Meaning and Definition- Nature and significance of Managerial Economics - Economic Approach - Circular Flow of Activity – consumer preference – consumer surplus- Nature of the Firm - Objectives of Firms – Demand Analysis and Estimation - Individual, Market and Firm demand - Determinants of demand - Elasticity measures and Business Decision Making - Demand Forecasting.				18	K1	
II	Production Laws and Cost Analysis: Production laws- Law of Variable Proportions - Theory of the Firm - Production Functions in the Short and Long Run – Cost Functions–Determinants of Costs – Cost Forecasting - Cost behaviour in short run and long run – Type of Costs- Cost-output relationship - Analysis of Risk and Uncertainty.				18	K2	
III	Market structure and Price determination: Price Determination Under Different Market Conditions: Characteristics of different market structures – Price determination and firm’s equilibrium under perfect competition - monopoly & discriminating monopoly - monopolistic competition and oligopoly.				18	K3	

IV	National Income and Business Cycles: Introduction to National Income – National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations - Fiscal and Monetary Policies-Inflation: Definition, characteristics and types; Inflation in terms of demand-pull and cost-push factors; Effects of inflation.	18	K4
V	Macro-Economic Environment: Macro Economic Environment - Economic Transition in India-Monetary and Fiscal policies - A quick Review on: Liberalization, Privatization and Globalization - Business and Government: Public-Private Participation (PPP) – Industrial Finance: Sources - Foreign Direct Investment (FDIs) – FIIs.	18	K5
	Total	90	

THEORY 100 %

COs	Course Outcomes	COGNITIVE LEVEL
CO1	Understand the nature and applications of Managerial Economics in business decision making.	K1
CO2	Analyse production laws as delivering inputs and facilitating the managers in the short and long run.	K2
CO3	Know how the organisation attains equilibrium under different market conditions	K3
CO4	Examine the different phases of business cycle and what decision should be made by the organization to stand in the competitive business world.	K4
CO5	To examine Managerial Economics in global scenario	K5

Textbooks

1.	D.N. Dwivedi – _Managerial Economics_ Vikas Publishing, 9th Edition, 2023
2.	H.L. Ahuja – _Managerial Economics_ S. Chand, 9th Revised Edition, 2023
3.	Gupta Deepakshi (2020), Managerial Economics, Wiley India Chhabra (2019), Managerial Economics, Sun India Publications
4.	P.L. Mehta – _Managerial Economics_ Sultan Chand & Sons, 23rd Edition, 2024
5.	William F. Samuelson & Stephen G. Marks – _Managerial Economics_ Wiley, 9th Edition, 2023

Reference Books	
1.	Dominick Salvatore – _Managerial Economics: Principles and Worldwide Applications Oxford University Press, 10th Edition, 2024
2.	Paul G. Keat, Philip K.Y. Young – _Managerial Economics_ Pearson, 8th Edition, 2022
3.	Geetika, Ghosh, Piyali & Choudhury, Purba Roy (2021), Managerial Economics, Tata McGraw- Hill, New Delhi
Web Resources	
1.	http://www.managerial.zarz.agh.edu.pl/
2.	https://journals.agh.edu.pl/manage
3.	https://www.iupindia.in/Managerial_Economics.asp

Mapping of Cos with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	2	3	2	3	2	2
CO2	3	3	3	3	3	3	2	3	3	2
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	2	3	2	3	3	3
CO5	3	3	3	3	2	3	2	3	3	3
Total	15	15	15	15	12	15	10	15	14	13
Average	3	3	3	3	2.4	3	2	3	2.8	2.6

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – I		CORE COURSE – II ADVANCED FINANCIAL MANAGEMENT				COURSE CODE	
Instruction Hrs-6						Credit - 4	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To impart knowledge about basic concepts of financial management.						
LO2	To provide knowledge on working capital management.						
LO3	To educate the students on receivables and inventory management.						
LO4	To inculcate knowledge about risk, return and valuation of securities.						
LO5	To make the students to understand dividend policy.						
Unit	Contents					No. of Hours	Cognitive Level
I	Introduction Financial Management an overview- nature, significance and scope of corporate financial management, objectives and agency theory, Financial Management and its relationship with other disciplines, Business polices and their impact on financial management, recent trends and contemporary issues-Method and tools of financial Management Time value of Money Financial Forecasting – Changing scenario of advanced financial management in India.					18	K1
II	Leverages and Dividend Decision: Leverage- Types - Operating leverage – degree of Operating leverage – Financial leverage – Degree of financial leverage- Combined leverage – EBIT/EPS Analysis - Cost of capital: Equity, Debt, Retained Earnings – Weighted Average Cost of Capital – Capital structure: designing capital structure – - Factors determining capital structure - Capital structure Theories – Net income, Net operating Income, MM and Traditional theories – Dividend policy and practices – Dividend policies – Factors determining Dividend policy – Dividend Theories – Graham, Walter, Gordon and Modigliani -Miller theories.					18	K2

III	Receivables Management Receivables Management – Objectives – Factors influencing size of Receivables – Credit Policy – Credit Standard – Credit Term –Collection Policy – Incremental Analysis - Inventory Management – Meaning – Types of Inventory – Purpose of holding Inventory – Excess or inadequate Inventory – EOQ – Levels of Stock -: Reorder Level, Minimum Level and Maximum Level – Techniques – ABC, VED, FSN and HML Analysis	18	K3
IV	Risk and Return and Valuation of Securities Risk and Return – Meaning of Risk – Types – Relationship between Risk and Return. Valuation of Securities – Valuation concept – Bond Valuation – Valuation of Preference Shares, Equity Valuation – Dividend Valuation approach, Earnings Capitalization approach	18	K4
V	Investment Decisions: Capital Budgeting – Nature of capital budgeting- Objectives – Process- factors influencing capital budgeting decisions - Identifying relevant cash flows – Evaluation Techniques: Payback, Net Present Value, Profitability Index, Internal Rate of Return, Accounting rate of return- Comparison of DCF techniques- Project selection under capital rationing- inflation in Capital Budgeting- Risk analysis in capital budgeting.	18	K5
	Total	90	
THEORY 40%PROBLEM 60%			
Cos	Course Outcomes	COGNITIVE LEVEL	
CO1	Understand the basic concepts of financial management.	K1	
CO2	Estimate working capital requirements and cash planning.	K2	
CO3	Evaluate credit policies and assess various inventory levels.	K3	
CO4	Analyze risk and return, compute value of securities.	K4	
CO5	Acquire knowledge on dividend policy and theories of dividend policy.	K5, K6	

Textbooks	
1.	Dr. Maheshwari S.N, Financial Management, Sultan Chand & Sons, New Delhi, 15 th Edition 2021
2.	M.Y. Khan & P.K. Jain -Financial Management 8 th Edition, 2024
3.	Prasanna Chandra -Advanced Financial Management,10 th Edition, 2022
4.	Eugene F. Brigham & Joel F. Houston -Fundamentals of Financial Management 15th Edition, 2022
5.	Ross, Westerfield & Jaffe - Corporate Finance, 12th Edition, 2020
Reference Books	
1.	Dr. Ramachandran R. & Dr. Srinivasan R., Financial Management, Sriram Publications, Tiruchi, 2021.
2.	Rustagi. R.P., Financial Management: Theory, Concept and Problems, Galgotia
3.	Sharma & Gupta, Financial Management, Kalyani Publication, Chennai.
4.	McGraw Hill – The standard for MBA, M.Com, CA Final
Web Resources	
1.	http://icmai.in
2.	https://examupdates.in
3.	https://gurukpo.com

Mapping of Cos with POs& PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	2	2	3	3
CO2	3	3	3	3	3	3	2	2	3	3
CO3	3	2	3	2	2	3	3	2	3	3
CO4	3	3	3	3	3	3	2	2	3	3
CO5	3	3	2	2	3	3	3	3	3	3
Total	15	14	14	13	14	15	12	11	15	15
Average	3.0	2.8	2.8	2.6	2.8	3.0	2.4	2.2	3.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – I		CORE COURSE – III SERVICES MARKETING				COURSE CODE	
Instruction Hrs-6						Credit - 4	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To understand the nature of services marketing						
LO2	To analyse the major elements needed to improve the marketing of services						
LO3	To develop the strategies to deals with issues relating to consumer services						
LO4	To construct marketing mix for services marketing						
LO5	To Implement the strategies to deal with 4Is of services						
Unit	Contents					No. of Hours	Cognitive level
I	Introduction to Service Marketing: Services – An overview, service sector – Indian Scenario – Importance of Service Marketing – Services Marketing Environment – Political, Legal, Economic – Socio – Cultural, Competition – Reasons for Growth of Services – Service Industry – Global Issues.					18	K1
II	Goods and Services: Scope of Goods and Services – Continuum - 4 I's of Services – Characteristics of Service Marketing – Intangibility – Inseparability – Inconsistency – Inventory – Goods and Service categorization – Industrial services – Service Gap Model					18	K2
III	Consumer and Organization Behaviour in Services: Consumer and Organization Behaviour in Services – Meaning- Segmentation – Target Market selection – Positioning. Management of Professional Sales – Organizing, Recruiting and Training – Relationship Marketing – Managing of Sales Force.					18	K3
IV	Marketing Mix In Service Marketing: The Seven Ps: Product Decision - Service Offer, Features, Benefits - Pricing – Price Challenge - Service Industry Pricing Methods – Pricing Strategies & Tactics - Price Changes – Place – Distribution of Services, Location Intermediaries for service Delivery - Promotion Of Service – Communication and Promotion Policy – Advertising – Direct Marketing – Digital Marketing - Social Media Marketing - Sales Promotion – Public Relations - Additional Dimension In Services Marketing – People, Physical Evidence And Process – Marketing of Financial Services V Strategies for dealing with 4 I's of services – Out service competition					18	K4

V	Strategies: Strategies for dealing with 4 I's of services – Out service competition – Tangibilizing the intangibles – Demand Management – Capacity Constraints – Customer Focus – Creating the right service Philosophy – Understanding customer service – Monitoring and Measuring customer satisfaction.	18	K5
	Total	90	
Cos	Course Outcomes	COGNITIVE LEVEL	
CO1	Define the Characteristics of Services and the Services Marketing	K1	
CO2	Explain the major elements needed to improve the marketing of services	K2	
CO3	Demonstrate the Environment of Services Marketing and Develop the strategies required to manage the Services Environment.	K3	
CO4	Analyse and Evaluate the marketing mix strategies	K4	
CO5	Create the strategies to deal with 4Is of services marketing	K5	
Textbooks			
1.	Lovelock, C., Wirtz, J. and Chatterjee, J. (2022). Services Marketing. Pearson Education. Gronroos, C.		
2.	Service Management and Marketing: Customer Management in Service Competition. Wiley.		
3.	Bateson, J.E.G. and Hoffman, K.D. (2024). Services Marketing. Cengage Learning.		
4.	Srinivasan, R. (2022). Services Marketing: Indian Context. PHI Learning.		
5.	Jha, S.M. (2020). Services Marketing. Himalaya Publishing House.		
Reference Books			
1.	Jauhari, V. and Dutta, K. (2025). Services: Marketing, Operations and Management. Oxford University Press.		
2.	Christopher Lovelock , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, NewDelhi 2021		
3.	Zeithaml, V., Bitner, M.J., Gremler, D. and Pandit, A. (2021). Services Marketing. Tata McGraw-Hill Education.		
Web Resources			
1.	https://www.emerald.com/insight/publication/issn/0887-6045		
2.	https://www.managementstudyguide.com/definition-and-characteristics-of-services.htm		
3.	https://smallbusiness.chron.com/international-service-marketing-important-79302.html		

Mapping of Cos with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	3	2	3	2
CO2	3	3	3	3	3	3	3	2	3	2
CO3	3	3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3	3
Total	15	15	15	15	15	15	15	13	13	13
Average	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.6	2.6	2.6

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER-I		DISCIPLINE CENTRIC ELECTIVE COURSE-I CORPORATE LAW			COURSE CODE	
Instruction Hrs-5					Credit - 4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating
Learning Objectives						
LO1	To impart knowledge about the provisions of companies act.					
LO2	To provide knowledge on Industries (Development and Regulation) Act, 1951					
LO3	To make the students to understand about Foreign Exchange Management Act, 1999					
LO4	To inculcate knowledge about Consumer Protection Act.					
LO5	To educate the students on Water and Air Pollution Act.					
Unit	Contents				No. of Hours	Cognitive Level
I	Companies Act Companies Act (Amendment) 2013 relating to Company Administration – Board of Directors – Managing Director – Provisions relating to various Types of Meetings				15	K1
II	Industries (Development and Regulation) Act, 1951 Industries (Development and Regulation) Act, 1951 - Object – Definitions – Central Advisory Council – Development Council – Regulation of Scheduled Industries – Registration and Licensing – Investigation and Takeover of Management by Central Government – Effect of Central Government's Order – Management and Control of undertakings owned by Companies during Liquidation – Power to provide Relief Measures – Power to exempt Special Cases – Penalties				15	K2
III	Foreign Exchange Management Act, 1999 Foreign Exchange Management Act, 1999 –Definition of terms – Regulation and Management of Foreign Exchange – Authorized Person – Contravention and Penalties – Adjudication and Penalties – Directorate of Enforcement				15	K3

IV	Consumer Protection Act, 2019 Consumer Protection Act 2019 – Definition – Consumer Protection Council – Consumer Disputes Redressal Agencies – District Forum – State Commission – National Commission	15	K4
V	Water and Air (Prevention and Control of Pollution) Act Water (Prevention and Control of Pollution) Act, 1974 - Definition – Functions and Powers of various Boards - Compliance regarding Discharges causing Pollution, Penalties and Offences – Air (Prevention and Control of Pollution) Act, 1981 – Definitions - Functions and Powers of various Board – Duties of Occupier of Specified Industries to ensure adherence to Standard Offences by Companies	15	K5
	Total	75	
COs	Course Outcomes	COGNITIVE LEVEL	
CO1	Understand the provisions of companies act.	K1	
CO2	Learn about Industries (Development and Regulation) Act.	K2	
CO3	Gain knowledge about the Foreign Exchange Management Act.	K3	
CO4	Familiar with the Consumer Protection Act.	K4	
CO5	Develop knowledge on Water and Air (Prevention and control of pollution) Act.	K5	
Textbooks			
1.	Dr. Sankaran.S, Corporate and Economic Laws, Margham Publications, Chennai,2022.		
2.	Kapoor N.D. & Dr.G.K. Kapoor, Corporate Laws and Secretarial Practice, emier Company, New Delhi, 2021.		
3.	Corporate Governance: Principles, Policies and Practices <i>by</i> A.C. Fernando comprehensive guide for the corporate governance and CSR components.		
4.	Guide to Companies ActbyA. Ramaiya — An authoritative, section-by-se commentary for advanced law and commerce students		
5.	Company Law and Secretarial Practice <i>by</i> N.D. Kapoor — Covers the mechanics of 2013 Companies Act and daily secretarial practices.		
Reference Books			
1.	Tejpal Sheth, Corporate Laws, Taxman Publication, Mumbai.		
2.	S.S. Gulshan and G.K. Kapoor , Economic and other Legislations, Sultan Chand & Sons, New Delhi		
3.	Corporate Laws-Maheswari, Maheswari- Himalaya Publishing House		
4.	Corporate Law, Ashok Sharma, V.K. Global Publishing Pvt. Ltd., New Delhi		
5.	Company Law: Roy & Das, Oxford University Press.		

Web Resources	
1.	https://indiankanoon.org.doc
2.	https://labour.gov.in
3.	https://www.lawctopus.com.foreign

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	3	3	3	3	2	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	2	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	2	3	3	3
CO5	3	3	2	2	3	3	3	3	3	3
Total	14	14	14	14	14	15	13	15	15	15
Average	2.8	2.8	2.8	2.8	2.8	3.0	2.6	3.0	3.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER-I		DISCIPLINE CENTRIC ELECTIVE COURSE-I INDIAN FINANCIAL SYSTEM				COURSE CODE	
Instruction Hrs-5						Credit - 4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To understand the role of financial markets, institutions, and intermediation in economic development with an overview of the Indian financial system.						
LO2	Explain the organization of money and capital markets, including Indian money, debt, and equity markets and the role of SEBI and stock exchanges.						
LO3	Analyze the functions of RBI, SEBI, and IRDA in regulating and controlling the Indian financial system.						
LO4	Describe the operations of stock exchanges, trading mechanisms, DEMAT services, investor protection, and regulations under SCRA.						
LO5	Evaluate types and functions of financial services including mutual funds, merchant banking, securitization, venture capital, credit rating, and book building in India.						
Unit	Contents					No. of Hours	Cognitive Level
I	Introduction to financial system: Meaning of financial market and institutions. Important Evolution. Financial intermediation.Flow of funds matrix, role of financial system in economic dept. an overview of Indian Financial system.					15	K1
II	Financial Markets: Money market - Functions, organization, instruments, role of central bank in money market. An overview of Indian money market. Capital market – functions, organization instruments, Indian Debt market. Indian Equity market – concept of primary and secondary markets. Role of stock exchanges in India, SEBI and investor protection. BSE, NSE, OTCEI, Buying and selling of stock using brokerage and analyst recommendation. Online trading of stocks.					15	K2

III	Regulatory bodies in the Financial System: Reserve Bank of India: - Organizations, Management and objectives of RBI, General Functions, Credit creation and Credit Control Functions. Monetary and Fiscal Policy. Securities and Exchange Board of India: - Management of SEBI, Powers and Functions of SEBI. Regulation, Guidelines and Schemes issued by SEBI. Regulation of Security market. Insurance Regulatory and Development Authority: - Mission statement of IRDA. Duties, Powers and Functions of IRDA. Operations of IRDA	15	K3
IV	Stock Exchange Operations: Players in the Stock market, Trading in Stock Exchanges, Regulation on Trading, E-Trading and DEMAT Services, Benefits of Scripless Trading and Statement. Investor's Protection, ADR, GDR and IDR, Securities Contracts (Regulation) Act.	15	K4
V	Financial Services: Introduction, Evaluation of Mutual Funds, Types of Mutual Funds, Advantages of Investing in Mutual Funds, Regulation and Supervision of Mutual Funds. Merchant banking – pre and post issue management, underwriting regulatory framework relating to merchant banking in India. Debt Securitization, Venture Capital and Credit Rating and book building.	15	K5
	Total	75	
COs	Course Outcomes	Cognitive Level	
CO1	Understand the meaning and scope of financial markets as well as institutions in India.	K1	
CO2	Understand the concepts of Money Market and Capital Market	K2	
CO3	Explain Commercial Banking and its Current developments.	K3	
CO4	Explain concept of Non-Banking Financial Companies (NBFC's)	K4	
CO5	Examine the Stock Exchange Operations.	K5	

Textbooks	
1.	Financial services by M.Y. Khan, TMH.
2.	Lease financing and hire purchase, merchant banking and mutual funds by Kothary. Vinod, Wadhwa and Company Pvt. Ltd., Nagapur.
3.	Merchant banking principal and practice by H.R. Machiraju.
4.	Financial institutional and markets by L.M. Bhole, by TMH.
5.	Financial Services by M.Y.Khan , Tata McGraw-Hill, New Delhi, 2024.
Reference Books	
1.	Marketing of Services by Harsh V.Verma, Global Business Press, 2022.
2.	Managing In the Service Economy by Sames L .Heskett, Harvard Business School Press, Boston, 2020.
3.	Indian Financial System by M.Y.Khan, 4/eTataMcGraw-Hill, New Delhi, 2019
4.	Indian Financial Systems by H.R Machiraju, Vikas Publishing House Pvt. Ltd.2019.
5.	Financial Institutions and Markets by , Meir Kohn, Tata McGraw-Hill, New Delhi, 2023.
Web Resources	
1.	https://onlinecourses.nptel.ac.in/noc25_mg66/preview
2.	sebi.gov.in – for capital markets, mutual funds, investor protection
3.	https://onlinecourses.nptel.ac.in/noc26_mg69/preview

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	2	2	2	2	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	3	3
Total	14	14	10	14	15	15	15	15	15	15
Average	2.8	2.8	2.0	2.8	3.0	3.0	3.0	3.0	3.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – I		GENERIC ELECTIVE COURSE – I INSURANCE AND RISK MANAGEMENT				COURSE CODE	
Instruction Hrs-5						Credit - 3	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Gain knowledge on the principles of life insurance and types of policies /products.						
LO2	Understand the working and functioning of the Insurance Sector.						
LO3	Obtain an overview of Regulatory Framework of Insurance Sector.						
LO4	Study the inter-relationship between Insurance & Risk Management.						
LO5	To analyze and obtain insights into the practical working of the Insurance						
Unit	Contents					No. of Hours	Cognitive Level
I	Introduction to Insurance History of Insurance in world and India- Need for Insurance – Nature and Working of Insurance– Major Types of Insurance and their Features – Importance of Insurance Industry - Role of Insurance in Economic Development – Insurance and Social Security – Reforms in the Insurance Sector- IRDA- Privatization and Liberalization in India- Indian Insurance Market- New Entrants to the Indian Insurance Market.					15	K1
II	Life Insurance Nature and Policy types Nature of Life Insurance-Principles of Insurance-Terms used in Insurance- Life Insurance Product – Various Schemes – Characteristics of an Insurable risk – Role of Insurance-Factors influencing Demand for Insurance - First Premium – Renewal – Mode of Premium Payment – Limited Period Payment and Single Premium – Lapse & Revival – Paid Up Policy – Deferment Period – Nomination & Assignment of Policy – Bonus – Surrender Value.					15	K2

III	Non-Life Insurance and Policy types Introduction of General Insurance- Concept and Need- Essential Features and Requirements of Fire Policy, Loss of Profits Policy, Marine Cargo Policy, Marine Hull Policy and Motor Insurance Policy including Vehicle and Third Party Insurance- Miscellaneous Policies like Personal Accident, Fidelity Guarantee, Health - claim, Burglary and Loss of Baggage- Co-insurance, Double Insurance and Reinsurance- General Insurance Cover Notes – Certificates of Insurance – Open Policy – Floater – Excess – Franchise – Claims – Salvage – Coinsurance – Loss: Total Loss, Actual or Constructive Loss- Valued Policy – Agreed Value – Full Value – First Loss – Increased Value – Insurance Time or Institute Cargo Clauses – Solatium.	15	K3
IV	Insurance Market Life and Non-Life Insurers Firms in India: Public Sector Pioneers in Life and General Insurance Activities — Role of Insurance Agents and Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulators: Insurance Regulatory and Development Authority (IRDA) of India- Insurance Councils – Ombudsmen – Educational Institutes – Councils – Tariff Advisory Committee - Insurance Pricing: Factors and Determinants.	15	K4
V	Insurance Customers and Risk Management Individual and Corporate Insurance Customers – Nature of Insurance Customers: Mind Set as to Insurance- Investment or Risk Management – Compulsion Vs Voluntarism – Ethical Behaviour – Risk Management Attitude Control of Risk- Avoidance, Prevention, Reduction, Retention or Transfer – Factors Influencing Policyholder Satisfaction - Retention of Customers by Insurers.	15	K5
	Total	75	

Cos	Course Outcomes	Cognitive Level
CO1	Gain knowledge of insurance business and products.	K1
CO2	Understand the working and functioning of the Insurance Sector.	K2
CO3	Examine the role of Insurance Business Intermediaries and Regulatory Authorities.	K3
CO4	Describe the basic Insurance, rules, policy, Risk in the workplace, etc	K4
CO5	Evaluate the growth and Development of Insurance Business	K5, K6
Textbooks		
1.	Mittal, A. and Gupta, S.L. (2020). Principles of Insurance and Risk Management. Sultan Chand & Sons.	
2.	Harrington, S. and Niehaus, G. (2024). Risk Management and Insurance. Tata McGraw Hill.	
3.	Mishra, M. N. (2021). Insurance - Principles and Practice. S. Chand & Company.	
4.	George E. Rejda, Michael J. McNamara "Principles of Risk Management and Insurance" 14th Edition, 2019	
5.	C. Arthur Williams Jr., Michael L. Smith, Peter C. Young "Risk Management and Insurance" 12th Edition, 2024.	
Reference Books		
1.	Tripathy, N.P. and Pavi, P. (2020). Insurance: Theory and Practice. PHI.	
2.	Periasamy, P. (2021). Principles and Practice of Insurance. Himalaya Publishing House.	
3.	Thoyts, Rob (2022). Insurance Theory and Practice. Routledge	
4.	George E. Rejda, Michael J. McNamara "Principles of Risk Management and Insurance" 14th Edition, 2020	
Web Resources		
4.	https://irdai.gov.in/	
5.	https://www.irmi.com/	
6.	https://licindia.in/	

Mapping of Cos with Pos & PSOs:

COs/POs	Pos					PSOs				
	1	2	3	4	5	1	2	3	4	5
C01	3	3	3	3	2	3	3	2	2	2
C02	3	3	3	3	3	3	3	2	2	2
C03	3	3	3	3	3	2	3	3	3	2
C04	3	3	3	3	2	2	2	3	3	3
C05	3	3	3	3	3	2	3	2	3	3
Total	15	15	15	15	13	12	14	12	13	12
Average	3.0	3.0	3.0	3.0	2.6	2.4	2.8	2.4	2.6	2.4

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – I		GENERIC ELECTIVE COURSE – I ENTERPRISE RESOURCE PLANNING				COURSE CODE	
Instruction Hrs-5						Credit - 3	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To learn the history and growth of ERP						
LO2	To understand the risks involved while using ERP						
LO3	To gain knowledge on the various ERP technologies						
LO4	To learn the dynamics of ERP marketplace						
LO5	To choose appropriate ERP solutions or packages						
Unit	Contents				No. of Hours	Cognitive Level	
I	Enterprise an Overview: Business Functions and Business Processes – Integrated Management Information - Business Modelling - Integrated Data Model. Business Processes: Major Business Processes. Introduction to ERP: Common ERP Myths - A Brief History of ERP - Reasons for the Growth of ERP Market - Advantages of ERP.				15	K1	
II	Risk of ERP: People Issues - Process Risks - Technological Risks - Implementation Issues-Operation and Maintenance Issues - Unique Risks of ERP Projects - Managing Risks on ERP Projects. Benefits of ERP: Information Integration - Reduction of Lead Time - On-Time Shipment - Reduction in Cycle Time - Improved Resource Utilization - Better Customer Satisfaction - Improved Supplier Performance - Increased Flexibility - Reduced Quality Costs - Better Analysis and Planning Capabilities - Improved Information Accuracy and Decision Making Capability - Use of Latest Technology.				15	K2	
III	ERP and Related Technologies: Business Process Reengineering (BPR) – Business Intelligence (BI) - Business Analytics (BA) - Data Warehousing- Data Mining - On – Line Analytical Processing (OLAP) - Product Life Cycle Management (PLM) - Supply Chain Management (SCM) - Customer Relationship Management (CRM) - Geographic Information Systems (GIS) - Intranets and Extranets. Advanced Technology and ERP Security: Technological Advancements - Computer Crimes - ERP and Security - Computer Security - Crime and Security.				15	K3	

IV	ERP Market Place and Market Place Dynamics: Market Overview - ERP Market Tiers. Market Place Dynamics - Industry - Wise ERP Market Share - ERP: The Indian Scenario. Business Modules of an ERP Package: Functional Modules of ERP Software: Integration of ERP, Supply Chain, and Customer Relationship Applications.	15	K4
V	ERP Implementation: Benefits of Implementing ERP - Implementation Challenges. ERP Implementation Life Cycle: Objectives of ERP Implementation - Different Phases of ERP Implementation- Reasons for ERP Implementation Failure. ERP Package Selection: ERP Package Evaluation and Selection - The Selection Process - ERP Packages: Make or Buy.	15	K5
	Total	75	
Cos	Course Outcomes	COGNITIVE LEVEL	
CO1	Recall the history and growth of ERP	K1	
CO2	Appraise the risks involved while using ERP	K2	
CO3	Select from among various ERP technologies	K3	
CO4	Analyse the dynamics of ERP marketplace	K4	
CO5	Distinguish and choose appropriate ERP solutions or packages	K5	
Textbooks			
1.	Alexis Leon (2018), "Enterprise Resource Planning", 2nd edition, Tata McGraw-Hill, Noida.		
2.	Jagan Nathan Vaman (2018), "ERP in Practice", Tata McGraw-Hill, Noida.		
3.	Mahadeo Jaiswal and Ganesh Vanapalli (2019), "ERP", Macmillan India, Noida.		
4.	Alexis Leon – Enterprise Resource Planning_ Tata McGraw-Hill, 3rd Edition		
5.	Mary Sumner – Enterprise Resource Planning Pearson, 2nd Edition		
Reference Books			
1.	Rahul V. Altekar – Enterprise Resource Planning: Theory and Practice_		
2.	K. Bajaj & Debjani Nag – E-Business and ERP - Tata McGraw-Hill		
3.	Luvai F. Motiwalla & Jeffrey Thompson – Enterprise Systems for Management		
4.	Vinod Kumar Garg & N K Venkitakrishnan – ERP Concepts and Practice		

Web Resources	
1.	https://www.vssut.ac.in/lecture_notes/lecture1428643004.pdf
2.	https://mrcet.com/downloads/digital_notes/CSE/III%20Year/ERP%20Digital%20notes.pdf
3.	https://mrcet.com/downloads/digital_notes/ME/III%20year/ERP%20Complete%20Digital%20notes.pdf

Mapping of Cos with Pos & PSOs:

COs/POs	Pos					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	2	2	2	3	3	3	3	3	2	2
CO2	3	3	2	3	3	3	3	3	2	2
CO3	3	3	2	3	3	3	3	3	3	2
CO4	3	3	2	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	3	3
Total	14	14	10	15	15	15	15	15	13	12
Average	2.8	2.8	2.0	3.0	3.0	3.0	3.0	3.0	2.6	2.4

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER –I		CORPORATE GOVERNANCE				COURSE CODE	
Instruction Hrs-2						Credit – 2	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To understand the concepts, principles, models and importance of corporate governance in business organization.						
LO2	To examine the evolution, committee, guideline and regulatory framework of corporate governance in India and broad						
LO3	To analyse business ethics, ethical value and ethical decision-making practices in corporate organization.						
LO4	To evaluate investor rights, shareholder protection and the role of various committee and SEBI guidelines in corporate ethics.						
LO5	To understand the role, duties and responsibilities of auditors and auditing firms in ensuring effective corporate governance.						
Unit	Contents					No. of Hours	Cognitive Level
I	Conceptual framework of Corporate Governance: Meaning, Principles, Importance of Corporate Governance; Elements of Good Corporate Governance, Theories of Corporate Governance Corporate Governance Models: The Anglo-Saxon Model, The Japanese Model, German model, social control Model, Indian Model- Regulatory framework & key players. Major corporate Scandals: Corporate scandals in India & Abroad, Reason behind these scandals, Actions taken in response to the scandals					6	K1
II	Landmarks in the Emergence of Corporate Governance: Development in the US and UK, Card burry Committee on corporate governance, OECD Principles, Sarbanes Oxley Act. Indian Committees and Guidelines: Working group on the Companies Act, 1996, CII's initiatives (Confederation of Indian Institutes) SEBI's Initiatives: Kumar Mangalam Birla Committee, 1999, Kotak Committee Report, LODR, Regulatory Framework of Corporate Governance in India Emerging trends in CG reporting practices					6	K2
III	Business Ethics: Introduction, code of conduct and ethics for manager, evolution of ethicsover the years Importance and need for business ethics, values of ethics in business, Ethical decision making, changing business environment and ethical challenges Corporate Governance Ethics: Ethics and corporate governance, characteristics of an ethical organisation, recognising ethical organisation					6	K3
IV	Corporate Ethics: Investor's right, privileges, problems & protection, Introduction, Rights of Shareholders Various					6	K4

	Committees on the Investor's Right: Working group on Companies Act, CII's Committee, Kumar Mangalam Birla Committee, Naresh Chandra Committee, Narayan Murthy Committee SEBI's Guidelines for investors and its performance		
V	Role, Duties and Responsibilities of Auditors: Role of auditor, objectives of audit, types of audits, types of Auditors Responsibilities of Auditors and Auditing Firms: Audit failure leading to corporate scams Indian Scenario: Audit committee, Naresh Chandra Committee companies (Amendment) Bill, 2003 corporate governance and internal auditors.	6	K5
	Total	30	
THEORY 100%			
Cos	Course Outcomes	COGNITIVE LEVEL	
CO1	Gain Insights of corporate governance & its models and also focuses on various National & International scandals.	K1	
CO2	Understanding on various national and international committees and their performance along with the current reporting practices of Corporate Governance	K2	
CO3	Understanding the application of ethics in business organization and its role in developing good corporate governance	K3	
CO4	Impart knowledge regarding role of various committees and SEBI guidelines for protection of investors right;	K4	
CO5	Role and responsibilities of the auditors in enforcing good governance	K5	
Textbooks			
1.	A. C. Fernando – Corporate Governance, Pearson Education		
2.	Business ethics and Corporate Governance, A.C. Fernando, Pearson		
3.	Business Ethics Corporate Governance-Murthy CSV-Himalaya		
4.	A.C. Fernando – Corporate Governance Edition: 3 rd Edition, 2021		
5.	U.C. Mathur - Corporate Governance and Business Ethics Edition: 3 rd Edition, 2022		
Reference Books			
1.	Corporate Governance, Business Ethics & CSR, J.P.Sharma, Ane Books Pvt. Ltd, New Delhi		
2.	Murthy, C. S. V., Business Ethics and Corporate Governance, Himalaya Publishing House, New Delhi.		
3.	Business Ethics, Crane & Matten, Oxford Publishing House,		
4.	C.V. Baxi & Ajit Prasad - Corporate Governance: Text and Cases 3rd Edition, 2022.		

5.	Corporate Governance, Business Ethics & CSR, J.P.Sharma, Ane Books Pvt. Ltd, New Delhi
Web Resources	
1.	https://investopedia corporate governance explanation
2.	https://IIMbanalore centre for corporate governance and sustainability

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
C01	3	2	2	3	3	3	2	3	3	2
C02	3	3	3	3	3	3	2	3	3	2
C03	3	3	3	3	3	3	2	2	2	2
C04	2	2	2	2	3	2	2	2	2	2
C05	3	3	3	3	2	2	3	2	3	2
Total	14	13	13	14	14	13	11	12	13	10
Average	2.8	2.6	2.6	2.8	2.8	2.6	2.2	2.4	2.6	2.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER - I		VALUE ADDED COURSE -I STOCK MARKET OPERATION			COURSE CODE	
Instruction Hrs -2					Credit - 2	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating
Learning Objectives						
LO1	To acquaint students with knowledge of Securities Market					
LO2	To enable the students to understand the knowledge of Practice Trading on Stock Market					
LO3	To impart the students to understand the legal framework of securities Market					
LO4	To enables the students to have depth knowledge in different segment of stock exchange					
LO5	To understand the role of Demat Trading					
Unit	Contents				No. of Hours	Cognitive Level
I	Introduction Concept and types of Securities; Concept of return; Concept, types and measurement of risk; Development of Securities market in India				6	K1
II	Primary Market Concept, Functions and Importance, Functions of New Issue Market (IPO, FPO & OFS); Methods of Flotation: fixed price method and book building method; Pricing of Issues; Offer Documents; Appointment and Role of Merchant Bankers, Underwriters, Lead Managers, Syndicate Members, Brokers, Registrars, Bankers, ASBA; SME IPOs and Listing of Securities.				6	K2
III	Secondary Market Concept; Functions and Importance; Mechanics of Stock Market Trading; Different types of Orders; Screen Based Trading; Internet Based Trading and Settlement Procedure; Types of Brokers.				6	K3
IV	Regulatory Framework SEBI (Issue of Capital and Disclosure Requirements) Regulations 2018; Stock Exchanges and Intermediaries; SEBI and Investor Protection; Securities Contract Regulation Act and SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015.				6	K4
V	Demat Trading Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading.				6	K5
					30	
THEORY 100%						

Cos	Course Outcomes	COGNITIVE LEVEL
CO1	Explain the basic concept of Securities Market	K1
CO2	Practice Trading on Stock Market	K2
CO3	Analyze the legal Framework of Securities Market	K3
CO4	Explain different segment of Stock Exchange	K4
CO5	Perform Demat Trading	K5
Textbooks		
1.	ordon, E.,& Natarajan, K. 2024.FinancialMarketsandServices. New Delhi: Himalaya Publishing House	
2.	E. Gordon, K. Natarajan “Financial Markets and Services” 11th Edition, 2022	
3.	Punithavathy Pandian “Security Analysis and Portfolio Management” 4th Edition, 2020	
4.	Securities Markets: A Practical Guide NSE India Latest, 2023	
Reference Books		
1.	Access the <u>MSU Stock Market Operations Module</u> detailing legal frameworks and practical trading operations	
2.	<u>Pondicherry University Security Market Operations Book</u> to study Indian capital market history, listing regulations, and merchant banking.	
3.	R. Srinivasan “Stock Market Operations” A Guide to Trading and Investing	
Web Resources		
1.	Neostox Guide on Stock Market Operations.	
2.	Investopedia Stock Market Guide	

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3
Total	15	15	15	15	15	15	15	15	15	15
Average	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – II		CORE COURSE - IV QUANTITATIVE TECHNIQUES FOR BUSINESS DECISION				COURSE CODE	
Instruction Hrs-6						Credit – 4	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Understand the fundamentals of decision making and apply quantitative models for effective managerial decisions.						
LO2	Apply linear programming techniques to solve optimization problems and interpret solutions for decision making.						
LO3	Analyze and solve transportation, assignment, and trans-shipment problems using appropriate quantitative methods						
LO4	Evaluate inventory and queuing models to improve operational efficiency and resource utilization.						
LO5	Apply PERT and CPM techniques for effective project scheduling, resource allocation, and time management.						
Unit						No. of Hours	Cognitive Level
I	Fundamental of Decision Making: Types of decisions; Steps in decision making; Quantitative analysis and decision making; Different types of models and their uses; Model building steps.					18	K1
II	Linear Programming: Basic concepts; mathematical formulation and applications; Solution of LP problem using graphic and simplex method; Use of artificial variables; Sensitivity analysis and interpretation of solution; Duality in linear programming – formulation and solution; Integer linear programming – solution.					18	K2
III	Transportation, Assignment and Trans-shipment: Formulation; Solving transportation and assignment problems; Dealing with exceptional cases of transportation and assignment problems.					18	K3
IV	Inventory and Queuing Management: Concepts of inventory management; Inventory models – classical EOQ, EOQ with price breaks, EOQ model for production runs, planned shortage model- deciding optimum safety stock and reorder level, probabilistic model; Techniques of selective control. Queuing models: Elements of a queuing system; Models with Poisson arrival and Exponential services rates- single server and infinite and finite population; Cost behavior analysis. Simulation: Monte Carlo Simulation, Application of simulation in inventory management and queuing situation.					18	K4

V	Project Scheduling: Concepts of PERT & CPM techniques and their applications; Network analysis- scheduling activities, determining critical path, calculation of floats; Time-cost trade-off; Resource allocation and resource levelling.	18	K5
	Total	90	
THEORY 20%PROBLEM 80%			
COs	Course Outcomes	COGNITIVE LEVEL	
CO1	Explain the concepts and models of quantitative techniques used in managerial decision making.	K1	
CO2	Solve linear programming problems using graphical, simplex, duality, and integer programming methods.	K2	
CO3	Apply transportation, assignment, and trans-shipment models to optimize allocation problems.	K3	
CO4	Analyze inventory and queuing models for efficient inventory control and service system management.	K4	
CO5	Develop project schedules using PERT and CPM techniques for effective planning and resource management.	K5	
Textbooks			
1.	Gupta S P (2021), Statistical Methods. Sultan Chand & Sons, New Delhi.		
2.	Borman David. (2022), Statistics 101. Adams Media.		
3.	Field, Andy (2020), Discovering Statistics using IBM SPSS Statistics, Sage		
4.	N.D. Vohra “Quantitative Techniques for Management” 5 th Edition, 2019		
5.	Levin, Rubin, Rastogi & Siddiqui “Quantitative Techniques for Management” 7th Edition, 2021		
Reference Books			
1.	Kalyanaraman K; Ramanathan Hareesh N, Harikumar P.N. (2023). Statistical Methods for Research: A Step-by-Step Approach Using IBM SPSS. Atlantic.		
2	Jasrai Lokesh. (2020). Data Analysis Using SPSS. SAGE Publications India Pvt Ltd		
3.	Joseph D and Anbarasu (2021), Business Statistics, Vijay Nicole Imprints Pvt. Ltd., Chennai.		
Web Resources			
1.	https://academic.udayton.edu/gregelvers/psy216/spss/ttests.htm		
2.	https://statistics.laerd.com/spss-tutorials/one-way-anova-using-spss-statistics.php		
3.	https://statistics.laerd.com/spss-tutorials/pearsons-product-moment-correlation-using-spss-statistics.php		

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3
Total	15	15	15	15	15	15	15	15	15	15
Average	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER - III		CORE COURSE - V INCOME TAX LAW AND PRACTICES			COURSE CODE	
Instruction Hrs-6					Credit - 4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating
Learning Objectives						
LO1	To impart knowledge the basic concepts and computation of Income under the head salary.					
LO2	To enable the students to understand the procedure for computing income from house property and capital gains.					
LO3	To provide knowledge on the computation of income from business and other sources.					
LO4	To inculcate the various deductions available for an individual and computation of the tax liability of an individual and firm.					
LO5	To help the students to get an idea about the administrative procedures and clubbing of incomes					
Unit	Contents				No. of Hours	Cognitiv e Level
I	Basic Concepts and Salary Income Basic Concepts – Income – Person – Assessee – Previous Year – Assessment Year – Computation of Income under the head Salary – Deductions from Salary – Provident Fund				18	K1
II	Income from House Property and Business Or Profession Computation of Income under the head Income from House Property – Deductions allowed - Income from Business and Profession – Computation – Deductions allowed – Valuation of Stock.				18	K2
III	Income from Capital Gain and Other Sources Income from Capital Gains – Types of Capital Assets- Exemptions - Computation of Capital Gain Income from Other Sources – Computations of Income under Other Sources – Deductions allowed				18	K3
IV	Aggregation of Incomes and Assessment Procedure Aggregation of Incomes, Set-off and Carry Forward of Losses, Procedure for Assessment – Filing of Return –PAN, TAN, Tax Deducted at Source and Collected at source – Appeals and Revision				18	K4

V	Deductions from Total Income Deductions to be made – 80C, 80CCC, 80CCD, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80U, 80TTA and 80TTB in Computation of Total Income and Tax Liability of an Individual and Firm	18	K5
	Total	90	

THEORY 30% PROBLEM 70%

Cos	Course Outcomes	COGNITIVE LEVEL
CO1	Gain knowledge on the basic concepts of income tax and computation of income from salary.	K1
CO2	Learn the computation of income from house property and capital gains.	K2
CO3	Acquire knowledge on the income from business and other sources and deductions there on.	K3
CO4	Develop knowledge on the various deductions available and computation of tax liability of an individual and firm.	K4
CO5	Understand the concept of clubbing of income and administrative procedures	K5

Textbooks

1.	Reddy T.S. and Dr.A. Murthy Income Tax Law and Practice, Margham Publications, No. 24, Rameswaram Road, T. Nagar ,Chennai 600 017.
2.	Gaur .V.P.&Narang.D.B. – Income Tax Law and Practice, Kalyani Publilshers, No. 1 Mahalakshmi Street, T.Nagar, Chennai – 600 017.
3.	Reddy T S &HariPrasad Reddy – Business Taxation, Margham Publication, Current Edition.
4.	Vinod K. Singhania: Taxmann’s Direct Tax Laws, Current Edition. 5. V.P. Gaur and D.B.
5.	Narang: Income Tax Law and Practice – Kalyani Publicaions, Current Edition.

Reference Books

1.	Mehrotra. H.C., - Income Tax Law and Practice, Sahitya Bhawan Publications, Hospital Road, Agra – 282 003.
2.	Vinod K. Singhania - Students Guide to Income Tax , Taxmann Publications (P)Ltd,59/32, New Rohtak Road, New Delhi, 110005.
3.	B.B.Lal, Income Tax, Pearson Education, India Publications - Current Edition
4.	CA. Kashish Gupta, GST (Goods & Services Tax) Bharat Publications - Current Edition
5.	Hariharan Narayanan, Income Tax Law and Practice Vijay Nicole Imprints Pvt Ltd, Chennai - Current Edition.

Web Resources	
1.	www.hsfpp.org.articles
2.	www.irs.gov
3.	https://cbic-gst.gov.in/
4.	https://www.incometaxindia.gov.in
5.	https://www.taxmann.com/virtualbooks/library

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	2	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	3	3
Total	15	14	14	15	14	15	15	14	13	15
Average	3.0	2.8	2.8	3.0	2.8	3.0	3.0	2.8	2.6	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – II		CORE COURSE - VI MARKETING MANAGMENT				COURSE CODE	
Instruction Hrs-6						Credit - 4	
Cognitiv e Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To provide knowledge to the students about Marketing Concepts and connecting with customers concept						
LO2	To educate students about Marketing segments and targets.						
LO3	To inculcate knowledge on selling product strategy.						
LO4	To gain knowledge about communicative value.						
LO5	To enable to learn about delivering value.						
Unit					No. of Hours	COGNITIVE LEVEL	
I	Introduction Understanding Marketing Management: Define Marketing – Importance – Scope -Fundamental Marketing Concept. Marketing and Customer Value – Connecting with Customers: Building Customer value, Satisfaction and loyalty – Maximizing Customer Lifetime value – Cultivating Customer Relationships- Role of AI in improving decision-making, personalization, and customer targeting.				18	K1	
II	Identifying Market Segments and Targets: Levels of Market Segmentation – Segmenting Consumer Markets– Bases for Segmenting Business Markets–Market Targeting. Building Strong Brands: Creating Brand Equity – Building Brand Equity – Measuring Brand Equity – Managing Brand Equity- Devising a Brand Strategy. AI-based sentiment analysis tools.				18	K2	
III	Setting Product Strategy: Product Characteristics and Classifications – Differentiation -- Product and Brand Relationships – Packaging, Labeling, Warranties and Guarantees. Developing Pricing Strategies: Setting the price–Adapting the Price–Initiating and Responding to Price Changes.AI for market-based pricing predicting, decisions and responding to market fluctuations.				18	K3	

IV	Communicating Value: - The Role of Marketing Communications – Developing Effective Communications – Marketing Communication Mix – Integrated Marketing Communications Process. Advertising, Sales Promotions and Public Relations. AI for optimizing distribution networks, and for creating connected retail experiences.	18	K4
V	Delivering Value: Marketing Channels and Value Networks–The Role of Marketing Channels-Channel-Design Decisions – Channel-Management Decisions - Channel Integration and Systems – Conflict, Cooperation and Competition. Managing Retailing, Wholesaling, and Logistics: Retailing – Private Labels –Wholesaling – Market Logistics - AI-based market research for private label positioning	18	K5
	Total	90	

THEORY 100%

Cos	Course Outcomes	COGNITIVE LEVEL
CO1	Understand the concepts of marketing management.	K1
CO2	Apply the knowledge about marketing theories, principles and strategies	K2
CO3	Analyse the marketing concepts in designing marketing strategy for business.	K3
CO4	Create innovative marketing practices for business.	K4
CO5	Illustrate the concepts of Market Logistics and Crafting the Brand Positioning	K5

Textbooks

1.	R.S.N. Pillai and Bagavathi, Modern Marketing – Principles and Practices, S.Chand& Co, 2010.
2.	Kotler, Philip; Kevin Lane Keller, Marketing Management, Pearson Education, New Delhi, 2020& 12th edition.
3.	Michael Branding, (2021) “Digital Marketing”, Empire Publications India Private Ltd, New Delhi.
4.	Dr. Natarajan.L., Marketing, Margham Publications, T.Nagar, Chennai, 2020.

Reference Books	
1.	V.S. Ramaswamy and S. Namakumari, Marketing Management: Global Perspective, Indian Context, Om Books publisher, 2022.
2.	R.L. Varshney and B. Bhattacharya, International Marketing Management – An Indian perspective, Sultan Chand and Sons, 2024.
3.	Dr.Gupta .C.B. &Dr.RajanNair.N., Marketing Management, Sultan Chand and Sons, New Delhi, 2019.
4.	Sherlekar .S.A., Marketing Management, Himalaya Publishing House, New Delhi, 2022.
5.	Philip Kotler and Kevin Lane Ketter, Marketing Management, Pearson India Education Services Pvt.Ltd., Bengaluru, 2019.
Web Resources	
1.	https://journals.ala.org/index.php/ltr/article/download/6143/7938 2.
2.	https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
3.	https://studentzone-ngasce.nmims.edu
4.	www.pondiuni.edu.in
5.	www.crectirupati.com / https://www.digitalmarketer.com/digital

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	2	3	3	3	3	3	2	3	3
CO4	3	3	3	2	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3
Total	15	14	15	14	15	15	15	14	14	15
Average	3.0	2.8	3.0	2.8	3.0	3.0	3.0	2.8	2.8	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER II		DISCIPLINEN CENTRIC ELECTIVE COURSE- II HUMAN RESOURCES MANAGEMENT				COURSE CODE	
Instruction Hrs-5						Credit – 4	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creatin g	
Learning Objectives							
LO1	To make the students understand the basis concepts of human resource management and human resource information system						
LO2	To provide knowledge to the students about human resource planning.						
LO3	To acquire knowledge about recruitment and selection procedure.						
LO4	To enable the students to learn about financial and non- financial incentives.						
LO5	To inculcate the students about employees health and safety.						
Unit						No. of Hours	Cogniti ve Level
I	Human Resource Management: Definition- Objectives - Functions- Importance- Evolution of Human Resource Management –HRM and its Environment- External: Political-Legal, Economic, Technological and Cultural; Internal: Strategy, Task and Leadership, Unions, Organizational Culture and Conflict, Professional Bodies- Role of a Human Resource Manager - Responsibilities – Managing Human resources Globally – Acquisition and preparation of Human resources- Jobs and careers in HRM.					15	K1
II	Human Resources Requirements: Determining Human Resources Requirements – Techniques of Forecasting Human Resource Requirements; Managerial Judgment- Ratio-trend, Regression Analysis- Flow Models- Delphi, Work- Study Techniques. Analysing work: Nature, Purposes and Process of Job Analysis; Designing Jobs: Factors affecting Job Design- Approaches- Contemporary issues.					15	K2
III	Recruitment concept: Nature- Purposes & Importance- Factors Governing – Process- Sources of Recruitment- Merits, Demerits. Selection of Employees: Definition- Steps-Tests- Types- Characteristics of a good test- Merits, Demerits; Interview- Types- Guidelines; Training – Need-Importance- Process- Methods- Essentials of a good training Program.					15	K3

IV	Performance Appraisal: Features- Methods- Merits; Promotion and Transfer-Need-Criteria- Merits, Demerits; Job Evaluation: Process-Methods. Wage & Salary Administration: Objectives-Guiding Principles- Factors- Methods-Essentials of a good system of Wage Payment. Incentive System of Wages – Financial and Non-financial incentives- Merits and Problems-Requirements- Categories. Employee benefits & Services: Features of Fringe Benefits- Objectives- Types-Employee Welfare Schemes.	15	K4
V	Motivation and Morale: Nature and Characteristics- Importance- Process-determinants. Layoff and Discharge – Grievance: Characteristics- Cause- Methods- Redressal Procedure-Benefits- Features of a sound Grievance Procedure-Guidelines.	15	K5
	Total	75	
THEORY 100%			
COs	Course Outcomes	COGNITIVE LEVEL	
CO1	To understand the recent practices and trends in Human Resource Management.	K1	
CO2	Analyze various aspects related to Human Resource Management Practices.	K2	
CO3	Know the process and functions of Human Resource Management.	K3	
CO4	Examine the role of HRM practices in the real time business situations.	K4	
CO5	To examine Human Resource Management in global scenario	K5	
Textbooks			
1.	Dessler, Gary (2019), Human Resource Management, Prentice Hall.		
2.	Aswathappa, K (2022), Human Resources Management, Tata McGraw Hill Education.		
3.	Gupta, C.B (2024), Human Resources Management, Sulthan Chand & Sons, New Delhi.		
4.	Gary Dessler & Biju Varkkey “Human Resource Managemen” 16th Edition, 2020		
5.	Aswathappa K “Human Resource Management” 8th Edition, 2019		
6.	Gary Dessler & Biju Varkkey “Human Resource Managemen” 16th Edition, 2020		

Reference Books	
1.	Robert, Wayne Mondy (2022) Human Resource Management, Pearson Education, New Delhi.
2.	French, Wendell L. (2020), Human Resources Management, Houghton Mifflin Company.
3.	Gluck, Frederick W., Kaufman, Stephen P. and Walleck, A. Steven, Strategic Management for competitive advantage, Harvard business review
4.	David A. DeCenzo, Stephen P. Robbins, Susan L. Verhulst - Human Resource Management 11th Edition, 2019
Web Resources	
1.	https://hbr.org/1980/07/strategic-management-for-competitive-advantage
2.	https://hbr.org/1963/07/how-to-evaluate-corporate-strategy

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	1	3	2	3	2	3
CO2	3	3	3	3	1	3	2	3	2	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	2	3	3	3
CO5	3	3	3	3	3	3	2	3	2	3
Total	15	15	15	15	11	15	10	15	12	15
Average	3.0	3.0	3.0	3.0	2.2	3.0	2.0	3.0	2.4	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER II		DISCIPLINEN CENTRIC ELECTIVE COURSE- II ENTREPRENEURIAL DEVELOPMENT AND START-UP				COURSE CODE	
Instruction Hrs-5						Credit – 4	
Cognitive Level	K1 Recalling	K2- Understandin g	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To Discover Entrepreneurial Traits.						
LO2	To Explore Business Opportunities.						
LO3	To Formulate Business Models and Plans						
LO4	To Translate Business Models into Startups						
LO5	To understand and analyse women Entrepreneurship and social Entrepreneurship						
Unit						No. of Hours	Cognitive Level
I	Introduction: The Entrepreneur- Self Discovery Entrepreneur - need to become entrepreneur - the entrepreneurial decision process - Entrepreneurial eco system - Isenberg’s model - skill gap analysis – Entrepreneurial motivational behaviour - Creativity, self- efficacy, locus of control, risk-taking, leadership, communication – Entrepreneurial Competencies.					15	K1
II	Business opportunity : Exploring and shaping business opportunity Need for opportunity identification and selection – environmental dynamics and change - Opportunity Analysis in different sectors – Idea generation – Sources of business ideas - Ideation Catalysts and Inhibitors – Idea to Opportunity Mapping – Evaluation of Idea to Opportunity Mapping					15	K2
III	Business model and business plan: Business Model – Functions of a Business Model - Business Model Canvas – Meaning of business plan - Contents of business plan- formulation of business plan – Project Feasibility and appraisal – Economic, financial, market, legal, technical and internal analysis – Product market fit.					15	K3

IV	Translating business model into Start up : The Start-up curve – journey of an entrepreneur - start up policy frameworks and incentives - Identify possible sources of funding for the venture - Angels, VCs, Bank Loans and key elements of raising money for a new Venture – Lean Start up - market Plan - Effective ways of marketing for start-ups – Digital and Viral Marketing - Managing Team - Managing start-up finance -The Concept of Costs, Profits and Losses -Cash Flow, Financial Performance - budgeting.	15	K4
V	Women Entrepreneurship: Women Entrepreneurship, rural entrepreneurship, social entrepreneurship Women Entrepreneurship - growth – challenges, Rural entrepreneurship – need – opportunity – challenges – support – Social entrepreneurship – perspective – practice – boundaries - interaction with entrepreneurs and start-ups (first-hand experience) - Case Study of Successful Entrepreneurs.	15	K5
	Total	75	
THEORY 100%			
Cos	Course Outcomes	COGNITIVE LEVEL	
CO1	Relate and Select entrepreneurial mindset and infer distinct entrepreneurial competencies	K1	
CO2	Demonstrate and Explain innovative ideas, parameters to assess opportunities and constraints for new business ideas	K2	
CO3	Identify the Challenges and Opportunities to start a new enterprise	K3	
CO4	Analyse the strategies to translate the Innovative Ideas into Successful ventures	K4	
CO5	Assess and Create various opportunities as well as challenges through case studies and direct interaction with Entrepreneurs.	K5	
Textbooks			
1.	Khanka, S. S. (2021), Entrepreneurial Development, S. Chand & Co. Ltd., New Delhi.		
2.	Desai, Vasant (2019), Entrepreneurial Development and Management, Himalaya Publishing House.		
3.	Gupta, C.B & Khanka, S. S (2019), Entrepreneurship and Small Business Management, 7th Revised Edition, Sultan Chand & Sons		
4.	Vasant Desai- Entrepreneurship Development and Small Business Management 6th Edition, 2022		
5.	David H. Holt, Shanthi Vora “Entrepreneurship” New Venture Creation 3rd Edition, 2020.		

Reference Books	
1.	Thiel, Peter and Masters, Blake (2024). Zero to one: Notes on Startups or How to build the future, 1 st ed., Crown Business, USA.
2.	Entrepreneur's Handbook: Everything you need to launch and grow your new business (HBR Handbooks) Harvard Business Review press, Boston, Massachusetts.
3.	Goyal, Pankaj (2019). Before you Start up: How to prepare to make your startup Dream a reality, Fingerprint Publishing, India.
4.	S.S. Khanka –“Entrepreneurship Development “5th Edition, 2020
5.	S. Chand – Budget-friendly, simple language, covers entrepreneurship theory, EDP, project formulation, rural entrepreneurship. The Start up Owner's Manual Steve Blank & Bob Dorf, Edition 2022
Web Resources	
1.	www.internationalentrepreneurship.com
2.	www.startupdunia.com
3.	www.yuvaentrepreneurs.com

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3	2
Total	15	15	15	15	15	15	15	15	13	13
Average	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.6	2.6

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – II		GENERIC ELECTIVE COURSE-II ORGANISATIONAL BEHAVIOUR				COURSE CODE	
Instruction Hrs-5						Credit - 3	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To understand the various aspects of human behaviour at work.						
LO2	To understand the role of motivation and job satisfaction in organisational commitment						
LO3	To analyse different forms of organisational structure and contemporary communication tools.						
LO4	To analyse the importance of transactional analysis in facilitating negotiations and conflict management.						
LO5	To gain knowledge on recent trends in organisational change and development.						
Unit						No. of Hours	Cognitiv e Level
I	Introduction to Organizational Behaviour and Learning Introduction to Organizational Behaviour – OB Models - Challenges facing management –Personality – Perception-Attitudes – Values. Organisational Learning: Meaning, Theories(Chris Argyris and Donald Schon: Espoused theory, Theory-in-use, Three levels of learning) Introduction to learning organisation.					15	K1
II	Motivation and Job Satisfaction: Motivation Theories – Content theories (Maslow, Herzberg, ERG),Process Theories (Vroom,Porterand Lawler)– Job Satisfaction- Organisational commitment.					15	K2
III	Organisational structure and Communication: Organisational structure- Factors, Forms. Importance of virtual organisations – Organisational communication-Importance, Forms, Functions. Organisational Climate and Culture. Business communication: Harnessing Business Emails and Corporate Communication tools.					15	K3
IV	Transactional Analysis and Organizational Conflicts: Transactional analysis: Meaning, Benefits, Levels of self-awareness, Analysis of transactions. Organizational Conflicts – Process, Levels, Conflict management. Negotiation – Types and Process -Introduction to Work place Spirituality.					15	K4

V	Contemporary practices in Organisational Change and Development : International Organisational Behaviour Practices - Organizational Change and Change Management. Organisational Development – Meaning, Models and Interventions.	15	K5
	Total	75	
THEORY 100%			
Cos	Course Outcomes	COGNITIVE LEVEL	
CO1	Identify the effect of OB models and organization all Earning on human behaviour	K1	
CO2	Assess theories of motivation and their impact on job satisfaction.	K2	
CO3	Examine effective communication tools for better organisational climate.	K3	
CO4	Analyse interpersonal transactions at workplace.	K4	
CO5	Analyse the various OB models for change management and development in the organization.	K5	
Textbooks			
1.	Aswathappa, (2021) “Organizational Behaviour (Text, Cases and Games)”, 7 th Edition, Hmalaya Publication, Mumbai.		
2.	Subba Rao, (2021) “Organizational Behaviour”, 6 th Edition, Himalaya Publication, Mumbai		
3.	S.S.Khanka, (2021) “Organizational Behaviour(Text and Cases)”, 4 th Edition, S. Chand, Noida (UP).		
Reference Books			
1.	Kavitha Singh, (2022) “Organizational Behaviour(Text and Cases)”, 3 rd Edition, Sulthan.Chand, New Delhi.		
2.	Fred Luthans, (2019) “Organizational Behaviour”, 12 th Edition, McGraw HillInternational Edition, New York (USA).		
3.	Stephen P. Robbins, Timothy A. Judge, Eharika Vohra, (2024) “Organizational Behavior”, 18 th Edition, Pearson Education, London.		
Web Resources			
1.	http://www.nwlink.com/~donclark/leader/leadob.html		
2.	https://www.tankonyvtar.hu/hu/tartalom/tamop412A/20110023_Psychology/030300.scorl		
3.	https://www.workvivo.com/blog/corporate-communication/		

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	2	3	3	3	2	3	2	3
CO2	3	3	2	3	3	3	2	3	2	3
CO3	3	3	2	3	3	3	2	3	2	3
CO4	3	3	2	3	3	3	2	3	2	3
CO5	3	3	2	3	3	3	2	3	2	3
Total	15	15	10	15	15	15	10	15	10	15
Average	3.0	3.0	2.0	3.0	3.0	3.0	2.0	3.0	2.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER- IV		GENERIC ELECTIVE COURSE-II E-COMMERCE			COURSE CODE	
Instruction Hrs-5					Credit -3	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating
Learning Objectives						
LO1	To know the goals of Electronic commerce					
LO2	To understand the various Business models in emerging E-commerce areas					
LO3	To have an insight on the internet marketing technologies					
LO4	To understand the benefits and implementation of EDI					
LO5	To examine the ethical issues of E-commerce					
Unit	Contents				No. of Hours	Cognitive Level
I	Introduction to E-Commerce Defining E - Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Types of E-Commerce;				15	K1
II	E-Commerce Business Models & Consumer Oriented E Commerce E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-retailing: Traditional Retailing and E- retailing, Features of E-retailing, Benefits of E-retailing				15	K2
III	E-Commerce Marketing Concepts The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services				15	K3
IV	Electronic Data Interchange & Security Benefits of EDI, EDI Technology, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime Network Security				15	K4
V	Ethics in E-Commerce Issues in E Commerce: Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Candidate Ethical Principles Privacy and Information Rights				15	K5
	THEORY 100% Total				75	

Cos	Course Outcomes	COGNITIVE LEVEL
CO1	Understand the role and features of world wide web	K1
CO2	Understand the Benefits and model of e-tailing	K2
CO3	Use the web enabled services	K3
CO4	Tackle the threats in internet security system	K4
CO5	Know about the Ethical principles Privacy and Information Rights	K5
Textbooks		
1.	Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4 the Edition 2023, Pearson Education Limited, New Delhi	
2.	S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi	
3.	David Whitley, E-Commerce-Strategy, Technologies & Applications, TMI, McGraw-Hill, London	
4.	Kamlesh K. Bajaj, E-Commerce- The cutting edge of business, TMH, McGraw-Hill, Noida	
5.	W Clarke, E-Commerce through ASP - BPB, Wrox Publisher, Mumbai	
Reference Books		
1.	Agarwala, K.N. and D. Agarwala, Business on the Net : What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai.	
2.	Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi	
3.	Elias M Awad, Electronic Commerce : From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi	
4.	Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP, SQL Server 7.0 & MTS, Wrox Publishers, Mumbai	
5.	J. Christopher West I and Theodore H. K Clark Global Electronic Commerce-Theory and Case Studies, The MIT Press, Cambridge, London	
Web Resources		
1.	https://www.investopedia.com/terms/e/ecommerce.asp	
2.	https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/	
3.	https://techbullion.com/the-importance-of-ethics-in-ecommerce/	

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	3	2	3	3	3	2	2	2
CO2	3	2	2	2	3	3	3	2	2	2
CO3	3	2	3	2	3	3	3	2	2	2
CO4	3	2	2	2	3	3	3	2	2	2
CO5	3	2	3	2	3	3	3	2	2	2
Total	15	10	13	10	15	15	15	10	10	10
Average	3.0	2.0	2.6	2.0	3.0	3.0	3.0	2.0	2.0	2.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – II		SKILL ENHANCEMENT COURSE-II MANAGEMENT INFORMATION SYSTEM				COURSE CODE	
Instruction Hrs-2						Credit - 2	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To understand the various aspects of Management Information System.						
LO2	To understand the Types of Information System						
LO3	To gain knowledge on design of Information System.						
LO4	To analyse the importance of Managerial Decision Making.						
LO5	To analyse the Enterprise Management technologies						
Unit						No. of Hours	Cognitiv e Level
I	Basic Concepts of Information System Role of data and information –Organization structures-Business Process-Systems Approach and introduction to Information Systems.					6	K1
II	Types of MIS Types of Management Information System - Expert Systems and Artificial Intelligence – Executive Support Systems and Strategic Information Systems.					6	K2
III	Design of MIS Development and maintenance of Information Systems-Centralized and Decentralized Information Systems-Factors of success and failure-value and risk of IS.					6	K3
IV	Decision Making Process Programmed and Non-Programmed decisions-Decision Support Systems-Models and approaches to DSS.					6	K4
V	Introduction to Enterprise Management technologies Business Process Reengineering- Total Quality Management and Enterprise Management System viz. ERP,SCM,CRM and Ecommerce					6	K5
	Total					30	
THEORY 100%							

Cos	Course Outcomes	COGNITIVE LEVEL
CO1	Identify the effect of Management Information system.	K1
CO2	Assess the types of Information Systems.	K2
CO3	Examine Design of Information System.	K3
CO4	Analyse the Managerial Decision Making.	K4
CO5	Evaluate the Enterprise Management technologies.	K5
Textbooks		
1.	Dessler, Gary (2022), Human Resource Management, Prentice Hall.	
2.	Aswathappa, K (2020), Human Resources Management, Tata McGraw Hill Education.	
3.	Gupta, C.B (2019), Human Resources Management, Sulthan Chand & Sons, New Delhi.	
Reference Books		
1.	O'Brien, J.A."Management Information Systems "Tata McGraw Hill Publications.	
2.	McLoed, J.R.R. "Management Information Systems" Maxwell Macmillan International	
3.	Kroenke Dandetal "Management Information Systems–An Introduction" , Tata McGraw Hill Publications	
Web Resources		
1.	file:///C:/Users/Dell/Downloads/Management%20Information%20System.pdf	
2.	https://www.guru99.com/mis-tutorial.html	

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	2	2	3	2	2	2	3	2	2	3
CO2	2	2	3	2	2	2	3	2	2	3
CO3	2	2	3	2	2	2	3	2	2	3
CO4	2	2	3	2	2	2	3	2	2	3
CO5	2	2	3	2	2	2	3	2	2	3
Total	10	10	15	10	10	10	15	10	10	15
Average	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – II		NON MAJOR ELECTIVE COURSE-I PRINCIPLES OF ACCOUNTING				COURSE CODE	
Instruction Hrs-2						Credit - 2	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To enable the students to learn basic Principles of Accountancy.						
LO2	To provide knowledge about Fundamental Rules of Journal and Ledger.						
LO3	To understand about Purchase and Sales returns.						
LO4	To learn about various types of errors and calculation of depreciation in accounts						
LO5	To make the students skill fully to prepare and present the final Account .						
Unit						No. of Hours	Cognitive Level
I	Accounts: Meaning - Objectives-Nature - Scope of financial accounting-concept and Conventions.					6	K1
II	Accounting rules: basic Three Fundamental Rules- Journals –Ledger - Trial Balance					6	K2
III	Subsidiary books: Purchase - Purchase Return- Sales- Sales Return					6	K3
IV	Rectification of errors: Meaning – Types - Suspense Account.					6	K4
V	Final accounts: Preparation of Final Accounts (simple Adjustments)- Closing Stock – Outstanding-Prepaid.Contemporary issues: Expert lectures, online seminars – webinars.					6	K5
	Total					30	
THEORY 40%PROBLEM 60%							
Cos	Course Outcomes						
CO1	Able to get Knowledge in Basic Accounts.					K1	
CO2	Know about three fundamental rules.					K2	
CO3	Acquire knowledge in subsidiary books					K3	
CO4	To find out the errors in the journal.					K4	
CO5	At the outset Students can able to prepare final accounts.					K5	

Textbooks	
1.	S.P. Jain and K.L. Narang – Principles of Accountancy, Kalyani Publishers
2.	N. Vinayakam, P.L. Mani, K.L. Nagarajan – Principles of Accountancy- S. Chand & Company Ltd
3.	T.S. Grewal – Introduction to Accountancy-S. Chand & Company Ltd.,
4.	R.L. Gupta, V.K. Gupta, M.C. Shukla – Financial Accounting – Sultan Chand & Sons
Reference Books	
1.	K.L. Narang, S.N. Maheswari – Advanced Accountancy-Kalyani publishers
2.	A. Murthy-Financial Accounting– Margham Publishers
3.	A. Mukherjee, M.Hanif– Modern Accountancy.Vol.1- Tata Mc Graw Hill Company
Web Resources	
1.	https://bing.com/search?PC=U523&q=principles+of+accounting+lecture+notes+pdf&first=11&FORM=PERE#
2.	https://www.bing.com/search?q=principles+of+accountancy+swayam+notes&q=NWU&pq=principles+of+accountancy+swayam+notes&sc=10-38&cvid=C2F0B455F5724BABBO4ED049FC405BDA&FORM=QBRE&sp=1#
3.	https://youtu.be/FFC7fYpnC0M

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	3	3	2	3	2	2	3	2
CO2	3	2	3	3	3	2	2	2	3	2
CO3	3	2	3	3	3	2	2	2	3	2
CO4	3	2	3	3	2	2	2	2	3	2
CO5	3	2	3	3	3	2	2	2	3	2
Total	15	10	15	15	13	11	10	10	15	10
Average	3.0	2.0	3.0	3.0	2.6	2.2	2.0	2.0	3.0	2.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER III		CORE COURSE –VII ADVANCED CORPORATE ACCOUNTING				COURSE CODE	
Instruction Hrs-6						Credit - 4	
Cogniti ve Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To provide in depth knowledge on amalgamation and reconstruction of companies.						
LO2	To develop the understanding about valuation of goodwill, shares and liquidation of companies.						
LO3	To impart knowledge on Holding company accounts.						
LO4	To help the students to get an idea about Banking and Insurance company accounts.						
LO5	To give an exposure to the specialized accounting.						
Unit	Contents					No. of Hours	Cognitive Level
I	Reconstruction of Companies Amalgamation, External and Internal Reconstruction of Companies Types of Amalgamation and AS 14 – Nature of Merger – Nature of Purchase – Purchase consideration – Accounting treatment – Books of Transferor Company and Books of transferee Company.					18	K1
II	Goodwill and Share Valuation and Liquidation of Companies Valuation of Goodwill and Shares – Liquidation of Companies					18	K2
III	Holding Company Accounts Holding Company Accounts – Consolidated Balance Sheet. Introduction- AS 21 - Advantages - Disadvantages - Wholly – owned Subsidiary Companies - Partly – owned Subsidiary Companies - Presentation of Accounts - Principles of Consolidation - Elimination of Investment in Shares - Minority Interest - Cost of Control - Capital and Revenue Profit- Revaluation of Assets and Liabilities - Contingency Liabilities - Unrealized Profit - Current Accounts - Bonus Shares - Treatment of Dividend - Consolidated Profit and Loss Account - inter – company holdings and chain holdings.					18	K3
IV	Banking and Insurance Company Accounts Banking Company Accounts – Insurance Company Accounts – Life and General Insurance (New Format) Contingency and Events occurring after the Balance sheet date (AS 4)					18	K4

V	Specialised Accounting Inflation Accounting (CPP Method only) – Human Resource Accounting – Definition–Objectives - Valuation Methods – Advantages. Social Responsibility Accounting	18	K5
	Total	90	
THEORY 30% PROBLEM 70%			
Cos	Course Outcomes	COGNITIVE LEVEL	
CO1	Understand the procedure for amalgamation and reconstruction of companies.	K1	
CO2	Gain knowledge on valuation of goodwill, shares and liquidation of Companies	K2	
CO3	Prepare the consolidated balance sheet	K3	
CO4	Enrich their knowledge on Banking and Insurance company accounts.	K4	
CO5	Acquire knowledge on specialised accounting.	K5	
Textbooks			
1.	S.P. Jain and L.L. Narang. Corporate Accounting, Kalyani Publishers, Chennai.		
2.	T.S.Reddy and Dr.A.Murthy, Corporate Accounting, Margham Publications, 24, Rameswaram Road, T. Nagar, Chennai 600 017. (Reprint 2022)		
3.	Gupta R.L. and Radhaswamy, (2019), Advanced Accountancy, Sultan Chand & Sons, New Delhi Jain		
4.	S.P. and Narang, K.L, (2024), Advanced Accountancy, Kalyani Publishers, Ludhiana		
5.	Arulanandam, M.A. and Raman, K.S (2022), (1st ed.) Advanced Accounting, Himalaya publishing.		
Reference Books			
1.	Dr. Arulanandam M.A and Raman K.S –Corporate Accounting, Himalaya Publishing House, ‘Ramdoot’ Dr.Bhalearo Marg. Giragaon, Mumbai -4		
2.	Dr. Ganeson.S and S. R. Kalavathy, Corporate Accounting, Thirumalai, Publication Publishers and Book Sellers, Nagorkovil – 1.		
3.	Gupta R. L. and Radhaswamy M. Corporate Accounting, Sultan Chand & Sons., Educational Publilshers, 24,Dharyaganj, NewDelhi 100 002.		
4.	Publishing House, Mumbai Pillai, R.S.N, Bagavathi and Uma. S (2020), Fundamentals of Advanced Accounting, (5th ed).		
5.	S. Chand & Company Private Limited, New Delhi. Reddy, T.S. and Murthy, A (2015), Corporate Accounting, (2nd ed.), Margham Publications, Chennai.		
Web Resources			
1.	www.hsfpp.org.articles		
2.	www.irs.gov		
3.	www.mca.gov.in		

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	2	2	3	3
CO2	3	3	3	3	3	3	2	2	3	3
CO3	3	2	3	3	2	3	3	2	3	3
CO4	3	3	3	3	3	3	2	2	3	3
CO5	3	3	2	2	3	3	3	3	3	3
Total	15	14	14	14	14	15	12	11	15	15
Average	3.0	2.8	2.8	2.8	2.8	3.0	2.4	2.2	3.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – III		CORE COURSE –VIII INFORMATION TECHNOLOGY CONCEPTS (THEORY)				COURSE CODE	
Instruction Hrs-6						Credit - 4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To understand the importance of managing information in the modern era						
LO2	To provide insight about various forms of computing and application development						
LO3	To provide knowledge about various communication technologies						
LO4	To introduce various IT based applications among students						
LO5	To acquaint students with IT related trends and ethical constraints of information technology						
Unit	Contents				No. of Hours	Cognitive Level	
I	Introduction Introduction: Managing in Information Age. Evolution of IT Management -Types of Information Systems- Internet Based Business Systems -Value Chain Reconstruction for E Business- IT Management Challenges and issues- Critical success Factors for IT Managers.				18	K1	
II	Hardware and software communication Hardware Software And Communication: Computing Hierarchy Input-Output Technologies - Hardware Issues - System Architecture- Operating System Network Operating Systems-Grid Computing- Mobile Computing - Ubiquitous Computing -Application Programming- Managing Application Development- Data Resources - Managing Data Resources- Problem of Change and Recovery.				18	K2	
III	Communication Technology Communication Technology: Communication Technology - WWW-Intranets-Extranets - Voice Networks Data Communication Networks-Last Mile- Wireless System - Web Hosting - Application Service Providers.				18	K3	
IV	IT Application IT Applications: Enterprise Resource Planning-Enterprise System-Expert System - Decision Support System-Neural Networks-Executive Information System-Customer Relationship Management System;-Supply Chain Management Systems-Knowledge Management-Data Warehousing-Data Mining – Virtual Reality – E-Business and Alternatives. E-Business Expectations and Customer Satisfaction.				18	K4	

V	IT Management IT Management: IT Strategy Statements -Planning Models for IT Managers Legislation and Industry Trends. Independent Operations -Headquarters Driver Intellectual Synergy -Integrated Global IT-IT investment – Estimating Returns – IT Value Equation – Pricing Framework-Hardware and Software Buying – Factors of IT Management – Implementation Control – Security – Quality – Ethical Issues – Chief Information Officer.	18	K5
	Total	90	
THEORY 100 %			
COs	Course Outcomes	COGNITIVE LEVEL	
CO1	Develop board knowledge of the different components in polity	K1	
CO2	Understand the Geographical features across countries and in India	K2	
CO3	Acquire knowledge on the aspects of Indian Economy	K3	
CO4	Understand the significance of India’s Freedom Struggle	K4	
CO5	Gain knowledge on Ecology and Environment	K5	
Textbooks			
1.	Garroll W. Frenzel Johne. Frenzel, Management of Information Technology. Thomson Course Technology, Boston, 2019		
2.	Henry C. Lucas. Jr, Information Technology Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2022.		
3.	Sanjay Saxena – _A First Course in Computers_ Vikas Publishing		
4.	V. Rajaraman – _Introduction to Information Technology_ PHI Learning		
Reference Books			
1.	Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2022.		
2.	Pradeep K. Sinha & Priti Sinha – _Computer Fundamentals_ BPB Publications		
3.	Alexis Leon & Mathews Leon – _Fundamentals of Information Technology_ Vikas Publishing		
4.	S. Jaiswal – _Information Technology_ Galgotia Publishing		
Web Resources			
1.	https://onlinecourses.nptel.ac.in/noc25_cs07/preview		
2.	https://onlinecourses.nptel.ac.in/noc25_cs01/preview		
3.	https://learn.microsoft.com/en-us/training/		

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	3	3	2	3	2	3	3	2
CO2	3	3	3	2	3	3	3	3	2	3
CO3	3	3	2	2	3	3	3	2	2	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	2	3	3
Total	15	14	13	13	14	15	14	13	13	14
Average	3.0	2.8	2.6	2.6	2.8	3.0	2.8	2.6	2.6	2.8

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER - III		CORE COURSE – IX INFORMATION TECHNOLOGY CONCEPTS (PRACTICAL)				COURSE CODE	
Instruction Hrs-6						Credit – 4	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To develop practical knowledge in basic computer operations and office automation tools.						
LO2	To familiarize students with internet applications and digital communication technologies.						
LO3	To provide practical exposure in database creation and management techniques						
LO4	To introduce students to basic web designing and multimedia development concepts.						
LO5	To provide awareness of emerging technologies and AI-based applications in information technology.						
Unit	Contents					No. of Hours	Cognitive Level
I	Computer Fundamentals and Office Automation Introduction to Computer Systems - Input and Output Devices, Operating System - Basics, File and Folder Management - MS Word – Document Creation - Formatting, Tables, Mail Merge, MS Excel – Worksheets, Formulas, Functions and Charts, MS PowerPoint – Presentation Preparation.						K1
II	Internet and Digital Communication Internet Basics, Web Browsing, Search Techniques, E-mail Creation and Management, Online Communication Tools, Cloud Storage, Video Conferencing Applications, Digital Collaboration Platforms, Cyber Safety and Online Etiquette.						K2
III	Database Management System Practical Introduction to DBMS, Creating Database and Tables, Data Types, Primary Key and Foreign Key, Data Entry Operations, Queries, Forms, Reports, Sorting and Filtering Records using MS Access or MySQL.						K3
IV	Web Designing and Multimedia Applications Syllabus Basics of HTML, Web Page Creation, Formatting Tags, Lists, Tables, Hyperlinks, Forms, Introduction to CSS, Multimedia Elements, Image Editing Basics, Audio and Video Integration in Web Pages.						K4

V	Emerging Technologies and AI Applications Introduction to Artificial Intelligence, Machine Learning Basics, AI Tools for Productivity, Cloud Computing Concepts, Internet of Things (IoT), Data Analytics Basics, AI-powered Office Applications, Cyber Security Awareness and Digital Ethics.		K5
	Total	60	
THEORY 40% PRACTICAL 60%			
Cos	Course Outcomes	Cognitive Level	
CO1	Students will be able to create, manage and present documents, spreadsheets and presentations effectively	K1	
CO2	Students will be able to use internet services and digital communication tools securely and efficiently	K2	
CO3	Students will be able to design, manage and retrieve data from databases using basic SQL operations.	K3	
CO4	Students will be able to create simple web pages and integrate multimedia components effectively.	K4	
CO5	Students will be able to understand and apply modern IT and AI tools for academic and professional purposes.	K5	
Textbooks			
1.	Alexis Leon & Mathews Leon – Fundamentals of Information Technology Vikas Publishing		
2.	Sanjay Saxena – A First Course in Computers Vikas Publishing		
3.	Priti Sinha & Pradeep K. Sinha – Computer Fundamentals BPB Publications		
4.	Reema Thareja – Fundamentals of Computers Oxford University Press		
5.	V. Rajaraman – Introduction to Information Technology PHI Learning		
Reference Books			
1	V. Rajaraman – Introduction to Information Technology PHI Learning		
2	O'Brien & Marakas – Management Information Systems McGraw Hill		
3	Kenneth C. Laudon & Jane P. Laudon – Management Information Systems: Managing the Digital Firm Pearson		
4	E. Balagurusamy – Fundamentals of Computers McGraw Hill		
5.	Andrew S. Tanenbaum – Computer Networks_ Pearson. & C.J. Date – An Introduction to Database Systems Pearson		

Web Resources	
1	https://onlinecourses.nptel.ac.in/noc25_cs07/preview
2	https://learn.microsoft.com/en-us/training/
3	https://onlinecourses.nptel.ac.in/noc25_cs01/preview
4.	https://www.geeksforgeeks.org/computer-fundamentals/

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	2	3	2	3	3	3
CO2	3	3	3	2	3	3	3	2	2	2
CO3	3	3	3	2	2	3	2	3	2	3
CO4	3	3	3	2	3	3	3	3	3	2
CO5	3	3	3	3	3	3	3	2	3	3
Total	15	15	15	12	13	15	13	13	13	13
Average	3.0	3.0	3.0	2.4	2.6	3.0	2.6	2.6	2.6	2.6

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

Semester- III		DISCIPLINE CENTRIC ELECTIVE COURSE – III BANKING MANAGEMENT				COURSE CODE	
Instruction Hrs-5						Credit - 4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Recall the history of banking, key payment systems like NEFT/RTGS/SWIFT, and features of digital banking and fintech transformation.						
LO2	Explain concepts of blockchain, DLT, CBDC, AI, and cloud banking, and their differences, benefits, and applications in financial services.						
LO3	Apply knowledge of insurance principles, contracts, and market structure to describe the functions of insurance and roles of intermediaries in the Indian insurance market.						
LO4	Analyze the role of insurance intermediaries, grievance redressal systems, and IRDA regulations to evaluate customer service quality and ethical behavior in insurance.						
LO5	Evaluate risk management methods and control tools used by individuals, corporations, banks, and insurance companies to mitigate financial and operational risks.						
Unit	Contents					No. of Hours	Cognitive Level
I	Introduction to Banking: Banking: Brief History of Banking - Rapid Transformation in Banking: Customer Shift - Fintech Overview - Fintech Outlook - The Financial Disruptors - Digital Financial Revolution - New Era of Banking. Digital Banking – Electronic Payment Systems–Electronic Fund Transfer System – Electronic Credit and Debit Clearing – NEFT – RTGS –VSAT–SFMS SWIFT.					15	K1
II	Contemporary Developments in Banking: Distributed Ledger Technology – Blockchain: Meaning - Structure of Block Chain - Types of Block Chain - Differences between DLT and Blockchain - Benefits of Blockchain and DLT - Unlocking the potential of Blockchain –Crypto currencies, Central Bank Digital Currency (CBDC) - Role of DLT in financial services - AI in Banking: Future of AI in Banking - Applications of AI in Banking - Importance of AI in banking - Banking reimaged with AI. Cloud banking - Meaning - Benefits in switching to Cloud Banking.					15	K2

III	Indian Insurance Market: History of Insurance in India – Definition and Functions of Insurance–Insurance Contract – Indian Insurance Market – Reforms in Insurance Sector – Insurance Organization – Insurance organization structure. Insurance Intermediaries: Insurance Broker – Insurance Agent-Surveyor sand Loss Assessors Third Party Administrators (Health Services) – Procedures-Code of Conduct.	15	K3
IV	Customer Services in Insurance: Customer Service in Insurance – Quality of Service-Role of Insurance Agents in Customer Service-Agent’s Communication and Customer Service –Ethical Behaviour in Insurance – Grievance Redressal System in Insurance Sector – Integrated Grievance Management System-Insurance Ombudsman - Insurance Regulatory and Development Authority of India Act (IRDA) – Regulations and Guidelines.	15	K4
V	Risk Management: Risk Management and Control in banking and insurance industries – Methods of Risk Management – Risk Management by Individuals and Corporations – Tools for Controlling Risk.	15	K5
	Total	75	
THEORY 100%			
Cos	Course Outcomes	Cognitive Level	
CO1	Relate the transformation in banking from traditional to new age	K1	
CO2	Apply modern techniques of digital banking	K2	
CO3	Evaluate the role of insurance sector	K3	
CO4	Examine the regulatory mechanism	K4	
CO5	Assess risk mitigation strategies	K5	
Textbooks			
1.	Indian Institute of Banking and Finance (2021), “ Principles & Practices of Banking ”, 5th Edition, Macmillan Education India Pvt. Ltd, Noida, Uttar Pradesh.		
2.	Mishra M N & Mishra S B, (2024), “ Insurance Principles and Practice ”, 22nd Edition, S. Chand and Company Ltd, Noida, Uttar Pradesh.		
3.	Emmett, Vaughan, Therese Vaughan M., (2019), “ Fundamentals of Risk and Insurance ”, 11th Edition, Wiley & Sons, New Jersey, USA.		

Reference Books	
1.	Theo Lynn , John G. Mooney, Pierangelo Rosati, Mark Cummins (2022), Disrupting Finance: FinTech and Strategy in the 21st Century (Palgrave Studies in Digital Business & Enabling Technologies) , Macmillan Publishers, New York (US)
2.	Sundharam KPM& Varshney P. N., (2020), “ Banking Theory, Law and Practice ”, 20th Edition, Sultan Chand & Sons, New Delhi.
3.	Gordon & Natarajan, (2022), “ Banking Theory, Law and Practice ”, 9th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
4.	Gupta P. K. (2021), “ Insurance and Risk Management ” 6th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
5.	Susanne Chishti., & Janos Barberis(2023), The Fintech book: The financial technology handbook for investors, entrepreneurs and visionaries . John Wiley & Sons.
Web Resources	
1.	Banking and Financial Market , created by IIM, Bangalore and delivered by: Faculty team of IIM, Bangalore
2.	Block chain and Fin Tech , created by: IIT, Madras, delivered by: Faculty of IIT, Madras.

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	1	1	1	3	2	1	1	2
CO2	2	3	3	2	1	2	3	2	2	2
CO3	2	2	3	3	2	2	2	3	2	1
CO4	1	2	2	3	3	1	2	2	3	2
CO5	2	2	3	3	3	2	2	3	3	2
Total	10	11	12	10	10	10	11	11	11	9
Average	2.0	2.2	2.4	2.0	2.0	2.0	2.2	2.2	2.2	1.8

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

Semester- III		DISCIPLINE CENTRIC ELECTIVE COURSE – III LOGISTICS MANAGEMENT				COURSE CODE	
Instruction Hrs-5						Credit - 4	
Cogniti ve Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Recall the definition, history, objectives, elements, and key concepts of logistics including LIS, reverse logistics, and the 3 C’s of competitive advantage.						
LO2	Explain the activities of logistics management, including inbound/outbound logistics, warehousing, transport, and materials handling functions.						
LO3	Apply concepts of logistics strategy, supply chain management, and distribution channels to identify strategy options and roles of intermediaries in managing supply chains.						
LO4	Analyze the reasons for outsourcing logistics, roles of 3PL/4PL providers, and global supply chain networks to evaluate efficiency, economic effects, and customer value in SCM.						
LO5	Evaluate the importance of customer service, integrated logistics systems, e-logistics, and IT in SCM to assess growth and effectiveness in national and international supply chain scenarios.						
Unit	Contents					No. of Hours	Cognitiv e level
I	Logistics: Definition - History and Evolution – Objectives – Elements - activities importance - The work of logistics - Logistics interface with marketing - Retails logistics.– Logistics Information System (LIS) - Logistics Management: Concept and Process, Competitive Advantages and Three C’s, Changing Logistics Environment, Reverse Logistics.					15	K1
II	Logistics Management: Definition - Evolution of the concept - model – process - activities. Achievement of competitive advantage through logistics Framework - Role of Logistics management - Integrated Logistics Management. Inbound and out bound logistics, Bull-whip effect – distribution and warehousing management - Transport Functions and Participants in Transportation Decisions - Transport Infrastructure-Packaging and Materials Management: Consumer and Industrial Goods Packaging - Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling.					15	K2

III	Logistics Strategy: Strategic role of logistics – Definition - Role of logistics managers in strategic decisions - Strategy options, Lean strategy, Agile Strategies & Other strategies - Designing & implementing logistical strategy - Emerging concept in logistics. Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management – Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting - Supply chain intermediaries – Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channels of Distribution at Services Level, Factors for selection of suitable channels.	15	K3
IV	Outsourcing Logistics& Global Supply: Reasons - Third party logistics provider - Fourth party Logistics providers (4PL) –Stages - Role of logistics providers-Global Supply Chain Networks, Global market forces, Types of global supply chain -Indian Perspectives: Measuring and Analyzing the value and efficiency of Domestic Supply Chain Networks, Economic effects of supply chains - Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM..	15	K4
V	Quality Customer Service & Integrated Logistics: Customer service - importance elements - the order cycle system - distribution channels - Functions performed - Types designing.- Use of Internet in SCM: Role of computer/ IT in supply chain management –E-market places, E-procurement, E-logistics, E-fulfillment - Growth of Logistics and Supply Chain Management in national and international scenarios.	15	K5
	Total	75	
THEORY 100%			
COs	Course Outcomes	Cognitive Level	
CO1	Explain the concepts, objectives, activities, and importance of logistics and logistics information systems.	K1	
CO2	Apply logistics management techniques in transportation, warehousing, packaging, and materials management.	K2	
CO3	Analyze logistics strategies and supply chain management practices for organizational effectiveness.	K3	
CO4	Evaluate outsourcing logistics services, global supply chain networks, and customer value in SCM.	K4	
CO5	Develop integrated logistics and e-supply chain solutions using information technology and modern logistics practices.	K5	

Textbooks	
1.	Alan Harrison & Ramko Van Hoek, Logistic Management & Strategy , Published by Person Education.
2.	Benjamin S. Blanchard, Logistic Engineering & Management , Published by Pearson Education.
3.	F.Robert Jacobs & Richard B.Chase, Operations and Supply Chain Management , Published by: McGraw Hill Education.
Reference Books	
1.	Sahay, B.S., Supply Chain Management, 2 nd Edition; Macmillan Publishers India
2.	Ballou, R.H. Business Logistics Management. Prentice-Hall Inc.
3.	Bowersox D.J., Closs D.J, Bixby Cooper. M., Supply Chain Logistics Management, (2022), 9 th Edition, McGraw-Hill Higher Education, Noida
Web Resources	
1.	http://www.wisdomjobs.com/e-universit/production-and-operations-management-tutorial-295/principles-of-material-handling-9576.html
2.	http://www.marketing91.com/logistics-activitiesw/
3.	https://www.fcbco.com/services/warehouse-strategies .
4.	https://cleartax.in/s/just-in-time-jit-inventory-management

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	1	1	1	3	2	1	1	1
CO2	2	3	3	2	1	2	3	2	1	1
CO3	2	2	3	3	2	2	2	3	2	2
CO4	1	2	2	3	3	1	2	2	3	2
CO5	2	2	3	3	3	2	2	3	3	3
Total	10	11	12	12	10	10	11	11	10	9
Average	2.0	2.2	2.4	2.4	2.0	2.0	2.2	2.2	2.0	1.8

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER III		GENERIC ELECTIVE COURSE -III PROJECT MANAGEMENT				COURSE CODE	
Instruction Hrs-5						Credit -3	
Cogniti ve Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Understand the concepts, approaches, and life cycle stages involved in project management.						
LO2	Apply project planning, formulation, design, and documentation techniques for project preparation.						
LO3	Analyze project appraisal and feasibility reports using marketing, technical, financial, and social cost-benefit methods.						
LO4	Apply PERT, CPM, scheduling, and resource management techniques for effective project control.						
LO5	Evaluate project cost and time monitoring methods through progress, resource, and performance reviews.						
Unit	Contents					No. of Hours	Cogniti ve Level
I	Concept and Approaches to Project Management: Project - Types of Projects - Scouting for and Screening of Project ideas- Project life cycle- Functions of project management- Project Management approaches: Traditional- PRINCE2- PRISM- Critical Chain- Event Chain- Process approach- Different stages of Project Management- Relevant one or two case studies.					15	K1
II	Project Planning and Formulation: Meaning and Purpose – Project Reconnaissance and Preliminary Project Design- Project Design- Project Report Documentation: Nature, Significance and Components- Drafting of Project Report- Project Documentation and Submission- Relevant one or two case studies.					15	K2
III	Project Appraisal and Feasibility Report: Nature and Purpose- Marketing, Technical, Financial, Managerial analysis and Social Cost-Benefit analysis – UNIDO and I.M Little and J.A. Mirrlees Approaches- Shadow Cost-Social Return on Investment- Feasibility Report: Contents and Purpose- Enhancing Feasibility through Appropriate Initiatives- Relevant one or two case studies.					15	K3
IV	Project Management and Control Techniques: Network Techniques- PERT Method- Assumptions- Drawing a Network diagram- Even, Node and Activity- Critical Path - Project scheduling –Slack-time computation and management of the same for Resource and Time Levelling- Critical Path Method: Assumptions and Process - Crash course for Quick completion at the least additional cost- Relevant one or two case studies.					15	K4

V	Cost and Time monitoring: Tools for Monitoring- Concept and Control of Cost and time overruns - Project Reviews: Progress Review- Resource Review- Post-execution Performance Review- Relevant one or two case studies.	15	K5
	Total	75	
THEORY 100%			
Cos	Course Outcomes	Cognitive Level	
CO1	Explain the concepts, approaches, and life cycle of project management.	K1	
CO2	Apply project planning, formulation, and documentation techniques in project preparation.	K2	
CO3	Analyze project appraisal methods and feasibility studies for effective decision making.	K3	
CO4	Evaluate project management and control techniques such as PERT and CPM for project scheduling and resource allocation.	K4	
CO5	Develop strategies for cost and time monitoring, project review, and performance evaluation in project management.	K5	
Textbooks			
1.	Choudhary., Project Management. , McGraw Hill Education (1 July 2019)		
2.	Harberger, A. C. (2024). Project evaluation: collected papers. Place of publication not identified: Palgrave Macmillan.		
3.	I.M.Little and J.A. Mirrlees., Project Appraisal and for Less Developed Countries London: Heineman		
4.	. James P. Lewis., Essentials of Project Management. , AMACOM; 3rd edition (November 29, 2022)		
Reference Books			
1.	Padmalatha Suresh (Editor)., Project Finance. , ICAI UNIVERSITY PRESS (2020)		
2.	Robert K. Wysocki., Effective Project Management. , Wiley; 7 edition (December 16, 2023)		
3.	Prasanna Chandra., Project Preparation, Appraisal and Implementation. , Published by Tata McGraw-Hill		
Web Resources			
	https://www.projectmanager.com/resources		
	https://www.projectmanagement.com/#		
	https://www.apm.org.uk/resources/		

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	1	1	1	3	2	1	1	1
CO2	2	3	3	2	1	2	3	2	1	2
CO3	2	2	3	3	2	2	2	3	2	2
CO4	1	2	3	3	3	1	2	3	3	3
CO5	2	2	3	3	3	2	2	3	3	3
Total	10	11	13	12	10	10	11	12	10	11
Average	2.0	2.2	2.6	2.4	2.0	2.0	2.2	2.4	2.0	2.2

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER III		GENERIC ELECTIVE COURSE -III BRAND MANAGEMENT				COURSE CODE	
Instruction Hrs-5						Credit -3	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Understand brand equity & assess the equity of a brand by applying brand equity models						
LO2	Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model						
LO3	Ability to develop a comprehensive go to market strategy for a brand						
LO4	Evaluate various architecture types & examine brand extension strategies for success						
LO5	Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods						
Unit	Contents				No. of Hours	Cognitive Level	
I	Introduction: Definition of Brand - Importance of Brands – Branding Challenges and Opportunities – Brand Equity Concept – Brand Equity Models – Kepler Brand Identity Model - Brands vs. Products Constituents of a Brand: Brand Elements – Brand Identity - Image and Personality – Brand DNA, Kernel, Codes and Promises – Point of Distribution and Point of Purchase				15	K1	
II	Brand Positioning: Basic Concepts – Risks – Brands and Consumers – Competitive Advantage through Strategic Positioning of Brands – Points of Parity – Points of Difference –Brand Building: Designing Marketing Programmes to Build Brands – Role of Social Media in Brand Building – Managing and Sustaining Brands Long-Term.				15	K2	
III	Brand Image: Image Dimensions, Brand Associations & Image, Brand Identity; Perspectives, Levels and Prisms. Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands – Brand Audits – Brand Loyalty – Cult Brands				15	K3	
IV	Brand Valuation: Methods of Valuation – Implications for Buying & Selling Brands. Leveraging Brands: Brand Extension – Brand Licensing – Co-branding – Brand Architecture and Portfolio Management				15	K4	

V	Branding in Practice: Handling Name Changes and Brand Transfer – Brand Revitalisation and Rejuvenation – Global Branding Strategies – Building and Managing Brands Across Boundaries – Branding Industrial Products, Services and Retailers – Building Brands Online – Indianisation of Foreign Brands and Taking Indian Brands Global	15	K5
	TOTAL	75	
THEORY 100%			
Cos		Cognitive Level	
CO1	Understand brand equity & assess the equity of a brand by applying brand equity models	K1	
CO2	Examine brand identity and positioning strategy by applying brand identity & positioning guidelines/templates/model	K2	
CO3	Possess the ability to develop a comprehensive go to market strategy for a brand	K3	
CO4	Evaluate various architecture types & examine brand extension strategies for success	K4	
CO5	Ability to conduct brand audit & demonstrate knowledge of brand valuation and methods	K5	
Textbooks			
1.	Kevin Lane Keller, Mats Georgson, & Tony Aperia, Strategic Brand Management, Kindle 2 nd Edition, 2023		
2.	Brand Management Palgrave Mcmillan, 2021		
3.	Journal of brand management		
4.	Journal of Product & brand Management		
Reference Books			
1.	Aaker, D., Building Strong Brands, Simon & Schuster, 2020. John Wiley and Sons.		
2.	. Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition		
3.	Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2022.		
Web Resources			
1.	https://learndigital.withgoogle.com/digitalgarage		
2.	https://www.edx.org/course/brand-and-product-management		
3.	https://academy.hubspot.com/lessons/branding-course		
4.	https://www.coursera.org/learn/brand-management		

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	3	3	3	3	3	3	2	3
CO2	2	3	3	2	2	3	2	3	2	3
CO3	3	3	3	2	2	3	3	3	2	2
CO4	2	3	3	3	2	2	2	3	3	2
CO5	3	3	3	2	3	2	2	3	3	3
Total	13	14	15	12	12	13	12	15	12	13
Average	2.6	2.8	3.0	2.4	2.4	2.6	2.4	3.0	2.4	2.6

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER III		NON MAJOR ELECTIVE COURSE – II INTRODUCTION TO MARKETING				COURSE CODE	
Instruction Hrs-2						Credit -2	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To know the concept and functions of marketing						
LO2	To understand the importance of market segmentation						
LO3	To examine the stages of new product development						
LO4	To gain knowledge on the various advertising medias						
LO5	To analyze the global market environment						
Unit	Contents					No. of Hours	Cognitive Level
I	Introduction to Marketing: Meaning – Definition and Functions of Marketing – Evolution of Marketing Concepts – Innovations in Modern Marketing. Role and Importance of Marketing - Classification of Markets – Niche Marketing.					6	K1
II	Market Segmentation: Meaning and definition – Benefits – Criteria for segmentation – Types of segmentation – Geographic – Demographic – Psychographic – Behavioural – Targeting, Positioning & Repositioning - Introduction to Consumer Behaviour–Consumer Buying Decision Process and Post Purchase Behaviour — Motives. Freud’s Theory of Motivation.					6	K2
III	Product & Price: Marketing Mix — an overview of 4P’s of Marketing Mix – Product – Introduction to Stages of New Product Development – Product Life Cycle — Pricing – Policies – Objectives –Factors Influencing Pricing– Kinds of Pricing.					6	K3
IV	Promotions and Distributions: Elements of promotion – Advertising – Objectives - Kinds of Advertising Media - Traditional vs Digital Media - Sales Promotion – types of sales promotion – Personal Selling – Qualities needed for a personal seller – Channels of Distribution for Consumer Goods- Channel Members – Channels of Distribution for Industrial Goods.					6	K4
V	Competitive Analysis and Strategies: Global Market Environment – Social Responsibility and Marketing Ethics – Recent Trends in Marketing –A Basic Understanding of E-Marketing & M-Marketing – E-Tailing – CRM –Market Research – MIS and Marketing Regulation.					6	K5
	TOTAL					30	
THEORY 100%							

Cos		Cognitive Level
CO1	Develop an understanding on the role and importance of marketing	K1
CO2	Apply the 4p's of marketing in their venture	K2
CO3	Identify the factors determining pricing	K3
CO4	Use the different Channels of distribution of industrial goods	K4
CO5	Understand the concept of E-marketing and E-Tailing	K5
Textbooks		
1.	Philip Kotler, Principles of Marketing : A South Asian Perspective, Pearson Education, NewDelhi	
2.	Dr.C.B.Gupta&Dr.N.Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.	
3.	Dr.Amit Kumar, Principles of Marketing, Shashi bhawan Publishing House, Chennai	
4.	Dr.N.Rajan Nair, Marketing, Sultan Chand & Sons. New Delhi	
5.	Neeru Kapoor Principles Of Marketing, PHI Learning, New Delhi	
Reference Books		
1.	Prof Kavita Sharma, Dr Swati Agarwal, Principles of Marketing Book,Taxmann,Newdelhi	
2.	Dr.J.Jayasankar, Marketing Management, Margham Publications, Chennai.	
3.	Assael, H.Consumer Behaviour and Marketing Action,USA :PWS-Kent	
4.	Hoyer, W.D. And Macinnis, D.J., Consumer Behaviour, USA: Houghton Mifflin Company	
5.	Baker M, Marketing Management And Strategy, Macmill an Business, Bloombury Publishing, India	
Web Resources		
1.	1 https://www.aha.io/roadmapping/guide/marketing/introduction	
2.	https://www.investopedia.com/terms/m/marketsegmentation.asp	
3.	https://www.shiprocket.in/blog/understanding-promotion-and-distribution-management/	

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	3	2	2	2	2	2	2	3
CO2	3	2	3	2	3	2	2	2	2	3
CO3	3	2	3	2	3	2	2	2	2	3
CO4	3	2	3	2	2	2	2	2	2	3
CO5	3	2	3	2	2	2	2	2	2	3
Total	15	10	15	10	12	10	10	10	10	15
Average	3	2	3	2	2.4	2	2	2	2	3

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER IV		CORE COURSE – X ADVANCED COST AND MANAGEMNT ACCOUNTING				COURSE CODE	
Instruction Hrs-6						Credit -4	
Cogniti ve Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Recall the basics of Cost and Management Accounting, records under the Companies Act, and the modern role of a Management Accountant.						
LO2	Explain different costing methods, treatment of equivalent units, and the importance of Funds Flow, Cash Flow, and Financial Statement Analysis.						
LO3	Apply marginal costing, CVP analysis, job costing, and responsibility accounting for pricing, product, and profit management decisions.						
LO4	Analyze variances under standard costing and evaluate budgetary control processes using different types of budgets and ZBB.						
LO5	Evaluate cost control and reduction techniques, relevant/irrelevant costs, and advanced applications like Target, Kaizen, and Life Cycle Costing for decision-making.						
Unit	Contents					No. of Hours	Cognitiv e Level
I	Introduction of Cost and Management Accounting Basics: Installation of costing system- records required to be maintained under the Companies Act- management control and information system- cost reduction and cost control techniques, control over wastages, scrap, spoilage and defectives. Management Accounting and Cost Accounting – Utility and Limitations of Management Accounting – Modern Role of Management Accountant in the organization					18	K1
II	Costing Methods and Financial Statement Analysis: Costing methods- Product Costing-Process costing-Treatment of Equivalent Units- Inter process profit- JIT costing- Activity based costing. Analysis of Funds Flow and Cash Flow: Computation and Applications Account. Financial Statement Analysis-Importance-Advantages and limitations.					18	K2
III	Marginal Costing and Cost Techniques: Concept and Importance – Cost-Volume-Profit Analysis (CVPA) - Application of Marginal Costing and CVPA in Decision making as to product, pricing and profit management. Responsibility Accounting- Methods of Accounting for Price level changes -Cost Techniques: Job Costing: Uses and Computation- Process Costing-Abnormal Process Losses and Gains					18	K3

IV	Standard Costing & Variance Analysis: Standard cost and Estimated Cost– Installation of Standard Costing– Variance Analysis: Calculation of Variances. Budget and Budgetary Control: Nature and Process – Types of Budgets: Income, Expenditure, Fixed, Flexible, Program and Master Budgets- Preparation of Budgets–ZBB and its relevance in decision making.	18	K4
V	Cost Control and Advanced Applications: Cost Control, Cost Reduction and Cost Audit- Advanced Applications: Relevant and Irrelevant Costs for Decision Making- - Target and Kaizen Costing- Cost Modeling- Learning Curve effect on cost-Value Chain Cost Accounting- Life Cycle Costing.	18	K5
	Total	90	

THEORY 20% PROBLEM 80%

Cos	Course Outcomes	Cognitive Level
CO1	Understand the concepts of Cost and Management accounting principles and control techniques.	K1
CO2	Apply financial statements and various ratios for overall understanding of financial performance of a company and apply the various tools of financial statement analysis	K2
CO3	Apply the marginal costing technique and responsibility accounting.	K3
CO4	Calculate the standard costing technique and variance analyze.	K4
CO5	Evaluate the Cost control and advanced application of the organization.	K5

Textbooks

1.	Murthy and Gurusamy, Cost Accounting , Vijay Nicole Imprints and Tata McGraw Hill.
2.	Choudhary Anu Prasad Roy & Amitava Bhattacharya, Cost and Management Accountancy: Methods and Techniques , Calcutta, New Central Book Agency.
3.	Horngren C.T. Cost Accounting-A Managerial Emphasis , New Delhi, Pearson Education.
4.	Kaplan, Advanced Management Accounting , 3 rd Edition. Pearson Education, New Delhi.

Reference Books

1.	Reddy TS and Y.H. Reddy, Cost and Management Accounting , Margam Publications, Chennai.
2.	S.N. Maheshwari, Cost and Management Accounting ; Sultan Chand & Sons, Edition 2023, Daryaganj New Delhi.
3.	Saxena & Vashist., Advanced Cost and Management Accounting ., SULTAN CHAND 8. Jain and Narang., Advanced Cost Accounting., Kalyani Publishers
4.	Nigam & Sharma., Cost Accounting , Himalaya Publishing House
5.	Gupta, Sharma and Ahuja., Advanced Cost Accounting , Publisher: Vk Publications

Web Resources	
1.	https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/Advanced%20Cost%20Accounting-Final.pdf
2.	https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/2/__PG_M.Com_Commerce%20(English)_310%2023%20ADVANCED%20COST%20ACCOUNTING_1151.pdf
3.	http://www.academia.edu
4.	https://www.msuniv.ac.in
5.	www.egyankosh.ac.in

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	2	2	3	3	2	2	3	2
CO2	3	3	3	3	2	3	3	2	3	2
CO3	3	3	3	3	2	3	3	2	2	2
CO4	3	2	3	3	2	3	3	3	3	2
CO5	3	3	3	2	3	3	3	3	3	3
Total	15	14	14	13	12	15	14	12	14	11
Average	3.0	2.8	2.8	2.6	2.4	3.0	2.8	2.4	2.8	2.2

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER – IV		CORE COURSE – XI STRATEGIC MANAGEMENT				COURSE CODE	
Instruction Hrs-6						Credit – 4	
Cognitive Level	K1 Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To provide knowledge about leadership and decision making strategies.						
LO2	To impart knowledge about situation analysis.						
LO3	To educate the students on corporate strategies.						
LO4	To gain knowledge on business strategies.						
LO5	To inculcate knowledge about strategic evaluation and control.						
Unit						No. of Hours	Cognitive Level
I	Introduction to Strategic Management Introduction to Strategic Management: Meaning and Nature of Strategic management, Framework of Strategic management, Strategic Levels in Organizations, Phases of strategic management, Benefits and challenges of strategic Management in global economy.					18	K1
II	Techniques for Strategic Management Dynamics of Competitive Strategy: Corporate governance-Role of Board of directors and top management in corporate governance; Situational Analysis-SWOT analysis, - BC Growth matrix - Strategic Management Process: Strategic Planning, Strategic Intent – Vision, Mission and Objectives, Strategy Formulation - Corporate Level Strategies: Concepts and Nature of Corporate Strategy, Strategic Alternatives at Corporate Level-Growth, Stability, Expansion, Business Combinations – Mergers and Acquisitions, Strategic Alliances, Turnaround, Retrenchment and Retreat, Corporate parenting.					18	K2

III	Different Levels of Strategies Business Level Strategies: Competitive Strategies at Business Level, Michael Porter's Generic Strategies, Best-Cost Provider Strategy - Functional Level Strategies: Marketing Strategy, Financial Strategy, Operations Strategy, Human Resource Strategy, Research and Development.	18	K3
IV	Organisation and Strategic Leadership Organisation and Strategic Leadership: Organisation Structure, Strategic Business Unit, Strategic Leadership, Strategy Supportive Culture, Entrepreneurship and Intrapreneurship, Strategic Leadership across organizations.	18	K4
V	Strategy Implementation and Control Strategy Implementation and Control: Strategy Implementation, Strategic Choice, Strategic Control, Strategy Audit, Business Process Reengineering, Benchmarking, Six Sigma and contemporary practices in strategic management.	18	K5
	Total	90	

THEORY 100%

Cos	Course Outcomes	Cognitive Level
CO1	Discuss strategic management principles at different levels and phases.	K1
CO2	Interpret the dynamics of competitive strategic management techniques.	K2
CO3	Examine business and functional level strategies	K3
CO4	Identify strategic leadership and organisational skills	K4
CO5	Apply latest concepts in strategy implementation and control	K5

Textbooks

1.	Prasad L. M., (2020), "Strategic Management", 7 th Edition, Sultan Chand & Sons, New Delhi.
2.	Thomas L. Wheelen, J. David Hunger, Ishwar Punjaisri :Strategic Management and Business Policy" 16th Edition, 2020
3.	Fred R. David & Forest R. David "Strategic Management" Concepts and Cases 18th Edition, 2023
4.	Charles W.L. Hill, Melissa A. Schilling, Gareth R. Jones "Strategic Management" An Integrated Approach 13th Edition, 2020
5.	Upendra Kachru "Strategic Management" 3rd Edition, 2020

Reference Books	
1.	Jeyarathanam M., (2021), “Strategic Management” 7 th Edition, Himalaya Publishing House Pvt. Ltd, Mumbai
2.	Ghosh P.K. (2021), “Strategic Management”, 14 th Edition, Sultan Chand & Sons, New Delhi
3.	Chandan J. S. and Nitish Sen Gupta (2022), “Strategic Management”, Vikas Publishing House Pvt. Ltd., New Delhi
Web Resources	
1.	https://resource.cdn.icaai.org/66691bos53810cp2.pdf
2.	https://resource.cdn.icaai.org/66693bos53810cp4.pdf
3.	https://resource.cdn.icaai.org/66694bos53810cp5.pdf
4.	https://resource.cdn.icaai.org/66695bos53810cp6.pdf
5.	https://resource.cdn.icaai.org/66697bos53810cp8.pdf

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	2	3	3	2	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3
Total	15	14	15	15	14	15	10	14	13	15
Average	3.0	2.8	3.0	3.0	2.8	3.0	2.0	2.8	2.6	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER IV		CORE COURSE – XII RESEARCH METHODOLOGY				COURSE CODE	
Instruction Hrs-6						Credit – 4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To understand the fundamentals of research						
LO2	To construct theoretical design and formulate hypotheses						
LO3	To evaluate the data collection techniques						
LO4	To perform parametric and non-parametric tests						
LO5	To enhance report writing skills and develop ethical conduct in research						
Unit	Contents					No. of Hours	Cognitive Level
I	Introduction to Research Methodology Research: Definition – Objectives – Motivations for research – Types of research – Maintaining objectivity in research – Criteria of good research – Applications of research in business – Formulating a research problem – Literature Review – Reasons for review – Reference management tools – Identification of research gap – Framing of objectives.					18	K1
II	Hypothesis Testing and Research Design: Hypothesis – Formulation of hypothesis – Testing of hypothesis – Type I and Type II errors – Research design – Types of research design – Methods of data collection: Census, Sample survey, Case study – Sampling: Steps in sampling design, Methods of sampling – Testing of reliability and validity – Sampling errors.					18	K2
III	Data Collection Variable: Meaning and types – Techniques of data collection – Primary data: Meaning, Advantages and limitations – Techniques: Interview, Schedule, Questionnaire, Observation –Secondary Data: Meaning and sources.					18	K3
IV	Data Analysis Data Analysis – Uni-variate Analysis: Percentile, Mean, Median, Mode, Standard deviation, Range, Minimum, Maximum, Independent sample t-test – Bi-variate analysis: Simple correlation, Simple Regression, Chi-square, Paired samples t-test, ANOVA, Man-Whitney test – Wilcoxon signed rank test – Kruskal Wallis test (Simple problems) Multi Variate Analysis: Multiple Correlation, Multiple Regression, Factor Analysis, Friedman's test, Cluster analysis, Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM), Multiple Discriminant Analysis.					18	K4

V	Preparation of Research Report Report preparation – Guidelines and precautions for interpretation – Steps in Report writing - Style of research reports (APA, MLA, Anderson, Harvard) – Mechanics of report writing –Ethics in Research – Avoiding plagiarism – Plagiarism checker tools – Funding agencies for business research.	18	K5
	Total	90	
THEORY 80% PROBLEM 20%			
Cos	Course Outcomes	Cognitive Level	
CO1	Recall the research concepts and recognize the research problem	K1	
CO2	Construct research hypothesis and determine the sample size	K2	
CO3	Select appropriate method for data collection	K3	
CO4	Interpret the results of statistical tests	K4	
CO5	Construct research report avoiding plagiarism	K5	
Textbooks			
1.	Tripathi, (2020) “Research Methodology in Management and Social Sciences”. Sultan Chand & Sons, New Delhi.		
2.	Kothari C.R and Gaurav Garg, (2020) “Research Methodology” – Methods and Techniques. New Age International (P) Limited, New Delhi.		
3.	Krishnaswami and Ranganathan, (2021) “Methodology of Research in Social Sciences”,Himalaya Publishing House, Mumbai.		
Reference Books			
1.	Donald R. Cooper, Pamela S. Schindler and J.K. Sharma, “Business Research Methodology”, 12th Edition, Tata Mcgraw Hill, Noida (UP)		
2.	SashiK. Guptha and Parneet Rangi,(2021) “Research Methodology” , Kalyani Publisher, Ludhiana.		
3.	SharmaR D and Hardeep Chahal, (2024) “Research Methodology In Commerce and Management”, Anmol Publications, New Delhi		
Web Resources			
1.	https://www.cartercenter.org/resources/pdfs/health/ephti/library/lecture_notes/health_science_students/ln_research_method_final.pdf		
2.	https://ccsuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf		
3.	https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf		
4.	https://www.statisticssolutions.com/academic-research-consulting/data-analysis-plan/		

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
C01	3	3	3	2	2	2	3	3	2	3
C02	3	3	3	2	2	2	3	3	2	3
C03	3	3	3	2	2	2	3	3	2	3
C04	3	3	3	2	2	2	3	3	2	3
C05	3	3	3	2	2	2	3	3	2	3
Total	15	15	15	10	10	10	15	15	10	15
Average	3.0	3.0	3.0	2.0	2.0	2.0	3.0	3.0	1.0	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER IV		DISCIPLINE CENTRIC ELECTIVE COURSE – IV CYBER CRIME				COURSE CODE	
Instruction Hrs-4						Credit - 4	
Cognitive ve Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Understand the fundamentals, concepts, and importance of Cyber Security in the digital world.						
LO2	Identify different types of cybercrimes, cyber threats, and methods used by cybercriminals						
LO3	Analyze security issues related to mobile devices, cloud computing, networks, and online communication.						
LO4	Apply various cybersecurity tools and techniques such as phishing detection, password protection, malware prevention, and network security.						
LO5	Understand cyber laws, IT Act provisions, ethical issues, and the role of cybersecurity in protecting individuals and organizations.						
Unit	Contents					No. of Hours	Cogniti ve level
I	Introduction to Cybercrime: Definition and Origins of the Word – Cybercrime and Information Security - Who are Cybercriminals? - Classifications of Cybercrimes - Cybercrime: The Legal Perspectives - Cybercrimes: An Indian Perspective - Cybercrime and the Indian ITA 2000 - A Global Perspective on Cybercrimes - Cybercrime Era: Survival Mantra for the Netizens.					12	K1
II	Cyber offenses: Introduction - How Criminals Plan the Attacks – Social Engineering – Cyberstalking - Cybercafe and Cybercrimes - Botnets: The Fuel for Cybercrime - Attack Vector - Cloud Computing					12	K2
III	Cybercrime: Introduction - Proliferation of Mobile and Wireless Devices – Trends in Mobility - Credit Card Frauds in Mobile and Wireless Computing Era - Security Challenges Posed by Mobile Devices - Registry Settings for Mobile Devices - Authentication Service Security - Attacks on Mobile/Cell Phones - Mobile Devices: Security Implications for Organizations - Organizational Measures for Handling Mobile - Organizational Security Policies and Measures in Mobile Computing Era - Laptops					12	K3

IV	Tools and Methods Used in Cybercrime: Introduction - Proxy Servers and Anonymizers – Phishing - Password Cracking - Keyloggers and Spywares - Virus and Worms - Trojan Horses and Backdoors Steganography - DoS and DDoS Attacks - SQL Injection - Buffer Overflow - Attacks on Wireless Networks	18	K4
V	Cybercrimes and Cybersecurity: The Legal Perspectives – Introduction - Cybercrime and the Legal Landscape around the World - Why Do We Need Cyberlaws: The Indian Context - The Indian IT Act - Challenges to Indian Law and Cybercrime Scenario in India - Consequences of Not Addressing the Weakness in Information Technology Act - Digital Signatures and the Indian IT Act - Amendments to the Indian IT Act - Cybercrime and Punishment – Cyber law, Technology and Students: Indian Scenario. Careers in Cybersecurity: Introduction - IT Security Organization - Career Paths in Cybersecurity– Cybersecurity Certifications - Guide Path	18	K5
	Total	90	

THEORY 100%

Cos	Course Outcomes	Cognitive Level
CO1	At the end of the course, students will be able to: Explain the basic concepts, principles, and need for Cyber Security and Information Security.	K1
CO2	Differentiate various forms of cybercrimes, cyber attacks, and defense mechanisms	K2
CO3	Implement basic security measures to protect mobile devices, computer systems, and networks.	K3
CO4	Demonstrate knowledge of cybersecurity tools, attack detection methods, and prevention techniques.	K4
CO5	Understand Indian Cyber Laws, IT Act regulations, cyber ethics, and career opportunities in Cyber Security.	K5

Textbooks

1.	Nina Godbole, Sunit Belapure (2023) Cyber Security, Wiley India Pvt. Ltd. New Delhi
2.	Chander, Harish, Cyber Laws and IT Protection. PHI Learning Private Limited. New Delhi.
3.	Dieter Gollmann . (2023). Computer Security. 2nd edition. John Wiley & Sons
4.	Godbole, N. (2019). Information Systems Security: Metrics Frameworks and Best Practices.
5.	Marther, T., Kumaraswamy, S.,& Latif, S. (2020). Cloud Security and Privacy: An Enterprise

Reference Books	
1.	Pfleeger, C. P., Pfleeger, S. L. Analyzing Computer Security. Pearson Education. India.
2.	Tripathi, S. P., Goel, R. Shukla, P. V. Introduction to Information Security and Cyber Laws. Dreamtech Press.
3.	Wiley India. New Delhi Perceptive on Risk and Compliance. O'Reilly
Web Resources	
1.	http://onlinecourses.nptel.ac.in/noc25_cs07/preview
2.	https://www.netacad.com/courses/cybersecurity/essentials
3.	https://www.coursera.org/professional-certificates/google-cybersecurity

Mapping of Cos with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
C01	3	2	2	2	2	3	2	2	2	2
C02	3	3	2	2	2	3	3	3	2	2
C03	2	3	2	2	3	2	3	3	2	2
C04	2	2	3	3	3	2	2	2	3	2
C05	3	2	2	2	2	3	2	2	2	2
Total	13	12	11	11	12	13	12	12	11	10
Average	2.6	2.4	2.2	2.2	2.4	2.6	2.4	2.4	2.2	2.0

***Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER IV		DISCIPLINE CENTRIC ELECTIVE COURSE – IV DIGITAL MARKETING				COURSE CODE	
Instruction Hrs-4						Credit -4	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To assess the evolution of digital marketing						
LO2	To appraise the dimensions of online marketing mix						
LO3	To infer the techniques of digital marketing						
LO4	To analyse online consumer behaviour						
LO5	To interpret data from social media and to evaluate game based marketing						
Unit	Contents					No. of Hours	Cogniti ve Level
I	Introduction to Digital Marketing Digital Marketing – Transition from traditional to digital marketing – Rise of internet – Growth of e-concepts – Growth of e-business to advanced e-commerce – Emergence of digital marketing as a tool – Digital marketing channels – Digital marketing applications, benefits and challenges – Factors for success of digital marketing – Emerging trends and concepts, Big Data and IOT, Segments based digital marketing, Hyperlocal marketing - Opportunities for digital marketing professionals.					12	K1
II	Online marketing mix Online marketing mix – E-product – E-promotion – E-price – E-place – Consumer segmentation – Targeting – Positioning – Consumers and online shopping issues – Website characteristics affecting online purchase decisions – Distribution and implication on online marketing mix decisions – Digitization and implication on online marketing mix decisions.					12	K2
III	Digital media channels Digital media channels – Search engine marketing – ePR – Affiliate marketing – Interactive display advertising – Opt-in-email marketing and mobile text messaging, Social media and viral marketing – Online campaign management using – Facebook, Twitter, Instagram, Snapchat, Pinterest – Metaverse marketing -Advantages and disadvantages of digital media channels – Metaverse marketing.					12	K3
IV	Online consumer behavior Online consumer behavior – Cultural implications of key website characteristics – Dynamics of online consumer visit – Models of website visits – Web and consumer decision making process – Data base marketing – Electronic consumer relationship management – Goals – Process – Benefits – Role – Next generation CRM.					12	K4

V	Analytics and Gamification Digital Analytics – Concept – Measurement framework – Demystifying web data - Owned social metrics – Measurement metrics for Facebook, Twitter, YouTube, Slide Share, Pinterest, Instagram, Snapchat and LinkedIn – Earned social media metrics - Digital brand analysis – Meaning – Benefits – Components – Brand share dimensions – Brand audience dimensions – Market influence analytics – Consumer generated media and opinion leaders – Peer review – Word of mouth – Influence analytics – Mining consumer generated media – Gamification and game based marketing – Benefits – Consumer motivation for playing online games.	12	K5
	Total	60	
THEORY 100%			
COs	Course Outcomes	Cognitive Level	
CO1	Explain the dynamics of digital marketing	K1	
CO2	Examine online marketing mix	K2	
CO3	Compare digital media channels	K3	
CO4	Explain online consumer behaviour	K4	
CO5	Analyse social media data	K5	
Textbooks			
1.	Puneet Singh Bhatia, (2019) “Fundamentals of Digital Marketing”, 2 nd Edition,Pearson Education Pvt Ltd, Noida.		
2.	Dave Chaffey, Fiona Ellis-Chadwick,(2022) “Digital Marketing”, Pearson Education Pvt Ltd, Noida.		
3.	Chuck Hemann& Ken Burbary, (2024) “Digital Marketing Analytics”, Pearson Education Pvt Ltd, Noida.		
4.	Seema Gupta,(2022) “Digital Marketing” 3 rd Edition, McGraw Hill Publications Noida.		
5.	Kailash Chandra Upadhyay,(2021) “Digital Marketing: Complete Digital Marketing Tutorial”, Notion Press, Chennai.		
Reference Books			
1.	1. Vandana Ahuja, (2024) “Digital Marketing”, Oxford University Press. London.		
2.	Ryan Deiss& Russ Henneberry, (2021) “Digital Marketing”, John Wiley and Sons Inc. Hoboken.		
3.	Alan Charlesworth,(2020), “Digital Marketing - A Practical Approach”, Routledge, London.		
4.	Simon Kingsnorth, Digital Marketing Strategy,(2022) “An Integrated approach to Online Marketing”, Kogan Page Ltd. United Kingdom.		
5.	Maity Moutusy,(2022) “Digital Marketing” 2 nd Edition, Oxford University Press, London.		

Web Resources	
1.	https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
2.	https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/educational-technologies/all/gamification-and-game-based-learning
3.	https://journals.ala.org/index.php/ltr/article/download/6143/7938

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	3	2	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3
CO3	3	3	2	2	3	2	3	3	2	3
CO4	3	3	2	2	3	3	3	3	3	3
CO5	3	3	1	3	3	2	3	3	2	3
Total	15	15	9	13	15	13	15	15	13	15
Average	3.0	3.0	1.4	2.6	3.0	2.6	3.0	3.0	2.6	3.0

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER IV		ENTREPRENEURSHIP/ INDUSTRY BASED COURSE EVENT MANAGEMENT				COURSE CODE	
Instruction Hrs-3						Credit – 3	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	Obtain a sense of responsibility for the multi – disciplinary nature of event management.						
LO2	Gain confidence and enjoyment from involvement in the dynamic industry of event						
LO3	Form a base for many routine activities in operations management						
LO4	To analyse the performance of event management.						
LO5	To understand and tackle the issues in event organizing.						
Unit	Contents					No. of Hours	Cognitive Level
I	EVENTS – INTRODUCTION: Events - Nature definition and scope - C's of events - Designing, interaction and importance as a marketing tool - Various needs addressed by events - Focusing and implementing events -Advantages and disadvantages of events.					9	K1
II	ELEMENTS OF EVENTS: Elements of events - Event infrastructure, target audience, organisers, venue, media activities to be carried out - Concept of market in events - Segmentation and targeting of the market events.					9	K2
III	POSITIONING IN EVENT: Positioning in events and the concept of event property - Events as a product - Methods of pricing events - Events and promotion - Various functions of management in events.					9	K3
IV	STRATEGIC PLANNING: Strategic market planning - Development and assessment of market plan.					9	K4
V	STRATEGIC ALTERNATIVES: Strategic alternatives arising from environment, competition and defined objectives - Pricing objectives - Evaluation of event performance - Measuring performance & correcting deviations					9	K5
	Total					45	
THEORY 100%							

Cos	Course Outcomes	Cognitive Level
CO1	Identify the types of insurance appropriate for particular events.	K1
CO2	Identify risk factors in an event proposal.	K2
CO3	Describe and analyse key components of typical event contracts.	K3
CO4	Analyse the nature of risk and risk factors typical to meetings and events	K4
CO5	Conduct standard and customary ethical, legal, risk management, safety, and security analysis for an event.	K5
Textbooks		
1.	Kotler.P., Marketing Management, Analysis, Planning, Implementation and Control, Prentice Hall	
2.	AvrichBarry, Event and Entertainment, Delhi, Vision Books	
3.	Gaur. S.S. and Saggere.S.V., Event Marketing Management	
4.	Panwar.J.S., Marketing in the New Era, Sage Publications Challenging the Global Economic Order. St. Martin's Press.	
5.	Event Management, . Bhatia A. K Sterling Publishers, New Delhi. . (2021),	
Reference Books		
1.	AvrichBarry, Event and Entertainment, Delhi, Vision Books	
2.	Event Management In Leisure And Tourism, David C. Watt Pearson, Uk. (2022),	
3.	Special Events- Best Practices In Modern Event Management, Joe Gold Blatt John Wiley And Sons, New York. (2024),	
4.	Event Management In Leisure And Tourism, David C. Watt Pearson, Uk. (2020),	
5.	Special Events- Best Practices In Modern Event Management, Joe Gold Blatt John Wiley And Sons, New York. (2019),	
Web Resources		
1.	http://www.articlesbase.com/marketing-articles/av-overview-of-eventmanagement-904492.html	
2.	http://en.wikipedia.org/wiki/Event_management yellowpages.sulekha.com/Delhi	
3.	http://www.eventmanagement.in/	

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	3	2	2	2	2	3	2	2	2	2
CO2	3	3	2	2	2	3	3	2	3	2
CO3	2	3	3	2	3	2	3	2	3	2
CO4	2	2	3	3	2	2	2	3	2	3
CO5	3	2	2	3	3	3	2	3	2	3
Total	13	12	12	12	12	13	12	12	12	12
Average	2.6	2.4	2.4	2.4	2.4	2.6	2.4	2.4	2.4	2.4

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**

SEMESTER IV		VALUE ADDED COURSE-II GOODS AND SERVICE TAX				COURSE CODE	
Instruction Hrs-2						Credit -2	
Cognitive Level	K1- Recalling	K2- Understanding	K3- Applying	K4- Analysing	K5- Evaluating	K6- Creating	
Learning Objectives							
LO1	To Understand the Basics Of GST						
LO2	To Study the Registration and Computation Of GST						
LO3	To Acquaint the knowledge on Input tax credit						
LO4	To understand the concepts of Assessment and return procedures of GST						
LO5	To explore the knowledge relating to GST and Technology						
Unit	Contents					No. of Hours	Cogniti ve Level
I	GST Overview Introduction - Meaning of GST - IGST - Scope of GST- Old Tax Structure V/S GST- Dual GST-Benefits of GST-GST Council- GST Network (GSTN) And GST Regime-Integrated Goods and Services Tax Act- 2017					6	K1
II	Registration Process of GST Rules - Procedure of Registration – Exempted Goods And Services Under GST Rates of GST– GST At 5 % - GST At 12 % - GST At 18 % - GST At 28% - Procedure Relating To Levy (CGST &SGST)					6	K2
III	Input Tax Credit Input Tax Credit (ITC)- Eligibility and Conditions for Taking- Input Tax Credit- Apportionment of ITC and Blocked Credit - Various Documents Under GST					6	K3
IV	Assessment and Return Procedures of GST Types of GST Returns- Types of Assessment &Assessment Procedures- Role and Functions of GST Council- Tax Authorities and Their Powers					6	K4
V	GST And Technology Introduction to GSTN – Power and Functions of GSTN- Design &Implementation Framework GSTN - Goods And Service Tax Suvidha Provider (GSP) - Concept					6	K5
	Total					30	
THEORY 100%							
Cos	Course Outcomes					COGNITIVE LEVEL	
CO1	Understand the Basics Of GST					K1	
CO2	Gain knowledge on Registration and Computation Of GST					K2	
CO3	Create knowledge on Input tax credit					K3	
CO4	Acquire the knowledge of Assessment and return procedures of GST .					K4	
CO5	Evaluate GST and Technology					K5	

Textbooks	
1.	A Complete Guide To Goods and Services Tax – Sanjiv Agarwal
2.	GST Law Manual – R.K. Jain
3.	Hand Book On GST- Pratik Shah
4.	GST Handbook to students – CA Vivek KR Agarwal, 2022, Neelam Book House.
5.	GST for laymen, CA Apeshika Solanki,2021, Bloomsbury India.
Reference Books	
1.	V.S Datey – Taxman’s: GST
2.	Madhykar N Hiregange: GST
3.	GST – Law and Prattice, Dr. B.G Bhaskar and Manjunath
4.	Mariyappa – GST
5.	Step By Step Guide to GST – Compliances - Avinash Poddar
Web Resources	
1.	https://Www.Taxmann.Com/Academy/
2.	https://gstcouncil.gov.in/

Mapping of COs with POs & PSOs:

COs/POs	POs					PSOs				
	1	2	3	4	5	1	2	3	4	5
CO1	2	2	3	2	2	2	2	2	2	2
CO2	2	2	3	2	2	2	3	2	3	2
CO3	2	2	3	2	3	2	3	2	2	3
CO4	2	2	3	2	2	2	3	2	3	2
CO5	2	2	3	2	3	2	2	2	3	3
Total	10	10	15	10	12	10	13	10	13	12
Average	2.0	2.0	3.0	2.0	2.4	2.0	2.6	2.0	2.6	2.4

***S-Strong (3)**

***M-Medium (2)**

***L-Low (1)**
