



**GURU KASHI
UNIVERSITY**
PUNJAB - INDIA

Program Syllabus Booklet

MASTER OF BUSINESS ADMINISTRATION

(MBA-202)



Session: 2020-21

University College of Commerce and Management

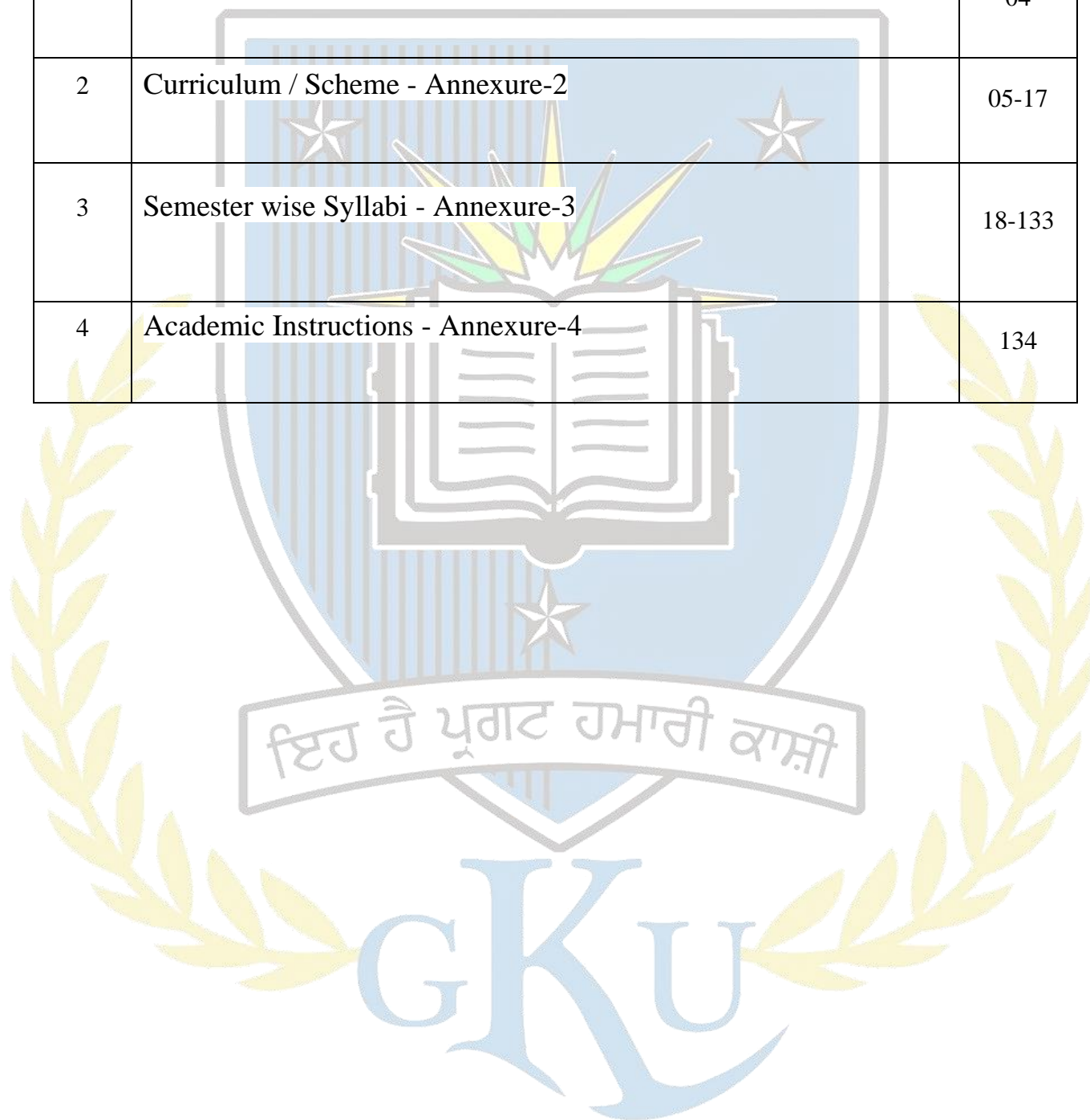
Guru Kashi University

Talwandi Sabo



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Program Name: Master of Business Administration

Program Code: 202

The Program Outcomes (POs) for the Master of Business Administration are as follows:

PO	Statement
PO1	Acquire in-depth knowledge of managerial disciplines to discriminate, evaluate, analyze and synthesize knowledge.
PO2	Analyze complex business problems to make intellectual and creative decisions to solve research problems.
PO3	Conceptualize solution for managerial problems after considering environmental factors at the national and international level.
PO4	Extract information through literature survey and experiments to provide valid solution to specific problems.
PO5	Use the techniques, skills and modern management tools that are necessary for management practices.
PO6	Acquire managerial capabilities to assess the professional managerial practice.
PO7	Understand management in multidisciplinary environment after considering the socio-economic and financial factors for sustainable development.
PO8	Inculcate ethics to exhibit professional code of conduct and norms of managerial practices.
PO9	Learn collaborative-multidisciplinary management practices for self-orientation, teamwork and decision-making.
PO10	Communicate the activities with subordinates confidently and effectively.
PO11	Demonstrate the knowledge of managerial discipline to manage business projects and finance associated with it.
PO12	Recognize the need to engage in life-long learning practices independently, with a high level of enthusiasm and commitment.

Program Specific Outcomes (PSOs) for the Master of Business Administration are as follows:

PSO	Statement
PSO1	Equipped with quantitative and qualitative skills to design and create business opportunities in dynamic environment.
PSO2	Implement corporate governance with professional ethics and code of conduct.
PSO3	Conduct investigation of multidimensional business problems through research-based knowledge



Semester: 1 st										
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	A202101	Principles & Practices of Management	T	4	0	0	4	50	50	100
2	A202102	Organizational Behavior	T	4	0	0	4	50	50	100
3	A202103	Accounting for Management	T	4	1	0	5	50	50	100
4	A202104	Quantitative Techniques	T	4	1	0	5	50	50	100
5	A202105	Managerial Economics	T	4	0	0	4	50	50	100
6	202106	Seminar on Business Communication	P	0	0	4	2	100	NA	100
7	202107	Computers in Management Lab	P	0	0	4	2	100	NA	100
8	202108	Viva-Voce-I*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				28						
* With respect to semester courses										



Semester: 2nd											
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks	
				L	T	P					
				1	A202201	Business Environment					T
2	A202202	Financial Management	T	4	1	0	5	50	50	100	
3	A202203	Marketing Management	T	4	0	0	4	50	50	100	
4	A202204	Human Resource Management	T	4	0	0	4	50	50	100	
5	202205	Production and Operations Management	T	4	1	0	5	50	50	100	
6	202206	Business Research Methods	T	4	0	0	4	50	50	100	
7	202207	Information Technology Lab	P	0	0	4	2	100	NA	100	
8	202208	Viva-Voce-II*	P	N A	N A	N A	2	NA	100	100	
Total No. of Credits							30				



Semester: 3rd										
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
				1	202301	Operations Research				
2	A202302	Management Information Systems	T	4	0	0	4	50	50	100
3	202303	Seminar on Business Ethics & Environmental Science	P	0	0	4	2	100	100	200
4	202304	Industrial Training/Internship (6 weeks)	P	N A	N A	N A	2	100	NA	100
5		Major-I	T	4	1	0	5	50	50	100
6		Major-II	T	4	1	0	5	50	50	100
7		Minor-I	T	4	1	0	5	50	50	100
8	202305	Viva-Voce-III*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				29						
* with respect to semester courses										



Semester: 4 th										
Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	A202401	Strategic Management	T	4	1	0	5	50	50	100
2	A202402	Project Management & Entrepreneurship	T	4	0	0	4	50	50	100
3	202403	ResearchProject	P	0	0	4	2	100	100	200
4		Major-III	T	4	1	0	5	50	50	100
5		Major-IV	T	4	1	0	5	50	50	100
6		Minor-II	T	4	1	0	5	50	50	100
7	202404	Viva-Voce-IV*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				28						

Note:

- 1) Major and Minor Courses are to be selecting from list of elective courses as per specialization.
- 2) Which courses is to be taken in which semester is given in instructions for selecting of elective courses in various semesters.



Specialization Course Structure (Elective Courses)

MARKETING

Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202306	Consumer Behavior	T	4	1	0	5	50	50	100
2	A202307	Marketing Research	T	4	1	0	5	50	50	100
3	202308	Product & Brand Management	T	4	1	0	5	50	50	100
4	202405	Marketing of Services	T	4	1	0	5	50	50	100
5	A202406	Sales & Distribution Management	T	4	1	0	5	50	50	100
6	202407	Rural Marketing	T	4	1	0	5	50	50	100

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HUMAN RESOURCE MANAGEMENT

Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202309	Social Security & Labor Welfare	T	4	1	0	5	50	50	100
2	A202310	Organization Change & Development	T	4	1	0	5	50	50	100
3	202311	Compensation Management	T	4	1	0	5	50	50	100
4	A202408	Training & Development	T	4	1	0	5	50	50	100
5	202409	Advanced Industrial Psychology	T	4	1	0	5	50	50	100
6	B202410	Industrial Relation & Labor Legislations	T	4	1	0	5	50	50	100





FINANCE

Sr. No	Course Code	CourseName	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202312	Security Analysis & Portfolio Management	T	4	1	0	5	50	50	100
2	A202313	Management of Financial Institutions	T	4	1	0	5	50	50	100
3	A202314	Taxation Laws & Planning	T	4	1	0	5	50	50	100
4	A202411	Financial Services	T	4	1	0	5	50	50	100
5	B202412	Working Capital Management	T	4	1	0	5	50	50	100
6	A202413	Management Control System	T	4	1	0	5	50	50	100



INFORMATION TECHNOLOGY

Sr. No	Course Code	Course Name	Type of Course T/P	Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202315	Programming in C/C++	T	4	1	0	5	50	50	100
2	202316	Database Management System	T	4	1	0	5	50	50	100
3	202317	Enterprise Resource Planning (ERP)	T	4	1	0	5	50	50	100
4	A202414	E-Commerce & IT Enabled Services	T	4	1	0	5	50	50	100
5	202415	Data Warehousing and Data Mining	T	4	1	0	5	50	50	100
6	202416	Introduction to Computer Networks	T	4	1	0	5	50	50	100



HOSPITAL ADMINISTRATION

Sr. No	Course Code	Course Name	Type of Course T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202318	Health System Management	T	4	1	0	5	50	50	100
2	202319	Hospital Services Marketing	T	4	1	0	5	50	50	100
3	202320	Medical Audit and Quality Management	T	4	1	0	5	50	50	100
4	202417	Hospital Waste Management	T	4	1	0	5	50	50	100
5	202418	Risk And Disaster Management	T	4	1	0	5	50	50	100
6	202419	Legal And Ethical Issues For Hospital	T	4	1	0	5	50	50	100



Sr. No	Course Code	CourseName	Type of Course	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202321	Environmental Issues in Real Estate	T	4	1	0	5	50	50	100
2	202322	Land Economics	T	4	1	0	5	50	50	100
3	202323	Infrastructure Valuation	T	4	1	0	5	50	50	100
4	A202420	Introduction to Urban Planning	T	4	1	0	5	50	50	100
5	A202421	Total Quality Management	T	4	1	0	5	50	50	100
6	A202422	Legal Framework for Real Estate	T	4	1	0	5	50	50	100

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Sr. No	Course Code	Course Name	Type of Course	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202324	Agro Input Industry	T	4	1	0	5	50	50	100
2	202325	Advance Food Processing	T	4	1	0	5	50	50	100
3	A202326	Commodity Trading	T	4	1	0	5	50	50	100
4	202423	Seed Production & Certification	T	4	1	0	5	50	50	100
5	A202424	Supply Chain Management	T	4	1	0	5	50	50	100
6	202425	Plantation Management	T	4	1	0	5	50	50	100

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INTERNATIONAL BUSINESS

Sr. No	Course Code	Course Name	Type of Course	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	202327	International Business & Regional Blocks	T	4	1	0	5	50	50	100
2	202328	International Marketing	T	4	1	0	5	50	50	100
3	202329	Multinational Financial Management	T	4	1	0	5	50	50	100
4	202426	Export-Import Procedures, Documentation	T	4	1	0	5	50	50	100
5	A202427	International Economic Organization	T	4	1	0	5	50	50	100
6	A202428	Global Human Resource Management	T	4	1	0	5	50	50	100

Student opting for a specialization either as Major or as a Minor must study these courses in respective Semester:



Instructions for selecting of elective courses in various semesters:

Student opting for a specialization either as Major or as a Minor must study these courses in respective Semester:

To be opted in

Marketing

Consumer Behavior	MBA III Semester
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Marketing of Services	MBA IV Semester
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Human Resource Management

Social Security & Labor Welfare	MBA III Semester
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Training & Development	MBA IV Semester
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Finance

Security Analysis & Portfolio Management	MBA III Semester
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Financial Services	MBA IV Semester
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Information Technology

Database Management System	MBA III Semester
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Data Warehousing and Data Mining	MBA IV Semester
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Hospital Administration

Health System Management	MBA III Semester
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Hospital Waste Management	MBA IV Semester
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Estate and Infrastructure Management

Environmental Issues in Real Estate	MBA III Semester
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Legal Framework for Real Estate	MBA IV Semester
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Agriculture Business Management

Agro Input Industry	MBA III Semester
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Seed Production & Certification	MBA IV Semester
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International Business

International Business & Regional Blocks	MBA III Semester
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Export-Import Procedures, Documentation	MBA IV Semester
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Course Name: Principles & Practices of Management

Course Code: A202101

Semester: 1st

L T P

Credits: 04

4 0 0

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

CO	Statement
CO1	Evaluate the global context for taking managerial actions of planning, organizing and controlling
CO2	Assess global situations including opportunities and threats that impact management of an organization
CO3	Integrate management principles into management practices
CO4	Assess managerial practices and ethical principles and standards
CO5	Know about the most effective actions to be taken in specific situations

Course Content

UNIT-I

Introduction: concept, nature, purpose & scope of management, evolution of management thoughts – traditional, behavioral, system, contingency and quality viewpoints. Planning, nature and elements of planning, planning types and models, planning in learning organizations; strategic planning – an overview; Decision making; Importance and steps in Decision Making, Decision making under certainty-programmed decisions, decision-making under uncertainty, non-programmed decisions, decision tree, group aided decisions.

UNIT-II

Organizing – work specialization, chain of command, delegation, decentralization, span of management, bases for Departmentation. Leading: recognition of human factor, motivation models / approaches; leadership styles/behaviour, personal characteristics of effective leaders, leadership development; leadership for learning organizations Management control, managerial ethics and social responsibility: management control – concept and process, overview of control techniques, effective control system; Coordination: Need, factors which make coordination difficult, techniques to ensure effective coordination.

References

- Koontz, Harold & Weihrich, Heinz (2008). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M.2019. *Principles & Practices of Management*. Sultan Chand & Sons, New



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- Robbins, S. P., & DeCenzo, A. D. (2011). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2005). *Great Ideas in Management*. Orient Paperbacks, India

Websites Links

- http://14.139.242.244/extra/library/library/_14022020061808 Principles of Management.pdf
- <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>.
- https://www.academia.edu/17630831/Principles_of_management_notes

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	3	2	-	2	3	2	2	3	2	2
CO2	2	-	3	2	2	1	2	3	1	3	1	3	-	3	1
CO3	3	3	2	-	3	3	1	3	2	-	2	2	3	3	3
CO4	3	2	3	3	2	3	3	2	2	3	2	3	1	2	2
CO5	2	2	1	2	2	-	2	3	3	2	3	1	3	3	1
Average	2.6	2	2.4	2.25	2.2	2.5	2	2.75	2	2.75	2	2.2	2.5	2.6	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

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Course Name: Organizational Behavior

Course Code: A202102

Semester: 1st

Credits: 04

L T P

4 0 0

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

CO	Statement
CO1	Identify different forms of organizations, their features and relevance in a business context
CO2	Develop the professional skills to handle the business effectively and with efficiency
CO3	Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.



Course Content

UNIT-I

Organizational Behavior: What managers do, Definition of OB, contributing disciplines to OB, challenges and opportunities for OB. Foundations of Individual behaviour- biographical characteristics, ability, and learning? Values, Attitudes, Personality and Emotions, Perception, Motivation: Concept, Theories of Maslow, Herzberg, McClelland, Porter & Lawler Model, Application of Motivation Concept. Job Satisfaction Foundations of Group Behaviour: Group formation, development and structure, Group Processes, Group Decision- making Techniques, Work Teams.

UNIT-II

Interpersonal Skill-Transactional analysis, Life Positions, Johari Window. Leadership: Concept, theories, styles and their application. Power and Politics in Organization, Conflict Management; Sources of Conflict, Types of conflict, Process of Conflict, Individual, Interpersonal, group level conflict, Organizational Conflict, Approaches to Conflict Management. Stress Management: Concept of stress, Sources of stress, Effects of stress on humans, Management of Stress Crisis Management, Organizational Change & Development, Innovation, Creating a learning Organization, Organizational Culture, Organizational Effectiveness.

References

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organizational Behaviour*. Himalaya Publishing House

Websites Links

- http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BBA%20VI%20SEM/BC A- 629%20OB.pdf
- https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf
- <https://www.studocu.com/da/document/syddansk-university/organizational-behaviour/foredragsnoter/organizational-behavior-notes/1102139/view>

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	1	-	2	3	2	3	2	3	2	1
CO2	-	3	3	-	2	3	2	3	2	1	2	1	2	2	-
CO3	1	-	2	1	-	2	2	1	3	2	-	3	2	1	2
CO4	1	2	2	3	2	3	1	3	2	3	2	1	3	2	2
Average	1	2.3	2.25	2.3	2	2.25	1.67	2.25	2.5	2	2.3	1.75	2.5	1.75	1.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Accounting for Management

Course Code: A202103

Semester: 1st

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Improve the operations of organizations through management accounting techniques
CO2	Demonstrate costing systems, cost management systems, budgeting systems and performance measurement systems
CO3	Develop balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
CO4	Evaluate the costs and benefits of different conventional and contemporary costing Systems

Course Content

Unit-I

Financial Accounting- concept, importance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods), preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments. Financial Analysis- Concepts and objectives, Limitation of Financial Analysis, Tools of Financial Analysis: trend analysis, common size statements, comparative statements, Introduction to ratio analysis, fund flow and cash flow statements (with additional information).



Unit-II

Cost accounting- meaning, importance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing; Standard Costing & Break-Even Analysis, Management accounting- concept, need, importance and scope; Functions of Management Accounting, Relationship between Financial and Management Accounting, Meaning of Financial Statement, Importance and Limitations of Financial Statement. Budgetary control- meaning, need, objectives, essentials of budgeting, different types of budgets; Responsibility Accounting; Meaning, Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

References

- Emmanuel, C., Otley, D., & Merchant, K. (1990). Accounting for management control. In Accounting for Management Control (pp. 357-384). Springer, Boston, MA.
- Singhal A.K. and Roy Ghosh.2012. *Accounting for Managers*. JBC Publishers and Distributors, New Delhi
- Pandey, I.M.1993.*Management Accounting*, Vikas Publishing House. New Delhi
- Anthony R.N. and Reece J.S.1995.*Management Accounting Principles*. Homewood, Illinois, Richard D.Irwin,
- Horngren, C. T. (2009). *Cost accounting: A managerial emphasis, 13/e*. Pearson Education India.

Website/Links/Online Portal/ICT

- <https://uotmba.in/mba-study-material/>
- <https://www.ncertbooks>
- https://www.youtube.com/playlist?list=PLeNyPug2I9riT7VRqoTmhMJVREeWo-x_

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	1	3	2	3	3	1	-	3	2	3
CO2	2	3	1	2	2	3	-	3	2	1	3	2	2	1	3
CO3	1	-	3	3	2	-	3	1	2	2	1	3	1	3	-
CO4	3	2	3	1	3	2	3	2	1	3	3	2	3	2	2
Average	2.25	2.3	2.5	2	2.5	2	3	2	2	2.25	2	2.3	2.25	2	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



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

CO	Statement
CO1	Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.
CO2	Identify simple and multiple regression models to analyze the underlying relationships between the variables
CO3	Analyze the different types of statistical tests.
CO4	Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.
CO5	Enhance skill of statistics to analyze financial statements.

Course Content

Unit-I

Matrices & Determinants; Different measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Absolute Deviation, Standard Deviation), Skewness: meaning and co-efficient of Skewness. Correlation analysis - meaning & types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation; Regression analysis - meaning and two lines of regression; relationship between correlation and regression co-efficient.

Unit-II

Time series analysis - measurement of trend and seasonal variations; time series and forecasting. Permutation and Combinations; Probability: basic concepts and approaches, addition, multiplication and Bayes' theorem. Probability distributions - meaning, types and applications, Binomial, Poisson and Normal distributions. SPSS & MS Excel Functions for Statics.

References

- Siegel, Andrew F. (2001). *Practical Business Statistics*. McGraw Hill Irwin.



- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2008). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. (1995). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2017). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House

Website/Links/Online Portal/ICT

- https://youtu.be/z_R1Yh0QFDk
- <https://www.youtube.com/playlist?list=PL34t5iLfZddvhKIEgNwn77gllAAUxkYh5>
- https://www.researchgate.net/publication/293816217_Introduction_to_quantitative_methods

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	3	3	-	2	3	3	2	3	2	3	3
CO2	-	3	3	2	1	2	3	1	2	3	3	2	3	2	1
CO3	3	2	-	3	2	2	3	2	3	3	1	-	2	3	3
CO4	1	1	2	1	3	1	-	3	1	2	3	2	1	-	2
CO5	2	1	3	-	1	1	3	2	2	1	3	3	1	2	2
Average	2.25	1.6	2.75	2	2	1.8	3	2	2.2	2.4	2.4	2.5	1.8	2.5	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Managerial Economics

Course Code: A202105

Semester: 1st

L T P

Credits: 04

4 0 0

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

CO	Statement
CO1	Design competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and structure of the markets

CO2	Get knowledge about the costs of production and its effect on short term and long run decisions
CO3	Differentiate market models of perfect competition, monopoly, monopolistic competition and oligopoly with respect to price determination
CO4	Implement economic inferences in a market including government policy and economic regulations.
CO5	Get knowledge about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth and foreign trade

Course Content

Unit-I

Nature and scope of managerial economics; nature of marginal analysis; alternative objectives of business firms; Law of demand, cardinal utility theory; ordinal utility(indifference curve) technique and the theory of consumer choice; consumer surplus; price, income and substitution effects; demand elasticity's; demand estimation and forecasting; relationship between price elasticity and marginal revenue. Cost Analysis: Concept of cost and its types, cost output relationship in short and long period, supply curve; Iso-quant curves, Pricing analysis: Market structures, Perfect Competition: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Long Run. Monopoly: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Lung Run, Price Discrimination.

Unit-II

Imperfect Competition: Monopolistic Competition – Price output determination in short and long run, Product variation and selling expenses behaviour, Oligopoly – Characteristics, Price Rigidity, price discrimination, selling costs, products differentiation, break even analysis, profit planning. Price- output decision in multi-plant and multi-product firms; managerial theories of the firm; general pricing strategies; Various pricing methods, Risk analysis; investment and capital replacement decisions; locational choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies.



References

- Jain, T R & Grover, M.L (2014). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (1979). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018). *Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2017). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2008). *Managerial Economics*. VK Publications

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- <https://www.researchgate.net>
- <http://www.bput.ac.in/>
- https://youtu.be/Lhww_AOcVOW.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	3	3	2	3	2	3	-	2	3	2	3	3
CO2	2	3	3	1	2	2	-	2	3	2	3	2	1	2	2
CO3	3	2	3	2	-	3	3	2	3	3	2	-	1	3	2
CO4	1	3	2	3	1	3	2	3	-	1	2	2	3	3	1
CO5	2	3	-	3	3	2	1	2	2	3	-	3	1	2	2
Average	2.2	2.4	2.5	2.4	2.25	2.4	2.25	2.2	2.75	2.25	2.25	2.5	1.6	2.6	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Seminar on Business Communication

Course Code: 202106

Semester: 1st

L T P

Credits: 002

0 0 4

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

CO	Statement
CO1	Develop critical and innovative thinking
CO2	Build up competency in oral, written, and visual communication



CO3	Know about communication theories
CO4	Familiar about the opportunities in the field of communication
CO5	Respond effectively to cultural communication differences

Course Content

Unit-I

Meaning and important of communication in business, the process of communication, models of communication, types of information-order, advise, suggestion, motivation, persuasion, warning and education; Channels of communication, their effectiveness, limitations; Media of communication, barriers of communication, approaches to effective communication, tools of communication, Diction, sentence, paragraph, punctuation and report writing; Oral communication: noise, barriers to communication; listening– listening process, types of listening, deterrents to listening process, essentials of good listening; telephonic communication.

Unit-II

Presentation skills: prerequisites of effective presentation, format of presentation; Assertiveness – indicators of assertive behaviour, strategies of assertive behaviour; Communication skills for group discussion, interviews, seminar, symposia and conferences, Nonverbal communication: gestures, handshakes, gazes, smiles, hand movements, style of working, voice modulations, body sport for interviews; business etiquettes: business dining, business manners of people of different cultures, managing customer care, Written communication: mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, telex manages, facsimiles, electronic mail; diary writing; developing resume.

References

- Hewings, M. (2019). *Advanced English Grammar*. Cambridge University Press.
- Murphy, Herta A & Peck, Charles E (1976). *Effective Business communication*. 2nd Ed, TataMcGraw Hill, New Delhi.
- Pearce, C Glenn (1988). *Business Communication: Principles and Application*. 2nd Ed, John Wiley, New York.
- Treece, Maira (1987). *Successful Business Communication*. 3rd Ed, Allyn and Bacon, Boston.

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- <https://youtu.be/h1fCJM1LMaY>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	1	1	2	2	3	3	1	3	2	3
CO2	2	2	1	-	2	2	3	2	2	1	2	2	-	3	1
CO3	3	1	3	2	3	1	2	3	3	-	3	2	3	1	2
CO4	3	-	2	3	2	2	-	1	3	2	2	2	1	3	3
CO5	2	2	1	3	3	2	3	2	1	3	3	2	2	-	2
Average	2.6	1.75	2	2.5	2.6	1.6	2.25	2	2.2	2.25	2.6	1.8	2.25	2.25	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: **Computers in Management Lab**

Course Code: **202107**

Semester: **1st**

L T P

Credits: 002

0 0 4

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

CO	Statement
CO1	Enhance the skills regarding technology and understand the fundamental hardware components and the role of these components
CO2	Understand the difference between an operating system and an application program and their use in a computer
CO3	Describe some examples of computer and state the effect of use of computer technology on some common products
CO4	Identify the main components of a computer system

Course Content

Unit-I

Creating a new document with templates & Wizard, Word basics, Working with fonts, Paragraph Formatting, Indents, line space, Character Space, Page Formatting, Footnotes, Endnotes, Page Numbering, Page Set-Up, Printing Documents Header and Footer, Bullet sand



Numbering, Tabs, Symbols, Finding and Replacing Text, Spell Check and Grammar Check, Consulting Thesaurus, Inserting images and objects, Using Words Drawing Features, Inserting Tables – (Adding, deleting, modifying rows and columns - merging & splitting cells), Using formulas in tables, Converting text to table and vice-versa, , Mail Merge tool. Managing Workbooks, Working with Worksheets, Cell Referencing (Absolute references, Mixed references), Ranges, Using Formulas and Functions; Formulas that Make Decisions (How the ‘if’ function works) Formatting Worksheets, Printing Worksheets

Unit II

Creating and Editing Graphic Objects and Charts, Sorting Data, filtering etc., Analyzing Data Using Pivot Tables, Performing What-If Analysis, Issuing Scenario Manager. Creating new Presentations Using Auto Content Wizard, Using Template, Adding, Editing, Deleting, Copying, Slides, Applying Slide Design, adding graphics, graphs, organization charts, creating custom Animations, Special Effects to Create Transition Slides, Adding Sounds to Slides, Using Action Buttons, Creating Slide Shows, and Rehearsing Slide Timings

References

- Jeyapoovan, T. (2004). *A First Course in Programming with C*. Vikas Publishing House.
- Saxena S. 2007. *MS Office Xp for Everyone*. Vikas Publishing House. New Delhi.
- Jamrich June & Parsons. 2013. *Computer Concepts 7th Edition*. Thomson Learning. Bombay.
- Comer, D. (2009). *Computer networks and internets*. Upper Saddle River, NJ: Pearson/Prentice Hall.
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- <https://www.freebookcentre.net/business-books-download/Business-Communication.html>
- <https://youtu.be/h1fCJM1LMaY>

The mapping of PO/PSO/CO attainment is as follows:

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



CO4	-	3	3	1	3	1	3	1	3	-	2	3	3	2	1
Average	2.67	2.67	2.5	2.25	2.67	2	2.3	1.75	2	2.3	2	2.5	2	2.25	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-I

Course Code: 202108

Semester: 1st

L T P

Credits: 002

NA

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as jobs interviews.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	2	2	1	3	2	1	-	3	3	2	1	1	3
CO2	1	2	2	-	2	1	2	3	1	2	1	2	3	2	-
CO3	2	3	1	3	2	3	-	2	3	2	-	2	3	1	3
CO4	1	2	-	2	3	2	2	1	2	3	1	1	-	2	2
Average	1.75	2.3	1.67	2.3	2	2.25	2	1.75	2	2.5	1.67	1.75	2.3	1.5	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Business Environment

Course Code: A202201

Semester: 2nd

L T P

Credits: 04

4 0 0

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

CO	Statement
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CO1	Identify the main features of the international business environment and its main Institutions
CO2	Analyze the political, social, economic, technological and other configurations that support cross-border trade
CO3	Understand the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment which help create entrepreneurs in nation/state
CO4	Analyze the key decisions that multinational firms make concerning the choice of markets and entry strategies
CO5	Understand the nature of Indian Economy and various issues relating to Indian Economy having a direct or indirect impact on business environment

Course Content

Unit-I

Business Environment: -Concept, Significance, Nature & Scope of business environment; Elements of business environment- micro & macro, environmental scanning & Monitoring; Political Environment, Importance of Indian constitution, Preamble, Constitutional hierarchy- legislature, executive, Judiciary, Fundamental rights, Fundamental duties. Economic Environment: - Economic system, Strategies and Evaluation of current Five- Year Plan, Meaning and various tools of Monetary & Fiscal policy, New industrial policy, New economic policy, Business cycles; Legal Environment, Main provision of company act, Export – Import policy (Exim Policy), FERA, FEMA, MRTP act, Licensing; Regulatory Bodies: SEBI, TRAI, IRDA, RBI, CLB.

Unit-II

Social Environment: - Corporate social responsibility, Business ethics, Cross culture Environment, Consumer Act; Environmental Protection act; Technological Environment, Impact of new technology, Problem of technology transfer. International Environment: -Overview of Bretton woods conference: Origin, role & Functions of WTO, implications; origin & functions of IMF; Impact of FDI on Indian economy; Tradeblocks & blocs, Liberalization, Privatization & globalization, Pros and cons of Globalization for home country, Various Methods for going global.

References

- Francis Cherunalum. *Business Environment*.
- Aswathappa, K. (2009). *Essentials of business environment*. Himalaya Publishing House.
- Worthington, I., & Britton, C. (2015). *The business environment*. Pearson Education Limited.



- Ghosh, B.N. (2014). *Business Environment*. Oxford University Press
- Shaikh, S. (2010). *Business Environment, 2/E*. Pearson Education India.

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- <https://youtu.be/thdikskYUcw>
- <https://examupdates.in/managerial-economics-notes/#Managerial-Economics-Notes-for-MBA>
- <https://www.studocu.com/in/>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	3	3	2	3	1	3	2	-	2	3
CO2	2	1	-	1	2	3	-	3	2	2	1	3	1	3	1
CO3	3	2	3	3	1	1	2	2	3	-	2	2	2	2	3
CO4	2	1	2	-	2	3	3	3	1	3	1	1	3	1	3
CO5	3	2	3	2	3	3	2	-	2	3	2	3	-	2	3
Average	2.6	1.6	2.75	2	2	2.6	2.5	2.5	2.2	2.25	1.8	2.2	2	2	2.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Financial Management

Course Code: A202202

Semester: 2nd

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability and market value.
CO2	Identify legal issues that impact financial position and other risks associated with business.
CO3	Interpret statutory law for risk avoidance and control mechanisms
CO4	Evaluate corporate projects using scenario of sensitivity and simulation analysis



CO5	Describe cost of capital and financial leverage to form long-term financial policies for business.
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Course Content

Unit-I

Financial management- scope, finance functions and its organization, objectives of financial management; time value of money; sources of long-term finance. Corporate Restructuring: Meaning and forms of corporate restructuring, merger and amalgamation, takeover and acquisition, types or forms of mergers and takeovers, their benefits and motives. Investment decisions: importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital.

Unit-II

Cash Management: Meaning, Facets of Cash Management, Motives for Holding Cash, Optimal Cash Balance, Short-Term and Long-Term Cash Forecasting. Capital structure decisions-financial and operating leverage; capital structure theories- NI, NOI, traditional and M-M theories; determinants of dividend policy and dividend models -Walter, Gordon & M.M. models. Working Capital-meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables.

References

- Pandey, IM. (2016). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2007). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (1989). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M. Y& Jain, PK (2015). *Financial Management and Policy*. Tata McGraw-Hill CompanyLtd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2011). *Financial Management and Policy*. Pearson Education India

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- <https://examupdates.in>
- <https://youtu.be/kTCTqoBYPIM>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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CO1	3	1	3	-	3	2	3	1	3	2	-	2	3	2	1
CO2	2	2	3	2	2	3	2	3	2	1	3	1	2	3	-
CO3	3	2	2	1	3	2	-	2	1	2	2	1	3	2	2
CO4	-	3	1	3	2	2	3	1	3	3	-	2	2	3	3
CO5	2	3	2	3	3	3	2	2	-	3	2	3	3	2	2
Average	2.5	2.2	2.2	2.25	2.6	2.4	2.5	1.8	2.25	2.2	2.3	1.8	2.6	2.4	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Marketing Management

Course Code: A202203

Semester: 2nd

L T P

Credits: 04

4 0 0

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

CO	Statement
CO1	Critically evaluate the analytical frameworks and tools used in marketing
CO2	Utilize information of a firm's external and internal marketing environment to formulate marketing strategies
CO3	Exercise critical judgment through engagement and reflection with existing marketing literature and new developments in the marketing environment
CO4	Act upon the ethical and environmental concerns linked to marketing activities
CO5	Apply key marketing theories, frameworks and tools to solve marketing problems

Course Contents

Unit-I

Nature and scope of marketing: corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; Marketing Mix, marketing environment; marketing research and information system. Analyzing consumer markets and buyer behaviour; analyzing business markets and business buying behaviour; Market segmentation; positioning and targeting, Levels of Market Segmentation, segmenting consumer markets, Niche Marketing, segmenting business markets, Michael Porter’s Five Forces Model. Retail Marketing Concept.

Unit-II

Product Decisions; New product development process; product mix and product line decisions; branding and packaging decisions; pricing strategies and programs tools of product differentiation; marketing strategies in the different stage of the product life cycle; Marketing Channels: Marketing Channels, Role of Marketing Channels, Identifying Major Channel Alternatives, Types of Intermediaries, Channel-Management Decisions, managing marketing channels; wholesaling and retailing. Marketing Communication; The Role of Marketing Communications, Communications Mix -Advertising and sales promotion; public relations; personal selling; evaluation and control of marketing effort; web marketing; green marketing; reasons for and benefits of going international; entry strategies in international marketing.

References

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	2	-	3	2	2	2	3	3	2	3	2	3	3
CO2	2	1	3	2	2	3	1	3	2	-	3	2	3	2	2
CO3	3	2	2	3	1	2	2	-	2	1	2	1	2	3	3
CO4	-	3	1	3	3	2	3	1	3	2	-	3	1	2	3
CO5	2	3	2	-	2	3	1	2	2	3	2	3	2	3	1
Average	2.5	2.2	2	2.67	2.2	2.4	1.8	2	2.4	2.25	2.25	2.4	2	2.6	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



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

CO	Statement
CO1	Demonstrate human resource management process and its importance to organizational effectiveness.
CO2	Understand the processes and tools used to attract, develop and retain a high-performance workforce.
CO3	Demonstrate research and analytical skills by using both human and technological resources.
CO4	Communicate effectively in business context
CO5	Identify the significance of the ethical issues in HR

Course Content

Unit I

Introduction to HRM; Meaning, Function, Scope of HRM, Strategic importance of HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals; HR department operations; Human resource planning – objectives and process; human resource informationsystem; Global HR or integration with IT, Job Analysis and Design: Concept of Job Analysis and Design, Methods of Job analysis, Job Description , Job Specification, Modern Management Techniques, Flexible Work Arrangements, Recruitment: Definition and concept of Recruitment, Factors Affecting Recruitment, Sources of recruitment, Internal and External. Selection Process- Steps in the Selection Procedure, Various types of Tests, Selection Interview- Methods and Process (including reference check and medical examination), Placement and induction process, Managing Careers: Concept, Career stages, Career Anchors, Career Development Cycle, Benefits of career planning to individual as well as organization, internal mobility- promotions, demotions, transfers, Separation and Succession planning.

Unit II

Employee Training and Management Development: Importance and objectives, Distinction between Training and Development, Methods of training and development, Training need



analysis, Evaluation of Training. Performance and Potential Appraisal: Appraising performance: developing and instituting performance appraisal system, assessment and development centers, potential appraisal; rewarding performance: linking rewards to organizational objectives, determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services; Industrial relations, Collective bargaining, incentives Plans Quality of work life (QWL): Meaning, origin, development and various approaches to QWL, techniques for improving QWL. Quality circles: concept, structure, role of management quality circles in India, Job satisfaction and morale. Health, Safety & Employee welfare

References

- Rao V.S.P. (2010). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (1997). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2017). *Human Resource Management*. Pearson Education
- K. Aswathappa (2007). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	3	2	3	-	3	3	3	1	2	3	3
CO2	-	2	3	2	1	3	2	3	1	2	3	2	-	2	2
CO3	3	2	2	3	2	-	2	1	2	1	2	3	2	1	3
CO4	3	1	3	2	3	1	3	3	-	3	2	1	3	3	-
CO5	2	3	2	3	-	3	2	1	2	3	1	2	2	3	3
Average	2.75	1.8	2.6	2.4	2.25	2.25	2.4	2	2	2.4	2.2	1.8	2.25	2.4	2.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Production and Operations Management

Course Code: 202205

Semester: 2nd



Credits: 05

4 1 0

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

CO	Statement
CO1	Anticipate issues in production and operations processes they may face during their careers
CO2	Analyze and synthesize inter-relationship inherent in complex socio-economic and productive systems
CO3	Reinforce analytical skills to enhance profitability of portfolio using analytical tools.
CO4	Recognize production environment to use certain quantitative and qualitative methods to assist decision making strategy
CO5	Aware about managerial responsibility when production is outsourced or performed in regions far from corporate headquarters

Course Content

Unit-I

Operations Management – Concepts, Functions; Product Design & Development- Product Design and its Characteristics, Product Development Process (Technical); Product Development Techniques; Process Selection - Project, Job, Batch, Mass & Process types of Production Systems, Product-Process Mix, Facility Location – importance, Factors in Location Analysis, Location Analysis Techniques; Facility Layout – objectives, Advantages, Basic Types of Layouts; Capacity Planning – Concepts, Factors Affective Capacity; Planning, capacity Planning Decisions; Production Planning & Control (PPC) - Concepts, Objectives, Functions

Unit-II

Materials Management- Concepts, Objectives; Functions Purchasing Management- Objectives, Functions, Methods, Procedure; Stores Management - Types of Stores, Functions, Coding Methods; Inventory Management – Concepts, Classification, Objectives, Factors Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model; Re-order Level, ABC Analysis, Maintenance Management – Concepts, Objectives, Functions, Types of Maintenance; Quality Management- Quality Concepts, Difference Between Inspection, Quality Control, Quality Assurances, Total Quality Management; Control Charts; acceptance Sampling, Six Sigma & Material Requirement Planning(MRP).



References

- Kumar, S. A., & Suresh, N. (2006). Production and operations management. New Age International.
- Khanna, R. B. (2015). Production and operations management. PHI Learning Pvt. Ltd.
- Chary, S. N. (2017). Production and operations management. McGraw Hill Education.
- Bhat, S., & Aswathappa, K. (2010). Production and operations management. Himalaya Publishing House Raton, FL: CRC Press.

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- <https://uotmba.in/operations-management-notes/>
- <https://theintactone.com>
- <https://www.yourarticlelibrary.com>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	1	3	1	3	1	3	-	3	2	3	2	2
CO2	2	2	-	2	2	3	-	3	2	2	1	1	2	3	3
CO3	3	2	2	3	3	1	2	2	3	1	3	-	3	2	2
CO4	3	-	3	2	2	3	2	1	3	3	2	2	2	3	1
CO5	2	3	2	3	1	3	2	2	1	3	3	2	3	2	3
Average	2.6	2	2.5	2.2	2.2	2.2	2.25	1.8	2.4	2.25	2.4	1.75	2.6	2.4	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: **Business Research Methods**

Course Code: **202206**

Semester: **2nd**

L T P

Credits: 02

0 0 4

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

CO	Statement
CO1	Apply the quantitative and qualitative methods in research project.
CO2	Describe appropriate statistical methods, data analysis and hypothesis testing procedures.
CO3	Write research papers for seminars, conferences and research journals.
CO4	Interpret the relevance of statistical findings for business problem solving and decisionmaking.



CO5	Identify various sources of information for literature review and data collection.
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Course Content

Unit-I

Business research: its concept, nature, scope, need and managerial value of business research; components of theory – definitions, concepts, constructs, variables, hypothesis, process of research and structure of research proposal, Research design– concept and types– exploratory, descriptive, diagnostic and experimental; sampling design, techniques, factors influencing sample size; measurement – concept, measurement scales – types and construction of scales and reliability and validity aspects in measurement

Unit-II

Methods of data collection – questionnaire/schedule, questionnaire designing, interview and observational methods; data analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis testing – an overview of parametric and non-parametric tests (t, F, Z test and Chi-Square test). An overview of dependent and interdependent methods (multiple regression, discriminant analysis, conjoint analysis, factor analysis, cluster analysis); ingredients and constructions of research report; procedure of preparation of reference and bibliography; ANNOVA.

References

- Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods*. Oxford university press.
- Greener, S. (2008). *Business research methods*. Book Boon.
- Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods (Book Only)*. Cengage Learning.
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9, pp. 1-744). New York: McGraw-Hill.
- Hair, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods*. Routledge.

Website/Links/Online Portal/ICT

- <https://www.academia.edu/>
- <https://www.studeersnel.nl>
- <https://www.scribd.com>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	3	3	1	2	2	3	1	3	-	2	2	3	2	1



CO2	2	2	1	2	2	3	-	3	2	2	1	2	-	3	3
CO3	3	1	2	3	3	1	2	2	1	2	2	-	3	2	2
CO4	-	3	1	2	2	3	1	3	2	-	3	3	2	2	3
CO5	2	3	2	3	1	3	2	1	2	3	2	1	3	-	3
Average	2.3	2.4	1.8	2.2	2	2.4	2	2	2	2.3	2	2	2.75	2.25	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Information Technology Lab

Course Code: A202207

Semester: 2nd

L T P

Credits: 02

0 0 4

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

CO	Statement
CO1	Record the current issues of information technology and relate those issues to the firm.
CO2	Analyze impact of information technology on firms
CO3	Depict the role of information technology and information system in business.
CO4	Reproduce a working knowledge of concepts and terminology related to information Technology

Course Content

Unit-I

MS Access: Creating database, adding, deleting and moving records; Querying: creating, saving and editing; creating and using forms, creating and printing reports. Information Technology: Introduction, New Developments, Information Systems, Software and data, application of IT in Business & Industry, Home, Education & Training, Entertainment & Arts, Science, Engineering and Math; Application of Information Technology.

Unit-II

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing); Concepts of data transmission, half-duplex transmission, modems, client server computing; Introduction to TCP/IP reference models, HTML: Build a simple



HTML document, tables, frames, links, adding multimedia documents, home page; Applications of networks in information sharing and dissemination: applications in banking, e governance, ticket reservation etc. Lab: Web Designing in HTML, Internet Surfing.

References

- McKeown, P. (2015). *Information technology and the networked economy*.
- Miller.2013. *Data and Network Communication*. Vikas Publishing House. New Delhi
- Turban, E., Rainer, R. K., & Potter, R. E. (2001). *Introduction to information technology* (p.550). New York, NY: John Wiley & Sons.
- Lucas, H. C. (1997). *Information technology for management*. McGraw-Hill.
- Earl, M. J. (1989). *Management strategies for information technology*. Prentice-Hall, Inc.

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- <https://www.rasmussen.edu>
- <https://searchdatacenter.techtarget.com>
- <https://marketbusinessnews.com>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	-	3	1	2	2	3	2	3	-	1	3	2	2
CO2	1	2	3	2	2	3	-	3	2	2	3	2	2	1	2
CO3	3	2	2	3	3	2	1	2	1	2	3	2	3	-	3
CO4	3	1	3	3	2	3	2	1	3	-	2	1	2	3	3
Average	2.25	1.75	2.67	2.75	2	2.5	1.67	2.25	2	2.3	2.67	1.5	2.5	2	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-II

Course Code: A202208

Semester: 2nd

L T P

Credits: 02

NA

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semesters.



CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Acquire the confidence to face industrial internship program as well as jobs.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	-	3	2	3	2	3	3	2	3	2	3	1	3
CO2	2	2	1	2	3	2	1	2	1	2	3	1	-	2	2
CO3	2	3	3	1	2	3	3	-	2	1	1	3	2	2	3
CO4	1	2	3	2	3	2	1	2	2	-	3	2	1	1	2
Average	2	2	2.3	2	2.5	2.5	1.75	2.3	2	1.67	2.5	2	2	1.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Operations Research

Course Code: 202301

Semester: 3rd

L T P

Credits: 04

4 0 0

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

CO	Statement
CO1	Relate the key role of operations in bringing about the growth and profitability of organizations.
CO2	Rephrase ideas, concepts and principles in operations strategy.
CO3	Explain use of quantitative tools in solving typical operations domain problems
CO4	Improve the productivity of the organization by using operation research techniques.
CO5	Understand concepts and tools necessary to effectively manage field operations

Course Content

Unit-I

Operations Research: Evolution, methodology and role in managerial decision making;

Linear programming: Meaning, assumptions, advantages, scope and limitations; Formulation



of problem and its solution by graphical and simplex methods; special cases in simplex method: infeasibility, degeneracy, unboundedness and multiple optimal solutions; duality. Transportation problems including transshipment problems; Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman's problem. Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Unit-II

PERT/CPM: Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time-cost trade-off. Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees. Game theory, pure and mixed strategy games; principle of dominance; two-person zero sum game; Replacement Models: Group Replacement, Individual Replacement; Sequencing: Concepts, Solutions of processing 'n' jobs through – '1', '2', '3' and 'm' machines, Processing '2' jobs through 'm' machines; Dynamic Programming Problems.

References

- Gupta P.K., Hira and D.S. (1994). Operation Research. Sultan Chand & Sons, New Delhi
- Swarup, Kanti, Gupta, P.K. & Mohan, Man. (1990). Operation Research. Sultan Chand & sons, New Delhi
- Mittal, K.V. (1992). Optimization Methods in Operations Research and System Analysis. New Age International (P) Ltd., New Delhi
- Sharma, S.D., "Operations Research", Kedar Nath and Ram Nath, Meerut, 1996.
- Yadav, S.R. (2014). Operation Research. Oxford University Press.

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- https://www.researchgate.net/publication/308163830_Quantitative_techniques_in_Management_-_Unit_1_-_Operations_Research_-_Part_1
- <https://www.freebookcentre.net/business-books-download/Quantitative-Techniques-For-Business.html>
- https://www.academia.edu/31170753/QUANTITATIVE_TECHNIQUES_IN_BUSINESS

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	-	2	3	2	2	3	2	3	1	3	3	2	2
CO2	2	1	3	2	2	1	2	3	-	1	2	2	2	3	3
CO3	3	2	2	3	3	2	1	2	2	2	1	1	3	2	2
CO4	1	2	-	2	1	1	3	3	2	3	2	1	2	2	3
CO5	3	2	1	3	2	2	-	2	1	2	2	3	3	-	3



Average	2.4	1.8	2	2.4	2.2	1.6	2	2.6	1.75	2.2	1.6	2	2.6	2.25	2.6
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The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Management Information Systems

Course Code: A202302

Semester: 3rd

L T P

Credits: 04

4 0 0

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

CO	Statement
CO1	Record the current issues of information technology and relate those issues to the firm.
CO2	Analyze impact of information technology on firms
CO3	Depict the role of information technology and information system in business.
CO4	Reproduce a working knowledge of concepts and terminology related to information technology
CO5	Translate business challenges into management information system problems

Course Content

Unit-I

Introduction: Definition & Significance, Evolution, MIS Support for Programmed and Non- Programmed Decision Making, Model of Decision Making. MIS- need and concepts, factors influencing MIS and characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and role of MIS, Data communication, Basic H/W required Channel features and concept of Distributed Data bases Decision Support System: Overview, components and classification, steps in constructing a DSS, role in business, Group decision support system. Organization & Information Systems: Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa. Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, and Expert Systems.

Unit-II

Artificial intelligence. Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality; Executive information system. System implementation



Strategies and process; System Evaluation and Maintenance. Applications: cross – functional MIWS; ERP; CRM; SCM; Transaction Processing system; Business intelligence, supply chain management, Business Process management. Information system for strategic advantage, strategic role for information system, breaking business barriers, Business process reengineering, improving business qualities.

References

- Goyal, D. P. (2014). *Management Information Systems: Managerial Perspectives*. VikasPublishing House.
- Davis, G. B., & Olson, M. H. (1984). *Management information systems: Conceptualfoundations, structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2006). *Management information systems* (Vol. 6).McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (1978). *Managing management information systems*. Toronto: LexingtonBook.
- Laudon, K. C. (2007). *Management information systems: Managing the digital firm*. PearsonEducation India.

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- https://www.researchgate.net/publication/287205806_Management_Information_System_and_Decision-Making
- <https://youtu.be/hicHUmXkIyQ>
- <https://www.youtube.com/watch?v=-18Py3sX5sM&feature=youtu.be>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	1	3	1	3	-	1	3	1	3	2	2	2	2
CO2	2	2	3	2	2	1	3	3	2	2	3	2	-	3	3
CO3	3	-	2	3	3	2	1	2	-	2	2	1	3	2	2
CO4	1	1	3	2	1	1	2	1	1	2	-	2	3	1	2
CO5	3	2	1	2	-	2	3	1	3	2	3	1	-	2	2
Average	2.4	2	2	2.4	1.75	1.8	2.25	1.6	2.25	1.8	2.75	1.6	2.67	2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



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

CO	Statement
CO1	Conduct project planning activities to accurately forecast project costs, timelines & quality
CO2	Develop a strong working knowledge of ethics & professional responsibility
CO3	Demonstrate effective organizational leadership & skills to manage projects, teams & stakeholders
CO4	Recognize & seize diverse opportunities for financial gain
CO5	Develop conceptual framework of business environment and generate interest in international business

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	3	2	3	3	1	1	2	-	3	3	2	2	3	3
CO2	2	2	3	2	2	3	2	3	2	-	2	1	3	2	1
CO3	3	1	2	3	-	2	2	2	2	2	3	3	-	3	3
CO4	3	2	3	1	3	3	-	3	1	3	2	1	2	2	-
CO5	2	3	2	-	3	1	2	1	2	3	3	2	3	-	3
Average	2.5	2.2	2.4	2.25	2.75	2	1.75	2.2	1.75	2.75	2.6	1.8	2.5	2.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Industrial Training

Course Code: 202304

Semester: 3rd

L T P

Credits: 02

NA

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

CO	Statement



CO1	Develop skills for employment and become an entrepreneur
CO2	Work as an individual and in a group with the capacity to be a leader or manager as well as an effective team member.
CO3	Expose the actual working environment including rules, regulations and safety practices.
CO4	Relate the theoretical knowledge with their practical experience

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	1	2	1	1	-	1	2	3	2	1	2	2
CO2	2	-	2	3	2	2	-	1	2	3	2	1	2	-	2
CO3	2	3	2	3	2	3	3	2	-	2	3	1	3	3	1
CO4	1	2	-	2	3	2	1	2	2	1	2	3	2	1	2
Average	1.5	2	2	2.25	2.25	2	1.67	1.67	1.67	2	2.5	1.75	2	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce-III

Course Code: 202305

Semester: 3rd

L T P

NA

Credits: 02

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follow:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	2	3	1	3	2	3	2	1	3	-	3
CO2	2	1	2	3	2	-	2	2	1	1	3	2	2	2	1
CO3	2	3	-	3	2	3	3	1	2	2	-	2	3	2	3
CO4	1	3	2	2	3	2	2	-	2	2	3	1	2	1	2
Average	2	2.25	2.3	2.25	2.25	2.67	2	2	1.75	2	2.67	1.5	2.5	1.67	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Consumer Behaviour

Course Code: 202306

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Define the conception of consumer behavior and reveal its importance in the context of marketing.
CO2	Identify the factors that influence consumer behavior
CO3	Examine the consumer decision-making process.
CO4	Describe the target market and determine the positioning strategy according to consumer characteristics and behavior.

Course Content

Unit-I

Introduction to Consumer Behavior: Consumer Behavior: Scope, importance and interdisciplinary nature Consumer Research Process: Qualitative and Quantitative research Market Segmentation: Uses and bases of segmentation Evolution of Consumer Behavior: Introduction to Consumer Decision Making Models: Howard-Sheth, EngellKollat-Blackwell and Nicosia Models of consumer decision-making Individual Determinants of Consumer Behavior: Motivation: Nature and Types of Motives, Process of motivation, Types of Needs Personality: Theories, Product Personality, Self-Concept, Vanity Consumer Perception:



Concept and Elements of Perception, Consumer Imagery, Perceived Risk Consumer Learning: Behavioral and Cognitive Learning Theories

Unit II

External Influences on Consumer Behavior Culture: Values and Norms, Characteristics and effect on Consumer Behavior, Types of sub culture, Cross cultural consumer behavior Group Dynamics and Reference Groups: Consumer relevant groups, Types of Family: Functions of family, Family decision making, Family Life Cycle Social Class: Categories, Measurement and Applications of Social Class, Consumer Decision Making Process Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership and Firm’s Promotional Strategy, Diffusion of innovations: Diffusion Process, Adoption Process, Profile of Consumer Innovator.

References

- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.
- Szmigin, I., & Piacentini, M. (2018). *Consumer behaviour*. Oxford University Press.
- Tyagi, C. L., & Kumar, A. (2004). *Consumer behaviour*. Atlantic Publishers & Dist.
- Quester, P. G., Neal, C. M., Pettigrew, S., Grimmer, M., Davis, T., & Hawkins, D. (2007). *Consumer behaviour: Implications for marketing strategy*. Sydney: McGraw- Hill.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behaviour*, Mason Ohio: South Western Thomson Learning.

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- <https://youtu.be/60eRK7AwwgM>
- <https://www.wisdomjobs.com/e-university/consumer-behaviour-tutorial-94/introduction-to-customer-behavior-definition-10446.html>
- <https://www.studocu.com/en-ca/document/athabasca-university/consumer-behaviour/lecture-notes/lecture-notes-consumer-behaviour-chapter-1-5/168389/view>

The mapping of PO/PSO/CO attainment is as follows:

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



CO4	3	2	3	-	3	3	2	3	2	3	1	2	3	2	2
Average	2.75	1.75	2.75	2.3	2.25	2.5	2.25	2.5	2	2.3	2	2.67	2.3	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Marketing Research

Course Code: A202307

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Determine customer attitudes and preferences
CO2	Acquire knowledge about test marketing of products
CO3	Enhance the understanding of the marketing research for industry.
CO4	Exploit marketing research data for management decision making
CO5	Understand different applications of Marketing Research

Course Content

Unit-I

Marketing Research: Definition, Nature, Scope, Marketing Research Process, Types of Research– Descriptive research, Exploratory Research and Causal Research., Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis and Identification of MR Objectives, Sources of Information: Primary and Secondary Data. Research Process, Research Designs, and their applications: Exploratory, Descriptive and Causal Research. Sampling Decisions: Basics, Methods/Techniques and Determination of Sample Size. Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes, and their Measurement

Unit-II

Scaling: Scales of Measurement – Nominal, Ordinal, Interval and Ratio. Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale and Multi- Dimensional Scale (MDS) and Their Applications, Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis. Report Writing and



Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research, Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

References

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	1	2	-	2	1	2	1	3	3	2	3	3
CO2	2	-	1	2	2	3	2	1	2	3	3	2	3	2	2
CO3	3	2	-	3	3	1	2	-	2	3	2	1	3	-	3
CO4	1	3	2	2	1	2	3	1	2	-	3	2	3	2	2
CO5	2	1	2	3	-	3	3	2	1	3	2	3	1	-	1
Average	2	2	2	2.2	2	2.25	2.4	1.25	1.8	2.5	2.6	2.2	2.4	2.3	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Product & Brand Management

Course Code: 202308

Semester: 3rd

L T P

Credits: 05

4 1 0



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

CO	Statement
CO1	Acquire knowledge about different approaches to measuring brand equity
CO2	Know about conceptual framework for managing brands strategically.
CO3	Depict the role of brands, the concept of brand equity and the advantages of creating strong brands.
CO4	Create profitable brand strategies by building, measuring and managing brand equity

Course Content

UNIT-I

Product Concepts: Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential, and forecasting. Product Market Strategies. Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation. Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation. New Products: New Product Categories, Organization for Product Management.

UNIT-II

New Product Development Process: Concept Generation, Concept Screening, Concept Testing, Marketing Strategy Development, Product Development, Product Use Testing, Test Marketing & Product Launching. Designing the Offer: Perceptual Mapping, Conjoint Analysis, Pricing the Offer: Price Elasticity of Demand, Costs, Pricing Strategies. Concept of Product Testing. Test Marketing. Product Launch. Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions. Brand Image, Brand Identity, Brand Personality. Brand Positioning and Repositioning, Brand Equity Brand Building: Brand Building Process. Brand Licensing and Franchising. Packaging and Labeling

References

- Kapferer, J. N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publishers.
- Kapferer, J. N. (1994). *Strategic brand management: new approaches to creating and evaluating brand equity*. Simon and Schuster.
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- <https://www.scribd.com/doc/17045977/Product-and-Brand-Management-A-Concise-Note-on-everything-about-Product-and-Brand-Management> The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	3	2	3	1	3	2	-	1	3	2	3	1	1
CO2	-	2	3	2	2	3	-	3	2	2	2	1	2	3	3
CO3	3	2	1	-	3	2	1	2	2	1	3	2	2	3	3
CO4	1	2	3	2	3	2	3	1	3	3	2	1	3	-	2
Average	2	1.75	2.5	2	2.75	2	2.3	2	2.3	1.75	2.5	1.5	2.5	2.3	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Social Security & Labour Welfare

Course Code: 202309

Semester: 3rd

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Get familiar with rationale behind labour laws
CO2	Know about vulnerable groups of workers and legal provisions related to them
CO3	Evaluate working conditions of workers and legal provisions related to the accidents and hazards
CO4	Utilize provisions of various labour laws in their corporate life
CO5	Establish & maintain a sound relationship between the worker & the employer

Course Content

UNIT-I



The concept and scope of social security. Social assistance and social insurance, Evolution of social security. Law relating to social security, Payment of wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Workman’s Compensation Act, 1923, Maternity Benefit Act 1961, Employees State Insurance Act, 1948, Provident Fund & Miscellaneous Provisions Act, 1951, Gratuity Act, 1972.

Unit-II

I.L.O and social security the concept of labor welfare: definition, scope and objectives, welfare work and social work. Evolution of labor welfare, classification of welfare work, agencies for welfare work. Welfare activities of govt. of India; welfare work by trade unions Labor Welfare work by voluntary social organizations. Labor administration:agencies for administrating labor welfare laws in India

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- <https://www.prsindia.org/billtrack/code-social-security-2019>
- <https://youtu.be/clguxofnmnw>

The mapping of PO/PSO/CO attainment is as follows:

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



CO4	3	2	2	1	2	2	3	1	2	3	2	3	2	2	3
CO5	2	2	3	1	3	2	3	2	3	-	2	2	3	-	3
Average	2	2.2	2.25	1.8	1.8	2.4	2.2	2	2.2	2.5	2	2	2	2.25	2.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Organization Change & Development

Course Code: A202310

Semester: 3rd

L T P

4 1 0

Credits: 05

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

CO	Statement
CO1	Explore the conceptual, theoretical and practical perspectives of organizational change management
CO2	Analyze different approaches to managing organizational change and utilization of competencies required for effective change management at organization, group and individual level.
CO3	Devise effective intervention strategies for function of HR of an organization in transition.
CO4	Know about dynamics and difficulties of change in organizational culture and human behavior.
CO5	Acquire knowledge about technology changes and their impact on an organization.

Course Content

UNIT-I

Organizational Change – meaning, nature, types; theories of planned change; Organizational Development – nature and characteristics; process of organizational development, Human Process Interventions – T-group, process consultation, third party interventions, team building; organizational confrontation meeting, coaching and mentoring, role focused interventions. Techno structural Interventions – restructuring organization, reengineering, employee involvement, work design.

Unit-II

Strategic Interventions – Organization and environment relationships, organization



transformation, Contemporary issues, and applications – Organizational development in global context, organizational development in service sector, OD Practitioners – role, competencies requirement, professional ethics and values and experiences; future trends in OD.

References

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge. & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organizational Behaviour*. Himalaya Publishing House

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	-	2	3	2	1	3	3	2	2	3	3
CO2	2	-	1	1	2	2	1	3	2	2	-	2	3	1	1
CO3	3	2	2	3	3	1	2	-	3	2	1	3	3	2	2
CO4	3	1	2	3	1	3	2	3	2	3	1	-	1	3	3
CO5	2	2	3	1	3	2	3	2	3	-	3	2	3	2	3
Average	2.4	2	2	2.2	2.25	2	2.2	2.5	2.2	2.5	2	2.25	2.4	2.2	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Compensation Management

Course Code: 202311

Semester: 3rd

L T P

Credits: 05

4 1 0



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

CO	Statement
CO1	Recognize pay decisions that help the organization to achieve a competitive advantage
CO2	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
CO3	Design rational and contemporary compensation systems in modern organizations.
CO4	Apply the concepts related to human resource accounting & compensation management.

Course Content

UNIT-I

Introduction to Compensation Management, Compensation Philosophies, Process of Compensation Management. Role of compensation in organization: economic and behavioral theories related to compensation; strategic perspectives of compensation; compensation as motivational tool; compensation policy, Internal and external equities in compensation system; determining the worth of jobs; understanding inter and intra- industry compensation differentials, designing pay structure and administering compensation package; understanding different components of compensation package like fringe benefits, incentives and retirement plans; pay for performance plans.

Unit-II

Compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package; compensation of professionals and knowledge workers, R&D staff, sales compensation plan, international compensation, Statutory provisions governing different components of reward systems; working of different institutions related to reward system like wage boards, pay commissions, role of trade unions in compensation management; tax planning.

References

- George T. Milkovich & J.M. Newman. 1999. *Compensation*. Tata McGraw Hill
- Henderson, R.O.2013. *Compensation Management*. Pearson Education
- Martocchio, J.J. 2015. *Strategic Compensation*. Pearson Education
- Armstrong, M and Murlis H. 2012. *Reward Management*. Kogan Page. UK
- Singh, B.D. 2002. *Compensation Reward Management, Excel Books*. New Delhi

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- <https://www.iedunote.com/compensation-management>
- <https://study.com/academy/lesson/what-is-compensation-management-definition->



- <https://www.zenefits.com/workest/what-is-compensation-management/>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	1	2	2	1	2	-	3	3	2	3	1	1
CO2	2	-	3	2	1	3	2	3	3	2	2	1	2	-	2
CO3	3	1	2	3	-	2	3	2	1	2	3	-	3	1	3
CO4	2	3	1	3	1	3	1	3	-	3	1	2	2	3	1
Average	2.25	2	2.25	2.25	1.3	2.5	1.75	2.5	2	2.5	2.25	1.67	2.5	1.67	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Security Analysis & Portfolio Management

Course Code: 202312

Semester: 3rd

L T P

4 1 0

Credits: 05

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

CO	Statement
CO1	Know about financial assets such as money market instruments, bonds, and stocks.
CO2	Select and employ tools for financial analysis using time value of money, cost of capital and interest rates.
CO3	Develop the skills to analyze companies for investment purposes.
CO4	Evaluate securities and stocks through valuation models and also use derivative securities to manage risks.
CO5	Understand the benefit of diversification of holding a portfolio and its importance.

Course Content

UNIT-I

Investment-Meaning, nature, process, and alternatives; return and risk; Concept and components of total risk; Measuring historical and expected return and risk; systematic and unsystematic risk. Measurement of systematic risk, Objectives and benefits of investment analysis and security valuation; theories of fixed and variable income securities; Efficient Market Theory; Fundamental Analysis - Economic, Industry and Company Analysis;



Unit-II

Portfolio – Meaning, advantages and selection; Selection Problems: Markowitz portfolio theory; expected return and standard deviation for portfolios; the efficient frontier; the efficient frontier and investor utility; the selection of the optimal portfolio; Sharpe single-index model; Capital Asset Pricing Model; Arbitrage Pricing Theory. Bond portfolio management strategies – passive portfolio strategies, active management strategies; Portfolio revision – meaning, need, constraints and strategies; formula plans - constant-dollar-value plan, constant ratio plan, variable ratio plan; Portfolio performance evaluation: risk adjusted measures of performance.

References

- Reiley & Brown. 2015. *Investment Analysis & Portfolio Management*. ThomsonLearning. Bombay.
- Pandian.2012. *Security Analysis and Portfolio Management*. Vikas Publishing House. New Delhi
- Sharpe, Alexander & Wiley. 2013. *Investment*. Prentice Hall of India, New Delhi.
- Alexander, Gordon J. and Bailey, Jeffery V.1999. *Investment analysis and PortfolioManagement*. Dryden Press, Thomson Learning, Bombay.
- Bodie ZVI, Alex Kane, Marcus, Alan J & Mohanty Pitabas. 2006. *Investments*. TMH, NewDelhi,

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- <https://nptel.ac.in/courses/110/105/110105035/>
- <https://www.studocu.com/en-gb/document/university-of-strathclyde/portfolio-management-and-security-analysis/lecture-notes/notes-on-portfolio-management-and-security-analysis/1466679/view>
- <https://ocw.mit.edu/courses/mathematics/18-s096-topics-in-mathematics-with->

The mapping of PO/PSO/CO attainment is as follows:

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



CO5	2	3	1	3	-	3	2	1	2	3	2	2	3	2	3
Average	2.25	2.2	2.25	2.2	2.25	2	2.5	1.5	2.2	2	2.2	2.25	2.75	2	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Management of Financial Institutions

Course Code: A202313

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Identify accounting concepts to interpret financial data and use it to make informed decisions about the operating performance and financial position of a company
CO2	Obtain knowledge about financial and investment concepts that provide advice on investments, insurance, and estate planning
CO3	Describe financial and investment concepts to provide advice on investment, insurance, and estate planning
CO4	Know concepts & practical dynamics of the Indian financial system, markets, institutions and financial services.

Course Content

UNIT-I

Financial Institutions in India: An overview, types and their role in economic development, Banking system in India: An overview, structure of Indian banks: public, private and foreign banks, their role and performance, Reserve Bank of India: Its functions and role as a central bank. Development Banking in India: concept, evolution, types, function, structure, and promotional role. Micro-Financing: concept, models, and its role in poverty alleviation, banking sector reforms in India.

Unit –II

Mutual Funds: Evaluation, SEBI regulations, & different types of schemes. On-Banking Finance Companies (NBFCs): Introduction, evolution, progress and growth, regulatory framework, problems and prospects, Insurance Industry in India: evolution, growth, insurance sector reforms. An overview of risks faced by FIs, types of risks: credit risk, liquidity risk, interest rate risk, market risk, foreign exchange risk, technology, and operational risk.



References

- Saunders Anthony & Cornett Marcia Million. 2009. *Financial Markets and Institution 3rd Edition s*. Tata McGraw-Hill Education Private Limited.
- Bhole L.M... 2009. *Financial Institutions and Markets. 5th Edition*. Tata McGraw-Hill Publishing Company Limited.
- Srivastava R.M. 2008. *Management of Indian Financial Institutions*. Himalaya Publishing House. Mumbai.
- Khan M.Y. 2007. *Indian Financial System. 5th Edition*. Tata McGraw-Hill Publishing Company Limited, New Delhi.

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- <https://www.investopedia.com/ask/answers/061615/what-are-major-categories-financial-institutions-and-what-are-their-primary-roles.asp>
- <https://www.docsity.com/en/management-of-financial-institutions/4547847/>
- <https://www.scribd.com/doc/26804098/Management-of-Financial-Institutions>.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	3	-	2	3	2	3	2	3	1	3	3	3
CO2	2	2	3	2	2	1	3	2	3	1	2	2	-	2	2
CO3	3	2	1	3	2	2	1	1	-	2	3	1	3	3	3
CO4	3	1	-	2	2	3	2	3	3	2	2	2	3	2	-
Average	2.25	1.75	2	2.5	2	2	2.25	2	3	1.75	2.5	1.5	3	2.5	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Taxation Laws & Planning

Course Code: A 202314

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
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CO1	Know about provisions of corporate tax laws for tax planning.
CO2	Explain different types of incomes and their taxability and expenses and their deductibility.
CO3	Familiarize with various instruments available for investment to achieve financial goals.
CO4	State the use of various deductions to reduce the taxable income.

Course Content

UNIT-I

Tax Management: Introduction to tax management, features and scope of tax management. Basic concepts of income tax, residential status and its incidence on tax liability, incomes exempt from tax; income from the had salary; income from house property, Profits and gains of business and profession including depreciation; capital gains; income from other sources. Clubbing of incomes, setting off and carrying forward of losses; general deductions from gross total income, assessment of individuals and companies, computation of tax liability.

Unit-II

Tax planning/avoidance/evasion; tax planning with reference to managerial decisions – own or lease, make or buy, export or local, close or continue etc.; tax planning in reference to employees' remuneration; returns of income and assessment of income; deduction and collection of tax at source; income tax authorities and their powers.

References

- Singhanian, V. S. (2013). *Students 'guide to Income Tax*. Taxmann Publications Pvt.
- Lal, B. B. (2010). *Income Tax*. Pearson Education India.
- Livingston, M. A., & Gamage, D. S. (2010). *Taxation: Law, Planning, and Policy*. LexisNexis.
- Gamage, D., & Livingston, M. A. (2018). *Taxation: Law, Planning*. Carolina Academic Press
- Ahuja, G., & Gupta, R. (2019). *Systematic Approach to Income Tax*. Wolters kluwer India Pvt Ltd.
- Singhanian, Vinod K. and Kapil Singhanian. (2006). *Direct Taxation*. Taxmann Publication Pvt Ltd, New Delhi. Mehrotra, H.C. (2015). *Income Tax Law*. Sahitya Bhawan, Agra.

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- <http://incometaxmanagement.com/Pages/Tax-Management-Procedure/5-4-Difference-Between-Tax-Planning-And-Tax-Management.html>



- <https://www.fincash.com/l/tax-planning>
- <https://cleartax.in/g/terms/tax-planning/amp>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	3	2	3	2	1	3	1	2	2	1	3	3	3
CO2	2	3	-	2	1	3	1	2	2	-	2	3	3	1	2
CO3	1	2	2	3	2	-	2	3	2	2	1	2	1	2	2
CO4	3	1	3	2	3	2	3	-	2	3	2	1	3	-	3
Average	2	2	2.67	2.25	2.25	2.3	1.75	2.67	1.75	2.3	1.75	1.75	2.5	2	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Programming in C/C++

Course Code: 202315

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Understand the concept of data abstraction and encapsulation.
CO2	Learn about overload functions and operators in C++.
CO3	Explain containment and inheritances promote code reuse in C++.
CO4	Design and implement generic classes with C++ templates.

Course Content

UNIT-I

Defining the problem, designing the program, coding the program, testing, and debugging the program, and implementing the program. Introduction to Algorithm and flowchart. Overview of C: Brief history of C, comparison of C with other programming languages, general structure of a C program. Data Types, Operators & Expressions: Constants and variables, data types, declaring variables, storage classes, different types of expressions and their evaluation, conditional expression, assignment statement, enumerated data type,



defining/creating data types, library functions, type casting. Console Input/output: Standard input/output devices, unformatted input/output functions (character I/O functions and string I/O functions), formatted input/output functions (*scanf*) fun

Unit-II

Control Statements: Decision making using *if*, *if, else*, *else if* and *switch* statements, Looping using *for*, *while* and *do, while* statements, transferring program control using *break* and *continue* statements, programming examples to illustrate the use of these control statements.

Pointers: What is pointer? Why pointers? Declaring pointers, pointer to pointer, array of pointers, pointer to array. Functions: Defining a function, local variables, *return* statement, invoking a function, specifying, and passing arguments to a function, function prototyping and use of header files, recursion. Arrays & Strings: Introduction to arrays, declaring arrays, Types of Arrays, initializing arrays, processing of arrays, passing arrays as arguments to a function.

Structure and Union: Defining and processing a structure, user defined data types, structure, and pointers, passing structure to function, self-referential structure, and union. C programming applications: Sorting (Bubble sort, Selection sort), Searching (Binary search, Linear Search). action and *printf* (*()* function).

Structure and Union: Defining and processing a structure, user defined data types, structure, and pointers, passing structure to function, self-referential structure, and union. C programming applications: Sorting (Bubble sort, Selection sort), Searching (Binary search, Linear Search). action and *printf* (*()* function).

References

- Liberty, J. (2003). *Programming C*. O'Reilly Media, Inc.
- Petzold, C. (1992). *Programming Windows 3.1*. Microsoft Press.
- Cheng, J., Grossman, M., & McKercher, T. (2014). *Professional CUDA c programming*. John Wiley & Sons.
- Ritchie, D. M., Kernighan, B. W., & Lesk, M. E. (1988). *The C programming language*. Englewood Cliffs: Prentice Hall.
- Boutell, T. (1996). *CGI Programming in C & perl*. Addison-Wesley Professional.

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- <https://www.cprogramming.com/begin.html>
- <https://www.programiz.com/cpp-programming>
- <https://www.geeksforgeeks.org/c-plus-plus/>

The mapping of PO/PSO/CO attainment is as follows:

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



CO4	3	2	3	1	3	2	3	2	3	2	2	-	2	3	3
Average	2.75	1.5	2.25	2.25	2.3	2.67	2	2	2.5	2.25	2.33	2	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Database Management System

Course Code: 202316

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Understand, appreciate and effectively explain the underlying concepts of database technologies
CO2	Design and implement a database scheme for a given problem-domain
CO3	Describe the fundamental elements of relational database management systems
CO4	Familiar with basic database storage structures and access techniques
CO5	Convert the ER-model to relational tables, populate relational database and formulate SQL queries on data

Course Content

UNIT-I

Introduction: definition of data, uses & need of data in organizations. Basic concepts: entities & their attributes, advantages & disadvantages of DBMS. Data models: the hierarchical model, the network model & the relational model.

Unit-II

Relational databases: relations, tuples, domains & keys, normalization – 1nf, 2nf, 3nf, BCNF, SQL: SQL database creation & manipulation views & queries. Data protection: recovery, concurrency, security & integrity.

References

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.



- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F. Korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers
- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

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- <https://www.guru99.com/what-is-dbms.html>
- <https://www.javatpoint.com/dbms-tutorial>
- <https://searchsqlserver.techtarget.com/definition/database-management-system?amp=1>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	-	2	3	2	3	3	1	2	3	3
CO2	1	1	-	2	3	2	1	1	2	2	-	2	2	3	1
CO3	3	2	2	3	3	2	-	2	3	2	3	-	3	2	2
CO4	3	-	3	2	2	1	3	2	3	1	2	2	3	1	2
CO5	1	3	2	3	2	3	2	3	-	1	3	2	2	3	-
Average	2	2.25	2.25	2.2	2.4	2	2	2.2	2.5	1.8	2.75	1.75	2.4	2.4	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Enterprise Resource Planning (ERP)

Course Code: 202317

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Know about business works and information systems that fit into business operations.
CO2	Recognize business processes using process mapping techniques.
CO3	Emphasize the cross functional integration aspects of a business.
CO4	Enable better managerial decision making through real time data integration and sharing.



Course Content

UNIT-I

Enterprise Resources Planning: Evolution of ERP-MRP and MRP II - problems of system islands need for system integration and interface-early ERP Packages-ERP products and Markets - opportunities and problems in ERP selection and implementation; ERP implementation identifying RP benefits team formation- Consultant intervention-Selection ERP-Process of ERP implementation. Managing changes in IT organization -Preparing IT infrastructure-Measuring benefits of ERP- Integrating with other systems: The emergence of reengineering concept- concept of business process rethinking of processes identification of re-engineering need-preparing for re- engineering -implementing change-change management-BPR & ERP.

UNIT-II

Supply Chain Management: The concept of value chain differentiation between ERP and SCM- SCM for customer focus-nee and specificity of SCM. SCM scenario in India- products and markets of Shell-issue in selection and implementation of SCM solution - CRM solutions. E- Business: Introduction to 1-Net Technologies-Evolution of E- Commerce, EDI, and E-Business - business opportunities basic and advanced business models on internet- internet banking and related technologies- security and privacy issues- technologies for E-Business. Future and Growth of E-Business's.

References

- Lange alter, A. Gary. (2000). *Enterprise Resources Planning and Beyond*. St. Lucie Press, USA
- Alexis, Leon. (2000). *ERP Demystified*. Tata McGraw Hill, 1st Ed.,
- Mary, Sumner (2010). *Enterprise Resource Planning*. Pearson Education
- Jaiswal, Mahadeo & Vanapalli, Ganesh (2005). *Textbook of Enterprise Resource Planning*. Macmillan Publishers India
- S Parthasarathy. (2007). *Enterprise Resource Planning- Managerial & Technical Perspective*. New Age International,

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- <https://www.gartner.com/en/information-technology/glossary/enterprise-resource-planning-erp>
- <https://www.netsuite.com/portal/resource/articles/erp/what-is-erp.shtml>
- <https://www.sap.com/india/products/what-is-erp.html>

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	1	2	2	1	1	2	3	2	2	1	2	3	-
CO2	2	2	3	2	2	3	2	3	2	-	2	2	3	1	1
CO3	3	-	2	2	3	2	3	2	2	3	3	1	3	2	2
CO4	3	2	1	3	3	2	-	2	3	3	2	1	2	3	3
Average	2.75	2	1.75	2.25	2.5	2	2	2.25	2.5	2.67	2.25	1.25	2.5	2.25	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Health System Management

Course Code: 202318

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Evaluate complex policy and organizational challenges at micro and macro levels within healthcare systems
CO2	Differentiate between the functions, roles, and responsibilities of healthcare managers.
CO3	Apply key quality concepts in health care organizations.
CO4	Manage organizational processes, including redesigning organizations.
CO5	Efficiently foster innovation within care settings.

Course Content

Unit-I

Introduction – Health Care Management – Evolution of Health Care Systems in India & Abroad– Evolution of Present Health Care Services in India. Health Care Management: Success in Teamwork – In-service Training & Education. Law Related to Medical & Health Care – Consumer Protection Act, 1986, Right to Information Act, 2002.

Unit II

Development of Attitude & Motivation among Hospital Service Providers – Awareness of Health Insurance – Role of Hospital Administrator. Legal Medicine vis-à-vis Law Ethics



References

- Goal, S. L. (2009). *Health Care System and Hospital Administration: Organizational structure (Vol. 1)*. Deep and Deep Publications.
- Goal, S. L., & Kumar, R. (Eds.). (2004). *Hospital Preventive and Promotive Services: Hospital Administration in the 21st Century (Vol. 3)*. Deep and Deep Publications.
- Goel, S. L. *Hospital administration and management: Theory and practice*. Deep and Deep Publications, 2007.
- Goel, S. L., & Kumar, R. (2004). *Administration and Management of NGOs: Text and Case Studies*. Deep and Deep Publications

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- <https://www.fanshawec.ca/programs/hsy2-health-systems-management/next>
- <https://www.who.int/southeastasia/about/programmes/health-systems-management>
- http://www.powershow.com/view/845a5-NWMzZ/Health_Management_Systems_powerpoint_ppt_presentation

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	2	2	1	3	2	-	2	3	3	2	3	2	2
CO2	-	2	3	2	2	1	3	2	2	1	3	1	1	1	1
CO3	2	3	2	3	3	2	-	2	1	2	2	3	2	3	3
CO4	3	2	3	1	2	3	2	3	2	3	3	2	2	-	2
CO5	2	-	2	3	3	1	2	2	1	3	2	3	1	3	3
Average	2.5	2.5	2.4	2.2	2.2	2	2.25	2.25	1.6	2.4	2.6	2.2	1.8	2.25	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Hospital Services Marketing

Course Code: 202319

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
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CO1	Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing in hospitals.
CO2	Demonstrate the nature and scope of services management in hospital profession
CO3	Translate the knowledge into genuine value for hospital environment
CO4	Obtain the knowledge about the synergy of marketing to create service productivity.
CO5	Develop the professional skills to become hospital service manager.

Course Contents

Unit-I

Core concepts of Marketing – Marketing Environment Analysis – Competition Analysis-The scope of Hospital Services Marketing. Service Characteristics and their strategic implications, Service Consumer Behavior – Service Marketing strategy – Market segmentation – targeting and positioning – Service Marketing Mix – Service Triangle. Designing health care service products – New Service Development process – PLC – Physical evidence – Pricing Strategies, Channel management in Hospitals, Franchisee management.

Unit II

Internal marketing – Importance and Objectives – Roles of a service employee – Internal marketing strategies; External marketing – Promotional mix – Promotional campaign design; Interactive marketing. Service distribution; Service Demand and Capacity Management; Service Quality Management – GAP model, SERVQUAL model – Service recovery strategies.

References

- Kotler, Philip. (2006). *Marketing Management* (Millennium Edition). PH1.New Delhi.
- Zeithaml, bitner, Yalarie A. (2007). *Service Marketing – Cases in MarketingManagement*. MC Graw Hill, New York
- Srinivasan, R. (2006). *Services Marketing (The Indian Context)*, Prentice Hall India, New Delhi
- Bhattacharya. C. (2006). *Services Marketing*. Excel Books, New Delhi
- Shankar, Ravi (2004). *Services Marketing (Indian Perspective)*. Excel Books New Delhi

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- <https://www.linkedin.com/pulse/hospital-marketing-management-basics-ravi-singh>
- https://shodhganga.inflibnet.ac.in/bitstream/10603/58500/11/11_chapter%202.pdf



- <https://www.slideshare.net/Mrutyu-anu/service-marketing-in-healthcare-industry>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	-	3	2	3	2	2	1	3	3	2	3	1	2
CO2	3	2	1	3	1	3	3	-	3	2	1	3	2	3	1
CO3	3	-	2	2	3	1	2	2	3	2	2	1	3	2	2
CO4	2	3	2	3	1	3	-	3	2	3	2	-	2	3	1
CO5	2	3	3	2	-	3	2	2	2	3	3	1	2	2	3
Average	2.4	2.75	2	2.6	1.75	2.6	2.25	2.25	2.2	2.6	2.2	1.75	2.4	2.2	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Medical Audit and Quality Management

Course Code: 202320

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Formulate and evaluate medical audit policy to bring effectiveness and efficiency in medical industry.
CO2	Analyses the need for health care services having a reliability of auditing.
CO3	Make analysis of efficiency and quality of health care organizations
CO4	Achieve stability and reliability regarding the techniques, equipment, and resources being used in a project.
CO5	Acquire knowledge related to innovation, improvement and change in quality of offer of bundling.

Course Content

Unit-I

Introduction – Definition – Origins & Development in Medical Audit – Medical Audit Policy – Concept of Medical Audit – Medical Record, Medical Audit Relationship – Medical Audit related to Diagnosis, Investigations, and therapy. Use of Computers in Audit Process – Medical



Audit – Global Perspective – Types of Medical Audit – Appraisal of Medical Audit – Methods of Medical Audit. Introduction – Concept – Definition – Origin & Growth of Quality Management – Importance and Significance of TQM for Hospitals – Prerequisites of Quality Management in Hospitals – Role of Medical Record in Quality Management – Quality Circles – Quality Assurance.

Unit II

Quality Management in Hospital: Front Office – OPD – Casualty – Labs – OT – CSSD – IP – Dietary, HK, ICU – Nursing – Laundry – Canteen – TQM team work – Employee involvement – Key result areas – leadership – TQM Tools – Quality function deployment – Concurrent engineering – FEMA – Deming’s – P.C.D.A. Cycle – JIT (Just in Time) – Kaizen – ‘O’ defect program – Statistical Tools in TQM – flow diagram – Pareto Analysis – Cause and effect diagram – Control Charts – Bench Marking – Business Process Reengineering – TQM practices in Indian Hospitals. Accreditation – Introduction – Concept of Hospital Accreditation – Accreditation Scenario in India and abroad – Organizations, authorities for accreditations in India – Accreditation process – Role of the government in developing an accreditation system.

References

- Joshi, D.C., & Joshi, Mamta. (2011). *Hospital Administration*. JaypeeBrothers, Medical Publishers, New Delhi
- Prakash, Anjan. (2011). *Medical Audit*. Jaypee Brothers, Medical publishers (P) Ltd., New Delhi
- Sakharkar, B.M. (2010). *Principles of Hospital Administration and Planning*. Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi
- Oakland, J. S. (2014). *Total quality management and operationalexcellence: text with cases*. Routledge.

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- <https://www.slideshare.net/dharmendragahwai/role-of-medical-audit>
- <https://www.slideshare.net/ManjuPilania/final-medical-audit>
- <https://www.youtube.com/watch?v=cv15OSWdbaQ>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	3	2	3	2	3	2	3	2	3	-	3	2	2



CO2	-	2	3	1	2	3	2	3	1	2	-	2	2	1	1
CO3	3	2	1	3	3	2	1	3	2	1	3	2	3	2	2
CO4	1	1	3	-	2	2	3	2	3	1	2	-	2	2	3
CO5	2	3	2	3	3	-	2	3	2	3	3	2	3	2	2
Average	2	1.8	2.4	2.25	2.6	2.25	2.2	2.6	2.2	1.8	2.75	2	2.6	1.8	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Environmental Issues in Real Estate

Course Code: 202321

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Get familiar with Federal Real Estate Laws.
CO2	Obtain knowledge of current Real Estate issues.
CO3	Develop proficiency in current Colorado Real Estate legal forms.
CO4	Acquire knowledge of Colorado Statutory relationships.
CO5	Attain familiarity with Colorado Record-keeping for Trusts and Closings.

Course Content

Unit-I

Sustainability in Real Estate Development; Applicability of Environmental Impact Assessment in Real Estate Development and Management; Methodologies, Environmental Assessment of Sites for Real Estate Development, Eia of Large-Scale Development I.E. Residential Complexes, Townships, Malls, Roads Etc.; Appropriate Technologies in Real Estate. Environmental Standards & Certification in Real Estate Development – Ashrae (Standard of the American Society of Heating, Refrigerating & Air-Conditioning Engineers), Leadership in Energy and Environmental Design (led) Green Building Rating System,

Unit II

Integrated Management Systems (IMS) Comprising of Iso 9001, Iso 14001 Certification in



Environmental Management System, Ohsas 18001 Certification in Occupational Health and Safety Management System (Ohsas). Environmental Laws Applicable to Real Estate Development; Environmental Audit in Real Estate; Carbon Trading in Real Estate Development; Energy; Issues in Real Estate Development; Green Buildings.

References

- Goeters, J.E.2009. *Environmental Issues in Real Estate*. Amazon Books
- Witkin. J.B.2016. *Environmental Aspects of Real Estate Transactions*. Amazon Books

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- <https://astreallegal.com/impact-of-environmental-issues-on-real-estate/>
- <https://corporate.findlaw.com/litigation-disputes/environmental-issues-in-real-estate-transactions.html>
- <https://www.360training.com/blog/environmental-concerns-real-estate/>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	-	2	1	3	2	2	3	3
CO2	2	1	1	3	2	-	1	1	2	3	2	1	2	1	1
CO3	3	2	-	3	1	2	2	2	3	2	3	2	3	2	2
CO4	3	1	3	2	3	1	3	1	3	-	2	1	2	2	-
CO5	-	2	2	3	2	3	2	1	2	3	3	2	3	1	1
Average	2.5	1.8	2	2.8	2	2.25	2	1.25	2.4	2.25	2.6	1.6	2.4	1.8	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Land Economics

Course Code: 202322

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
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CO1	Trace the evolution of cities and urban areas with economic incentives available for industrial development
CO2	Use economic theories to explain factors determining the location of urban centers.
CO3	Recognize the impact of city ordinances on urban economic development.
CO4	Know about development of regional metropolitan economies.
CO5	Assess the market for housing business including federal, state, and local policies that Influence price, quality, and quantity of housing business.

Course Content

Unit-I

Economic Concepts of land, theories of property rights and its meaning, institutional aspects of land economics, economics principles of land use and factors influencing them, Imperfections in land markets and its effect, Land Markets- Definition, types, and its variation from other markets, Land Policy, Housing Policy, and its impact on land market, Economic Reforms and urban land reforms – symmetries and asymmetries. Economic Development and Land Development,

Unit II

Land Development- location, cost and other parameters including finance. Land and Property Market- variations and their functioning. Actors, agents and their role in land and property markets. Concepts of Fringe, semi-urban and urban land and the role of actors, agents, and other institutions in these markets. Institutional arrangements for land delivery, legal tools financial tools, planning tools etc. Modern tools of land management- experiences from India and abroad. Access to land by various income groups and land management in India.

References

- E. Jowsey & J. Harvey. 2015. *Urban Land Economics*. Amazon Books
- Balchin, P.N. Isaac D. and Chen J.2012. *Urban Economics: A Global Perspective*. Macmillan Books.

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- <https://ocw.mit.edu/courses/urban-studies-and-planning/11-433j-real-estate-economics-fall-2008/lecture-notes/>
- <https://www.scribd.com/presentation/152682150/Land-Economics-Lecture-1a>
- <https://www.coursehero.com/file/12636691/Land-Economics-lecture-note/>

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	3	1	2	2	3	2	3	2	3	2	3	1	1
CO2	2	-	2	1	2	2	-	3	1	2	3	1	-	3	3
CO3	3	1	2	2	3	1	2	1	2	2	2	1	2	2	-
CO4	2	3	3	3	2	3	2	3	2	-	2	2	2	3	3
CO5	2	3	1	3	3	3	1	2	2	3	3	2	3	1	1
Average	2	2	2.2	2	2.4	2.2	2	2.2	2	2.25	2.6	1.6	2.5	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Infrastructures Valuation

Course Code: 202323

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Understand property investment opportunities
CO2	Prepare and adapt spreadsheet for valuation and analysis of infrastructures.
CO3	Identify lease terms and their influence upon valuation
CO4	Acquire knowledge about lease renewals on surrender and re-grant valuation and premiums calculations
CO5	Prepare valuations for purchase and sale between landlord and tenant

Course Content

Unit-I

The valuer- his functions and responsibilities; the principal factors affecting the supply and demand for land and building; Principal types of landed property; the interest there in and the outgoings there on. Principles governing the rates of interest for different types of property; calculation of rental values-net income-virtual rent; valuation for sale and purchase of freehold & leasehold properties.

Unit II

Rental method of valuation, valuation on land & building basis, valuation for mortgage, valuation for acquisition, valuation for taxation of properties contemporary trends of valuation



of property, compensation & betterment levy, dilapidation & depreciation; Easement rights and natural rights, the nature of arbitration and awards.

References

- Kahr J. & Thomsett, M.C. 2005. R.E. *Market valuation and analysis*. Wiley Publishers
- Gelbtuch, H.C. Mackmin, D. and Milgrim, M.R. 2008. *Real Estate Valuation in Global Markets*. Amazon Books.

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- bdo.co.uk/en-gb/insights/advisory/business-valuations/renewable-energy-infrastructure-valuations-introduction-to-valuing-infrastructure-assets
- <https://www.youtube.com/watch?v=QEZCZPP7S54>
- https://www.youtube.com/watch?v=llJnA8I_ovg

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	3	1	2	2	-	2	3	2	3	2	3	1	1
CO2	-	2	2	1	1	2	2	3	1	2	3	1	2	3	3
CO3	3	1	2	2	3	1	2	1	2	-	2	1	2	-	2
CO4	2	2	3	-	2	3	1	3	2	3	2	3	2	3	3
CO5	2	3	1	3	2	3	2	3	2	3	3	2	-	1	1
Average	2	1.8	2.2	1.75	2	2.2	1.75	2.4	2	2.5	2.6	1.8	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Agro Input Industry

Course Code: 202324

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Expose environment to conduct Agro business.
CO2	Relate micro and macro environmental forces and their impact on agribusiness.
CO3	Analyze marketing environment and consumer behavior towards agro input industry.

CO4	Differentiate concepts and working system of industry in context of agricultural inputs.
CO5	Evaluate the environment of export & import implications for agricultural inputs

Course Content

Unit-I

Production and Consumption Efficacy, Marketing channels, Storage, Handling, Hazard Symptoms, Recovery measures, Legislation

Unit II

FCO Dealers Rules, Quality appraisal, Application principles, Export & Import, Terminology used in Trade.

References

- Koontz, H. & Wechrich. 1995. *Horticulture Management. 10 editions.* New York McGraw Hill
- Stoner, J. etc. 1996. *Horticulture Management. 6th Ed.* New Delhi. Prentice Hall of India.
- J.D. Drilon Jr. 2009. *Introduction to Agribusiness Management.* New Delhi. Prentice Hall of India.
- John, N. David & Ray. *Concept of Agribusiness Management.* New York McGraw Hill
- Kenneth D. Dull. 2013. *Principles of Management in Agri-Business.* Western Publication

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- https://www.slideshare.net/mrbhatiwal/agro-based-industry-in-indian-economy?qid=efb9c26d-076a-4c96-86cd-f3cf195cd442&v=&b=&from_search=12.
- https://www.slideshare.net/ei1234/business-opportunity-in-food-processing-agro-processing-industry?qid=efb9c26d-076a-4c96-86cd-f3cf195cd442&v=&b=&from_search=10

The mapping of PO/PSO/CO attainment is as follows:

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



CO5	2	1	3	1	-	3	1	1	2	3	2	1	2	3	2
Average	1.8	1.75	2.75	1.8	1.5	2.2	2.25	1.2	2.25	2.5	2.4	1.4	2.25	2.6	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Advance Food Processing

Course Code: 202325

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Differentiate concepts and working system of industry in context of agricultural inputs.
CO2	Evaluate the environment of export & import implications for agricultural inputs
CO3	Differentiate concepts and working system of industry in context of agricultural inputs.
CO4	Identify the areas of concern in the processing of meat products, in relation to process control, undesirable microbes and export.
CO5	Understand the processing techniques used to produce a variety of milk products.

Course Content

Unit-I

Production and Consumption Efficacy, Marketing channels, Storage, Handling, Hazard Symptoms, Recovery measures, Legislation,

Unit II

FCO Dealers Rules, Quality appraisal, Application principles, Export & Import, Terminology used in Trade.

References

- John, David N. & Ray. 2011. *Concept of Agribusiness Management*. Western Publication
- D. Dull Kenneth. 2013. *Principles of Management in Agri-Business*. Western Publication
- National Academies of Sciences, Engineering, and Medicine. (2019). *Science*



breakthroughs to advance food and agricultural research by 2030. National Academies Press.

- Aguilera, J. M., & Stanley, D. W. (1999). *Microstructural principles of food processing and engineering*. Springer Science & Business Media.

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- <https://lecturenotes.in/m/25720-agriculture-food-processing-afp>
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	3	2	2	3	2	1	1	3	1	3	2	2
CO2	1	2	1	2	2	1	3	-	3	2	3	2	1	3	3
CO3	3	2	2	3	1	2	2	3	2	2	-	1	3	2	2
CO4	1	2	1	3	-	3	2	3	2	3	3	3	3	1	3
CO5	2	2	1	2	3	3	-	3	3	1	2	3	2	1	3
Average	1.6	2	1.2	2.6	2	2.2	2.5	2.75	2.2	1.8	2.75	2	2.4	1.8	2.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Commodity Trading

Course Code: A202326

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Get knowledge about history of commodity markets and role of stock exchange.
CO2	Trace rural economic development and infrastructure growth with associated risk.
CO3	Know about the importance of risk analysis before investing in commodity market.
CO4	Demonstrate the movements and trends of commodity market.

Course Content

Unit-I



History and evolution of commodity markets, Commodities Future Market, Trading, Sourcing Procurement, Economic Functions of commodity exchanges, Foreign Exchange, Role of Exchanges (MCX, NCDEX), Hedging and Speculation, Arbitrage

Unit II

Future trading and Future contract, Role of commodity trading in rural economic development and infrastructure growth, Risk Factors in Commodity Trading, Importance and need for risk management measures, Managing Commodities.

References

- Kaufman PJ. 1986. *The Concise Handbook of Futures Markets*. John Wiley & Sons.
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- <https://www.cmcmarkets.com/en/trading-guides/how-to-trade-commodities>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	2	-	2	3	2	3	2	3	2	3	3
CO2	2	2	3	2	1	3	1	3	3	2	3	1	2	-	2
CO3	3	2	2	3	3	2	2	-	2	3	2	3	3	2	2
CO4	1	2	-	2	3	2	3	2	3	2	2	1	2	3	3
Average	1.5	1.75	2.25	2.3	2.5	2.25	2.3	2	2.67	2.5	2.5	2.25	2	2.25	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: International Business and Regional Blocks

Course Code: 202327



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

CO	Statement
CO1	Explain the concept of the various constituents of international environment and their impact on business.
CO2	Apply the trade theories, investment theories, exchange rate theories and regional trading block theories and their impact on economic welfare.
CO3	Analyze the principle and impact of different exchange rate regimes on businesses.
CO4	Integrate the concept and open economies of developing countries like India through RTB and multilateral route (WTO).
CO5	Assess the effects of current regional trade agreements and economic integration on developing countries.

Course Content

Unit-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business. Theory of international trade, gains from international trade, changing pattern of world trade, Gravity model, Ricardian model of comparative advantage, Heckscher-Ohlin theory of trade, Leontief paradox, International economic integration gains from economic integration, stages of economic integration, factors driving economic integration

UNIT-II

Economic integration and endogenous growth, emergence of regional blocks, globalization vs regional blocks, resource allocation, environment problem, and technology transfer. Emergence of EU and its benefits, Euro zone and its benefits, NAFTA, ASEAN, WTO vs RTO, RRTAs as exception in WTO, polarization of trade.

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- <https://www.youtube.com/watch?v=qdeAieA1d9A>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	1	3	2	2	3	3	-	3	2	2
CO2	1	2	3	1	2	2	2	3	2	1	1	2	2	1	1
CO3	3	1	2	3	-	2	3	2	3	2	3	2	-	3	3
CO4	-	3	1	3	2	3	2	3	2	3	2	2	2	1	1
Average	2	2.25	2	2.5	2	2	2.5	2.5	2.25	2.25	2.25	2	2.3	1.75	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: International Marketing

Course Code: 202328

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Understand the peculiarities of international marketing.
CO2	Develop marketing mix for international market.
CO3	Familiarize with the cross –cultural behavior and its management for successful operations of international firms
CO4	Assess an organization’s ability to enter and compete in international markets.



CO5	Develop the skills in researching and analyzing trends in global markets and in modern marketing practice
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Course Content

Unit-I

Nature & Scope of International Marketing, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E. U. and steps/stages involved in their formation (Customs union to common currency). Constraints in International marketing i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy. Direction and Quantum of India's Exports.

Unit-II

Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc., Registration, Production, and clearance of goods for exports, Shipping and Transportation, Documentation for Exports, International Marketing mix-identification of markets, International Product Lifecycle, Promotion and Pricing in International marketing, Various forms of international business- Joint-ventures, Turnkey projects.

References

- Onkvisit & Shaw. 2004. *International Marketing-Analysis and Strategy. 4th Edition.* Prentice-Hall of India. New Delhi.
- Subash C. Jain. 2008. *International Marketing, 6th Edition.* Thomson Learning, Mumbai.
- Philip R. Cateora and John L. Graham, 2004. *International Marketing. 12th Edition.* McGraw Hill Company.

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- <https://www.youtube.com/watch?v=sR-qL7QdVZQ>
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	3	3	-	3	3	1	3	2	2	3	1	3	3
CO2	2	-	2	3	2	3	1	-	2	2	3	2	3	2	2



CO3	3	2	1	3	3	2	2	1	2	3	2	1	2	3	3
CO4	1	2	3	2	3	2	1	3	3	2	2	-	3	1	1
CO5	3	2	2	-	2	3	3	3	2	2	3	2	2	3	3
Average	2.25	2	2.25	2.25	2.6	2.75	2.6	2	1.75	2.4	2.4	2.2	2	2.4	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Multinational Financial Management

Course Code: 202329

Semester: 3rd

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Evaluate operations of multinational corporation as well as the international market environment and the political and economic environment in host country
CO2	Demonstrate principles and theories and different ways of tax-planning, investment and financing
CO3	Foster the knowledge of multinational financing cost and financing structure.
CO4	Master the skills to measure and manage the exchange rate risk for multinational Organization

Course Content

Unit-I

International Finance: Major dimensions and recent trends in the globalized financial markets.
 Foreign Exchange Market: Organization, Spot market and Forward market, Currency Quotes, Spread, Spot rates, Forward rates, Cross rates. Forward Contracts and their significant features, Premium and Discounts. International Parity Relationships and Forecasting Foreign Exchange Rates: Exchange Rate Theories (PPP, IRP, IFE). Currency Futures, Currency Options and Swaps

UNIT-II

Foreign Exchange Exposure and Management, Types of Exposure: Transaction Exposure,



Translation Exposure and Economic Exposure. Measurement of Exposure, Strategies for Exposure Management, Exposure Management Techniques, Parameters and Constraints on Exposure Management, Cost of Capital for Foreign Investments, Capital Budgeting for MNCs. Financing Foreign Trade, Multinational Cash Management, International Taxation Environment

References

- Michael S. Eon and Bruce G. Resnick. 2004. *International Financial Management. 3rd Edition.* Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
- Levi M. 2015. *International Finance: Financial Management and International Economy, 4th Edition.* McGraw-Hill. New York.
- Shapiro A. 2008. *Multinational Financial Management.* John Wiley & Sons Inc. 7th Edition.
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- <https://www.youtube.com/watch?v=Y0rM56lwJf0>
- https://www.youtube.com/watch?v=R_rgDNtIpRM

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	1	3	2	2	3	3	3	2	3	3
CO2	1	1	2	-	2	3	2	3	1	2	3	2	1	2	2
CO3	1	2	3	3	3	2	1	2	-	2	1	1	2	3	2
CO4	3	2	3	2	3	2	3	3	2	3	3	2	3	-	3
Average	2	1.75	2.75	2.3	2.75	2	2.25	2.5	1.67	2.5	2.5	2	2	2.67	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Strategic Management

Course Code: A202401

Semester: 4th

L T P

Credits: 05

4 1 0



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

CO	Statement
CO1	Explore various perspectives and concepts in the field of strategic management
CO2	Enhance skills for applying these concepts to the solution of business problems
CO3	Demonstrate research and analytical skills by using both human and technological resources
CO4	Create mastery in analytical tools of strategic management.
CO5	Acquire expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.

Course Content

Unit I

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, environment – concept, components and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances. Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

Unit II

Role of Creativity and Innovation in Business: Introduction, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture, Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity and Innovation. Strategy implementation: aspects, structures, design and change; behavioral implementation – leadership, culture, value and ethics. Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans and policies; strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control. Business Ethics and Corporate Social Responsibility: Introduction, Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities(CSR), Business obligations, Social Audit and Corporate Governance

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- Freeman, R. E. & Gilbert D.R. (1988). *Corporate strategy and the search for ethics (Vol. 1)*. Englewood Cliffs, NJ: Prentice Hall.
- Jouch & Gluick. 1988. *Strategic Management & Business Policy 3/e*. Tata McGraw-Hill
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- http://www.crectirupati.com/sites/default/files/lecture_notes/Strategic%20Management%20Notes-CREC.pdf
- Strategic Management: Definition, Purpose and Example | Indeed.com

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	3	2	3	2	3	2	3	1	3	3	3	2	2
CO2	1	2	3	3	2	3	2	-	1	2	2	3	2	-	3
CO3	2	2	1	2	3	1	3	2	2	-	3	2	1	3	3
CO4	3	3	1	-	1	2	3	3	1	3	1	-	1	2	-
CO5	2	2	3	2	3	1	1	2	1	2	1	2	3	2	2
Average	2.2	2.25	2.2	2.25	2.4	1.8	2.4	2.25	1.6	2	2	2.5	2	2.25	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Project Management & Entrepreneurship

Course Code: A202402

Semester: 4th

L T P

Credits: 04

4 0 0

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

CO	Statement
CO1	Acquire the knowledge to conduct project planning activities that accurately forecast project costs, timelines & quality



CO2	Develop a strong working knowledge of ethics & professional responsibility
CO3	Demonstrate effective organizational leadership & change for managing projects, teams & stakeholders
CO4	Recognize & seize diverse opportunities for financial gain
CO5	Develop entrepreneurship skills to form their own business

Course Content

Unit-I

Entrepreneur: definition, characteristics and skills. Generating and screening of business ideas. Govt. support to entrepreneurs, Entering/buying and Exit/selling a business, Entrepreneurial finance: venture capital. Entrepreneurial Development Programs- their relevance and achievements, Role of government in organizing such programs, Women Entrepreneurs: Present status in India; steps being taken for their promotion. small entrepreneur in international business; Steps for starting a small industry, registration as SSI, Role of SIDBI; advantages and problems of SSIs; Institutional Support mechanism in India; Incentives & Facilities, Govt. Policies for SSIs

Unit-II

Project: Definition and characteristics. Demand analysis and technical analysis. Environment Impact Analysis, Managerial Appraisal. Estimating project cost, Sources of finance, Preparation of projected financial statements: Cash Flow Statement, Income Statement and Balance Sheet. Project Investment Criteria. Implementation of projects: Graphic Representation of Project Activities, Network Analysis, Management & control of projects, Project scheduling, MIS in project, problems of project implementation, project audit. Risk analysis: Management risk, market risk, technical risk. Introduction to social benefit cost analysis, UNIDO and LM approach.

References

- Desai, V. (2020). *Project management and Entrepreneurship*. Himalaya Publishing House.
- Levy, S. M. (2018). *Project management in construction*. McGraw-Hill Education.
- Burke, R. (2013). *Project management: planning and control techniques*. John Wiley & Sons.
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- Meredith, J. R., Shafer, S. M., & Mantel Jr, S. J. (2017). *Project management: a strategic managerial approach*. John Wiley & Sons.

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- https://www.slideshare.net/chumantrakali/entrepreneurship-and-project-management?qid=91ab99eb-c337-4629-bc5e-62df302418f4&v=&b=&from_search=3
- <http://nime.com.np/files/download/Enterpreneurship.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	2	3	-	3	2	3	3	2	2	2	2
CO2	1	2	3	2	1	3	2	3	1	2	2	1	2	3	3
CO3	3	1	2	3	1	2	3	2	-	2	3	2	3	-	3
CO4	3	2	-	2	3	1	3	2	1	1	-	3	3	2	2
CO5	2	3	2	3	2	3	2	3	2	3	2	1	3	2	1
Average	2	2.2	2.25	2.6	1.8	2.4	2.5	2.6	1.5	2.2	2.5	1.8	2.6	2.25	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Research Project

Course Code: 202403

Semester: 4th

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

L T P

Credits: 002

0 0 4

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

CO	Statement
CO1	Identify complex issues inherent in selecting a research problem, research design, and research project.
CO2	Write research papers for seminars, conferences, research journals
CO3	Use the tools and techniques for exploratory, conclusive and causal research.
CO4	Develop data analytical skills and meaningful interpretation of data to solve the business problems.

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	2	3	1	2	2	1	3	3	2	3	-
CO2	2	-	2	3	1	2	2	1	1	2	2	-	2	2	3
CO3	2	3	3	-	2	3	3	2	2	2	3	1	3	1	3
CO4	1	2	1	2	3	2	2	3	2	1	2	3	2	2	1
Average	2	2.3	2.25	2	2	2.5	2	2	1.75	1.5	2.5	2.3	2.25	2	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Viva-Voce

Course Code: 202404

Semester: 4th

L T P

Credits: 002

NA

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

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	2	3	1	3	2	3	2	1	3	-	3
CO2	2	1	2	3	2	-	2	2	1	1	3	2	2	2	1
CO3	2	3	-	3	2	3	3	1	2	2	-	2	3	2	3
CO4	1	3	2	2	3	2	2	-	2	2	3	1	2	1	2
Average	2	2.25	2.3	2.25	2.25	2.67	2	2	1.75	2	2.67	1.5	2.5	1.67	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Marketing of Services



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

CO	Statement
CO1	Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing.
CO2	Know the nature and scope of services marketing in professional manners
CO3	Interpret the service leadership and culture.
CO4	Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.
CO5	Get knowledge about current research trends in services marketing and management

Course Content

Unit-I

Introduction to services marketing: role of services marketing; consumer behaviour in service encounters: customer interaction, purchase process, needs and expectations of customers; positioning services in competitive markets: search for competitive advantage; market segmentation, positioning vis-à-vis competitors. Creating the service product: identifying and classifying supplementary services, planning and branding products, new service development; designing communication mix: branding and communication; effective pricing, objectives and foundations for setting prices; distributing services: options for service delivery, place and time decisions, delivery in cyberspace, role of intermediaries

Unit-II

Designing and managing service processes: service process redesign, customer misbehavior; balancing demand and capacity: fluctuations in demand, capacity constrain, planning the service environment: consumer responses to and dimensions of service environment; managing people for service advantage: service leadership and culture managing relationship and building loyalty: customer-firm relationship, analyzing and managing customer base; customer management relationship system in services marketing; customer feedback and service recovery: customer complaining behaviour, principles and responses to effective service recovery, service quality and the gap model, measuring and improving service



quality, defining, measuring and improving service productivity; organizing for service leadership: search for synergy in service management, creating a leading service organization.

References

- Rao, K. R. M. (2011). *Services marketing*. Pearson Education India.
- Ravi, S. (2002). *Services Marketing: The Indian Perspective.* Shanker, R. (Ed.). (1993). *Services Marketing, the Indian Experience*. Manas Publications.
- Fisk, R. P., Grove, S. J., & John, J. (2012). *Services marketing self-portraits: introspections, reflections, and glimpses from the experts*. Marketing Classics Press.
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	3	2	3	2	3	2	3	-	3	2	1	1
CO2	2	2	3	2	-	3	2	-	2	2	1	2	2	3	3
CO3	3	1	1	2	1	2	2	3	2	1	3	1	2	1	3
CO4	3	2	2	3	3	2	3	2	3	-	2	3	3	2	2
CO5	2	-	2	3	3	3	2	1	2	3	3	2	3	1	1
Average	2.2	1.5	2	2.6	2.25	2.6	2.2	2.25	2.2	2.25	2.25	2.2	2.4	1.6	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Sales & Distribution Management

Course Code: A202406

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
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CO1	Distinguish importance of sales and distribution management in the global economy
CO2	Evaluate, classify, imagine and plan the successful distribution strategy.
CO3	Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans
CO4	Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management

Course Content

Unit-I

Objective of sales management; Personal selling objectives; theories of selling; personal selling process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force. Prospecting, Sales Resistance, Closing Sales, Types of Personal- Selling Objectives, Analyzing Market Potential, And Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs and profitability.

Unit-II

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales Organization Structure, Centralization Versus Decentralization in Sales Force Management. Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system. Channel management; channel information system; market logistics and supply chain management; international sales management. Channels of Distribution and Strategy Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel.

References

- Havaladar, Krishna K. & Cavale, Vasant M. (2007). *Sales and Distribution Management*. Tata McGraw Hill, New Delhi.
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- <http://164.100.133.129:81/econtent/Uploads/Sales & Distribution Management.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	3	1	3	2	-	3	2	3	1	3	1	1
CO2	2	-	3	2	2	3	3	1	3	2	2	2	3	2	2
CO3	3	1	2	2	3	1	2	1	1	3	3	-	1	3	3
CO4	1	1	2	2	3	2	-	2	3	3	2	1	2	2	2
Average	2	1.3	2	2.25	2.25	2.25	2.3	1.3	2.5	2.5	2.5	1.3	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Rural Marketing

Course Code: 202407

Semester: 4th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Explore the various facets of rural marketing and develop an insight into different concepts and practices in rural marketing.
CO2	Identify the challenges and opportunities in the field of rural marketing for the budding managers and study environment with emerging challenges in the globalization of the Economies

CO3	Acquaint with the appropriate concepts and techniques in the areas of rural marketing.
CO4	Apply adaptations to the rural marketing mix to meet the needs of rural consumers and the concept and methodology for conducting the research in rural market.

Course Content

Unit-I

Rural Marketing: nature, definition, scope & importance in India. Size & structure of rural markets. Rural Socio-Economic environment and impact of urbanization, industrialization and globalization on rural communities. Rural Market Environment. Rural Demand and Rural Market Index. Rural Marketing and Problems in Rural Marketing. Rural Marketing Strategies with special reference to: Rural Market segmentation. Product Strategies. Pricing Strategies. Distribution Strategies. Promotion Strategies. Marketing Communication in Rural Markets. Marketing Research.

Unit-II

Product marketing & service marketing in rural India: product planning, communication media & message, distribution channels, market research (with special reference to seeds, fertilizers, farm equipment, new techniques, agricultural output & other services.) Marketing of consumables & durables marketing of agricultural produce: regulated markets, cooperative marketing & processing societies. Rural Industry: Marketing of rural industry, cottage industry, and artisan products. Problems in rural marketing. Consumer education & consumer movement in rural India. Role of government & NGOs in rural marketing. Economic of selling in rural markets. Formulation of rural marketing policies. Case studies relating to rural marketing of successful companies.

References

- Dogra Balram. 2013. *Rural Marketing: Concepts and Practices*. Tata Mc-Graw Hill. New Delhi
- Krishnamacharyulu & Ramakrishnan Lalitha. 2006. *Cases in Rural Marketing*. Dorling Kindersley (India) Pvt Ltd.
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- http://www.pondiuni.edu.in/storage/dde/downloads/markiv_rm.pdf.The mapping of PO/PSO/CO attainment is as follows:

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	3	2	2	-	3	2	3	2	3	2	3	2	2
CO2	2	1	3	-	2	3	1	3	2	1	2	1	1	3	3
CO3	3	2	2	3	3	2	2	3	2	-	3	2	1	2	2
CO4	1	1	2	1	2	3	-	2	1	2	2	1	2	2	1
Average	1.75	1.5	2.5	2	2.25	2.67	2	2.5	2	1.67	2.5	1.5	1.75	2.25	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Training & Development

Course Code: A202408

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Know about benefits of training to work in the corporate world.
CO2	Identify and describe learning styles
CO3	Acquaint with various activities and tasks associated with work specialization
CO4	Get familiar with technicalities related to training contexts
CO5	Inculcate level of experience, issues and challenges in delivering training

Course Content

Unit-I

Training – concept, and rationale; training process: role of stakeholders in training program; Organization and Management of training function; Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping. Designing the training program: process of learning in training program – attributes and factors influencing; learning process; learning styles; training climate and pedagogy;



developing training modules; Training aids. Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; inspirational techniques – brainstorming, mind mapping, creative problem solving.

Unit-II

Need for development – differences between training and development – management development program – career development program – counseling evaluation of programs – job evaluation – methods and techniques. Evaluation of training – need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, knowledge management.

References

- Agochiya, D. (2009). *Every trainer's handbook*. Sage Publications India.
- Sahu, R. K. (2009). *Training for development*. Excel Books India.
- Goldstein. (1993). *Training in Organization*. Thomson Learning, Bombay
- Rao, P. L. (2009). *Enriching human capital through training and development*. Excel Books India

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	2	3	2	2	3	2	3	3	-	2	3	3
CO2	1	2	-	2	2	3	3	3	2	1	2	2	3	2	2
CO3	3	2	3	3	1	1	2	1	-	2	3	1	2	3	3
CO4	3	2	2	1	2	2	3	2	3	3	1	2	-	3	3
CO5	2	3	1	3	3	3	1	2	2	3	2	3	3	1	1
Average	2	2.4	2	2.2	2.2	2.2	2.2	2.2	2.25	2.4	2.2	2	2.5	2.4	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



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

CO	Statement
CO1	Integrate theory, research, and domain-specific knowledge to interpret industrial Importance
CO2	Apply critique and synthesize theoretical and empirical articles from peer-reviewed scholarly journals in terms of theory, methods, data analyses, and conclusions in order to compose novel perspectives and ideas
CO3	Conduct quality research and analytical strategies to interpret the findings to general extent.
CO4	Discuss the ethical issues associated with research for IRB approval of research projects, and apply these ethical practices in research.
CO5	Exhibit effective communication skills for presenting at professional conferences and publishing in professional journals

Course Content

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ
Unit I

Psychology: Nature and Scope, Psychology and Management, Industrial Psychology- nature and scope, Industrial Psychology and its relation with Sociology, Social Psychology, General Psychology and Management, with special reference to Personnel Management, Advertising and Marketing, Individual differences and behaviour, Human needs and their implications for a work organization, Psychology applied to advertising, Marketing and Consumer Behaviour. Personnel Selection and importance of testing techniques, Psychological and Projective tests, Employees and Training Development, Performance Appraisal-Techniques and Problems, Job Satisfaction and its measurement, Creativity a work-element of creativity in leadership and decisionmaking.

Unit II

Organizational role Stress-managing stress, Burnout-causes, effect and coping, Gender biasness in Indian organizations, Women as a minority, Work Stress and women, Women



as successful manager, Monotony, Boredom and Fatigue at work places, The Physical surroundings of work place-quality of work life. Attitudes: Meaning, Characteristics, Factors that Influence Development of Attitudes, Implication for organization, Industrial Morale: Meaning, Characteristics, Factors that Influence Morale, Measures of Improving Morale. Monotony: Fatigue and Stress: Meaning, Impact, Causative Factors. Motivation: Meaning, Types, Applications in industry - MBO, Job design. Work Environment: The Arousal Hypothesis - Noise, Illumination, Color, Vibration, Miscellaneous Factors.

References

- Blum, M. L., Naylor, J. C., & Naylor, J. C. (1968). *Industrial psychology; its theoretical and social foundations*. Harper & Row.
- Ghosh & Ghorpade. (1981). *Industrial Psychology*. Himalaya Publisher
- Hodson, C. (2014). *Psychology and work*. Routledge.
- Myers, C. S. (2013). *Industrial psychology*. Read Books Ltd.
- Cooper, C. L. (1991). *Industrial and organizational psychology*. Edward Elgar Publishing.

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- http://www.maorhan.com/wp-content/uploads/2014/11/Handbook_of_Industrial_Work_and_Organizational_Psychology_Vol_2_2005.pdf.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	3	3	2	3	-	3	1	3	3	2
CO2	2	2	3	1	2	1	2	3	2	1	2	2	2	3	3
CO3	3	2	2	3	-	3	2	1	3	2	3	-	3	2	2
CO4	3	2	3	1	3	2	3	1	3	2	2	2	1	2	2
CO5	2	3	1	3	2	3	-	2	2	3	3	1	3	3	3
Average	2.4	2	2.6	1.8	2.5	2.2	2.4	2	2.6	2	2.6	1.67	2.2	2.6	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Industrial Relation & Labour Legislations

Course Code: A202410



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

CO	Statement
CO1	Illustrate the role of trade unions in the industrial setup.
CO2	Outline the important causes & impact of industrial disputes.
CO3	Elaborate industrial dispute settlement procedures.
CO4	Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations

Course Content

Unit-I

Industrial Relations: Concept, Scope, Objectives, emerging socio-economic and techno-economic profile; Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations. Worker participation in Management- forms and level. ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Role and objectives of ILO. Prevention and settlement of disputes. Trade union finances and funds. Privileges of registered trade union.

Unit-II

Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Co-ownership management; Concept and significance; Involvement of workers with management processes; Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management. The Trade unions Act, 1926 {with amendments}, The Industrial Disputes Act, 1947 {with amendments}, Factories Act {with amendments}. Objective and scope of Acts: Mines Act 1952, Plantation labour Act 1951, Workmen Compensation Act 1923, Payment of Wages Act 1936 and Payment of Bonus Act 1956.

References

- Sharma, R. C. (2016). *Industrial relations and labour legislation*. PHI Learning Pvt. Ltd.
- Suri, R. K., & Chhabra, T. N. (2009). *Managing Human Resource: Techniques and Practices*. Pentagon Press.
- Sinha, P. R. N., Sinha, I. B., & Shekhar, S. P. (2017). *Industrial Relations, Trade Unions*



- Venkataratnam, C. S., & Verma, A. (Eds.). (1997). *Challenge of change: Industrial relations in Indian industry*. Allied Publishers.
- Venkataratnam, C.S. *Industrial Relations*. Oxford University Press, New Delhi
- Dutta, S.K. *Guide to Disciplinary Action*. Tata McGraw Hill, New Delhi

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- https://www.slideshare.net/aliraza201/industrial-relations-labour-laws-a-brief-overview?qid=36cae925-a907-4b77-a66b-f6d88e7fda36&v=&b=&from_search=1
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	3	2	3	2	3	1	2	-	3	3	2	2
CO2	2	1	3	1	1	3	2	2	3	3	2	2	3	2	2
CO3	3	2	2	3	3	2	2	-	2	2	3	1	3	3	-
CO4	1	2	3	2	-	2	1	1	3	1	2	2	1	2	3
Average	2	2	2.5	2.25	2	2.5	1.75	2	2.25	2	2.3	2	2.5	2.25	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Financial Services

Course Code: A202411

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Illustrate the role of trade unions in the industrial setup.
CO2	Outline the important causes & impact of industrial disputes.
CO3	Elaborate industrial dispute settlement procedures.
CO4	Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations



Course Content

Unit-I

Financial Services: salient features, scope and problems; mutual funds; venture capital financing; regulatory and theoretical framework of leasing. Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms. Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover; debt securitization, Leasing-concept and development of leasing, business difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Factoring - development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

Unit-II

Plastic Money — Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India. Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects. Venture capital - concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital. Call money market: introduction, meaning, participation, location, volume of call loans, call rates, recent developments. Treasury bill market-introduction, 91 days, 182 days treasury bill market, Commercial Bill market - introduction, bills of exchange, size of market, schemes, rates, factors Behind inter development Market for CPs and CDs : introduction, interest rate determination, Discount market and market for financial guarantees. Depository: Introduction, Concept, depository participants, functioning of depository systems, Demat, Remat, process of switching over to depository systems, benefits, depository systems in India.

References

- Mishkin, F. S., & Eakins, S. G. (2006). *Financial markets and institutions*. Pearson Education India.
- Khan, M. Y. (2004). *Financial services*. Tata McGraw-Hill Education.
- Frederic, S. (2012). *Financial markets and institutions*. Pearson Education India.
- Mishkin, F. S., & Eakins, S. G. (2019). *Financial markets*. Pearson Italia.



- Atack, J., & Neal, L. (Eds.). (2009). *The origins and development of financial markets and institutions: From the seventeenth century to the present*. Cambridge University Press.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	3	1	3	2	2	3	2	3	-	3	2	3	3
CO2	2	2	3	2	2	3	2	-	2	1	2	2	2	3	1
CO3	3	-	1	3	2	2	3	2	2	1	3	1	3	2	2
CO4	1	3	2	3	2	1	3	1	3	2	-	2	3	2	2
CO5	2	3	2	3	1	3	2	1	2	3	2	3	1	-	3
Average	2.2	2.5	2.2	2.4	2	2.2	2.4	1.75	2.2	2	2.3	2.2	2.2	2.5	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Working Capital Management

Course Code: A202412

Semester: 4th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Acquire skills and knowledge that how-to success in their business by using day by day resources.
CO2	Ensure liquidity in the business so with this to meet the short-term obligations.
CO3	Decide the efficient procurement and utilization of finance in profitable manner.
CO4	Know how many current liabilities in the enterprise.
CO5	Acquire skills and knowledge that how-to success in their business by using day to day resources.

Course Content

Unit-I



Working Capital Management: Introduction, Concept of working Capital; importance of working capital, factors influencing W.C. requirements, operating cycle and cash cycle, levels of working capital investment, optimal level of W.C. investments, Overall W.C. policy. Planning of working capital investment: introduction, need, determinants, computation of working capital. Financing and control of working capital- introduction, sources of finance including accruals, trade credit, W.C. Advance by commercial banks, regulation of bank finance, public deposits, ICDs, short term loans from FI's, right debentures for W.C., commercial papers and factoring. W.C. & banking policy (Tandon, Chore, Marathe committee reports). Forecasting cash flows: introduction, methods of financial forecasting, forecasting daily cash flows, sources of uncertainty in cash forecasting, hedging cash balance uncertainties, hedging via interest rate, futures & options on futures.

Unit-II

Cash management system: introduction, motive for holding cash and marketable securities; factors determining the cash balance, the cash system; managing the cashflow; types of collection systems, mailed payment collection system, other collection systems, Cash concentration strategies; disbursement tools, investment in marketable securities; types of marketable securities. Window dressing, Certainty model by Baumol, Uncertainty model by Miller & Orr, Cash flow forecasting, Cash collection system. Receivable management: introduction, objectives, costs, benefits, credit policies, evaluation of the credit applicant, credit terms, collections from accounts receivable. Inventory management: introduction type of control required, cost of holding inventories, inventory control models, inventory control responsibility, other control devices, inventory management & evaluation.

References

- Mathur, S. B. (2007). *Working Capital Management and Control: Principles and Practice*. New Age International.
- Bhattacharya, H. (2021). *Working capital management: Strategies and techniques*. PHI Learning Pvt. Ltd.
- Sagner, J. (2010). *Essentials of working capital management* (Vol. 55). John Wiley & Sons.
- Kumar, A. V. (2001). *Working capital management*. Northern book centre.
- Rangarajan, K., Rangarajan, K., & Misra, A. (2006). *Working capital management*. ExcelBooks India.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	1	3	3	2	3	2	3	-	2	3	2	2
CO2	2	1	3	2	-	2	2	1	1	2	2	1	2	3	3
CO3	3	2	1	3	3	1	2	3	2	1	3	3	-	2	2
CO4	3	-	3	2	3	2	3	2	3	1	2	3	2	1	1
CO5	2	3	2	3	3	2	2	-	2	3	3	2	1	3	3
Average	2.4	2	2.4	2.2	3	2	2.2	2.25	2	2	2.5	2.2	2	2.2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Management Control System

Course Code: A202413

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Manage the components of management control systems and various designs.
CO2	Effectively implement the uses of a management control system to study range of relevant situational factors.
CO3	Appreciate management control systems to evolve and change responsibility centers.
CO4	Critically reflect on and evaluate the effectiveness of a management control system.

Course Content

Unit-I

Management Control System: Basic concepts, nature and scope. Designing the Control process and Managerial controls. Control environment Concept of goals and strategies. Behavioral considerations. Organizational Context of Management controls: formal and



Informal control systems. Management Control and Operational Control - Goal Congruence - Cybernetic Paradigm of Grisinger - Functions of the Controller. Responsibility Centers: Revenue and expense centers, Profit centers, Investment centers.

Unit-II

Transfer Pricing: Objectives and methods. Structure of Analysis, Measures of assets employed, EVA vs. ROI, Budgeting: Budget preparation, Types of budgets. Behavioral aspects of budgets. Variance analysis and reporting. Performance analysis and measurement. Impact on management compensation. Management Control of Multinational Companies. Modern control methods: JIT, TQM and DSS. Control inservice organizations.

References

- Anthony, R. N., Govindarajan, V., & Dearden, J. (2007). *Management control systems* (Vol.12). Boston: McGraw-Hill.
- Camillus, J. C. (1986). *Strategic planning and management control: Systems for survival And success*. Lexington Books.
- Houck, L. D. (1979). *A Practical Guide to Budgetary and Management Control Systems: A Functional and Performance Evaluation Approach*. Lexington Books.

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- http://ebooks.lpude.in/management/mba/term_4/DMGT514_MANAGEMENT_CONTROL_SYSTEMS.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	3	1	2	-	3	2	3	2	3	3	1	3	3
CO2	1	2	3	1	2	3	2	3	2	3	1	2	-	2	2
CO3	3	3	2	-	3	1	1	3	2	-	2	3	3	2	3
CO4	3	1	3	2	2	3	3	2	1	3	2	1	2	2	-
Average	2	2	2.75	1.3	2.25	2.3	2.25	2.5	2	2.67	2	2.25	2	2.25	2.67

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: E-Commerce & IT Enabled Services

Course Code: A202414



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

CO	Statement
CO1	Analyze the impact of E-commerce on business models and strategy.
CO2	Analyze effective implementation of IT enabled services in relevant situational factors.
CO3	Enable the business by improving the quality of service in the form of Customer relationship management, improved database, improved look and feel.
CO4	Critically reflect on and evaluate the effectiveness of E-Business systems.

Course Content

Unit-I

Internet Basics: What is internet? What Special about Internet? Dial Up Connection/Direct Connection; Slip or PPP; WWW: The Client Site, Server Site, Web Pages in HTML, Environment Variables, Difference between HTML and DHTML, ECOM and Portals. Internet Internals: Transmission Control Protocol/ Internet Protocol (TCP/IP), FTP, HTTP, WAIS (Wide Area Information Service), TELNET, Internet Addressing, IP Address, Electronic Mail Address, URL, E-Mail Basic. Domain Name System: Name for Machine, Flat Name Space, Hierarchical Names Internet Domain names, Domain Name Revolution.HTML (hypertext marking language) Basic HTML and tags, Language description, usability, static creation of HTML web pages. Creating tables, forms and their advantages.

Unit-II

ASP (Active Server Pages) Introduction to ASP technology. How to create dynamic web pages. Understanding ASP objects model, processing data using session variables. What is the purpose of global as file? Data base connectivity through ADO's. E- Business models, BPO, Electronic Business system, E-Business security, Introduction to CMM Note: A team of two examiners will evaluate the Final Research Project. Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Issues in E Commerce Understanding Ethical, Social and Political



issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E- Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

References

- May, P., & May, P. R. (2000). *The business of ecommerce: From corporate strategy to technology (Vol. 1)*. Cambridge University Press.
- Bhasker, B. (2013). *Electronic commerce: framework, technologies and applications*. Tata McGraw-Hill Education.
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- Chan, H., Lee, R., Dillon, T., & Chang, E. (2007). *E-commerce, fundamentals and applications*. John Wiley & Sons.
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	1	2	1	2	3	2	3	3	1	-	2	2
CO2	1	3	3	2	3	-	1	2	2	1	2	1	2	3	3
CO3	-	2	1	3	2	2	1	3	2	2	3	2	3	2	1
CO4	3	2	3	2	3	1	3	2	3	3	2	2	3	1	-
Average	1.67	2.5	2.25	2	2.5	1.3	1.75	2.5	2.25	2.25	2.5	1.5	2.67	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Data Warehousing and Data Mining

Course Code: 202415

Semester: 4th

L T P

Credits: 05

4 1 0



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

CO	Statement
CO1	Know about data preprocessing and data quality.
CO2	Present modeling and design of data warehouses.
CO3	Apply acquired knowledge of Algorithms for data mining.
CO4	Demonstrate knowledge of mining multidimensional association rules from relational databases and data warehouses.

Course Content

Unit I

Introduction – Data Mining – Functionalities – Classification of data mining systems – Major issues in data mining. Business Context of Data Mining Data Mining for process improvement, Data Mining as a research tool. Data mining for marketing, Data Mining for customer relationship management; Data warehouse and OLAP technology for data mining: What is a data warehouse – A Multi-dimensional model – Data Warehouse Architecture – Data Warehouse Implementation – Future development of Data cube technology? Data preprocessing: Data cleaning – Data integration and Transformation – Data reduction – Discretization and concept hierarchy generation. Data Mining Primitives: What defines a data mining tasks? Data Mining Tools: - Decision Trees; Neural Networks; Genetic Algorithms; Rough Sets and Fuzzy Logic

Unit II

Mining Association Rules in Large Databases: Association rule mining – Mining single dimensional Boolean association rule from transactional databases Mining Multidimensional association rules from relational databases and data warehouses. MBA Information Systems- 2011-12 & onwards -SDE, Classification and Prediction: What is classification – Issues regarding classification- Classification by decision tree induction – Bayesian classification; Cluster Analysis: Types of data in cluster analysis, Categorization of major clustering methods– Portioning methods – Hierarchical Methods.

References

- Berson, A., & Smith, S. J. (1997). *Data warehousing, data mining, and OLAP*. McGraw-Hill, Inc.
- Chen, Z. (2001). *Intelligent Data Warehousing: From data preparation to data mining*. CRC press.
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- Gupta, G. K. (2014). *Introduction to data mining with case studies*. PHI Learning Pvt. Ltd.
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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	3	2	-	2	1	2	3	2	3	2	1	3	3
CO2	2	3	1	3	1	2	3	3	1	2	2	1	2	-	3
CO3	3	1	2	3	3	1	1	-	2	1	3	2	3	1	1
CO4	1	2	3	3	1	2	2	2	3	2	2	1	2	1	2
Average	2	2	2.25	2.75	1.67	1.75	1.75	2.3	2.25	1.75	2.5	1.5	2	1.67	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Computer Networks

Course Code: 202416

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Analyze the hardware, software, components of a network and the interrelations.
CO2	Explain networking protocols and their hierarchical relationship to compare protocol models and select appropriate protocols for a particular design.
CO3	Manage multiple operating systems, systems software, network services and security to evaluate and compare system software and emerging technologies
CO4	Develop solutions for networking and security problems, balancing business concerns, technical issues and security
CO5	Explain concepts and theories of networking and apply them to various situations, classifying networks, analyzing performance and implementing new technologies



Course Content

Unit-I

Network and Networking: Basic & overview; Network protocols and standards – OSI, TCP, IP, FTP, TELENET, AIM, WAP etc. Satellite Based Information Network. Network Services: Electronic Mail, File Transfer, Teleconferencing, Computer-Mediated Conferencing, Facsimile Transmission, Tele Text, videotext, etc. ISDN and Intelligent Network Security. Introduction to data communication, analog Vs Digital Communication, Band Width limitation, data rate of a channel, Error detection and correction; nature of errors, parity check, CRC, hamming code, Modulation; Multiplexing: SDM, FDM, TDM, STDM.

Unit-II

Introduction to computer networks and application; network hardware, network software, OSI reference model, TCP/IP model, network standardization, physical layer: circuit switching, packet switching, message switching, terminal handling, telephone system, modems, connections, transmission media. Internet working, Network layer in Internet IP Protocol, IP Address, TCP/ IP Service Model, TCP Connection management.

References

- Davies, D. W., & Price, W. L. (1984). *Security for computer networks: an introduction to data security in teleprocessing and electronic funds transfer*. John Wiley & Sons Inc.
- Hammond, J. L., & O'Reilly, P. P. (Eds.). (1986). *Performance analysis of local computer networks*. Addison-Wesley Longman Publishing Co. Inc.
- Sloman, M., & Kramer, J. (1987). *Distributed systems and computer networks*. Prentice Hall International (UK) Ltd.
- Stallings, W. (1996). *Local and metropolitan area networks*. Prentice-Hall, Inc.
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- <http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf>

The mapping of PO/PSO/CO attainment is as follows:

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



CO5	2	3	2	3	2	3	2	2	2	3	2	3	3	2	2
Average	1.8	2.4	1.8	2.6	2	2.4	2.2	1.75	2.6	2.75	1.6	2.6	2.4	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Hospital Waste Management

Course Code: 202417

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Handle any medical waste, hospital waste or infectious waste, it includes hazardous and non-hazardous waste.
CO2	Acquire knowledge about health hazards from pathogens which are the major concern in waste from Health Posts.
CO3	Understanding of Waste minimization is the first and most important step in healthcare wastemanagement.
CO4	Identify methods to segregate healthcare waste into different categories and color-coded containers used for storage.
CO5	Build a knowledge about Safety boxes which are important devices for safe collection of sharps. A sharps pit is also required for final disposal.

Course Content

Unit I

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures. Hospital Hazards Management: Meaning – Need Principles – Purpose. Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control of Cross-Infection– Staff Health.

Unit II

Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of



biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage. Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier– Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

References

- Sharma .2006. *Holistic approach to Hospital Waste Management*. Hospital Administration AIIMS, New Delhi,
- Kumar, S. (Ed.). (2010). *Waste management*. BoD–Books on Demand.
- LaGrega, M. D., Buckingham, P. L., & Evans, J. C. (2010). *Hazardous waste management*. Waveland Press.

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- https://www.slideshare.net/sharrygajuryalnepal/hospital-waste-management-30528327?qid=e5823bf6-5427-48e6-b884-82a614659095&v=&b=&from_search=1
- https://applications.emro.who.int/imemrf/Professional_Med_J_Q/Professional_Med_J_Q_2013_20_6_988_994.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	2	-	2	3	2	3	3	1	2	3	3
CO2	1	1	3	2	2	2	3	3	2	2	-	2	2	1	1
CO3	3	2	2	2	3	2	-	2	1	1	3	1	1	2	2
CO4	3	2	3	1	3	2	3	1	3	2	2	2	-	2	2
CO5	1	2	2	3	2	3	2	2	-	3	3	2	2	3	3
Average	1.8	2	2.4	2.2	2.4	2.25	2.5	2.2	2	2.2	2.75	1.6	1.75	2.2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Risk and Disaster Management

Course Code: 202418

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
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CO1	Integrate, analyze, evaluate and manage the different public health aspects of disaster events at local and global levels, even when limited information is available.
CO2	Describe, analyze and evaluate the environmental, social, cultural, economic, legal and organizational aspects influencing vulnerabilities and capacities to face disasters.
CO3	Develop a caliber to work theoretically and practically in the processes of disaster management and relate their interconnections.
CO4	Manage the Public health aspects of the disasters.

Course Content

Unit I

Security Organization and Management: Security Sensitive Areas –Functions of Hospital Security Department – Security Organization and Physical Security Measures - Need for Security Technology –Contract Security Agency –Effective Security Management in Hospitals – Security Committee – Periodic Security Audit, Hospital Acquired Infection (HAI): Objectives – Control and Prevention – Housekeeping – Central Sterile Supply Department (CSSD) – Nursing Care – Waste Disposal – Antibiotic Policy, – Hospital Infection Control committee – Composition – Role and Functions – Surveillance – High Risk Procedures – Training and Education – Universal Precautions for Health Care Workers. Fire Hazards: Elements of Fire – Fire Hazard Triangle – Causes of Hospital Fires – Fire Protection – Structure Planning and Design Considerations – Buildings: Electric Installations – Water Supply – Fire Points and Escape Routes – Fuel Store – Manual Call Points – Means of Escape and Evacuation – Risk Evaluation.

Unit II

Radiation – Biological Effects of Radiation – Radiation Protection and Safety – Principles in the Layout of a Diagnostic X-ray Room – Contrast Media – Magnetic Resonance Imaging – Planning Constraints – Preventive Measures Against Magnetic Field Hazards – Nuclear Medicine Department – Radiation Protection Aspects – Radioactive Waste Collection and Disposal – Procedure for Obtaining Clearance. Disaster Management – Basic Concepts – Disaster Classification – Disaster Process – Special Characteristics – Principles of Disaster Planning – Disaster and Health Problems – Organization for Medical Relief – Principles of Mass Casualty Management – Objectives of and Need for Hospital Disaster Plan – Disaster Committee – Organization – Role and Responsibilities – Organizing Disaster



Facilities – Disaster Response – Alert and Recall – Deployment – Disaster Administration – Disaster Manual – Disaster Drill. TRIAGE.

References

- Coppola, D. P. (2006). *Introduction to international disaster management*. Elsevier.
- Paton, D. & Johnston D. (2017). *Disaster resilience: an integrated approach*. Charles C Thomas Publisher.

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The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	3	2	3	2	3	-	3	2	3	3	2	3	3
CO2	2	1	2	-	2	3	1	3	2	3	2	1	2	-	2
CO3	2	2	3	3	2	2	1	3	1	1	3	3	-	2	2
CO4	3	2	3	2	3	2	3	2	3	2	-	2	3	3	3
Average	2	1.75	2.75	2.3	2.5	2.25	2	2.67	2.25	2	2.67	2.25	2.3	2.67	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Legal and Ethical Issues for Hospital

Course Code: 202419

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Analyze legal relationship between patient and provider.
CO2	Apply civil and criminal concepts to healthcare providers and consumers.
CO3	Analyze employment laws and their importance to the healthcare workplace.
CO4	Examine the concept of ethics and its application to healthcare Organizations.



Course Content

Unit I

Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act. Hospitals and Labour Enactments: Hospital as an Industry – Unrest in Hospitals – Dispute Settlement Mechanism, Arbitration, Conciliations and Adjudication of Disputes; Role of Trade Unions, Unfair Labour Practices and Victimization – Disciplinary Actions – Requisitions of a valid disciplinary enquiry – Service Conditions – Retrial benefits – Social Security and Insurance.

Unit II

Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a 'Bailee' – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS. Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment serves – Anesthesia, Surgery and sale of drugs. Liability of Hospitals: contractual liability – Award of damages and principles relating thereto, criminal liability and defenses available to hospitals and medical staff. Tortuous liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, tort, criminal law and consumer protection act. CP Act, RTI.

References

- S.L. Goel. (2010). *Healthcare Management and Administration*. Deep & Deep Publications Pvt. Ltd. New Delhi.
- Srinivasan A.V. 2009. *Managing a Modern Hospital*. Chapter 12. Response Books. New Delhi.
- Gunn, J. Taylor P. & Hutcheon I. D. (2014). *Forensic psychiatry: clinical, legal and ethical issues*. CRC Press.

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- <https://www.urmc.rochester.edu/MediaLibraries/URMCMedia/center-experiential-learning/Legal-implications-Document-A-Schneider.pdf>

The mapping of PO/PSO/CO attainment is as follows:



PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	1	3	2	3	2	3	2	3	2	3	1	2	3	2
CO2	2	1	3	-	2	1	2	3	2	1	2	2	3	2	2
CO3	3	2	2	3	2	3	2	1	1	3	-	3	2	3	3
CO4	3	1	3	2	3	-	3	2	2	3	1	2	3	-	3
Average	2.67	1.25	2.75	2.3	2.5	2	2.5	2	2	2.25	2	2	2.5	2.67	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Introduction to Urban Planning

Course Code: A202420

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Gather information from a range of sources relating to an urban place and meaningfully collate, interpret and analyze it.
CO2	Spatially represent and analyze an urban place, and conveying this analysis to others in meaningful ways.
CO3	Develop strategies and designs for the ongoing spatial management of an urban place.
CO4	Reflect upon the implications of their plans and designs in terms of social, economic, ecological and cultural concerns.
CO5	Deliver information about their plans and designs using appropriate representation, written, oral and other relevant means.

Course Content

UNIT I

Introduction to Urban Planning Need for Urban Planning and Environmental Management, Evolution of settlements and Planning process; origin and growth of cities, planning process- goals, objectives, methodologies; types of plans. Planning Theory and Techniques: theories of developments, techniques of preparing base maps, land use classification regulation and optimization, techniques of research and surveys-social,



physical and economic, techniques of presenting and analyzing data, spatial standards, development controls, statutory codes and regulations

UNIT II

Legislative Provisions; land Acquisition Act, Urban Land Ceiling Act, Land Economics and Feasibility Studies, Understanding Planning Process for a real estate development, Site analysis, site selection, project formulation, Design construction and completion. Housing, Urban Renewal and Community Development, Community and Economic Development, Planning Public Participation in Planning

References

- Braken Ian. 2013. *Urban Planning Methods*. Routledge Publishers
- Kruekeberg D. A. & Silvers A. A. 2015. *Urban Planning Analysis*. John Willey and Sons Inc. Publications

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- https://www.slideshare.net/WaleedIaqat/Introduction-To-Town-And-Urban-Planning?Qid=0c68752b-0310-4eb4-B637-B45a4b55f215&V=&B=&From_Search=4
- <https://Caribbeansocieties.files.wordpress.com/2012/01/Lecture-1.Pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	2	3	-	3	2	3	2	3	1	1	3	3
CO2	2	2	-	3	2	3	3	2	2	3	2	3	3	1	1
CO3	2	1	2	3	3	2	2	1	2	1	3	2	-	2	2
CO4	3	1	3	2	3	2	3	-	3	3	2	3	3	3	3
CO5	3	3	2	3	-	1	2	1	2	3	1	3	2	1	1
Average	2.2	2	2.25	2.6	2.75	2	2.6	1.5	2.4	2.4	2.2	2.4	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Total Quality Management

Course Code: A202421

Semester: 4th

L T P

Credits: 05

4 1 0

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



CO	Statement
CO1	Explain the different meanings of the quality concept and its influence.
CO2	Describe, distinguish and use the several techniques of quality management.
CO3	Elucidate and distinguish the normalization, homologation and certification activities.
CO4	Identify the elements that are part of the quality measuring process in the industry.
CO5	Predict the errors in the measuring process, distinguishing its nature and the root causes.

Course Content

UNIT I

Quality concepts and stakeholder concerns for building and construction; Evolution of modern concept of Quality management process approach; Quality assurance & control; Quality management system and ISO 9000:2000 requirements; Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors and ISO 22000. Quality system standards for construction elements; Inspections & tests; Quality management tools; Environmental Management System Standards and their application in construction; EMS-QMS relationships; Concept and philosophy of TQM; Quality circle, Quality cost; Practical aspects of quality control of building projects. Good practices and managerial responsibilities.

UNIT II

New quality management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types. Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork, Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating. TQM Framework – Contributions of Deming, Juran and Crosby, Barriers to TQM

References

- Charantimath, M. Poornima. (2017). *Total Quality management*. Pearson Education
- Dale, H. Besterfield & Carol Besterfield. (2018). *Total Quality Management*. Pearson Education.
- Vijayan, V. & Ramakrishan, H. (2014). *Total quality Management*. S. Chand Publishing



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- <http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	-	3	1	3	1	3	2	3	3	2	3	3
CO2	1	2	3	2	2	3	3	2	2	-	2	2	1	2	2
CO3	3	2	1	2	2	-	2	3	2	2	3	1	3	2	2
CO4	3	2	-	2	3	2	3	2	3	2	1	2	1	3	3
CO5	2	3	2	3	2	3	3	2	1	3	1	1	3	1	-
Average	2.2	2	2.4	2	2.25	2.4	2.25	2.8	2	2.2	2.25	2	1.8	2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Legal Framework for Real Estate

Course Code: A202422

Semester: 4th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Familiar with the legal framework about real-estate and property dealings concepts.
CO2	Ascertain whether a lease or a license has been created.
CO3	Measure the effect of easement and covenant on successors in title.
CO4	Enlighten the basis of land use planning and control and interpret the concept plan, master plan and special & detailed control plans

Course Content

UNIT-I



Urban Economy and Property Market, Real Estate Marketing: Communication and Etiquettes, Real Estate Marketing – I Internship/project work Basics of Construction I: Legal Framework for Real Estate I and Entrepreneurship. Contract laws, agreements, dispute resolution, arbitration laws, contract documents and international contracting.

UNIT-II

Labour laws as applicable to real estate development, Land regulations and transfer of property Taxation laws as applicable to real-estate development, Real Estate Management and Sustainability, Real Estate Appraisal and Valuation, Leasing, Land and property ownership structures.

References

- Joshi, Piyush (2003). *Law Relating to Infrastructure Projects. 2nd Edn.* New Delhi: Butterworths
- Sunder, S. & Sarkar S. K. (2000). *Framework for Infrastructure Regulation.* New Delhi: TERI Press.
- Willis, D. J. (2013). *Real Estate Law & Asset Protection for Texas Real Estate Investors.* First Edition Design Pub.

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- <https://taxguru.in/wp-content/uploads/2012/08/new-hd-on-real-estate.pdf>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	3	2	3	2	3	2	2	3	2	3	2	2
CO2	2	3	3	2	1	3	-	3	3	2	1	1	1	3	3
CO3	3	2	1	3	1	2	1	1	2	1	3	2	3	2	-
CO4	1	3	2	3	2	3	2	-	2	2	1	3	2	1	2
Average	1.75	2.67	2	2.75	1.5	2.75	1.67	2.3	2.25	1.75	2	2	2.25	2	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Seed Production and Certification

Course Code: 202423

Semester: 4th

Credits: 05

L T P

4 1 0



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

CO	Statement
CO1	Develop an understanding of seed development, germination, vigor, deterioration and the relationship between laboratory tests and field performance
CO2	Acquaint with the principles of seed production for agronomic and horticultural crops within and outside of the region of adaptation and the techniques used in seed conditioning
CO3	Know about seed increase systems, seed testing and the laws and regulations related to marketing high quality seed.
CO4	Incorporate diversity and multicultural perspectives when making business decisions

Course Content

Unit I

Significance of seed in crop Production, Classification and characteristics of seed, Tests of purity, Seed health and viability, Dormancy type, causes and treatment of breaking dormancy, Production of cereals, oil seeds & pulses seed.

Unit II

Certification, packaging & storage of seeds, viability & tests, Seed Legislation / patents / WTOSeed marketing, Field inspection

References

- Zentes, J., Morschett, D., & Schramm-Klein, H. (2007). *Strategic retail management*. Verlag Dr. Th. Gabler GWV Fachverlage GmbH, Wiesbaden (GWV).
- Fernie, J., & Sparks, L. (Eds.). (2018). *Logistics and retail management: emerging issues and new challenges in the retail supply chain*. Kogan page publishers.
- Bhatia, S. C. (2008). *Retail management*. Atlantic Publishers & Dist.
- Mathur, U. C. (2010). *Retail management: text and cases*. IK International Pvt Ltd.
- Berman & Evans. (2008). *Retail Management: A Strategic Approach. 10th Ed*. Prentice Hall of India.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	1	1	3	1	3	2	3	-	3	2	3	3
CO2	2	1	2	3	2	3	2	3	1	1	2	1	1	2	2
CO3	3	2	-	3	3	2	1	2	1	-	2	2	3	3	-
CO4	2	3	1	-	2	1	1	2	3	1	2	1	1	2	2
Average	2	2.25	1.67	2.3	2	2.25	1.25	2.5	1.75	1.67	2	1.75	1.75	2.5	2.3



The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Supply Chain Management

Course Code: A202424

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Introduce the concepts and processes of agricultural supply chain management.
CO2	Develop an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.
CO3	Provide a framework for structuring supply chain drivers; network designs.
CO4	Communicate effectively in a variety of formats

Course Content

Unit I

Understanding the Supply Chain, Supply Chain Management (SCM)- Present need, conceptual model of SCM, Evolution of SCM, Concept and significance of physical logistics and distribution system as applicable in agribusiness, marketing and physical distribution process. Planning Supply & Demand, Managing Economics of Scale, Managing Uncertainty. Determining Optimal Level of Product Availability, Elements of physical distribution system, transportation and its relation to plant location, warehousing and inventory.

Unit II

Elements of physical distribution system, transportation and its relation to plant location, warehousing and inventory, Transportation, Facility Decision, Various models of supply chain management as followed by developed countries, Information Technology, Coordination, E- Business & the Supply Chain, Financial Evolution, Performance measurement and controls in agro supply chain management.

References

- Basu, R., & Wright, J. N. (2010). Total supply chain management. Routledge.
- Mangan, J., & Lalwani, C. (2016). Global logistics and supply chain management. John



Wiley & Sons.

- Pagano, A. M., & Liotine, M. (2019). Technology in Supply Chain Management and Logistics: Current Practice and Future Applications. Elsevier.
- Christopher, M. (1992). Logistics and supply chain management (p. 12). Financial Times/Irwin Professional Pub.

Website/Links/Online Portal/ICT

- https://www.slideshare.net/ialwaysthinkprettythings/scm-module-1?qid=e81da7eb-eb34-48ba-8d95-21b0f57e6db4&v=&b=&from_search=3
- http://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	2	3	2	3	2	3	2	3	2	2	3	3
CO2	1	-	3	1	2	2	3	1	2	1	2	1	3	-	3
CO3	3	2	2	3	-	3	2	1	2	2	3	2	3	2	2
CO4	3	3	2	3	1	3	2	-	2	1	2	1	1	2	1
Average	2	2.67	2.25	2.25	2	2.5	2.5	1.3	2.25	1.5	2.5	1.5	2.25	2.3	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Plantation Management

Course Code: 202425

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Identify plant vegetative and reproductive structures.
CO2	Understand basic principles, processes and functions of plant growth and reproduction, including photosynthesis, respiration, transpiration, vegetative growth and reproductive growth, fertilization and fruit formation
CO3	Impart knowledge and skills in production, processing, marketing and finance management in the plantation sector



CO4	Apply their knowledge to solve problems related to plant growth, crop production and natural resource management
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Course Content

Unit I

Current scenario of major plantation industries in India, plantation field operations in estates of Tea, Coffee, Rubber, Spices, etc., (cultivation, harvest management, post-harvest management), manufacturing/processing operations in estates, quality control aspects, estate management and labour relations, legal aspects of plantation business, sustainable management in terms of environmental, social and economic aspects, managing technological innovation in terms of cultivation and processing in Tea, Coffee, Rubber, Spices and other relevant plantation crops.

Unit II

Marketing of plantation crops marketing channels, product development, branding, pricing and promotion, export environment for plantation crops, logistics management- purchase, stores and transport, financial management in plantations, cost-volume-profit analysis, relevant promotional agencies and cooperatives, problems and prospects of the major plantation sectors

References

- Tiffen, M., & Mortimore, M. (1990). *Theory and Practice in Plantation Agriculture*. Boulder: Westview Press.
- Banerjee, G., & Banerjee, S. (2008). *Sustainable tea plantation management*. International Book Distributing Co., Pub. Division.
- Kumari, P. S. (2004). *Advances in the Diseases of Plantation Crops and Spices*

Website/Links/Online Portal/ICT

- <https://www.youtube.com/watch?v=mDZ67duB6h0>
- <https://newgenerationplantations.org/multimedia/file/5211b52c-c4f9-11e4-9137-005056986313>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	3	2	3	1	3	2	3	2	3	2	3	1	3	3
CO2	2	1	3	2	2	-	2	3	1	2	3	2	3	-	2



CO3	3	2	2	1	3	3	2	1	2	1	-	3	3	2	1
CO4	3	-	3	2	3	2	3	-	3	2	2	1	1	2	2
Average	2.67	2	2.5	2	2.25	2.67	2.25	2.3	2	2	2.3	2.25	2	2.3	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Export-Import Procedures, Documentation

Course Code: 202426

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Familiarize with policy, procedures and documentation relating to foreign trade operations.
CO2	Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
CO3	Integrate concept in custom clearance concepts with functioning of global trade.
CO4	Incorporate diversity and multicultural perspectives when making business decisions

Course Content

UNIT-I

Documentation Framework, Exim Documentation, International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement; Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities. Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures; Role of Clearing and Forward Agents; Excise Clearance of cargo; Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

UNIT-II



Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives; Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System; Freight, and Structure. Containerization and other developments, International Agreements and Conferences on Sea Transport; Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation; Air Transport: International set up, Freight structure

References

- Johnson, T. E., & Bade, D. (2010). *Export/import procedures and documentation*. Amacom.
- Bade, D. (2015). *Export/import procedures and documentation*. Amacom.
- Weiss, K. D. (2007). *Building an import/export business*. John Wiley & Sons.

Website/Links/Online Portal/ICT

- <http://www.pasc.edu.in/Econtent/CommerceNotes/EXIMPROCEDURES.pdf>
- <https://www.youtube.com/watch?v=GITFICog2h8>

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	3	-	2	2	3	2	3	2	3	1	3	3
CO2	2	1	3	3	2	3	1	3	2	3	3	2	-	2	2
CO3	2	2	1	2	3	2	1	2	3	2	2	1	3	1	1
CO4	1	2	1	1	2	1	2	3	-	2	1	2	1	2	1
Average	1.5	2	1.75	2.25	2.3	2	1.5	2.75	2.3	2.5	2	2	1.67	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: International Economic Organization

Course Code: A202427

Semester: 4th

L T P

Credits: 05

4 1 0

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

CO	Statement
CO1	Explore the relevance of various trade theories/models.



CO2	Acquaint with current issues in International Trade.
CO3	Use economic tools to analyze diversity of issues in the international economy.
CO4	Integrate knowledge of and demonstrate ability to perform as management professionals.

Course Content

UNIT-I

Distinction between International Trade and International Macroeconomics. Emergence of International Economic Organizations and Development Diplomacy, Historical Developments, Bretton Woods and international monetary set-up, World Bank and its affiliates, International Bank for Reconstruction and Development (IBRD). International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA). Political Economy of Trade - Pros and Cons of government intervention - Strategic trade policy - Median voter theorem - Theory of collective action - Politicians for sale.

UNIT-II

World Bank and Developing countries, General Agreement on Tariffs and Trade (GATT), World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD), International Labour Organisation (ILO). Money, Interest Rates, and Exchange Rates - Aggregate money demand - Equilibrium interest rate - Money and exchange rate in the short run. Dornbusch overshooting model - Money, price level and exchange rate in the long run, international capital markets and emerging markets - The efficiency of international capital markets: theory and evidence - Problems in international banking - Problems of international finance for developing countries. Financial and economic crisis of 2008-09 - Recent financial crises: Mexico 1994, Asia 1997-98, Russia 1998. - What was the same, and what was different in 2008-09. - European crisis in 2010-15, Russian crisis in 2014-15, Covid 19 crisis 2020

References

- Simai, M. (1994). *The future of global governance: Managing risk and change in the international system*. US Institute of Peace Press.
- Cornelius, P., Schwab, K., & Porter, M. E. (Eds.). (2003). *The global competitiveness report 2002- 2003*. Oxford University Press
- Keohane, R. O. (2019). *The theory of hegemonic stability and changes in international economic regimes, 1967–1977 (pp. 131-162)*. Routledge



Website/Links/Online Portal/ICT

- https://www.slideshare.net/AnjuAnnGeorge/international-economic-institution?qid=848f8255-a51f-41cc-899d-4f6733e54f08&v=&b=&from_search=1
- <https://www.csus.edu/indiv/d/dubes/ia216/Chapter2.pdf>.

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	-	3	3	1	3	3	2	3	3	2	1	2	2
CO2	1	2	2	3	2	2	3	2	1	2	2	3	2	-	2
CO3	3	-	2	2	3	2	1	2	-	2	3	2	3	3	3
CO4	1	2	3	1	2	1	3	2	1	3	2	3	1	1	2
Average	1.75	2.3	2.3	2.25	2.5	1.5	2.5	2.25	1.3	2.5	2.5	2.5	1.75	2	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Course Name: Global Human Resource Management

Course Code: A202428

Semester: 4th

Credits: 05

L T P

4 1 0

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

CO	Statement
CO1	Depict HR implications of organizational strategies.
CO2	Adapt the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
CO3	Explore and get familiar with international HR.
CO4	Positive attitude and skills that create productive managerial leaders.

Course Content

UNIT-I

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study,



Structural evolution of global organizations. Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

UNIT-II

Cross Cultural communication and negotiation; Cross Cultural leadership and decision making. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context. Compensation: Objectives of International compensation, Key components of an international compensation program, Approaches to International compensation, Patterns in complexity. Expatriation and Repatriation, Convergence or divergence in personnel management in developed and developing economies

References

- Sparrow, P., Brewster, C., & Harris, H. (2004). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2012). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Rao, P. L. (2008). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2010). *International human resource management*. Sage.

Website/Links/Online Portal/ICT

- https://www.slideshare.net/Nenemane/managing-global-human-resource-management?qid=dd25054d-1a08-49ee-97a1-34357a7337c5&v=&b=&from_search=1
- http://www.crectirupati.com/sites/default/files/lecture_notes/GHRM-notes.pdf

The mapping of PO/PSO/CO attainment is as follows:

PO/PSO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3	2	-	2	3	3	1	3	-	3	2	2	-	3
CO2	1	2	1	2	3	3	2	2	-	2	2	3	2	1	2
CO3	2	-	2	3	-	2	2	1	2	1	1	2	3	2	2
CO4	1	2	3	-	3	2	1	2	1	2	-	3	2	1	1
Average	1.25	2.3	2	2.5	2.67	2.5	2	1.5	2	1.67	2	2.5	2.25	1.3	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



**GURU KASHI
UNIVERSITY**

PUNJAB - INDIA

Total Number of Course	73
Number of Theory Course	63
Number of Practical Course	10
Total Number of Credits	327



Academic Instructions

Attendance Requirements

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise, he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

Assessment of a course

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

	Internal (50)						External (50)	Total
Components	Attendance	Assignment	Surprise Test	Presentation	MST1	MST2	ETE	
Weightage	10	10	10	10	30	30	50	
Average Weightage	10	10			30		50	100

Passing Criteria

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.