Syllabus
Master of Business Administration

Shoolini University Centre for Distance and Online Education (SCDOE)

History of MBA program at Shoolini University:

Faculty of Management Sciences was established as part of Shoolini University in 2009. It was established with an aim of building leaders in the field of business management. With a clear focus of nurturing talent with high expertise in management skills, it initially started with three MBA programs i.e., MBA General, MBA Biotechnology & MBA Pharmaceutical & Healthcare. General MBA program intended to serve the corporate with dynamic leaders, MBA Pharmaceutical & MBA Biotechnology were introduced to cater to the specific niche of managerial skills for upcoming biotechnology and healthcare industry.

The first batch in 2009 was a humble beginning with 17 students and under the leadership of Prof. J.B. Nadda. Prof. Nadda, an expert in behavioral sciences is amongst the most sought-after Professors in the country and had a vast experience in management education. Being on extra ordinary leave from his position as senior professor from Himachal Pradesh University, Prof. Nadda joined Shoolini as founder Dean, and established a very strong academic foundation of the Business School. In these twelve years of period, it has gain to attract more than 250 students every year in different areas of MBA. Innovative curriculum inspired by management programs of top business schools was adopted and special focus on practical skills was laid after exhaustive discussions with industry experts.

Subsequently, School of Business Management Sciences entered into MOU with Genpact and ISDC, the leader in business process management. MOU focused on three aspects where Genpact shared their intellectual property, collaborated in developing curriculum on specialization in business process management and train the trainers (our faculty) for effective dissemination of concepts from real business environment. Towards the end of first batch of MBA, Genpact selected these students at band four level, which was the same level offered to candidates from IIMs. This trend is growing every year, today students are placed in top level organizations of India.

Along with the firm foundation in academics, the school gradually developed deep collaborations with industry under leadership of our succeeding dean, Prof. Munish Sapra. Prof. Sapra an alumnus of IIT & FMS, was Ex. Indian CEO of Nova Scotia Bank. The school

witnessed much needed transformation from core academic culture to corporate and the results were evident in the culture, curriculum and the summer and final placements which reached 100% for eligible students. Eventually, to give feel of real business environment, the semester system was changed to quadmester system. Unique skills enhancement program under banner of SPRINT was introduced which was inspired from Stanford Mini MBA program. SPRINT was coined to augment the student capabilities and comprised of fast-track modules in key concepts, soft skills, technical skills and exposed them to top leaders from Indian and global corporates for experiential learning.

Continuing the journey of right blend of academia and corporate, several new initiatives were started where interactive and case-based pedagogy, online learning support through eUniv, project-based learning, social projects and concentrated intervention by corporate leaders through guest lectures were adopted.

At present, Shoolini MBA program is considered an elite MBA program and among the most sought-after programs in the region. There has been an upward trend in admissions where the present strength has reached more than 250 students from several states in the country and international students from Afghanistan, Ethiopia and Nepal. There exists regular international student exchange where students have undergone semester exchange with leading universities in China and Italy. Among the latest feather in the **cap of the program is its rank 76- 100 out of 555 total institutions that participated in management discipline by NIRF, MHRD Govt. of India.**

Vision and Mission:

Vision

To become a globally sought-after business school by 2030

Mission

1. To provide world class and relevant management education
2. To provide global employment and entrepreneurial opportunities to the students
3. To produce socially responsible business leaders and entrepreneurs
4. To have a sizable economic and social impact towards the community through relevant research & innovation

We at Shoolini University Centre for Distance and Online Education (SCDOE), for our MBA program have adopted the Vision and Mission from the Faculty of Management Sciences, Shoolini University.

Choice Based Credit System (CBCS):

In MBA program choice is being given at two levels:

- Firstly, in terms of Major and Minor specializations, and
- Secondly in terms of the courses with in each specialization.
- Major and Minor specialisation are chosen between Finance, Marketing, Human Recourse Management.
- Also, in each semester the students can choose one course from the list of courses as an open elective.

The MBA scheme includes Core courses (essential to meet the program's requirements), Foundation courses (courses for knowledge management and human development), Core electives (supporting the core discipline and program) and Open Electives (to have knowledge from the other discipline areas), to ensure that CBCS (Choice based Credit System) is fully implemented and permits the students to adopt an inter - disciplinary approach in learning.

PEO, PO and PSO for MBA

Program Educational Objectives (PEO's)

PEO1: To develop the ability to solve complex business problems & independently pursue research and consultancy

PEO2: To provide competencies to interpret the holistic view of business world & the broader environment

PEO3: To instil knowledge, skills & attitude to develop successful leaders through innovation, risk taking capabilities and entrepreneurial way of thinking

PEO4: To produce professionals with strong ethics, respect for personal & institutional integrity, teamwork & continuous learning

PEO5: To generate ability to effectively present and communicate and be contented while contributing positively to the society

Program Outcomes (PO's)

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes (PSO's)

Other than the above program outcomes the following program specific outcomes have also been added into the list of program outcomes.

PO6: Knowledge, ability & attitude to become successful entrepreneurs and ability to innovate & think out of the box.

PO7: Ability to effectively present & communicate.

PO8: Ability to be content & happy.

Program Structure/Syllabus Credit Scheme of MBA (CBCS)

SEMESTER- I

Sr no.	Course Title	Course Name	Code	Credits
1	Core	Financial Accounting	SOMB1002	4
2	Core	Entrepreneurship	SOMB1003	4
3	Core	Organizational Behavior	SOMB1004	4
4	Core	Marketing Management	SOMB1005	4
5	Foundation	Creativity Decoded	SOMB1006	4
6	Open Elective	Any one course from the list of Open Electives		4
		Total credit hours		***24***

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Digital and Technological Solutions	SOOE1001	4
2	Open Elective	Functional English-I	SOOE1002	4

SEMESTER- II

Sr No.	Course Title	Course Name	Code	Credits
1	Core	Financial Management	SOMB2001	4
2	Core	Marketing Research	SOMB2002	4
3	Core	Managerial Economics	SOMB1001	4
4	Core	Human Resource Management	SOMB2004	4
5	Foundation	Research Project-1	SOMB2007	4
6	Open Elective	Any one course from the list of Open Electives		4
		Total credit hours		***24***

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Saying it with Presentation and Charts	SOMB2006	4
2	Open Elective	Functional English-II	SOOE1005	4
3	Open Elective	Food Science and Technology (Only for Food Technology Management Students)	SOMB(FT)2001	4
4	Open Elective	Fundamentals of Direct Selling (Only for Direct Selling Management Students)	SOMB(DS)2001	4

SEMESTER- III

Sr. No.	Course Title	Course Name	Code	Credits
1	Foundation	Legal Aspects of Business	SOMB3001	4
2	Core	Internship (8Weeks)	SOMB3002	6
3	Elective I	Major Specialization (Any one course from the list of specializations)		4
4	Elective II	Major Specialization (Any one course from the list of specializations)		4
5	Elective III	Minor Specialization (Any one course from the list of specializations)		4
6	Core	Statistics for Management	SOMB2005	4
7	Open Elective	Any one course from the list of Open Electives		4
		Total credit hours		***30***

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Acing the Interviews through AI	SOOE1007	4
2	Open Elective	Introduction to Editing	SOOE1009	4

SEMESTER- IV

Sr. No.	Course Title	Course Name	Code	Credits
1	Foundation	Strategic Management	SOMB4001	4
2	Core	Research project-II	SOMB4003	4
3	Elective I	Major Specialization (Any one course from the list of specializations)		4
4	Elective II	Major Specialization (Any one course from the list of specializations)		4
5	Elective III	Minor Specialization (Any one course from the list of specializations)		4
6	Core	Sales Management	SOMB4002	4
7	Open Elective	Any one course from the list of Open Electives		4
		Total credit hours		**28**

Open Elective: Any one course from the following

Sr no.	Course Title	Course Name	Code	Credits
1	Open Elective	Effective Negotiations	SOOE1010	4
2	Open Elective	New Media	SOOE1012	4

List of Specialization (Electives):

Financial Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Micro Finance for Managers	SOMB(F)1001	4
2	Financial Statements Analysis	SOMB(F)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Portfolio and Wealth Management	SOMB(F)1003	4
2	Financial Derivatives	SOMB(F)1004	4
3	Techniques for Financial Decisions	SOMB(F)1005	4

Operations Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(OP)1001	4
2	Logistics and Distribution Strategy	SOMB(OP)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Project Management	SOMB(OP)1003	4
2	Lean Operations	SOMB(OP)1004	4
3	Operations Analytics	SOMB(OP)1005	4

Human Resource Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Organizational Development & Change Management	SOMB(HRM)1001	4
2	HR Planning and Recruitment	SOMB(HRM)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Training and Development	SOMB(HRM)1003	4

2	Competency Mapping and Assessment	SOMB(HRM)1004	4
3	Industrial Relations and Labor Codes	SOMB(HRM)1005	4

Digital Marketing:

Semester III:

Sr no.	Course Name	Code	Credits
1	Content Marketing	SOMB(DM)1001	4
2	Integrated Marketing Communications	SOMB(DM)1002	4
3	Fundamentals of Digital Marketing	SOMB(DM)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Customer Relationship Management (CRM)	SOMB(DM)1005	4
2	User Experience (UX) Design	SOMB(DM)1006	4
3	Mobile App Marketing	SOMB(DM)1007	4

Tourism Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Tourism Products of India	SOMB(TM)1001	4
2	Tourism Marketing	SOMB(TM)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Tourism Entrepreneurship	SOMB(TM)1003	4
2	Travel Agency & Tour Operations Management	SOMB(TM)1004	4
3	Tourism Policy, Planning and Development	SOMB(TM)1005	4

Agri-Business Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Agricultural Marketing Management	SOMB(AB)1001	4
2	Microfinance for Agribusiness	SOMB(AB)1001	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Agri-Supply Chain Management	SOMB(AB)1001	4
2	Food Retail Management	SOMB(AB)1001	4

3	Introductory Agriculture & Principles of Agronomy	SOMB(AB)1001	4

Marketing Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Digital Marketing for Practioners	SOMB(M)1001	4
2	Integrated Marketing Communications	SOMB(M)1002	4
3	Service Marketing	SOMB(M)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Global Retail	SOMB(M)1004	4
2	Supply Chain Management	SOMB(M)1005	4
3	Consumer Behaviour	SOMB(M)1006	4

Retail Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Retail Business Models	SOMB(RM)1001	4
2	Service Marketing	SOMB(RM)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(RM)1003	4
2	Retail Communication	SOMB(RM)1004	4
3	International Retailing & Benchmark Practice	SOMB(RM)1005	4

Biotechnology Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Introduction to Life Science, Biotechnology & Bioinformatics	SOMB(B)1001	4
2	Safety and hazard management	SOMB(B)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Application & Methodology of Biotechnology	SOMB(B)1003	4
2	Simulation & Optimization in Biotechnology	SOMB(B)1004	4
3	Entrepreneurship Development & Project	SOMB(B)1005	4

	Management in Biotechnology		

Food Technology Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Food Entrepreneurship	SOMB(FT)1001	4
2	Food Regulations and Policy	SOMB(FT)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Financial Management in the Food Industry	SOMB(FT)1003	4
2	Food Marketing and Branding	SOMB(FT)1004	4
3	Operations Management in the Food Industry	SOMB(FT)1005	4

Banking & Insurance:

Semester III:

Sr no.	Course Name	Code	Credits
1	Banking: Types & Services	SOMB(BI)1001	4
2	Insurance: Products & Purposes	SOMB(BI)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Banking & Financial Markets: A Risk Management Perspective	SOMB(BI)1003	4
2	Introduction to Risk Management	SOMB(BI)1004	4
3	Business Environment & Strategic Management	SOMB(BI)1005	4

Pharma and Health Care Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Healthcare Management	SOMB(PH)1001	4
2	Pharmaceutical Marketing and Sales	SOMB(PH)1002	4
3	Health Economics	SOMB(PH)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Biotechnology and Drug Development	SOMB(PH)1004	4
2	Healthcare Information Systems	SOMB(PH)1005	4
3	Medical Devices and Technology	SOMB(PH)1006	4

Logistics and Supply Chain Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Supply Chain Management	SOMB(LS)1001	4
2	Logistics and Distribution strategy	SOMB(LS)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Global Retail Management	SOMB(LS)1003	4
2	Enterprise Resource Planning	SOMB(LS)1004	4
3	Green Supply Chain Management	SOMB(LS)1005	4

Data Science & Business Analytics:

Semester III:

Sr no.	Course Name	Code	Credits
1	Introduction to AI & Machine Learning	SOMB(DB)1001	4
2	Python for Business	SOMB(DB)1002	4
3	Business Analytics	SOMB(DB)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Data Visualization	SOMB(DB)1004	4
2	Big Data Analysis	SOMB(DB)1005	4
3	Data Ethics & Privacy	SOMB(DB)1006	4

Real Estate Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Real Estate and Urban Development Studies	SOMB(RE)1001	4
2	Service Marketing	SOMB(RE)1002	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Sales and marketing in real estate	SOMB(RE)1003	4
2	Mega Project and Facility Management	SOMB(RE)1004	4
3	Techniques for Financial Decisions	SOMB(RE)1005	4

Direct Selling Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Ethics and Compliances: Govt. Guidelines, Comp Plan	SOMB(DS)1001	4
2	Critical Success Factors	SOMB(DS)1002	4
3	1-2-3 of Entrepreneurship	SOMB(DS)1003	

Semester IV:

Sr no.	Course Name	Code	Credits
1	Basics of being a Networker: Soft Skills	SOMB(DS)1004	4
2	Tools and Techniques for a Successful Direct Seller	SOMB(DS)1005	4
3	Digital Marketing and Brand Building	SOMB(DS)1006	4

Information Technology Management:

Semester III:

Sr no.	Course Name	Code	Credits
1	Introduction to AI & Machine Learning	SOMB(IT)1001	4
2	Python for Business	SOMB(IT)1002	4
3	Business Analytics	SOMB(IT)1003	4

Semester IV:

Sr no.	Course Name	Code	Credits
1	Data Visualization	SOMB(IT)1004	4
2	Big Data Analysis	SOMB(IT)1005	4
3	Data Ethics & Privacy	SOMB(IT)1006	4

SEMESTER-I

Course Name: **Financial Accounting**

Credits: 4

Course Objectives:

The course intends to make students understand measuring and recording business transactions, Business income and adjusting entries, completion of the accounting cycle, introduction to cost accounting, what is the use of cost accounting and how is cost sheet made and used by individual and a company.

Course Outcome:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Understand different types of Accounts and differentiate in between.
CO2	Understand Accounting Cycle
CO 3	Purpose of Trial Balance.
CO 4	Understand why Trading, Profit and Loss Account and Balance Sheet is made.
CO 5	Understand the movement of cash in a business
CO 6	Will be able to pass Journal entries as well as post them in their respective Accounts.
CO 7	Prepare subsidiary books, Trial Balance and final accounts.
CO 8	Will be able to predict cash flows of a company.
CO 9	Full knowledge of Accounting Standards of India.

Course Content:

Unit-A: Introduction

Basic overview of accounts, DRIL, CGOG, (Golden rules), understanding Accounting equations, introduction to Journal Entries, Ledger posting.

Unit-B: Ledgers and Books

Types of subsidiary books, cash book (Single, double, triple column cash book and petty cash book), why and when is BRS (Bank Reconciliation Statement), and rectification of errors.

Unit-C: Final Accounts

Why and how is Trial Balance made? Importance of trial balance, Final Accounts with adjustments and Accounting Standards of India.

Unit-D: Ratio Analysis

Reading of the Balance Sheet, Key Ratios: Liquidity Ratio, Debt Equity Ratio, PE Ratio, ROI, ROCE etc.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Required Books and Materials:

Text Book:

1. Financial Accounting by C. Mohan Juneja, Arora, Kalyani Publishers, Ludhiana.
2. Cost Accounting: Principles and Methods by Jain, S.P. and K.L. Narang, Kalyani Publishers, Ludhiana.

Reference Book:

1. Accounting Principles, 10th edition by Weygandt, Kimmel and Kieso, Wiley Publication

Course Name: **Entrepreneurship**

Credits: 4

Course Objectives:

The course consists of providing detailed insights into the evolution, theory, perception, beliefs, opportunities, threats, and application of the entrepreneurial business models that are most prevalent in contemporary India. Students will learn the basics of E-commerce, Franchising, Discount stores, Network distribution, and some other business models which might provoke entrepreneurial spirit in them. This course also provides practical proven tools for transforming an idea into a product or service that creates value for others. As students acquire these tools, they learn how to sift good ideas from bad, how to build a winning strategy, how to shape a unique value proposition, prepare a business plan, compare their innovation to existing solutions, and build flexibility into their plan and determine when best to quit. Above all, it would help them understand the magic of thinking BIG.

In collaboration with the experienced faculty, and a vibrant peer group, learners will explore and apply the skills, tools, and best practices for:

- Identifying and developing entrepreneurial opportunities.
- Building business models.
- Creating strategies for leading innovation; and
- Financing and profiting from innovation.

Course Outcome:

At the end of the course, the student should be able to:

Sr. No.	Course Outcome
CO1	Define Entrepreneurship and outline its essence.
CO2	Explore the various entrepreneurial business models and opportunities available in contemporary India.
CO3	Clearly define the basics of the entrepreneurial spirit like one to 'Be a job creator rather than a job seeker'.
CO4	Develop an understanding of the benefits and risks associated with each of them.
CO5	Select and set a target market associated with each of the contemporary models.
CO6	Enumerate and explain the similarities and dissimilarities amongst them all.
CO7	Adapt and develop any of these entrepreneurial models at any stage of their life.
CO8	Make a comparison with the traditional business models and understand the need for change in the middlemen dominated

	system of distribution.
CO9	Formulate a strategic, tactical, and operational modus operando of these business models.

Course Content:

Unit –A:

Introduction to Entrepreneurship

Introduction to Entrepreneurship: A peep into an entrepreneur's mind, Four Pillars of Entrepreneurship, Viability Quartet, Innovation and Entrepreneurship, Indovation or Jugad.

Cash Flow Quadrant - Robert T. Kiyosaki

Cash-flow Quadrant, Disintermediation and the need for it, Feasibility Study & preparation of Business Plan, Understanding the Laws of Success and the four businesses to stay.

Distribution Systems

Traditional distribution System, Importance of Middlemen, Disintermediation & Importance of Disintermediation, Basic framework of a Franchising business, Various advantages and disadvantages of franchising business, Setting up a Franchise, Top Franchises across the world, Introduction to Network Marketing.

Formulation of an Ideal Business

Starting a Small Business Venture & choosing suitable business ownership, Sole proprietorship, Joint Hindu Family firm, Partnership, Joint Stock Company, or Cooperative Organization.

Unit –B:

Setting up of the small-scale business

Small- Scale ventures, Types of small businesses, setting up a small-scale venture & starting a small business.

Understanding unicorns

The magic of thinking big, understanding startup -unicorns their valuations and examples, Decacron and examples, Features, ideas what made them big, why they are big? USP and problem they solved.

Discovering Ideas

Cracking the Creativity Code, Why Creativity is important? Discovery vs Delivery - What is more important? Do Schools Kill Creativity?

Why, How & What?

Is Creativity hereditary or learned? Creativity is not IQ- developing the Epigenetics as it is aa muscle, IKIGAI - Japanese way of living, Start with Why - Simon Sinek

Unit –C:

Borrowing Ideas and creativity

Zoom in - Zoom out - Zoom in, borrowing an Idea and Implementing It- Story of M&M, The App orchard Himachal Pradesh.

Finding a problem in the marketplace

What is a problem- Defining it, what are the types, Reason why there is a Problem - Root

Cause Analysis (5 why Model), New product development, Stages in NPD.

Business Plan

Why Write a business plan? Format of the Business plan? Benefits of Business plan, Business model Canvas, Case Studies - OYO, UpGrad, Ola, CRED.

Unit –D:

Social Entrepreneurship

Introduction to Social Entrepreneurship, Maslow's hierarchy of needs, Corporate Social Responsibility, Social problems, and social Innovation.

Case related to Social Entrepreneurship

Amul - Founders, History, Distribution channel, pricing, and products Grameen bank - Founders, History, Distribution channel, pricing, and products

Rang de - Concept, Founders, History, Distribution channel, pricing, and products

Ashoka - Founders, History, Distribution channel, pricing, and products

Intrapreneurship

Concept & Introduction Advantages, Differences and scope, Companies, and examples

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Readings:

1. $100 Startup – Chris Guillebeau, Pan Macmillan, UK.
2. Rich Dad Poor Dad- Robert T. Kiyosaki, Manjul Publishing House, Bhopal, India.
3. Laws of Success- Napoleon Hill, Star Publishing LLC, USA.
4. Franchising: pathway to wealth creation-Stephen Spinelli, Robert Rosenberg, PrenticeHall PTR, New Jersey, USA.
5. The Business of the 21st Century - Robert T. Kiyosaki, John Fleming and Kim Kiyosaki, Manjul Publishing House, Bhopal, India.
6. Get Rich Click- Marc Ostrofsky, Razor Media Group, LLC, USA.

7. Complete E-Commerce book: Design, build & maintain a successful web-based business-Janice Reynolds, Taylor & Francis Inc., London, UK.
8. Business Process Outsourcing: Process, Strategy & Contracts- John K. Halvey, Barbara M. Melby, John Wiley & Sons Inc., New Jersey, USA.
9. The Grocers: The Rise and Rise of the Supermarket Chains- Andrew Seth, Geoffrey Randall, Kogan Page Publishers, Philadelphia, USA.
10. The Wellness Revolution – Paul Zane Pilzer, Simon & Schuster, New York, US

Course Name: **Organizational Behavior**

Credits: 4

Course Objectives:
Students study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Course Outcomes:
At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understanding individual behavior and attitude at a workplace.
CO2	Identify different personality types based on Big five model and MBTI.
CO 3	Study the relationship between motivation and performance.
CO 4	Identify common errors in perception.
CO 5	Understand how groups are formed and work in an organization.
CO 6	Address to the different leadership styles, conflict management techniques and stress management process.
CO 7	Knowledge of different organizational designs and its elements.
CO 8	Identify personalities of individual using models like MBTI and Big five model.
CO 9	Avoid biasness and other perceptual errors while decision making processes.
CO 10	To motivate one's subordinates and employees.
CO 11	To lead successfully and handle groups for higher returns.
CO 12	Effectively handle conflict and stress at work place.
CO 13	Construct an organizational structure.

Course Content:

- **UNIT-I Introduction:** Meaning and importance of organization behavior. Contributing disciplines to OB. Different models of OB. Challenges and Opportunities of OB.
- **UNIT-II The individual behavior**: Attitude and job related attitude. Personality and two models (MBTI & Big five Model). Perception and common shortcuts. Motivation and its theories (Early theories and contemporary theories)

- **UNIT-III The Group behavior:** Group dynamics: group properties and formation. Leadership styles and theories. Conflict management techniques.
- **UNIT-IV The Organizational system:** Organization structure: Structure elements and common organizational structure designs. Stress management techniques. Change management.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**30%**
End Term Exam	**70%**

Required Books and Materials:

Text Book:

1. Robbins, S, ‘‘Organizational Behaviour’’ 15th Edition, Pearson Education, New Delhi.

References:

1. Prasad, LM, Organizational Behaviour, Sultan Chand & Sons, New Delhi.

Course Name: **Marketing Management**

Credits: 4

Course Objectives:

This course aims at introducing the basic concepts of marketing in order to build a strong foundation for marketing concepts. The course builds practical skills in introducing marketing management, marketing environment, buying behavior, marketing mix concept & sales management. It aims at equipping the students with knowledge of marketing mix with special focus on product, price, place & promotion. The course will also equip students with knowledge on contemporary issues in marketing. The students will also learn the concept of emerging marketing in reference to Rural Marketing.

Course Outcome:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand core concepts in marketing
CO2	Become aware of marketing as open system
CO 3	Understand the complexities of human behavior in marketing
CO 4	Know how target markets are selected & positioned
CO 5	Realize the basic pillars on which marketing is built
CO 6	Use concepts of needs, wants & demand & chose appropriate marketing concept
CO 7	Take decisions with reference to environment
CO 8	Understand consumer behavior
CO 9	Develop target markets & facilitate sales

Course Content:

Unit-A Understanding the Marketing Process and Segmentation

- Core concepts – Needs, wants, demands, product, exchange, philosophies
- Marketing environment
- Consumer behavior
- Segmentation

Unit-B: Targeting, Positioning and Marketing Program

- Targeting
- Positioning
- Marketing mix
- Sales Management
- Product, product dimensions, new product development

Unit-C: Pricing Strategies, Promotion and communication

- Pricing & pricing strategies
- Place Decisions & Integrated marketing communications
- Promotion Mix

Unit D: Branding, Current Scenario, dynamics and Rural Marketing

- Contemporary Issues in marketing
- Consumerism and legal aspects of marketing
- Emerging marketing (Rural Marketing)

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Required Books and Materials:

1. Philip Kotler, Keller, Koshy and Jha, "Marketing Management," 14e, Pearson Education, New Delhi

Reference Book:

1. Michael J Etzel, Bruce J Walker, William J Stanton, and Ajay Pandit, "Marketing," Tata McGraw Hill, New Delhi

Course Name: **Creativity Decoded**

Credits: 4

Course Objectives:
The objective of this course is to help students understand the meaning and importance of creativity and how they can become more creative in a professional setting by using techniques used by artists (the creativity experts) in various domains. The course will equip the students withspecific strategies and standard tools to enhance their creativity and through a novel 3- S model approach, help them to systematically learn and practice creativity for problem solving, idea generation, critical thinking, communication, collaboration etc.

Course Outcomes:
At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Enumerate the steps in the creative process and understand that it is non linear
CO2	Map the 3-S model onto the creative process and understand which techniques of creativity will be useful at what stage of creativity
CO 3	Understand the role of concepts like mindfulness, use of right brain, empathy, and curiosity in creativity
CO 4	Explain the importance of deliberate practice for achieving excellence
CO 5	Comprehend the role of opposites (upside- down) in reframing
CO 6	Understand the various ways of combining things to create something new

Course Content:

Unit-A: What is Creativity

- Defining Creativity
- Understanding the creative process
- Why learns creativity?
- The Systems Model of creativity
- Creativity and Happiness (Concept of Flow)
- The 3- S model for learning creativity from the artists

Unit-B: Seeking an Artist's Mindset

- Mindful observation
- Visualization
- Empathy
- Perspective
- Curiosity

Unit-C: Strengthening Creative Skills

- Creative excellence
- Copying to learn, copying to create
- Whole Brained Creativity

Unit-D: Shaping your Creation

- Stream of Consciousness
- Combining and Recombining
- Scope and constraints
- Collaborating
- Building upon work of others
- Adding a twist
- Overcoming creative blocks

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Books and Materials:

Text Books:

Ashoo Khosla, "Off the corporate bus and into the creativity boat, Jaico Publishing House(October 2017)

Reference Books:

1. Dr Mihaly Csikszentmihalyi PhD, "Flow: The Psychology of Optimal Experience",Harper Collins, (1990)

2. Karim Benammar, "Reframing. The art of thinking differently" Boom; (June, 2012)

Course Name: **Digital and Technology Solutions**

Credits: 4

Course Objectives:

- The course is designed to aim at imparting a basic level appreciation program for the common man.
- After completing the course, the incumbent can use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc.
- This allows a common man or housewife to be also a part of computer users list by making them digitally literate.
- This would also aid the PC penetration program.
- This helps the small business communities, housewives to maintain their small account using the computers and enjoy in the world of Information Technology.
- The aim of this course is to help you understand what programming is, and what is a programming language.
- The course helps you understand the concepts of loops, reading a set of data, stepwise refinement, functions, control structures, and arrays.
- The primary focus of this course is on problem solving and aspect which means developing proper algorithms.

Course Outcomes:

After completing this course, you will be able to:

Sr. No.	Course Outcome
CO1	Write efficient algorithms to solve various problems.
CO2	Understand and use various constructs of the programming language such as conditionals, iteration, and recursion.
CO3	Implement your algorithms to build programs in the C programming language.
CO4	Use data structures like arrays, linked lists, and stacks to solve various problems.
CO5	Understand and use file handling in the C programming language.

Course Content:

Unit- A:

Knowing computer: Introduction to Computers: what is a computer, characteristics of Computers, Generations of Computers, Classifications of Computers, Basic Computer organization, Applications of computers. Input and Output Devices: Input devices, Output devices, Softcopy devices, Hard copy devices. Computer Memory and Processors: Introduction, Memory Hierarchy, Processor, Registers, Cache memory, primary memory, secondary storage devices, magnetic tapes, floppy disks, hard disks, optical drives, USB flash drivers, Memory cards, Mass storage devices, Basic processors architecture.

Unit- B:

Number System and Computer Codes: Binary number system, working with binary numbers, octal number system, hexadecimal number system, working with fractions, signed number representation in binary form. Computer Software: Introduction to computer software, classification of computer software, system software, application software, firmware, middleware, acquiring computer software, design and implementation of correct, efficient and maintainable programs.

Unit- C:

Introduction to the C Language: C Programs, Identifiers, Data Types, Variables, Constants, Input / Output, Operators (Arithmetic, relational, logical, bitwise etc.), Expressions, Precedence and Associatively, Expression Evaluation, Type conversions. Statements-Selection Statements (making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, go to, Simple C Program examples.

Unit- D:

Functions, Arrays and Pointers: Introduction to Structured Programming, Functions-basics, user defined functions, inter function communication (call by value, call by reference), Standard functions. Storage classes-auto, register, static, extern, scope rules, arrays to functions, recursive functions, example C programs. One-dimensional arrays, two – dimensional arrays, multidimensional arrays,

Pointers – Introduction (Basic Concepts), pointers to pointers, compatibility, Pointer Applications, Arrays and Pointers, Pointer Arithmetic, memory allocation functions, array of pointers, pointers to void, pointers to functions, command –line arguments,

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Text Books:

1. Computer Science: A Structured Programming Approach Using C, B.A. Forouzan and R.F. Gilberg, Third Edition, Cengage Learning.
2. The C Programming Language by Brian Kernighan and Dennis Ritchie 2nd edition

Reference Books:

1. Let Us C Yashavant kanetkar BPB.
2. Absolute beginner's guide to C, Greg M. Perry, Edition 2, Publisher: Sams Pub., 1994.
3. Computer Programming and Data Structures by E Balagurusamy, Tata McGraw Hill.

Course Name: **Functional English I**

Credits: 4

Course Objectives:

1. To enhance the skills needed to work in a formal English-speaking global environment.
2. To equip the learners with required linguistic skills, guiding them to excel in the academic field.
3. To emphasize the need for fluency in the English language and refining language proficiency.
4. To enable students to communicate better through writing and oral expression.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	To develop proficiency in English language and reach a level of proficiency in reading, writing, speaking, and listening.
CO2	To enable students to improve their ability to communicate and their linguistic competence in English.
CO3	Acquire and hone communication skills
CO4	Lifelong: Ability to acquire knowledge and skills, including 'learning how to learn', that are necessary for participating in learning activities throughout life.

Course Content:

Unit A

- Listening and Reading
- Unseen Passage
- Comprehension

Unit B

- Functional English
- Specific fixed expressions
- Practice

Unit C

- Effective Writing
- How to write a paragraph and an essay
- Practice

Unit D

- Phrasal Verbs

- Idioms
- Collocations
- Grammatical rules
- Exercises that have to do with grammar

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Suggested Reading:

Collins Cobuild, Dictionary of Phrasal Verbs, Indus
Oxford Collocation Dictionary, Oxford University Press
Manser, Martin H., *A Dictionary of Contemporary Idioms*, Pan Books Ltd.
Wallace, Michael J., *Dictionary of English Idioms*, HarperCollins Publishers, India
Seidl, Jennifer & McMordie, W., *English Idioms and How to Use Them*, Oxford University Press
Allen, W. Stannard, *Living English Structure*, Orient Longman Ltd.
Wallwork, Adrian, *English for Academic Correspondence and Socializing*, Springer
Colins, Steven, *Advanced Vocabulary, Phrasal Verbs, Idioms and Expressions*, Montserrrat Publishing
O'Brien, Terry, *Little Red Book of Modern Writing Skills*, Rupa Publications India Pvt. Ltd.

Useful Websites

www.Englishclub.com
www.writing centre.uottawa.ca
http//grammar.about.com
http://learnenglish.britishcouncil.org
http://www.bbc.co.uk/worldservice/learningenglish/

SEMESTER II

Course Name: **Financial Management**

Credits: 4

Course Objectives:

This course of financial management will help in knowing the theories of modern finance and develop the familiarity with the analytical techniques helpful in financial decision making. This course will broadly deal in Dividend policies, Capital structure and working capital management. The course is designed to provide a foundation of financial concepts to students from varied backgrounds. Clarification of theoretical concepts and jargons marks the initial stages of the course. As financial decision-making involves usage of concrete mathematical operators and techniques, the module ascribes due weightage to these practical concepts.

Course Outcome:
At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the nature and scope of financial management (Why do we need financial management; Wealth maximization Vs. Profit maximization)
CO2	Understand the significance of the concept of time value of money
CO 3	Understand the types and characteristics of major financial instruments (shares, debentures, bonds)
CO 4	Find out which sources of finance to prefer over the others
CO 5	Calculate the present and future values of cash flows using formulae for time value of money.

Course Content:

Unit A:
Nature and scope of financial management
Financing a new business through Equity, Bonds and debt

Unit B:
Time value of money (Understanding the use and application of the discounting factor)
Capital budgeting: Theoretical concepts plus the discounted and non-discounted techniques: Payback period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, Terminal Value Method

Unit C: Cost of capital

Unit D: Financial & Operating leverages

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Text Book:

1. Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitbus Mohanty, "Principles of Corporate Finance," Tata McGraw Hill, New Delhi

Reference Book:

1. Prasanna Chandra, "Financial Management: Theory and Practice," Tata McGraw Hill, New Delhi
2. Shashi K. Gupta and R.K. Sharma, "Financial Management," Kalyani Publications, New Delhi

Course Name: **Marketing Research**

Credits: 4

Course Objectives:

Marketing Research is a hands-on course designed to impart education in the foundational methods and techniques of academic research in the context of business management and economics. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, report writing, and presentation. Further, a student will be exposed to frequently applied statistics. Special attention to ethical concerns in research, measurement issues such as reliability and validity, and the critical assessment of research tools such as questionnaires, will be paid.

Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

Course Outcomes:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	The concept, role, scope and process of marketing research
CO2	How to define marketing research problem and develop an approach
CO 3	How to formulate research design
CO 4	How to design a questionnaire
CO 5	How to select a sample and determine sample size
CO 6	Identify marketing problems faced by companies
CO 7	Plan appropriate research design
CO 8	Design questionnaire and draw an appropriate sample for data collection

Course Content:

Unit-A: Types and Methods of Research

Research and its types, characteristics of good research, identifying and defining research problem and introduction to different research designs, exploratory, descriptive & causal studies.

Unit-B: The language of Research

Dependent variables, independent variables, Relationship between independent and dependent variables; control, extraneous and moderator variables.

Hypothesis: Null hypothesis, Research Hypothesis, criteria of good hypothesis.

Essential constituents of Literature Review.

Unit-C: Sampling Techniques and Collection of Data

Probability sampling: simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. Non-probability sampling: convenience sampling, judgement sampling, quota sampling.

Primary data and Secondary Data, methods of primary data collection; observation, survey and interview, classification of secondary data, designing questionnaires.

Scales: Nominal scale, ordinal scale, interval scale, rating scale; criteria for good measurement

Unit-D: Report Writing

Report writing: purpose, steps and format of research report; final presentation of the research report; idea of referencing, bibliography, footnotes and end notes.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Suggested Readings:

1. Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Tata McGraw Hill, New Delhi.
2. C.R. Kothari: Research Methodology-Methods and Techniques, New Age International Publishers, New Delhi
3. Malhotra, N.K.: Marketing Research: An Applied Orientation, Pearson Education, New Delhi.

Course Name: **Managerial economics**

Credits: 4

Course Objectives:

This foundation course has been designed to introduce the basic managerial economics to students to help them better understand and handle the business problems. Managerial economics is a field of study that applies economic principles and quantitative methods to analyze business decisions. The course typically covers topics such as demand analysis, production and cost analysis, market structure, pricing strategies, risk analysis, and decision-making under uncertainty.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcome
CO1	Understanding the fundamental principles of economics and how they apply to business decision-making.
CO2	Analyzing market demand and supply to determine the optimal pricing and production strategies.
CO3	Understanding the different types of market structures and how they affect business strategy.
CO4	Analyzing production and cost structures to determine the optimal production levels and cost control strategies.
CO5	Understanding risk and uncertainty in business decision-making and techniques for managing these risks.
CO6	Developing critical thinking and problem-solving skills to make informed business decisions.

Course Content:

Unit I: Demand, Supply and Market equilibrium

Introduction: Introduction to Economics: micro vs. macroeconomics; Nature, Scope and significance of Managerial Economics, Role of managerial economics in decision making, Decision making under risk and uncertainty.

Demand Analysis: Determinants of demand, Law of demand, Exceptions to the law of demand, Elasticity of demand- Price, Income and Cross elasticity; Uses of elasticity of demand, Measurement of elasticity of demand. Supply Analysis; Law of Supply, Supply Elasticity; Analysis

and its uses for managerial decision making.

Theory of consumer behavior: Cardinal utility theory, ordinal utility theory.

Demand estimation, Demand forecasting,

Unit II: Production and Cost Analysis

Production concepts & analysis; Production function, Law of variable proportion, Law of returns to scale. Economies of scale.

Cost concepts and analysis, Short-run and long-run cost curves and their managerial use, Estimation of cost function, Relationship between cost and production function.

Theories of cost: Traditional theory and modern theory of cost.

Unit III: Market Structure

Revenue concepts, Market equilibrium., Market Structure: Perfect competition, Features, Price determination under perfect competition. Monopoly: Features, Pricing under monopoly, Price discrimination. Monopolistic: Features, Pricing under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand curve, Cartels, Price leadership.

Unit IV: Macroeconomics: An Overview

National Income: Different Concepts and various methods of its measurement. Employment determination: classical theory, Keynesian theory, Neo-classical theory.

Inflation - Types, Causes and Measures to control Inflation, Business cycle, Profit concept and major theories of profits; Dynamic surplus theory, Risk & uncertainty bearing theory and innovation theory.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**30%**
End Term Exam	**70%**

Suggested Readings:

1. Hirschey, M. *Economics for Managers*. New Delhi: Thomson publications.
2. Petersen, H, C., Lewis, W.C. & Jain, S.K. (2008). *Managerial Economics*. New Delhi: Pearson Education.
3. Mithani D.M. *Principles of Economics*. New Delhi: Himalaya Publishing House.
4. Dwivedi D.N.*Managerial Economics*. New Delhi: Vikas Publications.
5. Maheswari, Y. *Managerial Economics*. New Delhi: PHI Learning Pvt. Ltd.
6. Gupta, G.S. *Managerial Economics*. New Delhi: Tata McGraw-Hill.
7. Koutosyannis Modern Micro Economics, Palgrave Macmillan
8. H.L.Ahuja *Advanced Economic Theory* , S. Chand Publications

Course Name: **Human Resource Management**

Credits: 4

Course Objectives:

HRM is the strategic and coherent approach to the management of an organization's most valued assets; the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The goal of HRM is to help an organization to meet strategic goals by attracting and maintaining employees and also managing them effectively. This is an introductory course that acquaints students to the importance of people in business and how HR practices build competitiveness. It highlights the critical role that HR managers play in bridging the gap between employee expectations and organizational needs by strategically managing HR practices.

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Understand the difference between training and development
CO2	Delineate process of employee training.
CO 3	Elucidate the process of management development.
CO 4	Understand the significance of appraisal programs and its various methods.
CO 5	Recognize the best methodology in welfare and security measures for employees.
CO 6	Discuss the general guidelines followed for administering discipline in an organization.
CO 7	Understand the concept of Industrial Relations.
CO 8	Constructing training and development programs for the employees.
CO 9	Effectively run a performance appraisal program.
CO 10	Knowing your employees and look out for their welfare.
CO 11	Designing better retention policies for employees.
CO 12	To effectively handle discipline among employees.

Course Content:

Unit- A: Human resource planning

Forecasting the demand and supply of Human Resources, Various methods of demand and supply forecasting, Determining manpower gaps

Unit- B: Recruitment, Selection and Job Analysis

Internal and external sources of recruitment, Process of selection and the techniques involved, Analysis of job, Job Description, Job specification, Job evaluation

Unit- C: Training and development

Training and different learning principles, Types of trainings, Methods of T&D, Measuring the effectiveness of training programs

Unit- D: Performance Appraisal

Performance appraisal process, methods of performance appraisal, challenges with performance appraisal methods

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Required Books and Materials:

Text Book:

1. Human Resource Management- Text and Cases, by R Ashwthapa, Tata McGraw-Hill, Sixth Edition

Reference Book:

1. Human Resource Management, by Sanghi, S, Macmillan Publishers India Ltd. First Edition.
2. Human Resource Management, by C.B. Gupta, Sultan Chand and Brothers, 13th Edition
3. Human Resource Management, by Dessler and Varkkey, Pearson, 20th Edition

Course Name: **Research Project-I**

Credits: 4

Course Objectives:

In the second semester of the program, students will undertake a research project work which may be based on primary/secondary data. It is expected that Research Project Work shall sensitize the students to the demands of the real-life corporate world. The learning outcomes and utility to the placement and following job-related tasks are specifically highlighted.

A student's work shall broadly be assessed on:

1. Relevance of the actual work undertaken by the student
2. Student's understanding of the project work
3. Design and validity of research instrument
4. Data collection method and reliability of data
5. Analysis and interpretation of data
6. Outcome of the project
7. Utility of the project to the corporate world
8. Basic analytical capabilities
9. Construction and overall get up of the report
10. Confidence and presentation skills of the student
11. Other things as deemed necessary

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Undertake research using a recognized methodology and framework.
CO2	Apply theory, synthesize literature in a field of study
CO 3	Gather, analyze, and interpret data
CO 4	Critically analyze a body of literature as well as major research methodologies
CO 5	Apply knowledge of management theories and practices to solve business problems.
CO 6	Foster Analytical and critical thinking abilities for data-based decision making.
CO 7	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Research Project Work can be carried out in a/an:

1. Corporate Entity
2. Central Government, State Government and Public Sector Undertaking
3. Overseas entity

4. MSME
5. NGO
6. Cooperative Society
7. Institutions for some special projects
8. Other relevant entities

Students are evaluated by the team of project guides of the Research Project Works.

The report should be well documented and supported by:

1. Executive Summary
2. Organizational Profile
3. Introduction to the project
4. Review of Literature
5. Research Methodology
6. Data Analysis
7. Findings
8. Limitations
9. Conclusions
10. Recommendations
11. Bibliography and References

Apart from these, the report must include the title page, certificate from industry project guide, acknowledgements, table of contents, table of figures etc. A prescribed format of the project report shall be communicated to every student well within time.
The repot should reflect the nature and quantum of work undertaken by the student. The report must reflect work of the semester and justify the same.

Methodology:

- Students will prepare and submit a project report on the topic given to them.

Grading:

Project Report --- 100%

Course Name: **Saying It with Presentations**

Credits: 4

Course Objectives:

The objective of this course is to help students learn the various skills needed for presentation amongst a particular audience. This course will equip the students with various strategies and tools that will make them develop public speaking skills, better script writing, and body language, understand their target audience, and maintain command over the said audience. Apart from that, students learn to establish priorities, understand human memory, and learn organization, PowerPoint, speech mechanics, as well as observational skills.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Basics of Good presentation
CO2	Understand the concept and identify and understand our target audience
CO3	Understand the importance of choosing an appropriate topic
CO4	Help us retrospect the various skills like organization, logic, confidence, body language, interest, and clarity
CO5	Understand the role of eyes and voice while creating a presentation
CO6	Know how to observe and influence the audience while giving a presentation
CO7	Time management skills in presentation

Course Content:

UNIT-A

- What Exactly Is the Point of Giving a Presentation?
- Establishing Priorities and Goals
- Identifying and Understanding Your Target Audience
- The Conduct of The Audience

UNIT-B

- Human Memory: What We Remember and What We Forget
- Choosing A Topic and Organizing Your Information in Order

UNIT-C

- Writing The Script
- Visuals
- Putting Together the Presentation
- Skills – Voice, and Performance
- Body Language and Nerves

UNIT-D

- Rehearsals
- Bringing Forward the Presentation
- Maintaining Command Over the Audience

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Books and Materials:

Further Reading:

- Nick Morgan – Give Your Speech, Change the World: How To Move Your Audience to Action
- Chapter 2 – Fundamentals of Engineering Technical Communications by Leah Wahlin.
- Audience Analysis (1997), Denis McQuail
- Remember: The Science of Memory and the Art of Forgetting by Lisa Genova
- Advanced Presentations by Design: Creating Communication that Drives Action by Andrew Abele

- Write Tight: Say Exactly What You Mean with Precision and Power by William Brohaugh
- Zen Design: A simple visual approach to presenting in today's world by Garr Reynolds
- The Visual Display of Quantitative Information, 2nd Ed by Edward R Tufte
- The Art of Public Speaking by Stephen Lucas
- The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions by Barbara Pease (Author), Allan Pease (Author)
- Confession of a Public Speaker by Scott Berkun

Course Name: **Functional English-II**

Credits: 4

Course Objectives:

- The objective of this course is to help students enhance their English and various other skills such as effective communication, listening, reading, writing and much more.
- The course will equip the students to effectively use the functional language in their daily life and will also teach different techniques and various methods through which students can improve their skillset.
- Students will be ace the IELTS test through many informative pointers which will be discussed throughout the course.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No.	Course Out Come
CO1	Strengthen their communicative abilities.
CO2	Improve their academic reading and writing skills, as well as their listening and speaking abilities.
CO3	Prepare for the IELTS test by coming up with test-taking tactics.
CO4	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO5	Develop full fluency in the language.
CO6	Acquire certain words and expressions that may be used in a variety of contexts, such as at work, when travelling, or while meeting new people.
CO7	Learn more about themselves as well as others by improving their ability to listen.
CO8	Make connections between the concepts on the page and what you already know through effective reading.
CO9	Write and express their thoughts mindfully and express fully.
CO10	Concentrate more effectively.
CO11	Know the importance of how one should concentrate to success.
CO12	Helps decide which level of education one should pursue.
CO13	Helps become aware of fresh opportunities.
CO14	Increase their results on the IELTS test in each of the four abilities.
CO15	Prepare for the IELTS test by coming up with test-taking tactics.
CO16	Acquire the capacity to utilize English in day-to-day life and in situations that are like real life.
CO17	Develop full fluency in the language.

Course Content:

Unit - A:
Introduction to the Level 2 of Functional English, Overview of IELTS, General Training, Band Score, Fluency

Unit - B:
Lucidity and Concision, Tips to develop good communication skills, Grammar and Vocabulary, why is Functional Language important?

Unit - C:
Difference between Hearing and Listening, Role of Listening, General Training Reading, Important steps for Writing, Writing Strategies, Speaking Test

Unit - D:
Factors that influence Concentration, Inspiration, Perspiration, Tips for IELTS Preparation

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

L. Thimmesha- Functional English

(Only for Food Technology Management Students)

Course Name: **Food Science and Technology**

Credits: 4

Course Objectives:

The course on Food Science and Technology is designed to provide students with a foundational understanding of the science behind food, including its production, processing, preservation, and safety. It covers essential principles and practices in the field of food technology management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of food science.
CO 2	Analyze various food processing techniques.
CO 3	Assess the importance of food safety and preservation.
CO 4	Apply basic food science knowledge to practical scenarios in food technology management.

Course Contents:

Unit-A: Introduction to Food Science

- Basics of food science and technology
- Food composition and properties
- Food microbiology and its importance
- Principles of food chemistry
- Regulatory aspects in food science and technology

Unit-B: Food Processing Techniques

- Heat processing methods (pasteurization, sterilization)
- Drying, freezing, and concentration techniques
- Fermentation and preservation methods
- Food additives and their roles
- Novel food processing techniques

Unit-C: Food Safety and Preservation

- Principles of food safety and hygiene
- Microbial hazards and foodborne illnesses
- Food preservation methods and their significance

- Packaging and shelf-life extension
- Quality control and assurance in food products

Unit-D: Applications in Food Technology Management

- Food product development and innovation
- Regulatory compliance and quality standards
- Case studies on successful food technology applications
- Emerging trends in food science and technology

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Practical demonstrations
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Fennema, O. R. (2013). Food Chemistry.

Heldman, D. R., & Lund, D. B. (2016). Handbook of Food Engineering.

Potter, N. N., & Hotchkiss, J. H. (2016). Food Science.

Food and Agriculture Organization (FAO) publications on food science and technology in food management.

(Only for Direct Selling Management Students)

Course Name: **Fundamentals of Direct Selling**

Credits: 4

Course Objectives:

The course on Fundamentals of Direct Selling aims to provide students with foundational knowledge and understanding of direct selling, its principles, strategies, and ethical considerations. It covers the core concepts and practices essential for success in the field of direct selling.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the principles and concepts of direct selling.
CO 2	Apply effective direct selling strategies and techniques.
CO 3	Analyze the role of ethics and consumer relations in direct selling.
CO 4	Develop foundational skills for success in direct selling.

Course Contents:

Unit-A: Introduction to Direct Selling

- Overview of direct selling and its history
- Types of direct selling models
- Legal and regulatory aspects in direct selling
- Trends and opportunities in direct selling
- Ethical considerations in direct selling

Unit-B: Sales Techniques and Strategies

- Direct selling sales processes
- Sales strategies and approaches
- Product demonstration and presentation skills
- Customer relationship management in direct selling
- Handling objections and closing sales

Unit-C: Marketing and Promotions in Direct Selling

- Marketing strategies for direct selling
- Personal branding in direct selling
- Promotional tools and techniques

- Using social media and online platforms for direct selling
- Direct selling campaigns and events

Unit-D: Leadership and Entrepreneurship in Direct Selling

- Developing leadership skills in direct selling
- Team building and management in direct selling
- Entrepreneurial mindset in direct selling
- Case studies on successful direct selling entrepreneurs
- Skills for success and personal development in direct selling

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Sales and marketing exercises
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Hollander, J., Rassuli, K. M., & Jones, M. A. (2018). Direct Selling: From Door to Door to Network Marketing.

Cascio, J., & Slavova, S. (2017). Network Marketing: How to Build Network Marketing Leader Step by Step.

Coughlan, A. T., & Grayson, K. (2016). Network Marketing: Network Marketing the Business of the 21st Century.

Direct Selling Association (DSA) publications and articles on best practices in direct selling.

SEMESTER III

Course Name: **Legal Aspects of Business**

Credits: 4

Course Objectives:
The course provides an understanding of the legal framework governing organizations with particular focus on the registered company with application in all sectors; its theme relates closely to the Corporate Governance and imparts the basic knowledge of the provision of the Companies Act 1956.

Course Outcome:
At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Understand what legal Aspects of business are and answer the basic questions on the subject.
CO2	Understand the initial requirement to set up a business
CO 3	Have an insight on what are the documents to be issued and what are the procedure to get a company registered.
CO 4	Have working knowledge of how shares are issued
CO 5	The process of winding up of the company.
CO 6	Have a working knowledge of the company law board and its powers and procedures of working.
CO 7	Know the importance of CSR

Course Content:
Unit A-Corporate Introduction, features, Incorporation and Management

- Company – features and characteristics
- Concept of lifting of corporate Veil
- Types of Companies
- Formation of Company
- Share Capital
- Members, Shareholders and Directors
- Meetings

Unit B- Oppression & Mismanagement, Investigation (Section 397 – 408, Section 235-251)

- Concept of Oppression and Mismanagement.
- Prevention of Mismanagement.
- Inspection and Investigation - necessity
- Power of registrar to call for inspection and investigation
- Protection of Minority interest

Unit C-Corporate Liquidation

- Modes of Winding up
- Official Liquidators and their role
- General Powers of the Tribunal
- Contributory

Unit D-Corporate Governance and Social Responsibility

- Concept of Corporate Governance and its elements.
- CSR and its Impact.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Akhileshwar Pathak- Legal Aspects of Business

Daniel Albuquerque- Legal Aspects of Business

Course Name: **Internship**

Credits: 4

Course Objectives:

The objective of internship is to provide first-hand experience of work environment in organizations to the students and prepare them for their future endeavors.

Course Outcomes:

At the end of the course, the student should be able to:

Sr. No	Course Outcomes
CO1	Construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
CO2	Test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

Internship can be carried out in a/an:

1. Corporate Entity
2. Central Government, State Government and Public Sector Undertaking
3. Overseas entity
4. MSME
5. NGO
6. Cooperative Society
7. Institutions for some special projects

Methodology:

Students need to undergo 8 weeks of internship in any of the above organizations. On completion of their tenure as interns, students need to submit a report carrying the certificate from the reporting authority in the organization of their internship along with the details of the roles and responsibilities carried out during the tenure.

Evaluation:

The students will be evaluated by a committee of experts based on their learning from internship.

Course Name: **Statistics for Management**

Credits: 4

Course Objectives:

This course is deigned to introduce the students to basic methods of organization and presentation of data like tabular form, Pie chart, bar graph, line charts, ogives, frequency curve and histograms. Students will learn to analyze data by understanding the roles of central tendency like Mean, Median, Mode and measures of dispersion like range, standard deviation, and coefficient of variation. To appreciate the importance of uncertainty in life, the basic concept of probability and its calculation will be incorporated. Students will be introduced to the applications of MS Excel appropriate for the course. Course will be complimented with necessary in-house practical

Course Outcome:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Realize the importance of data presentation
CO2	Describe various types of graphical presentations like Pie chart, Bar graph etc.
CO 3	Define averages and dispersion for ungrouped and grouped data
CO 4	Understand the concept of uncertainty and axioms of probability
CO 5	Explain type of events and compute probability of such events
CO 6	Making of charts and graphs on MS Excel
CO 7	Computation of means and deviation manually and through MS Excel formulae
CO 8	Apply event specific formula to calculate probabilities

Course Content:

Unit - A:

Grouping and Displaying Data to convey Meaning

- Overview of data, its types and statistical analysis
- Tabular and graphical presentation of data through Pie chart, Histograms, Frequency Curve, Bar graph and Line Chart etc.

Measures of central tendency

- Measures of central tendency
- Arithmetic Mean, Geometric Mean, Median, and Mode

Unit - B:

Measures of dispersion

- Ranges
- Dispersion
- Coefficient of variation.
- Descriptive statistics using MS EXCEL

Introductory ideas of Probability

- Basic concept of Probability

Unit C:

Regression

- Simple regression
- Concept of dependent and independent variables
- Use of regression in time series analysis

Correlation and coefficient of determination

- Concept of correlation
- Coefficient of determination
- Coefficient of correlation

Unit D: Hypothesis testing

- Introduction to hypothesis
- Testing of hypothesis
- Theory of estimation
- Chi square test, t-test, one-way ANOVA
- Use of MS Excel and SPSS

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment **- 30%**

End Term Exam **- 70%**

Further Readings:

S.C Gupta – Fundamentals of Applied Statistics

A.M Gun - Fundamentals of Statistics

Course Name: **Acing Interview through AI**

Credits: 4

Course Objectives:

- The course is structured and planned so that students may become familiar with the main difficulties they encounter throughout the interview process.
- The course will be largely concerned with life skills development and personality development. The course's goal is to familiarise students with some of the issues they run into during interviews and to offer them solutions so they won't make the same mistakes again.
- The training will thoroughly cover life skills, which will help the students comprehend the format of the interviews.

Course outcome:

At the end of the course, the student should be able:

Sr. No.	Course Outcome
CO1	To understand the types of question they will be facing in future.
CO2	To critically analyze their personality and what are their strengths and weaknesses.
CO3	Apply a few of the types of interview questions they will encounter.
CO4	Mock interviews can be practiced using an AI platform like Siqandar.

Course Content:

Unit - A: Introduction

- Introduction to Interviewing
- Types of interviews
- Interviewers Perspective

Unit - B: Research before interview

- Before the Interview
- Conducting Research
- Assessing Your Strengths and Skills

Unit - C: Preparation

- Preparing yoreself (best impression1)
- Key Factors that influence an interviewer (best impression2) (Verbal and Non-Verbal)

Unit - D: Types of Questions

- Typical interview questions
- Behavioral-Based Interviewing

- Some more general questions
- Difficult or tricky situations
- Managing Yourself
- Your interview checklist
- References

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Further Readings:

David Portney- The Secret of How to ace any job interview with Confidence!

Abhishek (Andy) Anand and Pradeep (Shastry) Vedula- Acing WAT, GDs & Interviews for IIM's

Course Name: **Introduction to Editing**

Credits: 4

Course Objectives:

- This course is designed to be a conceptual work based on the application of the principles of covering news, interviews, writing for print and the organization of newspaper newsroom.
- The course will aid the students in understanding the concepts of news, different types of writing, interviews, news beats, reporting and editing for print media, sociology of news, trends in sectional news and the organization of newspaper newsroom.

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

Sr. No.	Course Outcome
CO1	Understand the process of writing for print
CO2	Explain the principles of covering news, interviews, and the organization of newspaper newsroom
CO3	Report & write news for print
CO4	Perform exercise of Cross checking, headlines writing and making intros
CO5	Write stories covering various beats, writing follow-up stories
CO6	Write interview-based news stories, studying and analyzing investigative stories etc
CO7	Write letters to the editor
CO8	Write articles and features

Course Content:

Unit - A:
Covering news, Reporter- role, functions and qualities, General assignment reporting/working on a beat; news agency reporting., Covering Speeches, Meetings and Press Conferences, Covering of beats- crime, courts, city reporting, local reporting, MC, hospitals, health, education, sports.

Unit - B:
Interviewing/Types of news leads, Interviewing: doing the research, setting up the interview, conducting the interview, News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification, Articles, features, types of features and human-interest stories, leads for features, difference, between

articles and features.

Unit - C:
The Newspaper newsroom, Newsroom, Organizational setup of a newspaper, Editorial department, Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, language, types of headlines, importance of pictures, selection of news pictures, Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents, Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light, leader, Opinion pieces, op. Ed page

Unit - D:
Trends in sectional news, Week-end pullouts, Supplements, Backgrounders, columns/columnists
Understanding media and news, Sociology of news: factors affecting news treatment, Paid news, agenda setting, Pressures in, the newsroom, Trial by media, gatekeepers., Objectivity and politics of news, Neutrality, and bias in news.

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Reference Books:
The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication
Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications
News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication
Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press
Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
The Newspaper's Handbook, Richard Keeble, Routledge Publication Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers
News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
Reporting for the Print media (2nd ed); Fedler, Fred. Harcout, Bruce Jovanovich Inc., NY. 1979

SEMESTER-IV

Course Name: **Strategic Management**

Credits: 4

Course Objectives:

This course is designed to be a conceptual work that builds on the practice of strategic management, where in corporate leaders, practitioners, researchers and students try to find the answer to the most fundamental question '*How does a company become successful and stay successful?*'. The aim of this course on strategy is to train the students to develop an understanding of strategic processes and their impact on organizations. The course introduces to the basics of strategy and the various strategic alternatives available to enable its learners to comprehend and practice strategic management in challenging business situations.

Course Outcomes:

At the end of the course, the student will be able to:

S.No.	Course Outcomes
CO 1	Understand the model of strategy and its component
CO2	Describe PESTEL,SWOT, BCG and Porter's 5-Force model
CO 3	Explain different strategic gaps and potential opportunities or threats
CO 4	Describe company's business model and assess its corporate culture
CO 5	Describe strategy clock to understand bases of achieving competitive advantage
CO 6	Explain growth strategies for product and geographic diversity
CO 7	Describe relationship between strategy and technology
CO 8	Understand strategy planning cycle to manage change
CO 9	Develop strategy- programs, budgets, procedures and checks
CO 10	Identify some common triggering events that act as stimuli for strategic change
CO 11	Conduct industry analysis to understand industry competitive forces
CO 12	Scan functional resources to determine best strategic fit
CO 13	Identify competitive and cooperative strategies
CO 14	Analyze Porter's Diamond Model for national advantage
CO 15	Carry out stake holder mapping for the expectations and output of the strategy
CO 16	Carry out strategic audit

Course Content:

Unit-A: Introducing Strategy

Introduction, Strategy, Environment, Strategic capability, Strategic purpose Strategic management.

Unit-B: Business Level Strategy

Identifying SBU, Competitive advantage, sustaining competitive advantage, competitive strategy.

Unit-C: Corporate Level Strategy

Corporate level strategy, strategic directions, reasons of diversification, portfolio matrices, International Strategy.

Unit-D: Strategic Methods & Development Process

Methods of pursuing strategies, strategy evaluation, strategic choices

Intended strategy development, emergent strategy development, patterns of strategy development, challenges for managing strategy development.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

CA Saurabh Maheshwari- Strategic Management

Course Name: **Research Project-II**

Credits: 4

Course Objectives:

In the last Semester of the program, students undertake Major Research Project Work on individual basis and submit a Master Thesis of the same. The Research Project Work is a powerful source of practical managerial insights, validation of management concepts, and valuable market knowledge.
Research Project Work may be an industry/ research project - based on primary/secondary data. It is expected that Research Project Work shall sensitize the students to the demands of the real-life corporate world. The learning outcomes and utility to the placement and following job-related tasks are specifically highlighted.

A student's work shall broadly be assessed on:

1. Relevance of the actual work undertaken by the student
2. Student's understanding of the project work
3. Design and validity of research instrument
4. Data collection method and reliability of data
5. Analysis and interpretation of data
6. Outcome of the project
7. Utility of the project to the corporate world
8. Basic analytical capabilities
9. Construction and overall get up of the report
10. Confidence and presentation skills of the student
11. Other things as deemed necessary

Course Outcomes:
At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Undertake research using a recognized methodology and framework.
CO2	Apply theory, synthesize literature in a field of study
CO 3	Gather, analyze, and interpret data
CO 4	Critically analyze a body of literature as well as major research methodologies
CO 5	Apply knowledge of management theories and practices to solve business problems.
CO 6	Foster Analytical and critical thinking abilities for data-based decision making.
CO 7	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Research Project Work can be carried out in a/an:

1. Corporate Entity
2. Central Government, State Government and Public Sector Undertaking

3. Overseas entity
4. MSME
5. NGO
6. Cooperative Society
7. Institutions for some special projects
8. Other relevant entities

Students are evaluated by the team of project guides of the Research Project Works. A student is required to get a satisfactory rating on the evaluation to complete the program for award of MBA Degree.

Students are required to submit copies of the project report to the Office within the prescribed deadline, failing which it is deemed that the student has not fulfilled the academic requirement as per the norms.

The report should be well documented and supported by:

1. Executive Summary
2. Organizational Profile
3. Introduction to the project
4. Review of Literature
5. Research Methodology
6. Data Analysis
7. Findings
8. Limitations
9. Conclusions
10. Recommendations
11. Bibliography and References

Apart from these, the report must include the title page, certificate from industry project guide, acknowledgements, table of contents, table of figures etc. A prescribed format of the project report shall be communicated to every student well within time.
The repot should reflect the nature and quantum of work undertaken by the student. The report must reflect work of the semester and justify the same.
There shall be a PPT presentation and a viva-voce for the report. There will be a penal of faculty members to judge the student's work.

Course Name: **Sales Management**

Credits: 4

Course Objectives:
The course in Sales Management aims to develop students' skills in planning, organizing, and leading sales teams to achieve organizational sales goals. It provides an understanding of sales strategies, customer relationship management, and the importance of effective sales leadership.

Course Outcome:
By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key principles of sales management.
CO2	Develop effective sales strategies and plans.
CO3	Understand customer relationship management and its role in sales.
CO4	Lead and motivate a sales team to achieve targets.

Course Content:

Unit-A: Introduction to Sales Management
- Overview of sales management
- Role of sales in organizational success
- Sales management process
- Sales strategies and their importance
- Ethical considerations in sales

Unit-B: Sales Strategy and Planning
- Setting sales objectives and targets
- Developing a sales plan
- Sales forecasting and budgeting
- Sales territory management
- Sales force automation

Unit-C: Customer Relationship Management (CRM)
- Understanding CRM in sales
- Building and maintaining customer relationships
- Customer segmentation and targeting
- Customer lifetime value
- CRM tools and software

Unit-D: Sales Leadership and Team Management
- Leadership in sales
- Motivating and coaching sales teams
- Sales performance evaluation
- Compensation and incentive schemes
- Sales team development

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and role plays

Grading:

Internal assessment:	**-**	**30%**
End Term Exam:	**-**	**70%**

Further Readings:

- Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making.
- Johnston, M. W., & Marshall, G. W. (2018). Sales Force Management: Leadership, Innovation, Technology.

Course Name: **Effective Negotiations**

Credits: 4

Course Objectives:
This course is focused to help students understand the techniques required to holistically develop their personalities. In this course students will find the strategies to enhance their decision making in a professional environment and provide them with the different methods of Negotiation which are important in the way the world economy works, how deals are made in the corporate world, and how the art of persuasion is achieved.

Course outcomes:
At the end of this course the students will be able to:

Sr. No.	Course Out Come
CO1	Outline the significance of Negotiation
CO2	Create and claim value
CO3	Understand the methodologies of Negotiation
CO4	Strategize Negotiations
CO5	Examine overview of strategic orientation and numerous objectives
CO6	Extract the most out of Affirmations

Course content:

Unit A-

- Meaning of Negotiation
- Techniques of Negotiation
- Types and stages of Negotiation
- Strategies of Negotiation
- Setting Strategic Objectives

Unit B-

- Benefits of setting Affirmations
- Use of power of Negotiation
- Methods of Persuasion
- Negotiation resulting in a win-win situation

Unit C-

- Importance of Commitments
- Four basic precepts

- Potential Negotiation angles
- Social styles in Negotiation
- Handling high stake decision
- Gaining success in a high-stake decision

Unit D-

- Aims of Contract Discussions and Negotiations
- Meaning of Bluff
- Risks of Bluffing
- Alternatives of false statements
- Examples of Negotiation around the world

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings

Negotiating at Work: Turn Small Wins into Big Gains, by Deborah M. Kolb and Jessica L.

3D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, by David A. Lax and James K. Sebenius.

The First Move: A Negotiator's Companion, by Alain Lempereur and Aurélien Colson.

Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond, by Deepak Malhotra and Max H. Bazerman.

Course Name: **New Media**

Credits: 4

Course Objectives:

- This course is designed to be a conceptual work based on the application of new media in various facets.
- This course will help the students to learn the uses of cyber media for journalistic purpose. This course will also aid the students in understanding the applications of the online tools for communication.
- The course will also involve the use of PPTs and Internet to demonstrate how the various aspects of new media journalism, social media and citizen journalism and blogs, etc. function.

Course Outcomes:
At the end of the course, the student will be able to:

Sl. No.	Course Outcome
CO1	Explain the uses of cyber media for journalistic purpose.
CO2	Understand the applications of the online tools for
CO3	Design Web page, Create and maintain a YouTube channel, Create and maintain Facebook page, Twitter handle
CO4	Analyses the content of a news portal and Learn to use search engines
CO5	Create an email and understand its features and blog writing
CO6	Open an account in social media website and understand their uses.

Course Content:
Unit - A:
Introduction to New Media: Introduction to concepts of digitization and convergence, Introduction to Internet, World Wide Web (WWW), Search Engines, Multimedia elements and Interactivity.

Unit - B:
Data Journalism: Web Content Management System, News on the web: Newspapers, magazines, radio and TV newscast on the web, Social Medias: Computer Assisted Reporting (CAR), Visualization of data, Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

Unit - C:
Social media: Social networking; Introduction to social profile management products- Facebook, Social Collaboration: virtual community- wikis, blogs, instant messaging, YouTube, Blogging: a brief history of blogs, blogs as narratives**,** Digital Divide**,** Security issues in using digital technology

Unit - D:
Writing for New Media: Blogs**,** Micro blogging & Social networking/Facebook/Twitter/RSS feeds, Digital marketing, Emails etc.**,** Digital Story telling formats**,** Content writing, editing, reporting and its management

Teaching / Assessment Methodology:

- Synchronous Lectures
- Lectures on LMS
- Assignments
- Quizzes
- Project Report

Grading:

Internal Assessment	30%
End Term Exams	70%

Required Books and Materials:

Reference Books:

1. The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
2. A Journalist Guide to the Internet: *The Net as a Reporting Tool*, Christopher Callhan, Pearson/Allyn and Bacon, 2007
3. Cyber Media Journalism: *Emerging Technologies*, Jagdish Chakraborty, Authors Press, NewDelhi, 2005
4. Online Journalism: *A Critical Primer*, Jim Hall, Pluto press, London, 2001
5. Producing Online News: *Stronger Skills, Stronger Stories*, Ryan M. Thornburg, CQ Press, Washington, 2011
6. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
7. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X

Michael M. Mirabito, New Communication Technologies: Application Menon, Narayana. *The Communication Revolution*. National Book Trust. Pavlik J.V. *Media in the Digital Age.* Columbia University Press.

Specialization (Electives)
Financial Management (Semester III)

Course Name: **Micro Finance for Managers**

Credits: 4

Course Objectives:

The course on Micro Finance for Managers is designed to equip students with the knowledge and skills required to understand the principles and practices of microfinance. It emphasizes the importance of microfinance in financial inclusion and poverty alleviation, and how it can be effectively managed and monitored by financial managers.

Course Outcomes:

At the end of the course, the student will be able to:

S. No.	Course Outcomes
CO 1	Explain the fundamental concepts of microfinance and its role in financial inclusion.
CO2	Analyze the principles and challenges of microfinance management.
CO 3	Understand the regulatory and legal aspects of microfinance.
CO 4	Develop strategies for effective microfinance program design and implementation.

Course Contents:

Unit-A: Introduction to Micro Finance

- Basics of microfinance
- Historical development and evolution of microfinance
- Importance of microfinance in financial inclusion
- Microfinance institutions and their roles
- Social impact of microfinance

Unit-B: Microfinance Management

- Microfinance principles and practices
- Client assessment and risk management
- Product design and delivery channels
- Managing microfinance operations
- Challenges and issues in microfinance management

Unit-C: Regulatory and Legal Aspects

- Legal and regulatory frameworks in microfinance
- Consumer protection and fair lending practices
- Microfinance and financial sector regulations
- Reporting and compliance requirements
- Case studies on regulatory compliance

Unit-D: Microfinance Program Design and Implementation

- Microfinance program development
- Marketing and outreach strategies
- Monitoring and evaluation of microfinance programs
- Social performance measurement and impact assessment
- Business ethics and social responsibility in microfinance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

1. Ledgerwood, Joanna. (2006). Microfinance Handbook: An Institutional and Financial Perspective.

2. Dichter, Thomas W., and Harper, Malcolm. (2007). What's Wrong with Microfinance?

Specialization (Electives)
Financial Management (Semester III)

Course Name: **Financial Statement Analysis**

Credits: 4

Course Objectives:
This course takes an in-depth look into company financial statements and shows how Information therein can be analyzed and processed to aid many individuals including creditors, investors, managers, consultants, auditors, directors, regulators and employees in their business decisions. It equips students with a wide array of tools and techniques useful in many fields in finance.

Course Outcome:
At the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Be able to read and critically evaluate financial analyst reports
CO2	Become familiar with the organization and disclosure of information reported in filings and the notes to the financial statements
CO3	Be proficient at calculating and interpreting financial ratios
CO4	Understand how accounting errors impact reported income and the book value of equity
CO5	Understand major valuation models

Course Content:

UNIT A: Financial Reporting and Analysis: An Introduction

- Financial Statement Analysis: An Introduction
- Financial Reporting Mechanics
- Financial Reporting Standard

UNIT B: Income Statements, Balance Sheets, and Cash Flow Statements

- Understanding Income Statements
- Understanding Balance Sheets
- Understanding Cash Flow Statements
- Financial Analysis Techniques

UNIT C: Inventories, Long-lived Assets. Income Taxes and Non-current Liabilities

- Inventories
- Long-Lived Assets
- Income Taxes
- Non-Current (Long-Term) Liabilities

UNIT D: Evaluating Financial Reporting Quality and Other Applications

- Financial Statement Analysis: Applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

P.Mohana Rao- Financial Statement Analysis

Specialization (Electives)
Human Resource Management (Semester III)

Course Name: Organizational Development & Change Management

Credits: 4

Course Objectives:

The basic objective of this course is to provide participants with an integrated and comprehensive view of the field of Organizational Development. The course aims to present, in a clear and organized manner, the newest approaches, concepts, and techniques of this emerging discipline. Organizations' always aim to increase the effectiveness and efficiency of their actions & everybody has to accept by now that change is unavoidable if they are really working for excellence. But still the resistance to change is on the top of the list of organizational problems. So, the priority is to understand change in the organizations. Organizational development facilitates the process of planned change. The objective of the course is to enhance understanding of the students about the process of change and development within an organization.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand OD through an experiential learning approach.
CO 2	To develop an understanding of the nature, functioning and design of an organization as a social unit
CO 3	Develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.
CO 4	To examine the relationship between the organizational characteristics (for example: structure, strategies, systems etc.) and managerial behavior.
CO 5	Have a clear understanding of change as an integral part of development
CO 6	Apply behavioral science knowledge to improve organizational performance
CO 7	Understand theoretical concepts but apply it for research perspectives.
CO 8	Managing change in turbulent environments and increased competition.
CO 9	Help an organization become technologically, strategically and culturally healthy and viable.

Course Contents:

Unit-A: Introduction to Organizational Development

- Definition, Field and History of Organization Development

- Assumptions and beliefs in O.D., Foundation of O.D
- Managing O.D. Process, Action Research and O.D.
- O.D. Interventions-An Overview.

Unit-B: OD Interventions

- Meaning, Types of interventions
- Sensitivity Training, Life and Career Planning
- Role Analysis Techniques, Coaching and Mentoring
- MBO, Quality Circles
- Managerial Grid, Team building
- Likert Systems, Process Consultation
- Survey Feedback
- Team interventions
- Inter- group and Third-Party Peacemaking Interventions
- Comprehensive OD Interventions.

Unit-C: Management of Change

- Characteristics of Transformational Change
- Organizational Culture • Dimensions of change, Change process
- Change agents
- Consultant-Client Relationships
- Implementation of Organizational Change Strategies.

Unit-D: Organizational Effectiveness

- Concept, Approaches and its determinants
- Organizational Diagnosis methods
- Methods of Collecting data
- Feeding back diagnostic information
- Organizational stress- causes, effects and coping strategies.

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Ratan Raina – Change Management and Organisational Development

Specialization (Electives)
Human Resource Management (Semester III)

Course Name: Human Resource Planning and Recruitment

Credits: 4

Course Objectives:

The course aims at understanding the Human recourse planning and recruitment concepts required by organizations to plan their workforce in order to have a strategic impact on improving organizational performance. The course emphasis on need to map and match specific executive perspectives and competencies to the future needs of the business to become strategic management tools. The course introduces the business processes for ensuring that an organization has suitable access to talent to ensure future business success. The course aims at getting the right number of qualified people into the organization at the right time. It involves assessing current manpower, estimating the supplies and demand for labour and matching demand with current supplies of labour through effective recruitment process.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand HRP and its importance.
CO 2	Understand the process of HRP.
CO 3	Delineate the methods of Forecasting and application
CO 4	Assimilate the recruitment process, evaluate and control.
CO 5	Assess HR requirements using different techniques.
CO 6	Effectively implement manpower Plan for the future business success
CO 7	Effectively run a recruitment program.
CO 8	Conduct interviews and test as a part of selection process

Course Contents:

Unit-A:

- Definition, Need and Importance of Human Resource Planning
- Shortage and Surplus of Human resource
- Factors affecting HR Planning
- Levels of HR Planning
- HR Planning Models: Supply, Demand, Gap and Solution analysis
- Process of HR Planning
- HR Forecasting: Introduction, factors affecting and techniques

Unit-B:

- Projecting Workforce supply

- Methods of forecasting demand and supply
- Implementation of HR Plan
- Succession Planning
- Control and evaluation of HR Planning and Manpower wastage

Unit-C:

- Requisites of successful HR Planning
- Legal aspects and Role of government in HRP success
- Barriers to HR planning
- Workforce turnover and stability Index
- Contemporary issues and scope of HRP
- Introduction to Recruitment, Objective and Importance
- Factors governing Recruitment and stages of Recruitment

Unit D:

- Sources of Recruitment: Internal and External
- Distinction between Recruitment and Selection
- Evaluation and Control
- Philosophies of Recruitment – RJP and JCQ
- Contemporary issues of recruitment
- E-recruitment

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Dipak Kumar Bhattacharyya- Human Resource Planning

Specialization (Electives)
Marketing Management (Semester III)

Course Name: **Digital Marketing for Partitioners**

Credits: 4

Course Objectives:

The course on digital marketing is intended to develop skills in online marketing. The course provides knowledge on aspects of various online platforms and introduces learners to key concepts of website development, SEO, analytics, content marketing, running a social media campaign and online public relations. The course will give insight into practical features through hands on experience and helping to comprehend how to design, develop and implement strategy for digital marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Explain digital marketing landscape
CO 2	Describe ingredients of digital marketing
CO 3	Understand website, SEO, content and social media
CO 4	Analyze performance through analytics
CO 5	Discuss PR mix in digital marketing
CO 6	Develop strategy for marketing online
CO 7	Create effective website
CO 8	Develop skills in search engine optimization
CO 9	Successfully run social media campaign to engage customers
CO 10	Develop and implement online PR strategy

Course Contents:

Unit-A: Digital marketing strategy

- Evolution of digital marketing
- Technology behind digital marketing
- Why you need digital marketing strategy
- Your business & digital marketing
- Understanding digital consumer

Unit-B: Effective Website & Search

- Building an effective website
- Choosing domain name
- Hosting website

- Arranging information & effective web content
- Search engines & SEO

Unit-C: Analytics

- Measuring digital marketing success
- How information is measured
- Measuring what is important
- Testing, investing, tweaking & reinvesting
- Action stations

Unit-D: Art of email marketing, social media & online customer engagement

- What is email marketing
- Planning your campaign
- Forms of social media
- Rules of engagement
- Online PR & reputation management

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Rajan Gupta, Supriya Madan- Digital Marketing

Specialization (Electives)
Marketing Management (Semester III)

Course Name: **Integrated Marketing Communications**

Credits: 4

Course Objectives:

The aim of the course is to introduce the over all marketing communications strategy with prime emphasis on the role of advertising and the stories of how advertising works. Typical topics covered include targeting, creative strategy, media strategy, budgeting, setting communications objectives and advertising agency management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection

- Establishing objectives & budgeting for promotional program

Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Kirti Dutta- Integrated Marketing Communications

Specialization (Electives)
Marketing Management (Semester III)

Course Name: **Service Marketing**

Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organisations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Service Design, Strategy and Standards

- Service Development and Design
- Customer Defined Service Standards
- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity

Unit-D: Managing Service Promises and Closing the Gaps

- Integrated Services Marketing Communication
- Pricing of Services
- The Financial and Economic Effect of Services
- The Integrated Gaps Model of Service Quality

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Specialization (Electives)
Operation Management (Semester III)

Course Name: **Supply Chain Management**

Credits: 4

Course Objectives:

The course in Supply Chain Management aims to develop a comprehensive understanding of the principles and practices necessary to manage the flow of goods, information, and finances across the supply chain. Students will learn to make informed decisions for optimizing supply chain performance and achieving business objectives.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Describe the fundamental concepts of supply chain management.
CO2	Understand the key components and functions of a supply chain.
CO3	Analyze supply chain strategies and network design.
CO4	Implement supply chain optimization techniques.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management

- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- Case studies on supply chain optimization

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Specialization (Electives)
Operation Management (Semester III)

Course Name: **Operations Strategy**

Credits: 4

Course Objectives:

The course on Operations Strategy is designed to provide students with a deep understanding of the strategic management of operations in various industries. It explores key concepts and methodologies related to operations strategy, performance optimization, and competitiveness.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Analyze different operational strategies for cost reduction and quality improvement.
CO2	Apply methodologies for process design and improvement.
CO3	Evaluate the impact of technology and innovation on operations.
CO4	Explain the role of operations strategy in achieving organizational objectives.

Course Content:

Unit-A: Introduction to Operations Strategy

- Role of operations strategy in overall business strategy
- Competitive priorities in operations
- Strategic alignment of operations with business goals
- Operations performance measures and key performance indicators (KPIs)

Unit-B: Process Design and Improvement

- Process mapping and analysis
- Lean principles and tools for process improvement
- Six Sigma methodology and DMAIC process
- Total Quality Management (TQM)
- Business process reengineering (BPR)

Unit-C: Technology and Innovation in Operations

- Technological advancements and their impact on operations
- Innovation in product and process design
- Industry 4.0 and the Internet of Things (IoT)

- Supply chain digitization and automation

Unit-D: Cost Reduction and Quality Improvement Strategies

- Cost reduction techniques in operations
- Quality management systems (e.g., ISO standards)
- Just-in-Time (JIT) and Kanban systems
- Theory of Constraints (TOC) in operations
- Case studies on successful cost and quality strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Slack, N., Brandon-Jones, A., & Johnston, R. (2019). Operations Management.

Hayes, R. H., & Wheelwright, S. C. (1984). Restoring Our Competitive Edge: Competing Through Manufacturing.

Specialization (Electives)
Digital Marketing (Semester III)

Course Name: **Content Marketing**

Credits: 4

Course Objectives:

The course on Content Marketing is designed to equip students with the knowledge and skills required to plan, create, and execute effective content marketing strategies. It covers content creation, distribution, and measurement within the digital marketing context.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the principles and importance of content marketing in digital strategies.
CO 2	Develop effective content marketing plans and campaigns.
CO 3	Create engaging and relevant content for various digital platforms.
CO 4	Evaluate and measure the success of content marketing initiatives.

Course Contents:

Unit-A: Introduction to Content Marketing

- Principles and fundamentals of content marketing
- Role of content in digital marketing strategies
- Content marketing strategies and goals
- Identifying target audiences and personas
- Aligning content marketing with business objectives

Unit-B: Content Creation and Storytelling

- Content ideation and creation
- Crafting compelling narratives
- Visual and multimedia content creation
- Content tone, style, and voice
- User-generated content and brand advocacy

Unit-C: Content Distribution and Promotion

- Content distribution channels (e.g., social media, email marketing)
- SEO and content optimization
- Paid advertising and sponsored content
- Influencer marketing and partnerships
- Content promotion and amplification

Unit-D: Content Performance Measurement

- Metrics and KPIs for content marketing
- Google Analytics and other tracking tools
- Content performance analysis and reporting
- A/B testing and optimization strategies
- Case studies on successful content marketing campaigns

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Content creation exercises and assignments
- Content marketing campaign projects

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Pulizzi, J., & Barrett, N. (2017). Content, Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses.

Handley, A., & Chapman, C. (2018). Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business.

Scott, D. M. (2017). The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly.

Specialization (Electives)
Digital Marketing (Semester III)

Course Name: **Integrated Marketing Communications**

Credits: 4

Course Objectives:

The aim of the course is to introduce the over all marketing communications strategy with prime emphasis on the role of advertising and the stories of how advertising works. Typical topics covered include targeting, creative strategy, media strategy, budgeting, setting communications objectives and advertising agency management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Apply the key terms, definitions, and concepts used in integrated marketing communications
CO 2	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies
CO 3	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
CO 4	Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy
CO 5	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
CO 6	Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success

Course Contents:

Unit-A: Introduction of Marketing Communication and Advertising

- Introduction to Integrated Marketing communications
- Role of Marketing communications in Marketing Process
- Organizing for marketing & promotions

Unit-B: Analyzing communications process

- Communications Process
- Source, message & channel selection

- Establishing objectives & budgeting for promotional program

Unit-C: Creative Strategy

- Planning & development
- Implementing & evaluation
- Media Planning & strategy

Unit-D: Media Evaluation & Support Media

- Media Evaluation
- Promotion Mix
- Measuring effectiveness of promotional program
- Legal, social, ethical considerations in advertising

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Kirti Dutta- Integrated Marketing Communications

Specialization (Electives)
Digital Marketing (Semester III)

Course Name: **Fundamental of Digital Advertising**

Credits: 4

Course Objectives:

The course on Digital Advertising is designed to provide students with a comprehensive understanding of digital advertising strategies and tactics. It covers the fundamentals of online advertising, various ad formats, campaign planning, and measuring the effectiveness of digital advertising efforts.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the principles of digital advertising in the context of digital marketing.
CO 2	Develop effective digital advertising campaigns across different platforms.
CO 3	Analyze and optimize digital advertising performance.
CO 4	Apply various ad formats and targeting strategies to reach specific audiences.

Course Contents:

Unit-A: Introduction to Digital Advertising

- Overview of digital advertising in the digital marketing landscape
- Role of digital advertising in marketing campaigns
- Key advertising platforms and their features
- Legal and ethical considerations in digital advertising
- Advertising budgeting and planning

Unit-B: Digital Advertising Formats and Platforms

- Display advertising: banners, rich media, and video ads
- Search engine advertising and keyword targeting
- Social media advertising on platforms like Facebook, Instagram, and Twitter
- Native advertising and sponsored content

- Email marketing and newsletters as advertising channels

Unit-C: Planning and Executing Digital Advertising Campaigns

- Setting campaign objectives and key performance indicators (KPIs)
- Ad creative development and ad copywriting
- Ad targeting and audience segmentation
- Campaign management and optimization
- Ad bidding strategies and budget management

Unit-D: Measuring and Optimizing Digital Advertising Performance

- Key metrics in digital advertising: CTR, CPC, CPM, CPA, etc.
- Conversion tracking and attribution models
- A/B testing and ad optimization techniques
- Reporting and performance analysis
- Case studies on successful digital advertising campaigns

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Email campaign creation and analysis exercises
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Evans, D., & McKee, J. (2019). Social Media Marketing: The Next Generation of Business Engagement.

Zahay, D., & Terrell, S. R. (2016). Internet Marketing: Integrating Online and Offline Strategies.

Smith, A. N., Fischer, E., & Yongjian, C. (2012). Understanding digital marketing: marketing strategies for engaging the digital generation.

Specialization (Electives)
Tourism Management (Semester III)

Course Name: **Tourism Products of India**

Credits: 4

Course Objectives:

The course on "Tourism Products of India" is designed to provide students with a deep understanding of the diverse tourism offerings in India. It focuses on various aspects of Indian tourism, including cultural, natural, and adventure tourism. Students will explore the rich and varied tourist destinations and experiences India has to offer.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Describe the key elements and characteristics of India's tourism products.
CO 2	Identify and evaluate the cultural and natural attractions of India.
CO 3	Understand the significance of sustainable and responsible tourism.
CO 4	Analyze the impact of tourism on the local communities and economy.

Course Contents:

Unit-A: Introduction to Indian Tourism

- Overview of tourism industry in India
- Tourism as a contributor to the economy
- Key stakeholders in the Indian tourism sector
- Government policies and regulations in Indian tourism
- Role of tourism in promoting cultural exchange

Unit-B: Cultural Tourism in India

- Historical and cultural significance of Indian destinations
- Heritage sites, monuments, and museums
- Art and craft traditions of India
- Festivals and events in Indian tourism
- Cultural tourism and sustainable development

Unit-C: Natural and Adventure Tourism

- India's diverse landscapes and natural attractions
- Biodiversity hotspots and wildlife sanctuaries
- Adventure tourism activities in India
- Trekking, water sports, and eco-tourism
- Conservation and ecotourism practices

Unit-D: Responsible Tourism and Community Engagement

- Responsible tourism principles
- Community-based tourism initiatives
- Case studies on sustainable tourism practices in India
- Challenges and opportunities in promoting responsible tourism
- Future trends and innovations in Indian tourism

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Field trips and site visits (where applicable)
- Assignments
- Group projects and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Goel, S. (2018). India: A Comprehensive Geography.

Mathieson, A., & Wall, G. (2002). Tourism: Economic, Physical, and Social Impacts.

Hall, C. M., & Lew, A. A. (Eds.). (2009). Understanding and Managing Tourism Impacts: An Integrated Approach.

UNWTO (United Nations World Tourism Organization). (2019). Global Report on Adventure Tourism.

Specialization (Electives)
Tourism Management (Semester III)

Course Name: **Tourism Marketing**

Credits: 4

Course Objectives:

The course on Tourism Marketing is designed to provide students with a comprehensive understanding of marketing strategies and techniques specific to the tourism and hospitality industry. It focuses on promoting tourism destinations and services, customer experience, and sustainable tourism marketing practices.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing in the tourism and hospitality industry.
CO 2	Develop effective marketing strategies for tourism destinations and services.
CO 3	Analyze the impact of customer experience on tourism marketing.
CO 4	Promote sustainable and responsible tourism marketing practices.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Marketing Tourism Destinations and Services

- Destination branding and positioning
- Marketing mix (7Ps) for tourism
- Customer segmentation and targeting
- Pricing and packaging for tourism products and services

- Digital marketing and social media in tourism

Unit-C: Customer Experience in Tourism Marketing

- Customer journey mapping in tourism
- Service quality and customer satisfaction
- Managing customer expectations
- Relationship marketing and loyalty programs
- Crisis management in tourism marketing

Unit-D: Sustainable Tourism Marketing

- Responsible tourism and sustainability in marketing
- Ethical considerations in tourism marketing
- Green marketing and eco-friendly practices
- Cultural heritage preservation and promotion
- Case studies on successful sustainable tourism marketing campaigns

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Group projects and case analysis

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Kotler, P., Bowen, J. T., Makens, J. C. (2013). Marketing for Hospitality and Tourism.

Prideaux, B., & Cooper, M. (2019). Tourism Destination Marketing.

Specialization (Electives)
Agri-Business Management Semester III)

Course Name: **Agricultural Marketing Management**

Credits: 4

Course Objectives:

The course on Agricultural Marketing Management is designed to equip students with knowledge and skills related to marketing and distribution of agricultural products. It covers the principles, strategies, and practices of agricultural marketing in the context of agri-business management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the key concepts and principles of agricultural marketing.
CO 2	Analyze the challenges and opportunities in marketing agricultural products.
CO 3	Develop effective marketing strategies for agricultural businesses.
CO 4	Evaluate the impact of marketing on agri-business performance.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Marketing Strategies for Agricultural Products

- Product differentiation and branding in agriculture
- Pricing strategies and value chain analysis
- Promotion and advertising in agricultural marketing
- Market research and consumer behavior in agriculture
- Digital marketing and e-commerce in the agricultural sector

Unit-C: Distribution and Supply Chain Management

- Supply chain management in agriculture
- Transport and logistics in agricultural distribution
- Warehousing and inventory management for agricultural products
- Quality control and assurance in agricultural marketing
- Risk management and sustainability in agricultural supply chains

Unit-D: International Agricultural Marketing

- Export and import of agricultural products
- Global agricultural markets and trends
- International trade agreements and their impact on agriculture
- Case studies on successful international agricultural marketing
- Emerging opportunities in global agricultural marketing

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Group projects and case analysis

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Paliwal, K. (2018). Agricultural Marketing: Indian Perspective.

Kothari, A., & Sharma, V. (2019). Agricultural Marketing Management.

Specialization (Electives)
Agri-Business Management Semester III)

Course Name: **Microfinance for Agribusiness**

Credits: 4

Course Objectives:

The course on Microfinance for Agribusiness is designed to provide students with the knowledge and skills necessary to understand the role of microfinance in agribusiness development. It explores various microfinance models, their application in rural contexts, and their impact on small-scale agricultural enterprises.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the concept and significance of microfinance in agribusiness.
CO 2	Analyze the various microfinance models and their suitability for agribusiness.
CO 3	Evaluate the impact of microfinance on rural agricultural development.
CO 4	Develop microfinance strategies for agribusiness ventures.

Course Contents:

Unit-A: Introduction to Micro Finance

- Basics of microfinance
- Historical development and evolution of microfinance
- Importance of microfinance in financial inclusion
- Microfinance institutions and their roles
- Social impact of microfinance

Unit-B: Microfinance Models for Agribusiness

- Grameen Bank and group lending
- Self-Help Groups (SHGs) and Joint Liability Groups (JLGs)
- Rural and agricultural cooperatives
- Village Savings and Loan Associations (VSLAs)
- Innovations in microfinance for agribusiness

Unit-C: Impact Assessment and Sustainability

- Assessing the impact of microfinance on agribusiness
- Measuring social and economic outcomes
- Challenges and risks in microfinance
- Ensuring the sustainability of microfinance programs
- Case studies on successful agribusiness microfinance initiatives

Unit-D: Microfinance Strategy and Application

- Developing a microfinance plan for agribusiness ventures
- Credit appraisal and risk management
- Loan disbursement and collection
- Financial inclusion and digital financial services in agribusiness
- Ethical considerations and social responsibility in microfinance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Group projects and case analysis

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Ledgerwood, J. (2000). Microfinance Handbook: An Institutional and Financial Perspective.

Armendáriz, B., & Morduch, J. (2010). The Economics of Microfinance.

Course Name: **Retail Business Models**

Credits: 4

Course Objectives:

The course on Retail Business Models aims to provide students with a comprehensive understanding of the various business models and strategies in the retail industry. It covers key concepts, strategies, and trends in retail business models.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of retail business models.
CO 2	Identify and analyze different types of retail business models.
CO 3	Evaluate the factors affecting the success of retail business models.
CO 4	Develop strategies for effective retail business model management.

Course Contents:

Unit-A: Introduction to Retail Business Models

- Overview of the retail industry and its evolution
- The significance of retail business models
- Key success factors in retail business
- Market trends and consumer behavior in retail
- Ethical and sustainable considerations in retail business models

Unit-B: Types of Retail Business Models

- Brick-and-mortar retail models
- E-commerce and online retail models
- Omnichannel retail and integration strategies
- Franchise and partnership models
- Niche and specialty retail models

Unit-C: Factors Affecting Retail Business Models

- Location and store design
- Inventory management and merchandising
- Pricing and promotion strategies
- Customer experience and service
- Supply chain and logistics in retail

Unit-D: Strategies for Effective Retail Business Models

- Business model innovation in retail
- Competing in a dynamic retail landscape
- Data analytics and retail decision-making
- Case studies on successful retail business models
- Presenting strategies for managing retail business models

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Business model analysis and strategy development
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Ledgerwood, J. (2000). Microfinance Handbook: An Institutional and Financial Perspective.

Armendáriz, B., & Morduch, J. (2010). The Economics of Microfinance.

Specialization (Electives)
Retail Management (Semester III)

Course Name: **Service Marketing**

Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organisations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Service Design, Strategy and Standards

- Service Development and Design
- Customer Defined Service Standards
- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity

Unit-D: Managing Service Promises and Closing the Gaps

- Integrated Services Marketing Communication
- Pricing of Services
- The Financial and Economic Effect of Services
- The Integrated Gaps Model of Service Quality

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Specialization (Electives)
Biotechnology Management (Semester III)

Course Name: Introduction to Life Science, Biotechnology & Bioinformatics

Credits: 4

Course Objectives:

The course on Introduction to Life Science, Biotechnology & Bioinformatics aims to provide students with a comprehensive understanding of the fundamental concepts and technologies in life sciences, biotechnology, and bioinformatics. It covers the essential knowledge and skills required for effective management in the biotechnology industry.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Explain the principles of life sciences and their relevance to biotechnology.
CO 2	Describe the fundamental concepts and applications of biotechnology.
CO 3	Understand the role of bioinformatics in biotechnological research and management.
CO 4	Analyze the impact of biotechnology in various industry sectors.

Course Contents:

Unit-A: Basics of Life Sciences

- Introduction to life sciences and its subfields
- Cell biology and molecular biology
- Genetics and genomics
- Biotechnology in healthcare and medicine
- Ethical considerations in life sciences and biotechnology

Unit-B: Fundamentals of Biotechnology

- History and evolution of biotechnology
- Bioprocess engineering and fermentation technology
- Genetic engineering and recombinant DNA technology

- Biotechnology in agriculture and food production
- Biotechnology regulations and safety

Unit-C: Introduction to Bioinformatics

- Bioinformatics: Definition and scope
- Sequence analysis and molecular modeling
- Genomic and proteomic databases
- Computational tools in biotechnological research
- Bioinformatics applications in drug discovery and genomics

Unit-D: Biotechnology Management and Industry Sectors

- Management in the biotechnology industry
- Biotechnology entrepreneurship and startups
- Biotechnology in environmental management
- Biotechnology in pharmaceuticals and healthcare
- Case studies of successful biotechnology ventures

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Laboratory sessions and practical work (if applicable)
- Assignments
- Quizzes and group discussions

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Brown, T. A. (2016). Genomes.

Biotechnology for Beginners by Reinhard Renneberg

Pevsner, J. (2015). Bioinformatics and Functional Genomics.

Specialization (Electives)
Biotechnology Management (Semester III)

Course Name: **Safety and Hazard Management**

Credits: 4

Course Objectives:

The course on Safety and Hazard Management is designed to provide students with a comprehensive understanding of safety protocols, risk assessment, and hazard management in the field of biotechnology. It covers essential principles to ensure the safe operation of biotech facilities and the protection of personnel, the environment, and the public.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the importance of safety and hazard management in biotechnology.
CO 2	Identify potential risks and hazards associated with biotech processes.
CO 3	Implement safety protocols and best practices in biotech facilities.
CO 4	Develop risk assessment and mitigation strategies.

Course Contents:

Unit-A: Introduction to Safety and Hazard Management in Biotechnology

- Importance of safety in biotechnology
- Regulatory frameworks and guidelines
- Risk assessment and hazard identification
- Biosafety levels and classifications
- Safety culture in biotech organizations

Unit-B: Risk Assessment and Mitigation

- Types of risks in biotechnology
- Risk assessment methods and tools
- Hazard analysis and critical control points (HACCP)
- Emergency response planning and preparedness
- Case studies on biotech accidents and their lessons

Unit-C: Laboratory and Facility Safety

- Laboratory safety protocols
- Personal protective equipment (PPE)
- Chemical safety and hazardous materials management
- Equipment and facility safety
- Biosecurity measures in biotech labs

Unit-D: Environmental and Ethical Considerations

- Environmental impact assessment in biotechnology
- Ethical considerations in biotech research and development
- Sustainable biotechnology practices
- Public perception and communication of biotech safety
- Emerging technologies and safety challenges

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Laboratory demonstrations and safety drills
- Assignments and safety audits
- Group discussions and case analysis

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Lees, F. P. (2012). Loss Prevention in the Process Industries.

Prudent Practices in the Laboratory: Handling and Management of Chemical Hazards.

National Research Council. (2009). Biotechnology Research in an Age of Terrorism.

Specialization (Electives)
Food Technology Management (Semester III)

Course Name: **Food Entrepreneurship**

Credits: 4

Course Objectives:

The course on Food Entrepreneurship aims to equip students with the knowledge and skills needed to become successful food entrepreneurs. It covers essential topics related to starting, managing, and growing a food-related business, with a focus on innovation and sustainability.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of entrepreneurship in the food industry.
CO 2	Identify opportunities and challenges in the food business.
CO 3	Develop a comprehensive business plan for a food venture.
CO 4	Apply entrepreneurial principles to food product development and marketing.

Course Contents:

Unit-A: Introduction to Food Entrepreneurship

- Role of entrepreneurship in the food industry
- Food entrepreneurship opportunities and trends
- Entrepreneurial mindset and qualities
- Legal and regulatory considerations in the food business
- Sustainable practices in food entrepreneurship

Unit-B: Starting and Managing a Food Business

- Concept development and feasibility analysis
- Business models in the food industry
- Market research and identifying target customers
- Financial planning and funding options
- Food safety and quality assurance

Unit-C: Food Product Development and Innovation

- Idea generation and product conceptualization
- Recipe development and testing
- Packaging and branding strategies
- Intellectual property protection for food products
- Sustainable and ethical sourcing

Unit-D: Marketing and Growth in Food Entrepreneurship

- Marketing and sales strategies for food products
- Distribution and supply chain management
- Scaling and expanding a food business
- Food industry partnerships and collaborations
- Case studies on successful food entrepreneurship ventures

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Business plan development and pitch exercises
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Gumpert, D. E. (2018). Food Entrepreneur's Guide: Finding, Testing, and Producing a Viable Product.

Kim, Y. H., & Kerr, W. A. (2017). Food Entrepreneurship: A Practical Guide to Starting and Running a Food Business.

Allen, G., & Pande, M. (2018). Start Your Own Specialty Food Business: Your Step-By-Step Startup Guide to Success.

Pitt, L. F., Caruana, A., & Berthon, P. (2018). Fostering Food Entrepreneurship in the 21st Century.

Specialization (Electives)
Food Technology Management (Semester III)

Course Name: **Food Regulations and Policy**

Credits: 4

Course Objectives:

The course on Food Regulations and Policy is designed to provide students with an understanding of the regulatory framework and policies governing the food industry. It covers the principles of food safety, labeling, quality standards, and the role of government agencies in ensuring food safety and compliance.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the regulatory environment in the food industry.
CO 2	Analyze food labeling and quality standards.
CO 3	Interpret food safety and quality regulations.
CO 4	Evaluate the impact of food policies on the food technology field.

Course Contents:

Unit-A: Introduction to Food Regulations

- Overview of food regulations and policies
- The role of government agencies in food regulation
- International food safety standards and organizations
- Food quality assurance and quality control
- Food labeling and its importance

Unit-B: Food Safety Regulations

- Principles of food safety and hygiene
- Hazard analysis and critical control points (HACCP)
- Foodborne illnesses and outbreak investigation
- Regulations governing food additives and contaminants
- Food safety auditing and certification

Unit-C: Food Labeling and Quality Standards

- Food labeling requirements and guidelines
- Nutritional labeling and claims

- Quality standards for food products
- Organic and sustainable food labeling
- Packaging regulations and sustainability

Unit-D: Food Policy and its Impact

- Government policies and their impact on the food industry
- Food safety and public health policies
- Economic, environmental, and ethical policies in food technology
- Case studies on successful compliance with food regulations
- Ethical and sustainability considerations in food technology

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Food labeling and regulation exercises
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Belton, P., & Belton, P. S. (2014). Handbook of Food Research.

Earle, R. L. (2013). Food Safety and Quality Systems in Developing Countries: The Role of Food Science and Technology.

Schmidt, R. H., & Rodman, S. J. (2017). Food Safety Policy, Science, and Risk Assessment: Strengthening the Connection.

Nestle, M. (2013). Food Politics: How the Food Industry Influences Nutrition and Health.

Specialization (Electives)
Banking & Insurance (Semester III)

Course Name: **Banking: Types & Services**

Credits: 4

Course Objectives:

The course on Banking: Types & Services is designed to provide students with a comprehensive understanding of the banking industry, its various types, and the range of services offered. It covers essential knowledge about banking operations, financial products, and customer services.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the different types of banks and their functions.
CO 2	Describe various banking services and financial products.
CO 3	Analyze the importance of customer service in banking.
CO 4	Evaluate emerging trends and challenges in the banking sector.

Course Contents:

Unit-A: Introduction to Banking and Types of Banks

- Overview of the banking industry
- Types of banks: commercial, central, cooperative, investment, etc.
- Functions and roles of different types of banks
- Banking regulations and governance
- The impact of technology on banking

Unit-B: Banking Services and Financial Products

- Retail banking services: deposits, loans, cards, and digital banking
- Corporate and investment banking services
- Wealth management and private banking
- International banking services and trade finance
- Emerging financial products in banking

Unit-C: Customer Service and Banking Relationships

- Customer relationship management in banking
- Quality of service and customer satisfaction
- Handling customer complaints and disputes
- Ethical and legal aspects of customer service
- Case studies on exemplary customer service in banking

Unit-D: Trends and Challenges in Banking

- FinTech and its impact on the banking sector
- Cybersecurity and risk management in banking
- Financial inclusion and social banking initiatives
- Sustainability and environmental banking practices
- Regulatory compliance and global banking challenges

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and reports
- Quizzes and assessments

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Mishkin, F. S., & Eakins, S. G. (2015). Financial Markets and Institutions.

Rose, P. S., & Hudgins, S. C. (2014). Bank Management & Financial Services.

Casu, B., Girardone, C., & Molyneux, P. (2015). Introduction to Banking.

Specialization (Electives)
Banking & Insurance (Semester III)

Course Name: **Insurance: Products & Purposes**

Credits: 4

Course Objectives:

The course on Insurance: Products & Purposes is designed to provide students with a comprehensive understanding of insurance products and their significance in the banking and insurance sector. It covers various types of insurance, their purposes, and how they contribute to risk management and financial planning.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of insurance products.
CO 2	Identify and evaluate different types of insurance policies.
CO 3	Explain the purposes of insurance in personal and business contexts.
CO 4	Analyze the role of insurance in financial planning and risk management.

Course Contents:

Unit-A: Introduction to Insurance

- Concepts and principles of insurance
- Types of insurance: life, health, property, and casualty
- Insurance policy structure and terminology
- Legal and ethical considerations in insurance
- The role of insurance in financial markets

Unit-B: Life and Health Insurance

- Life insurance products and their features
- Health insurance and medical coverage
- Annuities and retirement planning
- Insurance underwriting and premium determination

- Case studies on life and health insurance claims

Unit-C: Property and Casualty Insurance

- Property insurance: homeowners, renters, and commercial property
- Casualty insurance: auto, liability, and business liability
- Specialized insurance policies (e.g., marine, aviation)
- Claims processing and settlements in property and casualty insurance
- Risk assessment and mitigation in property and casualty insurance

Unit-D: Insurance in Financial Planning and Risk Management

- The role of insurance in financial planning
- Tax implications of insurance policies
- Risk management through insurance
- Reinsurance and insurance markets
- Regulatory aspects and compliance in insurance

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and policy analysis
- Quizzes and assessments

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Rejda, G. E. (2019). Principles of Risk Management and Insurance.

Browne, M. J., & Hoyt, R. E. (2016). The Economics of Risk and Insurance.

Black, K. W. (2015). Business Risk and Insurance.

Specialization (Electives)
Pharma and Healthcare Management (Semester III)

Course Name: **Health Care Management**

Credits: 4

Course Objectives:

The course on Health Care Management is designed to provide students with the knowledge and skills required to effectively manage healthcare organizations in the pharmaceutical and healthcare management sector. It covers healthcare system fundamentals, management principles, and current issues in healthcare management.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the healthcare system and its components.
CO 2	Apply management principles to healthcare organizations.
CO 3	Evaluate challenges and opportunities in healthcare management.
CO 4	Develop strategies for effective healthcare management in the pharmaceutical and healthcare sector.

Course Contents:

Unit-A: Healthcare System Fundamentals

- Overview of the healthcare system
- Healthcare organizations and stakeholders
- Healthcare policies and regulations
- Healthcare financing and insurance
- Quality and patient safety in healthcare

Unit-B: Principles of Healthcare Management

- Healthcare leadership and management roles
- Human resource management in healthcare
- Healthcare operations and process improvement
- Strategic planning in healthcare organizations
- Healthcare marketing and branding

Unit-C: Current Issues in Healthcare Management

- Healthcare technology and information systems
- Patient-centered care and patient experience

- Healthcare ethics and legal considerations
- Healthcare risk management and patient safety
- Healthcare management during public health crises

Unit-D: Healthcare Management Strategies

- Healthcare quality improvement and performance measurement
- Healthcare financial management and budgeting
- Change management in healthcare organizations
- Case studies on successful healthcare management
- Developing healthcare management strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Healthcare management exercises and simulations
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Buchbinder, S. B., & Shanks, N. H. (2019). Introduction to Health Care Management.

McLaughlin, C. P., & Kaluzny, A. D. (2017). Continuous Quality Improvement in Health Care.

Shortell, S. M., & Kaluzny, A. D. (2019). Health Care Management: Organization Design and Behavior.

U.S. Department of Health & Human Services publications on healthcare management and policies.

Specialization (Electives)
Pharma and Healthcare Management (Semester III)

Course Name: Pharmaceutical Marketing and Sales

Credits: 4

Course Objectives:

The course on Pharmaceutical Marketing and Sales is designed to provide students with insights into the principles and strategies of marketing and sales in the pharmaceutical and healthcare industry. It covers key concepts, regulations, and practices for promoting and selling pharmaceutical products.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the unique aspects of marketing and sales in the pharmaceutical industry.
CO 2	Apply pharmaceutical marketing strategies for effective product promotion.
CO 3	Comply with pharmaceutical marketing regulations and ethics.
CO 4	Develop pharmaceutical sales plans and strategies.

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Pharmaceutical Product Promotion

- Product differentiation and positioning
- Branding and promotion in pharmaceuticals
- Digital marketing and e-detailing in pharma
- KOL engagement and medical conferences
- Measuring the impact of pharmaceutical promotion

Unit-C: Pharmaceutical Sales and Distribution

- Sales force management in pharmaceuticals
- Sales training and competency development

- Distribution channels and logistics in pharma
- Inventory management and supply chain in healthcare
- Regulatory compliance in pharmaceutical sales

Unit-D: Pharmaceutical Sales Strategies and Planning

- Developing sales and territory plans
- Key account management in pharmaceutical sales
- Sales forecasting and performance measurement
- Case studies on successful pharmaceutical marketing and sales
- Implementing pharmaceutical sales strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Sales and promotion exercises
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Rizvi, S. A., & Nair, N. G. (2018). Pharmaceutical Marketing: Concepts and Practices.

Innes, D., & Welters, D. (2017). Sales and Marketing in the Pharmaceutical Industry.

The Pharmaceutical Journal (various articles on pharmaceutical marketing and sales).

Pharmaceutical Research and Manufacturers of America (PhRMA) publications on pharmaceutical marketing guidelines and best practices.

Specialization (Electives)
Pharma and Healthcare Management (Semester III)

Course Name: **Health Economics**

Credits: 4

Course Objectives:

The course on Health Economics is designed to provide students with a comprehensive understanding of economic principles and their application in the healthcare industry. It covers key concepts, cost analysis, and policy considerations in healthcare economics.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the economic principles and their relevance in healthcare.
CO 2	Analyze the cost structures and financial aspects of healthcare.
CO 3	Evaluate healthcare policies and their impact on the industry.
CO 4	Apply economic tools to make informed decisions in healthcare management.

Course Contents:

Unit-A: Introduction to Health Economics

- Basics of health economics
- Economic principles in healthcare
- Market forces and demand for healthcare
- Health insurance and financing in healthcare
- Economic evaluation in healthcare

Unit-B: Cost Analysis in Healthcare

- Cost structures in healthcare facilities
- Cost-benefit analysis and cost-effectiveness analysis
- Resource allocation and efficiency in healthcare
- Measuring and analyzing healthcare costs
- Economic impact of healthcare technologies

Unit-C: Healthcare Policy and Reforms

- Government intervention and healthcare policies
- Healthcare delivery systems and access to care

- Healthcare regulation and quality control
- Health disparities and access to healthcare
- Comparative healthcare systems and international perspectives

Unit-D: Economic Tools for Healthcare Decision Making

- Economic modeling in healthcare management
- Health economic evaluation techniques
- Case studies in healthcare economic decision making
- Ethical considerations in healthcare economics
- Presenting economic analyses in healthcare management

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Cost analysis and economic modeling exercises
- Assignments and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Folland, S., Goodman, A. C., & Stano, M. (2016). The Economics of Health and Health Care.

Jones, A. M. (2017). The Elgar Companion to Health Economics.

Meltzer, D., & Daumit, G. L. (2017). Economics and Health Care.

World Health Organization (WHO) publications on health economics and healthcare management.

Specialization (Electives)
Logistics and Supply Chain Management (Semester III)

Course Name: **Supply Chain Management**

Credits: 4

Course Objectives:

The course in Supply Chain Management aims to develop a comprehensive understanding of the principles and practices necessary to manage the flow of goods, information, and finances across the supply chain. Students will learn to make informed decisions for optimizing supply chain performance and achieving business objectives.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Describe the fundamental concepts of supply chain management.
CO2	Understand the key components and functions of a supply chain.
CO3	Analyze supply chain strategies and network design.
CO4	Implement supply chain optimization techniques.

Course Content:

Unit-A:

- Introduction to Supply Chain Management
- Overview of supply chain management
- Importance of an effective supply chain
- Supply chain components and their interdependencies
- Role of supply chain management in achieving business objectives
- Globalization and its impact on supply chain

Unit-B: Supply Chain Planning and Strategy

- Supply chain planning processes
- Demand forecasting and inventory management
- Supply chain risk management
- Designing agile and resilient supply chains
- Case studies on supply chain strategy

Unit-C: Supply Chain Operations

- Procurement and supplier relationship management

- Manufacturing and production planning
- Distribution and logistics management
- Lean and sustainable supply chain practices
- Technology and automation in supply chain operations

Unit-D: Supply Chain Optimization

- Key performance indicators for supply chain performance
- Supply chain analytics and performance measurement
- Continuous improvement and lean methodologies
- Managing global supply chains
- Case studies on supply chain optimization

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Chopra, S., & Meindl, P. (2015). Supply Chain Management: Strategy, Planning, and Operation.

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2018). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies.

Specialization (Electives)
Logistics and Supply Chain Management (Semester III)

Course Name: **Logistics & Distribution Strategy**

Credits: 4

Course Objectives:

The course on Logistics & Distribution Strategy is designed to develop skills in managing the efficient flow of goods, information, and finances across the supply chain. It provides an understanding of various logistics functions and distribution strategies and emphasizes the importance of effective decision-making for optimizing supply chain operations.

Course Outcome:

By the end of the course, the student will be able to:

Sr. No.	Course Outcome
CO1	Explain the key concepts of logistics and distribution management.
CO2	Describe the components of a supply chain and their interdependencies.
CO3	Analyze the role of technology in logistics and distribution.
CO4	Design and manage a distribution network.

Course Content:

Unit-A: Introduction to Logistics & Distribution Management

- Overview of logistics and supply chain management
- Importance of effective logistics management
- Supply chain components and their interactions
- Role of logistics in achieving business objectives
- Globalization and its impact on logistics

Unit-B: Inventory Management and Warehousing

- Inventory control techniques and models
- Warehousing and its functions
- Warehouse layout and design
- Lean warehousing and sustainability practices

Unit-C: Transportation Management

- Modes of transportation
- Carrier selection and negotiation

- Route optimization and network design
- Transport technology and tracking

Unit-D: Technology in Logistics & Distribution

- Role of information technology in logistics
- Warehouse management systems (WMS)
- Transportation management systems (TMS)
- Internet of Things (IoT) and blockchain in logistics
- Case studies on technology-driven logistics solutions

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Assignments
- Quizzes
- Case studies and group discussions

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Christopher, M. (2016). Logistics & Supply Chain Management.

Waters, D. (2018). Global Logistics: New Directions in Supply Chain Management.

Specialization (Electives)
Data Science & Business Analytics (Semester III)

Course Name: **Introduction to AI & Machine Learning**

Credits: 4

Course Objectives:

The course on Introduction to AI & Machine Learning is designed to provide students with a foundational understanding of artificial intelligence and machine learning. It covers the basics of AI, machine learning techniques, applications, and ethical considerations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and principles of artificial intelligence and machine learning.
CO 2	Apply basic machine learning algorithms for data analysis and prediction.
CO 3	Identify real-world applications of AI and machine learning.
CO 4	Discuss ethical and societal implications of AI and machine learning.

Course Contents:

Unit-A: Introduction to Artificial Intelligence

- Understanding artificial intelligence and its history
- Types of artificial intelligence: Narrow vs. General AI
- AI applications in various industries
- Ethical considerations in AI development
- The impact of AI on the job market

Unit-B: Machine Learning Fundamentals

- Basics of machine learning and its role in AI
- Supervised, unsupervised, and reinforcement learning
- Data preprocessing and feature engineering
- Model training and evaluation
- Overfitting and underfitting in machine learning

Unit-C: Machine Learning Algorithms

- Linear regression and logistic regression
- Decision trees and random forests

- Clustering algorithms (k-means, hierarchical)
- Introduction to neural networks and deep learning
- Model selection and hyperparameter tuning

Unit-D: Real-World Applications and Future Trends

- AI and machine learning in healthcare, finance, and marketing
- Natural language processing and computer vision
- Challenges and opportunities in AI and machine learning
- The future of AI and its societal impact
- Case studies on AI and machine learning applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Goodfellow, I., Bengio, Y., Courville, A., & Bengio, Y. (2016). Deep Learning.

Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.

Russell, S. J., & Norvig, P. (2016). Artificial Intelligence: A Modern Approach.

Chollet, F. (2017). Deep Learning with Python.

Specialization (Electives)
Data Science & Business Analytics (Semester III)

Course Name: **Python for Business**

Credits: 4

Course Objectives:

The course on Python for Business is designed to provide students with practical knowledge of Python programming for data analysis and business applications. It covers fundamental programming concepts, data manipulation, visualization, and real-world business use cases.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization
- Plotly for interactive visualizations

- Dashboard creation with libraries like Dash
- Best practices in data visualization

Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- Synchronous lectures and hands-on coding sessions
- Asynchronous videos/Lectures on LMS
- Coding exercises and data analysis projects
- Assignments and business data analysis
- Final project to solve a real-world business problem using Python

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

McKinney, W. (2017). Python for Data Analysis.

VanderPlas, J. (2016). Python Data Science Handbook.

Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.

Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.

Specialization (Electives)
Data Science & Business Analytics (Semester III)

Course Name: **Business Analytics**

Credits: 4

Course Objectives:

The course on Business Analytics aims to equip students with the knowledge and skills required to effectively use data and analytics for business decision-making. It covers key concepts, analytical tools, and techniques for data-driven decision support in various business domains.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of business analytics.
CO 2	Apply statistical and analytical techniques to solve business problems.
CO 3	Use data visualization tools for effective data communication.
CO 4	Make informed data-driven decisions in a business context.

Course Contents:

Unit-A: Introduction to Business Analytics

- Overview of business analytics and its importance
- The data analytics process and its stages
- Descriptive, predictive, and prescriptive analytics
- Data sources and data quality in business analytics
- Ethical and legal considerations in data analytics

Unit-B: Statistical Analysis and Decision Support

- Descriptive statistics and data visualization
- Inferential statistics and hypothesis testing
- Regression analysis for predictive modeling
- Time series analysis and forecasting
- Decision trees and classification techniques

Unit-C: Data Visualization and Reporting

- Data visualization principles and tools (e.g., Tableau)
- Effective data communication through visualization
- Interactive dashboards and reporting

- Storytelling with data and communicating insights
- Case studies on data visualization in business analytics

Unit-D: Business Analytics Applications

- Customer analytics and segmentation
- Supply chain analytics and optimization
- Financial analytics and risk management
- Marketing analytics and campaign effectiveness
- Case studies on successful business analytics applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on exercises and data analysis
- Data visualization projects and presentations
- Assignments and case analysis

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Davenport, T. H., Harris, J., & Shapiro, J. (2013). Competing on Analytics: The New Science of Winning.

Lohr, S. (2014). Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else.

Chatterjee, S., & Saha, S. (2016). Business Analytics: A Practitioner's Guide.

Few, S. (2013). Show Me the Numbers: Designing Tables and Graphs to Enlighten.

Specialization (Electives)
Real Estate Management (Semester III)

Course Name: **Real Estate and Urban Development Studies**

Credits: 4

Course Objectives:

The course on Real Estate and Urban Development Studies is designed to provide students with a comprehensive understanding of the real estate market, urban development principles, and the dynamics of the real estate industry. It covers various aspects of real estate investment, urban planning, and the role of real estate in sustainable urban development.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Analyze the real estate market and its trends.
CO 2	Understand the principles of urban development and planning.
CO 3	Evaluate the impact of government policies on the real estate sector.
CO 4	Formulate strategies for real estate investment and development.

Course Contents:

Unit-A: Introduction to Real Estate and Urban Development

- Overview of the real estate industry
- Real estate market analysis and trends
- Urbanization and its impact on real estate
- The role of real estate in urban development
- Regulatory framework and urban planning

Unit-B: Real Estate Investment and Finance

- Real estate investment strategies
- Property valuation and appraisal
- Financing real estate investments
- Real estate development and project management
- Real estate investment trusts (REITs)

Unit-C: Government Policies and Urban Development

- Government policies and their impact on real estate
- Land use planning and zoning regulations

- Affordable housing and urban development schemes
- Sustainability and green building practices
- Case studies on successful urban development projects

Unit-D: Strategic Planning in Real Estate

- Formulating real estate development plans
- Risk assessment and management in real estate projects
- Real estate marketing and sales strategies
- Real estate negotiation and legal aspects
- Presenting real estate development plans and strategies

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and real estate development simulations
- Site visits and practical experience

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Ling, D. C., & Archer, W. R. (2016). Real Estate Principles: A Value Approach.

Calthorpe, P. (2017). The Next American Metropolis: Ecology, Community, and the American Dream.

Ratcliffe, J. (2018). Urban Planning and Real Estate Development.

Specialization (Electives)
Real Estate Management (Semester III)

Course Name: **Service Marketing**

Credits: 4

Course Objectives:

This course aims at building knowledge and skills in Services Marketing with in-depth understanding of concepts in especially in context to Indian market. It aims at equipping the students with knowledge of Services Marketing necessarily required from consumer as well as organizational point of view. The course will also help students understand the various Designs, Strategies, Standards and Gap Models related to the subject. The students will get acquainted with the criticality of delivering and performing services towards success of any organization. The students will also understand the financial and economic effects of Services Marketing.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the Concept of Services and intangible products
CO 2	Discuss the relevance of the services Industry in Economy
CO 3	Demonstrate a knowledge of the extended marketing mix for services
CO 4	Appraise the nature and development of a services marketing strategy
CO 5	Prepare, communicate and justify marketing mixes and information systems for service-based organisations
CO 6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats

Course Contents:

Unit-A: Introduction to Services and Customer orientation

- Introduction to Services
- Service Marketing Mix
- Consumer Behavior in Services
- Understanding Customer Expectations and Perceptions
- Building Customer Relationships
- Service Recovery

Unit-B: Service Design, Strategy and Standards

- Service Development and Design
- Customer Defined Service Standards
- Physical Evidence and the Servicescape

Unit-C: Delivering and Performing Service

- Employees' Roles in Service Delivery
- Customers' Roles in Service Delivery
- Delivering Service through Intermediaries and Electronic Channels
- Managing Demand and Capacity

Unit-D: Managing Service Promises and Closing the Gaps

- Integrated Services Marketing Communication
- Pricing of Services
- The Financial and Economic Effect of Services
- The Integrated Gaps Model of Service Quality

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/ Lectures on LMS
- Assignments
- Quizzes
- Project work

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

JochenWirtz, Christopher Lovelock and Jayanta Chatterjee- Services Marketing

Specialization (Electives)
Direct Selling Management (Semester III)

Course Name: **Ethics and Compliances**

Credits: 4

Course Objectives:

The course on Ethics and Compliances in Direct Selling Management is designed to provide students with an understanding of ethical considerations, government regulations, and compensation plans in the direct selling industry. It covers the importance of ethics, legal compliance, and compensation structures for direct selling businesses.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the ethical considerations in direct selling management.
CO 2	Comprehend government regulations and guidelines for direct selling.
CO 3	Analyze various compensation plans used in direct selling.
CO 4	Develop ethical business practices and compliance strategies for direct selling.

Course Contents:

Unit-A: Ethics in Direct Selling Management

- Introduction to ethics and their significance in direct selling
- Ethical decision-making and ethical leadership
- Ethical issues in the direct selling industry
- Building an ethical corporate culture
- Case studies on ethical challenges in direct selling

Unit-B: Government Guidelines and Legal Compliance

- Government regulations and guidelines for direct selling
- Consumer protection laws and direct selling
- Licensing and registration requirements
- Taxation and financial reporting in direct selling
- Ethical marketing practices in compliance with regulations

Unit-C: Compensation Plans in Direct Selling

- Overview of compensation plans in direct selling
- Types of compensation plans (e.g., binary, unilevel, matrix)

- Commission structures and bonuses
- Sales incentives and reward programs
- Evaluating and selecting the right compensation plan

Unit-D: Developing Ethical Business Practices

- Designing an ethical code of conduct for direct selling companies
- Training and educating direct selling representatives on ethics
- Conflict resolution and dispute handling
- Compliance audits and risk management
- Building trust and credibility in direct selling businesses

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and ethical code development
- Presentations and compliance strategy development

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Coughlan, A. T., & Cooney, K. (2021). Direct Selling: History and Impact.

Dunetz, J. (2019). The Direct Selling Revolution: Understanding the Growth of the Amway Corporation.

Singh, R., & Kshatriya, P. (2017). Direct Selling: Industry Report.

Specialization (Electives)
Direct Selling Management (Semester III)

Course Name: **Critical Success Factors**

Credits: 4

Course Objectives:

The course on Critical Success Factors in Direct Selling Management aims to provide students with a comprehensive understanding of the key factors that contribute to the success of direct selling businesses. It covers various aspects of direct selling, including sales techniques, customer relationship management, and business development.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Identify and explain critical success factors in the direct selling industry.
CO 2	Understand the importance of effective sales techniques and strategies.
CO 3	Develop and manage customer relationships for long-term success.
CO 4	Apply business development strategies to enhance the performance of direct selling businesses.

Course Contents:

Unit-A: Introduction to Direct Selling Management

- Overview of the direct selling industry
- Historical perspective and evolution of direct selling
- Regulatory and legal considerations in direct selling
- Business models in direct selling
- The role of ethics and social responsibility

Unit-B: Sales Techniques and Strategies

- Direct selling as a personal selling process
- Sales presentations and communication skills
- Customer acquisition and lead generation
- Effective product knowledge and demonstration
- Handling objections and closing sales

Unit-C: Customer Relationship Management in Direct Selling

- Understanding customer needs and preferences

- Building and maintaining customer relationships
- Customer loyalty and retention strategies
- Handling customer complaints and inquiries
- Using technology in customer relationship management

Unit-D: Business Development and Growth

- Strategies for business expansion and diversification
- Training and development of direct selling teams
- Compensation plans and incentives for sales representatives
- Market analysis and competition assessment
- Case studies on successful direct selling businesses

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Role-playing and sales simulations
- Assignments and group discussions
- Quizzes and practical exercises

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Coughlan, A. T., & Grayson, K. (2017). Direct Selling Success: From Amway to Zombies.

Hollander, S. C., Rassuli, K. M., & Jones, D. M. (2018). Sales Force Management: Leadership, Innovation, Technology.

Keenan, A. (2016). The Secrets to Success in the Direct Selling: How to Become a Top 1% Direct Sales Rep.

Sharma, R. R., & Reddy, K. V. (2015). Direct Selling as a Business Model in Indian Market.

Specialization (Electives)
Direct Selling Management (Semester III)

Course Name: **1-2-3 of Entrepreneurship**

Credits: 4

Course Objectives:

The course "1-2-3 of Entrepreneurship in Direct Selling Management" aims to provide students with fundamental knowledge and skills in entrepreneurship within the context of direct selling. It covers key concepts, strategies, and practical techniques for individuals aspiring to become successful direct selling entrepreneurs.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamentals of entrepreneurship in the direct selling industry.
CO 2	Apply effective direct selling techniques and strategies.
CO 3	Develop entrepreneurial skills for building and managing a direct selling business.
CO 4	Create and present business plans for direct selling ventures.

Course Contents:

Unit-A: Introduction to Entrepreneurship in Direct Selling

- Definition and scope of direct selling
- Entrepreneurial mindset and opportunities in direct selling
- Business models and compensation plans in direct selling
- Building a personal brand in direct selling
- Sales strategies and customer relationship management

Unit-B: Direct Selling Techniques and Strategies

- Effective product presentation and sales techniques
- Sales funnel and prospecting in direct selling
- Sales scripts and overcoming objections
- Social selling and online strategies
- Measuring and improving sales performance

Unit-C: Entrepreneurial Skills for Direct Selling Success

- Goal setting and time management for direct sellers

- Financial management in direct selling
- Team building and leadership skills
- Conflict resolution and managing customer disputes
- Case studies on successful direct selling entrepreneurs

Unit-D: Business Planning and Entrepreneurial Pitching

- Developing a business plan for direct selling ventures
- Components of a direct selling business plan
- Legal and ethical considerations in direct selling
- Presenting business plans and pitching to investors
- Regulatory compliance and ethical practices in direct selling

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Case studies and group discussions
- Assignments and business plan development
- Entrepreneurial pitching sessions

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Rath, L. D. (2017). Direct Selling For Dummies.

Doyle, J., & Zinser, T. (2014). The Best Network Marketing Training in the World: The New Entrepreneurs in Direct Sales.

Spary, S. (2019). Direct Selling Success: From Amway to Zombies.

Specialization (Electives)
Information Technology Management (Semester III)

Course Name: **Introduction to AI & Machine Learning**

Credits: 4

Course Objectives:

The course on Introduction to AI & Machine Learning is designed to provide students with a foundational understanding of artificial intelligence and machine learning. It covers the basics of AI, machine learning techniques, applications, and ethical considerations.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental concepts and principles of artificial intelligence and machine learning.
CO 2	Apply basic machine learning algorithms for data analysis and prediction.
CO 3	Identify real-world applications of AI and machine learning.
CO 4	Discuss ethical and societal implications of AI and machine learning.

Course Contents:

Unit-A: Introduction to Artificial Intelligence

- Understanding artificial intelligence and its history
- Types of artificial intelligence: Narrow vs. General AI
- AI applications in various industries
- Ethical considerations in AI development
- The impact of AI on the job market

Unit-B: Machine Learning Fundamentals

- Basics of machine learning and its role in AI
- Supervised, unsupervised, and reinforcement learning
- Data preprocessing and feature engineering
- Model training and evaluation
- Overfitting and underfitting in machine learning

Unit-C: Machine Learning Algorithms

- Linear regression and logistic regression
- Decision trees and random forests

- Clustering algorithms (k-means, hierarchical)
- Introduction to neural networks and deep learning
- Model selection and hyperparameter tuning

Unit-D: Real-World Applications and Future Trends

- AI and machine learning in healthcare, finance, and marketing
- Natural language processing and computer vision
- Challenges and opportunities in AI and machine learning
- The future of AI and its societal impact
- Case studies on AI and machine learning applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on machine learning exercises and projects
- Assignments and quizzes
- Group discussions and presentations

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Goodfellow, I., Bengio, Y., Courville, A., & Bengio, Y. (2016). Deep Learning.

Hastie, T., Tibshirani, R., & Friedman, J. (2009). The Elements of Statistical Learning.

Russell, S. J., & Norvig, P. (2016). Artificial Intelligence: A Modern Approach.

Chollet, F. (2017). Deep Learning with Python.

Specialization (Electives)
Information Technology Management (Semester III)

Course Name: **Python for Business**

Credits: 4

Course Objectives:

The course on Python for Business is designed to provide students with practical knowledge of Python programming for data analysis and business applications. It covers fundamental programming concepts, data manipulation, visualization, and real-world business use cases.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Demonstrate proficiency in Python programming.
CO 2	Apply Python for data manipulation and analysis in business scenarios.
CO 3	Visualize data using Python libraries.
CO 4	Develop Python-based solutions for real-world business problems.

Course Contents:

Unit-A: Introduction to Python Programming

- Python as a programming language
- Data types, variables, and basic operations
- Control structures (if, for, while) in Python
- Functions and modules
- Error handling and exceptions in Python

Unit-B: Data Manipulation and Analysis

- Working with data structures (lists, dictionaries, etc.)
- Data cleaning and preprocessing
- Pandas library for data analysis
- Numpy for numerical computations
- Data aggregation and transformation

Unit-C: Data Visualization with Python

- Matplotlib for basic data visualization
- Seaborn for statistical data visualization
- Plotly for interactive visualizations

- Dashboard creation with libraries like Dash
- Best practices in data visualization

Unit-D: Python in Business Applications

- Real-world business use cases for Python
- Case studies in data analysis and decision support
- Developing Python-based business solutions
- Integrating Python with databases and web services
- Ethical considerations and data privacy in business analytics

Teaching / Assessment Methodology:

- Synchronous lectures and hands-on coding sessions
- Asynchronous videos/Lectures on LMS
- Coding exercises and data analysis projects
- Assignments and business data analysis
- Final project to solve a real-world business problem using Python

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

McKinney, W. (2017). Python for Data Analysis.

VanderPlas, J. (2016). Python Data Science Handbook.

Perez, F., & Granger, B. E. (2007). IPython: A System for Interactive Scientific Computing.

Dash by Plotly documentation and tutorials for creating interactive web-based data visualizations.

Specialization (Electives)
Information Technology Management (Semester III)

Course Name: **Business Analytics**

Credits: 4

Course Objectives:

The course on Business Analytics aims to equip students with the knowledge and skills required to effectively use data and analytics for business decision-making. It covers key concepts, analytical tools, and techniques for data-driven decision support in various business domains.

Course Outcomes:

At the end of the course, the student will be able to:

Sr. No.	Course Outcomes
CO 1	Understand the fundamental principles of business analytics.
CO 2	Apply statistical and analytical techniques to solve business problems.
CO 3	Use data visualization tools for effective data communication.
CO 4	Make informed data-driven decisions in a business context.

Course Contents:

Unit-A: Introduction to Business Analytics

- Overview of business analytics and its importance
- The data analytics process and its stages
- Descriptive, predictive, and prescriptive analytics
- Data sources and data quality in business analytics
- Ethical and legal considerations in data analytics

Unit-B: Statistical Analysis and Decision Support

- Descriptive statistics and data visualization
- Inferential statistics and hypothesis testing
- Regression analysis for predictive modeling
- Time series analysis and forecasting
- Decision trees and classification techniques

Unit-C: Data Visualization and Reporting

- Data visualization principles and tools (e.g., Tableau)
- Effective data communication through visualization
- Interactive dashboards and reporting

- Storytelling with data and communicating insights
- Case studies on data visualization in business analytics

Unit-D: Business Analytics Applications

- Customer analytics and segmentation
- Supply chain analytics and optimization
- Financial analytics and risk management
- Marketing analytics and campaign effectiveness
- Case studies on successful business analytics applications

Teaching / Assessment Methodology:

- Synchronous lectures
- Asynchronous videos/Lectures on LMS
- Hands-on exercises and data analysis
- Data visualization projects and presentations
- Assignments and case analysis

Grading:

Internal assessment	**-**	**30%**
End Term Exam	**-**	**70%**

Further Readings:

Davenport, T. H., Harris, J., & Shapiro, J. (2013). Competing on Analytics: The New Science of Winning.

Lohr, S. (2014). Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else.

Chatterjee, S., & Saha, S. (2016). Business Analytics: A Practitioner's Guide.

Few, S. (2013). Show Me the Numbers: Designing Tables and Graphs to Enlighten.